

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 3RD JULY 2013 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Paul Batts
Mike Lyall
Mike Chetter
Nick Cooke
Mark MacGregor
Darren Fairchild
Mark Canniford
Beverley Tucker
Tim Lamb
Steve Berry

Apologies: Michelle Michael
Liz Hughes

1. Minutes of last meeting

- All agreed as accurate.
- Steve Berry introduced as new TCP representative on BSG group.

2. Financial update

- As at end of May, £190k had been collected by Liberata for 2013/2014 – MC requested that the June report be made available when received.

3. Projects

Marketing and events

- It was agreed that a Marketing & Events Sub Group be formed. The purpose of this group will be to assist the BSG to further develop the Loveweston brand, deliver high profile events and implement impactful advertising campaigns. It was proposed that Michelle, Tim & Nick would sit on this group, which could possibly be chaired by Steve Berry (tbc)? An email would also be sent (BID database) inviting any interested parties to contact ST if they wish to be involved. Aim to have first meeting within next four weeks & meet two weeks before BSG meeting thereafter.
- BID sponsored Weston Air Day, which despite the weather, was a brilliant success.
- BID heavily involved with Armed Forces Day which was another successful event.
- Love Weston website – relaunched on 20th June. PB updated those present.
- Mobile phone apps – Weston Mercury now live and copy recently supplied to Big Local App.
- Friday market – ST collating comments to forward to Licensing.

- Heart Radio – proposal attached but needs to be considered by M&E Sub Group.
- TV advertisement – Sea Aquarium not wishing to be involved.
- Forthcoming events – Weston Fringe July/August, Weston Food Festival and Street Fest in September.
- Family fun days – St James Street and Orchard Meadows depending on road closure permissions.

Street management

- Planning permissions expected to be granted on 11th July for Grove Village and Orchard Meadows. Still need to obtain building owners permissions – assistance needed from PB/MC.
- Obtained £500 of sponsored bedding plants which have been used to compliment floral displays within the town centre. South West in Bloom judging taking place on 8th July.
- Working with agencies to secure ASBO's on persistent offenders. Wardens attended Court to present evidence against Jonathan Eden.
- Clean wardens have been responding to pavement washing requests and are dealing with increased litter due to seagulls.
- Street wardens have dealt with 416 incidents this month and are being kept very busy with persistent street drinkers.
- Street wardens also assisting at Safe Hub on pay day weekends.

Access

- Debbie Matthews has booked exhibition space at group travel expos (October/November) and continues to circulate event information to coach companies.

Support

- Twitter reached 4268 followers - 2nd July.
- Facebook increasingly effective – e.g. 1745 people saw the Armed Forces Day post.
- WBID website updated regularly with 3-5 businesses updates per month, BSG minutes, upcoming events and info/meetings etc.
- WBID now has YouTube a/c with LW TV ad.
- B2B offer page: Total - 1933 webpage views, 1391 unique visitors. June – 62 webpage views, 54 unique visitors. Business f/b – variable and dependent on type of trade.
- BCR – Total c £15500 (mostly utilities).
- Still looking for more cost effective waste management solution for the town (in conjunction with NSC) after May Gurney pulled out.
- Now have Group Mail facility to email whole database in one go with attractive, WBID branded emails.

4. AOB

- Open BID meeting went very well and all those who attended welcomed the opportunity to get to know their BID representative. Cluster time resulted in requests for the BID to engage in the following:-

More directional signage for specific areas.

Coach drop off points closer to town centre.

Provision of additional family fun days.

Additional bins, including cigarette stubber plates.

Increase time restricted parking to four hours max.

Stage two fashion shows each year.

NC motioned various suggestions/recommendations for consideration – these would be taken to the TCP Exec who will provide a response in due course.

Date of Next Meeting: 2pm, Tuesday 6th August 2013, venue TBC.