

MINUTES OF BID STEERING GROUP MEETING

HELD ON WEDNESDAY 11th SEPTEMBER 2012

AT GRAND PIER

Present: Steve Townsend
Mike Chetter
Michelle Michael
Mark Canniford
Beverley Tucker
Tim Lamb
Paul Batts
Mike Lyall
Dean Smith
Nick Cooke
Darran Fairchild (on behalf of MM)

Apologies: Mark MacGregor
Liz Hughes

ACTION

1. Minutes of last meeting

The July BSG meeting was replaced with presentations from event tenders and no formal minutes were recorded.

2. Financial update

Profit and loss supplied. Third invoice sent to NSC. Total collected is £133,000 representing 50% of the levy due. Aged debtors statement has also been supplied and Liberata commencing legal's.

3. Projects

Marketing and events

Website update – Town Council selected Insider Knowledge to produce Visit Weston website, town guide and smart phone app – website and guide target launch is December 2012. Permission granted from BSG for Paul Batts to represent BID. TV advertising campaign achieved 90 spots versus estimated 54. Coverage – 858,000 adults saw commercial at least once and 382,000 saw it four times or more. All agreed that advert was a success and may have contributed to static footfall versus last year, as opposed to other comparable seaside towns who reported decline due to the weather. BSG to allocate 2013 marketing spend, which may include future TV advertising. TL formally recorded thanks to Michelle and her team

for organising campaign. It was suggested that the advert should be added to social media sites and MM would instruct her team to do so.

NC advised the group that digital advertising will be available in the SOVSC from beginning of November.

Events – TL updated the group that NSC events team would assist with delivery of outdoor events and Messages PR would deliver indoor and High Street events. Local company, Plum Communications have offered to undertake PR and promotion and TL/ST to meet.

Forthcoming event activity;

- Relocation of Halloween family event from Grove Park to Town Square. Children's treasure hunt involving local business, haunted house, ghost train etc. Event will commence at 4.00pm and will conclude with fireworks display at 8pm. BSG agreed to match fund event.
- First steps are being taken to develop "Winter Wonderland" concept which will include ice rink on Town Square, purchase of wooden chalets for use by local retailers and civic switch on event. Messages have been asked to propose suitable "must see" entertainment for December late night shops. ST advised the group that a street trading licence had been issued to a third party for the provision of a Xmas market. NC requested that we continue to offer free parking on late night Thursdays. ST to coordinate.

Street management

ST provided a scope of the warden activity over the last six weeks and highlighted that they had already attended hundreds of incidents ranging from shoplifting, antisocial behaviour, fly tipping and black bag removal. ST requested that Mark Macgregor and DS assist with finer details of the project, which could include differing daytime/night-time uniform, approachability and seasonal adjustments in their roles.

BT advised that Bid Wardens had been visiting all business with contact business cards and this will be followed up by an A5 notice board flyer.

Access

Met with Uplands regarding Wi-Fi zone within town centre – hoping to get project sponsored by O2.

On street parking charges to commence on 12th November.

Variable Message Signage to be operational by mid-November.

Support

Partnered up with Regency Purchasing regarding comprehensive procurement solution of BID zone. Martin Slade currently working on behalf of twenty businesses on various cost savings i.e. utilities and has also developed an insurance package which will be communicated to BID members through the newsletter.

4. AOB

All present considered correspondence and telephone calls received and BSG instructed ST on how to proceed with separate issues.

DF (Seafront Manager) co-opted onto BSG.

It was proposed to amalgamate Armed Forces Week with Air Show and possible Helidays. This proposal has been accepted by Weston Town Council and a partnership would secure the necessary funding to safeguard what could be a national year on year event. DF offered to lead.

ST and MC will work with NSC to develop Fun day Sundays and Family Mondays concept into deliverable events. This blueprint can then be used to other areas within the town centre.

ST requested to explore the opportunity to extend to St James Street and bottom end of Meadow Street. ST to contact Weston Town Council as they hold contract with Lamps & Tubes.

ST updated group on market transfer (part) to St James Street and Mike Chetter would lead on liaison i.e. Christmas Lights, Signage, Flowers etc.

ST required assistance from BSG regarding compilation of KPI's and will circulate email early October.

MM highlighted that the BSG should consider advertising within the Explore magazine, produced by Weston Mercury and distributed to Brean, Burnham and coaches on arrival to Weston. ST to obtain costings.

Date of Next Meeting: Wednesday 17th October – McDonalds Training Room