



**Advisory Panel Meeting Minutes
Wednesday 22nd January 2025 from 10.30am – 12.00pm
The Duke of Cornwall Hotel**

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); Larry Moody (LM); Anna Murray (AM); Chris Warne (CW); Peter Adams (PA);

Apologies: Kristy BurrIDGE (KB); Susie Bissell (SB), 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 Duke of Cornwall for hosting our meeting. Marc welcomed Peter Adams GM Moxy Hotel to the meeting.	MN
2.	Apologies, Conflicts of Interest, and matters arising. Apologies given No matters arising	KD MN
3.	Review of last meeting minutes actions. Signage for Cyclists: Cllr Raynsford reported that she had consulted with PCC/Highways about the issues and the current signage on Commercial Road is clear and legally compliant. Cyclists need to abide by the Highway Code. There is no room to add extra signage (e.g. to dismount). There have been no reports of accidents in that area in the past 5 years. Cllr Raynsford advised us to continue to monitor movements in that area and report as required. This will be removed from Actions for now.	MN Cllr AR KD

	<u>Budget Update</u> We are where we should be in terms of budget and utilizing some of our reserves. <u>Mid-term Review</u> We are halfway through our current BID term and so pulling together a document to outline statistics (spectacular growth), testimonials, positive outcomes and business engagement. We keep a comprehensive record of activity. Mike agreed that there is better than ever business liaison with areas like QAB getting more support. Well done. Once complete this document will be sent out to our levy payers, around the same time as the 2025/2026 bills. Renewal of our Accreditation with British BIDs is underway.	JW MK JW
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5.	Update from Kim BLM PWP: <u>Save The Dates for 2025</u> Pirates Weekend – 17 & *18 May (*Pirate Fun Run), more live music, activities across the waterfront. We are in communication with the organisers of Brixham Pirates, and the Pirate Community is strong, we have agreed to introduce a meeting point for the group to meet. Potentially a land train to help connect visitors with all the activities. Seafest Weekend – 13 & 14 September, updates below. Barbican Xmas Lights Switch - Saturday 15th November. Improving on last year will be a challenge, but we will do our best! <u>For a full list of current events taking place visit</u> Events Calendar What's On in Plymouth UK Visit Plymouth <u>MEET, EAT & LEARN Levy Payer Workshops – Venues/dates TBC</u> Wednesday 26th February – Suggested Topics include, potentially <i>Marketing (Canva), SMARTA, Gift Card</i> Wednesday 11th June – Best Bar None - Conflict Management, Anti-social behaviour, ENTE –Late Night Bus Service Wednesday 10th September – Skills, Recruitment, Training <u>Britain in Bloom 2025</u> Going for Gold! We've been advised by the head judge to tweak the tour to start at RWY, which we will do. Jon and I are attending Britain in Bloom Seminar in March, and Jon is speaking about BIDS in general and how the RHS could get more from this sector. Seeking more individual site opportunities for Sponsorship. Call for Volunteers for Millbay Park. Kim will arrange a date with local businesses to have a morning planting and do some publicity shoots. Devon Probation Service has been pursued, but their availability is very limited. <u>Seafest 2025</u> Partnering again with the Plymouth Sound National Marine Park, including events in the run up to the weekend Create a strong inclusive programme that continues to deliver footfall and sales for our levy payers and celebrates our rich maritime heritage. There will be a larger stage for music and food demonstrations, and more activities both on and off the water A focused marketing campaign will be able to commence early August with simple messaging Larry asked if the absence of the chef stage last year had a negative impact on the event as he attended and saw fish demos going on which did appear to attract similar numbers to the stage in 2023? Our survey results and businesses indicated people enjoyed the music stage more than the chef stage, and numbers attending were the highest ever. Marc asked whether we knew if there were any plans to reinstate the Fish Market? Is there scope to use this space for pop-up chef demos and activities? Kim/Jon will investigate and feed back at the next meeting. A revised proposal will be presented to the Board on Wednesday.	KD LM JW MN JW/KD
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6.

Scott Grenney – Social Media Update:



PWP BID Web & Social Media Stats - Dec 2024

Facebook	July	Changes	August	Changes	Sept	Changes	October	Changes	Nov	Changes	Dec
Total Likes	6,502	+174	6,676	+123	6,890	+110	7,000	+250	7,250	+100	7,350
Total Reach of Posts	70,740	+99,554	170,294	-63,211	107,083	-7,874	99,209	-34,709	64,531	+65,969	130,500
Instagram	July	Changes	August	Changes	Sept	Changes	October	Changes	Nov	Changes	Dec
Total Likes	1,483	+9	1,492	+31	1,523	+5	1,518	+46	1,562	+36	1,598
Total Reach of Posts	1,404	+493	1,897	-1,014	883	+117	1,000	+5,200	6,200	-2,100	4,100
LinkedIn	July	Changes	August	Changes	Sept	Changes	October	Changes	Nov	Changes	Dec
Total Followers	1,039	+9	1,048	+26	1,074	+21	1,095	+29	1,124	+27	1,151
Total Reach of Posts	7,912	+716	8,628	-219	8,409	-2178	6,231	-306	6,537	-1,065	5,472
X (Twitter)	July	Changes	August	Changes	Sept	Changes	October	Changes	Nov	Changes	Dec
Total Followers	1966	-14	1,952	+3	1955	-14	1941	-24	1917	-2	1915

TOTAL FOLLOWERS

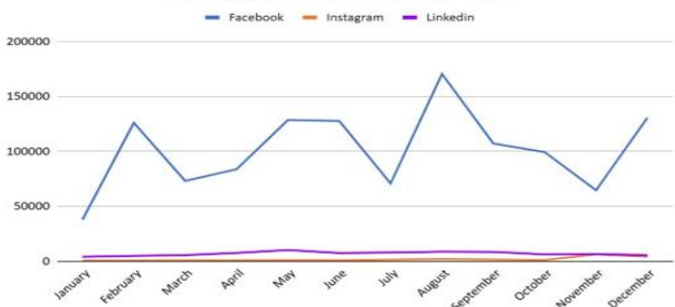
12,014 + 161

TOTAL REACH

141,987
+ 64,719

December - RESULTS: Total Followers: 12,014 (+161)/ Total Reach: 141,987 (+ 64,719)

PWP Social Media Post Reach - 2024



PWP Social Media Channels - 2024 v 2023

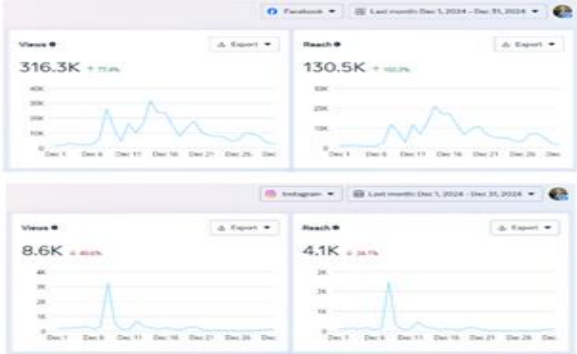
	2024	Facebook	Instagram	LinkedIn	TOTALS	2023	Facebook	Instagram	LinkedIn	TOTALS
January		37753	607	4004	42362		38800	346	3023	42473
February		325943	588	4842	131373		335943	-21	588	131373
March		73041	733	5472	79246		48841	-448	54	48347
April		83717	731	7523	91971		91146	-842	1186	91490
May		128452	881	10089	139422		96979	-413	2803	97671
June		127595	831	7408	135834		90289	271	2803	91363
July		70740	1404	7912	80056		27334	589	1036	28959
August		170294	1897	8628	180019		146211	780	5840	147631
September		107083	1523	8409	117015		128148	286	3993	132427
October		99209	1000	6231	106440		91304	-292	891	92493
November		64531	6200	6537	77268		22038	3936	1440	26414
December		130500	4100	5472	140072		130285	3848	108	130641

Currently reporting "reach". Switch to "views" for 2025?

Facebook / Instagram **views** - The number of times your content was played or displayed. Content includes videos, posts, stories and ads.

Facebook / Instagram **reach** - This metric counts reach from the distribution of your Facebook content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. This metric is estimated.

(Reported as normal in 2024 and continuing 2025) LinkedIn **Impressions** - The number of times your post was shown on LinkedIn. This number is an estimate and may not be precise.



7.	Claire Doyle – PR Update: November and December press releases: <i>Plymouth's Barbican puts on record-breaking dazzling display</i> <i>Ho! Ho! Hoe! Not long to go until this year's Santa Fun Run</i> <i>Over 800 Santas dash through the Barbican sun for the annual Santa Fun Run</i> Coverage: https://www.plymouthherald.co.uk/whats-on/whats-on-news/gallery/plymouth-santa-fun-run-64-9752617 https://www.plymouthchronicle.co.uk/over-800-santas-dash-through-the-barbican-sun-for-the-annual-santa-fun-run	CD
8.	AOB: Kim raised on behalf of Clare TIC –Please let us know if anyone is doing anything to commemorate VE Day 8 th May? Chris mentioned that he will have the Hospital Radio crew taking part in Pirates Weekend broadcasting and taking requests from businesses. Anna mentioned about the upcoming film being shown in April at Everyman Cinema Royal William Yard The Salt Path - South West Coast Path South West Coast Path will also be opening a Visitor Centre in RWY this year. Meeting closed at 12.04pm. Date of next meeting: Tuesday 18 th March – Venue TBC	ALL

Date By	ACTIONS/MATTERS ARISING	Assigned To:	Completed
ASAP	Commercial Wharf Signage: Jon to forward MS email to Cllr Raynsford re A Boards	JW/Cllr AR	DONE
1 st Feb	Budget: Jon to circulate budget	JW	
Next meeting	Fish Market: Kim and Jon to investigate potential of utilizing this space for demos for Seafest	KD/JW	
Next meeting	Seafest: Cllr Raynsford to see if any PCC Schools/Chefs would like to get involved with demos	Cllr AR	