

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 12TH AUGUST @ 2PM
AT GROVE HOUSE, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Tim Lamb
Paul Batts
Lee Moulton
Michelle Michael
Chris Partridge
Steve Berry
Mike Lyall
Mark MacGregor

Apologies: Darren Fairchild
Iain Brimecombe
Emma Lincoln
Sharon Bennett
Sophia Michael
Mark Canniford

1. Minutes from last meeting

All agreed.

2. Financial

Financial

- 2012/13 £240,186 (91%)
- 2013/14 £238,270 (94%)
- 2014/15 £121,128 (43%)

P & L distributed at meeting. Collection figures as of end of July awaited from Liberata.

3. Projects

Marketing and Events

- Map of town centre in process of being designed – this will be used as a Weston leaflet and will fulfil objectives of coaching, event and local marketing also. Emma will work with Loveweston and NSC to ensure that only one leaflet is in existence for 2015.
- EL now passed three month probationary period.
- Love Weston website – peaked at over 90,000 visits. BID special offer communicated in August newsletter – 100 subsidised adverts for BID businesses, closing date 30th September 2014.
- Classic car shows on going until end of October & will recommence April 2015.
- Family fun days have commenced – excellent feedback from businesses and visitors alike. Six more to follow throughout August.
- Animal Bike Show a huge success proving popular with all ages.

- Continue to work with Sally Packer re Weston Food Festival.
- Emma/Bev to coordinate street trading application/road closures to facilitate weekly events in St James Street and Grove Village (potentially Meadow Street). LM stated that he had circa 25 traders interested in a market in Grove Village.
- Newsletter produced and will be hand delivered in August.
- Weekly emails being sent to all businesses – town centre updates.
- Extensive use of social media to promote events – people reached on average 1500 views per post.
- Planning meeting to be held with Mayor re Christmas Lights switch on.

Street Management

- Wardens now permitted to use pavement washing machine on weekly basis (Fridays). BT to source magnetic “working in partnership” signage.
- Training received on RSO’s (registered sex offenders) – days of action and how to report etc.
- Wardens involved with multi agency approach so secure dispersal order for Alexandra Parade – scene of constant ASB and violent assaults. Dispersal order map attached.
- Christmas lights – ST to ensure that parts of Orchard Meadows are included in the summer proposal.
- Community Safety Accreditation – application sat with Vanguard.
- Working with NSC and Meadow Street traders to erect bunting.
- Judging took place – Britain in Bloom, went very well.
- Purple Flag – kick start workshop to be booked pre-Christmas.

Access

- Coaching survey has been completed by Ian Jefferies – results attached. Work now commencing on building drivers incentive scheme and out of season breaks. Michelle M was concerned that drivers were unaware that the coach/bus drop off outside of Grand Pier is a designated drop off point. ST to ensure that this is communicated to drivers via forums. Mark McGregor to provide details of NSC contact to discuss additional out of season drop off/collection points.

Support

- Twitter currently on 6877
- B2B offer page: Total – 3547 webpage views
- BCR - Total 48 businesses
- Trade waste collections - are no further forward with trade waste (Kier May Gurney). All agreed to go to whole of market if no response received by end of September.

4. AOB

- Healthy High Streets – first meeting has taken place which involved a town centre walk about. Santander is our business mentor and has supplied agreed action plan. ST has emailed Mike Jackson, CEO at NSC regarding chairmanship of meeting involving top 21 BID levy payers within town centre and other partners. The purpose would be to develop three, five and ten year development plan for the town centre.

- BID levy queries – to be considered at August board meeting.
- Steve Young - £600 funding request to support Street Fest Community event. This was discussed. ST to communicate agreed offer via email.
- ML was concerned about the lack of Post Office on Boulevard and BT updated him that Spar in Grove Village had made offer to accommodate.
- There was a discussion regarding Xmas events and entertainment – this will form the majority of the marketing and events meeting on 17th September.
- ML wished to record his thanks on behalf of Weston Town Council for all good work that BID has achieved.
- LM wished it recorded that the owner of Cameo had been concerned about general ASB, which has now been dealt with by the dispersal order.
- LM still concerned that Burnham is still featuring on the Loveweston posts. PB stated that Burnham actually posts more positive messages regarding Weston and it serves to capture holiday makers at Brean.

Date of Next Meeting: Tuesday 23rd September 2014 @ 2pm – Venue tbc.