

**BID Board meeting – 8th May 2014**

**Present:**

**Directors:** Chris Witt (Chairman) John Kneller (Vice Chairman), Giles Bingley (Treasurer), Ameena Williams, Annette Miller, Colin Granville, Karen Blackburn, David Pooley, Richard Hurst, David Halton

**St Austell BID Manager:** Carl Lamb.

**Apologies:** Paul Scott, Mike Coles, Tania Hall

**Absent:** Robin Hunkin

***Minutes & actions***

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|  | **Minute item/action** | **Who** | **When** |
| 1. | CW opened the meeting. |  |  |
| 2. | The minutes of the last meeting on 1st April were approved and signed off. |  |  |
| 3. | New agenda item – BID Managers update:  CL gave an update on his first month in post (appended).  The St Austell loyalty card is to be relaunched, CL will print 10K flyers to promote the relaunch. | CL |  |
| 4. | BID project teams update:  CL to invoice Cornwall Council for £55,000 levy money which has been collected so far.  CL also chasing Cornwall Council for the Portas money. | CL  CL | w/e 16/05  w/e 16/05 |
| 5. | BID project teams update:  ***Events – CW***  The Events project team met on 7th May. The Festival of Movement event was a success and the town centre felt busier as a result of it. The next event is St Austell Comedy Fest! On Saturday 24th May.  Next event ‘Mythical Midsummer’ on Saturday 21st June and proposed holding the Christmas lights switch-on Friday 21st November. CL to check that this date doesn’t clash with any other Christmas events.  Also discussed running a ‘battle of the buskers’ competition across the town centre during the summer.  ***Marketing & Publicity – JK***  The Marketing & Publicity team met on 2nd May. The BID marketing is focused on two levels: 1) Strategic; there is £2,000 in the budget for St Austell town centre brand development. 2) Operational; the day-to-day marketing activity carried out by CL.  BID directors are considering whether to use a professional PR company.  The marketing team are going to meet with Eden Project to discuss joint initiatives for coaches.  JK is still trying to get coach bays reinstated at Priory car park.  ***Town centre security – DP***  DP and RH visited Launceston police station last month to observe how they run their CCTV system.  DP confirmed that St Austell town council should have control of the town centre CCTV system by the end of June, and has been offered a room within St Austell police station to monitor the cameras.  DP is going to try to get Cornwall Police’ mobile camera situated within the town centre between 11pm and 3am to record the antisocial behaviour that takes place every Monday (student night), Friday and Saturday night.  ***Premises occupation – RH***  The premises occupation & town centre buildings group met on 30th April. The group agreed that all actions for the present should remain immediate to short-term, and that the primary focus should be on Fore Street.  Four premises on Fore Street have been chosen for immediate attention: Clintons, Warrens, old Lilac & Cream and Bump to Baby. There is a plan for all four sites, with the window graphics being fitted to Clinton next week.    Shop Front Presentation – This was discussed and it was agreed the scheme to provide some financial support should be promoted. Due to limited funds it was agreed the group would initially target this to ensure greatest benefit whilst holding some funds against which applications could be taken.  RH & MC conducted a walk-round of the town centre on 2nd May and as a result have contacted Burton & Dorothy Perkins area manager. They are currently awaiting a response.  The group are looking into lighting options for the red planters on Fore Street, to light up the area at night.  DP said that there was a real chance of the town centre receiving over £1M funding from the Townscape Heritage Scheme. This application is fully supported by the BID.  JK confirmed that the Market House has applied for £2M from the Heritage Lottery Fund. | CL  JK  DP  CL | w/e 16/05  ongoing  w/e 16/05 |
| 6. | ***Britain in Bloom – AM***  The brackets are currently being fitted to town centre buildings. There have been lots of problems with landlords not wanting the brackets and/or the buildings being unsuitable.  The planters are being installed week ending 16th May.  The question was raised asking whether the BIDs current public liability insurance will cover incidents related to the planters. CL to check.  CW thanked AM for all the hard work she has put into making this project a success.  There is a Britain in Bloom meeting 9.30am at Burton House on Wednesday 14th May. | CL | w/e 16/05 |
| 7. | The next meeting of the BID Board of Directors is to be held on **Tuesday 3rd June at 17.30** at the White Hart Hotel, St Austell. | All |  |
| 8. | **AGM Update**  The BID director nomination forms went out week ending 9th May. Directors appointed since the last AGM will have to formally apply.  There is currently one vacancy on the BID Board of Directors under Class B (BID Levy Payers), it was proposed that DH occupies this position until the AGM.  **The St Austell BID AGM is to be held on Thursday 3rd July** |  |  |
| 9. | **AOB**  RH received a copy of the CLLD LEADER ‘Creating sustainable economic growth and jobs’ in Cornwall information leaflet and asked for it to be appended to the minutes.  JK unveiled exciting plans for the redevelopment of Old Vicarage Place with a 90,000 sq ft development.  CW commented that MC has raised the issue of the location of the BID office on grounds of cost. It was agreed that there is too much going on at the moment and that the office location would be reviewed in three months. | All | August 2015 |

**The meeting closed at 7.35pm**