

Plymouth Waterfront Partnership
Advisory Board Meeting Minutes
 20th January 2016
 The Duke of Cornwall Hotel

Present: Sarah Gibson (nee O’Leary) (SG), Josh McCarty (JMcC) (Chair), Richard Taylor (RT) (Deputy Chair), Mike Kitt (MK), Jean Lightfoot (JL), Marc Nash (MN), Clare Phillips (CPh), Andrew Huckerby (AH), Michael Connor (MC) (ENTE), Sky Cole (SC), David Stolton (DS), Ben Squire (BS), Emily Bullimore (EB), Thecla Keizer (TK), Stella Hajiyianni (SH)

Apologies: Cllr Sue McDonald (SMcD), Michelle Watson (MW), Carla Williams (CW), Dan White (DW), Jamie Yabsley (JY)

| ITEM | NOTES and ACTION POINTS | BY WHOM | BY WHEN |
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| AB 01/16- 1. | Apologies Apologies were tabled | | |
| AB- 01/16- 2. | AOB Financial transparency: Two representatives flagged the need for a greater level of transparency around finances. ACTION: SG Printed newsletters could be released regularly containing this information, also emails to Advisory Board. Toolbox to help Advisory Board representatives to approach BID Voters. ACTION: SG to pass extra printed copies to representatives for distribution (same copies as in mailshot) – also downloads to be made available on BID website. Message out to BID Voters in mailshot requesting permission to release their email addresses to Advisory Board representatives. Include in mailshot. ACTION: SG/SC Good news on the Quality Inn Hotel, thank you to PCC. Signage scheme for Waterfront Walkway links with Plymouth Marine Laboratory. Discussion around a prospective project for WaterfrontBID2 – agreed to proceed and include in consultation. ACTION: SG Also include within Economic Plan for bidding to Coastal Communities Funding. Plymouth APP – Check on status with Jamie Yabsley. ACTION: SG | SG SG / SC SG SG | 26/01/16 31/01/16 31/01/16 31/01/16 26/01/16 |
| AB- 01/16- 3. | Minutes to the last meeting/Matters Arising The minutes to the previous meeting were signed off as a true record. Update on the Burger Van requested – EB explained that the planter will be installed on the island site which should resolve this. EB confirmed the island has been assessed for weight bearing and formally surveyed which has reassured | | |



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| | <p>that no problems should occur in damaging the historic slabs. A general view of this being a 'good result' for the BID.</p> <p>This has prompted an ongoing street trading policy review which has now begun city-wide and includes both BID areas.</p> | | |
| <p>AB-01/16-4.</p> | <p>Street Operations Update – Emily Bullimore Representatives have begun to email EB directly in flagging issues which is working well.</p> <p>EB recently responded to St Andrew’s Street drainage and flooding issues, resulted in this street now added to the ‘watch list’ for rapid response from PCC’s Street Scene and Amey’s Highways teams.</p> <p>Clean Week is w/c 7th March. List of work previously made available to the Advisory Board, EB gave an update on plans. Hot-washing of Barbican for a deeper clean will be undertaken.</p> <p>Foreshore walk undertaken and identified post storm issues including welding work, handrail replacement, concrete litter removals, painting, etc. All prioritised and work will commence over coming weeks.</p> <p>Licensing: EB has put forward all recommendations to the Licensing Committee and each have successfully been adopted, thanks to the Advisory Board for their input. Advert will feature 8th February to generate applications for the trading year 1st April – 31st March.</p> <p>Thanks expressed to EB for all her productive work.</p> | | |
| <p>AB-01/16-5.</p> | <p>Update on Agreed Priorities Two months’ ago just seven of the remaining projects of the Waterfront BID Business Plan were prioritised for delivery during 2016. SG updated on progress of the first two: <u>Visit Plymouth Website</u> Funding had been secured with £5k BID Levy from PWP leveraging match funding from the City Centre Company BID of £5k and PCC of £20k, resulting in a total of £30k. All partners took part in a workshop with website host and design team New Mind/Tellus this week.</p> <p>The workshop reviewed websites for more than thirty-five global destinations and resulted in just five leading websites being identified – the best of their websites would be adopted within Plymouth’s: Fjord Norway, Visit Bergen, Visit Bristol, Isle of Wight and Visit Liverpool</p> <p>Large ‘hero’ imagery and multiple visuals would be used within a structured grid system to showcase the all-round destination, removing reliance solely upon Events as the existing format provides. New maps, mini destination information, downloadable in-destination guides, 101 things to do, shopping features, social media connectivity and Plymouth Waterlinks work would all feature amongst many other improvements to the newly tailored website.</p> <p>The new Visit Plymouth website will be delivered in April 2016. New imagery and</p> | | |



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| | <p>content is required. Ask of Advisory Board to review the content of the website and feedback to SC before the next meeting. ACTION: ALL</p> <p>General view that this is a massive leap forward and a game changer, which could generate an enormous return on the £5k Levy investment.</p> <p>Advice provided was that the front page should be translated well in multi languages (not using Google Translate) and that a call should be put out to BID Voters for images (NB: consider model release). ACTION: SC</p> <p><u>Plymouth Waterlinks</u> After more than a year of PWP's close working with each of the four ferry operators, Plymouth Waterlinks is close to launching. One flyer, a logo, digitised timetable information, uniform and branded vessels would all be unveiled at the 10th March launch with a press call, photoshoot and news release. All four operators were thanked and commended for their time and effort in shaping this new visitor information for the city's Waterfront transportation offer.</p> <p><u>New Representation</u> Three possible new representatives were proposed for Bretonside including the Boston Tea Party (Restuarants, Cafes and Takeaways), Plymouth College of Art (Education and Charities) and Premier Inn (Accommodation).</p> <p>All were approved, no objections were tabled. Invitations should be made for the next meeting. ACTION: SC</p> | <p>ALL</p> <p>SC</p> <p>SC</p> | <p>24/02/16</p> <p>27/02/16</p> <p>27/02/16</p> |
| <p>AB-01/16-5.</p> | <p>BID Renewal - SG</p> <p>SG distributed to all present the Waterfront BID Renewal Campaign pack, a confidential document at this stage. This contained a summary of the first 4 years of Waterfront BID1 (2012-2016), national statistics for the BIDs industry, key BID facts, a summary of Levy income generation, a summary of delivery and expenditure across the BID area, an outline of renewing the Waterfront BID, a draft Waterfront BID2 proposal, proposed projects for consultation, priorities for consultation and a draft media strategy. Hard copies would be provided to all those representatives not present.</p> <p>Advisory Board representatives were asked to review over the next 4 weeks and feedback during the next Advisory Board meeting (or in advance if not able to attend). ACTION: ALL</p> <p>The next meeting will focus entirely on this document which proposes the way forward for consultation in shaping the Waterfront BID2 Business Plan (2017-2022).</p> | <p>ALL</p> | <p>24/02/16</p> |
| <p>AB-12/15-6.</p> | <p>ENTE Coordinator Update - Michael Connor</p> <p>Some data still to be received from the Street Ambassadors. Over a 6wk period 132 serious incidents were recorded city-wide, dispersal orders were enacted to prevent further trouble; of the 132 only 4 occasions required the Police to be called. Ambulances were called just 4 times. One serious stabbing, the 'victim' has subsequently contacted the Street Ambassadors to thank them, and he has been invited to attend the Barbican Pubwatch meeting. The Street Ambassadors scheme is a great success.</p> <p>MC's first Christmas/New Year in Plymouth was not as busy as anticipated.</p> | | |



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| | <p>Halloween appears to be the peak event of the year.</p> <p>Some anti-social behaviour (fights) on the streets over Christmas. Some arrests.</p> <p>MC is increasing PR over coming months.</p> <p>Extension to MC's role will now include Friday nights in addition to the Saturday nights, commencing 29th January.</p> <p>Appreciation was expressed from the Advisory Board and recognition of MC's work was noted.</p> <p>NB: at the end of the meeting MC offered to visit premises with Advisory Board representatives if it proved helpful.</p> | | |
| <p>AB-01/16-7.</p> | <p>Progress Report from Advisory Board members</p> <p>RT updated on the Bretonside and Sutton Harbour meeting; proposal that approach to events should ensure that visitors that attended were encouraged to visit periphery businesses (e.g. St Andrews' Street/Looe Street, etc). Signage during events should incorporate information on surrounding businesses. Agreement to hold an event to help give BID Voters new ideas on how to make money from the events. More communication from the BID was a recurring theme, particularly email communications between Advisory Board representatives and BID Voters.</p> <p>No further engagement work had been undertaken. Forthcoming Ambassador packs would help in communicating BID messages.</p> <p>Dates for diaries were shared with the Advisory Board representatives including workshops for:</p> <p>Waterfront Masterplan Thu 11th February, 8.30am – 1pm By invitation only. Both Advisory Board and the main Board were invited to attend.</p> <p>How to Make Money from Events Tue 16th February 8.30am – 10.30am or Tue 22nd March 2pm – 4pm Both at the Duke of Cornwall Hotel</p> <p>More workshops were in creation: Using Social Media How to Write Grant Applications</p> <p>It was strongly recommended that these should be promoted heavily centrally via email, website, social media and printed newsletter. Ask of everyone to help raise awareness through word of mouth Action: ALL</p> <p>Share updates electronically next month. ACTION: ALL</p> <p>Quality Inn Hotel Continue to lobby PCC for 4/5 star (min 50 room) hotel in the site.</p> | <p>ALL</p> <p>ALL</p> | <p>Ongoing</p> <p>Ongoing</p> |



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| | View that this is the last decent hotel space in Plymouth. | | |
| AB-01/16-7. | Next Meeting Agenda <ul style="list-style-type: none">▪ Together review BID Renewal Campaign pack and prepare for consultation workshops (include adjusted map in next meeting) | | |

Next Meeting:

Wednesday 24th February 2016 11am-1pm at Duke of Cornwall Hotel