

MINUTES OF BID STEERING GROUP MEETING

HELD ON WEDNESDAY 21ST NOVEMBER 2012

AT TRAINING ROOM, MCDONALDS

Present: Steve Townsend
Mike Chetter
Mark Canniford
Beverley Tucker
Tim Lamb
Paul Batts
Dean Smith
Nick Cooke
Darran Fairchild
Mike Lyall
Mark Raby/Steve Hanlon - Police

Apologies: Liz Hughes
Michelle Michael
Mark MacGregor

ACTION

1. Minutes of last meeting

All agreed as accurate.

NC asked for recap of St James Street Xmas lights application for funding, which was approved at the previous meeting. TL added that the illuminations had now been installed and Weston Town Council were confident these will be included in future contracts, as per TL email dated 9th November.

2. Financial update

£198,000 of £268,000 (74%) BID levy has been invoiced to date.
ST attended court with Liberata to obtain liability orders re debt recovery.
Awaiting update from Liberata.
Profit and loss supplied at meeting.

3. Projects

Marketing and events

DF provided update regarding Halloween and marketing activity via Plum (Westonwinterwonderland.com) communications to date.

The following late night shopping entertainment has been booked via Messages PR –

Thursday 6th December

Seagulls
Clown Bluey

Thursday, 13 December

Penguins
Professor Crump

Thursday, 20 December

Man in Box
Titan
Entertainer - to be decided

Town Council is supplying Xmas Lights switch on event – 29th November. Terry Glead is the only representative who is available from the Pantomime, and event being hosted by Nova Radio. Ceremony commences at 6pm. Star guest will be Sooty. NSC supplying ice rink, themed rides and log cabins via James Rogers, at no cost to BSG.

BSG marketing spend to date

Radio advertising	£1,500
Newspaper advertising	£ 500
Plum Communications/NSC	£3,500

Box hedge between Italian Gardens and Town Square now removed. ST/TL have given consideration to next year's marketing budget and activity, which was presented at the meeting. TL asked that consideration be given to the first quarter's activities, which were coach travel promotion, business to business discount scheme and Feb half term activities. TL requested that Martin Slade to attend December meeting to give update on business to businesses details and ST will present on coach travel promotion.

All agreed that use of stadium seating in Town Square would enable a raft of events to take place in town square over summer season. ST to cost up.

Love Weston website and guide being launched on 30th November. All BSG members invited to launch. Martin Slade will be encouraging all Business to authorise their free listing via Insider Knowledge for inclusion so as to build a comprehensive retail guide.

Street management

BT has been liaising with numerous BIDS including a site visited to Swindon. We have now established that Rugby BID operates a very similar BID warden scheme to ours and we are working with them to produce deployment guidelines.

Liaising with NSC Highways to ensure adequate supplies of salt are available within the town centre.

Clean wardens dealing with numerous jet wash requests.

Clive now left the BID Wardens and moved to Proper Job. BT/DS met post meeting.

Chris Webber working with Weston Town Council regarding 2013 floral displays. BT placed order for 60 hanging baskets.

Purple Flag zone maps completed and next meeting in January 2013.

Intel database working extremely well with 74% of members signed up.

Street warden activity stats circulated.

Clean Warden/BT meeting with NSC Waste Dept re town centre waste enforcement to agree way forward.

Access

Pay and Display now operational within town centre. Mixed reaction. PB provided positive comment for Mercury.

Support

Martin Slade still working with numerous businesses on varied suite of cost savings. Review meeting being held with Regency Purchasing Group on 26th November to consider improvements to process.

4. AOB

ST circulated KPI spreadsheet and requested permission to contact BSG members to obtain figures to enable completion on a monthly basis.

Working with Paul Batts and Rachael Lewis regarding banner signage for Orchard Meadows, Grove Village and St James Street. Possibility of 50% match funding up to £5,000 from Portas money.

ML suggested that the Winter Gardens should be attracting more specialist group business and it was suggested that he contact Peter Undrey direct.

TL proposed that we should consider employing a part time marketing and events Assistant in-house. This proposal will be discussed in detail at January meeting.

Date of Next Meeting: 12.30pm – Tuesday 18th December 2012 at Imperial, South Parade.