



Advisory Panel Meeting Minutes Tuesday 19th November 2024 from 10.30am – 12.00pm

Attendees: Jon Walton (JW); Kim Downer (KD); Mike Kitt (MK); Scott Grenney (SG); Melanie Williams (MW); Claire Doyle (CD); Clare Phillips (CP); Cllr Alison Raynsford (Cllr AR); Chris Warne (CW);

Apologies: Chantel Jenkins (CJ); Anna Murray (AM); Susie Bissell (SB), Cllr Daniel Steel (Cllr DS); Cllr Chris Cuddihee (Cllr CH). Kristy Burrridge (KB); Larry Moody (LM); Thecla Keizer (TK);

Chaired by: Marc Nash (MN Chair).

ITEM	NOTES and ACTION POINTS	By Whom
1.	Welcome, and Introductions	MN
2.	Apologies, Conflicts of Interest, and matters arising. Apologies given No matters arising	KD JW
3.	Review of last meeting minutes actions. NONE Mike asked if we could refer back to an Action from May 24, regarding signage for cyclists on Commercial Road, and the issues raised previously with Cllr Sue Dann, and asked this be revisited as there are still risks to public safety. Kim was able to give an update. Cllr Raynsford, asked that emails be shared with her and she will pursue. ACTION	MN MK KD Cllr AR
4.	Update from Jon Walton CEO PWP: <u>Barbican Christmas Light Switch On – 16th November</u> Fantastic event this year, with record visitor numbers, an estimated 14k across the day and into the early evening. Weather remained dry. We wanted to focus on the community, the social impact and value of what we do, and this event delivered. Collaborations with charities, Jeramiah's Journey and NSPCC Festival of Trees was integral to the event. There was a happy atmosphere all day. Having the music stage instead of the bus worked a lot better, encouraging people to gather and watch a wide variety of children's choirs and singers from 12noon until switch on, and then a great band after that. Two great immersive sponsors this year, Title-Macpherson Motorcycles, a new business to the Barbican; were able to display their bikes, one and beside the stage. Cattewater Harbour Commissioners sponsored the stage, to mark their 150 th Anniversary. <u>Santa Fun Run – Sunday 8th December</u> Registrations are increasing slowly at 400+. Highways have requested that Saltram Rotary issue letters to all residents that are affected by the road closures, which is a recent change to previous statutory requirements.	JW

Main Christmas in Plymouth Campaign

Jon shared the artwork for the campaign and added that PWP will always do our own tactical campaign and activities to support our businesses directly.

Seafest 2024

Jon shared topline details from the commissioned Insight6 Report.

+16 NPS Score – rated higher than Flavour Fest

£1,087,000 delivered in Economic Impact (based on average spend and footfall)

61% - Visitors used sustainable transport, this included the FREE Shark & Ride, and discounted ferries courtesy of Plymouth Boat Trips/PSNMP

7% - stayed overnight

30% - visitors enjoyed the music stage. Sponsors reported that they had record sales compared to previous events where there was a chef's stage.

30% - enjoyed the chef pop-up demos, in and around the event areas.

29% - enjoyed learning more about the ocean & sustainability

17% - enjoyed learning about National Marine Park

The Barbican outperformed other locations in the Attendee feedback.

Future plans for the event might include splitting the event into two events to better manage content and improve visibility and impact

Commercial Wharf Signage

Additional delays regarding the installation were noted, with ongoing issues in obtaining highways permissions. Kim explained the level of detail required in terms of fixings and Risk Assessment. We continue to push for approval which we hope will enable a December installation.

KD

Devon Tourism Awards 2023/24

We are Finalists for our Pirates Weekend Event 2024 for best event/festival, and the event is being held at Crowne Plaza Thursday 21st November.

Submission took a lot of work and time but hope this will be worth it. We will be wearing some form of Pirate themed attire!

UPDATE: Pleased to announce that we won a Bronze Award

Audit

Devon Audit have done a procedural audit which has taken a considerable amount of time.. Destination Plymouth, Plymouth City Centre Company have had to do the same. The finance side is ongoing.. UPDATE: Accounts have just been received and will be analysed and then sent to the board for formal approval

We are also going through our British BIDS Accreditation process at the moment, and their consultant has informed us that we are in a good place and are actually in excess of the standards required in many areas. The accreditation process is quite arduous paperwork wise but will be invaluable when we go or renewal in March 2027.

Jon added that Steve Hughes and the Plymouth City Centre BID renewal has gone through- A huge well done to them!

5.	Update from Kim BLM PWP: <u>Britain in Bloom</u> Kim advised that she met with the head judge, with Jon last week to talk through their report and give guidance on how we can achieve our much sought-after GOLD status next year. The improvements seem reasonable, but we will still need some help (hands to the pump) in order to achieve it. She will talk about this more in the new year. Jon has been asked to do a presentation in April 2025 about BIDS and Plymouth at the RHS annual conference <u>Small Business Saturday Tour & Networking Event</u> A Global Tour starting in November. The Tour will be with us Friday 22nd November interviewing some of our small business owners. UPDATE: This went well, with a full day of interviews across the Waterfront. We've got some great footage that we can use to bolster our campaign for the networking event. Kim has also received positive feedback from the SBS team, and the businesses who took part. We will also be hosting a Small Business Saturday Networking Breakfast Event on Saturday 7th December. Council Leader Tudor Evans will be speaking, along with Jonathan Keable FSB and Jon Walton. UPDATE: unfortunately due to a weather warning this event has been cancelled. <u>Festival of Trees (NSPCC)</u> Sponsorship of trees located in the Pavilions, National Marine Aquarium, and Ocean Studios RWY, have already raised £6500. To help raise more funds we have asked our shops, cafes etc to get involved by displaying a tree where customers can come and see it and display a poster which includes a QR code for people to donate. This promotion will run until Christmas Eve. We'll do a PR round up after Christmas on how much money has been raised. Scott mentioned that he saw this working with people who came into the event on Saturday, with kids going into the shops looking at the trees and parents scanning the QR code. Businesses are now asking how they can get involved, so we are posting reminders on how they can get involved. <u>Trevi Secret Firefly Garden Event – Thursday 28th November</u> This event is really special and will be taking place in the Elizabethan Gardens in New Street from 6pm. TR2 have created 144 polycarbonate fireflies that will light up the garden signifying 144 women who have died as a result of domestic violence. We will be promoting this event to encourage people to come down to the Barbican a little earlier for something to eat or do a bit of Christmas shopping beforehand. Chris from Kaya Gallery has kindly offered to sponsor this event but offering to manage sales of the fireflies (£30 each) and cover any merchant charges so the whole £30 goes to the charity. Thank you, Chris. To book your place visit The Secret Firefly Garden - Trevi Chris also thanked the Panel for changing every other meeting to a Wednesday to allow him to attend, due to his Plymouth Hospital Radio show on a Tuesday lunchtime. <u>Waterfront Awards – Postponed till late 2025.</u>	KD SG CW
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BID Area Business Feature

KD

We will do a feature in Coastal Links in the Spring, focused on the maritime sector, and it will include the 2026 Global Sales Challenge, plans of which are underway and being led by Chris Arscott at QAB. There will be a discounted rate for any businesses that would like to support this with advertising.

6. Scott Grenney – Social Media Update:

SG

There is a lot of activities going on as you can see from events that the team has been working on, so we are being careful with posts making sure they are all covered.

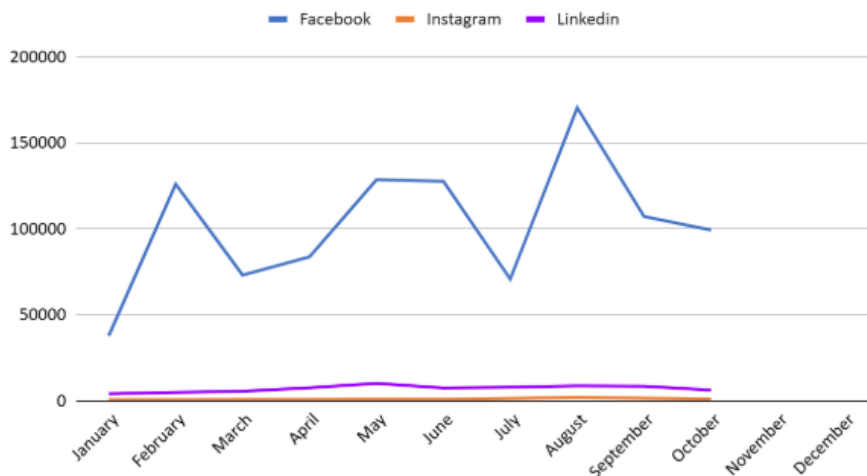


PWP BID Web & Social Media Stats - Oct 2024

Facebook	May	Changes	June	Changes	July	Changes	August	Changes	Sept	Changes	October
Total Likes	6,375	+ 70	6,445	+ 57	6,502	+ 174	6,676	+ 123	6,890	+ 110	7,000
Total Reach of Posts	128,452	- 857	127,595	- 56,855	70,740	+ 99,554	170,294	- 63,211	107,083	- 7,874	99,209
Instagram	May	Changes	June	Changes	July	Changes	August	Changes	Sept	Changes	October
Total Likes	1475	+ 5	1,480	+ 3	1,483	+ 9	1,492	+ 31	1,523	+ 5	1,518
Total Reach of Posts	881	-50	831	+573	1,404	+493	1,897	-1,014	883	+117	1,000
Linkedin	May	Changes	June	Changes	July	Changes	August	Changes	Sept	Changes	October
Total Followers	992	+7030	1,022	+17	1,039	+9	1,048	+26	1,074	+21	1,095
Total Reach of Posts	10,089	+ 2	7,408	+504	7,912	+716	8,628	-219	8,409	-2178	6,231
X (Twitter)	May	Changes	June	Changes	July	Changes	August	Changes	Sept	Changes	October
Total Followers	1981	- 5	1976	-10	1966	-14	1,952	+3	1955	+14	1941

October - RESULTS: Total Followers: 11,554 (+112)/ Total Reach: 106,440 (- 10,575)

PWP Social Media Post Reach - 2024



Linkedin took a little hit, and I'm looking into that. Cruise Ships work well on LinkedIn, and I see that getting better next year.

Glen has got another Familiarisation Trip in the Spring and Kim and Jon will represent the waterfront. Numbers remain on a par with this year.

JW

	One issue that needs to be addressed and changed is the 50p coin charge to use the toilets. Clare TIC added this isn't working, no one has change Cllr Raynsford asked if guests onboard are informed in advance, and the cruise team make sure they have coins, which isn't possible, but added that she believes there is talk about changing these toilets to card payment. Melanie asked if we knew if there were any plans for Plymouth to be used for disembarkation next year, so the hotels can get some business? Claire added that this is an ongoing project and hopes there may be opportunities in the next few years.	CP CllrAR MW CD
7.	<u>Claire Doyle – PR Update:</u> <u>September to November (17th) press releases:</u> <i>Launch of Santa Fun Run</i> <i>PWP shell-ebrate biggest Seafest yet</i> <i>Community Hero Award nominations open</i> <i>Britain in Bloom SW Finals</i> <i>Small Business Saturday (syndicate release with Plymouth specific details)</i> <i>PWP Christmas All Wrapped Up</i> <i>Plymouth Community Hero announced</i> <u>PWP coverage – September to November:</u> https://www.plymouthherald.co.uk/news/plymouth-news/gallery/plymouths-epic-seafest-pictures-record-9565880 https://www.plymouthchronicle.co.uk/pwp-success-at-britain-in-bloom-regionals/ https://www.plymouthherald.co.uk/whats-on/whats-on-news/barbican-christmas-lights-switch-on-9686073 https://www.plymouthherald.co.uk/news/plymouth-news/plymouths-hero-revealed-shes-set-9713459	CD
8.	AOB. NONE. Meeting closed at 12pm. Date of next meeting: Wednesday 22nd January 2025 (Venue TBC – please let Kim know if you would like to host)? UPDATE: Provisionally booked for Plymouth Marine Laboratory depending on numbers. Thank you Thecla.	MN KD

Date By	ACTIONS/MATTERS ARISING	Assigned To:	Completed
Next meeting	Signage for Cyclists: Action point from May this year regarding clearer signage for cyclists on Commercial Road. Cllr AR raised with PCC	Cllr AR	

