

MINUTES OF BID STEERING GROUP MEETING

HELD ON WEDNESDAY 17th OCTOBER 2012

AT TRAINING ROOM, MCDONALDS

Present: Steve Townsend
Mike Chetter
Mark Canniford
Beverley Tucker
Tim Lamb
Paul Batts
Dean Smith
Nick Cooke
Darran Fairchild
Mark MacGregor

Apologies: Liz Hughes
Michelle Michael
Mike Lyall

ACTION

1. Minutes of last meeting

All agreed as accurate.

2. Financial update

£192,000 of £268,000 (72%) BID levy has been collected and we have been permitted to invoice £178,000 to date. Liberata have issued pre summons letters pending 9th November court hearing, where they will seek liability orders to secure debts and obtain powers to take further recovery action.

Profit and loss supplied at meeting.

3. Projects

Marketing and events

Halloween event relocated to Town Square – MC highlighted that businesses in Grove Village unhappy about the change, but understood that without financial contribution from BID, event would have not taken place. Event has been promoted via press release, posters and school bag letters to all schools. MC also suggested that local businesses selling Halloween related merchandise could be offered stalls at next year's event.

Messages have supplied proposals and costings for late night

shopping entertainment. BSG agreed to book three sets of late night entertainment and TL will obtain best price for preferred entertainment. TL Town Council to fund normal civic switch on ceremony, which will include Lorraine Chase to switch on lights. It was subsequently agreed that Nova will MC event.

NSC supplying ice rink, themed rides and log cabins via James Rogers, at no cost to BSG. It is therefore proposed that we should provide a comprehensive marketing package to ensure high footfall. BSG agreed £5,000 spend which will be allocated to Plum Communications but must include radio and newspaper advertising.

NSC proposing removal of box hedge between Italian gardens and Town Square and other associated tree works. Awaiting feedback from formal consultation.

ST/TL have given consideration to next year's marketing budget & activity and will present at November meeting. ST/TL

ST gave overview on budget position for remainder of year and it was agreed to explore the purchase of Xmas chalet style log cabins for 2013.

Love Weston website and guide being launched on 30th November – BSG members will receive invite. All BID businesses have been offered a free listing and can upgrade for an additional cost. ST/PB to liaise with Town Council to make necessary recommendations regarding the retail guide on the site. DF highlighted that Facebook/Twitter "Love Weston" is registered to Cardiff University and he has asked Plum Communications to retrieve. ST to contact Town Council re possible update to holding page before launch on 30th November. ST/PB

ST/DF to revisit "blanket" street trading licence for town centre. ST/DF

ST/DF to produce marketing brief for Plum Communications to cover all aspects of Winter Wonderland promotion. ST/DF

BT to contact Licensing to establish street collection permits already permitted for festive period i.e. brass bands. BT

Street management

BT/Gail Parsons producing operational guidelines for wardens and ST contacting other BID colleagues nationwide to obtain best practices. All agreed to revisit day time BID warden uniforms pre Summer 2013. MM offered to provide customer service training for BID wardens. BT to co-ordinate. BT

DS highlighted the requirement to provide a base for the Wardens at night.

DF offered Rangers office on seafront as warden base and DS offered to organise transition. Post meeting note: this has now been implemented. DS BID branding now added to street warden uniforms.

Love Weston branding also on RTV. Post meeting note:- Additional strap line stickers required for flat bed truck sides.

Pavement washing service now available to businesses.

Retailers are experiencing reduced levels of shrinkage and are

attributing this to presence of street wardens.
RTV fitted with brackets in preparation for snow plough and gritter.
High Street hanging baskets now removed and quotes obtained for planting, installation and take down for 2013.
Inaugural meeting of Purple Flag taken place, where preparatory tasks were distributed amongst the group.
Crime database now producing weekly newsletters and is now being used by Town Centre beat officers.

Access

O2 unable to sponsor town centre wi-fi scheme so need to explore other options.

Support

Martin Slade working with many businesses regarding cost savings and has recently saved one business £1,500 on electricity costs.
ST to contact Business West to obtain newsletter feed for critical legislative changes affecting businesses. ST
October newsletter distributed from Monday 8th October.
ST to ensure that all NSC Councillors receive copy of future BID newsletters. ST

4. AOB

After lengthy discussion, the BSG agreed to fund the capital cost of installation of Xmas lights for St James St, subject to the ongoing rental installation/takedown being included on the on the Town Council contract.
Working with Paul Batts and Rachael Lewis regarding banner signage for Orchard Meadows and St James Street. Possibility of 50% match funding up to £5,000 from Portas money.
ST and Martin Slade to work on businesses to business BID promotion. ST/MS
It was agreed by the group that the annual report should be presented at a public meeting in April/May 2013.

Date of Next Meeting: 2.00pm – Wednesday 21st November 2012 at McDonalds Training Room, Regent Street.