

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 11TH AUGUST 2015 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Iain Brimecombe
Steve Berry
Dave Gwynne
Kobe Addai
Tim Lamb
Mike Lyall

Apologies: Sophia Michael
Martin Challenor
Mark MacGregor
Rob Mathias
Sharon Bennett
Michelle Michael
Beverley Tucker
Darran McQuire
Emma Lincoln
Darren Fairchild
Paul Batts

1. Minutes from last meeting

All agreed.

2. Financial Update

2012	£241,029	91%
2013	£240,026	94%
2014	£234,722	89%
2015	£219,721	80%

ST/BT met with new contact at Liberata (Castlewood)
P&L distributed at meeting.

3. Projects

Marketing

Love Weston - Peter Crew is now Chair of Tourism Committee supported by Jos Holder as Vice. PB/ST have agreed the Winter marketing campaign which includes washroom posters, petrol nozzles and train station advertising in Midlands/M5/M4 corridors.

Pocket Guide – BID to continue to support Pocket Guide in 2016 – unsure at this stage whether WTC will contribute financially? TCP also have concerns that numerous publications are being planned for 2016 but only two high quality publications are needed. Unsure how this will be resolved.

Events

- **Local Producers Markets** – Going from strength to strength.
- **Classic Car Shows** – Ongoing and working well. EL to source sponsorship for 2016 events.
- **Alive After 5** – in partnership with NSC and A&S Police. Events going well with further promotion and activities planned for upcoming weeks. Food & Drink vouchers on flyer. 5 weeks radio advertising on the Breeze funded by BID. Part of a bigger project for Purple Flag Accreditation.
www.aliveafterfive.net
- **Flower Show** – An amazing success which will hopefully be repeated in 2016. Horticultural Society have set date for Saturday 13th August but we have asked for them to consider whole weekend event. Would need BID funding for marquee/security. EL to meet committee to discuss budget in September.
- **Outdoor Living** – Another good event. Would like to repeat in spring 2016 for possibly whole weekend. Budget for marquee/security/promotion would be needed.
- **Fun Day Thursday** – Town Square event is Thursday 27th August, 11am-4pm.
- **Community Picnic/Food Festival** – BID/NSC supporting event with facilities/reducing costs for organiser. Picnic on Italian Gardens 12th Sept, which will help to promote Food Festival which is being held on 26/27th September. Outdoor Cinemas on Friday 25th and Saturday 26th.
- **Halloween** – Week of events for Halloween being planned, in partnership with:-
 - NSC Fright Night Saturday 31st at Grove Park
 - Backyard Events – various ideas for the week
 - Weston Museum – Night at the Museum Trail
 - Also hoping to involve Crossville, Blakehay, YMCA and local venues.
- **Christmas Lights Switch-On events** – Saturday 14th November – traditional ceremony perhaps fireworks if late night shopping.
- **Late Night Shopping** - 5 x Late Night Shopping Thursdays. Looking to have a children's costume character each week with photographs taken and uploaded online. Possible radio campaign "free after three" – both on and off street parking. ST to discuss with Elfan at Board meeting tomorrow.

- **Elf Trail** – runs 14th November to 17th December. Prizes sponsored by Nat West (?), to be presented on Thursday 17th December, with fireworks.
- **Traditional Christmas Market** – 20% subsidy for BID businesses approved by BSG. EL sent via weekly email and on social media. Runs from 14th December for one week.
- **Small Business Saturday** – Bus Tour – Thurs 26th Nov. ST to confirm free parking with Elfan.

Street Management

Wardens assisted with Regional and National In Bloom judging, Alive After 5, Corona Sunsets (town centre only), Outdoor Cinema, Flower Show and Outdoor Living events.

Wardens assisted BT on rolling road closure for erection of Meadow St bunting.

Liaising with Nat West contractors re bank refit, including several Licensing issues ie skips.

Met with Fire Officer re several issues in town centre.

Continuing to work with Police and CSDAT towards an October application date for Purple Flag.

Constantly reporting pedlars to police and NSC.

Working with businesses and rough sleepers to minimise impact on High Street.

Attended agency meetings as required.

Access

Order now placed for footfall counters. Installation date awaited.

Support

Blitz Tea Room, Nicks Bar, Smiths, Weston Mercury and Finest Blend all either using Sita or in process of transition. ST working with Sita to resolve bin weight charges.

MS photographed all recent events and all available on website.

Hand delivered newsletters to all BID businesses.

4. AOB

Weston BID renewal ballot – attached timings and costs.

Date of Next Meeting: Tuesday 8th 2015 2.00pm, venue to be confirmed.