

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 8TH APRIL 2014 @ 2PM
AT BLAKEHAY, WADHAM STREET, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Tim Lamb
Steve Berry
Paul Batts
Mark Canniford
Iain Brimecombe

Apologies: Sharon Bennett
Mark MacGregor
Michelle Michael
Mike Lyall
Darren Fairchild
Chris Partridge
Lee Moulton
Sophia Michael

1. Minutes from last meeting

All agreed

2. Financial update

- End of year financials from Liberata made available at meeting.
- BID area RV list cleansed and total BID levy £269,000 – 2014/2015 invoices being sent out in April.
- BID P & L made available at meeting.

3. Projects

Marketing and Events

- Spring Fashion Show – was a success and attendance c. 230. Evening ran without drama. Event officer to contact all involved to see if there is demand for autumn show.
- Events Officer – 3 candidates invited to interview on 17th April.
- Love Weston activity – Poster advertising in place at Michaelwood Services over Easter period.
- Support of STA – Executive agreed not to support this year. SB to contact John Turner.
- ST contacting Liz Lewis at Grand Pier re airtime for tv advert for summer season.
- Christmas Market - 84 enquiries received by promoter and 8 deposits paid. SB/ST to catch up with Brian Newman after Easter – will propose 50% discount for BID members if vacant pitches remain.

- Events calendar attached with Family Fun Day dates. Animal have also contacted TCP regarding returning to Weston with their bike show. Date to be confirmed. A classic car show organiser also wants to use Town Square on a regular basis, first show to take place on 13th April and if successful, would become a monthly fixture thereafter.
- ST to contact Lynn Lovell regarding use of Town Square for bike nights.

Street Management

- Wardens dealing with reappearance of previous excluded persons.
- Warden's invariably first responders to increased first aid cases in the past month.
- Wardens congratulated by night time economy for collation and provision of incident reports for data capture exercise.
- Assisting businesses with outside areas with deep cleansing and degreasing prior to Easter.
- 64 hanging baskets ordered in preparation for May installation date.
- Bid submitted to Glendale for sponsored bedding plants.
- Falling crime figures and provision of 24 hour toilets means that we can make application for Purple Flag. Working with CSDAT on application process.

Access

- Provided details of town centre business offers to Deborah Matthews – coaching promotion. ST to obtain copy of artwork to be sent to coach operators.

Support

- BSG Steering Group detailed below – It was proposed that Paul Batts remain as Chair for a further 12 months, supported by TL as Vice Chair.
 1. Lee Moulton
 2. Michelle Michael
 3. Sophia Michael
 4. Paul Batts
 5. Iain Brincombe
 6. Tim Lamb
- Mark Canniford representing NSC/WTC
- Database of vacant premises has been produced – 65 empty units.
- Twitter reached 6503 followers.
- B2B offer page: Total - 3211 webpage views,
- BCR - Total c £56,000 (mostly utilities)
- ST working on newsletter which includes the annual report, ready for distribution in third week of May.
- Martin Slade contacting NSC re trade waste collections and May Gurney.

4. AOB

- BID objected to on street parking proposal for St Margaret's Terrace.
- Area 1 and 5 businesses within 100 metres of Argos made aware of proposed street trading application for a jacket potato catering unit.
- Simply Food planning application – no new application needed.
- ST to arrange meet and greet with Mercury Editor and business correspondent to discuss regular updates from BID for their business page.
- ST to embed recent BBC News VT into TCP/BID website if content deemed positive.
- WSMTCP received Borough Shield 2014 at recent Mayors Ball.
- All decided that a key element of the event and market co-ordinator would be to produce frequent media press releases and obtain key performance data as detailed in the business plan.

Date of Next Meeting: Tuesday 6th May @ 2pm – venue to be confirmed.