



**Plymouth Waterfront Partnership
Board Meeting
27 November, 10am-12pm
Pier One**

Attendees: Nick Buckland (NB)(Chair); Chris Robinson (ChR); Mervyn Orchard (MO); Penny Tarrant (PT); Ben Shearn (BS); Andrew Bullivant (AB); Craig Moore (CM); Marc Nash (MN); Sarah Gibson (SG); Sky Cole (SC); Jon Morcom (JM); Josh McCarty (JMcC); Patrick Knight (PK); Cllr Pete Smith (PS)

Apologies:

ITEM	NOTES and ACTION POINTS	By Whom	By When
MB-11/18	Apologies		
-1.	There were no apologies.		
MB-11/18	Conflict of Interest Policy		
-2.	No conflicts of interest were raised. During the course of the meeting, MO stepped outside following the Pirates Treasure Trail presentation to avoid any conflict of interest whilst the Board discussed their decision.		
MB-11/18	Minutes to the last meeting		
-3.	The Minutes of the previous Board meeting held 25 September 2018 were approved as a true record of the meeting. The actions log was updated accordingly NOTED: <u>Public Realm</u> <ul style="list-style-type: none"> SG asked PS for help with PCC officers regarding collaborative working ref the Barbican – PS agreed to provide SG with support. SG shared that Trade Waste had become the team's priority with the scale of the task increasing to support the Council in ensuring trade waste bins were removed from the highway by Easter; Barbican traders were angry but engaging– traders were expressing concerns at the minimal internal space they have for storage and appealing to the BID for support in seeking a bin store solution or a single waste collection contractor for the entire area. The BID had begun by exploring reduced cost waste collections; a survey had been issued to traders to gain information on waste and recycling volumes, number of weekly collections required and current contracted operators. Traders are looking into possible bin store locations for the BID to put forward to PCC. 		

- Next meeting with traders is 10th December.

BID Members

- SG confirmed that both BIDs had been approached by some operators offering a loyalty card system; the team were considering a joint card for both BID areas and discussions with the City Centre Company were yet to begin

Plymouth Giants

- SG and CR attended meetings in London to discuss the Plymouth Giants project with the artist Charles Newington and project manager Colleen Dunn; a visit to Guildhall was also made to see the wicker Giants. Next meeting set for 17 December for the Giants Steering Group when Colleen Dunn would be coming down to Plymouth.
- SG seeking support from Historic England and MOD for the temporary Plymouth Giants installation. CM shared that Plymouth Guildhall had a connection with London as they hosted a Mayflower 400 event - SG could explore additional support there if needed.

Events

- Fastnet: City Centre Company had committed to match funding of £12,500 in 2019 as per the Board's request; this unlocked the £12,500 PWP contribution. A review of 2021 funding would be subject to City Centre Company BID renewal. Victoria Allen was now reviewing permanent street dressing infrastructure options from the £25k BID investment.
- Polar Bear Explorer campaign had been launched. Good engagement so far, e.g. 200 likes, close to 200 shares and 21.5k views on just the first social media post. Working with NMA and WWF – SG confirmed that the half term in February will see another big push on activity. MO, CM, NB and PT shared their suggestions for working with schools and Environment Plymouth.
- Barbican Light switch-on had been a huge success with the Council events team estimating 3500 visitor number turnout and capacity had been at 90% – more than double the number that attended in 2017.
- From February 2019 the team will look at the next three years for Christmas with a view to shaping and finalising all Christmas lighting, activities, trails and events plans by August.

Nominations Committee

- NB confirmed that KPMG were not able to put anyone forward for the Finance Director position, but NB will continue to pursue filling this skills gap.

AGREED:

- All bin storage / trade waste proposals should be put forward now to ensure a solution is found before enforcement starts in 2019.

	<p>ACTIONS:</p> <ul style="list-style-type: none"> • PS to support SG with PCC officers with regard to Barbican work • MO to introduce SG to David(?) for Polar Bear Explorer activity in schools • SG to link with Reach South and Reach West regarding the Polar Bear Explorer and single-use plastics message • PT and SG to look at joined up working between the Polar Bear Explorer and Environment Plymouth workshops being held regarding plastics. 	<p>PS</p> <p>MO</p> <p>SG</p> <p>PT/SG</p>	<p>Dec 2018</p> <p>Dec 2018</p> <p>Dec 2018</p> <p>Dec 2018</p>
<p>MB-11/18-4.</p>	<p>Pirates Weekend Digital Treasure Trail – Presentation by Bluestone 360</p> <p>SG introduced Neil Bennet and John from Bluestone 360</p> <p>Neil and John gave a presentation on a new app concept and a proposal for how to achieve this.</p> <p>NOTED:</p> <ul style="list-style-type: none"> • Neil advised that, with the brand for Pirates Weekend Plymouth now developed, need to drive engagement, raise awareness and be sustainable. • App/game could be adjusted to work for other trails and competitions if developed. • Potential for sponsorship through banner advertising or information within questions. • Social media support –install Facebook Pixel. Instagram overtaking Facebook in number of users. • Timeline – proposed launch in February. • Build – c.£12k – Social media – c.£8k. Total c. £20k investment and then re-skin in future. Re-skin would cost between £2k and £5k as an average. • Game could link to virtual tours of hotels and attractions with the ability to click on links to make bookings etc. • Potential for international tourists to visit Plymouth virtually and encourage them to want to visit physically. • Asset could be owned by PWP and used as a tool to connect with National Marine Park tours etc. • Could be different levels to the Digital Treasure Trail with the opportunity to win a variety of prizes from sponsor partners. • 360 camera options could allow for provision of walk through tours of buildings, e.g. Smeaton's Tower, the NMA or the Box. • Concept would be to build a website that can hold all data. • Creates access for those without the ability to physically visit particular areas. • Opportunity as a Board to lead the way for the city. • AB asked if there was any data suggesting that a virtual visit would reduce the physical visits – MO felt that this would only be a positive for generating footfall and visitors. • Need to offer to Plymouth Britain's Ocean City– PWP could back and trial it, but the initial position of the Board is that it should sit centrally within Visit Plymouth. 		

	<ul style="list-style-type: none"> • PS raised concerns that work already being done by Mayflower and the Box on digital apps and digital trails and the three projects need to work alongside one another. • App could be a cost effective way of expanding our marketing to a global market via a digital platform, which is a modern approach and initially year one would be BID focused if starting with Pirates Weekend Plymouth. Suggested that links with commitment in the Business Plan to create a pub and restaurant trail or could potentially link to all BID businesses. • CM asked who would own the app and the copyright if PWP were to commission its creation – this would need to be discussed and agreed by legal representatives. • Having a new and innovative project like this could make us a candidate for winning national awards. • Fundamentally a website and not a game along the lines of Candy Crush etc. • Could use it as a tool to tell stories of pirates in Plymouth and the history. <p>**MO, Neil and John left the room for the Board to discuss whether or not to pursue the commissioning of the app's creation for Pirates Weekend Plymouth**</p> <ul style="list-style-type: none"> • SG confirmed that the concerns raised by PS about being joined up were noted and would be fully acted upon to unify all work across partners. • Pirates Weekend Plymouth is a very successful PWP event, which is currently a £23k Levy investment for operational delivery and marketing creation; likely to cost £28K+ going forward with costs expected to rise as visitor numbers grow year on year. Could utilise a new approach as part of investment for growing events. • App could be a backbone structure, but could bring other agencies in such as MyHigh who worked on Devon Tourism Awards. Could explore partnerships with Plymouth College of Art and other cultural and artistic bodies who may also being able to create content. • MN queried where the evidence base is for seeing the benefits of an app of this kind and an informative digital game – JMcC shared that digital apps were the way forward in terms of marketing to younger audiences. <p>AGREED:</p> <ul style="list-style-type: none"> • Must not duplicate work being done by others, i.e. the Mayflower 400 Trails app. • All support the idea and going forward with it in principle. • On-costs need to be nailed down before committing to the investment. <p>ACTION:</p> <ul style="list-style-type: none"> • Neil Bennett and SG to have conversations with PCC and other partners to look at the broader piece to avoid duplications and discuss potential joint investment. • SG to go back to Bluestone 360 to review the re-skin options 	<p>Neil Bennett /SG</p> <p>SG</p>	<p>Dec 2018</p> <p>Dec 2018</p>
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	<p>and costs framework and report back to the Board swiftly before Christmas.</p> <ul style="list-style-type: none"> • Bluestone to come back quickly and, providing no duplication in work being done or concerns regarding on-costs, the Board would agree the £12k investment in the development of the app. • NB and SG were given delegated authority by the Board to make final decision following response from Bluestone 360. 	<p>Bluestone 360</p> <p>NB/SG</p>	<p>Dec 2018</p> <p>Dec 2018</p>
<p>MB-11/18-5.</p>	<p>Financial Report</p> <p>NOTED:</p> <ul style="list-style-type: none"> • 2017/18 accounts required sign off – Bromhead and PCC accounts team very happy for Board to sign-off. SG read from letter from Bromhead confirming that they did not have any concerns and there were no red flags in the report. • Reserves were at £60,638, which is a more favourable position than the £53,971 that had previously been conservatively reported. • SG was commended for the positive financial position. • PWP's latest budget forecast was presented for 2018/19 period 6. An increase in BID Levy had been collected by PCC which had now risen from £305k to £310k. There were twelve live conservations with prospective sponsors underway. £2k extra commitment toward the Giants project for the creation of a sponsorship prospectus for the project manager to use. Cash in bank at 13 November was £100,452. • SG confirmed that all expenditure in the report was up to date for that period; Christmas had incurred additional expenditure which would be reported in January. <p>AGREED:</p> <ul style="list-style-type: none"> • The Board unanimously agreed that NB should sign-off the 2017/18 accounts. <p>ACTION:</p> <ul style="list-style-type: none"> • NB to sign off 2017/18 financial accounts for submission to Bromhead and filing at Companies House. 	<p>NB</p>	<p>27.11.18</p>
<p>MB-11/18-6.</p>	<p>Nominations Committee (NC)</p> <p>NOTED:</p> <ul style="list-style-type: none"> • JMcC shared that he would be leaving the National Marine Aquarium in December and would therefore no longer be able to attend the meetings as a representative for the NMA. JMcC suggested that Managing Director Roger Maslin be invited if the Board still required someone from the NMA • MO commented that as a Director of the NMA, he was gutted that the NMA would be losing JMcC. • NB offered JMcC any support that he may need from PWP. <p>ACTION:</p> <p>NB to continue to pursue a suitable Finance Director</p>	<p>NB</p>	<p>2018</p>

MB-11/18-7.	<p>Planning Sub Committee (PSC)</p> <p>NOTED:</p> <ul style="list-style-type: none"> • A Hoe Foreshore Proposal was put forward to the Advisory Panel and so far no feedback received (though there was a deadline of Christmas). • PK attended the Planning Committee meeting – PK gave update on the INTERREG bid: – had feedback from European adviser, which has helped shape a stronger bid with a better chance of winning our bid. Bid to be in in January. If successful, will know in April and can then set up a steering group. If unsuccessful, three options <ol style="list-style-type: none"> 1. Section 106 monies – been trying to secure for some time and now looking for assistance from PWP to drive investment of Hoe as green infrastructure. 2. CIL – the Hoe should be a top five priority for the city 3. External grants – there are many possibilities, including Heritage Lottery Funding • JMcC noted the advancement in conversations about funding opportunities and commented that PCC now has confidence in the Board, which is a much stronger position than the BID was in a year ago – all agreed with this. • MN asked for a report on the City Centre Masterplan and an investment update, particularly regarding Armada Way South. <p>AGREED:</p> <ul style="list-style-type: none"> • Need to engage with PCC members on the draft proposal to encourage as much support as possible for its development going forward. <p>ACTION:</p> <ul style="list-style-type: none"> • SC to circulate MN's draft Hoe Foreshore Proposal with the minutes. • PK to put a short paper together on the plan B options and what lobbying would be needed for discussion at the next meeting. • NB to speak with PCC and PWP to lobby for major investment coming toward the Hoe. • NB and MN to meet with Leader Cllr Tudor Evans to put forward the Hoe Foreshore proposal and seek partnership approach to seeking funding. 	<p>SC</p> <p>PK</p> <p>NB</p> <p>NB/MN</p>	<p>Dec 2018</p> <p>Jan 2019</p>
MB-11/18-8.	<p>Considering the next three years: Strategic Priorities</p> <p>NOTED:</p> <ul style="list-style-type: none"> • PK noted that PWP had a real opportunity to go to Leader with priorities. • A hard copy of the updated project delivery report was in the printed Board packs and SG drew attention to the 47% of delivery achieved in the first 19months of Waterfront BID2, a fantastic position for the BID. This delivery was due to PWP's collaborative working with multiple partner organisations. • The Board commended all on the 47% delivery. 		

	<ul style="list-style-type: none"> NB noted that there was work for him and MN to do to reinvigorate the Advisory Panel and ensure that it's effective. Mayflower 400 – local programme pack was now public and national announcement in Westminster 3rd December. SG suggested a review to ensure the BID plan remained fit for purpose for the next three years against a changing environment of impacts from Brexit, challenges for members in recruitment of hospitality staff, increases in Air BnB properties and declining retail sector. <p>AGREED:</p> <ul style="list-style-type: none"> All agreed to check the business plan over the next three to four months and establish if it's still fit for purpose given the changes economically for businesses. Need focus on income generation as a priority over the next few months. <p>ACTION:</p> <ul style="list-style-type: none"> Once feedback on the draft Hoe Foreshore Proposal in, NB and MN to meet with Leader to discuss firm priorities for PWP (January 2019 meeting). GWR presented at the Tourism Conference and JMcC encouraged conversations be had with GWR in terms of income generation. SG to follow up with Amanda Lumley. Amanda Lumley and Charles Hackett to be invited to present on Mayflower 400 and the Visitor Plan 2020-30 at the next meeting. Emerging Visitor Plan to be presented at the next meeting – SG recommended a formal approach to the consultation. SG to draft letter and circulate to the Board - all comments back by Christmas for submission to the consultation. SC to extend the January Board meeting by an hour. 	<p>NB/MN</p> <p>SG</p> <p>SC</p> <p>SG/All</p> <p>SC</p>	<p>Jan 2019</p> <p>Dec 2018</p> <p>Dec 2018</p> <p>Dec 2018</p> <p>Dec 2018</p>
<p>MB-11/18-9.</p>	<p>AOB</p> <p>NOTED:</p> <ul style="list-style-type: none"> NB congratulated all on the Silver Award for Pirates Weekend Plymouth at the Devon Tourism Awards for events. PT shared that Environment Plymouth won a National Award for its work on plastics. NB – Lady Astor statue – PWP had been asked to promote campaign for contributions. PT shared that there was also a Merchant Naval statue that was in need of support and funding. SC – PWP Christmas social was planned for 20th December. JM – Barbican switch-on was a great success and congratulated the team CR – Eastern Kings and South West Coast Path key for trails. PT requested help and support to get the Hoe Neighbourhood Plan written. <p>ACTION:</p> <ul style="list-style-type: none"> PT to circulate details of the Merchant Naval monument 	<p>PT</p>	<p>Dec 2018</p>

	project in need of support. <ul style="list-style-type: none"> • SC to circulate Lady Astor Statue fundraising campaign across PWP channels • SC to circulate invite to PWP Christmas Do on 20th December • SG to look into the possibility of Eastern Kings and South West Coast Path being included in digital trails. 	SC SC SG	Dec 2018 Dec 2018 Dec 2018
MB-11/18-10.	Next Meeting Agenda <ul style="list-style-type: none"> • Hoe funding options 'Plan B' – PK • PWP Priorities – reviewing the business plan • Mayflower 400 – Charles Hackett • Visitor Plan 2020-30 -Amanda Lumley 		

Next Board Meetings:

Thursday 31 January 2019, 10am – 1pm, Duke of Cornwall

Meeting	Action	By Whom	By When	Status
	Public Realm Planters: JMcC to share Kew Gardens' native plant report with SG	JMcC	CFWD	Ongoing
26.06.18	SD and LH to put a plan on a page for how to remove bins from the street – strategic action plan about what to be done and by whom. Then look at solutions.	SD / LH		Ongoing
31.07.18	SG proposed that a Task & Finish Group be created to ensure focus and collaborative working ref the Barbican – PCC and the Board supported the approach and SG to take forward.	SG	25 September	Ongoing
27.11.18	PS to support SG with PCC officers with regard to Barbican work	PS	December 18	
24.04.18	Hoe Foreshore PK to explore possibility of one of the Hoe Foreshore buildings being used by the wild swimmers for an annual fee.	PK	7 August	Ongoing
	NB to work with PCC to create a steering group and move the Hoe Foreshore report work forward.	NB		Ongoing
29.05.18	PWP and HNF to identify strategic alignment to ensure consistent and united voice regarding the Hoe. SG and PT to create a map of both the BID area and the HNF area.	Planning Sub Committee	January	Ongoing
25.09.18	PK to explore art at Colonnade ahead of 2020	PK		Ongoing
	PK to consider the need for further public toilet provisions ahead of 2020	PK		
	PWP to provide a letter of support for the INTERREG application	SG/NB		
	PK to provide information (in confidence) on land ownership of the Hoe Foreshore so that the Board can consider lease terms	PK		
	All to discuss at next meeting strategic considerations	ALL		

27.03.18	Waterfront Investment Look to solicitors/large businesses for sponsorship.	SG	Ongoing	In progress
24.04.18	BID Members SC explore possibility of a 'Plymouth Card' for BID members to access offers.	SC		2019
27.03.18	Plymouth Giants SG to explore links between Plymouth and the livery companies Explore options and costs for bringing the Gog and Magog wicker Giants to Plymouth for next year Lord Mayor's day in Plymouth and temp installation for Lord Mayor's Day in May.	SG	2018	In progress
	JMcC and MO to work with SG to get the comms right for the Giants Project	JMcC/MO/SG		Ongoing
26.06.18	SG and CR to work with Plessey and Plymouth University /games design businesses to explore VR and AR to bring the Giants to life for children and as a Plymouth mythology education aid.	SG/CR		2019
	SG and CR to set a date for the first Giants Steering Group meeting.	SG/CR		In progress
31.07.18	Connectivity Access to the water and cost fundamental to make the Waterfront more experiential. SG to speak with CityBus to discuss connectivity and invite Richard Stevens to a future Board meeting.	SG		2019
27.11.18	Events <u>Polar Bear Explorer</u> MO to introduce SG to David(?) for Polar Bear Explorer activity in schools	MO	December 18	
27.11.18	SG to link with Reach South and Reach West regarding the Polar Bear Explorer and single-use plastics message	SG	December 18	
27.11.18	PT and SG to look at joined up working between the Polar Bear Explorer and Environment Plymouth workshops being held regarding plastics.	PT / SG	December 18	
31.07.18	Planning Sub-Committee PK to submit proposal for funds to Planning Sub-Committee	PK	CFWD	Ongoing
27.11.18	PWP Panning Sub- Committee to provide PWP's position for the consultation regarding a possible pathway to the war memorial on the Hoe.	PSC	February 2019	Ongoing

27.11.18	SC to circulate MN's draft Hoe Foreshore Proposal with the minutes.	SC	December 18	
27.11.18	PK to put a short paper together on the plan B options and what lobbying would be needed for discussion at the next meeting.	PK	January 19	
27.11.18	NB to speak with PCC and PWP to lobby for major investment coming toward the Hoe.	NB		
27.11.18	NB and MN to meet with Leader Cllr Tudor Evans to put forward the Hoe Foreshore proposal and seek partnership approach to seeking funding.	NB / MN		
26.06.18	Marketing Need to give Chamber / Womble Bond Dickinson / corporates something that they can push out to staff with positive messages and Plymouth Britain's Ocean City brand values.	VA/Ale		2019
25.09.18	Nominations Committee NB confirmed that he was working with KPMG and would continue to pursue a suitable Finance Director	NB		Ongoing
27.11.18	Pirates Weekend Plymouth Digital Treasure Trail Neil Bennett and SG to have conversations with PCC and other partners to look at the broader piece to avoid duplications and discuss potential joint investment. SG to go back to Bluestone 360 to review the re-skin options and costs framework and report back to the Board swiftly before Christmas. Bluestone to come back quickly and, providing no duplication in work being done or concerns regarding on-costs, the Board would agree the £12k investment in the development of the app. NB and SG were given delegated authority by the Board to make final decision following response from Bluestone 360.	Neil Bennett /SG SG Bluestone 360 NB / SG	December 18	
27.11.18	Strategic Priorities Once feedback on the draft Hoe Foreshore Proposal in, NB and MN to meet with Leader to discuss firm priorities for PWP (January 2019 meeting).	NB / MN	January 19	

	<p>GWR presented at the Tourism Conference and JMcC encouraged conversations be had with GWR in terms of income generation. SG to follow up with Amanda Lumley.</p> <p>Amanda Lumley and Charles Hackett to be invited to present on Mayflower 400 and the Visitor Plan 2020-30 at the next meeting.</p> <p>Emerging Visitor Plan to be presented at the next meeting – SG recommended a formal approach to the consultation. SG to draft letter and circulate to the Board - all comments back by Christmas for submission to the consultation.</p> <p>SC to extend the January Board meeting by an hour.</p>	<p>SG</p> <p>SC</p> <p>SG</p> <p>SC</p>	<p>December 18</p> <p>December 18</p> <p>December 18</p> <p>December 18</p>	
27.11.18	<p>AOB</p> <p>PT to circulate details of the Merchant Naval monument project in need of support.</p> <p>SC to circulate Lady Astor Statue fundraising campaign across PWP channels</p> <p>SC to circulate invite to PWP Christmas Do on 20th December</p> <p>SG to look into the possibility of Eastern Kings and South West Coast Path being included in digital trails.</p>	<p>PT</p> <p>SC</p> <p>SC</p> <p>SG</p>	<p>December 18</p> <p>December 18</p> <p>December 18</p> <p>December 18</p>	