



**Poole BID Board meeting
5.30pm 11th July 2016 at Lush, Dolphin Quays**

Attendance

Directors		
Andrew Goss	AG	Bruce Lance and Co
Jenny Wilde	JW	Jenny Wilde Associates
Gabrielle Naish	GN	Project Climbing Centre
Natasha Jervis	NJ	Lord Wimborne
Cllr Mohan Iyengar	MI	Borough of Poole
Jonathan Sibbett	JS	Sibbett Gregory
John Grinnell	JG	Dolphin Shopping Centre
David Segelman	DS	Lush
Michelle Woodrough	MW	Cashino
Other attendees		
Graham Richardson	GR	Borough of Poole
Hannah Porter	HP	Borough of Poole
Rosemarie Robinson	RR	McDonalds
Tim Bennett	TB	Specsavers

Apologies

Philip Barnes – Purbeck Pottery	Vicki Jessen - Marks and Spencer
Nicola Aveyard – Boots	Lucy Ball - Destination Management and Marketing
Adam Keen – MoreBus	Peter Wilson – Lighthouse
Helen Challis - Quay Holidays / Quay Living	

1 – Appointment of Chairman (for 24 months)

	Actions
<p>GR opened the meeting and asked that the appointment of Chairman be first action of meeting. JS was nominated by DS, seconded by JG. GR opened the discussion up to the group, allowing other nominations to come forward. No other candidates came forward and it was felt that due to JS previous role as Steering Group Chairman, his experience, communication skills and the continuity would be an invaluable asset. JS voiced concerns that the BID was seen as something completely different than the previous Partnership set up – general consensus was that it would be obvious when actions start happening that the BID is now the driving force. TB added that this was for the initial 2 years and a succession plan should be considered for beyond that time. JS happy to take on role having listened to comments and the support. GR asked for vote – all in favour and agreed unanimously.</p>	<p>JS appointed Chairman for the first 2 years of Poole BID, with succession plan being in place for suitable designate to undertake role in two years time.</p>

2 – Welcome, intros and apologies

	Actions
<p>JS then officially took Chair’s role and opened the meeting, introductions were made and apologies given.</p> <p>GR told group that Lucy Ball, the consultant who had helped us through the whole process wouldn’t be coming to meetings any more but would be available to call on for advice should it be needed.</p> <p>The group thanked DS for hosting.</p> <p>Minutes from the previous meeting (steering group on 29th June 2016) were accepted as a fair and true reflection.</p>	

3 – Allocation of roles and responsibilities for directors

	Actions
<p>A brief re-cap of roles decided at the last meeting: Secretariat – HC Recruitment – JG, DS, TB VAT / Bank Account – JS Premises – JS</p> <p>Other roles were deemed to be decided as and when they became necessary.</p>	

4 – Feedback from Working Groups

- A – BID Manager**
- B – Office Accommodation**
- C – Bank Account / VAT registration**

	Actions
<p>A</p> <p>TB – group met to discuss the wording, process and contract and identified a few issues including the 5 year fixed term being classed as a permanent position. Emphasised the need to be fully transparent throughout process as well as the sense of urgency. DS added that the group were working on tight deadlines of 1 month advertisement, 1 month notice period for successful candidate with a view for a 1st October start. TB has been in contact with Engage Executive Recruitment (EER), part of JobShop who have expressed an interest in working with us based on the job description provided. JW asked if EER agreed with the salary level for the type of job, answer was no, they didn’t, it was seen as potentially too low. JW offered an alternative, rather than employing a manager could we employ more of a co-ordinator / PA role to collate and utilise the skills</p>	

already available across the directors and around the town. The Board said an interesting idea and nothing should be discounted at this stage. **GN** asked if it could be a part-time role? General feeling that it is a full-time plus role. **TB** spoke about the wording in the job description and felt that it was ambitious, **MW** added that we should aim for the top and then decide what's negotiable or can already be found in the Directors' skill set to fill gaps. Agreement that there should be essential and desirable skills to allow a wider base of applicants. **DS** agreed that until we test the market we won't know what's available. **TB** gave further details about EER offer, they would find candidates and do 1st stage screening interviews, including the candidates we've already had expressions of interest. Then a second stage including the process through additional interviews and hiring procedure. Cost implications were shared. **TB** has used EER and had great results. **JS** stated that would want to contact Poole based recruitment companies in the first instance to see what they could offer, especially within the BID area. **JS** also reminded that there was a budget limit of only £50k for operating costs and this needed to fund the BID manager, premises and office costs so salary needs to fit in with this. **GR** also made everyone aware of the current budget constraints, about £3,000 left of BID loan fund which needs to pay for company registration and other costs including recruitment, so there would be a cash flow issue with the EER proposal until the invoices go out and get paid so would require overdraft facility. The interview panel for 1st and 2nd stages was discussed with the following putting themselves forward – **JS, DS, TB, JW, MI** – depending on when the interviews are to be held and availability.

JS gave a deadline of the next meeting (25/7) for this topic to be finalised.

AG offered to assist with the contract work once details of holidays, pension, package has been agreed, he asked about the 5 year fixed term / redundancy issue, Directors agreed that the BID needs to be protected, if unsuccessful for a second term there would need to be a break clause, **JS** mentioned **LB** might have a model of previous BID contracts – **AG** to contact.

B

JS updated the group on the office accommodation, still considering the 1st and 2nd floors of the Bakehouse, and aiming to enter discussions with Legal And General. **GR** to have discussions with the Council to see how it would align with the TCM team. **JW** asked if a ground floor shop unit would be better for access and availability to levy payers. **GN** voiced concerns over the cost of ground floor units. Various discussions about

JG, TB and **DS** to make amends to job description and advert doc asap for **HP** to circulate

JG, TB and **DS** to approach all local recruitment agencies to compare costs – **HP** to provide all known contacts.

AG to contact **LB** for BID contract templates.

HP to conduct audit of empty premises and circulate to group

<p>the vacant units available and consideration given to the cost and rates – HP to conduct audit of empty premises and circulate to group. As time was tight and premises needed sooner rather than later the general feel of board was to progress talks with Legal & General to see if suitable terms could be achieved, and if not then explore other opportunities of the vacant list schedule.</p> <p>C</p> <p>JS has been in touch with Richard Blow at Lloyds who is currently conducting the relevant searches needed on the Company to set up the bank account. PKF Francis Clarke have agreed to do the VAT registration – both parts are happening simultaneously so are in hand.</p>	<p>JS to continue negotiation with L&G to agree favourable terms. If not forthcoming to then consider other options.</p>
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5 – Planning of year 1 delivery schedule for Business Plan – concentration on quick early wins

	Actions
<p>GR updated the group about the invoices being sent out on Monday 18th July if all agreed. It is then up to a small group of Directors to decide the ‘chasing’ procedure for non payment, potentially visits to individuals may be necessary. Group would also be provided with monthly account statements from Council finance team. General agreement that 28 day payment terms were fair. JS confirmed that the 5 year BID term would start from the day the invoices go out so the Poole BID will run from Monday 18th July for 5 years, this means that the first invoices will be pro rata to the end of the financial year meaning cash flow may be an issue as there are big calls on the money first (BID loan fund, collection charge, collection set up charge). A cash flow forecast is needed to determine exactly what can be done in the first year. RR asked about other funding streams mentioned in the consultation, JS answered that Mandy Payne, retail consultant currently working in The Borough of Poole Economic Development team has projects with budgets attached that the BID could be interested in – agreement to invite Mandy Payne to next meeting to present the ideas. He then opened the floor to comments and ideas which fit within the business plan.</p> <p>DS – open evening for all levy payers to ask questions, input ideas etc, GN agreed – it’s amazing how many people she spoke to didn’t know anything even though they had been contacted. JS business plan in year one talks about the audit, work with Poole Quays Forum (PQF) as it is also in their plan and unsure where they got with it. MI suggested some quick wins before survey – JG disagreed that quick wins won’t change the High Street infrastructure and the audit needs to be done. DS suggested one set of eyes with an agreed matrix to follow to</p>	<p>Working group to be set up for accounting – MI, AG and JS volunteered – JS to check operations agreement to see how many are required – back ups – GN, MW and JG</p> <p>Cash flow forecast needed for year 1</p> <p>JS to invite Mandy Payne to next meeting</p>

ensure the results of an audit are concise and demonstrable. Discussion ensued regarding vacant landlords needing to take responsibility of their units – consider inviting landlords to open evening. Looking at other areas for inspiration eg Wimborne, Brighton Lanes, Lymington and contacting them for their ideas and how they achieved what they have. **JW** mentioned pop up shops – Mandy Payne has got some ideas on this so will present them at the next meeting for consideration. Discussion moved on to the Council responsibilities and the group were reminded that the BID couldn't replace what was already being done. Baseline agreements were agreed as current position and not about raising quality levels. The board would like to explore Service Level Agreements with set outcomes to be shared by the Council. **MI** is happy to champion this as has had discussions with Exeter who have had some of their agreements reworded for clarity. **JS** suggested that a deep clean would be a quick win and something the Council don't currently carry out, **GN** asked to include bus station, **DS** added that the audit was imperative and use the deep clean day as some PR with before and after pictures, he has a contact for Architecture students from the university suggested it would be a good place to start with for the audit – general agreement. **RR** has organised various cleans such as 'Love Where you Live' for McDonalds so happy to lend tools and expertise, **DS** will double check but thinks Lush will fully support, **GN** works with Surfers Against Sewage and there is always a lot of support in the Climbing Centre.

JS recapped briefly – Street audit to happen asap with copious photographic evidence – University being the preferred choice to carry it out

Benchmark agreements

Community participation 'Love Where you Live' deep clean promoted through open evening – **NJ** offered the Lord Wimborne as a meeting venue as well as **RR** from McDonalds – make it more than a litter pick, involve local radio and PR opportunities.

JS mentioned Christmas as an opportunity to make an impact as the first major season of the BID. **GR** confirmed that lights and trees would be put up by the TCM team and the Lantern Parade would also be going ahead. **JW** asked about the Santa Parade – not happening this year but **JG** was having a meeting this week about the Dolphin Centre Christmas plans so would be able to feedback at the next meeting – will share the cost for a cinema set up to show Christmas films. **JS** suggested a Parade to end on the Quay, **GR** commented that that wouldn't be possible as there were no road closures in place and these have to be submitted in January for the coming year. Discussion moved to Christmas markets and the current street market was

MI to champion Council to see if Baseline agreements could be amended to increase quality levels

DS and **MI** to contact university re Architecture students for the audit

<p>identified as an issue with a view that stopping the market entirely to then reinvigorate would be an option, GR stepped in to remind the group that the market was an income stream for the TCM team and paid for the Christmas lights among other things, JS added that the BID could aim to enhance the market, MW suggested making a specialist monthly market an event rather than a market. JG the main issue with the current market is the control and consistency, is it worth taking a hit on revenue to encourage growth. JS added that it is not our market to review but is currently not performing or adding vitality, TB suggested looking at the Baseline agreement for the market manager. RR suggested a charity Christmas market like she did in Jersey where there was no Sunday shopping, it worked really well and was supported by people who wanted to support the particular charities and gave smaller charities a chance to get noticed. GN suggested Dorset food market, famous for good food, should exploit this, JS said that efforts had been made in the past and he was nervous to promise something that can't be delivered. JW suggested keeping it simple with Carols and Santa and she would be happy to co-ordinate, JG to provide his document from the Santa Parade to be used as a guide and will provide his staff to assist. GR tasked to speak to Highways about a one off road closure. JW asked who pays for Tuesday night road closures and manages it? GR answered that it is self funding and Tourism manage it with SWL providing the man power, security and marshals as well as 10 volunteer marshals from the public, JW asked for costings to look at sponsorship. GR Added that the BID company (or named organiser) would need Public Liability Insurance and relevant paperwork (covered in JG Santa Parade doc). JW concluded that for this year she would look at the Quay as the base location due to time constraints but in the future look to involve whole BID area (something covered with late night shopping, window display competitions etc – covered by Mandy to be discussed next meeting)</p>	<p>JG to provide JW the Santa Parade document</p> <p>GR to speak to Highways about road closure</p> <p>JW to look at Christmas event on the Quay</p>
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6 – Communications / update to levy payers

	Actions
<p>The July 2016 newsletter was shared with the group and general agreement given. Parts to include following tonight's meeting include, open evening event (JW to manage – Thursday being the preferred day), deep clean (summer being the ideal time)</p>	<p>JW to manage open evening event</p>

7 – Board meeting schedule for remainder of 2016

	Actions
<p>Agreement that the Board will meet fortnightly for the next 6 months and then review again. DS asked that a maximum time</p>	

limit be given as 2 hours – agreement. The venue for the next meeting will be decided at the previous meeting with the idea to spread it around the areas.	
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8 – AOB

None

9 – Next meeting

5.30pm Monday 25th July 2016 at the Dolphin Shopping Centre Conference Room