

**MINUTES OF BID STEERING GROUP MEETING  
HELD ON MONDAY 20<sup>TH</sup> JANUARY 2020 @ 2PM  
AT MCDONALDS, WESTON-SUPER-MARE**

Present: Steve Townsend  
Beverley Tucker  
Caroline Darlington  
Steve Berry  
Jon Walton  
Paul Batts  
Tim Lamb  
Rachel Lewis  
Sam Walker  
Sara Pacey  
Nigel Briers

Apologies: Michelle Michael

**1. Minutes from last meeting**

All agreed.

**2. Weston BID – update**

2019/20	
<b>Income Collected:</b>	
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>
<b>Remaining Balance</b>	<u><u>69,849.24</u></u>
<b>Collection Rate:</b>	
Invoices Raised	242,486.87
Invoices Outstanding	13,648.45
Invoices Paid	228,838.42
<b>Collection Rate</b>	<b>94%</b>

### **3. Projects**

#### **Marketing**

ST attended meeting with NSC and partners whereby Mark Canniford wishes to formulate a marketing and events partnership. Follow up meeting took place (PB/JW) where suggested contribution was discussed. ST outlined meeting and all present agreed that the BSG would need a detailed proposal before a decision could be reached. The group also underlined that any BID expenditure had to be spent within the BID boundary on volume driving activity.

ST/CD met with editor of "good news" publication for the town centre, incorporating BID and partners. Costs will be prohibitive (£6,900 for 15,000 copies – this may work as a partnership budget item?).

Assisted Weston Collective with logo design and marketing material.

Collective also interested in holding a food market in SOVSC, in similar format our Local Producers Market. JW stated this was initially a one-off event.

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

Xmas tree trail proved popular but resulted in disappointing amount of fully completed and correct entries.

Levy payer Christmas wash up meeting being held on Wednesday – 6pm to 7pm at The Blakehay Theatre.

#### **Events**

Eat Christmas – 15<sup>th</sup> December in Winter Gardens, another great event.

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

Xmas tree trail – local winner and published on social media with photo.

Forthcoming – Eat Vegan Festival, WTC Literary Festival and Chamber Business Awards, all in February.

#### **Street Management**

All members of street warden team performed brilliantly over festive period in all aspects of roles.

Lucy and Darren covering Matt's hours on warden team as he is unable to return to work.

Retailers experienced high value bulk thefts over Xmas period - organised crime gangs linked to county lines.

"Shop Local" flyers printed and distributed.

Purple Flag Assessment went well resulting into another re-accreditation.

Press release to be arranged by NSC.

## **Footfall**

Data continues to be made available to BID members. Year on year comparisons will be available end of March. ST presented Xmas footfall figures and question was raised regarding split between new and repeat visitors as it was felt that new visitor figure was very high for each day. ST to contact Geosense to seek clarification.

## **Support**

Business snapshots continue and photography of all events uploaded to website.

New cycle of business cost reduction visits taking place. ST to request MS produces cost saving barometer for inclusion in next newsletter.

## **4. Place Making**

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.

Mean While Project – progress being made with possible building owners.

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

JSP now been reviewed and a Local Plan is to be adopted by NSC.

## **5. AOB**

Grant requests – two requests received but group felt they fell out of the remit for BID. ST to communicate with both parties.

SP provided an update on revised land hire fees for Beach Lawns and Italian Gardens - reduced fees for hiring Italian Gardens to encourage more bookings and usage.

Date of next meeting – 17<sup>th</sup> March 2020, McDonalds Training Room 2pm