**Advisory Board Minutes**

**14 January 2013**

**Royal Plymouth Corinthian Yacht Club**

Present: Chris Arscott (CA), Sarah O’Leary (SOL), Annette Laurie (AL), Comron Rowe(CR) Lorna Pearce (LP), Chris Price (CP), Peter Cuddehay( PC), John Cabello (JC), Andrew Ashley (AA)

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| **ITEM** | **NOTES and ACTION POINTS** | **LEAD** |
| **1.** | **Apologies:**Charles Evans (CE), Nina Sarlaka (NS), John Buckley (JB), Lizzie Evans, Cllrs Sue McDonald, Ian Tuffin, Chris Penberthy. |  |
| **2.** **2.1** | **Minutes of Last Meeting** Minutes of last meeting agreed.Matters arising actions update and most achieved.Brittany Ferries talks are ongoing |  |
| **3.** | **Community feedback (CA/All)*** Acknowledgement of recent lack of newsletter communication and a discussion of the risk of disengagement with the community; all agreed the need for improved communications. Agreed Advisory Board papers need to be circulated a week in advance of meetings so actions could be picked up.
* Discussion and acknowledgement with representatives present that 2012 was the start up year and the BID needed time to increase its activity.
* Clear request in demonstrating to members projects being achieved, not just marketing, more tangible, visual impacts, to engage with the community more on the ground.
* SOL is not visible enough and needs to be less office based, more visibility in the community. Agreement to set up monthly drop in sessions, perhaps at the TIC, where Members could visit either SOL or AL to gain updates or engage face to face. Also agreed to set up an executive sub group to shape events with a specific focus on Christmas. Letter to go out to ALL members to invite them to participate.
* Group discussed Christmas and it was noted there had been no advanced warning of Christmas trees and looked a weak presentation.
* Height of Barbican Christmas sign needs to be elevated in future. AL will talk to contractors Blachere when they de-rig Southside Street.
* Representatives present requested an update on what the PWP marketing contribution achieved and confirmed events should take place over a longer period than shorter periods. Risk of criticism from wider community of being too Barbican focused. Require a strategic reprioritisation of delivery and communications. Question was raised around car parking and a suggestion of could Vue Cinema consider their car park becoming multi-storey. This item on hold for now.
* Discussion and acknowledgement of no Sutton Harbour Holdings presence at Advisory Board meetings, agreement they should contribute to the Advisory Board so they can inform BID Members directly. In addition, Sutton harbour’s re-development plans contain no reference to parking and a question raised by the Advisory Board.
* Suggestion that PWP achievements and work in development should be bullet pointed in less detail than previously presented at each Advisory Board.

**ACTIONS: AL/SOL** | **AL/ SOL** |
| **4.** | **Advisory Board Election Schedule (CP)*** Advisory Board elections – SOL and CP updated group on intentions and time lines, representatives present confirmed the Election note should be circulated with BID Levy bills.
* Question was raised regarding whether or not BID Levy will be split into two instalments during the second year of the BID. SOL confirmed it had previously been circulated to Members that the two stage instalments would be available during the first year of BID operation only. After discussion, SOL agreed to explore with PCC whether or not the Levy could be split again during 2013. If achieved, this should be advertised well to the Membership.

**ACTION: SOL** | **SOL** |
| **5.**  | **PWP Project Development*** Brown Signage – consultation presentation given by SOL incorporating drafts of proposed new signs, outline of phased approach to installation and key routes into the city to be enhanced. PC requested a copy of the slides. Feedback given to reference to The Hoe or Plymouth Hoe and suggestion of inclusion of direction to Albion. Advisory Board and Full Board will see completed versions before installation.
* Bretonside – presentation update given by SOL showing visuals and confirming there is still some work to be done but should all be in place over coming weeks. The aim is to map the bus station to the Waterfront and the rest of Plymouth. Advisory Board feedback is that it is a great improvement for just 1/3 share of £7,000 cost. Well done to PWP.
* SOL updated Advisory Board on handyman/cleanliness.
* AL updated Advisory Board on street trading consultation. Lots of feedback on lack of consultation with Advisory Board who felt they should know about initiative before it goes to full Board and consultation and PWP’s involvement before letter going out to community. SOL suggested it could be delayed for a few months to allow time for further consultation and this would be reviewed.

**ACTION: SOL** | **SOL** |
| **6.** | **Summer Marketing Campaign – SOL**Not dealt with as meeting overran. Rolled forward to next mtg. |   |
| **8** | **AOB**None |  |

Next meeting: 6th March 2013 2 – 4pm – Duke of Cornwall Hotel

Need continuous flow of footfall, rather than spike events of major events.

Local people have poor perception of the Barbican area ‘trouble’ and ‘too far’.

Three gateways into Waterfront, one at Buckwell Street, one through Bretonside and the other through Armada Way onto the Hoe.

Christmas lights switch on earlier in the day and in the month.