

EXMOUTH TOWN COUNCIL

MINUTES OF THE EXTRAORDINARY MEETING OF EXMOUTH TOWN COUNCIL HELD IN THE COUNCIL CHAMBER, TOWN HALL, EXMOUTH ON MONDAY 3RD OCTOBER 2011 AT 7.00 P.M.

PRESENT: Councillors: S Sutton (Mayor)
J Humphreys (Deputy Mayor)
B Cole T Cope
D Chapman M Chapman
T Dumper L Elson
S Gazzard P Graham
A Greenhalgh J Mitchell
M Mitchell B Nash
C Nicholas I Stewart
P Stott B Taylor
J Taylor R Turner
M Williamson E Wragg
S Wragg

APOLOGIES: Councillors V Duval-Steer and W McConnell.

SPEAKERS: Lucy Ball, Destination Management and Marketing and Ian McQueen, Chairmen of Trade and Commerce

The Mayor welcomed all, outlined the agenda for the meeting and declared a personal interest as Ian McQueen who was to speak as Chairman of the Chamber of Trade and Commerce was her partner and she wished it to be known that there was no financial interest or gain on either part.

38. PRESENTATION OF THE BID FEASIBILITY REPORT

The Mayor introduced Lucy Ball from Destination Management and Marketing who gave her background and an overview of her current role as BID Co-ordinator. She then presented the Exmouth Bid Feasibility Study Report which was a result of three months research and highlighted the positive findings so far. The BID would be best approached based on a geographical area which would link the town centre with the seafront. Following past research there was a strong case for the submission of a BID and the focus for BID monies raised would likely be on marketing, events and promotions. To set up a BID there would be a requirement for the formation of an organisation, Company Limited by Guarantee, which would take legal and financial responsibility for the BID together with the appointment of a BID Manager who would produce a deliverable BID proposal. DCC, EDDC and the Town Council would need to financially support the set up costs of the scheme with a pledge of £45,000 Section 106 funds as a result of the Tesco expansion to be redeemed. Future expenditure needed to support the BID process was shown in timetable format and identified steps and estimated costs with the anticipated timescale for a ballot being late September 2012 or sooner. Lucy Ball summed up the importance of Town Management and how businesses in other areas had benefited from successful BID investment and how BID's had encouraged businesses to work together.

The Town Clerk gave a more detailed overview of the costs of the Bid to support progress to Phase 2 and reminded those present that Town Management and Development had been an important policy for the Town Council over the decade.

Ian McQueen, Chairman of the Exmouth Chamber of Trade and Commerce, spoke on the benefits of proceeding with the BID and that the members of the Chamber wished to support the progress to the next phase.

PUBLIC QUESTION TIME

The Meeting was adjourned for comments and questions from Business Representatives who were present:-

Main Points of questions asked from the floor:-

- Publicity to date;
- Why had the Exeter ballot failed?
- Would funds raised by the BID be used to provide public services lost as a result of budget restrictions?
- Could Tesco Section 106 funding be better used within the Town?
- Could Phase 2 be achieved cheaper and quicker by local volunteers;
- The Exmouth Town Management Board supported the BID process;
- The businesses should not be denied the opportunity to vote on the BID;
- Would a charity be more beneficial than a Company Limited by Guarantee?
- Would the Company board be appointed by the Town Council?
- Support was needed to encourage businesses to engage and negativity was unhelpful;
- Town Management had covered the whole town not just the centre;
- Residents had in the past through their Council Tax contribution funded the Christmas Lights, TIC etc. and businesses and contributions had diminished;
- Future of the Town is for local traders and Exeter was not seen as a threat;
- Who decides how BID monies are allocated and would the Town Council override any decision?

Responses were given where appropriate:-

- If the BID was successful Local Authority contributions would offset staffing costs allowing more of the yield to be used for projects;
 - The ballot under legislation would take up to 12 months and Company Limited by Guarantee had proved in other BIDs to be the best entity to use;
 - Maximum costs had been shown but care would be taken to minimise spend whenever possible;
 - The Company Secretary and Financial Secretary would not be Directors on the board;
 - The Bid Board would be accountable against its business plan;
 - Exeter BID proposal had a split percentage approach and smaller business rate payers had been excluded from the process, for Exmouth an all inclusive approach would be taken;
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Note: The Mayor then reconvened the Council meeting.

The Council had before it the relevant minute of the Regeneration and General Purposes Committee (Min G27) held on 26th September 2011 and the recommendations therein:-

(a) that the recommendations in the report be supported as a way forward with financial commitments from EDDC and DCC to support the BID Manager's salary being important for making the case to businesses;

(b) that the employment of Lucy Ball, Destination Management and Marketing be continued to set up an Exmouth Town Company and to organise the recruitment process for a BID manager to ensure that the ongoing work continues to meet the projected timescale as shown in the report.

Councillor M Williamson then proposed, seconded by Councillor R Turner that the above recommendations be accepted.

Councillor S Wragg, seconded by councillor S Gazzard, requested a recorded vote.

After a full debate the recommendations were put and on a vote being taken were declared **CARRIED**.

Votes were recorded as follows:-

Voted for:- Councillors D Chapman, M Chapman, B Cole, L Elson, P Graham, A Greenhalgh, J Humphreys, J Mitchell, M Mitchell, B Nash, C Nicholas, P Stott, S Sutton, R Turner and M Williamson.

Voted against:- Councillors T Cope, T Dumper, S Gazzard, I Stewart, B Taylor, J Taylor, E Wragg and S Wragg.

39. DEVON COUNTY SHOW

Councillor M Williamson moved this item to be discussed at the next Full Council meeting and this was **AGREED** accordingly.

The meeting concluded at 9. 04 p.m.

Signed Date
(Chairman)