

Plymouth Waterfront Partnership
Advisory Panel Meeting Minutes
 20th September 2017
 The Duke of Cornwall Hotel



Present: Josh McCarty (JMcC) (Chair), Jean Lightfoot (JL), Mike Kitt (MK), Cllr Sue McDonald (SMc), Carla Williams (CW), Alex King (Observer) (AK), Sarah Gibson (SG), Marc Nash (MN), Cllr Sue Dann (SD), Patrick Knight (PK)

Apologies: Cllr Penberthy, Hannah Harris (HH), Emily Bullimore (EB), Thecla Keizer (TK), Sky Cole (SC)

ITEM	NOTES and ACTION POINTS	BY WHOM	BY WHEN
AP 09/17- 1.	<p>Apologies and Introduction</p> <p>Apologies were tabled.</p>		
AP- 09/17- 2.	<p>Minutes to the Last Meeting</p> <p>The minutes to the previous meeting held 19 July 1717 were approved.</p> <p>Minutes should be circulated sooner, preferably within two weeks of the meeting. No volunteers came forward to take minutes so this continued to fall to executive team. It was noted that workload had been high with complex matters over the summer and it was accepted by all that the Operations Manager role was very much needed.</p> <p>SG explained that workload was very high, SC was on leave that week and there had been some sickness. The team needed some space to focus on delivery for the next two weeks. JM supported the request to provide space for two weeks.</p> <p>NB These Minutes have been circulated later due to necessity of prioritising matters relating to the main Board. From October meeting Minutes will be circulated within ten working days.</p>		
AP- 09/17- 3.	<p>AOB</p> <p><u>Litter / Waste Issues</u> SD is due to follow up with PCC executives mid-October and will provide further update to the Advisory Panel.</p> <p><u>Operations Manager</u> SG updated on the City Centre Company's position with partnering on employing an Operations Manager. This had been declined at their last Board meeting. Next steps were for SG to re-write role profile and re-present to PWP main Board for approval. If supported by the Board it was hoped to recruit by Christmas. NOTED</p> <p><u>Christmas Plans</u> SG presented briefing document provided to the PCC Events team for delivery on behalf of PWP. The document had been informed by the Advisory Panel and its</p>		



	<p>Events sub group. The document included Events, Illuminations and Trails. A separate Marketing plan was in delivery to ensure a unified Christmas offer with the City Centre once again this year. All supported the approach. NOTED</p> <p>JM stated that the Plymouth Seafood Festival was very, very good this year. Official estimate of c.17,000 visitors attended this year, an uplift of c. 8,000 upon 1716's event.</p> <p>JM and MK stated that lighting up the trawlers this year is feasible with the PTA.</p> <p>Could we ask Sutton Harbour Holdings if they can provide additional lighting for illuminate and Christmas ACTION</p> <p>Elves – run a competition for children</p> <p>Mt Batten – RNLI visit</p> <p>West Hoe Park – muddy, exposed, damp squib if weather poor. As an alternative, JL offered Salumi's outdoor space – awning in the garden part, market – stalls SG to visit and check ACTION</p> <p>Waterfront Pub – option to investigate. ACTION</p> <p>Downstairs of the Church in Central Road – close to other traders in West Hoe CW – ACTION Clare may have contact.</p>	<p>SG</p> <p>SG</p> <p>SG</p> <p>SG</p>	
<p>AP-09/17-4.</p>	<p>Update from the Board</p> <p>JM explained there had been presentations from a number of third parties at last Board meeting.</p> <p>Attendance from Charles Hackett at main Board meeting to discuss and update on Mayflower 400. From BIDs position SG is strongly engaged on Trails and public realm elements of Mayflower 400 work, which supports our core values.</p> <p>Ben Shearn proposed waste collection system using bikes. No solution on that one yet. Need a short/medium term solution, particularly for the Barbican.</p> <p>Charles Hackett suggested there would be more times to engage. SG has circulated Mayflower 400 workshop dates (3rd Oct, 8am or 2pm at the Duke)</p> <p>Update from Emily Bullimore to the Board. Poster drums were raised. EB looking to AdSmart for digital solutions to offer additional advertising opportunities – looking at costings and due to feedback to Board.</p> <p>Joint Local Plan – presentation from Richard Grant and Matt Combe ref the Millbay Boulevard proposals. Since, in the press there have been more drawings revealed. Core use is the central avenue running through.</p> <p>Could we create more activity linking across into the city centre – create a</p>		



	<p>staggered approach to have a more direct approach across the traffic.</p> <p>MN stated it needs a more complete link with the botton of town. Millbay needs an attraction too, more commercial space to create a destination to draw the footfall.</p> <p>JM shared that the Board had questioned more community engagement opportunities.</p> <p>SMc The Dock restaurant is very successful. The gate on the Admiralty Street would create a walk through the area, somehow creating a linkage as a pertinent starting point. Links the RWY with the Barbican.</p> <p>MN Agreed this was absolutely right and a crucial link.</p> <p>HM Customs tend to object; Royal Marines have no real objections.</p> <p>JM suggested he take this to the main Board to recommend this to the Council.</p> <p>ACTION</p> <p>MN Flagged that the Pavilions car park will have houses built upon it.</p> <p>New Directors on the main Board: Penny Tarrant – Chair, Hoe Neighbourhood Forum Statutory Planning Consultee status;</p> <p>Mervyn Orchard – founder of Bluestone 360, for Marketing to replace Charlotte Malcolm. His role is to work on Marketing and working with Mayflower 400.</p> <p>Andrew Bullivant – Estate Agency and Commercial Property Management, Atwell Martin, supports core constituent areas.</p> <p>Josh McCarty – altering role to lead communication with BID Voters and would therefore be resigning from the Advisory Panel as Chair.</p> <p>JM raised subject of Chair and Vice Chair of the Advisory Panel – the sad passing of Richard Taylor meant there was no current Vice Chair.</p> <p>JM suggested at this point we should use this time to recruit additional members to the Panel.</p> <p>Also aware that AK is present still as an observer.</p>	JM	
<p>AP-09/17-5.</p>	<p>Project Delivery Groups: Back to Basics</p> <p>SG proposed the Advisory Panel go Back to Basics in their approach to the project delivery – nine groups should be reduced back to three as per the original proposal.</p> <p>CW stated that some people had felt ‘out of depth’, daunted. This is a more sensible approach.</p>		



	<p>MK requested a renewed focus on member benefits</p> <p>JM – co-opted to other groups if wanted/needed.</p> <p>PK - synergy between signage and public realm.</p> <p>MK - comms between each group.</p> <p>SD - attractive places – Cllrs may support here more effectively in this area.</p> <p>SG to send out group list members with Minutes. ACTION</p> <p>SMc – will happily pass on comments through the Council.</p> <p>PK – might be worth adding prioritisation based upon cash flow, phased across years and Levy.</p> <p>SMc – consistency. Children’s programme in development – SMc will share with us all ACTION</p>	<p>SG</p> <p>SMc</p>	
<p>AP-09/17-7.</p>	<p>BID Voter Communication</p> <p><u>Waterfront Magazine</u> SG requested guidance on the creation of the six-month Waterfront magazine which BID2 had pledged to deliver; the first would be due this October/November. SG shared a proposal from Cornerstone Media and opened up debate.</p> <p>JL Insert in Plymouth Magazine option, supported by CW and AK. JM insert in magazine option, short digital magazine option.</p> <p>PK Waterfront is Plymouth’s Jewel in the Crown; PWP has opportunity to celebrate the Waterfront on behalf of the whole city, rather than being focused on BID Members in Waterfront. If buy in from whole city, likely to get a lot more bang for back from investment.</p> <p>JM – insert or own production, how do we syndicate it? Distribution channels? Do we want it wider through people’s doors?</p> <p>MK email to BID Members if they choose to read it. Support for PK’s views, open BID up to whole city.</p> <p>JM Infographic still there for BID Members. If going through door how far do we think we should go?</p> <p>AK being part of Plym Mag, could be self sustainable through advertising revenue – minimal risk to PWP.</p>		



	<p>CP Several publications under review, we've missed opportunities this year to promote events – perhaps do a bumper edition for Events at beginning of the year.</p> <p>AK reliance upon Cornerstone; capturing data on larger scale to understand impacts. Have we done the right thing – monitor/measure.</p> <p>JM more flexibility and more analytics if we produce ourselves. Cornerstone may not be as comprehensive in analytic data.</p> <p>AK Capture postcode exercise – AK may assist ACTION</p> <p>JM competitions – promos are very customer facing. Monitor engagement to inform wider marketing.</p> <p>MK Magazine will go out reasonably quickly, nice idea to put Christmas activities, great opportunities.</p> <p>PK Content needs careful thought and JM branding.</p> <p>Agreed that we work with Cornerstone NOTED</p> <p>Need info/transparency on value – fair and equitable.</p> <p>JM Other operators we can try if this doesn't work.</p> <p>Dictate delivery: all BID Members, key stakeholders and consideration of postcodes.</p> <p>MK Get it on the road, start shovelling the dirt, get it out and tweak it afterwards.</p> <p><u>Infographic</u> Something simpler perhaps? Just a straightforward set of words? Mid yearly review and keep it simple.</p> <p>Discussion over one or two a year – concluded that this should be circulated with the BID Levy bills in March 2018. NOTED</p>	AK	
<p>AP-09/17-8.</p>	<p>Recruiting Additional Representatives</p> <p>JM reminded we needed to recruit a new Chair, new Vice Chair and additional members.</p> <p>MK long discussion with SG on Saturday, those that send apologies don't work, we need engaged people. MK has spoken with Paul White at SHH.</p>		



JM We need to define who and what we need around this table.

JL We need our focus first. We feel redundant, we need meetings to assist. Back to Basics is welcome and SG is needed to lead this.

CP Can put a call out to Barbican traders.

Alex King made an official member of the Panel. **NOTED**

SG to roll out groupings and meetings dates then the Panel to confirm their slots. BID Levy payers on the three groups. Potential skills could be brought in from people outside the BID area too.

Focus group – focus and aim.

All supportive of three working groups and Back to Basics.
Draw up a list of prospective additional members of the Panel.

Keith at Cider House – invite to main Panel.
Robbie at Maritimo (when he’s well) – invite to main Panel.
Co-opt them on as part of the group.

SG suggested target skillsets to include:

- Safety (including Events)
- Waste
- Fundraising

Claire Hill, Improving Lives

Police Community Support Officers – Alex King

Hannah Harris – leadership

Savings – SMARTA /

SG to put forward other names too **ACTION**

SG

JM to intro SG to Jack Harmon, Hutong Lounge **ACTION**

JM

SG set the scene: next 12months are very important for success of BID2.

SMc first meeting invite for community groups on Eventbrite.

SG to ask Charles Hackett to communicate to Cllrs the plan for Mayflower 400. **ACTION**

SG

SMc Comms strategy which pulls plans all together



AP-09/17-9.	Next Meeting Agenda PK – engagement and his team’s support		

Next Meeting:
Wednesday 25 October 2017 11am-1pm at Duke of Cornwall Hotel