

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 5TH NOVEMBER 2013 @ 2PM
AT GROVE HOUSE, WESTON-SUPER-MARE**

Present: Steve Townsend
Paul Batts
Darren Fairchild
Beverley Tucker
Tim Lamb
Mike Chetter
Mark Canniford

Apologies: Liz Hughes
Mike Lyall
Nick Cooke
Mark MacGregor
Steve Berry
Michelle Michael

1. Minutes from last meeting

- All agreed.

2. Financial update

- 2012/13 - £231k or 87% of £266k & 2013/14 - £224k or 86% of £261k.
- Liability orders being obtained for outstanding debts.

3. Projects

Marketing and Events

- Food Festival – debrief meeting held with SP. SB supplied press release to Mercury confirming financial and officer support. Date for 2014 is 27th & 28th September 2014.
- Halloween – another great event with record attendance (half term). All agreed to move Halloween back to Grove Park/Grove Village (orad closures) in 2014.
- Graphics and frame constructed for Carnival float – Elf's giving out flyers and stickers on the night.
- Come as yourself, Go as an Elf – promotion all confirmed, ST provided overview.
- DF gave Xmas overview . BLC and T Sq entertainment being provided by James Rogers. All agreed ok for James on Town Square also until 5th January.
- Events Officer via contract for services – being discussed at December executive, now that BT's SLA funding has been confirmed.
- Christmas flyer was made available at meeting.
- TCP and BID team assisting with road closures, carnival caterers and coach parking at Carnival.
- Love Weston – update from PB regarding proposed paid for advertising in conjunction with Weston Town Council.
- TCP and wardens providing event management at Remembrance Sunday Service.

Street Management

- New team member Chris Joannou joined warden team on 2nd November.
- Radiolink – grant application made to extend scheme to Nailsea. Thirty six persistent offenders on exclusion list and nine via Pub watch. CCTV has recently benefitted from system upgrade which will enable deployable cameras & direct monitoring from Police HQ.
- Clean warden's trialling pavement stencils which are initially being used to direct revellers to taxi ranks.
- Combining all future plant orders with Weston in Bloom and Weston Town Council, to benefit from substantial discounts. MC asked to record thanks for Chris Webber/Dave Trow re hanging baskets.
- War against domestic waste via Section 46 notices has worked as proven by reduced tonnage of black bags collected by Wardens and Glendale. Working with NSC to tackle persistent culprits.
- Inspector Liz Hughes has left district and replaced by Sharon Bennett.
- PB/ST attending Pubwatch meeting today re overview of BID and extending warden hours on Friday/Saturday until 2am.

Access

- Electronic coaching mail shots paused over winter months.
- Proposal received from MM to fund Coaching Showcase event – May 2014. ST to email proposal to obtain vote.

Support

- Twitter reached 5752 followers – 31st Oct.
- B2B offer page: Total - 2144 webpage views, 1545 unique visitors. Oct – 60 webpage views, 51 unique visitors.
- Weston-Super-Saver promotion to the general public. Printed 5000 new key rings to be available from Mercury office. First article in Mercury and second teaser printed. Token 1 (7th Nov) Token 2 inc. email capture (14th Nov). Star offer 1 – 20% discount club with 9 offers. Star offer 2 to be arranged (Internationale offering 30% discount on the 28th Nov so may be a good one).
- Waste Action – to pilot a trial in Grove Village as there is interest from the last trader's liaison meeting. Plan to audit current waste suppliers and prices and ask Glendale for competitive service pricing – no progress
- BCR - Total c £35,800 (mostly utilities).
- Email database is currently 213 active and verified recipients. Have lost a few due to requests to be removed and undeliverable.
- Printing 5000 RNLI charity fundraising postcard to raise profile of BID – to be sold via members and publicised in Mercury.
- Newsletter to be delivered w/c 11/11/13. To be sent via email also.

4. AOB

TL provided some information regarding Retail South West and suggested that ST make contact with John Hurst to become fully involved.

Date of Next Meeting: Wednesday 11th December @ 2pm – McDonalds.