

Minehead BID Company Limited Board Meeting

Minutes of meeting held on: Date and Time: Tuesday 17 March 2020 at 6pm

DIRECTORS PRESENT:

Graham Sizer	GS (Chairman)
Cllr Mandy Chilcott	MC (Advisor)
Jackie Jago	JJ (Ambassador)
Jon Lee (D)	JL
Alison Prior (D)	AP (part of meeting)
Debbie Sawatzki (D)	DS

Andrew Hopkins (BID Manager) AJH
Sarah Wilsher (Minutes)

1. Apologies

Ryan Boulton (D)	RB
Chris Corbett (D)	CC
Cllr Terry Venner (D)	TV
Jim Whittaker (D)	JW

GS advised that CC had handed in his resignation for personal reasons. He may return to the BID in the future. AJH to send a note of thanks from the Board.

ACTION: AJH to send a note of thanks to CC on behalf of the BID Board

AJH was covering the work of the Company Secretary until a replacement could be found. He knew of one interested person and MC would talk to someone she knew too.

2. Anything to declare

There was nothing to declare.

3. Matters arising from previous meeting held on 18 February 2020

AJH reported that the Springboard footfall monitor located outside Greenslade Taylor Hunt was proving useful in providing data on how many people were in the town centre and it could be measured on a daily, weekly and monthly basis and in time against the south-west and UK trends. Saturdays at 11am were the peak time for shopping in the town and this week was busier than last week, particularly over the last few days. The national trend was showing an 11% decrease across the country last week for those locations with Springboard monitors. However, without previous data monthly and yearly comparisons were not currently possible.

4. Adoption of minutes of the previous meeting

The minutes of 18 February 2020 were agreed as an accurate record of the meeting.

5. Coronavirus Discussion

AJH explained that the planned events for the next four months had had to be cancelled or postponed, as follows:

Eat: Minehead scheduled for 4 April would now be held on 22 August. Future Eat events were booked for 3 October and 12 December.

May Day Celebrations had been cancelled.

Steampunk Festival – it was hoped to postpone it until 2021. AJH was trying to find out from David Smith how much of the BID money would be lost in cancelling the event.

VE Day Celebrations had been postponed and may be held in August in conjunction with the VJ Celebrations. AJH would be talking to Bryan Howe, Acting Clerk for Minehead Town Council. BID were paying £1,025 towards Newton swing band, Pashy Pops, West Somerset Brass Band, flags and bunting and a family film show. AJH would be looking into whether the bands could perform at a later date.

It was thought that the West Somerset Railway were still planning to hold their Steam Gala from 23 to 26 April and had a Diesel Gala and beer festival scheduled for early June.

Update: WSR have cancelled the Steam Gala and Diesel Gala and Beer Festival.

6. GDPR Forms

DS and JL had completed forms and would get them to GS.

7. Ambassador and Director Feedback

JJ and others were happy with the way messages were getting around the businesses within the town, using Messenger and the members Facebook page.

8. Events Update

a) Minehead Triathlon Proposal

In JW's absence AJH spoke to the proposal, which had been circulated in advance of the meeting. The triathlon was being organised by the Channel UK Events CIC, the events wing of Channel Adventure. It was to be expanded from previous years and would run over two days – 10 and 11 October – and be open to children. It would include swimming in Minehead Bay, bike route towards Porlock and a run along the seafront and woods of Culvercliffe. There would be junior races on the Saturday and races of an Olympic distance on the Sunday. A

road closure would be required from the Butlins roundabout to the Railway Station and a request for the payment of the road closure (£1200) and traffic management plan and its implementation (£2750), giving a total of £3950, was requested from BID. 2019 had attracted about 1,000 spectators.

GS was concerned about the large amount being asked for, when only part of the event would be held on the seafront and the rest would be out of town and so not seen by many people watching in Minehead. Only the area of town around the seafront would really benefit from the event. Also, he felt sponsorship should be looked for, which would reduce the amount needed from BID. Questions were also raised by the meeting in relation to whether Channel Adventure would profit from the event.

DS proposed that BID support the event with the requested sum of £3,950, as detailed above, and AP seconded. AJH stated that both RB and TV had given their support prior to the meeting. JL abstained. The proposal was AGREED.

9. Marketing Update

a) Social Media Proposal

In RB's absence AJH spoke to the proposal, which had been circulated prior to the meeting. He explained that, as requested at the last meeting, he had done further research into the cost. He had looked into how much other South West BIDs paid for this service and proposed an average sum of £500 per month, but this figure would not be added to the brief and it would be seen what comes back from applicants. An updated brief had also been prepared including a more comprehensive job specification and selection criteria to make it easier to assess applications received.

The proposal had been approved by the Marketing Sub-Group who had asked for the addition that the scheduled social media content be approved by AJH before posting.

AP asked whether the proposal covered advertising. AJH explained that it would be adding to the content of social media platforms only.

GS proposed and JL seconded that the social media commission at a cost of £6,000 for a 12-month contract be supported. AJH stated that JW, TV and RB had all given their support prior to the meeting. The proposal was AGREED.

b) Online Directory and new Website Proposal

AJH spoke to the proposal that had been circulated prior to the meeting to use Huish Design and Marketing to set up an online directory for the 244 BID levy members and to re-build the Minehead BID website so that it was capable of housing the directory. This would cost £2,000.

The meeting expressed disappointment that the existing Minehead Bay website could not be used for the project because the idea was not supported by

Minehead Development Trust. However, it was heartening to hear that the website/directory would link to the Visit Exmoor and Visit Somerset websites. Every business member or associate member's information would be stored on the directory database.

DS proposed and GS seconded that the online directory and associated new website be supported at a cost of £2,000. AJH stated that RB, TV and JW had all given their support prior to the meeting. The proposal was AGREED.

c) Christmas Shop Ambassador Proposal

AJH spoke to the proposal that had been circulated prior to the meeting. It comprised two members of staff from the Minehead Information Centre circulating around Minehead centre on Saturdays - 5, 12 and 19 December, in order to promote events, provide links to the online shopping directory and to direct/signpost shoppers to the businesses capable of fulfilling their individual shopping needs.

It was agreed that the staff members would need a map to help direct people to the outlets as they would not physically take customers to the shops and that more than two people may be needed. The staff would also need to be aware of the stocks/services of each trader.

DS proposed and JL seconded that the Christmas Shop Ambassador proposal be supported at a cost of £800. The proposal was AGREED.

d) Storywalks Proposal

AJH spoke to the proposal that had been circulated prior to the meeting. He explained that three hidden history digital heritage trails had been developed in 2014 with the Minehead Development Trust (MDT), Seaside Strategy Fund along with Minehead Vision Group. A joint project between BID and MDT was now proposed to update the information and re-walk the walks, updating the details of businesses along the route. Within each walk there would be the opportunity to integrate up to three text-based adverts for local businesses. The total cost would be £1,850 - £925 from MDT and £925 from BID.

There was also the possibility that the project could be expanded if additional funding was secured. The proposal had been discussed by the Marketing Sub-Group to which Chris Jelley of Storywalks had presented demos of the trails.

GS proposed and AP seconded that the Storywalks proposal be supported at a cost of £925. AJH stated that TV, RB and JW had all given their support prior to the meeting. The proposal was AGREED.

10. Alternatives to Single Use Plastic Resource Hub Proposal

MC spoke to the proposal that had been circulated prior to the meeting as she was a member of Plastic Free Minehead. She explained that it had arisen out of a need for businesses to know where to source sustainable alternatives to single

use plastic. The resource would initially focus on catering and retail businesses and would provide contact details of national and local suppliers who had good environmental credentials and produce competitively priced alternatives. It would also give assessments of these materials allowing businesses to make informed choices. The resource would be available as a website and would include functions to allow businesses to share best practice.

The cost to BID would be £4,730 plus VAT over 3 years to commission Cosmic to carry out consultation, research and project delivery, maintenance and training. Somerset Wildlife Trust, who run Plastic Free Minehead, would provide £1,510 in kind contribution in the form of staff time, project management, training support and content management.

AP felt that it was a lot of money to pay for something that businesses could do themselves.

AJH stated that it was an opportunity for Minehead to be a market leader as other towns did not have such a resource. The project would fall into BIDs reducing costs agenda, similar to Meercat.

GS thought it would be good if Cosmic could negotiate with the suppliers to get discounts/benefits for local businesses. MC suggested that the website could be sold to other BIDs and towns which would benefit local suppliers.

DS proposed and JL seconded that the alternatives to single use plastic resource hub be supported at a cost of £4,370 plus VAT. AJH stated that TV, RB and JW had all given their support prior to the meeting. AP voted against. The proposal was AGREED

It was noted that the resource website could be linked to the BID website so it could easily be accessed.

11. Financial Update

In CC's absence AJH had approached Ian Melhuish for the figures, which as at 16 March 2020 were:

Bank account balance:	£83,049.75
Events YTD	£20,648.94
Marketing YTD	£13,917.27
Public Realm YTD	£11,414.54
Reducing Costs YTD	£5,650
Admin YTD	£7,294.42
Spend YTD	£58,925.17

It was noted that BID had approved proposals totalling £18,000 at this evening's meeting.

12. AOB

AJH advised that in the light of coronavirus and the need to reduce social gathering, he was looking at meeting virtually. Also, increasing the use of email and the BID messenger group, which had recently been set up by businesses as a useful sharing platform. Newsletters were also being emailed to BID members regularly. DS said that businesses were surviving but scared and needed a helpline to allay their fears and someone to help complete application forms for grants, etc. AJH had been in contact with SWT. Beccy Brown was pulling together a network of organisations – BID, Job Centre, etc. while Gordon Dwyer was looking at economic life after the coronavirus. AJH was aware that following a reduction in income over a sustained period may mean that businesses would not wish to pay BID levies in the future. AJH would talk to Beccy and other BID towns to find out how they were assisting their business members during this difficult time.

13. Dates of future meetings

Board meeting to be held on Tuesday, 21 April 2020 at 6pm

The meeting finished at 7.45pm