

**MINUTES OF BID STEERING GROUP MEETING
HELD ON MONDAY 25TH SEPTEMBER 2017 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Paul Batts
Steve Berry

Apologies: Sophia Michael
Rachel Lewis
Darren Fairchild
Michelle Michael
Ben Sheldrake
Nigel Downey
Iain Brimecombe
Richard Nightingale
Diane Knowles
Caroline Darlington
Annie at Yates
Louise – Idesign
Mark MacGregor
Tim Lamb
Nick Cooke
Sam Walker

1. Minutes from last meeting

All agreed.

2. Financial Update

2012	£243,559	92%
2013	£240,639	95%
2014	£245,446	91%
2015	£257,516	95%
2016	£240,269	91%
2017	£203,788	82%

ST contacted Liberata to apply pressure on aged debtors stating that next stage is Court proceedings. Court date booked for 27th October.
Also requested valuation dates for Dolphin Square.

3. Projects

Marketing

Love Weston team have completed Orchard Meadows page on website and are now working on Grove Village.

Christmas 2017 – BID to run Five Gold Rings promotion again with Mercury.

Events

Italian Gardens launch event very well attended.

Weston Flower Show – BT assisted with event which was busy.

Busk in the Sun – perfect weather and enjoyed by residents, holidaymakers and entertainers alike.

Geocaching and Street Art Trail used extensively over school holidays.

Event space on Italian Gardens to be run by Seafront & Events team at NSC.

Eat Weston event on High Street was excellent and loads of positive feedback. Dates for 2018 are 7th April and 15th September.

Circus event on Saturday 30th September on Italian Gardens.

Carnival route change – BT updated those present, which will be communicated by organisers/NSC.

ST/BT updated on most recent meeting with Mayor. ST working with Will Jenkins at NSC to hopefully secure sponsorship to illuminate Italian Gardens.

Street Management

“Authorised persons” - Team to undergo training at beginning of October.

“Maintained by BID” stickers being placed on planters in town centre. Seven more planters obtained in this financial year, two sponsored by Churngold and two part funded by Weston In Bloom. Winter planting to also take place this year. Removal of hanging baskets to take place this week.

Team attended Operation Griffin (terrorism update).

ID cards updated for wardens.

Large number of first aid and almost daily “lost children” incidents over the six week holidays.

Stab vests being purchased for team.

Numerous letters of thanks received regarding floral displays in town centre.

Exec agreed to change wardens’ hours to finish at 8pm, which will eliminate lone working.

Footfall

	BLC		Prom	
	2015/16	2016/17	2015/16	2016/17
Oct	234,595	253,406	154,783	125,825
Nov	196,495	197,422	84,399	71,697
Dec	232,272	239,633	108,174	110,177
Jan	146,462	154,148	78,154	103,706
Feb	176,420	193,152	104,419	111,335
Mar	330,592	301,853	231,798	189,600
Apr	313,604	406,489	209,294	330,177
May	332,101	290,575	321,008	276,542
Jun	435,982	431,422	401,211	417,719
July	381,527	352,035	370,750	314,496
Aug	485,662	439,417	457,397	400,713

Support

MS assisting with Love Weston website project and Purple Flag artwork.

Autumn newsletter complete and due to be delivered this week.

BID app now complete and MS talking to town centre businesses to secure offers for BID business employees.

Business cost reduction continues.

4. AOB

None.

Date of Next Meeting: 16th October 2017 2pm at McDonalds Training Room.