**Plymouth Waterfront Partnership**

**Advisory Board Meeting Minutes**

**2nd June 2014**

**The Holiday Inn**

Present: Kate Sparshatt (KS), Norman Holmes (NH), Mike Kitt (MK), Chris Price (CP), Derek Smith (DS), Sarah O’Leary (SOL), Josh McCarty (JM), Richard Taylor (RT), Carla Williams (CW), Martin Jones (MJ), Beverley Tremain (BT), Chris Evans (CE), Peter Cuddehay (PC)

Apologies: Cllr Sue McDonald, Cllr Chris Penberthy, Nina Sarlaka, Martin Bush, Yannick Loue, David Kewell, Michelle Watson, Marc Nash

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| **ITEM** | **NOTES and ACTION POINTS** | **LEAD** |
| **1.** | **APOLOGIES** Apologies were tabled.CP welcomed Peter Cuddehay of Bretonside Copy to the Advisory Board, who is rejoining after a year out and representing Professional Services within the Bretonside and Sutton Harbour area of the BID. |  |
| **2.**  | **Minutes of Last Meeting**Revision to last meeting’s minutes to include from MK: recognition of requirement to review signage around Mayflower Steps and feedback to Advisory Board. Revision to last meeting’s minutes to include from DS: comment of aerial filming using drones should require going out to tender. SOL agreed to amend the minutes.DS: Commented the minutes had not been circulated within the seven day requirement as agreed, must be adhered to in future.  | **SOL****SOL** |
| **3.** | **2015 Events Calendar**SOL requested the agreement to proceed with planning events for 2015, including 1) budgetary allocation to enable the Events team to commence activity planning and 2) engaging arts and cultural based community partner organisations to begin working with PWP in shaping events. As an example, SOL suggested growth of the Pirates Weekend in 2015, its fifth year, to encompass a doubling of the budget enabling an expanded activity to incorporate the entire Barbican and Sutton Harbour, Southside St road closure for optimum safety of children, three pirate ships and a Pirate cannon battle (ideally in The Sound).A discussion was sparked that included key points being shared:CE: Mayflower Steps is cut off point, all events take place on the Barbican.* Many events are not promoted including the Round Britain Island Race and privately organised events.
* Events boards should be located on The Hoe in prominent locations to inform visitors to the area of all forthcoming events.
* Shipping movements and weather forecasts could also be promoted with live stream information boards, such as the screen outside the Pavilions – could this be relocated to The Hoe?
* Hoe road closures: Whitsun is inappropriate also children’s activities on the road, please keep it open.

DS: Raised the subject of incomplete brown signage and SOL’s ‘lying’ when recording the project in green on the RAG rated list of projects, whilst RWY signs have yet to be seen beyond the Barbican. A debate ensued and the Advisory Board discussed the value of the RAG rated system (previously recommended by the group in May 2013). It was requested SOL recirculate the latest RAG rated list of projects for the Advisory Board’s consideration.General discussion over operation of the Advisory Board and effective delivery ensued. Discussion over personalisation of apparent non delivery targeted at SOL. Request from SOL that the Chair of the Advisory Board, CP, write to Chris Arscott, Chairman of PWP and the Waterfront Manager’s line manager, to formally record the Advisory Board’s frustrations with SOL’s communication. SOL: requested the Advisory Board reconsider their role, to ensure a more creative, shaping format for meetings to best represent business interests in the BID and design the way forward for project delivery. Essentially, if the BID is not performing to match their expectations, they are empowered to do something to improve it. KS: Enthusiastically recognised the PWP Pirates Weekend event was advertised widely and is a good platform to promote Plymouth, stating visibility on Twitter and Facebook was ‘excellent’ and local promotion good. A view echoed by others on the Advisory Board.BT: Shared Mayflower2020 plans having attended a meeting with Chris Arscott and others, their shared ambition to develop a forward plan.KS: Is planning a Massachusetts visits in terms of sharing arts/culture – exporting creative industries, with a trade mission planned for November. Further discussion took place around Mayflower2020 with a view that Destination Plymouth should be promoting Plymouth and targeting Mayflower2020. Agreement that the problem here is not communication from SOL to Advisory Board, it’s lack of communications from Destination Plymouth/PCC Events Team to PWP. If locals don’t know of Hoe events, how do visitors gain information about what’s happening?RT: Visited TIC team to seek an events poster for his shop window and was told ‘Events team thinking about doing poster’ yet one had not been produced as in previous years. RT: This is a Waterfront city yet for many months following storms, visitors couldn’t get near the water, closed off due to storm damage. Now improvements have been made and it’s easier to access areas.PC: Events flyer is not providing enough information, times, location details, etc. Not enough to drive footfall to the Visit Plymouth website. Suggest a monthly A4 flyer for what’s coming up each month, in addition to a one yearly events brochure. CE: Hoe top is rented to all kinds of events, not only PCC events, market what’s going on; updates should be distributed monthly. Advisory Board view that it is clearly evident that the Destination Plymouth and PCC Marketing & Events teams are understaffed, takes too long to have literature produced and Visit Plymouth website altered. Advisory Board requested SOL invite Jamie Yabsley Head of City Events and Marketing, to an extra meeting of the Advisory Board in early July meeting at 5pm, to share directly with him the views in planning for the rest of the year and ahead for 2015.Advisory Board requested sight of key performance indicators for PCC and Destination Plymouth in delivering the Marketing and Events and drawing down PWP Levy contributions. | **SOL****CP****SOL****SOL****SOL** |
| **4.** | **Annual Review – 18th June**Discussion of what content the session should take, including:RT: What is BID actually responsible for? What can it do and where does it have influence? What is role of the BID?Clear up misconceptions.CP: Finances: précis of how it lay for last financial year.Stress what has been achieved (due to BID’s existence).Hint what’s to come.CW: Reiterate BID area and Plan, as one and united voice.Clear on what PWP is responsible for.RT: Engagement from BID Levy payers, indicate there’s more that individual BID Levy payers can do and encourage more engagement. PC: Circulate Board minutes to Advisory Board | **SOL** |
| **5.** | **BID Voter Survey**JM: Accumulation of questions provided by Advisory Board and SOL, feedback sought from the draft circulated.Discussion that the survey should give accountability on different levels, clarifying what’s expected from the BID, from SOL, from PCC, from Advisory Board. Seeking which outcomes BID Voters want, looking to identify trends and more rounded answers. Agreed once signed off the survey should be circulated by email and hard copy by PWP with a thank you to the National Marine Aquarium.The Advisory Board expressed thanks to JM on behalf of PWP. | **JM/SOL** |
| **6.** | **Creating a Vision for the Waterfront**SOL: Described the way forward for the PWP Board in shaping a Waterfront Development Vision to inform the fifteen year strategic Plymouth Plan, scheduled for release in 2016. PWP would be leading on the shaping engaging Waterfront landowners and key influencers. Matt Coombes, PCC’s Acting Waterfront Planning Team lead would be conducting a workshop with the PWP BID Board within two weeks.Advisory Board requested a consultation with Matt Coombes in a workshop style forum.RT: Expressed the view that within individual Planning Applications PWP would struggle to inform at detail stage. A wider strategy was required for the BID to shape the future development of the areas. CP: Exciting times from PWP’s perspective, as Private Sector has its say. BID perspective, need to be transparent and strategic. Suggest Matt Coombes presents to main Board and Advisory Board together which was agreed.Weekly planning updates to the Advisory Board, SOL to chase up direct emails from PCC. | **SOL****SOL****SOL** |
| **7.** | **Barbican Wharves Signage**SOL: Gave presentation of The Barbican Wharves signage and the development concept with an indication of what was to come next, seeking Advisory Board support in developing a Planning Application for permanent signage.Discussion took place whether or not BID Voters should pay additional contribution to the BID Levy to be incorporated within trader listings in the new signage. Agreed the BID Voters should automatically receive the benefit having already paid an annual BID Levy.NH: Questioned whether or not promoting businesses would cause too much ‘noise and clutter’ on the signage?CP: Seek de cluttered streets – targeting reduction of A frames to create simpler signage and clearer streets. PWP BID gives inroads to PCC Depts including Planning, which should be tasked to work on reducing street clutter.CE: Gateway boards should be positioned across the Waterfront BID area, to work in tandem with forthcoming monoliths, providing maps and transport hub information. PWP should drive this through.Advisory Board agreed to support SOL and proceed with The Barbican Wharves Planning Application and committed time in Advisory Board assistance in shaping content.MK: Has identified a total of 46 business advertising boards along the Mayflower Steps and Commercial Wharf area, suggesting it was far too cluttered and should be addressed by the PWP BID, replacing with one large sign encompassing all businesses.All agreed to think about locations/content for Gateway boards and email the group including SOL who will pull together the plan. | **SOL** |
| **8.** | **AOB**CW: former West Hoe tennis courts site safety is poor, children playing on site. SOL to flag with Planning Dept and Cllr Sue McDonald.KS: developing a What’s On App for Plymouth, funding support from Culture Board, PCC and Destination Plymouth, on behalf of the Culture Board. Incentives to feedback on measure of economic impact of arts. Launching around Christmas. All welcomed this proactive work.PC: Outdated ‘New Pedestrian Island’ sign on lamp post outside Bretonside Copy. Can it be removed?NH: Attempts to create Beryl Cook figures trail outside premises in The Barbican, ABB members may pitch to Advisory Board in future for cash contribution to deliver the trail – likely cost of £2k per statue. All enthusiastically welcomed the scheme. SOL advised consideration of ground works costs and Planning Application costs for individual statues.MK: The Chancel have gone from red to blue in Fish 2 Fork, PWP should shout about it.CE: Thank you to SOL for fast response and support during storms, including provision of herris fencing to maintain security of the Maritimo premise. | **SOL****SOL** |

Next Meetings:

1. **Waterfront Development Vision Workshop with the main Board:**

**Friday 13th June**

**9.30 – 12pm, venue tbc’d**

1. **PWP Annual Review**

**Wednesday 18th June**

**3pm – 6pm, Duke of Cornwall Ballroom**

1. **Formal Advisory Board Meeting:**

**Tuesday 5th August**

**9am – 11am, Holiday Inn Hotel**