

MINUTES OF BID STEERING GROUP MEETING

HELD ON TUESDAY 29TH JANUARY 2013 @ 2pm

AT TRAINING ROOM, MCDONALDS

Present: Steve Townsend
Mike Chetter
Beverley Tucker
Tim Lamb
Paul Batts
Dean Smith
Darran Fairchild
Mike Lyall
Marc Flavell – Police
Michelle Michael
Mark MacGregor
Martin Slade (part)

Apologies: Liz Hughes
Mark Canniford
Nick Cooke

Action

1. Minutes of last meeting

All agreed as accurate.

2. Financial update

ST provided up to date figures on outstanding BID levy and current status on each account. PB requested that outstanding levy be sectioned into BID areas and made available to BSG reps. ST was requested to obtain BID levy collection revenues with neighbouring BID areas.

ST

MM/ST to meet mid February to review Liberata progress with non-payment, prior to escalation to NSC. BT to obtain copy of Operating Agreement from John Brentnall before meeting takes place.

ST/MM/BT

P & L distributed at meeting

3. Projects

Marketing and events

Xmas lights extended to St James Street. New Xmas illuminations throughout the town centre.

Xmas lights switch on event was huge success, attracting a record crowd.

Quality late night shopping entertainment provided by Messages PR including Titan the Robot.

Weston Winter Wonderland was a step forward versus what has been provided in previous years, but due to adverse weather in December, attendance was average. BSG was asked to give consideration to whether this event repeated this year.

BSG to decide at next meeting.

BSG

DF gave update on PR and web stats from Plum Communications.

Xmas market has been given automatic renewal for next year and we have the choice of working with operator or letting it continue as was.

ST to meet with market operator. BT made the group aware that other operators have applied for summer markets and would ensure necessary objections on behalf of BID and neighbouring businesses.

ST/BT

MM offered to arrange meeting with Mandy Bishop and Felicity Baker of NSC regarding street licensing issues within BID zone.

MM

DF advised that NSC, in conjunction with WTC, would be purchasing a land train which would operate within the town from April this year and has requested a financial contribution from BID, ideally £10,000.

TL requested that the proposal be circulated to BSG members so that a considered decision can be made.

DF

ST presented proposed events activity for 2013 and would meet with Messages regarding additional proposals.

BSG to revisit at Feb meeting.

ST

A lengthy discussion took place around Love Weston website, brochure etc. ST was requested to organise meeting with Weston Town Council to suggest the BSG's preferred way forward with this project.

M Michael /PB to attend.

ST

BT assisting Terry Porter with fashion show and we have been given permission for it to become a BID event from 2014.

Working with Sally Packer re September Food Festival.

BT to cost up BID branding to be used at events and will discuss with Messages PR.

BT

ST liaising with Peter Undrey at Winter Gardens re stadium seating Presently stored at Hutton Moor for use at town square events.

ST

Street management

Deployment guidelines completed and approved by partners.

BT/Gail Parsons/Police to meet with wardens to induct on contents.

MM/DS to meet before 4th February and forward any recommendations to BT.

MM/DS

Monthly meeting held with Vanguard – plan to introduce KPIS, from new financial year, in conjunction with MM.

Contractor implementing “checkpoint scheme” around BID area to evidence patrols.

New female BID wardens now working as part of warden team.
Wardens now able to use Premier Travel Inn as night time base.
MM to provide update on NSC Confirm system at February meeting. MM
Purple Flag – Second Purple Flag held. Benchmarking now taking place
to find out exactly where our town centre is, against Purple Flag criteria.
David Gwynne to meet with Purple Flag organisers to clarify position
re issues that we can have no effect upon. DG
Intel database continues to work well with an 84% sign up.
Street warden activity stats were made available.
BT met with NSC Waste Dept re town centre waste enforcement.
Lots of ideas but financial implications will restrict progress.
Seven new bins installed in town centre.
Joint PR initiative with Police, highlighting police and warden activity in
town centre. Weston Mercury feature.
Gail Parsons attended PACT residents meeting to give overview of
wardens and activities. All positive comments received.
Gritter/Snow plough used extensively during inclement weather to
make town centre accessible to all and MM congratulated teams for
recent efforts.

Access

Debbie Matthews has compiled comprehensive coach database on
top 100 coach operators operating in the UK. ST proposes that we
employ Debbie for 4 hours per week (£2,000 per annum) to continually
expand data and positively promote events in Weston to named contacts.
ST to present proposal to TL for sign off. ST
ST met with Clevedon based company who can provide wifi coverage
within the town centre. Next stage is to map town centre to establish
how many transceivers will be required and therefore establish cost.
NSC assisting with possible funding sources.

Support

MS gave update on Regency purchasing and cost reduction, business to
business promotion and social networking projects. M Michael
requested that MS ensure that promoters capture redemption figures so
that we can measure of success.

4. AOB

TL advised that due to business commitments, he would be unable to
continue as chair, and proposed that PB assumed position from April.
TL offered to support PB as Vice Chair. TL highlighted that he welcomed
Applications from the area reps and requested that he be advised by
email, prior to next meeting.
Innovation Fund application currently with NSC Legal Dept.

When approved, application will be made for Orchard Meadows and St James Street banner signage and farmers market canopies (match funding up to £10,000).

Collating stats for compilation of forthcoming annual report.

BT to chase BSG members for outstanding figures.

BT

Newsletter being hand delivered first week of Feb.

On street car parking was discussed and it was highlighted that loading bays were being used by illegal parkers.

MF will update town centre police team.

Date of Next Meeting: 2pm – Tuesday 26th February 2012 at McDonalds, Regent Street.