



Board Meeting Minutes
Wednesday 29th January 2025 10am – 12pm
Board Room Womble Bond Dickinson

Attendees: Jon Walton (JW); Kim Downer (KD); Craig Moore (VC CM); (Mike Kitt (VC AP MK); Amanda Lumley (AL); Andrew Bullivant (AB); Penny Tarrant (PT); Chris Robinson (CR); Clare Martin (CM); Joshua McCarty (JMcC); Patrick Knight (PK).

Apologies: Cllr Sally Haydon (Cllr SH); Marc Nash (MN); Ben Shearn (BS); Mervyn Orchard (MO);

Chaired by: Nick Buckland (NB);

ITEM	NOTES and ACTION POINTS	By Whom
1.	Welcome, and Introductions Nick welcomed Mike Kitt Vice Chair Advisory Panel to the meeting as an observer, and standing in for Marc Nash.	NB
2.	Apologies, Conflicts of Interest, and matters arising Apologies given. Meeting not quorate due to no PCC Councilor. No matters arising.	KD NB
3.	Review of last meeting minutes actions. Workshop Sessions: Aim is for the Boards to work closer together. Steve H is keen to get these meetings underway now his renewal has gone through, as is Josh. Would be good to have another member or two from PCCC Board involved. Dates to be arranged. Heritage Pub Trail: Needs work. Chris will assist. Amanda added the CMS system has been updated and the team need some training first before we can move forward. A timely project. Risk Register: Ongoing. Above: Update at the next Board Meeting in March	NB JW JW/AL JW

4.	Update from Jon Walton CEO PWP: <u>Review of 2024</u> NEW Greatest Hits Video PWP BID Events 2024 - Greatest Hits Video A great year in terms of growth in additional footfall to our 3 signature events(108K). Delivering a £5m boost to the local economy. <u>Additional activity in 2024</u> Easter weekend in Royal William Yard. Brainiac/Mission to Mars – 4 days of fun for all the family building rockets 1600 people! Pirate Fun Run – the first of its kind. Returning in 2025! Raised £2,000 for charity. Small Business Saturday National Tour – first ever visit to Plymouth- great business feedback Barbican Christmas Light Switch On/Santa Bus Tour – fantastic event this year, concluding with taking some of Jeremiah Journeys children and their families affected by the loss of a parent, to have a special treat at The Duke of Cornwall and Steel Brew RWY. (This event was our personal favourite). Devon Tourism Bronze Award for Pirates Weekend. Feedback report from DTA was scant, even when there is growth in footfall and social media exposure. We are considering entering Seafest 24 in for an award this year. Insight6 stats give a high NPS score with Seafest achieving +16, which is higher than Flavour Fest. The Southwest Data Hub reported an additional 30K footfall across the weekend including music extended into the pubs in the evening. This system gathers data on spend via debit/credit cards, car parking numbers. Insight6 also gathers data on postcodes, whether people stay overnight, and average spend per head, so in all we are better able to understand what's driving footfall and make decisions based on the data, as well as economic impact Last year's events were much more community and charity focused to drive our social value and impact, which resulted in positive sentiment across social media channels. We raised a combined £25K for our charities including Jeremiah's Journey, Shekinah and NSPCC with the Festival of Trees campaign. We are awaiting the final monies raised from Saltram Rotary for the Santa Fun Run, but it's expected to be higher than last year's £5K as there were 200+ extra runners this year. The cheque event handover is on 11th February. Kim and I engage heavily with our businesses and are very visible. Trade over the Christmas period was a little patchy, similarly with the Drakes Circus, footfall down but spend per head up. We are always looking at what we can do to keep momentum in footfall between the switch on and Christmas itself. <u>Gift Card</u> The Gift Card Scheme is forging ahead as part of a collaboration with Plymouth City Centre BID utilizing SPFUK funds This is a very successful initiative that works well in other cities similar to Plymouth and have generated upwards of £800K in sales. It's a prepaid card powered by Mastercard and keeps sales in Plymouth. Logistics of the set up and onboarding will take place in the coming months with the aim to launch late Summer. More details to follow. <u>Mid-term Review</u> We are halfway through our current BID term and so pulling together a document to outline performance vs objectives (spectacular growth), testimonials, positive outcomes and business engagement. We keep a comprehensive record of activity. Once complete a summary document will be sent out to our levy payers, around the same time as the 2025/2026 bills.	JW JW JW
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5.	Update from Kim BLM PWP: <u>Save The Dates for 2025</u> Pirates Weekend – 17 & *18 May (*including the 2nd 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 around the waterfront from Barbican to West Hoe on 1 15–20-minute round trip. 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! For a full list of current events taking place visit Events Calendar What's on in Plymouth UK Visit Plymouth <u>MEET, EAT & LEARN Levy Payer Workshops – Venues/dates TBC</u> Wednesday 19th March – Suggested Topics include, potentially <i>Marketing (Canva)</i>, SMARTA, Gift Card 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 involvement from the placemaking sector. Seeking more individual opportunities for Sponsorship. Kim mentioned the cleaning of the mural on the PCH building at the beginning of Southside Street. Andrew added that there is a plan to get this cleaned in a few weeks' time. Craig suggested we explore getting a stakeholder meeting together once a year to discuss projects that need addressing and form an action plan to get them done. Action for Kim/Jon/Craig. Penny suggested we collaborate with Urban Trees Festival (biggest in the country), organisers to explore opportunities for support. Societree/YGS Landscapes. Plymouth Tree People is a tree charity that runs the tree water network and partners with Plymouth & South Devon community forest. Kim will investigate. <u>Levy Payer Activity Report</u> Two weeks break over Christmas so the below is over an 8-week period 160 – meetings/interactions 100 – emails 3 - levy payer newsletters Small Business Saturday networking event (7th Dec), had to be cancelled due to a Amber Weather Warning	KD AB CM PT KD
6.	Seafest 2025: Kim had circulated the draft proposal prepared by Catherine G(CG), PCC Events & Marketing prior to this meeting, to garner feedback. Thank you to those who responded. The feedback was generally positive and included some good suggestions to enhance this collaborative event. Joint meeting of the PWP/PSNMP Boards pending, and this is being coordinated by CG. Agreed that Nick, Craig and Andrew will attend this meeting to emphasis the following points: • Need for clear objectives and collaboration metrics between the PWP/NMP	JW/KD

	• Involvement of the Barbican Traders to get their ideas on how we can improve the event • Forge better engagement with the University to support the event • 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 (until early evening) and food demonstrations, and more activities both on and off the water. Jon mentioned that supporting our levy payers is our priority and the lack of a chef stage did not impact at all on the footfall, contrary to comments received from PPC/PSNMP. Andrew added there is a juxtaposition where preparing seafood and the National Marine Park sit together. Seafest could be divided into two areas rather than combined. The idea of having chef demos where you have so many specialists' food outlets across the waterfront seems counter intuitive.	AB
7.	Jon – Budget Update & Internal Audit <u>Budget Update</u> Production costs have increased dramatically (current costs for our three events have increased by over 20%), along with some of our contracted costs, and so we have gone out to tender again <u>Internal Audit</u> Need for Director/s to volunteer for Director Training which is on 12th March 9am – 12pm. Clare & Josh agreed to attend. Renewal of our Accreditation with British BIDs is underway. This includes details of auditing. We are over compliant. Lots of paperwork to work through, but we have an overview on how our governance works, including transparency and decision making.	JW CM/J McC JW
8.	Amanda Lumley DP Update: Amanda presented an update on the BOC Brand Project and the findings of the perception research and new creative approach for branding Plymouth. Britain's Ocean City will stay, and feedback from focused groups show that people have grown to love and accept it. University, PCC and other organisations are involved with the project. Plan highlights the importance of repositioning Plymouth as a city to live and work. A consistent narrative. Brand hierarchy retains "Britain's Ocean City", Amanda recapped on research insights, well-being metrics, good quality of life – including the planting of over 20,000 trees and 1800 hectares of green spaces. Craig, told of a young adult selecting Plymouth as a place to study off the back of visiting the city whilst Seafest was on, and experiencing all the waterfront, Barbican and city has to offer. We need to be sharing stories like this. Promoting positive aspects of our city and overcoming the tendency to hide its light under a bushel. Andrew called for bolder decisions and more projects to sustain the city's growth and development. Next steps for the BOC brand project include scrutiny with PCC and a formal launch in May following the council's cabinet meeting in April. The Cruise Partnership has seen 11.5K passengers visit Plymouth last year, with aspirations to host 30 ships annually.	AL CM AB AL

9.	Penny Tarrant: Penny presented an update on the Hoe Neighbourhood Plan. The plan has received strong community supports, focusing on heritage and development. Historic England commended three of the plans' policies, including protection of iconic views, heritage assets, and buildings of negative qualities. The plan will run through to 2024 and aims to showcase the positive aspects of the area for residents, businesses and visitors. Full details of the plan can be found here: The Hoe Neighbourhood Plan Hoe Neighbourhood Forum	PT
8.	AOB: Nick thanked everyone for their contributions and support in various projects and initiatives. Patrick mentioned that Kezia is moving to another department, a replacement for her is being sought. Nick, on behalf of the board, asked Patrick to thank Kezia for her hard work and wished her luck Mike emphasized the importance of promoting Plymouth's seafront and marine park, highlighting Drake's Island as a jewel in the crown. Drakes Island is believed to be in the hands of the Receiver's? Not at present. MN asked via NB to ask PCC to give this important asset to the city real focus. Perhaps consideration given to giving it to the National Trust so it can be protected. Does anyone know what the three poles/potential signs are about to go in in Southside Street? UPDATE: Up to date parking signs to replace the ones on the walls that are no longer compliant. Meeting closed at 12.15pm. Date of next meeting: Wednesday 26 th March.	NB PK MK NB/JmcC AL AB KD NB

Date By	ACTIONS CARRIED OVER/MATTERS ARISING	Assigned To:	Completed
Next meeting	Workshops: Jon to arrange dates to meet with SH/JMcC	JW/JMcC	
May Meeting	Meeting of Stakeholders: Kim and Craig to draw up a list with the aim to meet once a year to identify projects	KD/CM	

