



**Poole BID Board meeting
5.30pm 20th February 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
Andrew Goss	AG	Bruce, Lance & Co Solicitors
Philip Barnes	PB	Purbeck Pottery
Cllr Andy Garner-Watts	AGW	Borough of Poole
Pete Wilson	PW	Lighthouse
Cllr Mohan Iyengar	MI	Borough of Poole
Other attendees		
Carlie Palmer	CP	BID Manager
Graham Richardson	GR	Borough of Poole
Lisa King	LK	Dolphin Centre

Apologies

Joanne Bateman	Quayside Emporium
Jonathan Maidment	Mortons Jewellers
Pete Wilson	Lighthouse

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 (30th January 2017)

	Actions
Jonathan S is to put together a briefing document together for PKF with regard to de-zoning the licenced premises and transport operator, this is to allow transport and licensed to be non area specific.	
The constitution allows for 16 directors, but with the de-zoning this could increase to 18.	
The data protection issue was raised. Carlie P responded that this had now been completed.	

<p>Carlie to talk to the web company regarding archiving of documents, i.e. minutes etc. Public can still access archive</p> <p>The Minutes were agreed and signed off.</p>	Carlie
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3 – BID Manager Update

	Actions
<p>Welcome Pack –List of Directors and to be produced in draft format</p> <p>Pop-Up Banner - Carlie has sourced a pop up banner, the cost of this is £70 + VAT. Printed and delivered</p> <p>Directory Page on Website - Carlie has been working with the web designers on the directory page. A discussion was had about how it should look, to include the BID logo and all contact details of the levy payers and what they do.</p> <p>A template to be designed to go to all businesses in the BID area so that all can have their links on the website and social media, so that all information can be available to all levy payers with everyone working together and possibly offering services to each other around the town.</p> <p>Jazz Festival - Carlie reported that she had a meeting on Tuesday 28th February with the organisers. Carlie to check that the link is correct – Jazz by the Sea and not Bournemouth Jazz Festival – John checked whilst in the meeting at it was fine.</p> <p>Carlie to report to the board after the meeting.</p>	Carlie
<p>High Street Landlords Ilona from Town Centre Management has been tasked with putting a Landlord's database together in the BID area so we can speak with them about vinyling the windows of vacant stores to make the High Street look more presentable.</p>	Carlie Ilona
<p>Meercats - Carlie to chase. All progressing fine</p>	
<p>Newsletter - Carlie to look at a new template and new set up, possibly Mail Chimp.</p>	Carlie
<p>igital Screens - Jonathan S and Carlie spoke about the screens and looking at locations again due to issues with planning consents and positioning of the screen to the benefit of the whole BID area.</p>	Carlie
<p>Digital pods were discussed instead of using screens and J C</p>	

Decaux are under review due to higher costs.

Chris Kirby of Big Screens met with Carlie prior to the meeting and has gone away to draw up CGI's with a more pragmatic view to see if the big screen view is feasible.

A possible location has now been suggested in the bus station and discussions with the AUB students will be happening too, in regard to their high street project.

John G to speak with L&G's signage people FRA regarding touch screen signage.

Welcome Signs in and around Poole were discussed, and it was decided that Carlie would speak with the Council again about signage to promote the Poole BID. Carlie has had a meeting with Ian Crumpler from Poole Council and will chase him for a response.

Footfall Report - It has been suggested that Carlie speaks with Springboard about taking over the Town Centre Management footfall counters, with the addition of one camera within the BID area. The cost that has been quoted for just taking over the contract, without the additional counter is £3,380.

Carlie to speak with them about renewing the contract, along with getting an additional quote from another company as a comparison to ensure best value.

Tourism Partnership - Agreed to become a Tourism official partner paying £1000.00 Agreed

Meetings with Adrian Trevett of Economic Development to be undertaken every 6 weeks to keep the BID updated on any developments within the BID area.

Event Proposals - Easter was brought up in the meeting with a possible Easter Egg hunt in the town across the Easter holiday period.

Carlie has been speaking with Global Radio, which encompasses Heart and Capital Radio. A proposal is to be sent to Carlie with regard to costs of advertising with the radio, along with contra deals and marketing proposals.

With regard to work capacity, Carlie told the meeting that she had the capacity at present but would inform them when she reaches capacity

John

Carlie

Carlie

Carlie

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4 – Seven Seas Festival

	Actions
It was decided that this was a no go for this year. Baiter Park is not within the BID area and it would be better to wait a year and plan for a bigger and better event in 2018.	

5 – Future Projects

	Actions
<p>Spring Clean - Gabi opened the discussion about tidying up of the town before the Maritime event in May.</p> <p>There are dirty shops, rough sleepers using the vacant shops as toilets. It is proving difficult to engage with retailers about keeping their areas clean.</p> <p>The subject of public toilets came up, and Andy G-W told the meeting that there was now a community toilet scheme, where retailers receive a discount on their rates if they allow customers to use their toilets.</p> <p>John G told the meeting that he was looking at getting all the paintwork in the bus station done before the event, and he offered the services of our maintenance and cleaning team to look at the cleaning and re-lamping of the subway over the coming weeks.</p> <p>It was also mentioned that the Council have a new machine for cleaning the public areas, i.e. bus station which will make the area look a lot cleaner than before.</p> <p>It was discussed to try and persuade levy payers to take part in a Clean Your Town Day – Gabi to action, with date setting to clean and dress the town. Maybe involve a competition to encourage people to take part.</p> <p>Carlie told the meeting that there were new projects in the pipeline and working with the local Safer Neighbourhood Team (SNT) would help. It was suggested that they be invited to one</p>	<p>Gabi</p> <p>Carlie</p>

<p>of the meetings. Carlie to organise.</p> <p>Loyalty Scheme - Look at having a loyalty scheme card and app – the landing page could encourage levy payers to take part and work together – linking with the website.</p> <p>The Maritime Day will be having an App and will be free once the day is over. Carlie to speak with Adene West-Webbe at the Council regarding this.</p> <p>High Street - It was mentioned about looking at the High Street, the planters, streetscape and street furniture with a view to improving.</p> <p>John suggested speaking to Chestnut Nursery as they are helping at the Dolphin Centre with planting etc and could help with planters down the High Street.</p>	<p>Carlie</p>
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6 – Premises

	Actions
<p>Heads of Terms have been agreed with the Landlord. John is chasing Mark Harvey of L&G for a response.</p>	<p>John</p>

7 – Financial Update

	Actions
<p>Andrew reported to the meeting that he had met with Lloyds Bank and all the money in the current account at present was receiving no interest.</p> <p>There is a 32 day account at 0.45% look at other options and get a list of charges on each account. Andrew found this is the highest and to open 32 day account</p> <p>Helen C was meeting with Jessica Tubbs of PKF on Friday to check out “Xero”. This would need to be uploaded with all historical data in order for it to work efficiently.</p> <p>Online access is required.</p> <p>At present Jonathan S and John G have a debit card and pin number, Helen has not received anything, Michelle has an access card but no code. They are all debit cards. Andrew to organise access for those approved to have it.</p>	

Helen will update the meeting next time.	Helen
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8 – AOB

	Actions
<p>Helen, Jonathan S, John and, Mohan to meet with Drew Mellor and Kate Ryan on a regular basis to share information. Good forum for both sides. Updates on Council’s plans for north area action plan. To keep a regular dialogue.</p> <p>Alyson resigned at the last meeting as Vice Chair. Gabi had put herself forward for the role and was voted in.</p> <p>Bins - Carlie to contact the baseline agreement team regarding the replacement of bins within the BID area. There is £30k available at the Council for these. Carlie to check timeline, the bins are on order. Can we be involved with design and position. The positioning of the bins is already with the AUB students as part of their project.</p> <p>Match funding was talked about – Mohan to action. Mohan to speak to the Big Lottery Fund. Look at the criteria needed to apply.</p> <p>Carlie to speak to Stefan at the Bournemouth Coastal Bid regarding match funding.</p> <p>Carlie to look into PR for the wifi project, for sending to the Daily Echo.</p>	<p></p> <p>Carlie</p> <p>Mohan</p> <p>Carlie</p> <p>Carlie</p>

9 – Dates of future meetings

Monday 13th March 2017 – Dolphin Shopping Centre