

**Minehead BID Company Limited Board Meeting**

Minutes of meeting held on:                      Date and Time: Tuesday 15 October 2019 at 6pm

**DIRECTORS PRESENT:**

Graham Sizer (D)	GS	(Chairman)
Andrew Hopkins	AJH	(BID Manager)
Chris Corbett (D)	CC	(Company Secretary)
Cllr Mandy Chilcott	MC	(Advisor)
Cllr Andy Hadley	AH	(Advisor)
Jon Lee (D)	JL	
Samantha Murrell	SM	(Advisor)
Martin Neal	MN	(Ambassador)
Angela Neal	AN	
Debbie Sawatzki (D)	DS	
Cllr Terry Venner (D)	TV	

Sarah Wilsher (Minutes)

**Meercat Associates Update**

Prior to the meeting proper Rishi Sood reported that six days had been delivered since May 2019. It took time, engagement and relationship building in order to build the data needed to deliver the service. Meercat Associates worked with 135 BIDs across the country including Chippenham, Exeter, Aberystwyth and Hastings who they had also worked with for just three months. They were all at a similar level and those of a comparable size to Minehead had a higher budget than that of Minehead BID. As of today's, date savings of £31,000 had been identified.

Rishi explained the three levels of savings, as follows:

*Identified* - these were savings that had been identified following analysis of the data. These savings were reported back to the BID member and it was up to the business as to whether they used this information, for example they may wait until the contract had ended or need to resolve a bad debt first.

*Assisted* - the business is encouraged to go back to their own provider with the information on the identified savings in order to achieve a better deal.

*Realised* - Meercat undertake the work for the business in terms of admin, etc. to set up a new contract which benefits the BID member.

During the process BID is publicised as being the enabler behind the scheme.

Rishi advised that Meercat would be returning in early November and again in the New Year and asked if the Ambassadors and Directors could let these dates be known to BID members.

GS advised that he had met recently with accommodation providers. One was outside the BID area who had re-joined as a voluntary member for the second year. He asked Rishi whether voluntary members could also benefit from the Meercat service. Rishi explained that the service could be rolled out to voluntary members, as per the original brief.

## **AGENDA ITEMS**

### **1. Apologies**

Ryan Boulton (D)	RB	
Jackie Jago	JJ	(Ambassador)
Jacqui Sherwood	JS	(Ambassador)
Naomi Waters	NW	(Ambassador)
Jim Whittaker (D)	JW	

### **2. Anything to declare?**

Nothing was declared.

### **3. Matters arising from previous meeting held on 17 September 2019**

Chasing Jo O'Hara about Queen Ann's statue in Wellington Square continued to be a work in progress for AJH.

Noted that planning permission had been granted for Lifestyle Warehouse to be converted to a cinema, and that Queens Hall was under offer, but that the prospective purchaser was not known.

AJH advised that he had spoken to Bryan Howe at Minehead Town Council and Xmas trees were being purchased. AJH would be meeting Bryan in the new year to discuss commissioning proposals for a light scheme for the whole town in Christmas 2020. TV added that four Xmas trees were going to be chosen next week.

### **4. Adoption of minutes of the previous meeting**

The minutes of 17 September 2019 were agreed as an accurate record of the meeting.

### **5. Ambassador and Director Feedback**

Following the AGM on 24 September, eight Ambassadors had been appointed to increase the interaction between BID and the members, be the 'eyes' and 'ears' on the ground and distribute newsletters, etc. GS explained that both Ambassadors and Advisors could attend Board meetings but were unable to vote, and Ambassadors could have a ten-minute slot on the agenda at the beginning of the meetings.

Ambassador or Liaison, MN, reported that he had spoken to all the traders within his part of the lower Avenue, except the tattooist and Somerset Bridal. The general feeling was that the BID was not supporting them. Events were not taking place at the bottom end of the town, for instance, the road closure for the Eat Festival on 12 October initially was to continue down to the Beach Hotel, but on the day it hadn't, leaving traders feeling disconnected and bereft of customers. Even the branded outlets had suffered. Saltrock's takings had been down and although Animal had organised a flash sale this had not achieved the expected takings. In September a vintage vehicle was to have been parked on Blueberry's forecourt during the Forties Weekend but this had not happened.

The meeting discussed the road closure for the Eat Festival. This had been authorised by West Somerset Council under the Town Police Clauses Act in March and had been carried forward during the Council's transformation to SWT. This had run from Friday Street to The Esplanade. However, amendments had been made to keep The Parade open following the concern of taxis and buses, and on the day the road closure had ended higher up The Avenue at Tregonwell Road due to sighted traffic issues.

Both AJH and GS apologised for the lower Avenue not being given as much attention as the higher up part of The Avenue and The Parade. It was a work in progress and they were keen to work with the businesses in this area to achieve better outcomes. To this end MN was urged to come back to the BID with suggestions and proposals for future events, etc that BID members in this area wished to see.

It was noted that Holloway Street, Summerland Road and Friday Street also needed to feel more included in BID activities.

## **6. Minutes of AGM held on 24 September 2019**

GS stated that he wished to put the draft minutes on the website and send out with the newsletter. This was AGREED.

## **7. Confirmation of new Director appointment**

GS proposed and DS seconded that Alison Prior of Wombleton be confirmed as a Director. The proposal was AGREED.

## **8. Events Update**

### **VE Day**

TV reported that Minehead Town Council (MTC) were looking to hold a four-day VE event from the Friday to the Monday over the May Day Bank Holiday weekend in 2020. A budget had been set for this. MTC wished for BID's agreement for bunting to be hung in April, and there would be red, white and blue flower displays. They wanted it to be a community event and were looking at a road closure to enable a community picnic to be held in The Avenue. AJH advised that BID would be keen to play an active role in the event and TV would ensure that he was invited to the next meeting.

### **Magical Fairy-Tale Christmas Festival 29 and 30 November and 1 December 2019**

Two Gateway Event meetings had been cancelled and, if the third scheduled Gateway meeting did not go ahead, Jill Homewood would work directly with BID. It was noted that 12 Days of Christmas leaflets were being circulated to businesses.

AJH reported that a full event road closure order application had been submitted to Somerset County Council. A fairground was planned. It was noted that the taxi drivers would need access. MC advised that the County Council road closure process included more consultation than the road closure process followed by the District Council as they were subject to different legislation.

Graham reminded the Board of Gateway Events' funding request for £2,000 which the Board had refused at the last meeting as Gateway had not included their own income in the funding equation. Gateway were now factoring in their own funds.

### **Women 4 Women - 7 and 12 November 2019, 5 to 8pm**

DS reported that the tickets were being sold and the posters would be going up. This was only for female run businesses where the woman paid the business rates and BID levy. It would be held at the top (Friday/Park Street) end of town as participants felt safer covering a small area. Unfortunately, this was leading to businesses elsewhere in the town feeling excluded, but these traders could share the floor space of participating businesses.

AN said that she was feeling excluded. She wanted to be involved, particularly as Hope for Tomorrow was a charity that was close to her heart, but Blueberry was in the wrong location being in the lower part of The Avenue.

It was widely recognised that there was a divide between businesses at the top and bottom ends of town due to the length of The Parade/The Avenue, but MN and AN felt that BID's activities were leading to a deepening of the rift.

MC stated that in the past events had been mainly seafront-based. AJH advised that he would be looking into getting a Street Trading Permit and Premises Licence for the whole of the BID area which would hopefully increase activities taking place.

### **(a) Eat Festival**

AJH had received feedback from organisers, Beverley and Sarah, on the Eat Festival held on 12 October, as follows:

*'Quick overview* - including significant occurrences and Local Authority engagement:

- Event held in town centre with one very long road closure
- Bus route maintained through top of town and taxi rank
- Road closure was pulled up from The Beach Hotel to Tregonwell Road mid-morning at the request of a SWT Councillor
- Six Thatcher's bursary winners at the Festival

14,000 people attended. There were 90 pitches, six no-shows/last minute cancellations and 74 traders on the day including 23% hot food and 14% alcohol.

From trader feedback - 35 traders had completed the feedback survey and of these 94% were satisfied or very satisfied.

From public feedback - there were 183 public responses. Of these 98% were satisfied or very satisfied and 2% of people were dissatisfied. The two people who were dissatisfied requested that the event be held somewhere else. 86.89% thought it should be held again. 11.48% thought it should be held again and twice a year - this was considered to be surprisingly low given the high number of requests for this expressed within comments on social media. 89% thought the event was friendly, 71% high quality, 82% welcoming.

62% of people walked to the event.

8.2% went into a Minehead business or cafe for the first time. 41.53% went into a Minehead business or cafe that they were already familiar with. 60% met up with friends or family. 81% net promoter score.

*Social media engagement:*

Facebook Page

17-14 October

30997 post reach

8462 post engagement

4936 video views

Average reach for a photo post was 569, and 203 for a link.

Event

27500 reach

1200 responses

203 clicks to website

### *Review*

We were commissioned to:

eat: Festivals agree to deliver one-day food and drink festival per year, including, but not limited to:

- Stakeholder management, including relationships with Minehead BID members, surrounding businesses and West Somerset Council.
- Regulated entertainment and amusements during the event.
- Inclusive and diverse community engagement.
- Volunteer participation.
- Traffic management in accordance with current regulations.
- Stall holder administration and management.
- Website hosting and maintenance.
- promotion, marketing, administration for the event.

We believe that we achieved your goals and we know that engagement with local businesses and groups will be easier for future events.

Opportunity for increasing the number of pitches

We would keep a similar layout with no business having their shop windows obstructed or obscured.

### *Adding an extra date:*

In our agreement there is a clause (13) re increasing the frequency of the events. We understand that this is your strong desire.

'There is an option that, by mutual agreement, the festival increases in frequency to twice a year from Year 2. In this scenario Minehead BID would pay £1,000 per festival in year 3 onwards'.

We have surveyed our producers and the strong preference is for 11 April 2020.

As we are still in Year 1 and we know that we would need to continue to invest heavily in marketing our proposal there would be a fee in the region of £4250 for a second event in April 2020.'

The meeting discussed whether to hold one or two Eat Festivals in 2020. AJH advised that the organisers had suggested a date in April for the extra event. DS preferred for it not to clash with a Butlins weekend as Butlins visitors increased trade within the town for the businesses. Sadly, the retail businesses had tended to suffer on 12 October as the visitors from Butlins had not generally been spending in the

shops, probably due to the Eat event. AJH advised that he had talked to Julian Highfield about putting music on in the town that was the same genre/era as music being played at a Butlins weekend, and Julian had no concerns with an Eat festival taking place. Also, the Police were happy as it was quiet on 12 October.

TV said that First Bus were not happy with the road closure and he would thus prefer one Eat Festival. After further discussion TV proposed and CC seconded that subject to contract negotiations one Eat Festival be held at the bottom end of The Avenue and a second Eat Festival be held at the top of The Parade. The proposal was AGREED.

Subsequent to the meeting in email conversation between the organisers, directors, ambassadors, Butlins and key contacts it has been agreed to go for Saturday 4<sup>th</sup> April and Saturday 3<sup>rd</sup> October 2020

#### **(b) Minehead Cycle Grand Prix 2020**

AJH reported that the deadline had been missed for the 2020 event. He and Jacqui Sherwood were therefore liaising with Minehead Cycling Club, British Cycling and other bodies on a revived event in 2021.

AH stated that one event on the Sunday was seen as best for traders.

#### **9. Public Realm Update**

GS reported that the bunting and baskets had been taken down and thanked Simon and Jon for their assistance with this. The baskets would be collected and go to Bristol on 16 October and Winter bedding plants would be coming down from Bristol.

CC advised that he didn't take down the hanging baskets at his businesses until the end of October, as they were still going strong at this time. GS explained that the BID baskets had to come down early in order to coincide with the Winter bedding plants delivery.

Half a dozen multi-purpose brackets had been purchased for the end of The Avenue from Saltrock to Animal and would be arriving in about three weeks' time.

Illuminated Christmas trees would be picked up by AJH from the supplier in Wellington. Blacksmith, Brian Hobbs, had advised that the flagpole at the Beach Hotel would be able to take an extra collar for a Christmas tree.

GS spoke to the proposal put forward for Friday Street Winter flowers from November 2019 to April 2020. TV proposed and JL seconded that the requested sum of £650 for baskets, bulbs and Winter bedding plants be granted. This proposal was AGREED.

TV reported that Minehead Town Councillors were happy for BID to undertake a trial of hanging globes in trees in Wellington Square and by the Jubilee Cafe for Christmas 2019.

It was hoped to be able to add brackets to the light columns in The Avenue and lower Avenue for flowering baskets. MC had asked Somerset County Council in this regard.

GS stated that he had been approached by a lady at the Eat Festival regarding going plastic free.

## **10. Marketing Update**

### **(a) Coach Friendly Status**

AJH spoke to the proposal for Les Barber, who achieved coach friendly status for Burnham on Sea, to work with the BID and the three local authorities to achieve coach friendly status for Minehead, which would raise the profile of the resort to coach operators throughout the UK and ultimately lead to an increase in coach visitor numbers.

CC proposed and DS seconded that the proposed funding of £4,000 (£1,500 initial payment followed by a final payment upon completion and the status being awarded) to cover advice costs, meetings, social media coverage up to status being awarded, social media to coach drivers, operators, discussions with parties on leaflet promotion (not printing). The proposal was AGREED.

## **11. BID Manager's Monthly Report**

AJH spoke to the report. 92% of the BID levy for year 2 had already been paid. All those businesses who paid a levy of over £1,500 had paid. 50 businesses still had to pay. Non-payers would be chased in November. Summons would be issued in the New Year for any businesses who had not paid by this time.

## **12. Financial Update**

CC reported that the registered office address had been changed from Maitland Walker to 34 The Avenue and a Post Office box would be set up so post would go directly to Ian Melhuish, the BID bookkeeper.

There was £104,500 in the bank. Administrative costs were at a low level. CC would be talking to Lentells on 16 October regarding the preparation of the accounts.

## **13. AOB**

The Events sub-group would be discussing bringing the ice rink back to Minehead, possibly in the Summer months when more was needed within the town.

MN asked whether dates of Butlins weekends/events could be circulated. AJH agreed that these could be incorporated into a calendar of events.

MC asked for myth busters to be included in the newsletters, etc.

It was agreed that the BID Facebook page was a useful source of two-way communication between the BID Manager and BID members.

## **Date of next Board meeting – Tuesday, 19 November 2019**

Events and Public Realm sub-groups meeting and other sub-groups to be on Monday, 4 November.

### **Meeting finished at 7.45pm**

NB: Following the meeting AJH received information from Neil Corfield, Case Manager Highways (Highways Inspector) at SWT on the procedure followed for road closure applications received under the Town Police Clauses Act:

- 1 Once an application is received by myself, I collate all the other documents required and email them to the statutory consultees.
- 2 The application requires the following documents to be included: risk assessment, public liability insurance certificate, signing schedule and traffic management plan.
- 3 Once these documents are collated, they are sent to the following statutory consultees:

Avon and Somerset Police (traffic management, operational planning and events planning)

Somerset County Council Highways - traffic management

Somerset County Council Highways - street works team

Somerset West and Taunton parking team

The consultees get 14 days to reply with any objections, concerns, etc. (if I receive no reply, I presume they are happy).

If none are received the Order is duly signed and sent to the applicant.

If objections/concerns are raised I speak with the statutory consultee and a decision about progressing the Order is made.

SW – 17.10.19