**Plymouth Waterfront Partnership**

**Advisory Board Meeting Minutes**

**3 February 2014**

**National Marine Aquarium**

Present: Nina Sarlaka (NS), Kate Sparshatt (KS), Adrian Curtin (AC), Norman Holmes (NH), Martin Bush (MB), Mike Kitt (MK), Chris Price (CP), Derek Smith (DS), Nigel Ledger (NL), Sarah O’Leary (SOL), Josh McCarty (JM), Beverly Tremaine (BT), Richard Taylor (RT), Carla Williams (CW)

Apologies: Cllr Sue McDonald, Cllr Chris Penberthy, Marc Nash

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| **ITEM** | **NOTES and ACTION POINTS** | **LEAD** |
| **1.** | **APOLOGIES** |  |
| **2.** | **Minutes of Last Meeting**  As there were numerous actions from November’s meeting, CP suggested the Advisory Board select specific subject areas and request an update from SOL.  MK pointed out that venues across the Waterfront BID area should be considered for events, not only Commercial Wharf and West Pier in the Barbican, specifically for Plymouth Seafood Festival and the Jazz & Blues event. SOL acknowledged and agreed Plymouth Seafood Festival will be centred in the Barbican’s Parade area and restaurants across the BID area would be encouraged to take part.  MK expressed concern over costs of marquees and contractors, seeking a greater return on investment for multiple marquees over multiple events. SOL reassured PCC’s Events Team seek the best rates through the procurement process.  SOL updated on last meeting’s discussion to seek a representative from Urban Splash (US) to sit on the Advisory Board. US have since taken on an Estate Manager for the Royal William Yard, Michelle Watson formerly Regus Manager in Sutton Harbour. SOL requested permission from the Advisory Board to invite Michelle Watson to join the Advisory Board, which was agreed: **ACTION**  DS requested further information on creation of historic information for the Royal William Yard, had it been produced yet? SOL explained new in destination guides being created, promoting mini destinations across the city including Royal William Yard, the Coastal Communities Fund Round 1 work linking the Barbican and Yard through cycle hire hubs and the new Connect Plymouth monoliths. NL flagged the existence of the South West Coast Path Waterfront Walkway brochure and shared with the Advisory Board.  Royal William Yard Christmas Market – a thank you was given from the Advisory Board to DS, MB and MK for their involvement in the creation of the event. Discussion took place around the quality of stalls, the design and overall shape of the event, learning for future events. MK said an informal survey had been undertaken and it was found general view was, despite some live music within the market space, there had been a lack of Christmas spirit and music across the Yard. Future events require full participation of traders and residents: **ACTION**  A subgroup of the Advisory Board would be formed to work specifically on designing markets and inclusive street entertainment activities across the Waterfront BID area. MK, MB, DS and SOL would begin the work and feedback at next meeting: **ACTION**  Ferry Boards: DS suggested one design for a ferry board for all sites, including Mayflower Steps, Barbican Landing Stage, Hoe, Royal William Yard, Admiral’s Hard, Cremyll and Mountbatten. The board should advertise all services and all min destinations: **ACTION** | SOL  MK/DS/  MB/SOL  MK/DS/  MB/SOL  SOL |
| **3.** | 2014 Meeting Dates  RT tabled a proposal to:   1. Reduce current workload of Waterfront Manager enabling more time to be spent on long term strategic plans. 2. Improve communications at all levels of the PWP and between Levy payers, Advisory Board and Main Board of Directors.   The proposal outlined the following actions for Advisory Board agreement:   1. Advisory Board will meet six times per annum at approximately two monthly intervals 2. In the alternate months Advisory Board members will be encouraged to hold area meetings (East Waterfront, Central Waterfront and West Waterfront). Notes of these meetings to be forwarded to Sarah for distribution with the agenda for the next Advisory Board meeting. This format will provide an opportunity for all views to be expressed and enable Advisory Board meetings to focus on priorities. 3. Advisory Board members will be encouraged to be PWP ‘ambassadors’ and take an active role in welcoming new business owners to the BID area. A ‘welcome pack’ is to be prepared. 4. Wherever practical all members will be encouraged to become actively involved in event management. The role of the Waterfront Manager will be as facilitator.   The proposal was agreed and approved by the Advisory Board.  SOL thanked the Advisory Board for their support.  SOL would prepare a welcome pack: **ACTION**  NS requested a document to use as a tool, a summary of what the BID had achieved.  SOL agreed to prepare a ‘Two Years In’ summary document for the Advisory Board to adopt: **ACTION**  NL pointed out the need for increased cohesion across the Waterfront BID area, particularly in the Hoe.  SOL suggested that Advisory Board members should email one another directly within their group, not always via SOL: **ACTION**  NS suggested a revisit to the representative lists for each Advisory Board member, updated and refreshed. Also suggested to share Advisory Board member contact information across the group as well as who they represent. This should also be shared with the main Board of Directors: **ACTION**  Distribution of the 2014 Events calendar was requested: **ACTION** | SOL  SOL  ALL  SOL  SOL |
| **4.** | **Quarterly Financial Report:**  The quarterly financial report (Oct-Dec 2013) was circulated.  RT suggested SOL tended to undersell the BID’s achievements and greater visibility of the PWP should be a priority: **ACTION**  RT suggested a survey of BID voters to understand their perceptions of how the BID was doing. Agreed this would be done in advance of the BID’s June annual meeting, design of survey follow up in area meetings: **ACTION**  Income generation was identified as a priority: **ACTION** | SOL  ALL  SOL |
| **5.** | **2014 Project Delivery Priorities:**  Review Project Delivery Progress  SOL presented the latest RAG rated (Red, Amber, Green) list of forty two Waterfront BID Plan projects, highlighting sixteen achieved, twelve begun and fourteen yet to be started. Approximately one third of BID Plan had been delivered in less than two years, pace and momentum of delivery was acknowledged by the Advisory Board.  It was suggested that the Amber status should carry an additional indicator of achievement, a % mark should be inserted. Also suggested project 18 should be changed from Red to Amber.  The Advisory Board recommended that four projects, 1, 5, 8 and 36, should be delegated to Destination Plymouth to deliver on behalf of PWP: **ACTION**  SOL highlighted that project 5 could not be achieved due to TV Plymouth being no longer in existence. SOL described the aerial filming opportunity provided through a local business and Waterfront BID resident, showcasing the Hoe and proposed further filming of Pirates Weekend, Seafood Festival and Waterfront mini destinations. There would be a cost to PWP for commissioning the films. PWP Advisory Board supported and agreed pursuing this proposal and agreed funding to secure the films: **ACTION**  Agree 2014 Priorities  SOL led a discussion around creation of BID legacy; marketing and events were succeeding in raising profile of Plymouth’s Waterfront and attracting greater footfall, though not sustainable beyond the lifetime of the BID. With no guarantee the BID would achieve a successful renewal Ballot in October 2016, the Advisory Board were asked to consider what projects and delivery should be focused on in 2014 to achieve some legacy.  CP suggested a target of 50% of Red status projects should commence and be delivered where possible during 2014. MK suggested a questionnaire should be circulated to the Advisory Board asking members to suggest how the BID should prioritise delivery for 2014.  NS stated that for projects 37 and 39 there was tangible and visible progress with increased cohesion during the first two years of the BID, demonstrating success.  NL suggested something iconic should be achieved during 2014 for people to remember. NH suggested a statue of one of the iconic names associated with Plymouth should be installed which may attract footfall into a particular area, supported by KS who recommended an Arts Council bid for funding should be pursued. The concept would be explored by SOL: **ACTION**  In summary, SOL suggested priorities which were supported by the Advisory Board:   * Evening & Night Time Economy Coordinator * Millbay Port Visuals * Cruise Terminal feasibility study * Markets * Water taxi project * Telling Stories delivery * Barbican Review | SOL  SOL  SOL |
| **6.** | **2014 Marketing Proposal**  SOL presented the marketing proposal to the Advisory Board and the deliverables were discussed at length. The view was expressed by several members that ‘marketeers in other cities, such as Glasgow and Liverpool, were leaving ours behind artistically and culturally’. A frustration that marketing planning was again too late was expressed, requesting that 2015 be planned by Summer 2014.  NS offered City College student targeting, with a potential catchment of 17,000 Plymouth families. SOL agreed to inform Jamie Yabsley and request he send marketing events flyers be sent to City College: **ACTION**  Suggestions of reusable banners for roundabouts and bridges and big screen content could also be explored. AA road signs for major events were requested.  After discussion, the 2014 Marketing Plan was agreed by the Advisory Board. | SOL |
| **7.** | **Connect Plymouth Wayfinding Project**  SOL presented the new wayfinding monolith project. Advisory Board members were extremely pleased with the proposals describing the work as terrific and a fantastic project. The Plymouth Voyager title was not supported, suggesting ‘Find Me’ instead.  MB suggested that the monolith content should be visible on line too. SOL would explore: **ACTION** | SOL |
| **8.** | **Barbican Review**  SOL outlined a proposal to conduct a formal review of the Barbican area, consulting with traders, residents and PCC Officers. The consultation may include:   * Taxi ranking * Bus and P&R connections * Coach drop off/pick up points * Car parking across the Barbican and around the harbour * Residential and trade waste collections * Restricting access or pedestrianisation of Southside Street and/or Barbican Parade   The proposal was debated at length and resulted in a vote.  Of those Advisory Board members present, excluding the Chair: 9 votes for, 1 vote against.  The general view was that the BID will ‘get battered but it was worth ploughing on in order to create legacy and improve the area’. SOL was told to go the distance and deliver entirely to the findings of the consultation – the Advisory Board would provide full support and agreed to help design the consultation. Work would be prioritised on this over the next two meetings and the scheme launched in May or June 2014. ACTION | ALL |
| **9.** | **AOB**  A further point around the Jazz & Blues Festival was made, requesting that the event be spread beyond the Barbican to encompass the Waterfront BID area.  BT offered the promotion of Waterfront destinations on the Plymouth Marine Laboratory (PML) website. **ACTION**  RT raised the Drake’s Island development – SOL to resubmit PWP response to PCC to support the application: **ACTION**  NH expressed thanks to PWP for the Barbican Christmas lights and Thanksgiving Parade – appreciated by Association of Barbican Businesses (ABB) members.  ‘Christmas Crackers’ sticker collection campaign was viewed as a good attempt but had failed to attract footfall. Requested not to do this again.  Events signs on the Hoe – requested this be pursued for 2014 events as soon as possible. **ACTION**  Barbican events – ABB engaging with PWP, connecting with Sarah Lynn of PWP Events Team to co-design and deliver events  MK requested communications and events list be provided sooner. Ideally minutes to meetings to be circulated within one week and create a generic agenda to roll forward during each bi-monthly meeting of the Advisory Board.  Royal William Yard – not receiving events, requested delivery at the location. Acknowledgement that Pirates Weekend, Jaguar Car Show, Jazz & Blues Festival, Thanksgiving and Plymouth Seafood Festival are all located in the Barbican and Sutton Harbour. SOL would engage with Urban Splash to agree events plan: **ACTION**  Area meetings need to feedback to SOL: **ACTION** | SOL/BT  SOL  SOL  SOL  ALL |

Next Meeting:

Tuesday 1st April

2pm – 5pm

Venue tbc’d

**Advisory Board Meeting**

**3 February 2014**

**MATTERS ARISING TRACKER**

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| --- | --- | --- | --- |
|  |  |  | Completed? |
| **1**  **2**  **3**  **4**  **5**  **6**  **7**  **8**  **9**  **10**  **11**  **12**  **13**  **14**  **15**  **16**  **17**  **18**  **19**  **20**  **21**  **22** | Invite Michelle Watson to join the Advisory Board: **ACTION**  A subgroup would be set up to shape Markets and inclusive street entertainment across the BID area: **ACTION**  Future events at Royal William Yard should ensure full participation from traders and residents: **ACTION**  Prepare a Waterfront BID welcome pack for new businesses and share this with the Advisory Board members for their introduction: **ACTION**  Produce a ‘Two Year In’ summary document for BID delivery: **ACTION**  Advisory Board to email one another directly as a group rather than always communicate through SOL: **ACTION**  Update member area and sector lists and recirculate to each Advisory Board member, also sharing member contact details across the group. This information should also be shared with the main Board of Directors: **ACTION**  Circulate the 2014 Events Calendar to the Advisory Board: **ACTION**  Increase general awareness of the Waterfront BID through the Herald and mark PWP delivery achievements: **ACTION**  Agree design of a BID Voter survey during area meetings: **ACTION**  Prioritise income generation and discuss with main Board of Directors: **ACTION**  Delegate four Waterfront BID projects, 1, 5, 8 and 36, to Destination Plymouth to deliver on behalf of PWP: **ACTION**  Pursue and secure aerial films for Hoe and Waterfront events  Explore opportunities of creating a new statue in the Waterfront and to identify opportunities for targeting Arts  Council funding  Request Jamie Yabsley plan to send Event flyers to City College  Explore whether or not the new monolith content could be posted on line  Work up the Barbican Review consultation over next two meetings  Promote Waterfront destinations on the PML website  Resubmit PWP response to PCC to support Drake’s Island planning application  Arrange installation of Event signs in the Hoe Park  Design a Royal William Yard events plan for 2014  Bi-monthly area meetings to feedback to SOL | SOL  MK/DS/  MB/SOL  MK/DS/  MB/SOL  SOL  SOL  ALL  SOL  SOL  SOL  ALL  SOL  SOL  SOL  SOL  SOL  SOL  ALL  BT/SOL  SOL  SOL  SOL  ALL | Yes  Yes  No  70%  60%  No  50%  Yes  60%  No  Yes  Yes  Yes  30%  Yes  40%  No  No  Yes  50%  Yes  Yes |