



Plymouth Waterfront Partnership Board Meeting

Tuesday 30th January 2024 from 10.00am – 12.00pm
(Womble Bond Dickinson)

Attendees: Nick Buckland (NB Chair); Jon Walton (JW); Kim Downer (KD); Craig Moore (CM); Patrick Knight (PK); Marc Nash (MN); Josh McCarty (JMcC); Kezia Lock (KL); Chris Robinson (CR); Andrew Bullivant (AB); Cllr Jemima Laing (Cllr JL); Amanda Lumley (AL); Penny Tarrant (PT);

Apologies: Mervyn Orchard (MO); Ben Shearn (BS);

ITEM	NOTES and ACTION POINTS	By Whom
1.	Welcome, Apologies and Introductions Apologies were given.	NB KD
2.	Conflict of Interest Policy NONE.	NB
3.	Minutes and Actions from previous meeting The Minutes of the previous Board meeting held on 23 rd November 2023 were approved as a true and accurate record of the meeting. Some Actions are outstanding, please note matrix on the last page.	NB KD
4.	Update from Jon Walton CEO PWP: <u>Christmas lights switch on, Mr Kriss, Santa Fun Run</u> The Waterfront enjoyed the highest footfall figures for visitors to the light switch on this year achieving circa 12k across the day. Having Dame Darcey to turn on the lights gave the event a great boost along with community hero Professor Jacqui Stedmon and family attend the switch on made it very special. We will be working with Jacqui and Jeremiah's Journey across the year for our other events. We garnered positive feedback from around 50 businesses spoken to on the following Sunday regarding trade. Stalls were set up on the Parade this year which worked very well. The Gables Dog Show was very successful and was located on Commercial Wharf. There has been a very positive response from traders received regarding the new extended lighting scheme, including additional embellishments into Basket Ope and all-year-round festoon lights along the Quay and West Pier and a multi-coloured festoon in North Street. Some saying it is the best yet!	JW

	The removal of embellishments will commence over the weekend of 27/8 January due to delays in getting permits, and new bunting (green, white, black – Devon colours) will be added to the festoons along Southside Street at the same time (to replace the damaged red, white and blue). Update-due to permit restrictions the installation of bunting has been delayed. The largest illuminated Santa in the UK - Mr Kriss, was very popular with both traders and visitors alike. People taking selfies and children posting letters to Santa in the large post box. This additional attraction was enabled by Shared Prosperity Funding. The Santa Fun Run attracted over 600 runners, and we are in conversations with Rotary to host again this year. Jon added, there was a lot of work sorting road closures, and Risk Assessments/event management plans involved to enable it to happen, but those documents and procedures are now established and able to use for future events. We will know how much was raised at a presentation from the Rotary on 20th February. The event was well supported by traders, and particularly The Three Crowns offering runners a free mince pie and drink. They also sold out of their roasts by 2pm! We shall be encouraging more venues to open this year so they can benefit from sales. Post meeting note-this will take place on Sunday 8th December 2024. <u>Shared Prosperity Funding Update - Quarter One</u> Funding available for 24/25 Funding for this year needs to be allocated before Easter. Jon has tendered to five companies for an event for families to be held in an indoor venue. Brainiac style events (mentioned in previous meetings) are educational as well as great entertainment and appealing to different age groups. We would like to utilise the empty spaces in Royal William Yard and will pick conversations up with them, as well as investigating other suitable venues within our BID area. Whilst we want to continue to offer our signature events for free for people to attend, we will be looking to attach a nominal ticket fee to this event. This will very much be a test for such an event in the Waterfront. <u>ENTE</u> Jon has had initial meetings with Chief Inspector James Drake, and monthly meetings will resume soon. The Plymouth wide ENTE meetings are being repurposed. <u>Purple Flag</u> This is a great accreditation to have. However, there is less resource now from stakeholders for this, so a meeting is due to take place with associated parties to decide a way forward. Amanda asked that this be brought to the next Destination Group Meeting. Jon added that it felt there had been less incidents of anti-social behaviour (based on business feedback) over the Christmas period. Andrew agreed, but still quite prevalent at times, but that the police had been quick to react to incidents.	KD CM JW AL/JW JW
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	Amanda commented shoplifting and ASB is a real problem right across the Southwest and that Steve Hughes PCCC had been working closely with PARC in ensuring businesses continue to report incidents. <u>Other activities planned for 2024:</u> Pirates Weekend 18th & 19th May – in talks with Taurus Events (Suzi Cumberland) to organise a Pirate Fun Run. Our Community Hero Professor Jacqui Stedmon will be engaging more throughout the year with us to develop our relationship with Jeremiah’s journey, and her daughter is involved with the youth sector, so a great connection. Seafest We are working closer with several PWP marinas, as they each have on-the-water activities going on that can be incorporated into Seafest. S We are still til pursuing the potential to hold a market on the Parade and in talks with the Events Manager at RWY Susie Bissell (also sits on our Advisory Panel) to assist. We have been supporting some businesses with part-funding to help them grow their events, which form part of our events strategy. We have asked Jay Stone to create a “Greatest Hits” video showreel of our events, with key statistics which will form part of our pitch to potential sponsors. Marc asked what other events ae going on to drive up visitor numbers? PCC Events, *Armed Forces Day, Summer Sessions, *Bonfire Night. *600k visitors, including a mix 80%-day visitors and locals. Summer Sessions are contracted with PCC for the hire of the Hoe. Tickets are selling well. We are talking to Home Park about their events aswell. Andrew mentioned that the Barbican Traders want to run a Harry Potter themed event the 1st week of the Summer Holiday, and we all agreed this would be hugely popular, and would support. Also has spoken to Plymouth Albion about a rugby tournament. Devon Seven. We have two rugby grounds in the area, and it would be great if we could bring them together for Easter. Amanda added the Brickfields development is moving forward, no dates at the moment. Craig agreed this would have a huge impact on the area. Jon added that whilst the rugby grounds aren’t in the BID area, but the hospitality sector would benefit from the additional visitors. Penny, raised whether we are engaged with the NMA and the recent Secrets of the Aquarium documentary? We are/do from the point of supporting the NMA through publicity as a levy payer. Josh added that it has received good local coverage. Amanda will pull together the statistics for this. Craig, can we expand this into a Secrets of Plymouth campaign? Jemima added there is an obvious opportunity to capitalise on the next series, maybe utilising the drone footage. A coordinated approach would be required.	AL JW MN AL AB AL CM JW PT JMcC AL CM CIlrJL
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and Plymouth. Many cities and towns have dedicated groups, often with local authority support.	
Josh added that it's not about the award necessarily. We've been talking for a long time about having boats planted up around the waterfront, and we've achieved this.	JMcC
Marc mentioned that we need a "champion" to get the community behind this.	MN
If anyone knows of someone who would like to take this on, please contact Kim.downer@plymouth.gov.uk or Jon.walton@plymouth.gov.uk	KD
Penny, our volunteers do what they can to encourage people to keep their businesses tidy.	PT
The Mackie plan identified opportunities to improve the look of the waterfront. Here's a reminder: A Vision for Plymouth PLYMOUTH.GOV.UK	MN
Nick proposed we work closely with Patrick and his team to develop projects alongside the NMP and use the waterfront master plan as a working document to inform us	NB
Andrew, asked if there is a "design code" for the waterfront?	AB
Penny is working to incorporate a "code" into their Hoe Neighbourhood Forum plan.	PT
Jemima proposed we add this as an Agenda item (Design Code – new interpretation along the waterfront) to future meetings and invite a PCC Officer along.	CIlrJL
<u>Gables Dog Video</u>	
Gables are our chosen charity this year, and so we will be engaging with them throughout the year to develop this relationship. Their Dog Show was a great success at the lights switch on last year, so they are firmly in the picture for similar activity for our events this year.	KD
The dog-friendly venues video was created to highlight their aim to rehome over 60 dogs and cats, whilst showcasing as many PWP venues as possible within a short video. If you haven't seen it, please click the link. https://youtu.be/YFRUU_yLnII	
<u>BID Levy Member Survey</u> : Finalising the survey questions and we will send out in early February.	
<u>BID Levy Member Workshops</u> : Meet, Eat & Learn Workshops running 14 th & 22 nd February. These workshops are designed to offer expert tips from our knowledgeable professionals on getting the most of your social media, how to	

	identify and create compelling content for press releases and reinforcing the benefits of being a BID member. Please come along and support these events, as your feedback will help us improve. To book: 1. Wednesday 14th February at Pier Master's House (Barbican) [Book free here] 2. Thursday 22nd February at Steel Brew Co (RWY Royal William Yard) [Book free here]	
6.	<u>Jon W – Budget Update</u> SPFUK – still waiting on the funds to come through for the 1st claim, so this isn't showing as income at the moment. Patrick mentioned that neither he nor Kezia have been receiving emails. Nick asked if we are able to create and distribute a short budget overview and forecast with where we are going to end the year along with narrative – an action outside of the meetings. Due to increased costs we are reviewing all of our event costs, for example whether to invest in the chef stage for Seafest this year, as it is very costly. We are looking at alternative solutions for that area. Andrew asked how slots/stands are allocated for the events. We go to BID levy payers first(discount), then those who attended last year, and finally open to all. <u>Auditor</u> Bromhead no longer wish us to provide We are a small business and so could do abbreviated accounts each year.	JW PK NB JW AB JW
7.	<u>Amanda L – Update on Brand Project</u> <u>Key points:</u> A year of positive PR. we use a PR consultancy. Always looking for national stories and have a good relationship with the media. Highlights Audience reaches of over 2,377,081,275.	AL

	Advertising value equivalent £58,478,859 Time Out Magazine world's 14 most underrated destination ranked 7th Total Quality Jobs index, England's number 1 place to live for quality of life, 2023. Continue to promote nationally and internationally. Working with key partners including Livewell, PMG, Plymouth Culture. Research through a variety of focus groups. High satisfaction feedback from visitors. <u>Brand</u> Working on the right "narrative" for the BOC brand, identifying our USP- what makes us different? Andrew asked how this project compares with the Liveability Campaign? This data is much more in depth and bespoke. The Devon Chamber are helping with the global content. Penny, will this be broadened out to community groups for example? Jemima added that PCC have been recruiting for a senior appointment for Culture and that the continued positivity about Plymouth has helped in this process. Andrew, releasing viable land for building is still proving difficult, developers find it difficult to engage. Delighted with what Amanda is doing to help change the perception of Plymouth to make it more appealing.	AB AL PT CIlrJL MN CR AB
8.	AOB. Nick asked Amanda if there had been any progress with appointing a PWP Board Director to the Destination Plymouth Board, and suggestion was for a conversation first with Richard Stevens to move things along. Marc added that we have appointed two new members to the Advisory Panel. James Gardiner GM Moxy Hotel, and Larry Moody Curriculum Lead for Hospitality & Tourism at Plymouth City College. Tinside/Lido, Capital proposals are progressing. Kezia doing a lot of work for the co-design workshops. PWP is supporting and Jon is taking part in this years St Lukes Men's Day Out, taking place on April 6th!	NB NB/AL MN PK JW

	Jemima hopes to attend the next meeting in-person. Meeting closed at 12.15pm	CllrJL NB
9.	Next Meeting Tuesday 26 th March	KD

Date By:	ACTIONS/MATTERS ARISING	Assigned To:	Completed
ASAP	Letter of Gratitude for Alex King MBC: Kim to draft and send to Nick for approval	KD/NB	DONE
	Streamlined Budget Overview & Forecast report: Draft and send to Nick for approval.	JW	
	Scoping projects for BIB & Waterfront Awards viability: Present at next meeting	KD/JW	
	Workshop Sessions: JW to connect with JMcC to get this moving. Update next meeting	JW/JMcC	
	Add Design Code development as an agenda item to meetings:	KD	DONE
	Bins/Environmental impact: JW to speak to Andy Sharp and Environmental Health.	JW	
	Plymouth's cultural programme: JL will bring information to present at the next meeting if appropriate.	Cllr JL	
	Trail APP: AL to follow up with JW. Jon to pick up with Hannah Pooley on what has already been created.	AL/JW	
	Amanda to email link out to the Auckland Playbook	AL	
	Risk Register: Jon to share at the next Board Meeting	JW	
	ABB: Invite Chris Warne – Chair ABB as a Guest to the next Board Meeting. ABB will be having their AGM in Feb so pick up after that.	JW/NB	
	BID Representation on the Destination Plymouth Board. Nick to meet with Richard Stevens.	NB/AL	
	Audit-recommendation as to the way forward with DP and PCCC	JW/AL	