

Minehead BID Company Limited Board Meeting

Minutes of meeting held on: Date and Time: Tuesday 19 November 2019 at 6pm

DIRECTORS PRESENT:

Graham Sizer	GS	(Chairman)
Andrew Hopkins	AJH	(BID Manager)
Ryan Boulton (D)	RB	(part of meeting)
Cllr Mandy Chilcott	MC	(Advisor)
Chris Corbett (D)	CC	
Jon Lee (D)	JL	(part of meeting)
Samantha Murrell	SM	(Advisor)
Cllr Terry Venner (D)	TV	

Sarah Wilsher (Minutes)

1. Apologies

Cllr Andy Hadley	AH	(Advisor)
Jackie Jago	JJ	(Ambassador)
Debbie Sawatzki (D)	DS	
Jim Whittaker (D)	JW	

Due to a low attendance at the beginning of the meeting the order of the agenda items was changed until the meeting was quorate.

2. Ambassador and Director Feedback

It was noted that there were no Ambassadors present at the meeting and the Directors had no feedback to give. MC asked if there was any regular contact with the Ambassadors. AJH explained that he was in regular communication with them.

3. Events update**Cycling Grand Prix**

AJH reported that the deadline for British Cycling had been missed for the cycling grand prix event in 2019. A short statement had been put together by GS, AJH and Minehead Cycling Club and sent to the West Somerset Free Press who had published a recent article. A positive meeting was then subsequently held with British Cycling, Jacqui Sherwood and Paul Butcher for an event in 2021 with a potential new route – along the seafront, Lower Avenue, North Road, northern

end of Blenheim Road and The Esplanade. GS advised that 50% more barriers would be required, which would cost about £1,000 unless Jewsons agreed to provide them free of charge or at a reduced rate. The North Road car park would be utilised by participants so the main car park in Summerland Road would be kept available for shoppers. Jacqui Sherwood was keen for a wider festival to be held, of which the cycling event would only be a part. A new statement, produced by GS, AJH and Minehead Cycling Club, was to go to the press this week, as follows:

As reported recently, representatives of the towns' business community and Minehead BID met on Friday 8 November with event organisers Minehead Cycling Club and British Cycling. And the future of the event looks much more hopeful after all parties expressed their wish to see the event continue in 2021.

Minehead Cycling Club's race organiser, Paul Butcher said "We've heard that whilst the Minehead Grand Prix brings huge numbers of people to the town and creates a colourful spectacle which is clearly enjoyed by many, it does not benefit all the businesses in the town".

"Having said that, it was really positive to also hear that the business community would very much like the event to continue, but as part of a festival weekend with a much broader appeal, and with the race circuit in a location which would make it easier for shoppers to access the central car park in Summerland Avenue and move more easily to and from the shops, pubs and cafes in the town centre."

Minehead BID Manager Andrew Hopkins added "This is clearly a very popular and successful event which undoubtedly attracts large numbers of the very best riders and their families and supporters from all corners of the country. And we are very happy to support this in future years. To maximise the benefits to the entire business community we'd like to see this supported by a wide range of other activities over the weekend, which could take advantage of closed roads and the seafront, perhaps Blenheim Gardens and Wellington Square, and provide other forms of entertainment in addition to the cycle racing".

Event organisers, Minehead Cycling Club and British Cycling, are happy to consider alternative locations. British Cycling's Andy Parker agreed "Moving to a new circuit is certainly possible, and we will be very happy to discuss any proposals the town puts forward. The critical thing for us is that it's a circuit which has been signed off by all the various interests in the town, business and others, and then we'll be raring to go".

It was noted that there could be a problem with people not being able to get in and out of the harbour area easily and a diversionary route, possibly via Northfield Road, would be required for those needing to access Quay Street.

GS was keen for all expenditure/income for events to be clearly detailed and transparent. CC confirmed that the accounts were linked to themes/events so detailed figures were available.

Extra Events

The Events Sub-Group had discussed proposals for two events including a **Last-Minute Christmas event to be held on 23 December**, which had been put forward by Will Rayner of Courtyard Framing. Will would be discussing the details with AJH. The event would include gift wrapping stations, shopping advisors, entertainment and possible late-night opening.

Somerset West and Taunton Council (SWT) had agreed to provide free car parking in District Council owned car parks in Minehead on four Saturdays in Minehead. AJH had received a quote of £360 per day from SWT for the use of these car parks on 23 and 24 December and the Board agreed to fund this to provide two extra free car parking days. Parking hoods wrapped with bows and a tag saying 'Merry Christmas from Minehead BID' would cover the ticket machines on these days. MC would remind David Hall to email AJH with a quote for the Somerset County Council owned car park next to the railway station.

ACTION: MC to chase David Hall to provide AJH with a quote for the Somerset County Council owned car park next to the railway station.

Minehead One Big Weekend – a beach festival - had been raised by Danielle Prosser from Coaster Coffee. The meeting felt this was a good idea which Danielle would work up a fuller proposal. CC suggested involving the local youth groups.

Women 4 Women

DS had produced a review on the Women 4 Women event held on Thursday, 7 and Tuesday, 12 November, as follows:

Ticket sales were good for Thursday selling about 90, but the Tuesday was better with the maximum of 120 tickets sold and ladies that came on the Thursday came back on the Tuesday. Sales were good on the Thursday, but not as good as last year, whilst sales on the Tuesday were much better, matching those of last year. There was excellent feedback – those who attended loved the event.

Originally, all women levy payers were going to be asked to put fliers in a goody bag, but this caused complications so was stopped. Cream coffee shop asked to be open for the event, but last year a coffee shop had been open and had not benefited from the event. Cream went into Knickerbocker Glory which they were more than happy with. Attractions hair salon was open as it was their normal opening hours but they did not get any customers and said that they would not participate again as they felt it was a retail event. Another salon asked to join in next time so Attractions' feedback has been given to them. Their leaflets were

put in the goody bags this year and it was suggested that they go in a shop next year but they have declined.

It has been rather a stressful event for the organisers this year as, due to its success, everyone wanted to be a part of it, but for it to work to its full potential it needs to be kept at the top end of town or in one area as the feedback shows that customers wish to be able to visit every shop. From a retailer perspective the event may go back to one night in November plus maybe one in the Spring. The organisers are meeting after Christmas to discuss this.

The best part is that over £800 was raised for the Bumble Bus, and monies are still coming in.

MC and SM both said that they loved the event and made purchases, but did not have time to get round all of the participating businesses.

Christmas Festival

AJH reported that he was awaiting confirmation from Gateway Events on what the Christmas Festival would include for 2019. £4,000 of BID money had been previously granted for the entertainment for the event.

Town Centre Premises Licence

AJH was applying for a premises licence for the town centre which would enable entertainments to take place more easily in the future.

Sixties Day

Alison Prior had agreed to coordinate this event once it was clearer what was planned by WSR.

AJH reported that a meeting had been held with the Station Master, Assistant Station Master and Friends of Minehead Station to discuss the events that were taking place in town and WSR which could be for the mutual benefit of both the town and the station. These discussions would continue before Christmas.

May Day and Steampunk Festival

GS advised that May Day event would be held in Wellington Square again next year with a maypole and students from Minehead First School. David Smith, the organiser of the Steampunk Festival, was preparing to hold this event on 2 and 3 May. AJH needed to re-connect with David on his plans.

2020 Major Events Calendar

Andrew was putting together a 2020 major events calendar.

MC suggested that a list of events be 'pinned' to the top of the BID Facebook page.

VE Day

TV reported that Minehead Town Council were providing a budget for this event which would run from Friday, 8 to Sunday, 10 May, as follows:

Friday – closing of The Avenue for a street party this would include bunting, Union Jack flags, etc. provided by the BID
Saturday – Dance
Sunday – Thanksgiving Parade.

Summer Streets Entertainment

It was planned to fund street entertainers in town centre and the seafront over the weekends during August. AJH planned to build a database of entertainers that could be used, and local performers could also be approached. The steam bus was looking into obtaining a hackney carriage licence.

(a) EAT Minehead – 4 April and 3 October 2019

A funding proposal had been circulated to the Board for £4,250 to run the extra festival on 4 April. This was required for the additional work, promotion, management and advertising, and the PR budget would increase due to the timing clash with Easter which would mean increased competition for airtime. This would be held from the lower Avenue/Seafront area upwards. There would be no impact on Butlins as the Harvest Festival would be taking part at this time. JL proposed and TV seconded that the funding of £4,250 be granted. The proposal was AGREED.

4. Anything to declare?

Nothing was declared.

5. Matters arising from previous meeting held on 15 October 2019

None.

6. Adoption of minutes of the previous meeting

The minutes of 15 October 2019 were agreed as an accurate record of the meeting.

7. Public Realm update

Benches – a letter of support from Minehead Town Council was still awaited to enable the benches to be installed on the junction of The Avenue and The Esplanade. TV to chase.

ACTION: TV to chase letter of support from Minehead Town Council in respect of the benches.

Brackets for the Lower Avenue – these were with GS. They were to go up this week but had no bolt holes for the Christmas trees. GS was putting the Christmas trees together.

Globes – it was hoped that these would be installed in the trees in Wellington Square for 2020.

Flowers around the town – TV advised that the colour of the flower displays in 2020 would be red, white and blue, in conjunction with VE Day.

Graham reported that he had submitted an Expression of Interest to SWT for S106 funds for the poles for the hanging baskets, bunting and flags in The Avenue. However, this had been turned down as the proposal did not fit the required criteria. Instead, it was hoped to put collars around the lampposts. A specialist was to be asked for advice on this, but it was hoped that rubber collars could be used and that they would take the weight of the items. It was noted that the price of each pole had been reduced from £380 to £180.

Empty shops – the idea of putting vinyl's in shop windows of empty premises was to be pursued.

Trees – JL would be leading on the proposal to replace three trees which are to be felled in the Spring of 2020. TV reported that Minehead Town Council were looking into a five-year tree replacement scheme, to which they would be putting in £250 and that they hoped would be match-funded by BID. JL to talk to TV about the scheme.

ACTION: JL to talk to TV about Minehead Town Council's tree replacement scheme.

MC expressed concern about what was beneath the trees in the ground and about putting a new tree in the same place, but acknowledged that the planting of trees fitted well with Councils' policies for climate change.

Somerset County Council's parking review – AJH had met with Steve Deakin, Parking Services Manager. MC advised that the review would be starting in the near future. The BID, Minehead Chamber of Commerce and other organisations would be consulted.

8. Marketing update

AJH reported that regular meetings were being held with Sally Turner. Also, GS, Sally Turner (Manager of the Minehead Information Centre) and himself had met with Visit Exmoor to discuss joint working and marketing. BID was to become a member of Visit Exmoor and the Exmoor Food Festival would be extended to include Minehead.

Through Visit Somerset a feature on Minehead would be appearing in the forthcoming 2020 Visitors Guide. Putting advertisements in magazines to publicise Minehead was a work in progress.

AJH had met with Les Barber who was helping with the coach friendly status project, looking at picking up and dropping off points, signage, etc. This would also fall within the remit of Somerset County Council's parking review.

Marketing Sub-Group

AJH reported that it was proposed to set up a Marketing Sub-Group in order to pursue BID's plan to lead on marketing within the town. RB and CC volunteered to be part of the group. AJH was keen for the Directors to take a lead, whilst he would do the secretariat. Someone was required to chair the meetings and to look after the social media aspect. AJH hoped that he could find someone to assist with the latter and meetings would be held during the day to encourage participation in this respect. SM offered to be on the sub-group, on a temporary basis as required.

9. BID Manager's Monthly Report

AJH spoke to the report. 94% of the BID levy for year 2 had been paid. The Plastic Free Minehead Campaign would be submitting a funding proposal to BID, looking at the rubbish bins within the town and recycling. It was noted that the commercial contract did not include the separation of waste. This would be looked at by the Public Realm Sub-Group.

ACTION: Public Realm Sub-Group to look into the commercial contract and the need for it to include the separation of waste.

AJH had spoken to Royal Mail about the need for refurbishment of post boxes within the town. The programme for their maintenance was scheduled for 2022. It was agreed that GS would send photos of the post boxes to AJH, to be forwarded onto Royal Mail. The BID was prepared to paint the boxes.

ACTION: GS to send photos of post boxes to AJH to send onto Royal Mail.

Historic England with the SWT Heritage at Risk Specialist would be visiting Minehead to see the Queen Anne Statue in Wellington Square.

10. Financial Update

CC reported that there was £116,000 in the bank. £104,000 of the BID levy had been collected. He was up-to-date with the VAT and all areas of expenditure were well within budget. GS advised that the bill from Minehead Town Council for watering the hanging baskets was awaited and CC would check that the baskets had been paid for. It was noted that the accounts needed to be submitted to Companies House by March 2020. CC to chase Lentells to do this.

ACTION: CC to check that the hanging baskets had been paid for and to chase Lentells to submit the accounts to Companies House.

AJH advised that the Company, Exmoor Events and Publicity Ltd formerly at 1 Friday Street, had dissolved on 2 July 2019 and he put forward a proposal to write off the BID levy debt of £247.50 from year 1. RB proposed and JL seconded. The proposal was AGREED.

11. AOB

AJH advised that JW had been elected as a Director in year 1 and under the Constitution if a Director failed to attend three consecutive Board meetings s/he was considered to have resigned. JW had written to the Board stating that he was happy to stay on, unless the Board considered there was more value in replacing him as a Director. The meeting discussed this and were concerned that whatever decision they made in this respect would set a precedent for future instances of non-attendance. It was agreed that as each Director was responsible for a certain sector the ease of filling that particular role needed to be considered. It was decided that JW should stay on the Board as a Director for the professional sector, at least until someone else came forward, and that the situation would be monitored. The Directors were encouraged to approach those in professional business to find out if anyone would be interested in taking on the position.

AJH advised that Minehead BID had a new PO Box address - PO Box 108, Minehead, TA24 9DE.

AJH informed that his email account was not of sufficient capacity and that it would cost about £60 to £70 to increase its size. The Board agreed to this expenditure.

A proposal to increase the amount paid to the notetaker for compiling the minutes for board meetings to £50 per meeting was considered. GS Proposed and CC seconded. The proposal was AGREED.

A BID newsletter was being prepared.

12. Dates of future meetings

Open Forum – Tuesday, 10 December 2019

Board meeting – Tuesday, 17 December 2019

Events and Public Realm sub-group meeting to be held on Monday, 9 December 2019

Meeting finished at 7.30pm