



**Plymouth Waterfront Partnership
Board Meeting**

**4 December 2019, 10am-12pm (meeting rescheduled from November 2019)
Duke of Cornwall Hotel**

Attendees: Nick Buckland (NB) (Chair); Chris Robinson (ChR); Andrew Brewerton (ABr); Mervyn Orchard (MO); Josh McCarty (JMcC); Penny Tarrant (PT); Cllr Pete Smith (PS); Craig Moore (CM); Patrick Knight (PK); Marc Nash (MN); Sarah Gibson (SG); Sky Cole (SC);

Present: Catherine Arthurs (CA); Hannah Pooley (HP)

Apologies: Ben Shearn (BS); Andrew Bullivant (AB); Jon Morcom (JM); Amanda Lumley (AL)

ITEM	NOTES and ACTION POINTS	By Whom	By When
MB-12/19-1.	Apologies and Introductions Apologies were tabled		
MB-12/19-2.	Conflict of Interest Policy No conflicts of interest were raised.		
MB-12/19-3.	Minutes to the last meeting The Minutes of the previous Board meeting held 3 October 2019 were approved as a true record of the meeting and the actions log was updated accordingly NOTED: <u>Marketing</u> • ALe and VA actions to be picked up by January • ABr updated that discussions begun and positive support for joined up working to create historic records in print and film with Mayflower Makers. <u>Christmas</u> • Directors noted that the new Christmas lights look fantastic day and night this year and the launch event was a great success. • Some 2019 images of the new lights and the switch-on event in the Progress Report. <u>Boulevards</u> • SG confirmed that we should have a Millbay Boulevard update this month		

	- No further forward on the Armada Way information as yet <u>Hoe Foreshore</u> - Will be picked up again post-election. <u>Giants</u> - Key issue is funding – SG has agreement for a meeting with the MOD in December to discuss Royal Citadel <u>Nominations Committee</u> - John Napton expressed a key interest – date for meeting to be set <u>PWP</u> - Pros and cons of a Tourism BID should be presented at the next meeting ACTION: - SG to share Millbay and Armada Way Boulevard updates via email in December - SG to present the pros and cons of a Tourism BID at the next meeting	SG	
MB-12/19-4.	Financial Report SG gave a brief update. The latest Financial Report for period 7 was included within the Board pack, along with the RAG rated Waterfront BID2 Delivery update and the Financial Year 2020-21 Forecast for reference NOTED: <u>Waterfront BID2 Delivery</u> - RAG rated report shows 72% delivery to date <u>Financial Report – current position</u> - Still working within budget. - No red flags. - Cash in bank at 26/11/19 = £109,080.45. - Collection rate at 96.99% = £314, 786 – SG drew attention to the fact that this was down on forecast of £318,000, but confirmed that this was not concerning as expenditure would be adjusted if needed. <u>Financial Forecast 2020-21</u> - Memberships on Conference Plymouth are revised down, but the team are chasing debtors. - Work to be done to reduce confusion about Destination Plymouth and Conference Plymouth and SG is working with the team to address this. - Additional income – based on the enthusiasm around the Polar Bears, suggest we sell the ones that are in good order to generate some return on investment. - Congratulations to the executive team on winning the National Award from British BIDs for the Polar Bear Explorer.		

- Suggestion that an image of the trophy could be added to screens around the city – a collation of the awards won in the city and the organisations awarded them.
- SG highlighted that there is no budget forecast for a future trail at this stage.
- Circa 41% is forecast to be spent on events.
- SG drew attention to cells highlighted in yellow on the report as these were new requests for 2020
 - Thanksgiving – £2k
 - MDL Boat Show – asked for £10k, SG suggested that we might possibly be able to contribute £7k.
 - Port of Plymouth Sailing Regatta – £2k
 - Youth Sailing regatta - £5k – been through the Advisory Panel and their recommendation was that the Board should approved this spend.
- Brest International Maritime Festival – £3k
- Pirates to be increased by £4k to £30k – brand will be protected within the Mayflower Ocean Festival.
- ****SG notes****
- Additional investment for activities in 2020 agreed, demonstrating the spread across the whole Waterfront area and addressing the criticism that the BID is Barbican focused.
- Signage and Trails
 - SG recommending that we arrange some signage at the Lenkiewicz mural such as a large image of the mural on the railings as a temporary interpretation. All agreed for SG to take through the proper channels and pursue.
 - ABr queried the cost for repairing the mural – CR shared that it may not be possible, despite the efforts of the Lenkiewicz Trust.
 - In 2015, PWP funded the analysis of the art and the paint and it was found that there was not an artist capable of completing the works and the cost would be in the region of £300k.
 - Need to be clear if it's beyond repair and declare that.
 - Potential to have a collage of Lenkiewicz' work on the wall.
 - CR suggested SG speak to the Barbican Trust as they may have a budget to offer.
- International Exhibition of Touring Panels
 - 40 panels for 3 months for £10k
 - Would be no more than 6 other cities across the UK and would fall in September – SG to get full details and share with the Board for consideration over email.
 - ABr suggested that there may be an opportunity to celebrate Plymouth.
 - PT suggested that there may be another time of year that may have benefit.

Audit

- The audit was conducted too late this year – both BIDs have fed back to Bromhead.

	- Once we have all ID from Directors, Bromhead can submit final findings. - We have to submit by 31st December. AGREED: - All agreed that NB should sign off the Audit, providing that it's 'clean'. - All content within Finance Report, including the new/additional investment agreed. - NB confirmed that SG and SC should be spending time with upper tier of BID members, focusing on key BID members, not the majority who pay a low Levy rate – all supported this. ACTION: - SG to explore options for the Polar Bears being sold to a BID, schools/PTA groups - SG to work with PCC to get PWP's British BIDs Special Recognition Award trophy image onto screens around the city along with other awards/accolade for Plymouth. - SG to take Lenkiewicz mural interpretation recommendation through the proper channels and pursue - SG to get full details of the International Exhibition of Touring Panels and share with the Board for consideration over email. - All to read the progress report outside of the meeting and address any questions via email or phone.	SG SG SG SG ALL	
MB-12/19-5.	Trails and Trails App Update Presentation CA and HP were welcomed to the meeting and introductions were made around the table. HP gave a presentation on the trails and trails app. NOTED: - HP shared that the objective was not formal, but a summary for trails was: To centralise all self-led trails in Plymouth and make them accessible to local people and tourists via a layered approach. Trails will signpost users to other trails, landmarks and attractions around Plymouth. <u>3 core trails:</u> - Mayflower – Plymouth in 1620 - https://www.plotaroute.com/route/939077 - Hoe Trail – The Hoe through time - https://www.plotaroute.com/route/946940 - City Centre – Plymouth post war and reimagined - https://www.plotaroute.com/route/845990 <u>Approach</u> - Self guided via app – core offer - Printed booklet (£)		

- Self print option (PDF)
- Totem signs (Mayflower Trail only)
- Children's activity sheet (£)
- School offer (£)
- Guided tours

Totems

- Prototypes due in January.
- The materials are guaranteed for a minimum of 20 years – first 2 years have a full guarantee.
- 10 totems and currently only for the Mayflower trail @ a cost of £60k for manufacture and fitting.
- Maintenance plan being looked into currently – Marine grade steel frames will reduce the maintenance costs
- Won't be a QR code, but will be a link to the website.
- There will be markers between the totems.
- Accessibility being considered with alternative routes.

App Features

- Text
- Image
- Maps
- Audio guide
- Multi language support
- Location notifications
- Video
- Image overlay
- Selfie frames
- Additional trails & flexibility
- HP confirmed that there would be opportunity to add short term trails as well, such as Polar Bear Explorer
- Could capture all the locations visited and
- Other stops or historic elements could be added to the app
- ABr suggested that a mystery trail could be added so that there are additional facts that could be found.

App Developer

- AP Creative were procured for the Mayflower App and were deemed to be the most appropriate for this app also.
- They are walking trails app specialists
- AR is an option, but not selected at this stage – if content and budget warrant it, the AR element could be added.
- Have an animated GIF

Partner Trails

- HP shared a list of partner trails.
- MO recommended looking into how Florence approach trails as they automatically appear on your devices when you reach the outskirts of Florence.

- PT working on 100 years of powerful women in Plymouth and the group have a small pot of money that they would like to invest in adding to the trails app – PT and HP would discuss offline.
- Could have a trail that linked back to an image bank of the historic view of the city.
- CR shared that there were university students doing a bomb trail of Plymouth that they wanted to create an App for. CR to send contact details to Hannah
- PWP has allocated a budget of £25k and Destination Plymouth have been driving the project.
- The app is not currently factored into the information at The Box.
- There is potential to generate income from the app, but this hasn't been explored as yet.

Globe Wall mural

- Images of the latest artwork proposed for the mural were shared.

Costings

- App with all features described £12,600
- Three years support and maintenance £3,000
- Audio £3,750
- Translation £4,080
- Totem manufacture £60,000

Funding

- National Lottery Heritage Fund £58,500
- Non Heritage Fund £345,000
- PCC £244,000
- GWR £65,550
- PWP £25,000
- Mayflower descendants £10,000

Q&A

- MO asked what happened to the Hollywood stars from the Millbay Wall – were bronze stars. CA and HP to investigate and come back to the Board.
- CR asked if the lights colour on the Mayflower memorial could be warm white – CA to investigate a different bulb or different colour.
- PT asked about the Titanic Steps and making it more accessible – HP explained that the Hoe trail does go up to Millbay, but gives alternative route options.
- HP to share the app as soon as possible with Directors – looking at February half term to go live.
- Totems likely in June – prototype in January
- Prysten House works due to start in January and be completed by March.
- CA & HP thanked for their time and also thanks to Helen in CA's team, who is assisting with the installation of new monoliths

	AGREED: - All offered to share the app and spread the word about the trails. ACTION: - CR to send contact details red university students' bomb trail to HP. - All to look at the murals proposal and feed back to HP via email. - CA and HP to investigate what happened to the Hollywood stars and come back to the Board. - HP to share the app as soon as possible with Directors. - SC to share the Trails presentations with the minutes.	CR ALL CA HP SC	
MB-12/19-6.	Governance Review NOTED: - Craig and Nick been looking at Articles and also looking at Codes of Conduct from other Boards. - Professional Development Lawyer will be helping and CM and NB will formally report at the next meeting. - NB and CM also looking at the meetings for next year – may suggest that quarterly meetings happen rather than monthly, but will confirm. AGREED: - Annual 'health check' questionnaire of the how the Board is running.		
MB-12/19-7.	Advisory Panel Update MN gave a brief update on the key points covered and agreed at the PWP Advisory Panel meeting on 20th November. NOTED: - All Council matter to be raised through the official process on the PCC website (FirmStep). - New Boat Show supported, with name of Seafood Festival changed to Plymouth Seafood & Maritime Festival. - Marinas should be organising the Boat Show and the city should be looking to others such as Southampton to promote Plymouth's offer outside the city. - New Blue Plaques trail supported. - New Pub and Restaurants trail – establishments willing to pay to be higher up the list of top places to visit. - How to celebrate our Heritage was discussed and a question raised about what would be in The Box – making the history of Plymouth accessible was fully supported. - Polar Bear Explorer campaign supported and commended.		
MB-12/19-8.	AOB NOTED: PT		

	- Hoe Neighbourhood Forum Plan – about to issue a questionnaire to businesses in the area. Responses will inform the Plan. Hillary and SG agreed that the questionnaire will go out to PWP's database of businesses in the Hoe area. PS - Concerns that there isn't a PA system on the Hoe, so going out tender to have wired PA system with lights from West Hoe to the Barbican. - PS was thanked for this work being explorer as the lighting on the Hoe had been a key aspiration for the BID. - PT asked if an impact assessment was being done ref light pollution for bats – PS would look into this. CR - Two new publications released this week. - CR congratulated on his most recent publications MN - Planning application for a small development above the Wet Wok – MN submitted a personal response, suggesting much higher aspirations for the site. MN suggested that a minimum quality of proposal should be considered by the Planning team. - The Dome – opportunity for a feasibility study to be done and a great opportunity to make more of the building. - CR suggested an eatery and a gallery of paintings at The Dome – an exhibition of Waterfront paintings - PK shared his personal view that it could be used as a visitor centre for the National Marine Park, but reiterated that this was a personal view. - MO believes that the Hoe will become the city centre and therefore need to look at the significance of the position of the Hoe and what development takes place. - SC believed that part of The Dome is Grade II listed (SC confirmed, following the meeting, that it has a Grade II listed granite observation tower to the Western boundary according the letting agents). SG - SG formally thanked PS and the Council for the obvious investment in the Waterfront currently. ACTION: - SG to take PWP's thanks for investment from PCC back to the Council formally on behalf of the Board.		
		SG	

Next Board Meetings:

To be arranged following NB and CM decision regarding meeting recurrence as part of Governance review

Meeting	Action	By Whom / When	Notes	Status
16.08.19	Marketing ALe to provide some stats on journalist engagement for Plymouth. VA to explore the possibility of creating a mid-winter festival and carnival float competition to link with the Barbican Christmas Lights Switch-on event. ALe to add to the marketing report the hashtags that are used across the city and the reach of each of these.	Ale VA Ale		Ongoing
04.12.19	Boulevards SG to share Millbay and Armada Way Boulevard updates via email in December	SG		Ongoing
	Hoe Foreshore Work with PCC to create a steering group and move the Hoe Foreshore work forward.	NB	Needs setting up	Ongoing
	Plymouth Giants Continue to seek 'green lights' for temporary installation from Historic England and the MOD. SG to arrange a full application to Heritage Lottery for £25k. SG and MO to discuss option of AR (Augmented Reality) CR to share details of the Giants presentation in London and also ensure the central marketing team in Plymouth are aware and have full details to promote.	SG SG SG / MO CR	Underway, appointments requested. Will commence once written permissions received from MOD and Historic England.	Ongoing Ongoing Ongoing
	Nominations Committee Continue to pursue a suitable Finance Director.	NB/BS		Ongoing

	NB to meet with John Napton	NB	November/December	Ongoing
	PWP SG to present the pros and cons of a Tourism BID at the next meeting SG to meet with each Director individually to gather ID for the Director's file to provide to the auditors. SG to explore options for the Polar Bears being sold to a BID, schools/PTA groups SG to work with PCC to get PWP's British BIDs Special Recognition Award trophy image onto screens around the city along with other awards/accolade for Plymouth. SG to take Lenkiewicz mural interpretation recommendation through the proper channels and pursue SG to get full details or the International Exhibition of Touring Panels and share with the Board for consideration over email. All to read the progress report outside of the meeting and address any questions via email or phone. SG to take PWP's thanks for investment from PCC back to the Council formally on behalf of the Board.	SG SG SG SG SG SG ALL SG		Ongoing Ongoing
04.12.19	Trails and Trails App CR to send contact details red university students' bomb trail to HP. All to look at the murals proposal and feed back to HP via email.	CR ALL		

	CA and HP to investigate what happened to the Hollywood stars and come back to the Board.	CA / HP		
	HP to share the app as soon as possible with Directors.	HP		
	SC to share the Trails presentations with the minutes.	SC		