

**MINUTES OF BID STEERING GROUP MEETING  
HELD ON MONDAY 21<sup>st</sup> MARCH 2016 @ 2PM  
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend  
Paul Batts  
Tim Lamb  
Beverley Tucker  
Mike Lyall  
Ben Sheldrake  
Sam Walker  
Richard Nightingale

Apologies: Sophia Michael  
Martin Challenor  
Mark MacGregor  
Darran Mcguire  
Michelle Michael  
Rachel Lewis  
Steve Berry  
Darren Fairchild  
Sharon Bennett  
Iain Brimecombe  
Diane Knowles  
Katherine Cutlan  
Nick Cooke  
Sally  
Sarah Blytheway

**1. Minutes from last meeting**

All agreed.

**2. Financial Update**

2012	£242,055	91%
2013	£240,425	94%
2014	£243,280	90%
2015	£248,000	91%

**Reballot**

Meeting held with Lucy Ball and Plum Communications. All parties working on comms and timing plans for re ballot, which will be ready at the end of April and will include a new logo “Back the Bid 2016” – distributed at meeting. Re ballot working group was discussed and nominations were received from those present. ST will encourage further nominations via minute’s circulation. Initial discussions taken place with NSC regarding permission to renew the

BID and Mike Jones has stated that this permission should be granted via Mark Macgregor (April exec meeting).

TL suggested "Back the BID" window stickers which ST will cost up.

### **3. Projects**

#### **Marketing**

**Love Weston** – update attached. Monthly meetings continue to take place, spring and Christmas 2016 campaigns have been booked.

Concerns were raised regarding past event information being on the Love Weston website – investigation revealed that this was the TCP website which catalogues all of our historical activity.

#### **Events**

Up to date events listing attached. TL suggested that we build in some "must see" events to coincide with the ballot period and this will be incorporated into the comms plan (budget permitting).

Easter Egg Trail commence on 25<sup>th</sup> March and participants being merchandised this week.

Early and late Spring Bank Holiday entertainment has now been book for May and promotion of the events will take place over April.

BSG considered the grant request from Somerset Fringe and speculative request from Dairy Festival. It was decided that there was not sufficient surplus in the budget due to pre booked event commitments.

ST made the group aware that he had received a concern regarding Hazy Days funding, now that the event has moved out of the BID area to the Tropicana. It was decided that it was too late to withdraw funding as our logo has featured on event advertising.

#### **Street Management**

Uniform to be updated with "Back the BID 2016" wording and logo, colour to remain the same. Order to be placed April.

Purple Flag Working Group accepted awards at recent event in Aylesbury and a PCC Pride Award at Portishead.

Continue to work with local businesses and Community Safety with regard to problem group of teenagers, ST to update.

Two new wardens, James and Will joined the team.

Planting schemes including the Pocket Park are being planned.

Trialling body camera, which may lead to purchase in new financial year.

Attended agency meetings as required.

## **Access**

Monthly footfall figures now on website.

## **Support**

ST met with Tula at Sita to agree pricing, recruitment and satisfaction KPI's going forward.

MS updating website and ensuring that all promotional links to partnering websites are working.

MS hand delivering newsletter last week of March.

## **4. AOB**

None.

**Date of Next Meeting:** 18<sup>th</sup> April 2016 2.00pm, McDonalds training room.