

**MINUTES OF BID STEERING GROUP MEETING
HELD ON MONDAY 24TH JUNE 2019 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Paul Batts
Sam Walker
Tim Lamb

Apologies: Richard Nightingale
Steve Berry
Sara Pacey
Hayley Johnson
Caroline Darlington
Rachel Lewis
Michelle Michael

1. Minutes from last meeting

All agreed.

2. Financial

2019/20 BID levy invoices sent by Liberata in May. Summary to be added to next meeting overview.

3. Projects

Marketing

Resort very busy over the bank holidays with many businesses reporting record sales – weather been terrible thereafter.

Town centre map – deliveries taken place (MS) and top ups ongoing.

Both TCP/BID and Visit Weston Pages being refreshed and updated (new photos taken over busy Bank Holiday weekends)

2019 Pocket guide continues to be well used by day trippers.

Geocaching trail used extensively over the holidays.

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

Events

Local Producers Market – now fully occupied.

Xmas light night shopping – decision still needs to be made regarding opening hours with lead from SOVSC. ST to liaise with RL.

May Continental street market on Princess Royal Square cancelled at last minute.

Festival of Learning (Weston College) – 15th June on Italian Gardens

Air Show and Armed Forces weekend – 22nd/23rd June. High attendance despite inclement weather on Sunday.

Street Management

Business visits taking place and feedback being actioned.

Team very busy over bank holidays with lost children, travellers, RSO, shop theft and general ASB.

Daily rough sleeper patrols have achieved desired results and will be resumed when required.

Hanging Baskets now delivered and erected. Sponsored plants also received. Planters at the centre will be relocated prior to Station Road works.

BID in Bloom judging date 10th July and town Centre judging on 11th July.

Extendable lance purchased for Meadow St baskets.

Grant funded jet wash now purchased.

Bridget leaving team end of June and replacement being sought.

Footfall

Geosense footfall counter now installed and generic login made available to BSG. Still attempting to enable live feed to BID website.

Support

Business Cost Reduction

Large number of business cost reduction visits undertaken since April.

Distributing town centre A3 maps to touristic businesses.

Town Centre photo library updated.

MS assisting with social media.

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 later in the year.

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.

5. AOB

Still awaiting town council and NSC ward representatives.

ST/PB/SW/SB met with new exec to discuss town centre issues. Further meeting to take place week commencing 8th July.

Caroline Darlington to bring details of advertising campaign for Weston to next BSG meeting.

PB to contact manager at Clip & Climb re invite to future BSG meetings. If not possible, ST will extend invitation to Emma at Cineworld. Rachel Lewis to also extend BSG invitation to D&E/Regeneration team heads.

Land Train – sold by previous operator and has been reported that lack of land train had a negative impact on concessionaries.

Nigel Briers/Richard Nightingale interested to become BSG representatives for Area 1 (Grove Village/Boulevard). All present approved this proposal, which will be ratified at the WSMTCP Executive meeting. ST to contact both.

Date of next meeting: 15th July at 2.00pm – McDonalds Training Room,
Regent Street