



**Plymouth Waterfront Partnership
Board Meeting
26 June 2018, 10am-12pm
Duke of Cornwall Hotel**

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

Apologies: Ben Shearn (BS); Andrew Bullivant (AB);

ITEM	NOTES and ACTION POINTS	By Whom	By When
MB-06/18-1.	Apologies Apologies were tabled. Cllr Pete Smith and Craig Moore were formally welcomed as PWP Board Directors.		
MB-06/18-2.	Conflict of Interest Policy No conflicts of interest were raised. PT has stepped down from City Centre Conservation working group as City Centre focused and not Waterfront PT has become a trustee of Plymouth Tree Partnership		
MB-06/18-3.	Minutes to the last meeting The Minutes of the previous Board meeting held 28 May 2018 were approved as a true record of the meeting. The actions log was updated accordingly: NOTED: ○ PK was giving a presentation at the next Hoe Neighbourhood Forum meeting on the potential to attract £1m of European monies – the Board supported PK giving this presentation and those able to would attend the HNF meeting. ○ SG met with Plessey and Dartmoor Brewery to discuss sponsorship – SG was attempting meetings with legal firms next. ○ A letter of strong support for the Plymouth Giants project had been received from the Lord Mayor of the City of London; Basket Weavers Association were reluctant to send their wicker giants down to Plymouth, SG was exploring the cost of creating		

	replicas. - SG shared proposed artwork for the Citybus open top bus wrap; confirmed this would operate on the existing No25 route for the summer, launching July, and renamed Waterfront Shuttle. May extend to RWY from 2019 onwards and based on an initial discussion, there may be an option of Urban Splash assisting with funding the extension of the service in 2019. Also a joint ticket between the No.25 and the ferry service was being explored. - SG exploring options and best approach for planting in the Waterfront, discussing with ABB members. - SC exploring Tufcoat and scaffolding as potential offers for the BID Member Benefits pack. - The City Centre Company Board had discussed the request for equal investment from both BIDs for Fastnet – it was understood that the PCCC Board wanted more information before committing any monies. - SG confirmed that RORC were looking at two Fastnet events (2019 and 2021), not three (the hoped for addition of 2023). - The Board may consider an Education Director in future ACTIONS: - NB to update the Board at the next meeting, following his meeting with Nigel Godefroy - SG to provide a brief report for the Board to cover updates on: Waterfront Investment, including meetings with prospective investors; Growing Events; Plymouth Giants Project; New Waterfront Planting Project; Awards Submissions & Opportunities - SG and CR to work with Plessey and Plymouth University /games design businesses to explore VR and AR to bring the Giants to life for children and as a Plymouth mythology education aid. - JMcC to share Kew Gardens' native plant report with SG - SG to speak with Urban Splash to explore lighting of Civic Centre when discussing architectural lighting.	NB SG SG/CR JMcC SG	
MB-06/18-4.	Hoe Foreshore MN gave a presentation on his view of Plymouth's Waterfront & the Future of the Hoe Foreshore with a focus on attraction, access and activity. All thanked MN and were impressed by the presentation, supporting the proposed priorities of attraction, access and activity. NOTED: - Malaga sea front has transformed and now an example of success - Need public sector investment and community engagement. - The Joint Local Plan Vision: Plymouth will be one of Europe's most vibrant waterfront cities where an outstanding quality of life is enjoyed by everyone - All agreed with CR when he stated that by improving the		

	Waterfront Foreshore, the city would speak for itself in terms of marketing ○ MO advised that the ambition should be to make Plymouth an experiential city, not a retail city. ○ The city and in particular the Waterfront should be cherished: "Restoring the soul – the beating heart of the city", as per the goal stated within the Joint Local Plan.		
MB-06/18-5.	Planning Sub Committee The Planning Sub Committee was working to find a time to meet.		
MB-06/18-6.	Nominations Committee BS was unable to join the meeting, but had sent an email update: "we have successfully recruited to cover all but one of the skill set shortages identified last year by the board of directors, with huge thanks to the most recent recruit Craig Moore. Am excited to have engaged in conversation with PWC accountants who are speaking to one of their directors in particular with the hope that she will accept the invitation to join the board".		
MB-06/18-7.	Marketing and Events Presentation Victoria Allen (VA) and Amanda Lee (ALe) introduced themselves and gave a presentation on their work delivered to date, what they currently had underway, recent change to the Marketing and Events team, successes and challenges NOTED: ○ PR in-house: Inward Investment; Events; Marketing for DP/BIDs/PCC; PR ○ Relationship with National PR company improving, this was now Onshore ○ ALe shared that the team were working with AL on the city's next Visitor Plan ○ Spring campaign was retail focused, summer campaign and autumn campaign being shaped – Summer in Plymouth Campaign due for early July release. ○ British Land have invested in driving footfall for retail – focused on the City Centre, but aiming to share the footfall across the Waterfront also. ○ MO felt that Plymouth Britain's Ocean City branding was not being driven enough – ALe agreed that there was a need to drive the brand recognition with journalists. ○ Visit Plymouth kick-off conversations due to take place on Monday 2nd July and PWP needs to build in our views into the Visitor Plan. NB would be representing PWP. ○ PS felt that it was critical to get the Visitor Plan out by 2019 ahead of Mayflower 400 commemorations. ○ Fastnet looking positive, but likely to be two events (2019 and 2021) and to be held at Yacht Haven.		

	AGREED: - o Consistent city branding messaging, approved imagery and brand narrative needed across all marketing and PR activity. - o Positive good news stories need to be communicated more effectively to prevent negative messages outweighing the positive. - o Position the Waterfront at the heart of Plymouth's marketing, this are sets the city apart from others. - o To ensure Plymouth is perceived as an experiential city, need to highlight the values of the experiences available such as events and places – VA felt that the revised Visitor Plan would address the positive ambitions for the city and the experiential appeal, but agreed the 'experiential' messaging would need to be taken forward in the marketing of Plymouth. - o Value driven marketing - Need to explain why we do what we do – e.g Flavour Fest or the Seafood Festival – why do we run these, underpin the values of Plymouth Britain's Ocean City. - o The Box – there needed to be crossover with key events such as Pirates Weekend Plymouth. - o Need to celebrate Plan for Plastics, the fact that the city is green (having no airport), the potential to access the water, the places to enjoy an experience of the city. - o Values of inclusive growth in the new Administration's commitments – need to promote the fact that events are accessible for everyone and highlight the inclusivity. - o Need to engage the resident community as well as the visitor economy. - o All agree that there is a need to increase the residents' awareness of the brand and the values behind it, not just using the Plymouth Britain's Ocean City logo. Build civic pride. - o Suggestion of refining Board priorities to increase contributions toward fewer projects; suggestion of increasing Levy contributions toward marketing, for 2019 and beyond. - o Need to align the PWP, PCCC, PCC, DP and Mayflower asks around marketing and ensure budgets to create a plan for 2019 delivery. - o We need to 'lift' the marketing /PR ACTIONS: - o Position the Waterfront in all city marketing and PR. - o Plymouth should be presented as an experiential city to visit, not a shoppers' destination – need to promote the history and the culture. - o VA and ALe to look at the diary element of the Visit Plymouth website to make it more accessible and user friendly. - o Need to give Chamber / Womble Bond Dickinson / corporates something that they can push out to staff with positive messages and Plymouth Britain's Ocean City brand values. - o SG to review the PWP marketing budget with the aim of	ALe / VA ALe /VA VA / ALe ALe SG	
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	increasing the contribution for 2019. ○ VA and Ale to provide a quarterly report on marketing for the PWP Board.	VA / Ale	
MB-06/18-8.	Forward Plan / Discussion ○ Hoe Foreshore – further to conversations earlier in the meeting: PK suggested the Board take a view on Community Interest Levy (CIL) contributions and, if found to be of value to the Hoe projects, the Board should notify PCC. This would be reviewed by the Planning Sub-Committee. PK suggested in order to advance the Hoe Foreshore project a visioning project was needed; this would likely cost £15-20k. The Board requested SG review the budget to find funds to enable this work and report back in July. The Planning Sub-Committee would also review work needed to progress the Hoe Foreshore and were encouraged to move to next steps. NB had meetings scheduled with Tudor and Anthony Payne. ○ Visitor Plan (2020-2030) – MO, JMc and SG would prep a briefing sheet for NM to take to the Visitor Plan workshop the following week. ○ Quarterly Chairs Meeting had been scheduled and NB, SG and PK were due to meet with Nigel Godefroy and Steve Hughes of the City Centre Company. ACTIONS: ○ MO, JMc and SG to advise NB ref PWP's position on city marketing in advance of the meeting on 2nd July. ○ SG to re-profile this year's budget to provide funding for the Hoe Foreshore work. ○ CR, AB, PT, MN and SG would meet to review the Hoe and CIL as the Planning Sub-Committee. ○ Quarterly Chairs Meeting – NB to update the Board at the next meeting, following his meeting with Nigel Godefroy	SG/MO/ JMc SG CR/AB/PT /MN/SG NB/SG/PK	
MB-06/18-9.	Next Meeting Agenda ○ Hoe Foreshore ○ Re-profiled budget		

Next Board Meetings:

Tuesday 31 July 2018, 10am – 12pm, Duke of Cornwall

Tuesday 25 September 2018, 10am – 12pm, Duke of Cornwall

Tuesday 27 November 2018, 10am – 12pm, Duke of Cornwall

Meeting	Action	By Whom	By When	Status
26.06.18	Governance SG to provide a brief report for the Board to cover updates on: Waterfront Investment, including meetings with prospective investors; Growing Events; Plymouth Giants Project; New Waterfront Planting Project; Awards Submissions & Opportunities SG to re-profile this year's budget to provide funding for the Hoe Foreshore work.	SG SG	31 July 31 July	Complete Complete
26.06.18	Public Realm Planters: JMcC to share Kew Gardens' native plant report with SG	JMcC	31 July	
24.04.18	Hoe Foreshore PK to explore possibility of one of the Hoe Foreshore buildings being used by the wild swimmers for an annual fee. NB to work with PCC to create a steering group and move the Hoe Foreshore report work forward.	PK NB	7 August 7 August	Ongoing Ongoing
29.05.18	PWP and HNF to identify strategic alignment to ensure consistent and united voice regarding the Hoe. SG and PT to create a map of both the BID area and the HNF area.	Planning Sub Committee	August	
24.04.18	Planning Sub-Committee to create a Strategic Planning Statement for the Hoe Foreshore. AB to work with Turley Associates to get a third party quote to write the spec for CIL and section 106 monies for Hoe Foreshore going forward. All work to be shaped through the Planning Sub-Committee.	Planning Sub Committee	31 July	Complete
26.06.18	CR, AB, PT, MN and SG would meet to review the Hoe and CIL as the Planning Sub-Committee.	CR/AB/PT/MN /SG	30 July	Complete
27.03.18	Waterfront Investment Look to solicitors/large businesses for sponsorship.	SG	Ongoing	In progress
24.04.18	SG to create Waterfront investment and event pack working with Victoria Allen (PCC Head of Events and Marketing).	SG/VA	CFWD to Autumn 2018	

29.05.18	Directors to create a list of their contacts who may be interested in investing, meeting with them and establishing how much those contacts would be interested in investing. Aim to create case studies and advocates	Directors	CFWD to July	
27.03.18	BID Members Publicise the fact that the BID is making these changes and that they are positive. SG, JMcC and SC to arrange circulation of positive changes to BID members.	SC /SG/JMcC	CFWD to July	Complete (newsletter)
24.04.18	SC explore possibility of a 'Plymouth Card' for BID members to access offers.	SC	2018	
29.05.18	SC to look at private water suppliers for utilities savings (Castle for example). SMARTA Reductions working with water suppliers as part of their utilities cost saving service	SC	CFWD to July	Complete
27.03.18	Partner Liaison PCC: Following the election results – NB to send a letter to Leader to move forward with a solution to resolve trade waste issues.	NB	31 July	Superseded by Sue Dann's involvement
29.05.18	NB to explore shadow cabinet Board representation with Tudor Evans. CCC: BID to be a catalyst to celebrate the city – we do not have capacity to do it all – get Chairs and CEO's together to discuss.	NB	31 July	
		NB/SG	July	Complete
26.06.18	Quarterly Chairs Meeting. NB to update the Board at the next meeting, following his meeting with Nigel Godefroy	NB	31 July	
27.03.18	Plymouth Giants SG to explore links between Plymouth and the livery companies Explore options and costs for bringing the Gog and Magog wicker Giants to Plymouth for next year Lord Mayor's day in Plymouth and temp installation for Lord Mayor's Day in May.	SG	2018	In progress
	JMcC and MO to work with SG to get the comms right for the Giants Project	JMcC/MO/SG		
26.06.18	SG and CR to work with Plessey and Plymouth University /games design	SG/CR		

	businesses to explore VR and AR to bring the Giants to life for children and as a Plymouth mythology education aid.			
29.05.18	Connectivity SG to explore costs of extending (new open top bus) service to include RWY with Mark Collins at Plymouth CityBus and work with Urban Splash to explore potential assistance with funding.	SG	CFWD to July	Complete
29.05.18	Events Christmas: Board agreed with broad approach for Christmas and suggested to explore options for trail figures with PCA. SG to explore options (including Plessey) for permanent architectural lighting through the year and add to the scheme for Christmas. SG to speak with Urban Splash to explore lighting of Civic Centre when discussing architectural lighting. Fastnet: Explore the possibility of an additional event within the event for previous participants with the potential to drive private sector investment. Suggested that PWP and PCCC collaborate and shape a joint list of conditions to draw down the Levy investment	SG SG SG SG / VA	CFWD to July August July	Complete Complete
26.06.18	Marketing Position the Waterfront in all city marketing and PR. Plymouth should be presented as an experiential city to visit, not a shoppers' destination – need to promote the history and the culture. VA and ALe to look at the diary element of the Visit Plymouth website to make it more accessible and user friendly. Need to give Chamber / Womble Bond Dickinson / corporates something	ALe/VA ALe/VA VA/ALe VA/ALe	July July July August	

	that they can push out to staff with positive messages and Plymouth Britain's Ocean City brand values.			
	SG to review the PWP marketing budget with the aim of increasing the contribution for 2019.	SG	31 July	In progress
	VA and ALe to provide a quarterly report on marketing for the PWP Board.	VA/ALe	September	
	MO, JMc and SG to advise NB ref PWP's position on city marketing in advance of the meeting on 2nd July.	MO/JMcC/SG	2 July	Complete