



Advisory Panel Meeting Minutes
Wednesday 25th March 2026 10.30am – 12.00pm
Grosvenor Casino, Derry's Cross, Plymouth

Attendees: Sarah Gibson (SG); Mike Kitt (MK); Kim Downer (KD); Scott Grenney (SGr); Claire Doyle (CD); Chris Warne (CW); Wiesiek Zienkiewicz (WZ); Clare Phillips (CP); Peter Adams (PA); Melanie Williams (MW); Cllr Alison Raynsford (Cllr AR);

Apologies: Larry Moody (LM); Chantel Jenkins (CJ); Cllr Chris Cuddihee (CC); Cllr Daniel Steel (DS); Cllr Lewis Allison (LA); Anna Murray (AM); Susie Bissell (SB); Nicola Keen (NK);

Chaired by: Sarah Gibson (SG)

ITEM	NOTES and ACTION POINTS	By Whom
1.	Welcome, Apologies, and Introductions. SG highlighted that we are in pre-election period and advised that this will be the last meeting before the election that Cllr AR will be attending with us. If we have any meetings in this period Cllr AR won't be able to attend. Cllr AR added that she is still doing casework, so if anybody has any case work issues that carry on through the election, she is still happy to help.	SG Cllr AR
2.	Conflicts of Interest, and matters arising. No conflicts of interest. SG invited MK to share his feedback on previous meetings and their format, proposing we allow time to include updates on Events/Sponsorship/general BID operations, as well as BID Fourth Term. SG added that we will still need to spend time sharing and consulting the panel on the BID 4 project. This was agreed and the agenda was altered putting Events/Sponsorship/general operations first.	SG MK SG
3.	Review of last meeting minutes actions. Minutes were approved as an accurate record of the meeting.	SG ALL
4.	2026 Events: Events Calendar / Plymouth Pirates Weekend 9 & 10 May	KD

KD mentioned the return of the Raft Race which will be taking place at 4pm on Sunday 10th May from Commercial Wharf. KD asked the panel to share the details with their contacts or even consider entering their teams in the race. PCC Events and Marketing and Invest Team are pushing this out through their databases. Members of the panel suggested it might be good to compile a hit list of those organisations we would like to take part. UPDATE: DONE. CD suggested we look to create a targeted campaign on LinkedIn.	CD
Newsletter: The hard copy of our BID newsletter has been posted to our businesses which includes an A3 poster displaying all events coming up. The newsletter will be produced every 6 months. E-newsletters will continue bi-weekly. Please make sure you have subscribed to keep up to date. BID Newsletters - Waterfront BID	KD
Area Meetings: Our next group of Meet the BID Team sessions are taking place soon. Meetings are running from 14th to 30th April. Please register to come along. https://waterfrontbid.co.uk/single-post/your-waterfront-your-say-join-our-next-area-meeting-april-sessions/	
Sponsorship Opportunities: KD explained that raising additional income through sponsorship of our events is crucial, but a challenge currently; and partners are also finding this difficult. WZ added that focusing on income generation is a fulltime role. MK asked if we have anyone who could do this for us? KD added that both her and WZ have the required skillset to tackle sponsorship and will manage it as best as they can alongside their other tasks and responsibilities. Any leads from the panel would be very welcome. KD passed around the draft Partnership Pack that is being developed in collaboration with the PCC Events Team, to include wider Plymouth events and some third-party events such as Santa Fun Run. MK added that we should utilise all the amazing drone footage we have and send it out to the media. AGREED. The panel gave some good feedback which will be taken on board.	KD WZ MK KD MK ALL
Britain in Bloom Preparation is underway for this year's entry to the competition. Sponsorship to cover costs for materials is being sought, and KD added she had a meeting coming up with a consultant who is responsible for curating Covent Garden's floral displays to get ideas for BID 4. KD is gathering a group of volunteers to help clear, paint, plant and provide help to maintain the boats, and will let the panel know when there are opportunities to get involved.	KD
We are also looking at other options to secure funds, including offering nonvoters the opportunity to contribute. Suggestions will be presented to the Board in our upcoming meeting. SG shared a quick update on a smaller event that the BID had been asked to fund £1000. This will deliver 5 small pop-up events led by a university student and WZ and will take place across the waterfront starting in April. SG also added funds have been granted to support Boat Fest, and a decision on the amount to grant another sailing event in July is being reviewed.	SG

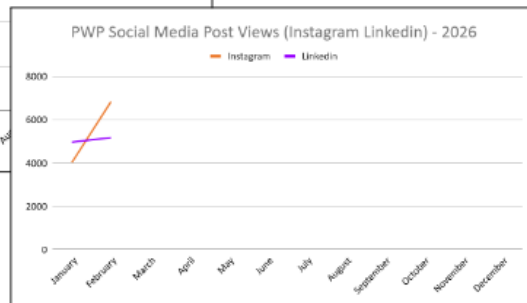
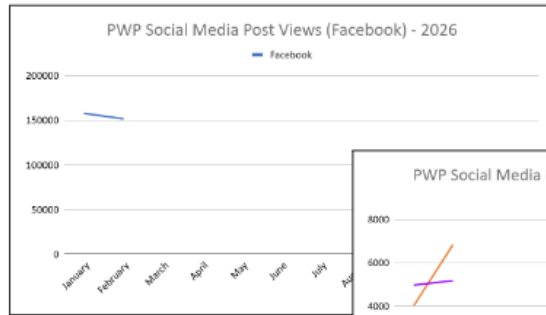
5.	BID Fourth Term BID3 Project Management Report – SG thanked those who had completed theirs and sent them over and reminded others that there is still time to review the current period. Copy of Report attached for reference. See ACTIONS for timeline. Early Stage Survey Report SG shared a roundup of the survey carried out from December to February 2026. Snapshot of circa 12% of levy payers; 71 completed surveys but some respondents have more than one premises. The response is appropriate in volume for an early survey and was completed by a representative sample of businesses from across the area. Participants came from a representative selection of businesses of different sizes, across a range of sectors and streets within the BID boundary including the public sector. Alongside several reminder emails, there were Area Meetings held. Overall, the vast majority of businesses who responded to the survey value Plymouth Waterfront Partnership BID and from that, the Board can deduce that there is an appetite for a 4th term. Second Stage Survey Report SG took the panel through the next stage survey for group discussion. She presented each theme - People, Place, Planet, along with the list of projects with budgets for delivery. The panel spent some time discussing each project. UPDATE: SG has since emailed out an revised copy of the survey to you. Please note this information is Confidential. Safety & Security was mentioned and KB added that there had been incidents recently outside her venue, so having an increased presence on security personnel is important. Feedback from the panel was very positive and projects were supported. BID4 Boundary This was discussed.	SG KB ALL
6.	Reports Marketing and Communications: SG highlighted that January & February have been busy for BID activity. Top posts during January & February • Facebook 1 – Beryl Cook Statues Install • Facebook 2 – Pirates Weekend Date for 2026 • Facebook 3 – BID Spotlight – Bistrot Pierre • Facebook 4 – BID Spotlight – Plaza Snooker and Pool Club • Facebook 5 – Plymouth Boat Fest Event announcement • Instagram 1 – Barbican Theatre Shows upcoming • Instagram 2 – BID Spotlight – Bistrot Pierre • Instagram 3 – BID Free Promotion and Support Roundup • LinkedIn 1 – Jam or Cream? Post from Meet Plymouth event • LinkedIn 2 – City of Culture Support • LinkedIn 3 – News of Mountbatten works	SGr



PWP BID Web & Social Media Stats: February 2026

Facebook	Sept	Changes	Oct	Changes	Nov	Changes	Dec	Changes	Jan	Changes	Feb
Total Likes	9,347	+ 153	9,500	+ 227	9,727	+ 188	9,915	+ 117	10,032	+ 22	10,054
Total views of Posts	369,826	-156,737	213,089	+187,634	400,723	-75,563	325,160	-167,160	158,000	-6,053	151,947
Instagram	Sept	Changes	Oct	Changes	Nov	Changes	Dec	Changes	Jan	Changes	Feb
Total Likes	1,782	+ 3	1,785	+ 16	1,801	+ 8	1,809	+ 34	1,843	+16	1,859
Total views of Posts	18,769	- 9,666	9,103	-1,355	7,748	- 1,164	6,584	+2,550	4,034	+2,815	6,849
LinkedIn	Sept	Changes	Oct	Changes	Nov	Changes	Dec	Changes	Jan	Changes	Feb
Total Followers	1,462	+ 8	1,470	+12	1,482	+ 3	1,485	+14	1,499	+ 9	1,508
Total views of Posts	5,691	+2,262	7,953	-2,157	5,796	-2,734	3,062	+4,975	4,975	+208	5,183

February - RESULTS: Total Followers: 13,421 (+ 278) / Total Views: 163,979 (-3,090)



SG thanked SGr and CD for everything they do in ensuring the BID has a constant presence both on social media, and through our PR comms. It's vital this is maintained and SG confirmed their contracts will continue into the new financial year.

SG

Economic Development Update:

WZ added that he is doing a piece of work on empty units within the BID area, as well as working with Kim and Sarah to seek sponsorship for events.

WZ

7. AOB:

Meeting closed at 12.20pm.

Please note the next meeting will be Tuesday 19th May at The Sound Bar, Tinside Lido.

Date By	ACTIONS/MATTERS ARISING	Assigned To:	Completed
May mtg	Invite Plymouth Boat Trip (PBT) representatives to observe at next meeting. UPDATE: KD has sent an invitation, awaiting a response. UPDATE: DH work commitments are busy, but he'll check with BS and come back to us.	SG/KD	Ongoing
May mtg	Panel to discuss their Review of BID3 Progress Monitoring Report. UPDATE: SG thanked those who have sent through their feedback. Please can those who haven't submitted theirs do so by the next meeting – 19th May .	ALL	Ongoing
May mtg	BID4 Plan: Consider the suggestions and the points to focus on and develop key messages that demonstrate BID value to provide to BID levy payers and partner organisations.	MK/SG/KD /AJ/SGr/C D	Ongoing
July	Explore Christmas Tree pit on Basket Ope with PCC. UPDATE: SG has broached this with PCC and further assessment and discussions ongoing.	SG/KD	