

# MINUTES OF BID STEERING GROUP MEETING

HELD ON WEDNESDAY 11<sup>TH</sup> JUNE 2012

## AT GRAND PIER

Present: Steve Townsend  
Mike Chetter  
Michelle Michael  
Mark Canniford  
Beverley Tucker  
Tim Lamb  
Paul Batts  
Mike Lyall  
Dean Smith  
Liz Hughes  
Liz Lewis (Grand Pier) part  
John Chamberlain (Grand Pier) part

Apologies: Mike Chetter  
Nick Cooke  
Mark MacGregor

### ACTION

#### 1. Minutes of last meeting

All agreed that minutes of last meeting were accurate.  
MM to contact Economic Development regarding the allocation of the recently awarded Portas grant. ST to also chase.

MM/ST

#### 2. Financial update

P & L circulated. Second invoice issued to NSC. Total collected to date is £116,000 representing 43% of the levy due. Aged debtors statement has also been supplied and it is noticeable that a lot of nationals are still to pay. DS questioned the process for collection and ST advised that Liberata use the same process as per Business Rates. Royal Hotel suggested paying the levy in two instalments – ST to Investigate feasibility via Liberata.

#### 3. Projects

##### Marketing and events

Website - ST gave update on Town Councils progress. Three companies will be presenting to the Policy & Finance committee on 30<sup>th</sup> July when a decision will be made and the successful contractor appointed. TV advertising – MM/LL/JC provided an update on the proposed Campaign, regions and costs etc. Area representatives were asked to supply suggested photo scenes

and suggested narrative for areas. These would be given to photographer who will capture images. ALL  
Events brief circulated – Distribution list to include NSC, Phoenix, Porcupine, Kirsten Hemmingway, Ascott Group, Messages PR, Sounds Commercial, C4C. ST to circulate dates for presentation and to book room at Winter Gardens. ST

### **Street management**

Vanguard appointed as BID warden contractor. Wardens hoped to be in place by w/c 23<sup>rd</sup> July.  
DS had concerns that business demand for warden action could be high – BT to ensure robust process to handle calls is in place. BT  
Logo redesigned and JC to complete and send to ST by 13<sup>th</sup> July. JC  
BSG approved yellow as uniform colour – high visibility clothing will be used.  
Finance in place with Henry Howard Finance for RTV. Awaiting chassis number of vehicle that will complete leasing agreement so that JB can sign. MM has agreed that short term, the vehicle can be stored at Sunnyside Road (Rangers Depot).  
Familiarisation visit to be organised with Torquay who have recently gone through the Purple Flag process.  
Intel database purchased and training being received.  
BID financed hanging baskets now in place. Will be branded now logo has been agreed.

### **Access**

Meeting with Uplands Communication on 19<sup>th</sup> July to discuss feasibility of wi-fi zone within town centre. ST  
Artwork for proposed BID zone signage to be worked up once wifi and website in place.

### **Support**

Partnered up with Regency Purchasing to provide comprehensive Business cost solution for BID zone.  
Martin Slade visiting every business.  
Newsletters being hand delivered

## **4. AOB**

Met with Park Garden Centres who have agreed to sponsor winter hanging baskets 2012.  
TL advised group that presentation on BID to Chamber of Commerce had received positive feedback and also Weston Echo had agreed to publish quarterly update on BID. Positive press release also in Mercury.

**Date of Next Meeting: Tuesday 7<sup>th</sup> August 2012 - to receive pitches from events companies – 11am to 4pm, Winter gardens.**