

**MINUTES OF BID STEERING GROUP MEETING
HELD ON MONDAY 16TH APRIL 2018 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Paul Batts
Michelle Michael
Sam Walker (part)

Apologies: Sophia Michael
Rachel Lewis
Police
Richard Nightingale
Diane Knowles
Louise – Idesign
Sara Pacey
Tim Lamb
Nick Cooke
Steve Berry
John Flannigan
Caroline Darlington
Kerry

1. Minutes from last meeting

All agreed.

2. Financial

2012	£243,559	92%	
2013	£240,639	95%	
2014	£245,446	91%	
2015	£257,516	95%	
2016	£240,269	91%	
2017	£240,796	97%	£7,182 remaining.

Still awaiting remainder of valuation dates for Dolphin Square and now advised by Liberata that 2017 BID levy cannot be invoiced retrospectively, however once valuation figures have been supplied, levy rates can be applied for 2018. ST contacted Mark Fisher for explanation.

BID invoices sent April.

3. Projects

Marketing

Pocket map completed and in circulation.

Social media managed on daily basis.
Press releases issued prior to Easter i.e. Child safe, Geocaching and Art Trail.
Researched the possibility of partnering with Weston Hospice to launch Weston Gift Card and Map – contacted Cheltenham BID who are a year into their scheme and they have advised not to proceed.

Events

Easter Egg Trail a success but town was awash with similar activities.
Sponsorship amounts confirmed with event organisers i.e. Pride and Eat Festivals.
Assisted with Eat Weston Festival, which took place on 7th April and was another huge success. MM requested details of organiser – ST to forward Producers Market continues and is now fully occupied.
ST to also forward details of Red Bull FMX stunt team to MM.

Street Management

Three wardens received and passed Chapter 8 training and can now assist with emergency road closures.
PB/Chris Webber to meet regarding additional hanging baskets.
Drug related ASB causing serious incidents i.e. knife crime. ST meeting Inspector to discuss policing within the town centre generally.
Bag & Tag continues – 14 to 18 rough sleepers being woken up daily basis.
North Lane constantly monitored but still not cleaned on daily basis – sharps being removed daily.
First Aid ongoing – attendance of paramedics sometimes very slow. Warden team now undertaking weekly check of defib on behalf of provider.
ST to remind wardens to patrol independently when safe to do so.

Footfall

	BLC		Prom	
	2017	2018	2017	2018
Jan	154,148	134,412	103,706	79,587
Feb	193,152	167,152	111,335	125,168
Mar	301,853	233,603	189,600	126,367

Support

Business Cost Reduction

Revisiting all business cost saving partners to review deals and following up leads from recent business visits x 35.

Maintaining website as required and photographing events.
Working on business cost brochure and hoping to include NSC Biffa deal and meeting with Bookers this week.

4. AOB

Update given on possible extension of Conservation Area.
MM highlighted that she was disappointed that there does not appear to be a master/ 5 year plan for the town centre which specifically needs to cover regeneration, events, marketing, PR, parking, university status, student accommodation, infrastructure, coaching, hotels and restaurants etc. ST to organise a meeting with most appropriate persons at NSC.

Date of next meeting: 21st May 2018 2.00pm McDondalds Training Room,
Regent St – TBC as Steve on annual leave.