

**MINUTES OF BID STEERING GROUP MEETING  
HELD ON TUESDAY 14<sup>TH</sup> JANUARY 2013 @ 2PM  
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend  
Paul Batts  
Beverley Tucker  
Steve Berry  
Nick Cooke  
Mark MacGregor  
Michelle Michael  
Mark Canniford

Apologies: Mike Lyall  
Mike Chetter  
Darren Fairchild  
Tim Lamb  
Sharon Bennett

**1. Minutes from last meeting**

- All agreed.

**2. Financial update**

- 2012/13 - £238k or 89% of £268k & 2013/14 - £229k or 89% of £255k. ST to chase up to date liability order list from Liberata.
- Bailiffs collecting outstanding debts.
- P & L distributed at meeting. ST gave overview of budget for 2014/2015.

**3. Projects**

Marketing and Events

- Elf trail generated 100 visits per day to the participating stores over the two weekends in December.
- Spring Fashion Show has been confirmed for March 2014. BID team will work with Weston College and town centre retailers to provide a Fashion Week.
- Marketing and events co-ordinator - all agreed that we should proceed and recommendations were made to job advert. ST instructed to place in Mercury asap.
- Draft events calendar attached.

Street Management

- Wardens team were very busy in the run up to Christmas with shoplifters, which intelligence suggests were stealing to order.
- Wardens on duty on New Year's Eve, which was relatively quiet due to inclement weather.

- Continual problems with Polish gangs – shoplifting and ASB.
- Wardens assisting with NSC tide watch team – enforcement of road & footpath closures. Details awaited.
- Wardens have completed customer service and crowd supervision training.

#### Access

- Proposals regarding coaching and group travel market will now form part of the Love Weston campaign. M Michael suggested that the BID £8,000 contribution for the coming year is actually spent on agreed and specific projects, as opposed to not being ring fenced and being amalgamated with Town Council budget. All agreed that this is the right approach to take and PB would lead.

#### Support

- Composing narrative for February newsletter which will also include nomination form for election of area reps. This will be followed by a separate ballot which will be hand delivered to all businesses in March, in preparation for the new financial year. ST also suggested that
- TCP directors need to be re-elected at next Board meeting.
- Twitter reached 5927 followers – 7th Jan. Tweets will now only focus on good news stories and beneficial information.
- B2B offer page: Total - 2405 webpage views, 1739 unique visitors. Dec 101 webpage views, 81 unique visitors (down slightly on Nov) reflecting the Mercury promo and Heart Angel activity at Xmas lights switch-on (Nov) and Small Business Saturday on 7<sup>th</sup> Dec. ST to speak to Elfan about waiving car park fees on future Small Business and National Independents events.
- ST to obtain usage figures on BID Discount Card
- BCR - Total c £41,575 (mostly utilities).
- 5000 RNLI charity fundraising postcard to raise profile of BID – to be sold via members and publicised in Mercury. 130 businesses accepted over 2500 postcards. 69 businesses agreeing to sell to public. Hoping to raise £1000 to help RNLI and raise profile of Weston BID.

#### 4. AOB

- Car Phone Warehouse rumoured to be new retailer at Flowerdown Retail Park (next to Costa).
- Christmas lights very problematic this year with faults being reported to Lamps & Tubes on daily basis. ST working with Town Council regarding retender of contact.

**Date of Next Meeting: Tuesday 11<sup>th</sup> February @ 2pm – venue to be confirmed.**