

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 11TH FEBRUARY 2014 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Michelle Michael
Mark Canniford
Mike Lyall
Darren Fairchild
Chris Partridge

Apologies: Mike Chetter
Tim Lamb
Sharon Bennett
Steve Berry
Nick Cooke
Mark MacGregor
Paul Batts

1. Minutes from last meeting

- All agreed.

2. Financial update

- 2012/13 - £238k or 89% of £265k & 2013/14 - £232k or 90% of £258k.
- Bailiffs collecting outstanding debts.
- P & L not available at meeting. ST to attach to minutes.

3. Projects

Marketing and Events

- Spring Fashion Show – BT provided update.
- Events Officer – Closing date was 4th February. ST, SB, MM & PB to shortlist, interview and subsequently recruit –proposed interview date of 26th February, subject to PB/SB/MM being free.
- Meet with NSC re Family Fun Day road closures – costs attached. All decided that April fun days moved to Whitsun and/or summer holidays. BT to adjust prices to includes road closures at St James Street, Grove Village and Meadow Street. ST/MC to meet with Playhouse Manager re involving Playhouse in events.
- Events calendar attached.

Street Management

- Street wardens assisted with NSC Tide watch, assisting with crowd control and road closures.
- Wardens assisting NSC ASBO officer with project on street drinkers.

- Some of national retailers experiencing large bulk thefts from what appears to be professional shoplifters.
- Slight increase of fly tipping around the town centre.
- Spate of offensive graffiti appeared – clean and green team removing, where possible.

Access

- MC to obtain copy of three year Love Weston marketing plan and ST/PB will tie up with proposed spend versus activity for 2014/15.

Support

- Newsletter finished, printed and delivery commenced with emphasis on BSG nominations.
- RNLI charity fundraising postcard to raise profile of BID – purchases of the post card has been slow and reminders are being communicated during Feb newsletter delivery. Final collection will be in March. Spare cards will be given to WSM RNLI to help raise more funds. Database of vacant premises being audited during newsletter delivery.
- Twitter reached 5984 followers – 4th Feb.
- B2B offer page: Total - 2437 webpage views, 1764 unique visitors. 28% returning visitors. Jan 34 webpage views, 31 unique visitors.
- BCR - Total c £48,575 (mostly utilities) no change.
- ST to liaise with Elfan at next Board meeting re waiving of car park fees on future small business/national independents days.
- ST to request update on cardboard waste removal from Colin Russell at NSC.

4. AOB

- ST discussed nomination process for BSG, which closes on 28th February.
- Christmas lights retender meeting – 19th February 2014.

Date of Next Meeting: Tuesday 11TH March @ 2pm – venue to be confirmed.