

**MINUTES OF BID STEERING GROUP MEETING
HELD ON MONDAY 15TH JULY 2019 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Paul Batts
Tim Lamb
Sara Pacey
Caroline Darlington
Rachel Lewis

Apologies: Richard Nightingale
Steve Berry
Hayley Johnson
Michelle Michael
Sam Walker

1. Minutes from last meeting

All agreed.

2. Weston BID – update

2019/20	
Income Collected:	
BID Levy Collected	167,726.50
NSC Liability	13,878.75
<i>Total Collected</i>	<i>181,605.25</i>
Collection Fee	- 8,728
Payments Made	- 58,500
<i>Total Paid</i>	<i>- 67,228.18</i>
Remaining Balance	<u>114,377.07</u>
Collection Rate:	
Invoices Raised	246,758.87
Invoices Outstanding	79,032.37
Invoices Paid	167,726.50
Collection Rate	68%

PB confirmed that discounts had been applied to business rate invoices for new business rate relief.

3. Projects

Marketing

Attended all Regen and Events Meeting (including photo opportunity at Italian Gardens to receive award) with NSC

Continuing to promote all events extensively via social media and DISC app.

MS continues to update the Weston BID website.

Resort guides and map continue to be popular with visitors and businesses alike. CD confirmed that pocket guides were being used extensively by all visitors.

Events

Local Producers Market – now fully occupied.

Air Show/Armed Forces Day – very popular although weather on Sunday affected Red Arrows display and subsequent crowds. Possible proposed date for next year same as Glastonbury but still not confirmed.

Busk in the Sun taking place at Weston College/Italian Gardens during August.

Xmas light night shopping – decision still needed to be made regarding opening hours/parking with lead from SOVSC. RL to enquire via Montague Evans approach late night shopping/xmas parking 2019. WTC would consider moving switch on to a Saturday if no late-night shopping evenings. Assisting Pride team with this year's event, which is taking place on 27th/28th July.

Street Management

Business visits continue to take place and feedback being actioned.

Bridget now left team and Ian Draper has joined the team. Deployment guidelines updated in preparation for new team members.

All hanging baskets installed including Meadow Street arch. BID in Bloom judging and town Centre took place and went really well.

Wardens very busy dealing with normal duties and supporting partnering agencies.

Increase in street drinking – partnership working required to resolve this issue and skateboarding on PRS.

Footfall

All data currently accessible by BSG members and will be made available on website end of July.

ST to revisit additional counters with Michelle Michael, Oliver Donaldson at Dolphin Square and RL to chase Montague Evans.

Support

Business Cost Reduction

Business cost reduction visits continuing. RL suggested meeting to share cost reduction best practice with Clevedon BID.

MS continues to assist with social media and website updates.

Photographing Armed Forces Weekend, with all edited images available to view on Flickr gallery.

4. Town Centre Regeneration

Street Design Award

North Somerset Council has won a major industrial award after being shortlisted in the annual Street Design Awards for exceptional work on the Italian Gardens in Weston-super-Mare. The Street Design Awards recognise innovation and best practice in street design schemes across the UK and are organised by Local Government News. North Somerset Council was the overall winner of the Pedestrian Environment category for the Italian Gardens. The Italian Gardens redesign was a £2.48million project which took the previously stagnant space and transformed it into a vibrant and accessible event space to serve the town centre.

Birnbeck Pier

Birnbeck Pier is Grade II* listed and is the only pier in the country which connects the mainland to an island, however the pier closed to the public in 1994 and is on Historic England's Heritage at Risk Register. The privately-owned pier is in a highly dilapidated state, and the condition continues to decline – the owner has however not taken any significant action to halt the deterioration of the Pier. With funding and support from Historic England, North Somerset Council are therefore developing a repairs notice to issue for Birnbeck Pier. This involves conducting an in-depth engineering survey before preparing the legal notice. The pier is much loved, and of significant historic interest, therefore the council is interested in encouraging the regeneration of the pier.

Shopfront Enhancement Grants

Following the designation of the Great Weston Conservation Area at the beginning of this year, North Somerset Council are now able, in partnership with Historic England, to offer a grant scheme to local businesses and property owners to improve shopfronts within the town centre. This grant scheme will allow owners to restore their shopfronts and signage whilst maintaining or enhancing the historic interest and character of their buildings. The funding from this scheme will come from Historic England, and will be administered by North Somerset Council, the council will then offer grants directly to owners to support shopfront enhancements. Properties in Orchard Meadows, Grove Village, and the High Street will be eligible for this scheme. The council are currently finalising plans for the delivery of this grant scheme,

with an aim to launch the scheme in September. BT/ST to share on BID social media and forthcoming newsletter.

Town Centre Transport Enhancements

Public realm and landscaping changes are in the pipeline to improve the Station Road and Alexandra Parade areas – this is funded by the Local Enterprise Partnership's Local Growth Fund and Department for Transport's National Productivity Investment Fund. This scheme focuses on improving pavements, junctions, and planting mature trees in Station Road – as well as creating a bus hub in Alexandra Parade. Station Road and Alexandra Parade are key welcoming routes into Weston-super-Mare, the planned enhancements will significantly improve the attractiveness and utility of this area for those entering Weston by car, bus, bicycle, or from the railway station. Consultation is planned for early July.

WHSmith Refurbishment

On the 10th June WHSmith opened the doors to its refurbished high street store in Weston-super-Mare following eighteen months of restoration work on the Georgian building. The popular store closed its doors temporarily and relocated to the Sovereign Centre in January during reconstruction work on the building, working closely with North Somerset Council. The renovation is now finished and is already wowing locals with its beautiful store front.

Pirate Adventure Golf/Wheel rumoured to be up for sale.

M&S – contractor on site but no further details but rumoured to be part of Philip Day portfolio.

Land train/Sea Aquarium – concerns raised that the seafront is lacking in terms of offer. No further update.

5. AOB

Richard Nightingale joins BSG as Grove Village/Boulevard rep. Nigel Briers also to be invited to the Group, post Pride, to provide additional support to Richard and Hayley (Pubwatch) if agreed.

ST/PB/SW met with Mark Canniford re High Street issues including parking, regen and events.

CD to provide details of advertising campaign for Weston with minutes.

MM - @Weston proposal – to be discussed at next meeting.

RL listed dates for business workshops: -

17 September 6-8pm Windows dressing

15 October 6-8pm Minimising retail Theft

19 Nov 6-8pm 25 ideas for promoting your business for free

All partners to assist with communications.

Date of Next Meeting: NO meeting in August - 16th September 2019