

**MINUTES OF BID STEERING GROUP MEETING
HELD ON MONDAY 20TH NOVEMBER @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Paul Batts
Steve Berry
Michelle Michael
Tim Lamb
Nick Cooke
Sam Walker

Apologies: Sophia Michael
Rachel Lewis
Darren Fairchild
Police
Richard Nightingale
Diane Knowles
Caroline Darlington
Louise – Idesign
Mark MacGregor

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	£216,431	85%

Liability order passed to Rossendale's for collection. Still awaiting valuation dates for Dolphin Square.

3. Projects

Marketing

Grove Village/Orchard Meadows BID pages on Love Weston website now complete. Team now working on High Street.

Christmas switch on to take place on 30th November at Italian Gardens.

Advert in Mercury. Xmas tree being delivered on 25th.

Five Gold Rings promotion taking place as per last year as agreed by BSG. Weekly features in mid-week & main paper and social.

Events

Carnival worked well. TCP managed the 8 catering trailers and parked 32 (space for 35) VIP coaches along the Prom. Major route changes to take place in 2018 due to Locking Road Coach Park not being available. All agreed that a huge thanks should go to Terry Gilbert for stepping in and ensuring this year carnival happened.

Remembrance Sunday – again large turnout. Big screen and lamp column mounted poppies partially sponsored by BID.

Christmas light switch on – Panto stars assisting Mayor with switch on.

Late Night shopping Thursdays – Five Gold Rings prize draw on each evening.

Eat Weston festivals winning several awards (National Outdoor Events Association, Somerset Life Food & Drink Award etc). Eat Weston to return in 2018 in April and September. BSG also been approached to consider sponsorship of Eat Christmas and a dog show (£1,000 each). All to take place on Italian Gardens with BID branding/marketing. Amount of funding to be decided at next meeting and will be based on BID levy collection figures for 2017.

Street Management

Maintained by BID” stickers placed on planters in town centre. Seven more planters obtained in this financial year, two sponsored by Churngold and two part-funded by Weston In Bloom. Winter planting has also taken place this year.

Operation Jingle commences 30th November.

PSPO – ST updated those present.

Purple Flag overnight assessment to take place on 2nd December.

ASB continues to be a problem on Italian Gardens with large group of youths.

Ringleaders very much the focus of partnership intelligence/action.

Second meeting of Pubwatch taken place. Good attendance and the foundations of a productive group have been laid.

Special mention and thank you to Adrian Ley, who saved a life through CPR on Carnival evening.

Footfall

	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
May	332,101	290,575	321,008	276,542
Jun	435,982	431,422	401,211	417,719
July	381,527	352,035	370,750	314,496
Aug	485,662	439,417	457,397	400,713
Sep	439,140	390,081	295,289	276,715
Oct	233,440	231,243	135,055	141,925

Support

MS assisting with Love Weston website project and Purple Flag artwork.

MS managing and updating new website together with photos.

Autumn newsletter complete and delivered.

BID app now complete and MS producing a poster and talking to town centre businesses to secure offers for BID business employees.

Business cost reduction continues.

Regeneration

The Stable Creative Hub is now up and running and is offering free hotdesking to digital/creative entrepreneurs over the next few weeks to promote the space. The first event held at The Stable was hosted by Google, who offered a variety of free face-to face digital marketing courses which were very well attended. Meeting room bookings are also proving very popular.

Italian Gardens – The first phase of the project is complete (except for planting which is going in as we speak). Further phases to the project are due to take place in 2018 which include road work on South Parade (to expand the pavement, improve level access to Italian gardens and facilitate better traffic movement), and to Spider Lane.

Heritage Action Zone (HAZ) – This is a 3 year, joint project between Historic England and NSC with approximately £600k of funding, aimed at celebrating, promoting and maximising the economic value of heritage in Weston town centre. Cara McMann is leading this project. This includes;

- Researching Weston's heritage and urban development, to inform a new book
- Reviewing Weston's listed buildings and Conservation Areas
- Bringing the town centre's historic buildings back into use

- Grant schemes to improve the public realm, shop signs and shopfronts, access to Weston Museum, the seafront and side lanes
- Improved design standards and quality to conservation areas and surrounding areas
- A local listing project
- Heritage health walks and a 'Looking Up' initiative to encourage appreciation of Weston's heritage map

Dolphin Square – The first units in the leisure phase are now open and other units are starting to fit out. The cinema is now looking to open in January. The planning application for the housing development on the remainder of the Dolphin Square site is progressing and will be submitted early next year. Cinema due to open 2nd February.

Locking Road/Sunnyside Road HCA sites – Architects are developing planning applications for these sites which will be submitted early next year.

Station Road/Alexandra Parade - NSC have secured £2.95m and have a bid in to the LEP for a further £1.5m for works to enhance Station Road and Alexandra Parade to improve them for buses, pedestrians and cyclists. Design work is scheduled to start in the new year and construction next autumn in Station Road.

4. AOB

ST to contact Mandy Bishop in New Year regarding NSC representation at BID and Exec.

Following suggestion from our Chairman, NSC will be introducing 20mph zones within the town centre – roads affected are:

ALEXANDRA PARADE - From its junction with Meadow Street to its junction with Orchard Place

ALMA STREET – For its entire length

BACK STREET – For its entire length

BURLINGTON STREET – For its entire length

CAMBRIDGE PLACE - From its full trafficable length

CROSS STREET – For its entire length

HOPKINS STREET – For its entire length

MEADOW STREET – From a point 10m west of its junction with Alfred Street to its junction with Alexandra Parade

NORTH STREET – For its entire length

ORCHARD PLACE – For its entire length

ORCHARD STREET – From its junction with Alexandra Parade to a point 11m north of 62 Orchard Street.

PALMER ROW – For its entire length

PALMER STREET – For its entire length

POPULAR PLACE – For its entire length

PROSPECT PLACE - For its entire length

MM made group aware that NSC are considering proposals to increase car parking charges and introduce charges on Sundays. ST/PB will ensure that BID is involved with consultation process.

Date of Next Meeting: 15th January 2018 2pm at McDonalds Training Room.