

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 4TH NOVEMBER 2014 @ 2PM
AT McDONALDS, WESTON-SUPER-MARE**

Present: Beverley Tucker
Tim Lamb
Darren Fairchild
Iain Brimecombe
Emma Lincoln
Steve Berry
Mark MacGregor
Paul Batts
Rob Mathias

Apologies: Sharon Bennett
Mark Canniford
Michelle Michael
Steve Townsend
Mike Lyall
Sophia Michael

1. Minutes from last meeting

All agreed.

2. Financial

- 2012/13 £240,186 (91%)
- 2013/14 £243,617 (94%)
- 2014/15 £212,558 (79%)

- Final notices and liability orders being sent in November

3. Projects

Marketing and events

Love Weston update

DM/IJ attended the Group Leisure & Travel Show on 25th September. It was the most successful group travel show attended to date. IJ is working with the contacts made.

Following the above, DM/IJ travelled to London for the New Mind Digital Tourism Conference and Awards and won an award for loveweston.com – the most successful start to a website with over 700% the predicted growth. 350 destinations were entered and 8 awards were given in total.

The next destination marketing campaign, funded by BID's contribution to Love Weston, will be a poster campaign commencing mid-December to mid-January on the London Underground network. To date, London is consistently the top region in terms of visitors to our website. As well as the daily commuters this will target the Christmas shoppers, and people travelling over the Christmas and New Year period. Working with VisitEngland to promote the 2015 Rugby World Cup as Weston is a prime location for overflow accommodation for the games in Exeter, Cardiff and

Gloucester, with great transport links. Love Weston members are able to participate in this marketing by submitting special offers, etc. There is a bespoke feature on the website for further info.

Carrier Direct are about to start selling advertising space for the official 2015 destination guide. It will launch mid-December and advertising cut off is 21st November. There are free entries available to Platinum LW members and discounts for other members. It will be around 48 pages, A5, with a digital version on the website.

IJ has arranged for Stuart Render, the Editor of Coach Monthly, the leading industry magazine and organisers of the Coach Tourism Awards, to come on a VIP visit on Friday 7th November. The Royal Hotel have supplied him with a complimentary room for two nights. On Friday morning he is having coffee at Grove House to which PB has been invited. Following that they are having lunch at Tiffany's with MMichael, then taking him onto the SeaQuarium before attending Cllr Hitchins event at the Winter Gardens for the Carnival.

Town Centre events

Food Festival

Again another excellent event with attendance up on last year. Committee being formed to help organiser with sponsorship and organisation of next year's event. EL to contact RM re possible M&S sponsorship of next year's event.

Classic Car Shows

Worked really well and due to recommence in April 2015. EL to look at themed car events and possible rally's, incorporating food and drink offers. EL/DF to meet organiser in New Year to discuss site fees and dates for 2015.

Halloween

Event took place on 31st October in Town Square/winter Gardens. Attendance up on last year and all impressed with fireworks finale. BT/EL assisted at event.

Carnival

7th November – decision on which route will be taken due to possible adverse weather will take place 48 hours before event. BT/DG/EL to assist at event.

Remembrance Sunday

Poppy displays in businesses will take place w/c 3rd November. Also British Legion to attach large poppies to street lighting columns in High Street. BT/EL to assist at event

Xmas lights switch/Late night shopping evenings/Saturdays

EL to discuss event line up for the switch on evening and bookings for the other late night/Saturdays. BT/EL/ST to assist at events

Xmas tree festival

EL gave overview of tree festival.

Small Business Saturday – 6th December

It was noted that we had had gains in small business openings and possibly buck the national trend. EL to investigate and to put story together that may interest TV/radio

to run story on Weston on that day. EL to also invite John Penrose for town centre walkabout on 6th December.

Street Management

- Community Safety Accreditation – application now being processed.
- Wardens working with Licencing team at NSC re illegal taxi ranks on both Friday/Saturday nights.
- Wardens working until 12am on Carnival evening in conjunction with Police shifts.
- South West in Bloom – judge’s feedback received and special mention given to BID area and team. Weston to enter both local and national awards in 2015.
- Wardens featuring in BBC documentary “Neighbourhood Blues” to be screened in November. DF to send press policy for Events team to BT to add to deployment guidelines for Wardens.
- Seasonal Illuminations being installed from 8th November and all necessary permissions received from NSC. Christmas tree now chosen from Longleat by DG/CW.

Access

- ST/MMichael to meet with Steve Reed re content of coaching workshop and showcase events in 2015.
- DF/EL gave overview re Pocket Guide proposal. All present voted to agree to costs and subsidy for adverts. ST/SB/PB/EL to discuss budget when ST back in office
- EL/IJ/ST working on driver incentives/book of treats for coach drivers and passengers.

Support

- BCR – no additional new contracts. Another testimonial will be included in the next newsletter.
- Trade Waste – meeting with NSC and May Gurney (new Merger/Acquisition with Kier Group) with clear way forward. Plan - to agree beneficial BID pricing in November and promote to members in Q1 2015. NSC to gently tighten up on all traders with no suitable waste process simultaneously so this needs to be seen and support/solution. **Please can you help Martin Slade gather current pricing of waste collections to aid negotiations of best price from Kier May Gurney (email martin_slade@wsmtcp.co.uk with prices)**
- Re-ballot – for Area 1 to be announced in Q4 newsletter to include nomination form. In addition there is now a new e-nomination form on the website: <http://www.wsmtcp.co.uk/weston-bid-businesssupport.htm> to aid member engagement. MS to chase nominations/voting during and after newsletter delivery.
- The discount Key Ring offer has received 2988 views from 1888 unique visitors since it started (Feb 2013) with 542 views and 373 visitors in the last year and 18 views from 13 visitors in the last month. The newsletter stand brand packs to boost uptake have been agreed and now available. Due to go out with the next newsletter delivery with appropriate PR/press release (to be agreed).
- Newsletter (2014-Q4) due to be delivered in November.
- Twitter currently has 6410 followers and Facebook 284 likes.

- TL suggested that Martin Slade is invited to the next BSG meeting.

4. AOB

- BITC – SB updated group on latest meeting. M&S, Santander and Boots to be invited to attend BSG and Board meetings.
- HSIF – monies now allocated to other projects

Date of Next Meeting: 13th January 2015 @ 2pm – Venue tbc.