

**Minehead BID Company Limited Board Meeting**

Minutes of meeting held on:                      Date and Time: Tuesday 26 May 2020 at 5pm

**DIRECTORS PRESENT:**

Graham Sizer	GS (Chairman)
Ryan Boulton (D)	RB
Cllr Mandy Chilcott	MC (Advisor)
Cllr Andy Hadley	AH (Advisor)
Jackie Jago	JJ (Ambassador)
Jon Lee (D)	JL
Sam Murrell	SM (Advisor)
Debbie Sawatzki (D)	DS

Livvi Grant (Social Media Manager)	Daffodil PR
Sharon Grant (Social Media Manager)	Daffodil PR
Andrew Hopkins (BID Manager)	AJH
Sarah Wilsher (Minutes)	

GS welcomed everyone to the Zoom meeting.

**1. Apologies**

Martin Neal	MN (Ambassador)
Alison Prior (D)	AP
Jacqui Sherwood	JS (Ambassador)
Cllr Terry Venner (D)	TV

**2. Anything to declare**

There was nothing to declare.

**3. Matters arising from previous meeting held on 19 May 2020**

There were no matters arising.

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

The minutes of 19 May 2020 were agreed as an accurate record of the meeting.

**5. Update on activity since the last meeting**

AJH reported that there had been two recent announcements from Government.

- a) Non-food retail was to open in two tranches - outdoor markets and car showrooms from 1 June and all other non-food retail from 15 June. Detailed risk

assessments were required and there was a need to look at what this would mean for each business.

- b) Government had allocated £50 million of European money to local authorities to support their local high streets with re-opening (The Reopening High Streets Safely Fund). The money would support a range of practical safety measures, such as new signs, street markings, temporary barriers, as well as running local marketing campaigns. £140,000 was to go to Somerset West and Taunton Council (SWT). AJH would be meeting with SWT on 27 May to discuss how this funding would be spent.
- c) Minehead BID had also gone live with a £50 voucher scheme to independent businesses within the BID area in order to help them re-open their businesses. The voucher could be spent on signage and protective screens and could only be used at Active Signs and Print, is OK Designs, Park Lane Interiors and Simply Blinds and Curtains.

The meeting agreed that it would get busier in terms of what would need to be done to safely trade.

- d) Central Government had also allocated £6.1 million to BIDs across England to spend on projects that would help their local economies through the financial uncertainty caused by the coronavirus lockdown. Minehead BID was due to receive £6,000 to £10,000.
- e) Minehead Town Council also held a funding pot of £10,000 for Covid-19 response. The Council were willing to work with the BID and GS and AJH would be meeting Cllr Paul Bolton with TV and the Town Clerk on 28 May to discuss possible funding projects.

## **5. Discussion on last week and plans for re-opening**

AJH asked where the areas for concern and the pinch points were within the town, so that he could report these issues to the SWT meeting tomorrow.

The meeting agreed that the pinch points were along the Parade outside WH Smiths and Greggs, and in respect of the farmers market there was a potential pavement blockage outside Santander. It was agreed that to relieve these areas on-street parking on that side of The Parade could be removed which would create a wider pedestrian walkway.

Generally inside the retail outlets currently open shoppers were following the 2m social distancing markers, however people had seen a lot of people mingling and congregating outside The Co-op when waiting to go in to the shop or post office, rather than queuing in orderly lines and there were people who followed social distancing and those that didn't. People were also grouped outside Glenmore Bakery. There was also the problem of people queuing and standing close to the entrances of nearby shops, thereby effectively blocking access to them.

It was felt that barriers were needed to make orderly queues. However, there was a concern that although barriers could be used to make queues, there still needed to be extra space on the pavement for people to walk past the queues safely, ie at a distance of 2m.

MC was concerned that there would be clutter near and on the highway with the extra signage produced. GS explained that Active Signs had made posters capable of being wrapped around bollards and lampposts in order to reduce the number of extra A-boards, signs, etc.

RB expressed concern with the number of people not forming orderly 2m distanced queues and asked if PCSOs could be asked to provide assistance. AJH reported that he was looking into employing street wardens for the main shopping streets, on 15 June particularly, in order to provide guidance and instruction and to help manage any issues and problems that may arise. JJ and AH voiced their agreement with street wardens being used and GS added that it was hoped funding from Government could be used to fund these roles.

MC was concerned with the narrow pavements in Friday Street, but JL stated that due to the nature of the businesses in Friday Street, such as hairdressers and barbers, this area was unlikely to get too busy.

Sharon and Livvi said that all retailers needed to work together and to sort out any issues to their mutual benefit.

It was noted that all businesses needed to undertake risk assessments before they could safely open. DS said that advice on doing a risk assessment correctly needed to be provided by BID. AJH said that guidance would be provided on the website. JL added that there was a risk assessment template on the Government website which could be adapted and tailored to suit a particular business.

## **6. Marketing Plans**

RB reported that an email had been sent to all Directors in respect of the Marketing Plans and the use of the £10,000 BID emergency fund for re-opening. In this respect he had been looking further into the Minehead Gift Card Scheme and had received a quote for £7,000. The aim was to encompass all businesses within Minehead into the scheme. The BID would be responsible for the marketing and look and design and branding of the card whilst the Company would do the rest. There was an initial up front set up fee and then phased funding over the year of the contract. DS and MC expressed their approval for the gift card. AH said that in the documentation it said that the set-up fee was £7,000 and there would be a monthly fixed cost of £350. This differed from what RB had been told. He would seek clarification.

AJH advised that SWT were looking at instigating the Shopappy scheme, whereby products could be purchased via an app and picked up using click and collect or via a delivery service. SWT would subsidise the scheme in the first instance and then it

would become a chargeable service. There was not a conflict between Shopappy and the Minehead gift card schemes. Shopappy ran different schemes for different products whilst the gift card could be purchased for anyone's use on products available in participating retailers in Minehead.

In order to reach all residents in Minehead - both those who are IT literate and those who do not use the Internet it was agreed that the marketing campaign should work in both camps. A directory of all businesses – a printed version of what could be found on the website or social media – would be produced indicating which businesses were open. 7,000 copies would be printed and then circulated by Royal Mail. The cost of this was included in the budget as outlined earlier in the year. The directory would run in conjunction with the advertising campaign in the West Somerset Free Press.

Sharon and Livvi suggested that a Minehead shopping map be included with the directory. GS pointed out that the Minehead Shopping Guide, which raised money for the MIC, was already a local publication and he was concerned that another similar publication would erode the strength of the shopping guide.

Sharon and Livvi reported that to date their engagement with BID members had been good and had achieved positive comments. They were looking after Visit Minehead's Facebook and Instagram accounts, whilst AJH was responsible for updates on Twitter. Their recent Facebook post about Minehead looking forward to seeing everyone again, but that the present time was not the right time for visitors, had been well received and shared. They were currently asking for peoples' photos of Minehead.

## **7. AOB**

### **Bank Holiday Weekend in Minehead**

AH and JL reported that there had been no problems on North Hill and JL added that the seafront had been quiet when he had frequented this part of the town both early and late in the day.

SM reported that it was believed that the barrier of Warren Road car park had been closed by Butlins, which had led to cars entering the car park via the exit. The decision was therefore taken by SWT on Wednesday, 20 May to open the barrier so that the car park could be used properly. There were concerns that camper and transit vans would park and stay for the night or longer, but this had not transpired. If vehicles did stay overnight this should be reported on SWT's Coronavirus helpline. GS advised that the car park at Quay West had two designated campervan parking spaces.

GS stated that the seafront had been busy during the day. Warren Road car park had been very full but there had been no campervans. Twenty to thirty motorbikes had arrived during the day and there had been about 100 people about at any one time. The harbour and Culvercliffe had not been too busy.

## **8. BID Manager Update**

AJH reported that he had met up with Sgt Hugh Jenkins, who had started policing the Williton to Exmoor area. He would be speaking to Butlins on 27 May. All staff with the West Somerset Railway, bar two, were at risk of redundancy and he hoped to speak to the CEO of the WSR soon.

## **9. BID Board Update**

GS reported that Julian Abraham, owner of the Old Ship Aground, was interested in joining the BID Board as the Director responsible for the licensed hospitality sector; and asked if everyone would be happy if he attended the next Board meeting. This was agreed.

AJH reminded the meeting that a Director was still needed for the unlicensed hospitality sector.

AJH informed that the new boss of Morrisons, Scott Murphy, was interested in becoming a Director or Ambassador of BID.

## **Dates of future meetings**

It was agreed to meet fortnightly at the current time. The next meeting would therefore be on 9 June 2020 at 5pm.

## **The meeting finished at 6pm**