

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 23RD SEPTEMBER @ 2PM
AT McDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Tim Lamb
Mike Lyall
Darren Fairchild
Iain Brimecombe
Emma Lincoln
Sophia Michael

Apologies: Sharon Bennett
Mark Canniford
Paul Batts
Lee Moulton
Michelle Michael
Steve Berry
Mark MacGregor

1. Minutes from last meeting

All agreed.

2. Financial

- 2012/13 £240,186 (91%)
- 2013/14 £243,617 (94%)
- 2014/15 £197,231 (73%)

P & L distributed at meeting.

3. Projects

Marketing and Events

Love Weston update

- DM/IJ attending Group Leisure & Travel Show at NEC & New Mind's Digital Tourism Awards in London.
- 2015 guide to be produced in New Year via digital media.
- No take up on discounted web offers – Martin Slade chasing.
- Discussion took place re Love Weston website and shopping areas not recognised on it i.e. St James St and Grove Village. ST has had a commitment from MN that this will be resolved.

Previous events (August)

- *Animal Bike Show* - brilliant event, large crowds at shows even in the rain.
- *Family Fun Days* - lack of business involvement, worked well in some areas but not so well in others.
- *Classic Car Shows* - continuing to grow each month.

This month's events (September)

- Classic Car Show (7th Sept).
- Festival in the Square (12th - 14th Sept) (BID Sponsored). Organiser reported slow ticket sales for both music but craft fair and Street Fest were very well attended. BID and Royal Hotel will now be consulted on any TENS applications made for Town Square.
- Local Producer's Market (13th Sept).
- Classic Car Show (21st Sept).
- Weston Super Food Festival (27th - 28th Sept) (BID Sponsored).

Events to discuss

- *Halloween* - Event now taking place in Town Square/Winter Gardens. NSC event sponsored by BID (MC requests that this be withdrawn). Halloween related trade pitches encouraged from BID businesses. After a lengthy debate, BID members present agreed to continue financial support and that due to safety issues and the growth of the event, Grove Park was no longer fit for purpose and the event will continue at Town Square. ST/DF to meet with MC.
- *Christmas Activities/Late Night Shopping* - EL to give overview on ideas for Xmas 2014. All areas asked to collate any ideas for area specific activities and send to EL. EL to contact schools regarding Xmas tree trail. All agreed that musical entertainment needed for 11th and 18th December and possibly Saturdays.
- *Street Markets/BID area specific events* - If BID areas/specific businesses want to organise their own events they can apply for a BID grant and EL will support the legalities/logistics of the event, energy for the event has to come for the BID area.

2015 - Major Events

- Extreme sports event (May Bank Holiday)
- Air Festival and Armed Forces Weekend (20th - 21st June)
- Themed Market - Summer Fete (27th July-7th August)
- Food Festival (26th - 27th September)
- Plus more major events for April/October to be researched.

Street Management

- Wardens now using pavement washing machine on weekly basis.
- Community Safety Accreditation – application passed to Police for comment before sending to Home Office.
- Bunting to be erected in Meadow Street as and when location points are received.
- South West in Bloom – received gold award for third year.
- Wardens responding to raised terrorism level i.e. unattended bags on High Street etc.
- Intelligence passed to Licensing and Police re issues with licensed venue.
- Working with Police regarding 2 newly opened “legal high” retailers.
- Attending regular briefings with Police/street pastors during night time economy.
- Still dealing with issues on Alexandra parade re ASB/street drinkers but arrests been made by Police due to dispersal order.

- Seasonal Illuminations being installed.

Access

- Coaching workshop to take place for stakeholders on 26th January 2015 and showcase event for group travel buyers in March.
- EL will work on brochure/map for 2015 with NSC, Love Weston, TIC.
- EL/IJ/ST also working on driver incentives/book of treats for coach drivers and passengers.

Support

- BCR continues to grow albeit slowly (probably due to contracts coming to an end sporadically) and currently stands at 48 with about 80%+ of quotes offering a saving. A testimonial from Cameo was included in last newsletter with a plan to include more in future editions.
- The discount Key Ring offers page has 45 offers and has received 2965 views from 1877 unique visitors since it started (Feb 2013) with 601 views and 415 visitors in the last year and 14 views from 12 visitors in the last month. Website and associated artwork to be rebranded/refreshed in conjunction with BITC brand packs for top 21 businesses pre November.
- Twitter currently has 6350 followers and Facebook 254 likes.
- Newsletter (2014-Q3) delivered in August and added to website.
- Trade Waste – no response from KMG – plan to approach SITA as per Bath.

4. AOB

- BITC update – brand pack being produced and empty property register being updated with building owner details.
- Carnival – At present carnival route will use usual option but decision to use alternative route will be made 48 hours prior to event if adverse weather conditions look likely to cause added height to 12.5m tide.
- HSIF funds – ST to contact Mandy Berry re making joint application with NSC for promotional trailer that can be used for seafront and event promotion.

Date of Next Meeting: Tuesday 4th November 2014 @ 2pm – Venue tbc.