

**MINUTES OF BID STEERING GROUP MEETING  
HELD ON TUESDAY 12<sup>TH</sup> JANUARY 2016 @ 2PM  
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend  
Paul Batts  
Steve Berry  
Darren Fairchild  
Tim Lamb  
Ben Sheldrake  
Beverley Tucker  
Sam Walker  
Sharon Bennett  
Iain Brimecombe  
Mike Lyall  
Richard Nightingale

Apologies: Sophia Michael  
Martin Challenor  
Mark MacGregor  
Darran McQuire  
Michelle Michael  
Rachael Lewis

**1. Minutes from last meeting**

All agreed.

DF to arrange the clean of Silica by end of January 2016.

**2. Financial Update**

|      |          |     |
|------|----------|-----|
| 2012 | £242,055 | 91% |
| 2013 | £240,242 | 94% |
| 2014 | £242,269 | 90% |
| 2015 | £245,192 | 90% |

2016 invoicing list to be sent to Liberata end of February.

**Reballot**

ST to meet with Lucy Ball & Plum to discuss reballot. SB raised concerns on how BID can service non-BID levy payers within a defined area. ST highlighted that these businesses could join BID by making a voluntary contribution equivalent to 1.5% of their businesses rates.

WSMTCP Board will request financial support from NSC and WTC to help fund reballot.

### **3. Projects**

#### **Marketing**

**Love Weston** – update attached. Business plan and SLA awaited from WTC. Advertising package proposal considered by the BSG and it was unanimously decided not to proceed as additional funding is not available. Regular meeting to be set up between NSC/BID and WTC on monthly basis so all parties are aware of destinational marketing activities.

**Pocket Guide** – All agreed and initial discussions have taken place re coach welcome and costings have been provided.

#### **Events**

##### **Christmas**

Best Dressed Window – Judged by Mayor and awarded to Walker & Ling.

Elf trail – huge success this year due to “Help it’s the school holidays” media link.

Late night shopping entertainment well received but weather caused problems with planned firework display.

#### **Future**

Preliminary meeting took place in December with DF/SP to discuss logistics of event and marketing for 2016. Notes from this meeting to be used as a basis of an SLA which will be confirmed on 19<sup>th</sup> January 2016 by SB. The future and composition of Marketing Sub Group meetings will also be decided at this time.

#### **Street Management**

Uniform rebrand planned – SB proposed purple which will tie into recent Purple Flag Accreditation. This, along with wording, was agreed by the group. ST to meet with Gail Parsons to source supplier.

Wardens assisted with all Christmas events and New Years Eve night time economy.

“Begging” signage now installed in the High Street.

2000 Glendale sponsored bedding plants to be utilised within the BID area.

Sunnyside Road depot closing end of March 2016. Alternative storage area required for equipment.

Clean wardens visually inspecting Christmas illuminations on daily basis and organising any necessary repairs.

Wardens attended "Rough Sleepers" training with St Mungos homeless charity.

Purple Flag accreditation now received. Comms meeting to take place Wednesday 13<sup>th</sup> Jan.

BT to moderate SW twitter account to ensure positivity.

Attended agency meetings as required.

## **Access**

Stats distributed at meeting. ST to speak to Springboard to create a bespoke report and publicise monthly on website. TL to approve.

## **Support**

Sita continue to sign up new businesses, and have most recently been working with Nightingales. Sita customer service has fell short of expectations, in particular with reference to McDonalds. BSG decided to continue the partnership with Sita, however a formal complaint regarding customer service to be sent to Regional Development Manager. ST to meet Tula Walsh to explain this personally.

Steady stream of utility and insurance enquiries, all of which have been passed to our broker.

MS updated the website and photographed all Xmas and late night events, including costume character Facebook uploads.

## **4. AOB**

The Group decided that all future meetings will be held on the third Monday of each month. Future meeting dates are detailed below:-

15<sup>th</sup> February

21<sup>st</sup> March

18<sup>th</sup> April

16<sup>th</sup> May

20<sup>th</sup> June

18<sup>th</sup> July

15<sup>th</sup> August

19<sup>th</sup> September

17<sup>th</sup> October

21<sup>st</sup> November

19<sup>th</sup> December

TL proposed that a separate rebalot group be formed and first meeting to be held in March.

**Date of Next Meeting:** 15<sup>th</sup> February 2016 2.00pm, McDonalds training room.