

**MINUTES OF BID STEERING GROUP MEETING
HELD ON MONDAY 15TH JANUARY 2018 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Paul Batts
Steve Berry
Sam Walker
John Flannigan
Caroline Darlington

Apologies: Sophia Michael
Rachel Lewis
Police
Richard Nightingale
Diane Knowles
Louise – Idesign
Sara Pacey
Michelle Michael
Tim Lamb
Nick Cooke

1. Minutes from last meeting

All agreed.

2. Financial Update

2012	£243,559	92%	
2013	£240,639	95%	
2014	£245,446	91%	
2015	£257,516	95%	
2016	£240,269	91%	
2017	£239,729	93%	£12,836 remaining.

Still awaiting valuation figures for Dolphin Square – not in rating at present.

3. Projects

Marketing

Grove Village/Orchard Meadows/High Street BID pages on Love Weston website now complete – working on the Gateway which will include update on regen projects.

Organised Christmas switch on event which was popular. Xmas lights installed, and daily checks took place. Boulevard trees north problematic and

suggestion to resolve requested from Lamps & Tubes. Suggestion received by trader in Orchard Street for extension for lights and JCH suggested construction of bespoke wooden fencing for tree 2018.

Five Gold Rings promotion took place on every late-night shop, in conjunction with Caboodle and Weston Mercury. Over 1000 entries each night with extensive media coverage.

BSG to consider proposed marketing/event activity for 2018 at January meeting.

Events

Remembrance Sunday – again large turnout. Big screen and lamp column mounted poppies partially sponsored by BID.

Christmas light switch on – Panto stars assisted Mayor with switch on. CD suggested working with Hildesheim if their December visit coincides with switch on and/or late night show.

BID assisting Weston Town Council with Literary Festival, due to take place in February 2018.

ST/BT to meet with JF to discuss provisional high quality event activity in town centre – all agreed that £5,000 could be available to pump prime suitable events.

Street Management

High Street baskets planting scheme ordered for 2018. South West in Bloom being entered this year following a rest year in 2017.

Operation Jingle took place over festive period.

PSPO – refresher training to take place on 16th January.

“Bag and tag” suspended over Xmas period and awaiting further instruction from NSC. Wardens will clarify position going forward at next Street Community meeting. Rough sleeping issues attracting a lot of media interest locally, regionally and nationally. JF to liaise with Seafront & Events Team and Community Response re seafront shelter.

Scaffold boarding solution installed at old BHS & Post Office premises.

North Lane – existing problems still persist, multi-agency meeting taking place on Thursday.

Purple Flag reassessment successful following extensive re application process.

Pubwatch working very well under new Chair – invite Paul (Cameo) to future meetings.

Footfall

	BLC		Prom	
	2016	2017	2016	2017
Jan	146,462	154,148	78,154	103,706
Feb	176,420	193,152	104,419	111,335
Mar	330,592	301,853	231,798	189,600
Apr	313,604	406,489	209,294	330,177
May	332,101	290,575	321,008	276,542
Jun	435,982	431,422	401,211	417,719
July	381,527	352,035	370,750	314,496
Aug	485,662	439,417	457,397	400,713
Sep	439,140	390,081	295,289	276,715
Oct	233,440	231,243	135,055	141,925
Nov	197,422	178,027	71,697	95,804
Dec	239,633	216,678	110,177	97,192

Footfall year to date is 2.6% down.

Support

January newsletter being compiled and being delivered before the end of the month (to include Purple Flag section)

Business cost reduction continues.

App being updated with offers/benefits when obtained.

Website updated and maintained.

Social Media managed.

Town Centre Regeneration

Dolphin Square

Official opening of Cinema – 24th January.

The Stable

Now open with meeting rooms available to hire.

Italian Gardens

Complete – phase two subject to funding and planning.

Locking Road/Sunnyside Road

No update

Station Road/Alexandra Parade

Letter of support provided re funding BID to LEP.

Orchard Meadows

20mph speed restrictions to be introduced – unsure of date at present.

4. AOB

Car Parking – some businesses still experiencing loading bay penalties.

Pay & display being introduced on Sundays.

General discussion took place regarding Cleaner Coastline Campaign, which BID are supporting. SW suggested a jute bag scheme, with BID logo on, for the town centre. ST/BT to meet with Sam Walker to discuss.

Date of Next Meeting: 19th February 2018 2pm at McDonalds Training