

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 3RD SEPTEMBER 2013 @ 2PM
AT WESTON MUSEUM, WESTON-SUPER-MARE**

Present: Steve Townsend
Paul Batts
Darren Fairchild
Beverley Tucker

Apologies: Liz Hughes
Mike Lyall
Nick Cooke
Tim Lamb
Mike Chetter
Mark MacGregor
Mark Canniford
Steve Berry
Michelle Michael

1. Minutes of last meeting

- All agreed.

2. Financial update

- 2012/13 - £225k or 84% & 2013/14 - £211k or 80%.
- Liberata have issued final notices (178 for 2013/14 and 54 for 2012/13) on 30/7/13.
- P & L attached – BWJ still attempting to create management accounts from available Sage reports.

3. Projects

Marketing and Events

- Market and events sub group inaugural meeting taken place. Terms of reference produced and attached. BT gave overview of minutes. DF to write formally to organisers of Bike Night re change of site. A lengthy discussion took place re events and all agreed that a dedicated events organiser is required and DF proposed that this could be achieved via an SLA with his events team. DF/ST to scope out proposal and present to SB/PB/TL in first instance.
- BID declined funds for Love Weston visitor centre which was closed for the season on 1st September. PB still keen that WTC explore the idea of purchasing mobile unit.
- Forthcoming events – Weston Fringe August/September, Food Festival in September and Halloween event in October.
- ST/DF updated on meeting with NSC and Steve Berry (Xmas).
- Quarter 2 newsletter delivered.

Street Management

- Banner signage in West Street/High Street North, Meadow Street west, Orchard Street south will be installed during September. Still attempting to obtain permissions for two additional locations in Orchard Meadows.
- New member of warden team as commenced and is currently being trained.
- Radiolink continues to support the warden team 43 persistent offenders on exclusion list.
- BT hoping to install five new bins in Meadow Street by end of September.
- Clean wardens been working on conjunction with NSC pavement washer to jet wash hot spots.
- BT assisting waste dept at NSC with issue of Section 46 notices following three week operation.
- Street wardens dealing with new issue of Eastern European street traders on Friday and Saturday evenings.

Access

- Debbie Matthews continues to circulate event information to coach companies on a daily basis.

Support

- Twitter reached 5534 followers – 31st Aug
- B2B offer page: Total - 2037 webpage views, 1463 unique visitors. Aug – 52 webpage views, 47 unique visitors. Business f/b – variable and dependent on type of trade but slowing considerably.
- Launched on pilot 121 bus route discount scheme on 14th Aug and will run until 14th Sept. Ten WBID independent traders are involved and keeping track of any qualifying customers. Report next month.
- Agreement to team up with YPK – 8,000 students.
- Also, looking to run a Weston-Super-Saver promotion to the general public in conjunction with Mercury in Oct/Nov pre-xmas – meetings being arranged.
- Meeting planned 6th Sept 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.
- 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.
- Steady increase in BCR – Total c £29,900 (mostly utilities).

4. AOB

- ST attended Grove Village business meeting and was pleased with overall positivity. Three major outcomes from meeting were domestic waste ie black bags, street drinkers and future events involving road closures.

Date of Next Meeting: 2pm, Tuesday 1st October 2013, venue TBC.