

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 1ST OCTOBER 2013 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

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

Apologies: Liz Hughes
Mike Lyall
Nick Cooke
Mark MacGregor

1. Minutes from last meeting

- Bike Night parking not able to be relocated but entertainment and trade stands would be permitted on Princess Royal Square.

2. Financial update

- 2012/13 - £228k or 86% of £266k & 2013/14 - £221k or 85% of £261k.
- ST has requested that liability orders be obtained for outstanding debts.
- P & L made available.

3. Projects

Marketing and Events

- Food Festival – All agreed that it was a great event which was attended by c. 9000 people over the two days. SB/ST to hold a debrief meeting with Sally Packer to agree way forward for next year (including branding and response to Mercury)
- Halloween – all agreed to increase opening hours of event as it sits within half-term.
- BID will be having a float in this years carnival. “A” frame on a flat bed truck, one side Love Weston banner and other side BID logo. Love Weston car stickers will be given to children and “elf” flyer to adults. Elf team being recruited.
- The proposal to recruit an Events Officer via SLA with NSC, within the Events Team at NSC, was discussed at length. All present agreed that it was an excellent way to proceed, as it will enable the BID to deliver more events than would be possible working alone. A vote took place (6 in favour, 2 abstentions and 2 absent). This proposition will now be placed before the TCP executive for final sanction at the board.
- 12 month marketing calendar – made available.

- Christmas activities – made available. DF also updated meeting that he had purchased a snow globe which will be used over the Xmas period. ST/DF to meet with James Rogers and traders on BLC regarding possible activities to be sited on BLC.

Street Management

- Banner signage installed – two outstanding locations in Orchard Meadows as building owners not giving consent. DF/MM offered to assist with permissions.
- Ben Gray now new member of warden team.
- Radiolink continues to support the warden team - 36 persistent offenders on exclusion list and 9 via Pubwatch. ST/PB to attend Pubwatch meeting on 5th November to deliberate street warden activity post 11pm on Fridays/Saturdays.
- Additional bins have been installed in Meadow Street. BT to organise stickers.
- Clean wardens been working on conjunction with NSC pavement washer to jet wash hot spots.
- Gold Award secured – South West in Bloom Awards. Green team personally congratulated on quality of BID floral displays.
- BT assisting waste dept at NSC with issue of Section 46 (192) notices following six week operation.
- Street wardens continue to deal with Eastern European street traders on Friday and Saturday evenings.

Access

- Debbie Matthews continues to circulate event information to coach companies on a daily basis. Attended Coach & Bus Live at the NEC to promote Loveweston.

Support

- Twitter reached 5599 followers – 28th Sept. DF suggested we should be more original with Twitter feeds as opposed to just retweeting. ST to liaise with Martin Slade.
- B2B offer page: Total - 2077 webpage views, 1495 unique visitors. Aug – 45 webpage views, 39 unique visitors. Business f/b – variable and dependent on type of trade but slowing considerably.
- Launched of pilot 121 bus route discount scheme on 14th Aug and will run until 14th Sept. Ten WBID independent traders were involved and keeping track of any qualifying customers. Zero customers generated despite being advertised by NSC on their website - [http://www.n-somerset.gov.uk/Transport/travel/bus_travel/Documents/121%20bus%20discounts%20\(pdf\).pdf](http://www.n-somerset.gov.uk/Transport/travel/bus_travel/Documents/121%20bus%20discounts%20(pdf).pdf)
- Agreement to team up with YPK - 9 of the 10 pilot 121 bus ticket have agreed to accept the YPK (one more to visit next week and expect all 10 to agree). Of the 9 we have 3 enhanced offers to encourage uptake to the YPK 8,000 students and 6 the same offer.
- Planning meeting on 11th Oct with Judy (Mercury) for Weston-Super-Saver promotion to the general public. Planning for 31st Oct, 7th & 14th Nov spread to collect 3 tokens to apply for a WSS key ring for pre-xmas boost. Plan to have a range of attractive offers in print and link to website (www.wbid.biz). Reprint 5000 WSS key fobs to meet demand.

- Meeting with Colin Russell NSC Service Manager for Waste to discuss a joined up solution for WSM and specifically the town centre. The overall objective is to find a way forward to offer businesses cost effective waste/recycle removal and ensure a minimum congestion impact caused by the service using timed collections etc. 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.
- Working with Uplands to provide a networking platform where WBID businesses can meet 3/4 times per year and possibly receive some form of business/IT training. No progress – last communication on 4th Sept from Uplands indicating the following: *Just a very quick email to let you know we are progressing our discussions with O2, as well as Microsoft and Nokia on the best small business approach for the BID members. As soon as I have a further update I will come back to you.*
- Steady increase in BCR – Total c £35,200 (mostly utilities). PB suggested obtaining some testimonials from businesses that we had and issuing of a press release. ST to arrange.
- Email database is currently 189 active recipients. Others collected are bouncing. Aim to increase this by 20 new emails per week, verify/amend problem addresses and send 1 information email per week.
- Monitor ‘footfall’ data before and during WBID tenure. Use car park ticketed attendance, retail purchase data and actual footfall records (if available) to monitor and report change monthly, year on year from 2011.
 - Large car parks – use cash taken to represent attendance (awaiting)
 - On-street car parks actual data starting from 19th Aug
 - Carlton St car park data from start 2013
 - McDonalds – monthly transactions
 - Spar - monthly transactions (awaiting)
 - SSC – footfall data or equivalent + car park data (awaiting)
 - Grand Pier – passing footfall traffic if available (awaiting)
 - No representation from Orchard Meadows as there are no suitable businesses with useful data capture facilities and data is likely to be heavily skewed by on-street parking introduction.
- Collate monthly shop vacancy data.

4. AOB

- St James Street – further capital request. Proposal not received at time of meeting. ST to chase.
- SB/ST/BT to make application to HSIF for advertising rotundas.

Date of Next Meeting: 1pm, Tuesday 5th November, venue TBC.