

**MINUTES OF BID STEERING GROUP MEETING
HELD ON MONDAY 16TH JULY 2018 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Paul Batts
Sam Walker
Nick Cooke
Hayley
Sara Pacey
Caroline Darlington
Michelle Michael

Apologies: Rachel Lewis
Kerry O'Neil

1. Minutes from last meeting

All agreed.

2. Financial

2017/18	
Income Collected:	
BID Levy Collected	226,235.62
NSC Liability	10,222.50
Total Collected	236,458.12
Collection Fee	- 8,219
Payments Made	- 234,000
Total Paid	- 242,218.56
Remaining Balance	- 5,760.44
Collection Rate:	
Invoices Raised	233,417.62
Invoices Outstanding	7,182.00
Invoices Paid	226,235.62
Collection Rate	97%

2018/19	
Income Collected:	
BID Levy Collected	185,701.51
NSC Liability	13,878.75
Total Collected	199,580.26
Collection Fee	8,384
Payments Made	- 58,500
Total Paid	- 50,116.44
Remaining Balance	149,463.82
Collection Rate:	
Invoices Raised	251,119.87
Invoices Outstanding	65,418.36
Invoices Paid	185,701.51
Collection Rate	74%

P & L distributed at meeting.

3. Projects

Marketing

Social media managed on daily basis.
Pocket guide continues to be extremely popular with visitors – SOVSC dispenser missing – NC will get team to locate.

Continue to attend Event Regeneration group, ensuring that marketing and PR is a continual action.

Caroline Darlington gave update on the new WTC website, as detailed below:-

WTC are pleased to announce that their new website, which has a stunning and easy-to-use design and has been developed to work well on all devices, is now up and running. The new Visit Weston-super-Mare brand identity stands proudly on the site, complemented by a fresh, contemporary design, with brand new imagery and lots of informative content. The area's tourism businesses benefit from the inclusion of the new exposure-boosting featured Items functionality and a combination of the improved What's Nearby map and Mobile Map link allowing visitors to explore their vicinity like never before. Weston-super-Mare's packed, year-round events programme takes centre stage, with the Weston Air Festival, Weston-super-Mare Carnival and a host of food festivals, concerts, markets and historical celebrations all instantly accessible. Visit Weston-super-Mare has also committed to a 12-month SEO project to build on the success achieved by its predecessor in terms of organic traffic generation and its top 3 rankings for a range of competitive keywords.

Discussion took place regarding Purple Flag web page as Howard Pothecary needs to ensure that licensed premises associated with the scheme meet some expected criteria. Hayley suggested introducing Best Bar None and ST stated that an in-house version was in development. CD/Hayley exchanged contacts details regarding promotion of licensed premises and events generally for Pubwatch members.

Events

Producers Market on 14 July. All pitches occupied.

Real Ale Festival 27/28/29 July.

Weston Pride 28 & 29 July.

Street Management

AL will be leaving Street Warden Team on 29th July and a job offer has been made to potential replacement (WBCRI)

Bicycle lock planter has been installed on Big Lamp Corner and will be trialled. Sponsorship needed to implement further installations ie Italian Gardens.

BID entered bespoke South West in Bloom category and a very successful judging inspection took place on 9th July.

Bag and tag initiative has ground to a halt due to lack of Community Response Officers at NSC. ST/BT to contact Adam Wood re future of the scheme.

ST & AL will be presenting recognition certificates to Police Cadets on 19th July.

Last month extremely busy due to weather and wardens working with partners re lost children/first aid/ traffic management and High Street access requests. 12 businesses have benefited from power washing service. Purple Flag – ENTE meetings continue and interim assessment due to take place in July.

Footfall

	BLC		Prom	
	2017	2018	2017	2018
Jan	154,148	134,412	103,706	79,587
Feb	193,152	167,152	111,335	125,168
Mar	301,853	233,603	189,600	126,367
Apr	406,489	251,642	330,177	211,204
May	293,548	284,814	273,569	262,114
June	431,422	459,317	417,719	390,752

ST contacted Springboard re analysis of figures.

ST also advised that a possible CCTV upgrade may be able to include counter technology on all NSC cameras.

Support

Business Cost Reduction

Following up on all business visit leads.

BCR leaflet artwork ready for print – just awaiting Bookers deal.

Newsletter imminent print and delivery – awaiting copy

Usual activities – website update, app update & photographing events.

4. Weston town centre regeneration projects update

Locking Road and Sunnyside Road housing proposals



Public consultation, prior to the submission of outline planning applications is currently underway. These sites, owned by Homes England, were identified

as suitable for new housing development in the 2017 town centre Supplementary Planning Document. The proposals are for 196 apartments at Sunnyside Road and on Locking road 182 apartments and 28 town houses. Full details can be found at www.n-somerset.gov.uk/lrsrconsultation The planning application is anticipated to be submitted later in the summer. If this is approved work will start on the full application which will have much greater detail of design, materials, landscaping etc.
Request update from RL re future carnival site and Bakers Coach parking?

Dolphin Square phase 4

This site between the new cinema complex and Beach Road is also owned by homes England and architects are currently developing proposals for new housing. We anticipate that details of this will be available for consultation later in the year.

Dolphin Square leisure complex

The latest restaurant, Los Mexicanos, opened last week, this follows Pizza Express, Prezzo, Nandos, Luda, 7 Bone Burger, Costa Coffee as well as the gym and the cinema itself. Forthcoming openings are Pret (a steakhouse) and the Clip 'n' Climb climbing centre.

Master planning for a new school

In order to support the growing population a site for a new primary school is being sought in the vicinity of Drove Road Recreation Ground. Detailed consultation is underway with the Rugby Club and other landowners in the area to determine a suitable site for the school building, maintaining the playing fields and potential exploring opportunities for other improvements in the area. This work is expected to be complete by the end of the summer.

Station Road and Alexandra Parade

Funding has been secured to make improvements to Station Road and Alexandra Parade. The intention is to make the areas more pedestrian friendly, plant trees and repave the area to improve its appearance. Alexandra Parade will become a bus interchange, with the primary bus stops for the town centre and circulating traffic reduced. Engineers are currently working on the detailed proposals for Station Road and will be starting on the proposals for Alexandra Parade late in the summer. Public consultation will take place in the early autumn, dates to be confirmed.

South Parade

Works are due to start in September to provide a safe crossing and wider pavements linking the town centre and Upper Church Road/Knightstone College campus.

Grove Park

A stage 1 grant application will be submitted in mid-August to the Heritage Lottery Fund for significant refurbishment of the parks buildings, walls paths etc and also to support the growing band of volunteers, providing training in horticulture and traditional building skills, and encourage more events and other activities. Competition for this fund is very competitive but we should get a decision by Christmas and if successful a more detailed phase 2 bid will need to be submitted next year.

Heritage Action Zone

Weston town centre is designated as a Heritage Action Zone by historic England, the only one in the south west. This designation brings with it funding and a focus from Historic England on protecting and promoting the heritage of the town for economic and regeneration benefits. A review is currently underway of the Conservation Areas in the town to ensure they are fit for purpose. Public consultation on this is to be held from 5pm, 17th July, at Weston Museum (please contact Cara.macmahon@n-somerset.gov.uk if you are interested attending). Further work will follow on restoring shopfronts and other architectural features, bringing buildings back into use. This will be a partnership project with private property owners. A display of historic and recent aerial views is on now and until 10th January 2019 at the entrance of Tiffany's tea room, Grand Pier.

Other news

- B&M will be taking over the former BHS store, shop fitting is currently underway so should be opening soon.
- 6 new flats are being created above the former Britannia Building Society at Big Lamp Corner.
- Planning consent has just been issued for conversion of the upper floors of the former TJ Hughes building for residential use, with retail and some parking on the ground floor.

5. AOB

Correspondence received from BID business re charity status/BID levy. All present agreed that ST/PB to make decision on behalf of BSG.

Busk in the Sun – ST also advised that the organiser of Busk in the Sun wishes to return on Italian Gardens site over the summer period. BID funding is not available and SP also advised that a land charge would also be incurred. ST to advise organiser.

ST/PB to visit fabricator of Meadow St “arch” prior to complete and installation.

SW reminded group that we should be entering the GB High Street award and offered to assist ST with the application.

NC advised group that the future acquisition of the SOVSC negotiations continue.

MM requested that the street warden team advised there is now no defib on the Pier. BT subsequently update the group that plans are afoot to install one in Boulevard.

A lengthy discussion took place regarding trade waste and general cleanliness of town centre and the beach and improvements are needed immediately as we are just about to enter our peak season. ST to contact Peter Bryant to hopefully gain executive assistance. ST to also include on newsletter to all BID levy payers.

Date of next meeting: Monday 17th September 2018 2.00pm McDonalds.
Training Room, Regent St.