

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 26TH MARCH 2013 @ 2pm
AT MUSEUM, BURLINGTON STREET**

Present: Steve Townsend
Beverley Tucker
Paul Batts
Dean Smith
Mike Lyall
Mark Canniford
Gavin Clements
Mike Chetter

Apologies: Nick Cooke
Mark MacGregor
Tim Lamb
Darran Fairchild
Michelle Michael

1. Minutes of last meeting

All agreed as accurate. All other points to be covered in meeting.

2. Financial update

ST provided detailed breakdown of activity being taken by Liberata against outstanding BID levy payers. ST also provided a revised budget for 2013/2014 based on 2013/2013 collection ratio. Liberata review meeting versus contract to be organised by MM. P&L distributed at meeting.

2013/14 levy invoices are being sent first week of April.

3. Projects

Marketing and events

Updated events calendar was distributed at meeting.

Love Weston website – PB updated those present on current situation with website and is due to attend a resolution meeting on 28th March. (WTC) PB to update all at next meeting.

Street trading (markets) – ST gave update regarding Robin Brooks proposed weekly markets. In summary, weekly market proposed to take place on Fridays in Town Square and no future market activity will be permitted in the High Street.

BT gave overview of Easter entertainment including Family Fun Day taking place in May. Road closure now in place and MC subsequently requested provision of a music event, subject to necessary permissions being obtained.

Street management

Checkpoint scheme now in place. BT to circulate disc locations list.
Street wardens fully inducted in accordance with deployment guidelines.
Revised warden hours – ST updated all on new warden hours – now 200 hours per month as opposed to 230.

Next newsletter will incorporate annual review of 2012/2013 and will be hand delivered in May. ST highlighted that progress had been made obtaining email addresses for all BID business and DS requested that this task be completed before the original July deadline.

DS/GC provided constructive feedback regarding warden team and requested that this be discussed with them.

It has been suggested that we resurrect Best Bar None scheme in the town centre prior to Purple Flag as this would get all licensed premises in the correct mindset.

Access

Deborah Matthews contracted four hours per week to continually update and market forthcoming events to group travel organisers.

Support

Twitter reached 2000 followers 20th March.

Facebook now linked to twitter. Being used for Easter Event photo competition.

4000 keyrings distributed. Outstanding: Tesco – arranging for 200+letter – Weston College arranging through MC.

42 offers on webpage.

Offer page: Total - 1289 webpage views, 956 unique visitors. March (to 22nd) – 170 webpage views, 129 unique visitors.

Business f/b – variable and dependent on type of trade. No1 Sandwich Bar report an increase in business and is currently monitoring to use as testimonial in next newsletter.

BCR – additional £2300 saving (to 21/03) since last newsletter update. Total - £10800 (mostly utilities).

Insurance discount exclusively for BID members through Marsh & Co (via Regency) early indicators - being well received.

Now working with Uplands to provide mobile phone offers.

In discussions with 1st Waste and NSC to provide a more cost effective waste management solution for the town.

No longer offering loans from LTSB as cannot represent ‘whole of market’ and offer anything in addition to what is currently available.

4. AOB

Working with St James/High Street South businesses regarding vinyl graphics on TJ Hughes building.

High Street Innovation Fund applications made for Orchard Meadows and St James Street cross street banner signage and street work

enhancements. Also application to purchase farmers market canopies.
Post meeting note: decisions on these two applications been deferred
requesting more information.

Mercury smart phone app – ST/PB to receive demonstration.

ST updated the group re discussions with a BID levy payer regarding
marketing and events and ST/PB will organise meeting to resolve.

**Date of Next Meeting: 2pm – Tuesday 30th April 2013 at McDonalds, Regent
Street.**