**Plymouth Waterfront Partnership**

**Advisory Board Meeting Minutes**

**5th August 2014**

**The Holiday Inn**

Present: Kate Sparshatt (KS), Norman Holmes (NH), Mike Kitts (MK), Chris Price (CP), Sarah O’Leary (SOL), Josh McCarty (JM), Richard Taylor (RT), Martin Jones (MJ), Peter Cuddehay (PC), Nina Sarlaka (NS), Yannick Loue (YL), Marc Nash (MN), Beverley Tremain (BT)

Apologies: Derek Smith, Carla Williams, Cllr Sue McDonald, Cllr Chris Penberthy, Martin Bush, David Kewell, Michelle Watson

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| **ITEM** | **NOTES and ACTION POINTS** | **LEAD** |
| **1.** | **APOLOGIES** Apologies were tabled. |  |
| **2.**  | **Minutes of Last Meeting**A query was raised by MK over an outstanding action of Jamie Yabsley meeting with the Advisory Board during an extra meeting, which had not taken place due to his immense workload in managing La Solitaire du Figaro and MTV Crashes. This is rolled forward to a future Advisory Board meeting.Acknowledging provision of the first quarter’s financial summary, previously accepted by the Advisory Board, MK requested the Advisory Board to have sight of the detailed financial reports. This would be put to the main Board of Directors.MK and RT asked where the survey to BID Voters currently stood. JM stated that the survey was ready to distribute. CP proposed that the date of 1st September be chosen for circulation in both hard copy and e-formats with a thirty day response time, reminding BID Voters midway through the month with weekly Soundbite reminders too.MK requested BID Voter emails to be supplied to the Advisory Board for direct contact, rather than through SOL and the team. JM and NS highlighted data protection risks and proposed that SOL send an email to the BID Voter database requesting their individual approval for sharing of their email addresses with Advisory Board representatives. | **SOL****SOL****SOL****SOL** |
| **3.** | **Quarterly Finance Report**Due to packed agenda, CP rolled this item to the end before AOB. All agreed. |  |
| **4.** | **Presentations for 2015 Events** Prior to the meeting, papers had been circulated including an Events summary for 2013 and 2014 to assist with considerations.Set against this summary, four presentations were made to the Advisory Board as possible 2015 events for PWP funding consideration:Barbican International Jazz & Blues Festival (Dan Thompson - DT)DT explained he has a small company doing a big thing, the event has developed a personal relationship with the Barbican and it draws visitors from France and across the UK. He is keen to link with France and Germany to grow awareness of the event and attract more visitors, whilst he would like to see the event venues grow across the Waterfront and City Centre.KS and NH both commented the event brings a good vibe and atmosphere to the Barbican and is one of the best events in the calendar.KS drove a discussion over the location of the stage, specifically West Pier versus The Barbican Parade, that it shouldn’t just be located by the number of surrounding traders. KS commented that Quay Square was like the audience were stuck in a corridor which was a backward step, located next to trade waste bins.MK commented that the stage should not be located to suit a handful of traders around West Pier and should be located further into the heart of the Barbican once again and that it should be spread across the Waterfront.Sutton Harbour Classic Boat Rally (John Gallagher – JG)JG explained the plan for the next event scheduled for 24-27 July 2015, now an established annual event. In 2014 the event attracted six boats that are registered on heritage lists, some over 100yrs old and a WW1 Torpedo Boat. Aims of the event were to create vibrancy and attract more footfall to the Barbican and Sutton Harbour areas. A volunteer committee, nationally recognised with a plan to increase boats to 70-80 for 2015. Feature boats Gypsy Moth IV, The Shamrock, The Grayhound and others. Requested a £5k contribution from PWP.Royal William Yard (prepared by Michelle Watson and presented by SOL)SOL read out the presentation provided by Michelle Watson, featuring the historical importance of the Royal William Yard (RWY), supported by a series of images including the most recent visit from HRH Prince Charles. Points around connectivity with The Barbican via the RWY Ferry and new cycle hire hub were made. The RWY presents an additional event location that may be utilised to attract new events to Plymouth and grow existing ones, including Plymouth Pirates Weekend. RT had previously proposed the expansion of the Plymouth Pirates Weekend from The Barbican and Sutton Harbour into the RWY, an idea supported during the meeting by MK. Barbican Bank Holiday Weekends (prepared by Barbican Pubwatch, presented by SOL)SOL put forward the Barbican Pubwatch proposals to transform perceptions of the Barbican Bank Holiday Weekends. After challenge to Barbican licensees from Devon & Cornwall Police and PCC Licensing to work together to alter activities during these weekends, Barbican Pubwatch were seeking support from PWP to assist in shaping family targeted events for 2015. Proposals for weekend theming included live orchestra and big scores from the movies, an antiques market with supporting music, Soul & Motown music and Swing performances, including the songs of Sinatra, Cullum and Buble. A trial event was planned for 24 August with a Soul & Motown theme featuring Joey the Lips and Ian Calvert playing from a floating stage aboard The Spirit of Plymouth with family orientated street entertainment on the quayside. Sponsors had been secured including the Western Morning News on Sunday and Sutton Harbour Holdings.MJ stated he was against proposals due to the events drawing trade away from his premise on Looe Street. He wanted the 24 August event to be cancelled.MN supported MJ’s view.KS stated she did not support the Soul & Motown theme but did in principle support the need for change during Barbican Bank Holiday Sundays.NH suggested that PWP had been hijacked by a few publicans in the Barbican.SOL reminded the Advisory Board that during the Waterfront BID Plan formation, the Association of Barbican Businesses had lobbied PWP to alter Bank Holiday Sundays wanting ‘St Ives not Newquay’ and to encourage families to stay beyond 4pm.KS asked how this event had come about without former Advisory Board knowledge and requested transparency of all decisions.SOL explained that Barbican Pubwatch came to PWP seeking support and guidance, they’d wanted to transform these weekends and were keen to work together with reassurance of PWP’s support. SOL explained further that much had been achieved in short time, just 7weeks to bring the event together and that the event on 24 August was to be viewed as a trial, post event wash up would determine whether or not there was the will amongst Barbican Pubwatch members to plan together for 2015. This had the potential of changing future Bank Holiday events.KS requested a strategy be put together for Advisory Board approval, including a process for applications to the Advisory Board, that SOL should write this. KS suggested in future no event organisers were to be invited to present to the Advisory Board without agreement and that events should be shaped to spread around the Waterfront. KS stated that SOL should be more strategically focused rather than executive. A Cultural group proposal should be written. NH suggested the event on the 24 August should go ahead as a trial, it should be monitored/measured to inform future events.JM stated that on the whole, long term, businesses across the Waterfront would suffer if the reputation around Bank Holidays could not be sorted out. MJ stated that he’d previously proposed that PWP should arrange for a weekly advert in The Herald to promote publicans’ live music.CP suggested that to support MJ that a quarter page ad should be placed in the Herald to promote the 24 August event and The Minerva Inn’s live music event. Also promote other premises within the advert.MJ supported this approach and continued to state that the Barbican Soul & Motown event for 24 August be cancelled.MK echoed the view that the Barbican Soul & Motown event be cancelled.SOL stated she would share the advice with PWP Directors though it was likely the event would go ahead due to importance of upholding confidence in the BID within Devon & Cornwall Police and PCC Licensing. Much work had been achieved in developing confidence in Barbican licensees and this would all be lost if the event were to be cancelled.KS requested formal research to be undertaken, perhaps by Serio at Plymouth University, though appreciated this would be costly to PWP. MK suggested that bi-monthly meetings were too far apart, that the BID was fast paced in delivery and that monthly meetings should be reinstated. KS suggested that if she were to vote for a BID renewal at this stage she would vote no, as she currently viewed the Advisory Board as being dysfunctional. MN suggested that that meeting’s agenda had been disjointed, questioning why the quarterly finance summary was being presented during the same meeting as consideration of 2015 Events.SOL explained this was at the request of the Advisory Board that the financial summary be presented during the August meeting.NS supported the need for a process to be agreed. A need to outline how PWP should be approached for funding, how decisions are made against proposals and the need for experts to make the decisions. **Agreed:**SOL would reinstate monthly Advisory Board meetingsSOL would write a process plan for agreement with the Advisory BoardSOL would write a strategy paper in how to engage with the cultural sectorSOL would book a quarter page advert within The Herald and promote Bank Holiday Sunday events including Music in the Harbour, The Minerva and Kitty O’Hanlon’s. | **SOL****SOL****SOL****SOL** |
| **5.** | **Recommendations for 2015 Events Schedule**SOL suggested in order to deliver the forty two project BID Plan on target by March 2017, Levy allocations were key over the next two years. Therefore recommended to the Advisory Board they consider a budget for Events for 2015 in the region of £40k.The Advisory Board debated and agreed the following recommendations:Plymouth Pirates Weekend - £15k Levy allocation, split event between Barbican and RWYJaguar Car Show - £0k Levy allocation, move event to The HoeBarbican International Jazz & Blues Festival - £10k Levy allocation, subject to DT sourcing match funding and the event growing across Waterfront BID area venues.Sutton Harbour Classic Boat Rally - £0k Levy allocation, offer support of city marketingPlymouth Seafood Festival - £10k Levy allocation, target £10k sponsorship Thanksgiving & Christmas - £7,500 Levy allocation, target £2.5k sponsorship. Should be built up to 2020 and improved upon each year.PWP should seek to work with Royal William Yard.Total recommended Levy allocation to 2015 Events: £42,500 |  |
| **6.** | **AOB**CP suggested, due to having run over the two hour time slot, SOL should not present the financial summary. As it had been previously shared with the Advisory Board over emails, CP proposed that should any representative have any queries to liaise with SOL directly.No further business was discussed. |  |

Next Meetings:

1. **Thursday 11th September**

**3pm – 5pm, The Duke of Cornwall**

1. **Wednesday 8th October**

**9.30am – 11.30am, The Holiday Inn**

**NB – please note change of time**