

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 6TH AUGUST 2013 @ 2PM
AT GROVE HOUSE, WESTON-SUPER-MARE**

Present: Steve Townsend
Paul Batts
Mike Chetter
Mark MacGregor
Mark Canniford
Beverley Tucker
Steve Berry
Michelle Michael
Gavin Clements (Police)

Apologies: Liz Hughes
Mike Lyall
Nick Cooke
Darren Fairchild
Tim Lamb

1. Minutes of last meeting

ST provided overview of JB's response to NC's communication. Marketing sub-group – first meeting to take place on Grand Pier on 20th August at 2pm. SB and ST to meet separately to discuss members and agenda for first meeting. MC to extend invite to Pam/Sarah at St James Street again. Debbie Matthews and Darren Fairchild to be co-opted as and when needed.

SB/ST

2. Financial update

2012/13 - £224k or 84% & 2013/14 - £206k or 77%.
Liberata have issued final notices (178 for 2013/14 and 54 for 2012/13) on 30/7/13.
Still awaiting audited carried forward figure from last year (BWJ).

3. Projects

Marketing and Events

Love Weston visitor centre proving very popular and being well used by visitors and tourists alike. WTC have requested that BID fund extended October opening (£4,600). The majority of the group agreed that this was a considerable expense especially when Parkwood should be providing a service within the TIC at the Winter Gardens. MMacGregor was requested to clarify details of the SLA with Parkwood for this service and report back within one week. ST/PB suggested mobile visitor centre for next year.

MMAC

Street Fest – proved to be popular event, held on Grand Pier. Organiser

would like to do bigger event next year

Mobile phone apps – Big Local App now live and being well publicised within region.

Draft funding application form which will be used by marketing sub group to scrutinise funding requests was discussed and will be updated by ST with suggested amendments. MMichael offered to assist.

ST/MM

Forthcoming events – Weston Fringe August/September and Food Festival in September

Met with James Rogers who is keen to work again with BID for Christmas.

Another meeting to be organised in early September with DF from NSC.

Love Weston Winter Wonderland website has been shortlisted for award.

Planned to resurrect and use for 2013.

Love Weston website – WTC commissioned New Minds to do additional work to optimise website.

Quarter 2 newsletter being hand delivered w/c 12th August.

Street Management

Planning permissions received for banner locations but still chasing permissions from building owners. MMichael to speak to Sanders re fixings on Imperial Public House.

MM

Weston in Bloom judging took place on 8th July and BID team congratulated on floral displays in town centre. Award Ceremony to take place in September.

Chairman and BID team have been proactive publicising 101 and 888802 numbers. This has resulted in a day of action re street drinkers and a three week enforcement campaign by NSC to issue FPN's re waste. BT/Clean wardens inundated with black bag removal/rebagging requests.

PACT – praise received from residents for both NSC/BID warden teams.

Radiolink continues to support the warden team and intel/incident reports are being used for multi use project re night time economy.

BT acquired bins for installation at Meadow Street and also 4 multi use recycling bins for town centre use. All units being rebranded and installed mid August.

All street wardens undertaking customer service training.

ST provided overview on guidelines for pedlars and chuggers in the High Street.

BT requested to reinforce pedlar/chugger procedures with street wardens and remind wardens that they do not walk in pairs unless dealing with an incident. MMacgregor suggested that any recommendations regarding street wardens be reported directly to BT.

Access

Debbie Matthews has booked exhibition space at group travel expos (October/November) and continues to circulate event information to coach companies

Support

Twitter reached 4662 followers – 5th Aug

B2B offer page: Total - 1995 webpage views, 1434 unique visitors. July – 54 webpage views, 48 unique visitors. Business f/b – variable and dependent on type of trade but definitely slowing. Currently working with NSC on pilot 121 bus route discount scheme and looking to team up with YPK. Also, looking to run a Weston-Super-Saver promotion in conjunction with Mercury in Oct/Nov – pre-xmas.

Steady increase in BCR – Total c £22,500 (mostly utilities).

4. AOB

Feedback from BSG open meeting:-

More directional signage for specific areas.

Banners/stencils and obtain prices for pillar box signage

Coach drop off points closer to town centre.

MM offered to investigate with Transport team at NSC

Provision of additional family fun days.

Grove Village already taken place and Orchard Meadows planned for October half term.

Additional bins, including cigarette stubber plates.

Five additional bins acquired for Meadow Street and four multi use recycling bins planned to be installed in August around town centre, after rebranding.

Increase time restricted parking to four hours max.

BID will offer up suggestion at parking review in November

Stage two fashion shows each year.

First fashion show to take place March 2014.

Town Centre toilets – NC (not present) requested the closed town centre toilets are reopened as businesses are substituting this reduced service. MMacgregor stated that there simply not a budget available to do this, hence Weston Town Council and other concessionaries have stepped in where they can. BT to report back to NC NC
GC advised those present that the Police were holding a weekly clinic to report ASB every Tuesday 10—12 noon at Town Hall.
BT to chase CSDAT re pavement message stencils. BT

Date of Next Meeting: 2pm, Tuesday 3rd September, venue TBC.