Advisory Panel Meeting Minutes
Tuesday 18th March 2025 from 10.30am – 12.00pm
Grosvenor Casino

Attendees: Jon Walton (JW*);* Kim Downer (KD); Marc Nash (MN Chair); Mike Kitt (MK); Scott Grenney (SG); Melanie Williams (MW); Claire Doyle (CD); Clare Phillips (CP); Cllr Alison Raynsford (Cllr AR); Larry Moody (LM); Chris Warne (CW); Susie Bissell (SB), Kristy Burridge (KB);

Apologies: Peter Adams (PA); Cllr Daniel Steel (Cllr DS); Cllr Chris Cuddihee (Cllr CH). Thecla Keizer (TK); Chantel Jenkins (CJ);

Chaired by: Marc Nash (MN Chair);

ITEM	NOTES and ACTION POINTS	By Whom
1.	**Welcome, and Introductions** Special thanks to the Kristy Burridge, Grosvenor Casino for hosting our meeting.	**MN**
2.	**Apologies, Conflicts of Interest, and matters arising.** Apologies given No matters arising Marc commended Jon and Kim for their great work, enthusiasm and commitment shown. Efforts are representative of the good statistics and feedback seen in the reports. Well done.	**KD** **MN**
3.	**Review of last meeting minutes actions.**	**MN**

1st Feb	**Budget:** Jon to circulate budget. See comments in Jon's section below	**JW**	
~~Next meeting~~	~~**Fish Market:** Kim and Jon investigate potential of utilizing this space for demos for Seafest. This isn't possible due to H & S issues and ease of access for the public around the area~~	~~**KD/JW**~~	~~**CLOSED**~~
Next meeting	**Seafest:** Cllr Raynsford to see if any PCC Schools/Chefs would like to get involved with demos Carried over to next meeting	**Cllr AR**	**Ongoing**

4.	**Update from Jon Walton CEO PWP:** Commercial Wharf Signage Jon and Kim gave an update on the ongoing delays. New dates for install are now 24th – 26th March. Mike shared his continued frustration with dates moving. Kim added that businesses on the wharf have been cooperating. UPDATE: Pleased to say the signs are now in place. Clare proposed it might be useful to reiterate the rules on A boards with the Barbican traders Mike mentioned the recent cruise visit and the increase in footfall now coming into this area. Can this be investigated in terms of capacities? Mike asked what the latest news is regarding the Mountbatten Ferry? We rushed around for the Cremyll Ferry, and Plymouth currently does not have a public landing stage. Claire added that her understanding is that the Mountbatten improvements are coming as part the big HLF package linked to the whole of the improvement of the Mount Batten. That includes the café and the waiting area. It doesn't include landing stage. Mark proposed we draft some specific questions for those who have authority and control over what's happening, particularly about ferry landing as to when that's supposed to be put back into condition. Gift Card The Gift Card Scheme is forging ahead as part of a collaboration with Plymouth City Centre BID utilizing SPFUK funds. Jon shared the design with the panel. Onboarding merchants is underway. PCCC will join the scheme later in the year-take up has been good Aardman – Shaun the Sheep/Wallace & Gromit Workshop We are still hoping to bring this event to Plymouth, and I have negotiated hard to get the cost down. This will be funded by UKSPF. We are discussing suitable locations. UPDATE: This is likely to move into 2026. Pirates Weekend 17 & 18 May Plans for the event are coming together well. Unfortunately we don't have the budget to invest in El Galeon again this year (proposed costs £19K vs £6K in 2024), so we will be investing funds back into additional entertainment and activities across the waterfront. We will have the free shuttle bus operating across the weekend. The Aargh & Ride will run on the existing 25 route. Jon had investigated the possibility of a land train, but the train allocated at the budget we could afford was unsuitable for the terrain and the next option was just too much for our budget. Mike asked if we had approached ports in Cornwall to see if they had a ship that could attend. Kim advised that PCC Events team are looking at all options. Pirate Fun Run – 18th May Renamed The Jeremiah's Journey Pirate Fun Run. Registration is going live Mon 31st March. We have introduced a 5k & 2.5k run to increase sign-ups from both families and more serious runners. We will be pushing for 500 minimum. Start and Finish on Commercial Wharf. Please like & share posts and tag with any friends who may be interested in taking part. Seafest Weekend – 13 & 14 September Kim shared details of the latest proposal for this year's event which has been put together in collaboration with all concerned. Our preferred option will include both a chef and music stage in different locations.	**JW** **JW/ KD** **MK** **KD** **CP** **MK** **CD** **MN** **JW** **MK/ KD** **JW** **KD**

	Santa Fun Run – 7th December £7,500 was raised last year, split equally between Jeremiah's Journey and Shekinah. Registrations won't go live until early September. Same charities for 2025.	**JW**
	Purple Flag We continue to work with Best Bar None, the police and community safety partnerships to support initiatives to make Plymouth a safe place for all to enjoy. Kristy added that she is also working with Cat Macdonald (BBN), for the casino and offered to chat to other members of the panel about the scheme.	**KB**
	Late Night Bus Service Jon mentioned that we have agreed to give a financial contribution of £1k to the above scheme, as it's important to support. It will serve routes to Saltash and Tavistock-vital comms are effective to encourage customers to use it.	**JW**
	SPFUK We are applying for grant funding again this year to support over and above activities. i.e. Love Plymouth Gift Card, additional signage for events (Towers).	
	BIDs Accreditation Renewal of our Accreditation with British BIDs is underway.	
	Kim's change of job title Kim's title will change from 1st April to Deputy CEO, Business Liaison Manager. This is to reflect on and reward the work she does to help assist me.	**JW**
	Budget Update We are where we should be in terms of budget and utilising our reserves. Jon is still awaiting an updated spreadsheet following the recent audit, so will share once complete.	
	ENTE Coordinator Role We have agreed to support this new role as believe it will help our businesses, the role has been redefined and we await a revised role profile.	
	Applications for Support Funding Thank you to the panel for their feedback on the recent applications which include: J24 Sailing Event – Sept 25 Amount agreed £1000 Plymouth Boat Fest – June 2025 Amount agreed £1000 Tour Voile – July 25 Amount agreed £1000 World Star – Sept 2026 Amount agreed £1500	**KD**
	Devolution & (Directly Elected Mayor) DEM Cllr Alison Raynsford gave a detailed explanation on both subjects to the panel.	**Cllr AR**

5. **Update from Kim BLM PWP:** **KD**

MEET, EAT & LEARN Levy Payer Workshops
Wednesday 19th March – Covering Love Plymouth Gift Card (Jon & Kim), Marketing (Scott Grenney), South West Visitor Economy Data Hub (Alex Spalding)
June (date tbc) – Covering Police, Alcohol abuse, Anti-social behaviour BBN/Purple Flag
Sept (date tbc) – Suggestions for topics welcome

Britain in Bloom 2025
Plymouth Garden Centre have agreed again to sponsor plants
Ocean BMW & Mini will sponsor and will assist with some volunteers.
Jon is speaking at the next BIB Seminar in RHS Rosemoor on 27th March to encourage more BIDs to take part in Bloom.

Waterfront Awards
Kim explained this is on hold, due to workload but also Devon Chamber have opened up their Business Awards to non-members this year, so we need to see how that goes in terms of our businesses attending, costs etc and will then review.

Accommodation Partnerships
Several of the upcoming sailing events are requiring help with sourcing accommodation for the teams and visitors. We are working with Meet Plymouth to source rates and availability, and bolt on activities. We will create a PWP Accommodation Partnership template to standardise packages.

English Tourism Week
Its ETW this week, several of our levy payers are involved offering experiences to young people to encourage them to take up roles in hospitality. Welcoming Plymouth and the DWP, Destination Plymouth are delivering these activities across the week and there is a marketing tool kit for businesses to use in their social media marketing.

6. **Scott Grenney – Social Media Update:** **SG**

PWP BID Web & Social Media Stats - Feb 2025

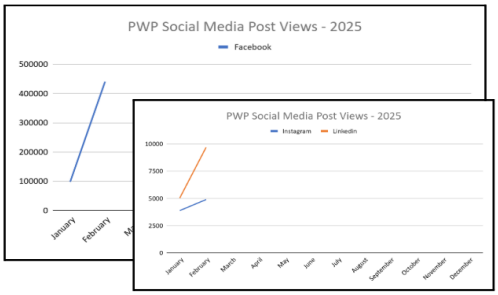
Facebook	Sept	Changes	October	Changes	Nov	Changes	Dec	Changes	Jan	Changes	Feb
Total Likes	6,890	+ 110	7,000	+ 250	7,250	+ 100	7,350	+ 41	7,391	+ 210	7,601
Total views of Posts	107,083	- 7,874	99,209	- 34,709	64,531	+ 65,969	130,500	- 32,258	98,242	+342,397	440,639

Instagram	Sept	Changes	October	Changes	Nov	Changes	Dec	Changes	jan	Changes	Feb
Total Likes	1,523	+ 5	1,518	+ 46	1562	+ 36	1598	+ 27	1,625	+ 22	1,647
Total views of Posts	883	+117	1,000	+5,200	6,200	-2,100	4,100	-210	3,890	+1,015	4,905

Linkedin	Sept	Changes	October	Changes	Nov	Changes	Dec	Changes	Jan	Changes	Feb
Total Followers	1,074	+21	1,095	+29	1124	+ 27	1151	+ 25	1,176	+ 48	1,224
Total views of Posts	8,409	-2178	6,231	-306	6537	-1,065	5472	-426	5,046	+4,657	9,703

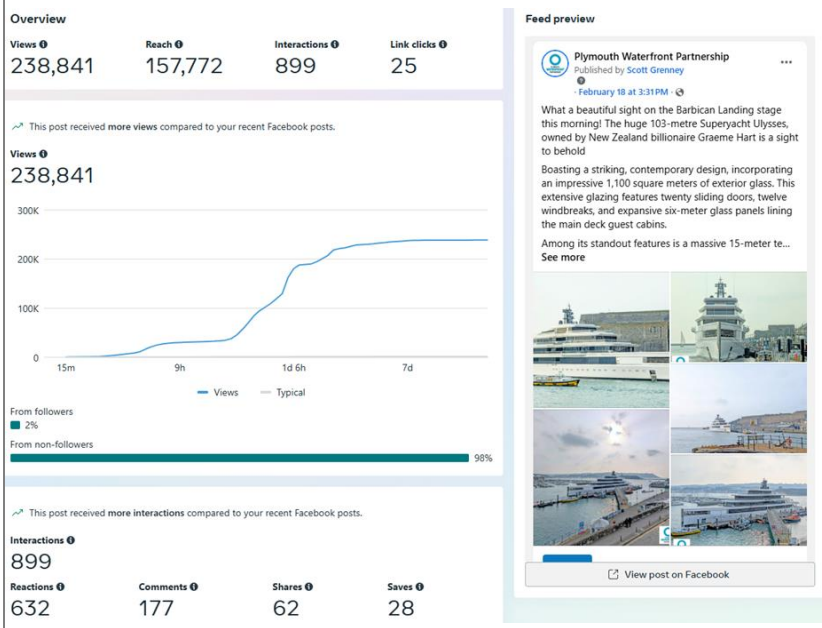
X (Twitter)	Sept	Changes	October	Changes	Nov	Changes	Dec	Changes	Jan	Changes	Feb
Total Followers	1955	-14	1941	-24	1917	-2	1915	-15	1,900	-11	1,889

February - RESULTS: Total Followers: 12,361 (+347)/ **Total Views: 457,136** (+ 315,152)



TOP 3

- **Huge Super Yacht – Views 238k / Reach 158k / Interactions 899**
- **Duke of Cornwall Clan Bar – Views 52k / Reach 39k / Interactions 102**
- **Announcement of Cruise Ship Dates – Views 36k / Reach 21k / Interactions 80**



7.	**Claire Doyle – PR Update:** It's been quiet on PR activity for the past couple of weeks, but about to start again from 31st March with PR and comms for Pirates Weekend, with Jeremiah's Journey Fun Run being at the forefront. Miconex, the organisation behind the scheme will be leading on PR for the Love Plymouth Gift Card. Britain in Bloom will follow, then Seafest, then Barbican Light Switch On along with the general Christmas campaign, with Santa Fun Run. I dovetail into what Destination Plymouth, Visit Plymouth and PCC are doing. They don't have a dedicated communications operative anymore.	**CD**
8.	**AOB:** **Date of next meeting: Wednesday 21st May (please note this will be rescheduled as Kim is on a training course) Venue TBC** Kristy, Cat from Best Bar None asked me to get people involved and will be sending me some POS collateral which I can pass on to anyone who would like it. Alison, confirmed she has emailed school chefs about Seafest, and suggested anyone interested contacts Kim. Claire, reporting on two of her clients; Cattewater: We've got possibly the best loos in Plymouth now open on the wharf for cruise guests to use. We've got a cruise ship on Sunday. We've got 12 cruise ships confirmed so far for the year. Potentially, more super yachts. Mountbatten - Classic Builders have won the contract for the redevelopment works, they are on site. There's press PR going out next week with Tudor and Richard Stevens, who's chair of the board, the cafe facilities, the accommodation and the in-centre changing facilities are not open this year, but the center is open for activities and there's temporary facilities. There's a temporary reception site. There are temporary welfare facilities. If anyone asks you if the center is open this year. Yes, it is for activity. So water sports activities will continue. So that's the key message that will run through those works which will continue through to the pontoon works. There's a plan on two works for the Mount Batten center, separate from the	**ALL** **KB** **CllrAR** **CD**

	Mount Batten landing stage, which is nothing to do with us.	
	Clare, referring to Pirates Weekend and no tall ships; can we get communications out to Sutton Harbour and ask if boat owners could decorate their boats with pirate flags etc? Kim will pick this up.	**CP**
	Mel, February has been quite a tough month, but March is looking good for bookings. The hotel has been supporting English Tourism Week, showcasing the hotel.	**MW**
	Larry, mentioned his students got involved with the cruise ambassadors at the last cruise visit, which was a really worthwhile experience. The Harbourmaster commented that he sees potential in the next generation. I'm delighted to have achieved what I set out to do.	**LM**
	Susie, it's our 200th anniversary this year. We're putting together a series of events. I've had lots of trips to several museums around the city collecting 200 stories, more on that at the next meeting.	**SB**
	Chris, ABB Chairman hat on, we have our AGM 25th March, which is a closed meeting for members. I've still got things I want to do, especially with the Pirates, Seafest and Christmas, so I'm hoping to remain in post for another year. Hospital Radio will be involved in PWP events this year, broadcasting their Breakfast Show and taking requests.	**CW**
	Marc asked if there is an opportunity to incorporate some kind of treasure hunt on the pirate fun run, hiding discs or tokens along the route for people to collect. Local businesses could put up some prizes to create added interest. Kim will put the idea forward at the next Pirates meeting. May be an issue from a safety point of view. Marc referred to the issues mentioned earlier in the meeting regarding the use of A boards, and where boundaries have been overstepped, particularly on the waterfront. If we are aiming for world class quality, blanket enforcement along with stricter planning approval must be the way forward. Topics such as this and development have formed part of a consultation proposed by the Hoe Neighbourhood Forum.	**MN**
	Meeting closed at 12.05pm.	

Date By	ACTIONS/MATTERS ARISING	Assigned To:	Completed
Next meeting	**Budget:** Jon to circulate budget	**JW**	
25th April	**Questions regarding Public Landing stages:** Please email Kim your questions which will be presented to the authorities responsible	**ALL**	
Next meeting	**Seafest:** Cllr Raynsford to see if any PCC Schools/Chefs would like to get involved with demos	**Cllr AR**	