

St Austell BID Board Meeting
Minutes of the meeting held on 10th January 2017.

Present:

John Kneller, Richard Hurst, Brian Palmer, Giles Bingley, Hayley Newton, Mark Lewis

In Attendance: Annette Miller.

1. Welcome: JK welcomed the Board to the meeting.

Apologies: Ameena Williams, Dale Lovatt, Sunny Krishnan.

2. Minutes of Previous Meeting.

The minutes of the previous Board Meeting were reviewed and approved.

3. Christmas Review.

There was general agreement that the Christmas programme had been received positively and once again was an improvement on the previous year. Footfall in the town was up and many traders were reporting improved takings. There are always points that can be improved and those will be identified for 2017. Generally the marketing had improved with banners, advertising and social media.

4. BID Finances.

Giles circulated the management accounts for the 9 months to January 2017. The bank position is in line with expectations however increased spending on Security Patrols needed to be covered from resources originally budgeted for other activities. Annette indicated areas where these budget saving could be made and it was agreed to keep a close eye on expenditure leading up to year End March 2017.

5. BID Manager Update: Annette updated the Board on current activities:

The **Pirate FM** Generic commercial is performing well with 1,507 plays as at 7th December 2016. The total value for this campaign is £33,907 this figure does not include our monthly promotions.

Facebook continues to promote the town with a seasonal boost. Public information posts are the most popular ie. Weather warnings/road closures.

Coach Parking The advertising will start in February and signage will be in place as soon as the Town Council take control of Priory car park. It was felt that dealing with the County Council and applying for planning permission would be costly and time consuming. The Town Council have given permission for the sign to go up when they take it over. Proof to go to town council for approval.

Red Pots. These have been planted by BID for Winter/Spring and will be re done for summer. £480 to be re-invoiced to the Town Council.

Shopwatch. Freshstart & Stack are both on Shopwatch. Sacred book shop will also be joining.

Security. This continues to be extremely popular and gives a very positive message to people that we are doing something where others are not.

Voice. we have taken 2 full pages in the Voice. 1 for November and 1 for December. This is giving St. Austell some positive response from the paper. It was agreed that the town was to be promoted in a positive light or the advertising would stop. This month's page will be the App and a list of all businesses in the town

Loyalty card. This has now been moved to the BID website.

The website will be smartened up to appeal to the public

Left in budget £2,241 for this year plus 3,000 for next year

The annual cost of the loyalty card is £3,300 so taking into account next year's budget it should make us a saving of £1,500 over the 2 years.

New Banners. A number of new banners were done for this Christmas, these are all reusable.

We have produced a map where banners can be placed and not removed. This will save a lot of time next year.

6. BID Projects:

- **South West in Bloom:** Plans and budgets are in place for the 2017 scheme.
- **Security including Shopwatch Radio:** The Coast to Coast Security Patrols have now been running for 3 months. The report in issues for December was circulated which is now beginning to show trends in areas of concern. These repeated trouble spots are around the loading bay at Iceland, at the bottom of High Cross Street and in Cemetery Park. There is an Antio Social Behaviour Summit scheduled for 24th January at which BID will put its case. The Promised policing improvements from August 2016 have not happened and a follow up letter will be sent to the Police and Crime Commissioner. It was agreed that we should stand down the security patrols for budgetary reasons and in order to assess the difference for a short period.
- **Premises- Appearance and Occupation:** New vinyls are in process for the Clintons building.

- **Property Owners Forum:** JK updated the meeting with the ongoing progress of the St Austell THI scheme. Property owners are being engaged about the scheme and a property owners forum continues to be the objective.

7. Feedback from various meetings.

- JK highlighted that the Market House regeneration project has consultation events in January, all invited to view exciting plans.

8. AOB

- Mark Lewis highlighted the fact that Charity Shops do not pay Business rates at the same rate as other businesses and the Chamber were looking at lobbying various authorities in this regard.

Date of Next Meeting : Tuesday 7th February at 5-30pm

At the White Hart Hotel.