

**MINUTES OF BID STEERING GROUP MEETING
HELD ON MONDAY 16TH JANUARY 2017 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Tim Lamb
Beverley Tucker
Ben Sheldrake
Paul Batts
Steve Berry
Nigel Downey
Diane Knowles
Iain Brimecombe

Apologies: Sophia Michael
Martin Challenor
Darran Mcguire
Rachel Lewis
Darren Fairchild
Katherine Cutlan
Sarah Blytheway
Mike Lyall
Michelle Michael
Mark MacGregor
Nick Cooke
Richard Nightingale
Sam Walker

1. Minutes from last meeting

All agreed.

2. Financial Update

Financial

2012	£242,366	91%
2013	£240,508	95%
2014	£245,133	91%
2015	£256,269	95%
2016	£234,677	87%

Re-ballot

Following a very time consuming campaign and ballot period, we achieved a majority to secure the BID for another five years. Turnout was 141 (34%) and those voting yes were 72 versus 67 (2 spoilt ballot papers).

Tasks to be completed by end of January (PB/TL/SB/ST/BT)

- Ops agreement to be updated and baseline for all services to be signed off. ST to chase MM and JB
- Composition and role of BSG – ST to contact neighbouring BIDs before next Exec meeting but list for information below:-

WTCP director	Richard Nightingale
WTCP director	Steve Berry
Senior Officer NSC	Mark Macgregor

Six BID reps

Orchard Meadows	Paul Batts (Chair)
Weston Gateway	Tim Lamb (Vice Chair)
Grove Village	Vacant
Seafront	Michelle Michael
High Street	Iain Brimecombe
Just off the High Street	Sophia Michael

Co opted

Police	Nigel Downey
WTC	Caroline Darlington (Love Weston)
NSC	Darren Fairchild (Events)
	Rachel Lewis (Regeneration)
Pubwatch	Vacant

M&S	Ben Sheldrake
Sovereign Centre	Nick Cooke
Rose & Amber	Diane Knowles
Walker & Ling	Sam Walker

- Prepare proposed events and advertising activity – attached.
- ST obtaining quotes for street warden service for a 212 hour week contract. ST/PB/TL to review and present recommendation for approval at next Board Meeting in February.
- ST to review BSG constitution

- ST/BT to meet Liberata to review collection process over last five years and put in place recommendations going forward.

Projects

Marketing

Love Weston – update to be attached to minutes. From April 2017, Love Weston contribution will be in the form of a financial contribution towards the mini guide/map. PB/ST met with Caroline Darlington of Town Council who will be managing the Love Weston website, Visitor Centre and producing the map.

Events

Classic Car show - worked with organiser to deliver autumn/winter dates – Town Square remodelling to take place Jan-August 2017 – NSC to agree alternative venue with organiser, if possible.

Organised very successful Christmas lights switch on event but due to freezing fog numbers were low and fireworks had to be cancelled. John Challis very popular as always.

Five Gold Ring promotion (in conjunction with Mercury and Caboodle) planned and executed. More than 1,000 entries each night.

Small Business Saturday activity organised for BLC.

Local Producers Market busy again this month and in April 2017, will incorporate a Food Festival throughout the High Street (subject to necessary permissions)

ST/BT to attend social media training workshop (TG).

BID sponsoring Customer Service Award at Weston Business Awards, which is to be held on Saturday 4th February 2017 at Royal Hotel.

Street Management

Rough sleepers – Street wardens to be trained Wednesday 18th January regarding procedures on removal of unattended/discarded sleeping material and belongings. ST to liaise with NSC re PSPO, which includes powers to manage the problem of rough sleepers going forward.

Working with Police and retail businesses to deliver objectives re Operation Heron i.e. training for shop staff to deter and disrupt potential shoplifters.

Operation now on hold until April.

DG attending PCC Business Crime Forum in Bath this week.

Street wardens worked late night shopping evenings/lights switch-on.

ST to expedite CSAS training via Mandy Bishop at NSC, once warden contractor is in place.

Working with Somerset Wood Recycling and Weston in Bloom to install new and replacement planters in Boulevard/BLC. Will discuss BID/WTC branding with Weston in Bloom.

BT obtained 1000 plants via sponsorship from Glendale.

6 new hanging baskets to be installed in Meadow Street and 12 at The Centre.

Purple Flag interim assessment has been passed and press release being prepared. Monthly meetings and actions continue.

Attended agency meetings as required.

Access

	BLC		Prom	
	2015	2016	2015	2016
Oct	234,595	253,406	154,783	125,825
Nov	196,495	197,422	84,399	71,697
Dec	232,272	239,633	108,174	110,177

ST to contact Mercury re positive press release.

Support

As per new business plan, MS will develop and increase business cost reduction and employee benefits, using local suppliers where possible. MS to also amalgamate two websites (BID/WSMTCP) and maintain.

ST/PB to review MS service before next Board Meeting.

4. AOB

CHAT sponsorship – ST to meet with Terry Gilbert regarding CHAT sponsorship.

ATCM meeting to take place in Salisbury in January and Revive & Thrive meeting to take place in Exeter in March – ST/BT to attend.

Grant application received from Pride, which is due to take place July 2017.

Application discussed by group, who proposed that £1,000 should be awarded, subject to approval by the Board on 8th February.

TL suggested that BID (2) should be generating secondary income from sponsorship, advertising and donations. It was agreed that £10,000 should be the target in year 1 and ST will produce a proposal for the March BSG meeting.

Date of Next Meeting: 20th February 2017 2pm at McDonalds Training Room.