

**MINUTES OF BID STEERING GROUP MEETING  
HELD ON MONDAY 19<sup>TH</sup> NOVEMBER 2018 @ 2PM  
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend  
Beverley Tucker  
Paul Batts  
Sam Walker  
Caroline Darlington  
Tim Lamb  
Steve Berry  
Rachel Lewis

Apologies: Richard Nightingale  
Nick Cooke  
Sara Pacey  
Michelle Michael  
Kerry O'Neil  
Steve Berry

**1. Minutes from last meeting**

All agreed.

**2. Financial**

2018/19	
<b>Income Collected:</b>	
BID Levy Collected	227,251.74
NSC Liability	13,878.75
<i>Total Collected</i>	<i>241,130.49</i>
Collection Fee	- 8,384
Payments Made	- 136,500
<i>Total Paid</i>	<i>- 144,883.56</i>
<b><i>Remaining Balance</i></b>	<b><i>96,246.93</i></b>
<b>Collection Rate:</b>	
Invoices Raised	247,284.99
Invoices Outstanding	20,033.25
Invoices Paid	227,251.74
<b>Collection Rate</b>	<b>92%</b>

ST to investigate via Liberata why invoiced amount has reduced and report to next meeting.

### **3. Projects**

#### **Marketing**

Social media managed on daily basis now using Hootsuite, which is working well.

All agreed that there is a need to PR all our events and successes nationally. Joint meeting to be organised with all partners including Patricia (SOVSC), planned to meet early December. RL to chase Five Gold Rings promotion – M&S, Pizza Express, Cineworld, Caboodle and Walker & Ling all confirmed.

M&S - £500 voucher

Pizza Express/Cineworld - £250 meal voucher (12 month expiry date) and 12 free tickets (12 month expiry date) and £125 refreshment voucher (12 month expiry date)

Caboodle - £500 Jewellery voucher

Walker & Ling - £500 voucher (12-month expiry date)

Xmas lights switch on – advertised in Residents magazine and social media. Produced “Shop Local” A4/A5 leaflet and poster – updated narrative sent to printers.

Small Business Saturday posters also produced.

#### **Events**

Weston Carnival – 9<sup>th</sup> November

Local Producers Market – 10<sup>th</sup> November

Remembrance Sunday – 11<sup>th</sup> November

Xmas lights switch on - 29<sup>th</sup> November

Late Nights Shopping Thursday until 9pm

Eat Christmas - 15<sup>th</sup> December

ST/BT meeting with Eat Weston next week re Eat events in 2019 and also to investigate food trail/voucher book for town centre businesses.

#### **Street Management**

Police Custody visits have taken place – very productive.

Wardens will be working with Town Centre Police Team on days of action over the festive period.

A significant amount of known and county line drug dealers have been apprehended and are currently in custody.

Hanging baskets removed and bedding plants replenished.

Attended South West in Bloom Awards and BID received Silver Gilt. Also met with judge and received judges' feedback for 2019.

Liaising with NSC Sustainable Transport re free trial of electric bike for wardens – to look at project for Summer 2019.

DH liaising with Night Assessment Shelter to ensure wardens are fully appraised, which will hopefully lead to resurrection of “bag and tag” scheme. (Community Response).

Vanguard/DH identified updated training requirements that will be rolled out to warden team.

## **Footfall**

Still awaiting feedback from SOVSC regarding partnership up with footfall counters. RL to chase SOVSC.

## **Support**

### **Business Cost Reduction**

Still awaiting feedback from SOVSC re “late bird” parking deal.

Tourist businesses replenished with maps, prior to half term.

November newsletter currently being written.

Business cost reduction visits continue.

Regency Purchasing Group deal sent to MS

## **4. Regeneration**

No update received but South Parade/Knightstone Road works due to commence soon, incorporating wider footways and crossing outside Weston College. RL also gave further update on town centre regeneration at meeting.

ST to organise introductory meet with Alex Hearn at NSC

Clip and Climb at Dolphin Square now open

B&M opening on High Street on 29<sup>th</sup> November

## **5. AOB**

Congratulations to PB on his recent award!

Weston Business Awards – voting ends on 30<sup>th</sup> November.

Best Bar None launch meeting being held on 6<sup>th</sup> December.

CD appealed for beneficial town centre uses for Silica, which is shortly becoming available.

CD highlighted that monolithic finger post signage needs updating from TIC to VIS. RL to investigate.

**Date of next meeting:** No meeting in December – next meeting 21<sup>st</sup> January 2019 at 2.00pm at McDonald's Training Room, Regent St.