

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 9TH JUNE 2015 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Beverley Tucker
Steve Townsend
Iain Brimecombe
Steve Berry
Michelle Michael

Apologies: Mark Canniford
Sophia Michael
Mike Lyall
Martin Challenor
Mark MacGregor
Rob Mathias
Darren Fairchild
Sharon Bennett
Paul Batts
Tim Lamb
Darran McQuire
Emma Lincoln

1. Minutes from last meeting

All agreed.

2. Financial Update

2012	£241,029	91%
2013	£239,951	94%
2014	£231,449	86%
2015	£136,343	48%

ST continues to put pressure on Liberata to obtain the larger unpaid BID levies from last year.

3. Projects

Marketing and Events

Love Weston:

Love Weston BID update attached.

PB/ST to meet with Malcolm Nicholson to receive update on Love Weston retender process(?) and planned destination marketing spend (BID) for this year.

EL updating/changing business listing directory – ongoing

Marketing Projects:

Pocket Guide – BID to possibly assist with coach meet and greet, subject to funding. All present agreed that ST to contact NSC and put in place ASAP.

BID Website – At proof reading stage but needs more images so photography day to be planned with MS.

Town Centre Events:

#ShopLocalWeston/Local Producers Markets – Ongoing but need new offers from businesses.

Classic Car Shows – Ongoing and working well

Air Festival and Armed Forces Weekend – Ongoing, more attractions including Royal Marines Unarmed Combat Displays, The Marionettes and Bristol Military Wives Choir. Should be hundreds of thousands to Weston and have holistic effect on Town Centre.

Outdoor Cinema – 3 events for 100 people on Italian Gardens - 8th, 9th, 10th July (Zoolander, The Princess Bride, Breakfast at Tiffany's). Promotion out soon, please help to share and promote. Looking at 3 more dates for September.

Alive after 5 – in partnership with NSC and A&S Police and in association with Purple Flag application.

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. Branding and promotion currently being arranged by NSC. New street safe bus will hopefully be in place at end of August.

MM gave BT contact at St Pauls Church who have acquired a double decker bus for their volunteers. BT to send details to Howard at CSDAT.

MM suggested that the Grand Pier's Thriller Thursdays are also included in any advertising of Alive after 5.

MM also suggested positive PR story re the events.

Updated Events Calendar attached.

Street Management

2 x new guards recruited, joining the team over the next few weeks.

Clean wardens receiving training on new NSC pavement washer. BT to get wardens to contact MM re Pier pavement washing.

Hanging baskets now up and being fed/watered three times a week. Scheme extended into Meadow Street.

Liaised with Glendale and obtained 2,000 free plants to enhance town centre displays.

Continuing to work with Police and CSDAT towards a September application date for Purple Flag.

DORs now being recorded electronically and intelligence being shared with partners ie Police, daily.

Attended agency meetings as required.

Access

Joint Springboard order has now been placed. Awaiting permissions and installation date.

Support

Julie from Sita UK continues to sign up (15) and Sita are really pleased with the number of potential customers they have who are still in contract. Weston BID also featured in Sita newsletter which was circulated to 6000 employees.

New TCP/BID Website – nearly complete.

Newsletter distribution planned for w/c 15th June.

Key Ring WS page visits:

Month – 176

Year – 665

Facebook – 424 likes

Twitter – 6235 followers

4. AOB

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

IB updated those present on the new tenants for the Sovereign Shopping Centre. All agreed that this was a good news story.

BT to send MM details re Star Wars event contact in December.

CHAT – ST has met to gill Putnam as requested by TL. ST to update TL separately.

BID rebalot – ST meeting with Lucy Ball on 25th June to discuss rebalot campaign.

Date of Next Meeting: Tuesday 14th July 2015 2.00pm, venue to be confirmed