



Plymouth Waterfront Partnership Board Meeting

3 October 2019, 10am-12pm (meeting rescheduled from 26 September 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); Jon Morcom (JM); Craig Moore (CM); Andrew Bullivant (AB); Lisa Andrews (LA); Sarah Gibson (SG); Sky Cole (SC);

Present: Amanda Lumley (AL); Amanda Lee (ALe); Victoria Allen (VA)

Apologies: Ben Shearn (BS); Patrick Knight (PK); Marc Nash (MN);

ITEM	NOTES and ACTION POINTS	By Whom	By When
MB-10/19-1.	Apologies and Introductions Apologies were tabled and introductions were made around the table. NOTED: - Lisa Andrews, Senior Economic Development Officer at Plymouth City Council was again attending the meeting on behalf of Patrick Knight - Amanda Lumley was in attendance as Executive support for PS		
MB-10/19-2.	Conflict of Interest Policy No conflicts of interest were raised.		
MB-10/19-3.	Minutes to the last meeting The Minutes of the previous Board meeting held 16 August 2019 were approved as a true record of the meeting. The actions log was updated accordingly NOTED: <u>Hoe Foreshore</u> - NB meeting with Antony Payne and David Draffan to discuss how to move the Hoe Foreshore work forward <u>Plymouth Giants</u> - Meetings being set up with MOD		

	- Meeting to be requested with Historic England once met with MOD - Charles Newington letter regarding £5k required from PWP for temporary installation and £45k for permanent installation – need to ensure that the temporary and permanent installation agreements are entirely separate. - Once meetings held with MOD and Historic England, then explore the Lottery bid for £25k for the project. - CR confirmed that the Giants work is being presented in London. - AB suggested that the Giants could be incorporated in the mural on the Globe Wall and would take this to the Globe Wall mural consultation. ACTION: - 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. - AB to propose the Giants as part of the Globe Wall mural consultation.	CR AB	
MB-10/19-4.	Waterfront BID – a review NB shared that the meeting would cover a review of where the BID progress was currently, but also suggested that a review of the Board and governance needed to be conducted. SG gave a presentation on the current position of the BID, including: - What a BID is, key BID facts and national picture - Place shaping and place management - Plymouth's DMO and its two Plymouth BIDs - Executive resources - What we've achieved - What we've pledged to deliver next NOTED: - Between 2012 and 2022 the Waterfront BID was summarised as: £16.6m targeted investment 78 projects prioritised for delivery 67% delivery achieved of BID2 to date - The overall position of the BID at this time was 70% delivered on the two business plans since 2012. - Since 2012 the Waterfront BID had also won numerous awards: - Visit Devon Tourism Award 2014 Bronze - ATCM National Partnership Winner 2014 - South West Tourism Excellence Awards 2014 – 2015 - National Recycling Awards 2016 Finalist - Visit Devon Tourism Award 2018 Silver - Shortlisted for British BIDS BID Industry Favourite Award 2019 - British BIDs Special Recognition Award 2019 - We've pledged to deliver next: - Get the basics right – cleansing, flowers, bins		

	- Brest International Maritime Festival presence in 2020 - New markets - Trade waste management improvements and reduced costs - Hotel lobby information boards - New blue plaques trail - New pub and restaurant trail - Bidding for grants - 1. Champion delivery of the Waterfront Masterplan - 2. Make the most of Mayflower 400 - 3. Celebrate our heritage: Drake, Darwin, Astor, Mount Batten, Reynolds, Cook, Napoleon, Victualling yards, Tolpuddle Martyrs, Breakwater, Scott, Shackleton, Titanic, Lawrence of Arabia, Truman and the King, Chichester, Beryl Cook, Lenkiewicz, Devonport. • Looking ahead, SG shared that at the next renewal in 2022 the BID Levy will be based on the 2017 VOA rates and that will very likely result in a reduction in the annual BID Levy income. BID1 and BID2 had been based on the existing rates of 2010; alterations had been made to rateable values in 2017, thus affecting income post March 2022. • ABr shared that he'd suggested to Charles Hackett that a new category of Mayflower Makers be set up for photographers and film-makers to create a historic record in print and film for Plymouth – ABr and PCA working to support that and suggested that PWP be brought in as well as PCCC to create joined-up working and ensure access permissions are designed into the process. • AB shared that Bristol has a committed team of Instagrammers and that they create an archive for everyone to access – the initiative has been a huge success. • MO also shared that 'I Love Manchester' have a very successful approach that encourages citizens to look at the city in a very positive way. • JMcC also agreed that these are positive approaches and it's the permissions that will be hugely important. • CR queried about the one BID that failed to renew, which SG had referred to in her presentation – SG confirmed that it was rateable value turnout that was not high enough and therefore the BID renewal failed. • CR asked about Armada Way and the development planned – SG suggested that she and NB may be able to confirm after a meeting with Nigel Godefroy and Steve Hughes the following Monday. • CR queried who created the Elmer Trail – SG confirmed that St Luke's underwrote it and then took it out to the community. • JM asked about the 2017 RV – SG shared that many rates went down when the review took place in 2017 – estimates showed that Waterfront Levy could be reduced annually by £30k. • JM queried the potential smaller BIDs in Plymouth, which SG referred to in her presentation, and if there would be a possibility		
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for PWP to manage those – SG confirmed that she had heard mention amongst the business community of the likes of Mutley Plain considering forming of a BID. Whilst none were likely to be advanced at least at any time soon, should they ever then it would of course make sense for BIDs to work in partnership.

- PT shared that Plymouth is celebrating 100 of powerful women in the city, including Nancy Astor – PT will share further information, as she is working with Alexis Bowater and creating an app.
- NB noted that Nancy Astor was the first woman to take a seat, not the first to be elected and we need to be clear in our messaging.

Financial Contributions

- SG shared a paper detailing the Levy income analysis from the total of 925 hereditaments (business premises) across the BID area.
- Key points for note:
 - 372 hereditaments pay less than £100 per annum, that's 11% of annual BID Levy income – these are often the most vocal voters.
 - 68 hereditaments contribute over £180k per annum, that's 56% of annual BID Levy income.
- NB noted that a 70% delivery across the two BID terms to date is a very positive result and a message we need to get out.
- Now have a good understanding of where we are and next step is to look at what we need to do going forward.
- NB suggested a pyramid analogy for business members; the 68 higher paying businesses would ordinarily be focused on, but noted that for the BID, the majority of focus and attention is being pulled by the biggest group made up of the smallest contributors – this is the wrong way with the pyramid upside down in terms of where the focus should be. The 68 should become our priority for communications.
- NB suggested a 'Best Visuals of Plymouth' Sir Joshua Reynolds Award.
- NB noted that all Levy income and investment statistics and information shared at this meeting were to be treated as confidential as the data out of context could be misunderstood – all agreed.
- PT asked that the pros and cons of tourism BIDs be shared at a future meeting.

AGREED:

- All agreed that a review of the Board Governance should be conducted and this would be led by NB and CM.
- SG confirmed that ALe holds a central folder of archived images for the city. It was suggested and all agreed that it would be useful to have a central archive that everyone has permissions to access.

	- Levy income and investment statistics and information shared at this meeting would be treated as confidential. - NB agreed that the next meeting should be focused on where we take the BID Levy income and investment information next. ACTION: - NB to work with CM to review the PWP Board Governance and Mem & Arts. - ABr to take forward the suggestion of joined-up working to create a historic record in print and film for Mayflower via a meeting next Tuesday where further discussions being held. - AB to share contact details with ABr for the Instagrammers in Bristol - SG to confirm details for the Armada Way development after a meeting with Nigel Godefroy on Monday. - SG to present the pros and cons of a tourism BID at a future meeting.	NB/CM ABr AB SG SG	
MB-10/19-5.	Marketing Update Presentation ALe and VA were welcomed to the meeting and gave a marketing update presentation NOTED: - ALe confirmed that the Visit Plymouth website is performing well with year on year increased activity. - Online shop now live, so products at the Tourist Information Centre are now online. Now looking for individual businesses to put products online also. - Plymouth voted by Conde Naste as one of the top 20 destinations in the world. - ALe ran through the positives of the marketing for the Plymouth Seafood Festival and also the lessons learnt. - The social media takeover being run for the Plymouth Seafood Festival was working positively until one image of the Blue Shark – controls now being put in place, but a lot of additional followers are now taking an interest in Visit Plymouth. - SG shared that on the back of the press around the Seafood Festival, a formal policy is being shaped for the sale and display of protected fish species; we're also looking at the shape of the festival as a whole going forward. - SG asked all to think about how to expand the event. - Christmas – second year of British Land funded Christmas campaign – largely a city centre campaign, with a strong focus on retail. - VA shared that 23k people come to the Hoe for Bonfire Night and little marketing is required to achieve these visitor numbers as the event is established. - CR asked how often we invite journalists to Plymouth – ALe confirmed that invites are happening almost weekly.		

	• ABr asked about how far people travel for Bonfire Night and switch-on events – VA confirmed that the majority will be locals. • ABr suggested that there may be opportunity to make the switch-on events a huge attraction by bringing in a carnival element to create a mid-Winter festival. AL shared that Illuminate was created initially for that reason, with a target of 40k visitors over 4 days. • ABr recommended that floats be brought in from across the region/country as they will have already been created for other events; Plymouth could create an event to facilitate a competition for multiple floats to compete. VA to explore this. • JMcC asked for the marketing report to include the hashtags that are used across the city and the reach of those. • MO noted the positive reputation of the British Fireworks Championship and the opportunity to market Bonfire Night – VA shared that Bonfire Night is already at capacity. AGREED: • There's potential to grow the Barbican Lights Switch-on event significantly and at low cost, by bringing in floats from other towns and cities to create a festival – this is something the events team could explore further. ACTION: • 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	
MB-10/19-6.	Advisory Panel Update NOTED: <u>Plymouth Afloat</u> • SG now has further information, which SG will circulate. • SG put a presentation to the Advisory Panel and there were a few concerns. The concerns are being discussed and once ready, SG will circulate a proposal for the allocation of funding. <u>BID Delivery Update</u> • Advisory Panel are happy with progress to date and happy to proceed with mid-term review.		
MB-10/19-7.	Financial Report 2019/20 SG gave a brief update. The latest Financial Report was included within the Board pack for reference, but SG shared that the 2018/19 year end audit would be taking place next week and therefore the report was not yet finalised.		

	NOTED: <u>Financial Report</u> - At this stage, no red flags. SG to share the finalised Financial Report via email once met with the Finance team. - Currently £70k in bank - Additional spend of £3k on Polar Bears – one part marketing, another part is that bears needed repairs and plinths. - SG shared that we need ID for each Director for our files – SG to meet with each Director individually to gather ID for the Director's file to provide to the auditors. <u>Christmas Lights</u> - Christmas lights tender gone out for a second time. Three responses, with two being of the right quality with a maintenance program included, which is being taken back to traders. - PS queried the possibility of the two BIDs working together for Christmas lights and marketing – SG confirmed that joint working would be welcome – NB confirmed that conversation on Monday will aim to start that process. <u>PWP annual contribution to Economic Development Department – 2020-22</u> - SG provided a report on the PWP annual contribution to the Economic Development Department as requested at last meeting. No queries were raised. (NB This information provides the evidence base to proceed with the plan to increase the annual Levy contributions from £10k to £20k from April 2020). ACTION: - SG to share shortlisted Christmas Lights recommendation over email - SG to share the finalised Financial Report via email once met with the Finance team. - SG to meet with each Director individually to gather ID for the Director's file to provide to the auditors.	SG SG SG	
MB-10/19-8.	PWP Planning Sub-Committee NOTED: - The Phoenix Wharf application was discussed. - MN had sent an email regarding the new Southside Street paving – CR shared that he agreed with MN and his opinion of the new paving being put in along Southside Street. - PT requested that PCC historic officers be invited into a future Planning Sub-Committee meeting to discuss the conservation of the Waterfront heritage and future plans so that PWP is included in the consultation process much earlier.		

MB-10/19-9.	AOB NOTED: • AL noted that the next meeting clashes with the Nancy Astor unveiling and Illuminate. All agreed that the meeting would be rescheduled. • PT – Future Parks Accelerator taking place and SG being invited to a meeting in November. ACTION: • SC to look at options for rearranging the next meeting date.	SC	
MB-10/1910.	Next Meeting Agenda • JMcC to provide an update on NMP at the next meeting.		

Next Board Meetings:

Wednesday 4th December 2019, 10am – 12pm, Duke of Cornwall Hotel (to be rearranged)

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. ABr to take forward the suggestion of joined-up working to create a historic record in print and film for Mayflower via a meeting next Tuesday where further discussions being held. AB to share contact details with ABr for the Instagrammers in Bristol	ALe VA ALe ABr AB		Ongoing
	Christmas SG to share shortlisted Christmas Lights recommendation over email	SG		
30.05.19	Boulevards Millbay - RB to put the first draft of the Design Code document together and share with the Board for comment. Armada Way - SG to confirm details for the Armada Way development after a meeting with Nigel Godefroy on Monday.	RB SG	Pushed back to December 2019	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	Underway, appointments requested.	Ongoing
	SG to arrange a full application to Heritage Lottery for £25k.	SG	Will commence once written permissions received from MOD and Historic England.	Ongoing
	SG and MO to discuss option of AR (Augmented Reality)	SG / MO		Ongoing
	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.	CR		
	AB to propose the Giants as part of the Globe Wall mural consultation.	AB		
	Nominations Committee Continue to pursue a suitable Finance Director.	NB/BS		Ongoing
	NB to meet with John Napton	NB	November/December	Ongoing
	PWP Governance - NB to work with CM to review the PWP Board Governance and Mem & Arts.	NB / CM		Ongoing
	Set up - SG to present the pros and cons of a tourism BID at a future meeting.	SG		
	SG to share the finalised Financial Report via email once met with the Finance team.	SG		
	SG to meet with each Director individually to gather ID for the Director's file to provide to the auditors.	SG		