

**MINUTES OF BID STEERING GROUP MEETING  
HELD ON TUESDAY 13<sup>TH</sup> OCTOBER 2015 @ 2PM  
AT WINTER GARDENS, WESTON-SUPER-MARE**

Present: Steve Townsend  
Beverley Tucker  
Paul Batts  
Steve Berry  
Tim Lamb  
Scott Hunter (representative from Boots)  
Iain Brimecombe

Apologies: Sophia Michael  
Martin Challenor  
Mark MacGregor  
Sharon Bennett  
Darran McQuire  
Darren Fairchild  
Mike Lyall  
Kobe Addai  
Emma Lincoln  
Rachael Lewis  
Michelle Michael  
Ben Sheldrake

**1. Minutes from last meeting**

All agreed.

MM/EL still to meet re update of Love Weston dashboard  
ST to chase DF re Food Festival 2016 plans

**2. Financial Update**

2012	£241,029	91%
2013	£240,072	94%
2014	£240,181	89%
2015	£222,989	82%

171 businesses have been notified of Court action on 27<sup>th</sup> October 2015.

**3. Projects**

**Marketing**

- **Love Weston** – Update to be sent with minutes. Winter campaign booked and artwork being produced for poster sites and petrol nozzles along the M4/M5 and M6 corridors.
- **Pocket Guide** – BID to continue to support Pocket Guide in 2016, as are hopefully Weston Town Council. Sales pack being distributed with October newsletter. Distribution plan to be agreed with DF.

## Events

- **Halloween** – promotion underway:
  - **Monday 26<sup>th</sup> Oct** – Fireside Frights! Ghost stories around a fire on Town Square and Museum launch 'Night at the Museum' trail with actors.
  - **Tuesday 27<sup>th</sup> Oct** - Nosferatu 'Live' Backyard Cinema, Grove Park.
  - **Wednesday 28<sup>th</sup> Oct** – Under 16s Halloween Night in Tabu.
  - **Saturday 31<sup>st</sup> October** – NSC/BID event Grove Park.
  - **All week** – Night at the museum trail around town.
- **Christmas...**
  - **Lights Switch On** – Sat 14<sup>th</sup> November. EL working on musical entertainment and promotion. Possible ITV Newsreader for switch on with costume character (?). Titan in SOVSC, Shopping until 7, Fireworks 7.15pm.
  - **Elf Trail** – BT working on locations. End at Natwest and Fireworks for 17<sup>th</sup> Dec – depending on sponsorship.
  - **Late Night Shopping Thursdays** – insert letter in Oct newsletter. Costume character & musicians/choirs each week. Free parking after 3pm SOVSC.
  - **Promotion** – Mercury – meeting, posters, flyers, banners, TV screens, newsletter to schools, council newsletter to employees, online promotions, Toblerone etc
- **Small Business Saturday** – Bus Tour – Thurs 26<sup>th</sup> Nov. Event Sat 5<sup>th</sup> Dec. Promotional events to BLC to be planned with committee. Awaiting meeting date. Suggestions welcome. Promotion of businesses – Free posters etc. available online.

## Street Management

- Street wardens very busy in September with Dismaland visitors, ambassadorial role.
- Wardens increasing patrols in Garden of Fragrance due to increase in ASB.
- Working with Police, ASB team and Community Response re week of action re ASB/cycling on pavements etc and MAVIS on Town Square.
- Letter of thanks re cycling enforcement on High Street in Weston Mercury.
- Also letter received from Nat West Bank re warden assistance with refurbishment/contractors on site.
- Warden presence at Halloween and Christmas events booked with contractor.
- Hanging baskets removed for winter period.
- BT organising Christmas lights installation and Christmas tree chosen. Gold Award received for this year's South West In Bloom entry, together with Tesco Cup. National Awards results due this week.

- ST/BT completed Purple Flag application, 100 page document which will be submitted by 16<sup>th</sup> October.
- Attended agency meetings as required.

### **Access**

- Footfall counters now in operation and statistics are available every Tuesday on Weston BID website. Weekly figures will be provided at all future meetings.

### **Support**

- October newsletter produced being delivered.
- Sita – 35 five signs ups to date and a further 7 in pipeline. Issues with McDonalds trade waste weights - ST to chase.
- MS has photographed all events including street art, street theatre & food festival and uploaded photos to website/Flickr.
- MS also working with a number of businesses on insurance and utility quotes.
- Managing enquires via website and meeting with businesses as required.

### **4. AOB**

- Working with NSC to provide an update on Prospectus for Change, in the form of a presentation to the top 25 BID ley payers, Board and BSG on 3<sup>rd</sup> November. ST to contact MM re Grand Pier for venue to host event.
- Weston High Street ranked number 5 in the UK Coastal Town Category in Healthy High Street competition.
- TL to meet Lucy Shepherd from Greggs re BITC interest in BID.
- ST/TL to meet with CHAT to discuss sponsorship.
- BT/ST attended South West ATCM meeting.
- The Centre – next meeting scheduled for 22<sup>nd</sup> October.

**Date of Next Meeting:** 10th November 2015 2.00pm, venue to be confirmed.