

**MINUTES OF BID STEERING GROUP MEETING  
HELD ON TUESDAY 26<sup>TH</sup> FEBRUARY 2013 @ 2pm  
AT TRAINING ROOM, MCDONALDS**

Present: Steve Townsend  
Beverley Tucker  
Tim Lamb  
Paul Batts  
Dean Smith  
Darran Fairchild  
Mike Lyall  
Michelle Michael  
Liz Hughes  
Mark Canniford  
Gavin Clements

Apologies: Nick Cooke  
Mark MacGregor  
Mike Chetter

**Action**

**1. Minutes of last meeting**

All agreed as accurate. All other points to be covered in meeting.

**2. Financial update**

£207,000 now received. Requested another report to be run at end of February which will show status of outstanding accounts. MM offered to facilitate review meeting with Liberata. ST to chase.  
P & L was made available.

ST

**3. Projects**

**Marketing and events**

The following activity and spend was agreed by the BSG:-

January	B2B & coach promotion	1500
February	Explorer & NSC mini guide	1500
March	Family Week	5000
April	Landtrain	5000
May	Family Week	5000

June	Armed Forces & Airshow	7500
July	Nova & Super Week	8000
August	Weston Fringe	1000
September	Food Festival	5000
October	Halloween	3000
November	Christmas	
December	Christmas	15000

TV Advert	10000
Fun days	5000
Total	72500
Budget	75000
Contingency	2500

Love Weston website –PB gave overview of website/guide project and highlighted that he was now part of working party to take this forward. In summary, website and social media will be managed locally by Deborah Matthews and discussions are taking place with New Mind regarding hosting and DMS. Brochure has been distributed to TIC's and will contain an updated events listing insert. Mini guide is being produced by NSC and the smart phone app has been put on hold for foreseeable future. Copy deadline for Explore magazine is March 4<sup>th</sup> and bumper edition is expected. DF offered and subsequently supplied revised artwork.

DF provided overview of Land Train project and route that had been agreed in conjunction with Highways and Police. Train will be operational from 1<sup>st</sup> May for the season, whereby its success will be reviewed and a decision will be made to purchase. DF agreed to supply images of the train to BSG.

DF/ST to meet with Phil Judd regarding combining Armed Forces and Air show weekend.

TL to meet with Kirsten Hemingway regarding proposals for Weston Fringe 2013.

BT gave detail regarding family weeks and fun days and approval was given to work with Messages PR and Becky Condron to deliver.

ST/BT to complete High Street Innovation Fund application for market canopies and signage by 11<sup>th</sup> March – BSG approved matched funding if successful.

Street trading (markets) – DF provided an update regarding markets and street trading. DF/ST/BT to meet with Licensing at NSC on 1<sup>st</sup> March to discuss options available. BSG to be updated in due course.

## Street management

Street warden deployment guidelines completed and wardens being inducted in next two weeks.

BID area now been divided up into 10 areas and a member of the BID/Warden team is responsible for liaison with that area including newsletter delivery. Each business will also receive pre-arranged business visits over the course of the calendar year.

Checkpoint scheme to be installed w/c 4<sup>th</sup> March.

Grits bins now in place.

Revising warden hours as per business plan. Proposing 8.30am-5.30pm Monday to Sunday – evening patrols Friday/Saturday 5.30pm to 11.00pm and remove Sunday (excluding bank holiday weekends). ST to meet DS to discuss.

Winter Gardens office now available to cover day time shifts, 7 days per week.

### **Access**

NSC parking charges remain unchanged in the new financial year.

Deborah Matthews contracted four hours per week to continually update and market forthcoming events to group travel organisers.

### **Support**

Martin continuing to work with businesses on cost savings ranging from waste disposal to mobile telephones. He is now only able to act as “introducer” regarding insurance as FSA regs do not permit further involvement.

Business to business promotion has been launched and currently there are 41 offers available with 6 more in pipeline. Key rings have been circulated to majority of businesses and website received over 1,200 hits. Offers to be refreshed quarterly, and there is a possibility of launching residents key ring via a possible “collect a coupon” promotion in Weston Mercury.

MS continued to manage social networking on daily basis.

ST/DS submitted objection to planning application in Orchard Street.

## **4. AOB**

TL standing down as Chair as from April but will be able to continue as Vice Chairman. TL proposed that PB become BSG Chair as from April 2013 and MC seconded.

Working with St James/High Street South businesses regarding vinyl graphics on TJ Hughes building.

NC suggested having a regular meeting date i.e. last Tuesday of each month. All agreed.

DS suggested additional terms and conditions with role of BSG members and ST discuss with TCP executive.

DS suggested that we build an email database for all members and this information will be obtained from business visits.

**Date of Next Meeting: 2pm – Tuesday 26<sup>th</sup> March 2013 at McDonalds, Regent Street.**