

MINUTES OF BID STEERING GROUP MEETING

HELD ON WEDNESDAY 13TH JUNE 2012 AT

TRAINING ROOM, MCDONALDS

Present: Steve Townsend
Mike Chetter
Michelle Michael
Mark Canniford
Beverley Tucker
Tim Lamb
Nick Cooke
Paul Batts
Mike Lyall
Mark MacGregor

Apologies: Dean Smith
Liz Hughes (Police)

1. Minutes of last meeting

All agreed that minutes of last meeting were accurate. Town Centre Partnership has appointed Mike Lyall and Dean Smith as its representatives on the Bid Steering Group. MC to contact Economic Development regarding the allocation of the recently awarded Portas grant. Standing orders of the BSG have been amended so that items of unallocated budget up to £1,000 can only be reallocated in exceptional circumstances. The terms of office for both chairman and members of the group has been increased from 12 to 24 months so as to protect continuity of projects.

2. Financial update

First payment of collected BID levies (which represents 18%) to be made available to BSG on 15th June. This will enable the BSG to place orders and commence projects.

3. Projects

Marketing and events

Website – ST working with Weston Town Council and other partners regarding provision of a Visit Weston website which will include business directory and hotel booking facility. It is hoped to launch pre-Xmas 2012.

ST/BT in conjunction with NSC Seafront Events Team will submit a proposal that will enable the BID to obtain a blanket street trading licence for the town centre. It was agreed that an event management partner is needed to provide high profile and local events within the town centre. Local and regional companies would be approached to pitch for the business based on providing a full and comprehensive

suite of activity within a defined budget.

After lengthy discussion and subsequent vote, it was decided that the BID would contribute £10,000 to a joint TV advertising campaign, planned for the summer season.

Street management

Tenders have been distributed to interested parties and deadline for return is 12 noon on 15th June. An options appraisal will be performed on all tenders and it is envisaged that the contract will be awarded to the successful applicant w/c 25th June, for delivery w/c 23rd July.

RTV priced and sourced, three to four week delivery for equipment from point of order. ST to meet with lease provider.

Meeting with Fountain to obtain permission to park at Winterstoke Road depot.

BID funded floral baskets have now been installed in the High Street.

Purple Flag working group being established and meeting with national organising body planned for July.

Supplier sourced for new intel database.

Access

NSC Pay and Display scheme now agreed (20p for 20 mins). No obvious requirement to commit £5,000 budget to vehicle access issues.

ST proposed that BSG consider introduction of town centre

Wi-fi cloud and BID signage with QR codes. ST to obtain quotations.

Support

Martin Slade will be joining team to be the business liaison between BID and preferred suppliers/business cost reduction.

Meeting Regency Purchasing next week to discuss membership etc.

4. Communication

A BID business suggested that minutes of BSG minutes should be posted on website. All agreed that this was a good idea and ST to implement. Next BID newsletter will be hand delivered July 2012. This will contain information on progress made on projects and details of BSG members and contact details.

5. AOB

CHAT has made a request to be co-opted onto BSG but it was decided that their input would be more beneficial on Purple Flag Working Group.

Date of Next Meeting:

Wednesday 11th July 2012 2.00pm - The Grand Pier.