

**MINUTES OF BID STEERING GROUP MEETING
HELD ON MONDAY 16TH SEPTEMBER 2019 @ 2PM
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend
Beverley Tucker
Tim Lamb
Sara Pacey
Caroline Darlington
Rachel Lewis
Steve Berry
Michelle Michael
Sam Walker
Jon Walton

Apologies: Richard Nightingale
Nigel Briers
Paul Batts

1. Minutes from last meeting

All agreed.

2. Weston BID – update

2019/20	
Income Collected:	
BID Levy Collected	195,831.03
NSC Liability	25,239.00
<i>Total Collected</i>	<u>221,070.03</u>
Collection Fee	- 8,728
Payments Made	- 117,000
<i>Total Paid</i>	<u>- 125,728.18</u>
<i>Remaining Balance</i>	<u><u>95,341.85</u></u>
Collection Rate:	
Invoices Raised	244,369.37
Invoices Outstanding	48,538.34
Invoices Paid	195,831.03
Collection Rate	80%

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 very popular with visitors and businesses alike.

ST/CD re feedback on voucher redemption of pocket maps.

Visit Weston BID website pages re-booked. BT/ST to look at any update of content.

ST & BT attended Social Media Training at the Hive – very productive.

Events

Local Producers Market – now fully occupied. Some traders had expressed a wish to relocate fulltime to SOVSC. Those present did not think this was a good idea, however it could be a great “wet weather” contingency.

Busk in the Sun – four Sundays throughout August which worked reasonably well.

Flower Show – well attended despite weather on the day.

Carnival – 8th November.

Eat Weston 28th September & Eat Christmas 14th December.

Small Business Saturday 7th December - ST to liaise with Chamber Christmas

Gala appointed as new installer and scheme be extended.

Lights Switch on event 23rd November.

SSC – Grotto opens on 30th November.

Town Centre Christmas Tree Trail launches on 23rd December

Fireworks – BSG decided against fireworks. BT/ST/JW to look at possible character meet and greets for Saturday 14th & 21st December.

JW at SOVSC - opening strategy and late-night parking post tenants meeting (3rd October)

SP made group aware that stage at Italian now reclassified as “bandstage” and free to use for community groups.

SP updated group of Pride plans for 2020/2021.

Street Management

Wardens extremely busy over August dealing with normal summer issues.

Replacement security vests and badges supplied to wardens.

New additions to the team as Nick and Cameron have left/will be leaving.

Induction training on going.

New Busking Policy (NSC) – SP gave update on new policy.

Hanging baskets will be removed at the end of the month and planters will be refreshed with autumn plants.

First Aid & Chapter 8 Training scheduled for October.

Purple Flag – assessment date 29th November.

Pub watch – no update

Footfall

Data continues to be made available to BID members.

Support

Business Cost Reduction

ST to meet with Clevedon to share cost reduction best practice.

Autumn newsletter being produced.

MS will be commencing BID business snapshots which will be added to website.

4. Town Centre Regeneration

RL gave update on Alexandra Parade, Birnbeck Parade and recent funding received for High Street South works.

Shopfront Design Guide out for consultation - Going live at end of September.

BID and similar partnerships working with NSC to provide three workshops to kickstart shopfront improvement scheme. Provisional dates/times below and will be rolled out in September.

17 September 6-8pm Windows dressing – **may lead to resurrection of best dressed window competition?**

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.

5. AOB

MM - @Weston proposal – ST to resend email.

Weston Town Council has become a member of Visit Somerset, which will be a huge benefit to the coastal towns in the region.

Date of next meeting – 21st October, McDonalds Training Room 2pm