

**MINUTES OF BID STEERING GROUP MEETING  
HELD ON MONDAY 21<sup>ST</sup> JANUARY 2018 @ 2PM  
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend  
Beverley Tucker  
Paul Batts  
Sam Walker  
Caroline Darlington  
Tim Lamb  
Steve Berry  
Rachel Lewis  
Sara Pacey  
Michelle Michael  
Nick Cooke  
Helen Mitchell

Apologies: Richard Nightingale

**1. Minutes from last meeting**

All agreed.

**2. Financial**

**Financial**

2018/19	
<b>Income Collected:</b>	
BID Levy Collected	237,263.59
NSC Liability	13,878.75
<i>Total Collected</i>	<u>251,142.34</u>
Collection Fee	- 8,384
Payments Made	- 175,500
<i>Total Paid</i>	<u>- 183,883.56</u>
<b><i>Remaining Balance</i></b>	<b><u>67,258.78</u></b>
<b>Collection Rate:</b>	
Invoices Raised	251,278.74
Invoices Outstanding	14,015.15
Invoices Paid	237,263.59
<b>Collection Rate</b>	<b>94%</b>

ST to contact Liberata to obtain BS23 business rates listing for 2019.

**Projects**

**Marketing**

Social media managed on daily basis. Hootsuite has enabled forward scheduling on both Facebook and Twitter.

Five Gold Rings promotion – worked well and was popular on all late nights. Partnership with Weston Mercury provided extensive media coverage. *BSG to agree on Christmas activities for 2019 at February meeting.* Feedback also to be requested via newsletter from businesses re general trading for Xmas period and whether promotions such as Five Gold Rings work to increase footfall.

Xmas lights switch on – well attended but budget increase not forthcoming for 2019, as WTC wish to keep it a civic event with VIP being the Mayor.

Town centre map to be reprinted pre-Easter and Weston Museum will be highlighted.

### **Events**

Eat Christmas - 15<sup>th</sup> December – worked well despite being relocated SOVSC due to predicted storm at 11<sup>th</sup> hour.

No Local Producers Market in January – next 9<sup>th</sup> February

Veganuary – 26<sup>th</sup> January at Winter Gardens

Weston Business Awards – 1<sup>st</sup> February – PB to attend

Draft calendar of events for 2019 to be available for discussion at next meeting.

Eat Weston team gaging interest via social media re voucher booklet i.e. need/desire etc.

### **Street Management**

Wardens worked with Town Centre Police Team on days of action over the festive period, which were successful.

Hanging baskets for Summer now been ordered. Email recently received from Glendale re sponsored plants for 2019. BT to place order.

Street wardens very busy over Xmas period, keeping tabs on known shoplifters.

Met with CSDAT pre-Xmas to discuss resurrection of “bag and tag” scheme, hopefully using the new Night Assessment Shelter as pick up Point. NAS running at full capacity, mainly dealing with the transient. Meanwhile, Elfan has permitted us to use Glendale to collect waste left by street community. RN to give update at next meeting.

Operation Argus training (counter terrorism) for all staff to take place 19<sup>th</sup> March.

DG/GP working on advisory booklet for wardens and security staff.

### **Footfall**

Still awaiting feedback from SOVSC regarding partnering up with footfall counters but in meantime ST to commission Elephant Wifi to install trial unit.

## **Support**

### **Business Cost Reduction**

Business cost reduction visits continue.

Martin assisted with 5 Gold Rings promotion and updated website over Xmas period.

BID app now not fit for purpose post GDPR and is being phased out by the promoting company.

MS championing green/renewable electricity & carbon offset Gas for businesses with Market Utilities. Website will be updated accordingly and SW requested he is contacted for quotes etc.

## **4. Town Centre Regeneration**

### **Designation of the Great Weston Conservation Area**

NSC has formally agreed to amalgamate Weston's six existing conservation areas, as well as adding new areas around the town centre and Milton Cemetery. NSC now has a stronger ability to conserve and enhance the heritage of WSM and opens funding and grant support from Heritage England.

### **Demolition of Old Police Station**

Demolition work on the Police Station is progressing with contractors preparing and tearing down the six-story building. Demolition is expected to be complete by March. The demolition will enable development to take place on the site to revitalise, rejuvenate and transform the area. The former Magistrates Court is not part of the demolition.

### **South Parade**

Work on South Parade/Knightstone Road has started. A new crossing point will be installed near Weston College's Knightstone campus, pavements will be widened, and roads realigned. This is to make the area safer and more attractive for pedestrians and motorists and encourage more footfall to the town centre. Works to be completed by end of March.

### **Terrestrial Arts Projects**

NSC has welcomed Terrestrial to WSM, who will be offering high quality art combined with innovative approaches to engaging diverse local communities. The art initiatives run by Terrestrial will bring together a diverse range of people in Weston and will support some of the most vulnerable in our town. Terrestrial to have a shop front at old Saltrock unit on High Street.

Link for news of the North South link road between West Wick and Locking Parklands: <http://www.n-somerset.gov.uk/news/work-to-start-on-13m-north-south-link-road/>

News about the Station Road improvements:

<http://www.n-somerset.gov.uk/my-business/regeneration/weston-vision/station-gateway/>

RL gave comprehensive update on the new High Street fund from the Government. The local authority can bid twice (up to £25m) in total, demonstrating a need or vision and expressions of interest should be completed by 22<sup>nd</sup> March. Whilst NSC have several concepts in the melting pot already, inspirational ideas/projects would be welcome. ST/RL to liaise and set up a “brain storming” meeting for early Feb (date to follow). Discussion also took place on brand identity of Weston super Mare and ST suggested that any funding opportunity should underpin our bid.

## 5. AOB

M&S – All present disappointed with proposed closure of town centre store. It was suggested that a buyer/successor is lined up as M&S own freehold but no confirmation has been received that this is correct. ST will continue to try and make contact with M&S Head Office, however it was felt that this decision would have been made prior to the construction of the food court at Flowerdown Retail Park. In the interim, ST requested to write to Elfan Ap Rees (NSC) to propose the following regarding parking charges:

First half hour	Free
Following half hour	50p (1 hour)
2 Hours	£1

Also possible installation of “smart” meters.

Business rates relief as announced in 2018 budget commences 1<sup>st</sup> April 2019.

Sovereign Shopping Centre update – NC stated that Montaque Evens/NSC are working on business plan and that a capital sum will be spent on enhancement works. NC also stated that WH Smiths will be housed temporarily in the old Calendar Club unit whilst underpinning works are completed on their High Street store.

SP provided update on events and was pleased to highlight that the resort is receiving lots of national interest.

**Date of next meeting:** 18<sup>th</sup> February 2019 at 2.00pm at McDonald’s Training Room, Regent St.