

Plymouth Waterfront Partnership Advisory Board Meeting Minutes

25th May 2016

The Duke of Cornwall Hotel

Present: Josh McCarty (JMcC) (Chair), Sarah Gibson (SG), Mike Kitt (MK), Jean Lightfoot (JL), Sky Cole (SC), Andrew Huckerby (AH), Stella Hajiyianni (SH), Patrick Knight (PK), David Stolton (DS), Michael Connor (MC),

Apologies: Hannah Harris (HH), Marc Nash (MN), Thecla Keizer (TK), Cllr Sue McDonald (MD), Cllr Ian Tuffin (IT), Richard Taylor (RT), Cllr Sue Dann (SD), Dan White (DW), Carla Williams (CW), Ben Squires (BS)

ITEM	NOTES and ACTION POINTS	BY WHOM	BY WHEN
AB 05/16-	Apologies and Introduction		
1.	Apologies were tabled		
AB- 05/16-	AOB		
2.	West Hoe Conversation held straight after the last meeting and update to follow via email from SG. ACTION	SG	22/06/16
	 A-Boards Steer from the Main Board chairman that our task is to help support businesses – push back is that businesses need more signage – CA/EB steer is that we do not have time to do the review of A-Boards well and if we can't do it well, not to do it – could be part of BID2 Business Plan. Feeling that this has been an issue for three years and nothing has been done – creates a free for all for businesses to put A-Boards up - NOTED 		
	Planters Parade – 2 more planters going in A further 20 identified as being needed – CP prioritising which of 20 should be delivered within PWP's £2k budget – linking with Make a Difference Mayflower. Comms to go out inviting sponsorship for £300 each – consider a plaque on planter for sponsor		
	Who will maintain them? – comes under contract with Soundsite Services to maintain colour throughout the year. DS and JL would like to sponsor one on West Hoe Road if other businesses would like to also. DS/JL to investigate. ACTION Some people have expressed a dislike of the style of the new planters, but ABB and the Advisory Board agreed the initial proposal. Therefore, unless given a clear steer by these groups otherwise, future planters will be in the new style	DS/JL	22/06/16
	(sleepers) SC to send another email letting businesses know that there is a sponsorship opportunity coming up. ACTION PK to speak with PCC re guidelines around advertising/plaques on planters. ACTION	SC PK	22/06/16

AB-	Minutes to the last meeting/Matters Arising		PLYMOUTH
05/16-			WATERFRON
3.	Minutes to the last meeting were approved.		PARTNERSHIP
AB-	Outstanding Matters		
05/16- 4.	Which projects to be picked up before 31 st March 2017		
4.	Which projects can be parked		
	Which projects can be pushed forward to next Business Plan		
	If anyone has comment, these need to be passed to JMcC. ACTION	ALL	17/06/16
	JMcC and MC to work together and feedback in the next 4 weeks. ACTION	JMcC/MC	22/06/16
AB-	BID Renewal		
05/16-	312 1161161141		
5.	Two workshops held so far with 14 businesses represented, one was a land owner – Sutton Harbour		
	Another full day at Holiday Inn scheduled for 26.06.16 and expect higher turnout.		
	Had 2 forms returned through the mail.		
	Need to consult with 300 to have a sound evidence base and the desired level of feedback.		
	Feedback so far:		
	- Comms weak		
	- Some street don't benefit from BID		
	- New Street do not see benefit from Pirates Weekend despite the trail going through the street – the businesses has not engaged and not dressed up. SG pushed back that our job is to create footfall and it's down to business owners to make the most of that increased footfall.		
	 Unified message is that it's not all down to the BID to do everything Positive feedback to have more trails created and put them into an App to be low cost and modern approach. 		
	- Some projects have begun to stand out – top project is number 3, integrated transport, second is access to water, third is walking trails		
	Quality of discussions has been superbIn advance of events, Advisory Board member to go out in the community		
	and encourage engagement/give ideas of ways to get involved and make the most of events. Unanimous support for this from Advisory Board. ACTION	ALL	Ongoing
	SG will be looking to create 5 key fact that we can all promote. ACTION - Create manual of how to engage with key events throughout the year for Ambassadors to share with members.	sg	22/06/16
	We can demonstrate so much positivity in the level of delivery of the BID that we can confidently communicate that the BID has delivered for everyone if only in creating more footfall to the city through marketing outside the city.		

	Exec Team will tap into key businesses to get testimonials on how they have benefitted from a specific event – look at trip advisor also. ACTION	SG/SC/PK	PLYMOUTH WATERFRON' OPREUMERSHIP
	JMcC to feed back to Main Board that we need to capitalise more on Ambassadors and there is a need for a street team – we need to capitalise on events. ACTION	JMcC	31/05/16
	It was suggested that we create a questionnaire for accommodation customers to complete after big events or conferences and for the BID to collate the feedback in order to identify the impact of events/understand and improve the visitor experience. NOTED		
	Ambassadors pack - Ambassador Packs distributed - SG/SC Can provide name badge and folder if required - Ambassador's requested a BID t-shirt for campaigning. ACTION	sg/sc	
AB-	Christmas 2016		
05/16- 6.	Task and Finish Group met this morning.		
	20 th November switch-on on the Barbican – All to look for choirs and street activity. ACTION	ALL	End June
	 20th November – 4pm switch-on Cost of trees is high – suggestion that traders get involved in the decorating of the trees MK speaking to Chris Dawson re the possibility of helping toward the cost of three trees Need clear two-way communication with ABB to ensure that they understand that they are part of the BID, not separate. Christmas craft market All agreed that PWP will not fund Thanksgiving Activities to be focused in the Barbican Christmas lights will be the same as last year (contracted) SG met with Emily Handslip from Urban Splash and they are having their event on 4th December to include Santa on the lifeboat and the Military Wives Choir 		
AB- 05/16-	Next Meeting Agenda		
7.	 Waterfront BID2 Renewal Campaign / BID Plan update Outstanding Matters Ambassador Packs Board Update 		