

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

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

Apologies: Michelle Michael
Sara Pacey

1. Minutes from last meeting

All agreed.

2. Weston BID – update

2019/20	
Income Collected:	
BID Levy Collected	228,838.42
NSC Liability	25,239.00
<i>Total Collected</i>	<u>254,077.42</u>
Collection Fee	- 8,728
Payments Made	- 175,500
<i>Total Paid</i>	<u>- 184,228.18</u>
<i>Remaining Balance</i>	<u><u>69,849.24</u></u>
Collection Rate:	
Invoices Raised	242,486.87
Invoices Outstanding	13,648.45
Invoices Paid	228,838.42
Collection Rate	94%

As of 19/12/19.

3. Projects

Marketing

ST/CD met with editor of “good news” publication for the town centre, incorporating BID and partners. Working on prices and collaborative permissions with Priory Trust.

Assisted Weston Collective with logo design and marketing material.

Using Hootsuite to promote all Christmas Activities – ours and partners.

Xmas tree trail proving popular.

Events

Carnival – overall a great success and well done to Terry and his team.

Remembrance Sunday – good weather, large attendance – wardens to manage road closures from 2020.

Weston Retailers Seminars – good seminars but attendance disappointing despite extensive promotion.

Xmas switch on – another great event, good attendance. JW suggested additional stage lighting if 2020 Mayor agrees.

Small Business Saturday – posters circulated to independents to assist with promotion.

Eat Christmas – 15th December in Winter Gardens, another great event. ST to get feedback on event from promoter.

Working with SOVSC to provide Saturday afternoon entertainment pre-Christmas.

Street Management

South West in Bloom (BID category) – silver gilt attained. Working with Weston Town Council to plan colour scheme for 2020.

Problems with street drinkers and ASB at Italian Gardens -

Police/CR/wardens adopting a zero-tolerance approach, which is working.

Chapter 8/first aid and RTV training all completed by wardens. Lucy and Darren covering Matt's hours on warden team.

Retailers experiencing high value bulk thefts - organised crime gangs linked to county lines.

“Shop Local” flyers printed and distributed by wardens. PB working on updated version, which will be available for distribution this week.

Purple Flag Assessment went well. Result to be advised in January.

Footfall

Data continues to be made available to BID members

Support

Autumn newsletter delivered in conjunction with A3 maps.
Business snapshots continue and photography of all events uploaded to website.

JW to send contact re SOVSC video provider.

4. Place Making

Alexandra Parade works – consultation complete and works to take place in Spring 2020, after election.

NSC have appointed Placemaking Consultants (Turner Works) to assist with future town planning strategy including branding. They are engaging with schools, public and business over the next few months and are also hoping to host a Retail Summit to take place Spring 2020.

Shop Front Improvements Scheme – several properties have signed up for scheme which will absorb current funds.

High Street South HAZ application has been submitted.

CCTV upgrade for town centre to take place in new financial year.

5. AOB

CD advised that Visit Weston and Visitor Information Service had been awarded two prizes at the Bristol, Bath and Somerset Tourism Awards, taking home the silver award for Tourism Innovation for their work with sustainability and inclusivity, and the gold award for Visitor Information Service of the Year. Both categories were mystery shopped several times over the summer and demonstrate the successes of a great year for all involved with the Tourism team.

PB to contact Weston Chamber regarding last promotional push for Weston Business Award nominations.

Late Night Shopping was discussed. Those present suggested that Weston should focus on one or two nights of high-quality activity in December 2020.

Date of next meeting – 20th January 2020, McDonalds Training Room 2pm