

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 11TH MARCH 2014 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Darren Fairchild
Chris Partridge
Tim Lamb
Steve Berry
Nick Cooke
Paul Batts

Apologies: Mike Chetter
Sharon Bennett
Mark MacGregor
Michelle Michael
Mark Canniford
Mike Lyall

1. Minutes from last meeting

All agreed

2. Financial update

- 2012/13 - £238k or 90% of £265k & 2013/14 - £234k or 91% of £258k.
- Working with Liberata to produce 2014/15 invoicing list.
- P & L made available at meeting.

3. Projects

Marketing and Events

- Spring Fashion Show – Boots has been particularly helpful providing high value items for inclusion in the goodie bags.

Below is a summary of PR to date:-

- Weston College promoting the fashion show to their students via the Weston College social media accounts and press media contacts, after a discussion with their PR company and they are also hoping to push ticket sales with the students directly.
- The Weston Mercury kindly ran some coverage from the press release and featured on their website.
- Bristol Post have also featured the event, which will hopefully include their website.
- The presenters on the local radio station for North Somerset, The Breeze 107.7fm, have also been mentioning the fashion show during their shows and the producers have featured the event on their website.
- Extensive use of social media channels, lots of mentions and retweets of the event.
- Posters and leaflets delivered to all large retailers and employers in Weston super Mare (i.e. hospital, supermarkets etc).
- Tickets also being sold in Marks & Spencer's.

- Events Officer – Did not recruit from first round of interviews. Re-advertised on Indeed and Gumtree – closing date 14th March. NSC will also share possibles from forthcoming interviews for a similar role. ST will shortlist applicants and conduct first interviews w/c 24th March.
- Met with NSC re Family Fun Day summer road closures. Event calendar updated and BT to send with minutes.
- Support of STA – Somerset open for business campaign. £10k of match funding secured from Visit England. All agreed that this had to happen pre-Easter and SB would chase.
- Promoting Loveweston at two Visit Somerset road shows – direct marketing leaflet swap. ST to organise print and deliver to Brean Leisure Park.
- Loveweston poster advertising booked at Michaelwood Service Station for Easter Campaign.
- Working on possible Christmas Market – met with operator who will proceed with recruiting stall holders with a mid-May cut off. A decision will then be made as to whether it can proceed. ST to issue press release to Mercury and feature on TCP/Love Weston website and make available to local producers in the area.

Street Management

- Jet washing service being utilised by businesses.
- Graffiti removal continues where permitted.
- Three Radiolink appeals have been received, which were considered by Radiolink members, and rejected.

Access

- Coaching project – working with Debbie Matthews to produce discount flyer which will be made available to all coach operators for the benefit of their passengers. Martin Slade has been requested by DM to supply handpicked offers for the Love Weston coaching offer.
- DF also requested that advertising rates for Air Show brochure and mini map be sent to BID members.

Support

- Newsletter finished, printed and delivered, with emphasis on BSG nominations.

1. Mark Canniford	(1)	Lee Moulton	(5)
2. Michelle Michael	(5)		No ballot required
3. Sophia Michael	(3)		No ballot required
4. Paul Batts	(9)		No ballot required
5. Iain Brincombe	(1)		No ballot required
6. Tim Lamb	(1)		No ballot required
- Database of vacant premises has been produced – 65. Working with NSC to source suitable residential accommodation above empty units.
- Twitter reached 6210 followers – 3rd March.
- B2B offer page: Total - 2784 webpage views, 1977 unique visitors. 29% returning visitors. Feb 62 webpage views, 51 unique visitors.
- BCR - Total c £53,447 (mostly utilities) no change. ST to issue press release re figures.
- BT to email Colin Russell re 1st April trade waste legislation changes and also

If we can work with May Gurney to introduce a localised trade waste collection in town centre.

4. AOB

- Working with WTC re Christmas lights retender.
- BID objected to on street parking proposal for St Margaret's Terrace.
- BT gave overview of town centre walkabout with Home Office re night time issues and also suggested that CP is invited to all future Night Time Economy Group meetings.
- ST to object on behalf of BID to M&S Simply Food development at Flowerdown Retail Park, if possible?
- TL to put Portishead Chamber in touch with Weston BID, should they be interested to develop North Somerset wide scheme.

Date of Next Meeting: Tuesday 8th April @ 2pm – venue to be confirmed.