



Board Meeting Minutes
Tuesday 29th July 2025 from 10.00am – 12.00pm
Womble Bond Dickinson

Attendees: Kim Downer (KD); Abbie Jolly (AJ); Patrick Knight (PK); Craig Moore (VC CM); Chris Robinson (CR); Joshua McCarty (JMcC); Cllr Sally Haydon (Cllr SH);

Apologies: Marc Nash (MN); Penny Tarrant (PT); Ben Shearn (BS); Mervyn Orchard (MO); Clare Martin (CM); Amanda Lumley (AL); Andrew Bullivant (AB);

Chaired by: Nick Buckland (NB);

ITEM	NOTES and ACTION POINTS	By Whom
1.	Welcome, and Introductions	NB
2.	Apologies, Conflicts of Interest, and matters arising. Apologies given No matters arising	KD NB
3.	Review of last meeting minutes actions. Carried over to next meeting on 1 st October Joint F2F Meeting PWP/PSNMP Boards: Agreed Nick and Craig will represent PWP. Update: Nick and Craig to circulate dates with PSNMP.	NB NB/CM
4.	Nick Buckland Chairman – update on CEO appointment Nick thanked Patrick and his team for his help in facilitating the recruitment process. Following a robust campaign, we are delighted to confirm that an appointment has been made. Sarah Gibson will be returning to the helm at the end of September.	NB

5.	Update from Kim Downer Interim CEO PWP: Recap on Insight6 Research – Levy Payers Pirates Weekend 17 & 18 May Overall NPS +43 Very Good Score. Levy Payers were positive about the scale of impact that Pirates Weekend had on the profile of Plymouth How satisfied are you with the communication you received about Pirates Weekend? Overall, 86% of all levy payers were satisfied with 72% being Very Satisfied Did the number of customers to your business increase over the two-day event? – Yes 86% of respondents saying yes to an increase Did your sales increase during the Pirates weekend two-day event? Yes, 42.86% saying it had increased by over 10% Do you see Pirates Weekend as a worthwhile investment of your BID Levy? – 86% Yes, 14% No The overall sentiment is positive with commendations for the events atmosphere and organisation. Levy payers appreciated the vibrant, family-friendly environment but suggested enhancements to broaden the appeal for adults later in the day. “Extend into the evening, lots of people still around, dressed up could become more adult-focused around pubs with shanty bands, etc.” “Firstly, congratulations on organising such a great event. The re-opening of Southside Street at 4.30 pm was a bit too early.” “I think it’s a Barbican event, not a waterfront event. It’s spread too thin across the waterfront.” “We love Pirates weekend but wondered if it could be held over a bank holiday weekend instead? ... Craig suggested we look at how these statistics compare with other events, both regionally and nationally. UPDATE: Kim has since met with Amanda Lumley’s Team and investigating data that is already being captured through the South West Visitor Economy Data Hub, to understand regional comparisons, and will pursue intel from further afield and share at our next meeting. <u>Feedback - Pirate Fun Run – 18th May</u> 230 participants, 64% Adults, 37% kids Over £10k spent across the waterfront 100% would recommend the event to others <u>Testimonials</u> <i>“We loved the medal and the event, great to have this in Plymouth and we will be back next year”</i> <i>“Great time with family for the day, fantastic atmosphere and great organisation”</i> <u>Plymouth Giants</u> Chris gave background on the project. Funded by SPFUK, Plymouth Hoe Giants returned to the banks of the Citadel on Saturday the 28th of June. A highly successful event, although it was a very quick turnaround, therefore had a variety of challenges as a result. Kim thanked PCC for their help in getting this in place. The giants are still able to be seen now and there is a large canvas sited opposite them telling the story of Gogmagog and Trojan Corineus. A video has also been produced. https://youtu.be/iGRdEO8NUus A discussion was held regarding the potential for permanent installation. Chris will meet with Kim on 14th August to scope out a plan and will discuss it with Sarah once she has come onboard as she was heavily involved in the initial project.	KD CM KD CR KD
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	<u>Britain in Bloom</u> The PWP team along with Sound Site Services, and sponsors Ocean Group and Plymouth Garden Centre has gone into the displays this year. Special thanks to PCC Parks and Street Waste teams for their efforts in making sure the areas on show looked their best. The judges enjoyed their visit on Monday 21st July, and noticed several improvements made compared to last year's entry. Results in October. <u>Barbican Light's Switch On – Saturday 15th November</u> Kim's in contact with Theatre Royal to see if they could offer a celebrity from their Christmas Panto to switch on the lights. We will have our Community Hero competition and there's been a request from the Barbican traders to contact local hero Mark Ormrod, which is being investigated. Josh suggested Kim get in touch with Fresh Air Studios as they work with a number of celebrities and are one of our levy payers. Chris suggested asking Seth Lakeman whether he would be interested in performing his new Hoe Giants song on the stage. Kim will contact Seth. <u>Seafest Weekend – 13 & 14 September</u> Plans continue to come together for Seafest, there's a good line up of chefs planned for the Cookery Theatre, and a strong music program for the music stage. Sponsorship is still proving a challenge to achieve. <u>Santa Fun Run – SAVE THE DATE Sunday 7th December</u> Santa Fun Run will be announced to businesses at the end of August. Craig confirmed the Business Breakfast launch event will take place at Womble Bond Dickinson on 1st October. <u>Love Plymouth Gift Card</u> We continue to sign up as many of our waterfront businesses as possible. Plan is to launch early September to allow for PCCC to onboard their businesses and in time for the run up to Christmas.	CR/KD KD JMcC CR/KD KD CM KD
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6.	Abbie - Marketing & Admin Officer Abbie explained she works Monday, Tuesday & Wednesdays and on a temporary 6-month contract. She is supporting Kim predominantly with admin, including keeping the CRM system up to date along with working on a variety of projects including the Waterfront Way Cookbook and the Love Plymouth Gift Card. She has also been out with Kim meeting some of our businesses. Kim added that Abbie quickly picked up the tasks of the role and is a great support. Wiesiek – Economic Development Support Wiesiek has joined the PCC Economic Development team and is supporting both BIDs two days a week respectively. Wiesiek has joined the PWP Advisory Panel. A meeting is scheduled with Kim, Patrick and Sarah on 20th August to discuss where best Wiesiek can support PWP.	AJ KD KD/PK
7.	Budget Update – Yr to Date 2025/26 – circulated prior to this meeting Kim shared an overview of the budget and explained we are in a strong position at this point in the year.	KD
8.	AOB Patrick added that his time is spent predominantly with the National Marine Park and will be upskilling Wiesiek on the variety of projects. Chris commented to Patrick that he had visited Tinside for coffee recently and was surprised there wasn't any access to public toilets. This was discussed. Cllr Sally Haydon updated us on the situation regarding support to improve conditions with the ice cream vans, and advised she is on leave in September. Dates for the graduation which have been held on the Hoe in previous years was discussed. St Lukes have approached PWP for sponsorship of one of their Guiding Light lighthouses. Like the popular Elmer Trail, this initiative raises much needed funds for St Lukes. After a period of 6 months, the lighthouses are removed and auctioned to raise money for St Luke's Hospice. The Board are keen to support, if a suitable location can be found and the design is representative of PWP/PSNMP Events. Approval was given by the Board to progress with the cleaning of the mural on the entrance to Southside Street. Next meeting Wednesday 1st October – venue TBC (Tinside Lido was suggested) Meeting closed at 11.30am	PK CR Cllr SH KD KD/ALL NB

Date By	ACTIONS/MATTERS ARISING	Assigned To:	Completed
Mon 11th Aug	Location for St Lukes Guiding Lighthouse Trail: Please can the Board email Kim their suggestions for locations	ALL	
Mon 11th Aug	Cleaning of mural on SSS: Budget approved - Kim to book in the cleaning, and liaise with AB regarding the Disclaimer	KD/AB	
1st Oct	Joint F2F Meeting PWP/PSNMP Boards: Agreed Nick and Craig will represent PWP. Update: Nick and Craig to circulate dates with PSNMP.	NB/CM	
1st Oct	Hoe Giants: Scope the project to create a permanent art installation on the bank of the Citadel.	CR/KD/SG	