

**MINUTES OF BID STEERING GROUP MEETING  
HELD ON MONDAY 16<sup>TH</sup> MAY @ 2PM  
AT MCDONALDS, WESTON-SUPER-MARE**

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

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

**1. Minutes from last meeting**

All agreed.

**2. Financial Update**

2012	£242,055	91%
2013	£240,425	94%
2014	£243,888	91%
2015	£249,031	92%
2016	£ 23,958	5%

Dealing with a lot of BID queries now invoices have been sent. 50% BID levy reduction request to be sanctioned at June Board meeting.

## Reballot

Clean mailing list – ensuring all contacts are up to date; categorise businesses into the key audiences previously identified –	13-May
Consultation events; venues and catering arranged	13-May
Dedicated website built and content written ready for launch	17-May
Social media - Forward planner created, profile and cover images designed for FB and Twitter using BtB logo	17-May
News release drafted and approved and sent to media	17-May
Back the Bid (BtB) 2016 May Newsletter Word and Mailchimp templates designed	17-May
Review and approval of website	18-May
Back the Bid (BtB) 2016 May Newsletter written and edited	23-May
Consultation questionnaires approved	23-May
Launch date and news release published	26-May
Social media activity regarding launch	May onwards
Newsletters and consultation questionnaires distributed to BID businesses	02-Jun
Consultation events held – dates –	Tuesday 14th June 2pm-3.30pm and Thurs 23rd June 6pm-7.30pm at Coral Room, Grand Pier
Back the Bid (BtB) 2016 June Newsletter written and edited	Beg to Mid June
BtB June Newsletters distributed to BID businesses	Mid to end of June
Focus Groups arranged	June
Focus Groups held	Beg of July?
Face to Face meetings held	Mid July?
BID Ambassadors recruited	June
Case Studies written	Beginning of June

## 3. Projects

### Marketing

**Love Weston** – update to be attached to minutes. Monthly meetings now taking place and proposals booked for 2016 destination marketing spend.

### Events

Easter Egg Trail proved very popular.

Bank holiday entertainment went well on Saturday but Mondays activities were cancelled due to inclement weather. To be repeated over Spring Bank holiday weekend.

Additional BID events being sourced for PRS over the summer months funded jointly by BID, NSC and traders.

ST/BT to provisionally source “must see” events to take place in November.

### **Street Management**

Uniforms received – ready for launch on 28<sup>th</sup> May.

Purple Flag officially launched in conjunction with multi agency operation over the Bank Holiday weekend.

Body camera being used by wardens.

Order placed for High Street hanging baskets.

Wardens extremely busy working with a whole range of ASB and shop theft incidents. Police support in the town centre is very limited at present.

RN/ST/PB meeting with PCC to discuss the future of policing in the town centre.

Attended agency meetings as required.

### **Access**

Footfall continues to be added to website on monthly basis.

### **Support**

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

MS photographed all events over the past month and re-ballot pictures.

Assisting with re-ballot activities.

## **4. AOB**

### **Town Centre Regeneration Update**

Dolphin Square development, due to open next spring

Winter Gardens – transferred to Weston College end of April and will open as a law and professional services academy this autumn

Walliscote Place – police station and former magistrates court to be redeveloped as high-quality urban apartments

The Centre – visual enhancements and extra planting planned for this area with work starting this month

Railway station – work is planned to improve the area between the station and the town centre to make it a more attractive and welcoming arrival point to the town

Creative Hub – a building for creative business start-ups and micro-enterprises

Tropicana – views currently being sought about the future of the building as a cultural, creative and entertainment space

Town Square – the space is being looked at to improve how it looks and works as a space to link the elements together at that end of the high street.

Visuals to be obtained from Rachel Lewis.

Infrastructure – improving traffic management and movement around the town centre.

George Grace planning to hold an open meeting in June to discuss the “Lanes in Brighton” proposal for Orchard Meadows.

Peter Vallance has completed his BITC secondment and his successor is a representative from Greggs.

ST to contact Simon Angear at Weston Mercury re having a dedicated BID page monthly.

**Date of Next Meeting:** 20<sup>th</sup> June 2016 2.00pm, McDonalds training room.