



**Poole BID Board meeting
5.30pm 9th January 2017 at Dolphin Shopping Centre**

Attendance

Directors		
Jonathan Sibbett (Chair)	JS	Sibbett Gregory
Gabrielle Naish	GN	Project Climbing Centre
Helen Challis	HC	Quay Holidays / Quay Living
Alyson Smyth (Vice Chair)	AS	Poole Pottery
Michelle Woodrough	MW	Cashino
John Grinnell	JG	Dolphin Centre
Jonathan Maidment	JM	Mortons
Philip Barnes	PB	Purbeck Pottery
Cllr Andy Garner-Watts	AGW	Borough of Poole
Cllr Mohan Iyengar	MI	Borough of Poole
Other attendees		
Carlie Palmer	CP	BID Manager
Hannah Porter	HP	Borough of Poole
Graham Richardson	GR	Borough of Poole

Apologies

Andrew Goss – Bruce Lance and Co	Pete Wilson – Lighthouse
Nicola Aveyard – Boots	Vicki Jessen – Marks and Spencer
Adam Keen – MoreBus	Rosemarie Robinson – McDonalds
David Segelman – Red Chilli Architects	

1 – Welcome, introductions and apologies

	Actions
Introductions were made and apologies given. Jonathan S thanked Dolphin Centre for hosting.	

2 – Minutes of the last meeting and matters arising (12th December 2016)

	Actions
BBC Solent interview audio – haven't been able to locate. Item closed.	
Newsletter – done and distributed to email list	
Meercat cost savings – covered in BID manager update	
Database – being kept up to date	
Tagline – covered in BID manager update	
Jazz festival – covered in BID manager update	

<p>Parking – agenda item</p> <p>Christmas event – meeting with 2017 group on Tuesday 10th January</p> <p>Debtors – down to £15k owed, covered in BID manager update</p> <p>Projects – agenda item</p> <p>Director vacancies – agenda item – Jonathan S to send electronic copy of mems and arts to Helen</p> <p>Minutes were accepted as a true and fair reflection – will now be made available online</p>	<p>JS to send HC mems and arts</p> <p>CP to upload 12th December minutes to website</p>
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3 – BID Manager Update

	Actions
<p>Database – Carlie is keeping this up to date with visits and updated information</p> <p>Newsletter was written and distributed to current email list, few responses but nothing negative has come from it</p> <p>Visits to debtors has turned into a positive exercise but highlighted that there is still minimal knowledge about the BID as a whole. The debtor list has been halved and summons have been sent out.</p> <p>Tagline – Helen has provided some options, Carlie highlighted 2 as favourable, ‘Cleaner, Brighter, Safer’ and ‘It starts here...’ Jonathan M commented that it should be more business focused and Jonathan S questioned whether they would still be relevant 2 years down the line. Gabi suggested something along the lines of ‘Businesses working together.’ Carlie will email round Helen’s ideas for feedback with a decision to be made at the next meeting.</p> <p>Jazz festival – sponsorship package received and passed round to Board for consideration. The event won’t happen in Poole without the BID support and match funding will be offered. Question was asked about the Bournemouth Town Centre and Coastal BID’s contribution – would it be evenly spread? Main issue identified was the closing event date of 17/6/17 – same date as Harry Paye, BID Board felt strongly that this wouldn’t be a good match and would ask for a different date or event to be considered, suggestions included an opening event on Sunday 11th June with a daytime event</p>	<p>CP to send tagline ideas to Board for decision at the next meeting</p> <p>Jazz festival sponsorship agreed if CP can clarify the following points: Bournemouth BID contributions; Main event date changed away</p>

preferred. **Carlie** clarified that the Board were happy to proceed on the basis that the Harry Paye clash was rectified. **Jonathan M** questioned the amount asked for (£10k), if the main event wouldn't go ahead would it worth as much to us, he also questioned the number of events we would get our name on for the money, **Helen** suggested Poole hosting the opening on Sat 10th or Sun 11th and Bournemouth hosting the closing event, **Carlie** will put forward to event organisers. **Carlie** will seek clarification on the above points. **Gabi** asked if we were agreeing to the full amount if favourable answers were returned, **Jonathan S** – yes. **Jonathan M** asked for the option of next year if it goes well.

Vinyls – Landlord database needed before proceeding, will follow up on costs when approval given as different windows will be different costs. **Jonathan S** is currently looking at the database in his office, **Carlie** to work with them. AUB conversation may be appropriate for design work and tying in with Maritime day in May. **John G** mentioned rates mitigation as a big selling point to landlords, meaning if the vinyls were installed for 6 weeks 1 day rates mitigation would apply, helping businesses, he also offered to help contact landlords as the Dolphin Centre currently use this as an incentive. **Jonathan S** said we would need to check the Council's position as it is at Council discretion whether to offer this, **Graham** will follow up.

Carlie has been working on the Meercats cost saving project and has received glowing testimonials from other BID's, recommended the Board proceed with the project. **Helen** added that their current quote was at £15k but thought this was high and the BID can set own budget for them to work within. Discussions took place regarding target areas (entire BID area), savings vs costs, contract terms (annual with recommendation not to run for full 5 years but take regular breaks). Decision made for working group to proceed with project with a limit of £10k but a starting figure of £7,500.

LED screens – quotes have been received for a lot more than budgeted, even with potential advertising revenue costs of £90k - £100k for install etc were seen as far too high. Discussions took place but ultimate decision was not to proceed with this project at this time unless alternative sponsorship or options are found.

WiFi project – 2 companies have been shortlisted as the most appropriate, value for money and service offered they are Elephant WiFi and Fusion Wifi. Fusion WiFi is a local company used by Bournemouth – discussion were had regarding quality of the Bournemouth WiFi and questions

from Harry Paye Day; Scheduled events vs Investment.

CP and **JS** to continue working on landlord database

GR to speak to Council to see if rates mitigation could be offered as an incentive

Cost saving working group, **CP, HC, AS** and **MI** to proceed with Meercat cost saving project within set budget

CP and **JG** to clarify WiFi details with the recommended companies

<p>answered. Costs were discussed which include installation, monthly costs and support plans and the quotes cover the whole BID area. Jonathan S asked how it fits with the Dolphin's current WiFi, John G replied that the Dolphin WiFi isn't a priority for them at the moment so can have discussions. John G offered to work with Carlie to clarify some technical questions which were asked in regards to security, bandwidth, quality, coverage and speed. Carlie to circulate the 2 recommended proposals to the Board with questions to be returned by Friday 13th.then once all questions answered to instruct Fusion</p> <p>Carlie will send a copy of her full report to the Board.</p>	<p>CP to send round both proposals to Board with questions to be returned by 13/1/17</p> <p>CP to circulate BID manager update report</p>
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4 – Parking

<p>Proposed increase in charges to town centre parking – the official BID response will be attached to the Cabinet report which is being decided tomorrow, Carlie informed the Board that she has received a number of concerns from levy payers and if the decision is taken to raise the charges the BID will react by going to the press and strongly demonstrating against the raise. Helen added that the BID is there to represent the businesses and have an obligation to the town to protest. Discussions took place regarding neighbouring towns offering cheaper parking and the effects this has. Helen said the BID's reaction needs to be quick and vocal either way and a response cannot wait for 2 weeks between meetings. Carlie will contact journalists to ensure the BID's views are properly represented and draft a press release either way in discussion with Jonathan S.</p>	<p>Actions</p> <p>CP to contact journalists to ensure the BID is properly represented</p> <p>CP and JS to draft a press release either way and send out asap</p>
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5 – Premises

<p>Jonathan S updated the Board on the progress of the premises. The fire risk assessment has been done, no surprises came up, a fire alarm system needs installing with emergency lighting etc at a cost of around £11k. Discussions can now proceed with BOP and L&G. Next stage is for the updated heads of terms to be agreed by the BOP before submitting to L&G for agreement.</p>	<p>Actions</p>
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6 – Debtors

<p>Covered in previous items but summons have gone out for non payers, and visits and discussions are taking place with various levy payers.</p>	<p>Actions</p>
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7 – AUB invites for levy payers

	Actions
<p>Thursday 12th January at 4pm the exhibition will be open to the Board for viewing. Levy payers are being invited to attend on 26th January (Carlie to confirm time but probably 6pm). Invites will be hand delivered to all businesses. Hannah will amend the Board invites with updated details for the levy payers.</p> <p>All levy payers also invited to the reopening of the Angel pub on 19th January.</p>	<p>HP to amend invite, CP to confirm time and then hand deliver (with area reps)</p>

8 – Director Vacancy Update

	Actions
<p>Current vacancies are Area 3, Area 6, Multiple retailer and Licensed premises. Joanne Bateman from Quayside Emporium has applied – Board took a vote and she was unanimously accepted as Area 6 representative.</p> <p>Michael Spender from Poole Museum has also applied, but as he is a Council employee it won't be possible to fit him in, Graham will let him know.</p> <p>Licensed premises – a candidate has come forward but the area he is from is currently full. As licensed premises only feature in limited areas decision was taken to look into the mems and arts and the business plan, governing the Board set up with a view to making the licenced and non licensed seats non area specific. Discussions also continued about adding a 'transport' seat to the Board. Again, the documents will be looked at.</p> <p>At this stage current vacancies are Area 3, multiple retail and possibly licensed.</p>	<p>Joanne Bateman officially accepted as Area 6 Board representative, HP to send CP link for director registration</p> <p>CP, JS, HC to check mems and arts and the business plan in regards to licensed premises and adding an additional Board seat for transport</p>

9 – Comms team required

	Actions
<p>Jonathan S, Helen, Alyson volunteered to be the communications team to sign off all press releases, newsletters etc.</p>	<p>JS, HC and AS appointed as comms team</p>

10 – AOB

	Actions

Alyson has been approached by the Maritime festival asking for sponsorship, no specific costings or details given at this stage.

Jonathan S has also been approached by Liz Lean PR about the boat show to sponsor but agreement that this was not fitting with the BID's plans.

Jonathan M asked **Carlie** (having previously been involved with Southbourne traders) about the 'Welcome to Southbourne' signs and whether it was something to consider for the Poole Town Centre sectors as they look great and create a gateway. **Carlie** agreed that they allowed ownership of the area and were a success for the Southbourne traders. **Jonathan S** agreed and asked **Carlie** to look into it further. **Alyson** added that Poole Pottery had designed the 'Welcome to Poole' signs seen at the transport entry points so worth looking at them.

Helen – suggested putting together a welcome package for new openings – all agreed.

Rumours of business closures to be passed on to **Carlie** who will investigate

Dorset BID's meeting – any issues to raise, forward to **Helen**. Offer to host the next one.

Accounting – any idea of PKF charges for Xero? Can we move forward? **Jonathan S** in discussion

VAT return done – the payment was made a return submitted, need to set up as a dd for future payments.

Gabi brought up the issue of beggars and rough sleepers and raised concerns about a group seemingly operating together. **Hannah** gave brief background and steps currently being taken but a letter from the BID expressing concerns would be useful.

CP to look into 'Welcome to...' signs like Southbourne as a project

CP – welcome package for new businesses

All business closure rumours to sent to **CP**

Dorset BID's meeting – comments to **HC**

JS to continue working with PKF re Xero

BID to write to Police and ASB team at BOP with concerns about beggars and rough sleeper community

11 – Dates of future meetings

Monday 23rd January 2017 – Dolphin Shopping Centre

Agreement to stick with fortnightly meetings for now

Monday 6th February 2017

Monday 20th February 2017

Monday 6th March 2017