

**MINUTES OF BID STEERING GROUP MEETING
HELD ON MONDAY 18TH JANUARY 2021 @ 2PM
VIA ZOOM**

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

Apologies: None

1. Minutes from last meeting

All agreed.

2. Financial update

2020/21	
Income Collected:	
BID Levy Collected	£ 137,611.42
NSC Liability	£ 14,117.06
<i>Total Collected</i>	<u>£ 151,728.48</u>
Collection Fee	-£ 8,968.21
Payments Made	-£ 87,750.00
<i>Total Paid</i>	<u>-£ 96,718.21</u>
Remaining Balance	<u>£ 55,010.27</u>
Collection Rate:	
Invoices Raised	£ 186,803.88
Invoices Outstanding	£ 49,192.46
Invoices Paid	£ 137,611.42
Collection Rate	74%

All agreed to assist the most severely affected independent Pubwatch businesses with additional BID Levy support – PB & ST to liaise with NB in his role as Pubwatch Chair.

Purple Flag re-accreditation now postponed until 25th June 2021.

3. Projects

Marketing/Events

Shop Local – 28 expressions of interest converted into 6 uploaded businesses. PB/JW/ST met with Techco - aim to have 100 sign ups with at least a presence on the site by end of Feb.

Placemaking - All events being planned but we will have to be in Tier 2 for them to take place. SP updated.

Street Management

Wardens continue to work 8am to 6pm.

Rough sleeping issues resolved – housed, doorways boarded, CPW's etc.

Daily 9am sweeps continue in conjunction with partners.

Clean & Green Wardens working Tuesday and Thursdays.

Covid Marshals – NSC have deployed in house personnel. DH assisting also as a part time employee of NSC.

Footfall

2019 -181,707.



Headlines

- The change in footfall compared to the previous month is a **18.65%** increase
- The total number of visitors was **75942** of which **51057** (67%) have visited previously and **24885** (33%) were new
- The average number of visitors per day has increased by **0%** based on the year to date average
- Footfall for the year to date has decreased by **0%** (0) based on the same period last year
- The busiest zone during December was the **Weston-super-Mare** with **75942** visitors. **100%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 19th** with **3497**, **5%** of the total of which **1148** (33%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **93** minutes

Geosense contacted re additional camera – unexpected install cost. ST/RL to meet Geosense on site to source more cost effective installation location i.e., Town Hall.

Support

MS assisting with all projects but will be available within the SPACEBAR once a week for drop in business support advice (zoom at present).

4. Place Making

Alexandra Parade works due to start 21st February. Changes made to initial plans including no surface dressing on Regent Street at present time.

HAZ Shop Front grants – Walker & Ling works to start Feb 2021.

Birnbeck Pier – update received.

Victoria Church – 3 bids have been received.

5. AOB

SPACEBAR – ST/PB gave update.

The merits of a 'do visit Weston' campaign and a 'perfect day' promotion were discussed – ST requested that it be added to the Placemaking agenda (SP).

Date of next meeting: - Monday 15th February 2pm via Zoom.