

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 4TH JUNE 2013 @ 2PM
AT GROVE HOUSE, WESTON-SUPER-MARE**

Present: Steve Townsend
Dave Gwynne
Paul Batts
Mike Lyall
Mike Chetter
Nick Cooke
Marc Flavell

Apologies: Mark MacGregor
Darren Fairchild
Michelle Michael
Mark Canniford
Liz Hughes
Beverley Tucker
Tim Lamb

1. Minutes of last meeting

All agreed as accurate.

2. Financial update

ST provided financial update.

Awaiting update from NSC regarding first two months of 2013/2014 collection and 2012/2013. NSC forwarding payments as per schedule.

3. Projects

Marketing and events

Red Bull event held on Princess Royal Square on 5th May and was a brilliant event which attracted thousands of spectators. ST/PB both contacted by the Mercury regarding on street parking issues on Bank Holiday Monday. Both ST/PB were of view that the early May Bank Holiday was very busy but persons visiting the town stayed all day and used long stay car parks.

Provided Family Fun Day (which incorporated road closure) in Grove Village, an overall success but weather was a big issue.

Love Weston website – being relaunched on 20th June. Weston Town Council and accommodation providers would like to source additional venue for Tourist office as they feel the facility at Winter Gardens is not been utilised to its maximum?

Mobile phone apps – ST supplied copy for Weston Mercury. Big Local App not ordered yet as negotiations on cost ongoing.

Newsletter delivery complete and business visits ongoing. BT in process of updating email addresses.

Forthcoming events – Air show on 22nd and Armed Forces on 29th of June.

ST advised the group that the first Town Square weekly market had taken place and any comments should be passed to Darran Fairchild.

MC also advised group that the Beach Lawns market has been very busy when the weather is good and all agreed that this type of activity needs to be within the town centre.

Street management

Street warden's now undertaken manual handling training.

BID hanging baskets in High Street and being watered by clean wardens. Bottom of tubs will be stickered with BID logo.

St James Street banners now installed. Full planning permissions still awaited, as is building owner permissions for Grove Village and Orchard Meadows.

Now in receipt of new canopies which will be used for markets and events. NC suggested offering to local company's exhibition space on Town Square and would forward ST contact details for Davan Caravans.

Police have advised that all future incidents regarding ASB/street drinking be reported Police on 101 in the first instance.

Access

Deborah Matthews continues to send event information to all coach operators.

Support

Twitter reached 3670 followers 3rd June - Now linked to Facebook.

B2B offer page: Total - 1878 webpage views, 1355 unique visitors. May – 139 webpage views, 102 unique visitors.

Business f/b – variable and dependent on type of trade. Fresh & Tasty Bites, No1 Sandwich Bar and Hill Bakers positive fb and had testimonial in newsletter. Other businesses have indicated interest - awaiting offers.

Weston-Super-Saver Treasure Hunt Raffle ran in May with publicity via Mercury, newsletters and social media. Currently collecting raffle tickets and will announce prize mid June.

BCR – Total c £13000 (mostly utilities) awaiting final report for May. Currently running database of renewals dates to notify/remind BID members. Insurance discount exclusively for BID members through Marsh & Co (via Regency) well received and good savings/service.

Uplands mobile phone offers as newsletter flyer.

Still looking for more cost effective waste management solution for the town (in conjunction with NSC) after May Gurney pulled out.

Key fobs – ST to chase MC re Weston College.

4. AOB

Open BID meeting being held on Grand Pier on June 18th from 5.30pm. Invites will be sent via email and hand delivered.

Dean Smith – resignation received and correspondence has been passed to JB as the appointment to the BSG was from the board of the TCP.

A lengthy discussion took place regarding using the Love Weston TV for a campaign at the end of July. The cost will be £20,000 and all agreed that those featured should contribute. ST requested to make contact with Sea Aquarium in first instance. BID lobby on business rates – this is now being championed by Martin Blackwell, CEO of ATCM.

Date of Next Meeting: 2pm, Tuesday 2nd July 2013, venue TBC.