

**Minehead BID Company Limited Board Meeting**

Minutes of meeting held on:                      Date and Time: Tuesday 21 January 2020 at 6pm

**DIRECTORS PRESENT:**

Graham Sizer		GS (Chairman)
Ryan Boulton	(D)	RB
Cllr Mandy Chilcott	(Advisor)	MC
Chris Corbett	(D)	CC
Jon Lee	(D)	JL
Alison Prior	(D)	AP
Cllr Terry Venner	(D)	TV
Jim Whittaker	(D)	JW

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

**1. Apologies**

Tracy-Anne Fraser	(Ambassador)
Jackie Jago	(Ambassador)
Samantha Murrell	(Advisor)
Debbie Sawatzki	(D)
Jacqui Sherwood	(Ambassador)

**2. Anything to declare**

Forms were circulated for Directors to use to declare their interests. Once completed the forms were to be given to CC.

**3. Hanging basket proposal for 2020**

GS spoke to the proposal, which had been circulated prior to the meeting, in respect of the flower display for 2020. He proposed and JL seconded an extra 57 hanging baskets (including planting and watering) for Bancks Street, Summerland Road and Co-op Access Road and Holloway Street for £6,270; one 'cake stand' in The Esplanade (including planting and watering) for £800, the planting and watering of the existing baskets hung in 2019 for £2,747; bunting and fixings for Holloway Street for £300, giving a total of £10,117 from the budget for public realm. GS advised that Minehead Town Council (MTC) would be watering the baskets and that as the baskets were expected to last 15 years, the long-term cost would be reduced. The proposal was AGREED.

It was noted that MTC would be converting their baskets to self-watering baskets and in response to a query from MC, TV advised that MTC intended to renew some of the planters at Minehead railway station which were in disrepair.

### **Bath BID Flower Towers**

AJH spoke to the proposal that had been previously circulated. It was proposed to purchase four flower towers (cake stands) from Bath BID who were selling them as they had become surplus to requirement. They were self-watering and had a 15 year life and were three years old. The cost for the towers would be £1,600 plus transport (guessed to be about £150). GS added that they could be placed on pallets for easy transportation and could be used as Xmas tree holders too. RB proposed and AP seconded that the towers be purchased. The proposal was AGREED.

## **4. PROJECT PLANNING – EVENTS**

- **1940's Weekend** – Agreed for 2020.
- **Artisan Market** – this had been funded by MCCT for two years at a cost of about £2,000. The funding had now come to an end. Did BID wish to continue to fund it? Although the craft items sold were considered to be good quality and made by the stall holders themselves, turnout to the markets was felt to have been low and it was considered that the harbour was not short of visitors as The Old Ship Aground put on music nights etc. which brought people to the harbour. Perhaps an artisan market could be held elsewhere within the town. It was decided not to put the markets on in 2020, but noted that this decision could be revisited in the future and the event re-inserted into the calendar at a future time if so desired.
- **Blenheim Gardens** – TV reported that MTC had booked the bandstand on Sundays during the Summer and would be hosting band concerts. They would appreciate the BID organising events for the six Saturdays. It was not known what was happening about the café at the present time, but Somerset West and Taunton Council were not planning to reinstate the temporary café concession this year. Local artists/performers could be approached to put on events in the Gardens, but the Board's preference was for entertainers in the streets who could be seen by levy payers. It was agreed that better signage for Blenheim Gardens was required.
- **Christmas Festival** – MTC would be leading on arranging activities on four Saturdays in December and had asked for assistance from BID. BID had booked an EAT festival for 12 December and it was hoped that other traders would set up stalls too, although it was recognised that the Bath Christmas markets could mean a loss of traders to Minehead.
- **EAT Festivals** – to be held in April and October 2020.

- **Farmers Market** – MC explained that the farmers market had been originally set up to mitigate farmers during foot and mouth. AJH asked whether the Board wished to work with the farmers market with the idea of expanding and relocating it to Wellington Square. JW said that he felt the seafront was a better location. MC said that other locations had been put forward in the past but the market stallholders did not wish to go elsewhere. The market was popular with the community but the general feeling was that it took business away from the levy payers. It was therefore decided not to consider the Farmers Market in the 2020 programme.
- **Ice Rink** – it was decided not to pursue this idea as being expensive and poor value for money, as well as having sustainability issues.
- **Kite Festival** – more information was required for a future year.
- **May Day Celebrations** – AP asked whether this could be developed further in conjunction with the Hobby Horse. This was felt by all to be a good idea.
- **Minehead Cycle Grand Prix** – this was next planned for 2021.
- **Minehead One Big Weekend including soap box derby** – deferred.
- **Minehead Steampunk Festival** – already booked for 2020.
- **Minehead Triathlon** – a proposal for an event this October will be brought to the Board for their consideration at the next meeting in February.
- **Night Markets** – this was in the original business plan as a proposed action, it was noted that the evenings were currently quiet in Minehead and that visitors did not leave Butlins in the evenings. However, it was observed that Barnstaple had a market which due to its location drew people through the town, and that Tiverton held a regular night market which brought people into the town therefore this is something to be considered in the future.
- **Raft Race** – GS and JW advised that Gateway Events were looking at bringing back the raft race from Blue Anchor to Minehead. JW felt a more harbour-centric event would be best, engaging with the fishermen and providing family fun over short distances. This could be looked at more in 2021.
- **Steam Bus** – this would run in 2020.
- **Summer Entertainment** – a proposal would be worked up to be brought to a future board meeting. MC expressed a wish to see more entertainment in the off-season/shoulder months.
- **VE Commemorations** – TV advised that MTC were likely to put in a funding proposal to BID.
- **Women 4 Women** – it was noted that the location of this event and the strict criteria that participants must be sole owners of the businesses had raised

concerns from some BID members. However, it had been a very successful event over the past two years and an effective celebration of women in business. AP had not known of the event and felt better advertising was needed.

- **Final year event** – CC felt that a big event should be held in the final year of the first term of BID, for example, bringing the Red Arrows back to Minehead.

It was acknowledged that as events become self-financing new events could be brought in.

It was wondered whether jet ski competitions could be run down here again, as in 2018. JW stated that the P1 AquaX Championships would be willing to come to Minehead again, but it needed £15,000 to run the event and was weather dependent. RB also raised the point that in 2018 the races were all scheduled for when the shops were open and the competitions ended at the time the shops closed so local people and visitors weren't visiting the town. If the event was put on again he would wish to see a programme which supported local traders. MC said that the accommodation providers did well out of the event and that half of the cost - £7,500 – could be raised through sponsorship.

TV and MC both expressed a wish for fewer road closures in the future.

**ACTION: AJH to compile a list of dates of events and associated costings.**

## **5. PROJECT PLANNING – MARKETING**

RB explained that Minehead Information Centre, MTC and BID were all trying to market Minehead but in different ways. There was a need to come together and use the same modern based platform, which involved using digital platforms and reduced the need for as many leaflets as previously produced. Amongst new projects considered:

- **Business Directory** – RB clarified that this would be primarily online for use by the public, but paper copies including a map of the town could be provided to coach visitors, for instance. The production of the directory would need to be commissioned as we needed to list and promote all BID levy payers. JW felt that more marketing of the town needed to be done to get visitors here in the first place. MC expressed concern that the West Somerset Railway did not advertise Minehead and the attractions/facilities/businesses available either on the train or on arrival at the station.
- **Car Park Initiatives** – RB said that there was the need to work with the District Council to get free parking for events within the town in order to encourage people to go to the events. MC suggested business advertising and special offers be put on the reverse of car parking tickets. It was noted that the £30pa Shoppers Permit was still available from Somerset West and

Taunton Council (SWT) and that it should be promoted more to encourage people to come into town. TV advised that SWT had been asked for free car parking on the four Saturdays in December 2020 by MTC.

- **Social Media** – there was the need to commission a third party in year 2 to standardise and maintain the Facebook, Instagram and Twitter pages for Visit Minehead and encourage the partner organisations – Minehead Coastal Community Team (MCCT), Minehead Development Trust (MDT), MTC and SWT to join this approach. AJH to prepare a brief.
- **Town Centre Wi-Fi** – AJH advised that the cost of Wi-Fi in Taunton town centre was £30,000 and that this could be prohibitive for the BID to fully fund. It was also noted that there was 4G in the town already. It was agreed that more Wi-Fi hotspots would be the most beneficial option and could be used to promote offers to the Wi-Fi users so this remains in the work programme to investigate further.
- **Vacant Commercial Property Packs** - AJH explained that the idea was to work with the estate agents to promote Minehead as a great business and retail area when advertising vacant units. However, the estate agents were currently very successful in finding re-lets. The meeting felt that marketing the units on social media may be more successful.
- **Visit Exmoor Membership** – AJH reported that there was a new team at Visit Exmoor who were keen to put forward a proposal to work with Visit Minehead. MC said that in the past Visit Exmoor had spent the HTAP monies, but had concentrated on the hills and moors and not on the coastal areas. Minehead had therefore missed out on being publicised. AJH gave reassurance that this was not likely to happen this time as the new staff of Visit Exmoor loved Minehead. A proposal would be brought forward to a future board meeting.
- **Springboard Football Monitor** – AJH explained that the delay in getting the monitor installed was because attaching the monitor to 8 The Parade required Listed Building Consent. The permission when obtained would give a temporary permission of three months. Unfortunately, SWT would not allow BID access to the car parking data.

**ACTION: AJH to compile a list of dates of marketing activities and associated costings.**

## **6. PROJECT PLANNING – PUBLIC REALM**

- **The Avenue Tree Lights** – This remains an aspiration but was complicated by the requirements of SCC to reinstall, however the Christmas light expansion could include an infrastructure to enable the globes return. A proposal will be brought forward during 2020.

- **Britain in Bloom** – GS had talked to Sandra Slade, Mayor of Minehead, who had been instrumental in the past in bringing Britain in Bloom to Minehead. She had suggested that BID start with Minehead in Bloom first with a Best Street, Best School, etc. and set their own criteria. AP asked if this could be linked with the May Day celebrations, but CC said that early May would be too soon for the flowering season, which started in June, and it was felt that June 2020 would be too soon to start the 'campaign'.
- **Bunting and Flags** – The bunting and flags in place last year had received much good feedback and all the traders had been happy with them. This would be extended to Holloway Street in 2020 and new bunting was to be purchased for the harbour. An extension in The Avenue was planned for 2021
- **Christmas Trees** – an additional tree had been placed at the Beach Hotel and businesses at the Lower Avenue in 2019. AJH advised that BID, in conjunction with MTC, were looking at how much it would cost to put lights in the whole of the BID area. MTC were gathering costs on the infrastructure side of things, whilst BID was costing the lights. Such a scheme, if it went ahead, would be phased.
- **Clean Beach Award/Blue Flag Status** – BID to talk to MCCT and Nicki MacLean at SWT about this to understand whether this could be achieved and how this would link in with the Esplanade project.
- **Clean up initiatives** from 19 to 26 March with IDverde and participating schools there was a plan to join the national Great British Spring Clean. It was noted that the beaches were much cleaner these days, the litter was mainly around the supermarkets, a targeted approach to clean ups would be adopted during 2020.
- **Coach drop off/pick up point** - this would be looked at as part of the County Council's parking review. It was agreed that a new drop off/pick up point was needed which was closer to the businesses. However, TV felt that it would be both difficult and dangerous to have such a point in The Avenue. He preferred to see one at the railway station, which some years ago, was proposed to be a transport hub for buses, coaches, etc. stopping in the town. A drop off/pick up point was suggested for the top of Blenheim Road, but AP said that a facility at the top of town would affect trade in the bottom of town.
- **Holloway Street Signage** – this would hopefully improve footfall within Holloway Street.
- **Public Seating** – a response from Somerset County Council was awaited to complete this project.
- **Repair and repaint damaged public realm within the BID area** - AJH advised that lampposts, post boxes, etc. were in need of renovating/painting

as part of an ongoing maintenance programme. A brand colour(s) was needed to provide a positive and attractive street scene.

- **Trees** – JL was awaiting maps of utilities from Somerset County Council. MC has been trying to get a map and had left it with the Director to follow up. She stated that SCC owned 21,000 trees in Somerset, of which 570 were in Minehead.
- **Wayfinding** – AJH reported that BID was working with MTC on this project. MTC were seeking S106 monies for improved signage.
- **Wellington Square** – The costs of repairing/replacing street furniture were awaited from SWT.
- **Winter Flowers** – would be put into the planters on the quay. Hanging baskets could also be dressed with holly, ivy and bows for Christmas.

**ACTION: AJH to compile a list of public realm activities and associated costings.**

## **7. PROJECT PLANNING – REDUCING COSTS**

- **Meercat Associates** – to be continued.
- **Plastic Free Minehead** – a proposal would be brought forward to a future board meeting.
- **Commercial waste saving** – Somerset Waste Partnership had approached BID in relation to setting up a commercial waste scheme, however, it would not be cost-effective unless Butlins was on board. This was a project that would be considered during 2020.

**ACTION: AJH to compile a list of reducing costs activities and associated costings.**

## **8. AOB**

AJH circulated lists of businesses that had not completed their GDPR forms and asked each Director/Ambassador to chase up those members in their areas that hadn't completed theirs.

## **9. Dates of future meetings**

Board meeting – Tuesday, 18 February 2020

Events and Public Realm sub-group meeting to be held on Tuesday, 11

February 2020

Marketing sub-group meeting to be held on Friday, 7 February 2020

**Meeting finished at 7.55pm**

SW 24-1-20