

**Minehead BID Company Limited Board Meeting**

Minutes of meeting held on:                      Date and Time: Tuesday 17 September 2019 at  
6pm

**DIRECTORS PRESENT:**

Graham Sizer	GS	(Chairman)
Andrew Hopkins	AJH	(BID Manager)
Ryan Boulton	RB	
Cllr Mandy Chilcott	MC	(Advisor)
Jon Lee	JL	
Debbie Sawatzki	DS	
Cllr Terry Venner	TV	
Jim Whittaker	JW	(part of meeting)

Sarah Wilsher (Minutes)

**Minehead Eat Festival**

Prior to the meeting proper Beverley from the Eat Festival reported on arrangements for the Minehead Eat Festival on 12 October 2019. Beverley explained that she and her colleague, Sarah, were part of a social enterprise running the Eat Festival. They had been commissioned by Minehead BID to put on the Eat Festival. The Avenue and The Parade would be closed from about 6am to 6pm from the Beach Hotel to Friday Street. A full road closure (under the Town Police Clauses Act) was needed to ensure public safety. Argos had the issue of a delivery in the afternoon and this would be looked into. They were working with the bus company as the buses would be diverted and the stops changed. The taxi rank in The Parade would be suspended and a temporary taxi rank would be set up in Bancks Street, replacing the bus stop.

Eighty-five traders had been booked in and confirmation of a further twelve was awaited. These twelve had not traded before, they were being sponsored by Thatchers and needed to fulfil insurance and licence obligations. They had space for a few more traders. Trading would take place from 10am to 4pm.

Trading would take place down both sides of the road in a zig-zag fashion down to North Road, then there would be traditional side shows such as a coconut shy. There would be a have-a-go cookery school in the forecourt of the Old Hospital and free craft workshops. There would also be an area set aside where past cookery programmes could be watched such as Fanny Craddock, Ready Steady Cook, Keith Floyd, etc. There would also be two street entertainers and two DJs. at the Old

Hospital and The Creamery. Exmoor Bike Repair would be providing free cycle checks and free rucksack covers. It was hoped that this would encourage people to cycle to the event. There would be a step count challenge to inspire walkers and people could come by bus. Fourthly, as Minehead is a rural location, there could be an area provided to tie up your horse.

To promote a low carbon footprint amongst traders they would be encouraged to participate in the van share scheme. The North Road car park had been hired for the day from Somerset West and Taunton Council (SWT) and signage would be displayed in the North Road car park, along The Avenue and on bus stops and taxi ranks.

Posters and fliers had been put up earlier in the day and social media, particularly Facebook, would be used to publicise the event. Two posts per day would be posted on Facebook from now until the event. The website was [www.eatfestivals.org](http://www.eatfestivals.org) and the Facebook page was Eat Minehead Food and Drink Festival. Banners were being put up at the Rugby Club, Williton and Dunster bridge and the meeting suggested that one go up opposite Tesco on the boundary fence with the Seahorse Centre. Graham also suggested that one go up at Heathpoult Cross on the road to Dulverton, and Beverley said that 25 posters would be displayed on estate agency style boards in private properties.

The meeting expressed concern that the road closure paperwork may not have been received from SWT yet. Beverley would look into this. Also, there was a need to look further into the proposed diversion route for the buses. It was noted that there would be room for the emergency services to get through if necessary and dropped kerbs and pavements would not be blocked. GS asked for a map of The Avenue showing the proposed layout of the stands.

It was noted that no funding had been requested from Minehead Town Council and no funding commitment had been made by SWT. BID had given funding which was acknowledged in the publicity literature.

Beverley was thanked for her very useful and informative report.

## **AGENDA ITEMS**

### **1. Apologies**

Chris Corbett	CC (Company Secretary)
Beccy Brown	BB (Advisor)
Samantha Murrell	SM (Advisor)
Mark Wathen	MW (Advisor)

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

Nothing was declared.

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

GS reported that whilst not many people had turned up to the first open forum, it had been useful with lots of topics discussed and as a result BID member meetings would be held quarterly from now on.

### **4. Matters arising from previous meeting held on 13 August 2019**

DS advised that the banners for the Women 4 Women event were in hand.

GS had spoken to Exmoor Skip Hire and ascertained that they collected all clean cardboard free of charge.

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

DS asked whether planning permission had been given for the cinema at the Lifestyle Warehouse. SW said not yet. However, on checking after the meeting she found that permission had been granted on 16 September.

In respect of confidential information about those businesses who had not paid the levy, AJH advised that information on non-payers was available through a Freedom of Information request.

JW and JL reported that Meercat Associates were not always coming back to businesses in a timely fashion with reports on their finances. GS advised that Rishi Sood would be chased by AJH.

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

The minutes of 3 September and 13 August 2019 were agreed as an accurate record of the meetings.

### **6. Events Update**

#### **Forties Weekend**

MC asked whether a survey was usually undertaken to find out if businesses were happy/unhappy with events. TV said that the shoppers had given good feedback and there had been no negative comments. The singers around the town had been well received. DS said that the footfall was very good and there was a good atmosphere but the event was not good for her own business. AJH said that it was the first event since the BID had been established where businesses were proactive and requesting bunting, etc to decorate their shopfronts - and he and DS had found it difficult to keep up with demand. There had been a few negatives in that Robin Wichard was ill close to the date of the event and didn't have time to do some of the tasks, so there had been some last-minute organising by BID which due to communication problems had not taken place as planned. For instance, ten

forecourts around town were expecting to receive vehicles, as organised by GS, but this hadn't happened with all the vehicles going to the railway station. GS had apologised to these traders and next time BID would ensure that it took place. Likewise, there was supposed to be a meeting of George V and Winston Churchill in the town, but this had not happened. There was supposed to be more activity within the town to keep customers in the town, but the event had become too WSR centric.

RB felt a more Bridgwater Carnival concept was needed to make the whole town feel inclusive. The Board agreed that there was a need for them to commission the artists themselves. Following BID's input and the success of the Forties Weekend, it was felt interaction between businesses was extremely positive.

The Board were impressed with the Forties Weekend fliers/posters and AJH explained that the designer was very good, spotted errors and turned around an order very quickly.

MC expressed thanks to AJH, GS and DS for their hard work and input into the Forties Weekend.

It was noted that Minehead Town Council were planning VE Day celebrations and perhaps could use the Union Jack bunting.

#### **(a) Gateway Events - Magical Fairy-tale Christmas Festival 29 and 30 November and 1 December 2019**

The funding proposal received for £2,000 was discussed. It was noted that BID had already agreed to give funding of £4,000 for the entertainers. There was a need for Gateway Events to factor into their income/revenue they had accumulated during the year for the event which it was believed to be around £5,000 which wasn't included in the paperwork received.

RB proposed and TV seconded that the proposed funding of £2,000 to Gateway Events for the Christmas Festival 2019 be refused. The proposal was AGREED.

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

The funding proposal for £998.80 was discussed. DS reported that following its success last year it was decided to hold it on two nights. The number of shops kept open would be low with potentially other traders sharing the shop space. All the outlets would be in the same area of town as participants last year felt safer covering a small area. Women BID members would be asked to contribute to the goody bag. AJH added that Wellington Square had been booked on both days for the presence of the charity - Hope for Tomorrow - and it was hoped that the Bumble Bus could attend.

JL proposed and TV seconded that the proposed funding of £998.80 to Women 4 Women be granted. The proposal was AGREED.

#### **(c) Minehead Grand Prix**

AJH reported that Minehead Cycling Club were looking at introducing a Project Manager to run the Grand Prix. The Club also wished AJH to facilitate a meeting where businesses could express their concerns about the event. It was noted that those living close to the route saw the barriers as preventing them entry to their own homes and whilst cafes/restaurants and take-aways benefited the retail businesses tended to suffer from a lack of trade. The loss of a central car park (near Co-op) being the events 'village' did not help as it prevented the most popular car park in the town from being used for parking by potential customers. Could the Cycling Club use a different car park?

JW stated that there was a need to bring new visitors who wanted to spend money from outside the area into the town.

On the subject of events in general, MC felt that there needed to be an itinerary of events available.

## **7. Public Realm Update**

### **(a) Brackets in Lower Avenue**

GS reported that it was proposed to purchase half a dozen multi-purpose posts for the display of Xmas trees in the forecourts of Animal to Saltrock in the Lower Avenue as part of a trial. This would cost about £1,000 which would be paid out of the £8,300 previously agreed.

AJH asked TV if Minehead Town Council would be putting up lights for Christmas. TV replied that they planned to but he was not sure where the lights would be going. AJH expressed concern that the BID was not being invited to MTC's discussions concerning enhancements and projects within the town which both parties had a mutual interest in.

MC advised that she had always been keen in the past for a Xmas tree to be erected in the lower Avenue/The Esplanade area.

### **(b) BID Gazebo**

GS tabled a funding proposal for £1,200 for a gazebo which could be used by BID members to advertise their wares at events such as the Eat Festival. It would be heavy duty, re-usable and display the BID logo.

DS proposed and JL seconded that the proposed funding of £1,200 for a gazebo be granted. The proposal was AGREED.

GS added that the Eat Festival were happy for BID members to have a presence at the Festival.

Benches - a licence for two benches to be placed on The Esplanade was being sought from Somerset County Council. This would cost £395 per bench.

Bunting and hanging baskets - were due to come down at the end of September. Re-using the bunting next year would be looked into. Next year the hanging baskets

would be extended into Holloway Street and depending on how the trial goes hanging baskets could be hung on the multi-purpose posts in the Lower Avenue.

Winter flowers were due to be planted by Minehead Town Council. BID would be ordering winter bulbs and in conjunction with Minehead First School planting would be undertaken in the raised beds.

## **8. Marketing Update**

AJH reported that he and JW had attended a Coastal Summit hosted by Visit Somerset earlier that day. This had looked at different areas working together and had been a positive meeting.

On 10 October Visit Somerset would be coming to Minehead to meet with accommodation providers. Subsequent to this meeting it has been agreed to join this meeting up with the annual Minehead Information Centre meeting with accommodation providers.

On 29 October a Visit England digital content session would be held in Taunton, which would be followed on the 30 October by a familiarisation trip to Minehead.

MC was concerned that the coastal strip was not being publicised. Visit Exmoor received funding from the Hinkley Tourism Action Partnership (HTAP) to cover the strip yet neglected the coastal areas. AJH will follow up this point and advised that the Severn Estuary Partnership was looking at the coastal strip to Porlock.

Minehead were looking at becoming a single use plastics town.

GS advised that AJH's equivalent at Weston-super-Mare had done a lot of work with the coaches. AJH was trying to make contact with his counterpart in order to obtain information which could be used to run a scheme with the coaches in Minehead.

AJH would be meeting Julian Highfield at Butlins to update him on these initiatives. MC added that the WSR said that they were happy to put leaflets etc in the trains and on their website but this wasn't happening. With over 200,000 visitors coming to Minehead by train this was a valuable marketing opportunity lost.

### **(a) Marketing Proposals**

The funding proposal for £8,669 + VAT was discussed in respect of the inclusion of adverts and articles/leaflets within tourism related County and local publications (adverts in Exmoor Magazine, What's on Somerset and Word Gets Around and a 4-page spread on Minehead in the Visit Somerset 2020 guide which could become a stand-alone leaflet on the town) AJH explained that this sum would come out of the £30,000 marketing budget agreed by the Board.

MC advised that HTAP did an article on short breaks in this area which had been very successful. AJH said through our membership of Visit Somerset it was intended to invite journalists down and show them around. MC said that in Newquay accommodation providers put on shared events, such as murder mystery weekends.

AJH felt this was a good idea and a similar event could be put together by the eleven accommodation businesses within the BID area, with BID taking the initial lead and forming a template for such an activity.

MC also suggested another Cornish idea whereby accommodation providers came together and put together packages of activities and trips within the area using a mini bus to transport the guests. AJH advised that the Coastal Summit were looking at packages.

GS proposed and RB seconded that the proposed funding of £8,669 + VAT for proposed marketing be granted. The proposal was AGREED.

### **(b) Town Centre Signs**

The funding proposal was discussed for skins to update those signs in the town centre which display directional maps and list businesses.

TV proposed and DS seconded that the proposed funding of £1,000 + VAT for year 1 and £500 + VAT thereafter for sign re-skins be granted. The proposal was AGREED.

AJH informed the meeting that Somerset County Council had said that they would not consider the fingerpost signage until the parking review had been done. Andy Giles had put in a request for S106 funding of £6,500 to SWT. GS asked whether it included monies for signage. TV was asked to relay the message that the BID would like an improved working relationship with MTC concerning enhancements and projects within the town which both parties had a mutual interest in.

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

This was noted.

### **10. Financial Update**

#### **(a) Postal Redirection**

AJH spoke to the proposal to either create a PO Box for Minehead BID post or alternatively to apply for a postal redirect from their registered office address at Maitland Walker to the bookkeeper's home address.

The proposal was AGREED.

MC asked whether the bookkeeper's address could become the registered office address. AJH to look into this.

**ACTION: AJH to look into whether the BID bookkeeper's address could be the BID's registered office address.**

AJH reported that of the 244 BID members, 140 had paid. £58,000 had been paid in the first two months. Reminders to the non-payers would go out in the near future. Three cases of non-payment of year one levy would be pursued.

**11. AGM Update - 24 September 2019**

The notice of the AGM had been sent out to BID members. GS as Chair of BID would give an overview of the work of BID over the year. AJH would talk about events and projects. CC would present the annual accounts for the financial year. There would be the election of Directors. It was noted that the Chair did not need to stand down at the AGM.

**12. BID Area Ambassadors**

AJH stated that he would like more people brought in to deliver newsletters and be the BID's eyes and ears on the ground, which would assist the Directors. These BID supporters would enable smaller area teams to be formed. AJH would circulate a proposal to the Board.

**ACTION: AJH to circulate a proposal to the Board on the role of Area Ambassadors.**

**13. AOB**

None.

**14. Date of next Board meeting – 15 October 2019**

Events and Public Realm sub-groups meeting and other sub-groups to be agreed.

**Meeting finished at 7.55pm**

SW – 20.9.19