

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 14TH JULY 2015 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Beverley Tucker
Steve Townsend
Iain Brimecombe
Steve Berry
Darran McQuire
Emma Lincoln
Darren Fairchild
Paul Batts
Kobe Addai

Apologies: Mark Canniford
Sophia Michael
Mike Lyall
Martin Challenor
Mark MacGregor
Rob Mathias
Sharon Bennett
Tim Lamb
Michelle Michael

1. Minutes from last meeting

All agreed.

2. Financial Update

| | | |
|------|----------|-----|
| 2012 | £241,000 | 91% |
| 2013 | £240,000 | 94% |
| 2014 | £236,000 | 88% |
| 2015 | £210,000 | 76% |

ST chasing Kia at Liberata re outstanding 2014 liabilities
P&L attached

3. Projects

Marketing

- **Love Weston** – Update attached. BID looking to fund Love Weston winter campaign from allocated destination marketing budget - to be approved by PB.
- **Pocket Guide** – now being merchandised by bespoke dispensers and Welcomers. Over 70,000 distributed so far. All present at Marketing meeting keen to have a joined up guide for 2016 (BID/WTC/NSC) – sales need to link to website. Discussion needed between all parties as to way forward. Looking for sales to start in September. BID agreed they would like to continue as this year but website needs to be included in offer. DF to meet MN to discuss Town Council involvement in 2016.

- **BID Website** – now live. To be used by Reps and BID Team to encourage businesses to see what they can get for their BID levy and all the projects we fund. www.wsmtcp.co.uk

Events

- **#ShopLocalWeston/Local Producers Markets** – Ongoing but need new offers from businesses. Keyrings not getting used much. BSG decided to discontinue scheme but continue to promote offers/news from businesses on social media/weekly email. BID Reps to encourage businesses to send offers through.
- **Classic Car Shows** – Ongoing and working well. Fees charged to cars are helping to cover event costs with profits going to charity.
- **Air Festival and Armed Forces Weekend** – 170,000 people brought to the town. Shops have reported boost over the weekend so event had holistic effect on town centre. EL attended NSC debrief. Committee to be set up for 2016 to encourage new ideas and partnership working. EL to represent BID so need ideas of what we'd like to see included – marketing group discussed ideas to extend event. 18th/19th June 2016 already confirmed.
- **Outdoor Cinema** – 3 good film nights. “free” tickets sold out but not full attendance on evenings. Looked great, positive comments on social media and good photos to use on any future promotion. Organiser keen to work with BID on future events so to be invited to marketing meetings as and when necessary.
- **Alive after 5** – in partnership with NSC and A&S Police.
 - **Evening events** on 5 Wednesdays in July/Aug 4pm-8pm including sports, police cars, activities etc. Target audience 11+ to introduce activity diversifying away from pubs and bars. Logo agreed and promotion underway website: www.aliveafterfive.net
 - **Late night shopping** going ahead with SOVSC and High Street predominantly. Need BID Reps help to promote and get businesses involved.
 - SOVSC would like to do 10am-8pm every day but NC reported reluctance from businesses due to lack of demand – BSG agreed to go ahead with late night shopping for every day in all six weeks (Summer 2016) so we can promote/get businesses involvement 10-12 months in advance.
 - DF suggested promoting on seafront and to coach operators – “A” boards/welcomers/flyers.
 - **Food and drink offers** – wardens compiling list of offers and restaurants to open. Again need business to business assistance promoting and encouraging businesses to take part.

- **Flower Show** – EL/BT working on last few logistics for event. Promotion underway. Date for 2016 to be set prior to event.
- **Outdoor Living** – struggling to get some businesses involved, EL/BT emailed/phoned. EL to chase again this week and start promotion work.
- **Theatre in shops** - EL/ST/DF met Theatre Orchard re theatre events in town in September. NSC CEO, Mike Jackson, suggested this would be beneficial for the town. DF updated that funding required was too high and timescale too short.
- **Events and marketing budget** – Rugby World Cup/Extreme Sports events not happening so Marketing Group decided to hold money for future marketing and promotion.
- BSG agreed funding for:-
 - Radio advertising/sponsorship/competition for late night shopping. Minimum 3 months use Aug/Nov/Dec.
 - 20% BID subsidy for Traditional Christmas Market (approx £1,000 spend). Organiser currently looking at changing costs/timing of event. BSG suggested one week only. Promotion to be linked with “turkey and tinsel” weekends and hotels.
- **Halloween** – DF confirmed no use of Winter Gardens this year so Town Square space too small for event. Those present agreed that the event would be in Grove Park. EL suggested Blakehay for indoor venue. EL also working with Backyard Cinemas and Museum on “Night at the Museum” events for half term week. Meeting to be arranged with all parties.

Street Management

2 x new guards recruited, Steve for Security and Richard for Clean & Green.
 Clean wardens received refresher on NSC pavement washer and have access to machine on weekly basis.
 Wardens working with various agencies on Operation Joined Up.
 Working with Police on Community Action Days, first one took place in June re cycling on pavements.
 Team congratulated on Armed Forces weekend assistance.
 Team continuing to work with Fire Officer re rough sleepers, who are on the increase.
 Also beggars/pedlars/street entertainers increasing due to hot weather.
 Continuing to work with Police and CSDAT towards a September application date for Purple Flag.
 Attended agency meetings as required.

Access

Springboard still awaiting purchase order from NSC for footfall counters.

Support

Awaiting June update from Sita

Photographed AFD & Air show (on website)

Key Ring WS page visits:

Month – 95

Year – 758

Facebook – 429 likes

Twitter – 6222 followers

4. AOB

ST/EL visited Poole BID to present/meet Lucy Ball about rebalot

PB/TL to organise meeting with Vixcroft, SOVSC new owners

CHAT – no further contact from Gill Putnam but have relocated to North Street by Food Bank.

ST met with Old English Restaurant and Oxford Corner Restaurant who have both requested assistance with BID levy ie discount. All present agreed both businesses would not receive discount but would be offered an SPA.

Potential street food festival – August Bank Holiday. DF gave permission for use of Princess Royal Square.

SB/PB and NSC met with freehold owners re regeneration of the properties at The Centre. NSC to fund the building survey of the canopy and possible Art Deco upgrade. SB also mentioned vans being parked on the new pavement. BT to refer to Rachel Lewis and Police.

Town Centred meetings taken place. ST to gain feedback and discuss at next meeting.

Date of Next Meeting: Tuesday 11th August 2015 2.00pm, venue to be confirmed