



## Bridgwater Town Deal Board

19<sup>th</sup> December 2022

2:00pm – 3:30pm

Teams Meeting

### MINUTES

#### 1) Introduction and Apologies

##### Attendees:

- Paul Moore,
- Paul Edwards,
- Doug Bamsey,
- Cllr Mick Lerry,
- David Mears,
- Ruth Lambert,
- Gavin Roberts,
- Nathan Mode – Dome Marketing,
- Kirsty Mode- Dome Marketing,
- Siobhan Wilson – Sunflower Social Media,

##### Supporting the board:

- Nathaniel Lucas,
- Erin Davey,
- Katherine Schollar,
- Jackie Gill

##### Apologies:

- David Ralph,
- Haf E Morris,
- Jonica Walkinshaw,
- Ian Liddell-Grainger,
- Justin Sargent
- Jaycee Ellis

##### Introductions were made,

- Erin Davey – Government Contact,
- Nathan Mode – Dome Marketing,
- Kirsty Mode - Dome Marketing,
- Siobhan Wilson – Sunflower Social Media,

- Cllr ML asked if the question asked at the previous Board Meeting regarding the Carnival sheds technical design and sustainability had been answered?
  - NL replied that the design had been shared and Paul was satisfied with the Proposal.

Previous minutes agreed as correct.

## 2) Progress & Updates

- NL Talked through the Town Deal Project Update circulated to Board Members.
  - RL commented that it was a useful document, could the comments column show what money had been spent? On the document it notes that the construction work is due to start in Autumn 2022, has this started yet?
  - NL replied that the design and feasibility had taken place, but that work had not yet started on site.
  - RL asked for the sheet to be updated to show this.
  - PM asked if a column could be included to show an overspend. Also, if the Celebration Mile could be split into projects.
- NL Explained that this was the first draft of the document and that all comments would be taken into consideration.
- NL suggested that it would be a good idea for the Board to Invite the Project Mangers to attend the Board Meetings on a rolling basis as this would provide a deeper level of information related to an individual project.

## 3) Introduction to Dome Marketing

- Nathan Mode gave a presentation on Dome Marketing and how it will improve the look and feel of Bridgwater, encourage people and businesses into the Town.
- The focus for Bridgwater is to concentrate on communications for the Town Deal rather than individual projects, there will be 12 to 18 months support to focus on local / regional media, audiences and engagement, basic monitoring and reporting. They will use an integrated approach using Media relations and press releases, social media activity and a dedicated Town Deal Website. The message will be to strengthen the heart of the town through culture, commerce, and continuity.
  - NL said that we need to get the message out that Bridgwater is open for business, to encourage people outside of Bridgwater to visit the Town.
  - Cllr ML added that it is about activating the Town Centre. We have a new Events Manager to work with. There will be a lot of internal Construction work and we need to get the message out that this will benefit the Town.
  - RL stated that what had been done for Glastonbury was brilliant and was looking forward to seeing what could be done for Bridgwater.
  - NL suggested that Board Members shared their Social Media platforms with Nathan, Kirsty and Siobhan.
  - DB stated it was good to have Dome Marketing on board and they will have an important role to play as you will be the voice of the Town Deal Board.
- Nathan explained that the Website would be an asset, to bring everything together.
  - DM said a dedicated Website like Northgate Yard has, will help to get the message out.
  - NL said the Website will be a springboard to other things, with links to other sites such as Visit Somerset, it will be important in attracting business to Bridgwater.
  - Cllr ML commented that we should engage with our Cultural Partners and attract people who have never used places such as the Arts Centre or the Engine Room. It

will be an opportunity for businesses to engage and to get information about contracts.

- GR stated that Bridgwater Chamber have a wide Data Base with local businesses and to make sure that Diogo Rodrigues Relationship Manager was involved.
- PM Thanked Dome Marketing for their time and the information shared and asked what was needed from the Board.
- Nathan responded that all links are important, and they will develop as they go along. Dome Marketing will be working closely with NL and the Town Deal Board.

#### 4) Board Governance and Responsibility

- Nathaniel gave a presentation on the Town Boards responsibilities from 2020 to 2022 and has outlined the responsibilities the Town Deal Board would have from 2023.
  - This includes the regularity of the board meetings to discuss progress and to ensure the projects deliver the vision.
  - The Town Deal Board will need to work collaboratively through the risks and issues.
  - The Town Deal Board will also need to be part of the Monitoring and Evaluation process.
  - Nathaniel also discussed the next steps for the Bridgwater Town Deal Board which included establishing the frequency of meeting, agreeing a level of reporting for the Board and to confirm Board Members are content to carry on in their current position.
- Cllr ML commented on the fact that a few Board members do not attend meetings without giving apologies. What the Government rules are regarding attendance?
  - PM agreed this was a valid point
  - DB suggested that the Board needed to be as broad as possible, but conversations were needed to find out why members cannot attend.
  - ED added that this was an ideal time to encourage New Members to the Board and to discuss what was needed from the Board.
  - DM added it was a time to review the memberships, approach Board Members not attending, find out why and invite others.
  - NL stated it would be useful to have some youth on the Board.
  - DM replied that the Youth Forum may be able to help, DM will liase with them.
  - DB suggested the Parishes and Towns needed to be involved,
  - DM said he was happy to approach them.
- PE proposed 2 meetings, one in Feb and one end of March
  - NL proposed 2<sup>nd</sup> week in February and End of March before the transition to the New Authority.
- PM Thanked everyone for actions on how to build and extend The Town Deal Board

#### 4) AOB

- PE asked if the Board could be updated if any of the Planning Applications had been approved?
- PM suggested a monthly email update.
- NL replied that an update can be produced, but it would be a decision for the Board on frequency.
- PM Thanked everyone for their continued attendance. Exciting times going forward. And wished everyone a Merry Christmas and a Happy New Year.

Meeting closed 3.30pm

### Actions Log:

Action item	Date Created	Action Owner	Progress	Completed?
Comments Column and Potential Overspend Column on Town Deal Project Update	19/12/2022	SDC	Completed	16/01/2023
Update Construction work start date Dunball Junction on Town Deal Project Update	19/12/2022	SDC		
Celebration Mile on Update sheet to be split into Projects	19/12/2022	SDC	Completed	16/01/2023
Project Managers to attend Board Meetings	19/12/2022	SDC		
Board Members to decide on frequency of Board Meetings	19/12/2022	Board		
Review Board Memberships	19/12/2022	Board		
Invite new Board Members to meetings	19/12/2022	Board		
Refresh TOR for Board on new responsibilities	19/12/2022	SDC		
Monthly Email update on Projects	19/12/2022	SDC		
Establish the level of decisions for Board	19/12/2022	SDC/Board		
Agree level of reporting	19/12/2022	SDC/Board		
Approach Youth Forum to gain a representative on the Town Board	19/12/2022	DM		
Approach Parish/Town Councillors to gain representatives on the Town Board	19/12/2022	DM		
Board to share their social media platforms with Dome Marketing	19/12/2022	Board/JE		