

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 13TH MAY 2014 @ 2PM
AT McDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Tim Lamb
Steve Berry
Paul Batts
Mark Canniford
Iain Brimecombe
Mark MacGregor
Mike Lyall
Lee Moulton
Emma Lincoln

Apologies: Sharon Bennett
Michelle Michael
Darren Fairchild
Chris Partridge
Sophia Michael

- ST introduced Emma Lincoln to the team. Her contact details are emma.lincoln@wsmtcp.co.uk

1. Minutes from last meeting

All agreed.

2. Financial update

- 2012/13 £239,837 (91%) 2013/14 £236,878 (93%)
- 2014/2015 invoices have now been sent.
- BID P & L available at meeting.
- MC to forward information re business rate relief and NI rebates. ST to include details as a flyer in BID newsletter.

3. Projects

Marketing and Events

- Red Bull motocross display team again attracted record breaking crowds on Princess Royal Square.
- Christmas market –ST/SB to arrange meeting with organiser after 16th May.
- “Empty belly” posters now produced for all BID events – this has subsequently been used for classic car show and markets.
- Updated events calendar attached, including car show dates.
- Love Weston – Weston BID to engage Ian Jeffries to produce comprehensive coach marketing campaign. ST/PB to meet on 19th May.
- STA – SB cancelled offer re £2000 funding for “South West is Open” project.

Street Management

- Permission given for wardens to use NSC pavement washing machine. Training to take place in May.
- Customer survey completed and analysis of results pending. All agreed that the recent survey was good initiative but the base level needs to be increased to 200. MM offered to assist with the content of future surveys.
- Additional floral display installed in St James Street, with request for seven hanging baskets. CW to liaise with NSC street lighting to see if this is possible.
- High Street brackets in the process of being tested in preparation of installation of hanging baskets.
- Assisting guards with apprehension of bulk theft shoplifters at M&S
- Wardens completing business visits.
- CSDAT requested additional warden assistance over the South West Live weekends.
- Chris Partridge from Pubwatch requested that the street wardens be available on Bank Holidays Sundays until 11pm. This has now been put in place for May and August.

Access

- Pay and display in St Margaret's Terrace had been considered and will not take place.
- Coaching as per above.

Support

- Quarter 2 newsletter, which includes annual report, has been written – PB to approve and will be distributed last week in May.
- Twitter reached 6503 followers. (currently on 6110)
- B2B offer page: Total - 3211 webpage views, (next newsletter states 2500)
- BCR - Total c £56,000 (mostly utilities). Barometer on newsletter to include number of businesses assisted. (currently £36,000 and next newsletter states 39 businesses)
- Martin Slade contacting NSC re trade waste collections and May Gurney. Mark Macgregor to expedite via Colin Russell.

4. AOB

- Three items of correspondence discussed at BID meeting. ST requested to draft reply and send to John Brentnall to approve.
- It was highlighted that metal NSC bench adjacent to entrance to SOVSC needs to be repainted. BT to arrange.
- MC reported the problem of "rogue" banners on Italian Gardens railings. BT advised that only charity or community banners are permitted and signage has been installed advising on this. BT to monitor.

Date of Next Meeting: Tuesday 24th June @ 2pm – McDonalds.