

**MINUTES OF BID STEERING GROUP MEETING
HELD ON MONDAY 22ND MAY 2017 @ 2PM
AT GRAND PIER, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Paul Batts
Steve Berry
Tim Lamb
Nick Cooke
Louise – Idesign
Becky – M&S
Mark MacGregor

Apologies: Sophia Michael
Rachel Lewis
Darren Fairchild
Michelle Michael
Ben Sheldrake
Nigel Downey
Iain Brimecombe
Richard Nightingale
Sam Walker
Diane Knowles
Caroline Darlington
Annie at Yates

1. Minutes from last meeting

All agreed.

2. Financial Update

2012	£243,559	92%
2013	£240,639	95%
2014	£245,446	91%
2015	£257,516	95%
2016	£240,269	91%
2017	£66,797	23%

Draw down of BID levy now in place with NSC.

Levy bills despatched and numerous meetings taken place.

Sponsorship update provided at meeting. SB suggested that if any of the group have any further ideas, then please let ST/BT know.

3. Projects

Marketing

Love Weston – pocket map, supported by BID, produced. ST to contact Love Weston team re pocket map dispenser in SSC. Also working with team to have dedicated BID areas pages on website. Encouraging music venues to upload their events onto website.

Social media – Twitter “retweets” to Facebook discussed at meeting. All agreed to continue.

Events

Street Art Trail – artwork updated with new pieces and distributed. Also downloadable on BID website.

Childsafe – remerchandised.

Geocaching – being used extensively and now being managed by AL.

Eat Weston – Huge success (56,000 visitors counted). Met with organiser for debrief and planning to support two events in 2018, which needs to include Grove Village. Discussion also needs to take place with Licensing re 2018 fees.

Easter Egg Trail – successful.

Loves Open – last week of a very successful event.

Petting Farm – 29th May 2017 – High Street 12-4.

Weston Armed Forces Day/Air Festival entering final planning stages for what will be another great weekend for town.

BT assisting Town Council with Flower Show planning.

Sea Dogs Festival – ST/BT to meet with organiser to discuss viability and proposed date (Beach Race weekend).

Date for diary - Italian Gardens official opening 5th August. ST/BT to meet with Fran Inman at NSC to offer our support to make this a “must see” town centre event.

Street Management

Street wardens now in new uniform.

Team are now working to new rota hours i.e. 7am-9pm Monday – Thursday, 11pm Friday and Saturday. Positive feedback received from partners and businesses.

ST gave update on CSAS training/PSPO – awaiting clarification from John Flannigan at NSC regarding best way forward.

ST/BT/AL now conversant with WBCRI procedures in preparation for DG’s departure on 31st May.

New faces on street warden team.

Sponsored Glendale plants to be delivered early June. Hanging baskets being installed tomorrow and delivery of new planters imminent.

RTV being utilised in afternoons by team.

Purple Flag – Mavis now operational every weekend.

Access

	BLC		Prom	
	2015/16	2016/17	2015/16	2016/17
Oct	234,595	253,406	154,783	125,825
Nov	196,495	197,422	84,399	71,697
Dec	232,272	239,633	108,174	110,177
Jan	146,462	154,148	78,154	103,706
Feb	176,420	193,152	104,419	111,335
Mar	330,592	301,853	231,798	189,600
Apr	313,604	406,489	209,294	330,177

Support

BID website now complete and being update weekly.

MS also updating photo library in preparation for Love Weston BID zone features.

MS obtained simplified discounted bus travel deal for BID business employees and this will be trialled via newly developed app over period of June.

MS also meeting with numerous businesses re BCR including licensed premises in Grove Village.

Newsletter hand delivered and is available on website.

4. AOB

Parking – lots of negative feedback within the town regarding parking. ST/RN meeting with traders on Friday 26th to pinpoint issues affecting business.

Busk in the Sun/BID events – All agreed to support PRS event.

PB – positive radio and newspaper PR.

ST to meet with David Carter re town centre regeneration, parking and events.

MM provided overview of aspirations for Orchard Meadows.

Date of Next Meeting: 19th June 2017 2pm at McDonalds Training Room.