



St Austell BID Board Meeting
Minutes of the meeting held on 16th June 2015

Present:

John Kneller, Giles Bingley, Mike Coles, Richard Hurst, David Pooley, Annette Miller, Hayley Newton, Noel Krishnan, Mark Torr

1. Welcome: John Kneller welcomed the new members of the Board.

2. Apologies: received from Carl Lamb, Ameena Williams & Ally Watkins

3. Election of Chair and Vice Chair

Giles Bingley requested nominations for the position of Chair, John Kneller was proposed and voted into the position by the Board.

Nominations were requested for Vice Chair, two nominations were received – Ameena Williams and Mark Torr, a vote was taken which saw Ameena Williams voted into the position of Vice Chair.

John Kneller thanked the Board for their confidence and also Ameena and Mark Torr for allowing their nominations for Vice Chair.

4. Confirmation of BID Priorities.

JK went on to reinforced the need to focus on the 2 Key Themes that the BID was voted in on –

- Theme A : Attractive, Accessible and Safe
- Theme B : Events, Marketing and Cost Savings

Much progress has been made on both themes, for Theme A the Christmas Lights displays have been dramatically improved, the planting around the Town is now developing well, the Shopwatch radio scheme is due for launch shortly with CCTV coverage being upgraded in conjunction with the Town Council. For Theme B we are supporting key major events such as Feast Week, Torchlight Carnival, and Lights switch on night plus working on other smaller scale events throughout the Year. A new Town Guide has recently been distributed (20 000 copies), this has been digitalised in the St Austell Town App, we now have 1500 loyalty card members and approaching a similar number of Facebook followers.

Now the key focus must be to drive these activities on, a key part of this will be via the Working Groups.

5. Working Groups.

S W in Bloom

Annette	Sandra Heyward
Ameena	Hay Nuseries
Richard	Tom French

Security, Cleaning & Premises

David	Noel (Sunny)
Richard	Mike
Trevor	Hayley
“Geordie”	

Events & Marketing (also including obtaining additional contributions/Sponsorship etc)

Hayley	Sara
Mark L	Ray
Richard	Noel (Sunny)
Mark T	Dale?
Ally	

Christmas Focus Group the same as Events & Marketing Group above.

Cost Reductions/Business Efficiencies

Mark L
Giles

6. AOB

BID Manager.

The resignation of the BID Manager had been received with a one months notice period. A discussion took place resulting in agreement for a staged approach to this challenge:

1. “Holding Position” – Somebody to pick up the reins in the short term and ensure BID activities continue to happen in a managed and professional way.
2. We should confirm again the requirements of the role and consider if there is a need for 2 people working part time (within the same cost base) – a BID Manager and Admin Assistant.
3. Recruitment process

The Board confirmed that a working party would be formed to handle this process and that JK, AM , RH and GB had the authority to handle the discussions with Carl with regard to notice periods/hand overs and work in progress.

It was suggested that Annette could perform the Holding Position having worked so closely with Carl on most projects to date, this was agreed by the Board subject to final details.

We should prepare a press release (involving PR Agency) as soon as details are known.

S W in Bloom Prize-giving event

A discussion took place regarding the potential for a prize giving involving the wider Bloom entrants (In your Neighbourhood , schools etc) in order to maximise the exposure for St Austell. The pro's and con's of venues and costs were discussed. It was agreed that the St Austell Town Council Chamber would be the most appropriate venue (subject to availability – DP to check and confirm). A small buffet could be supplied which could be sponsored by local business(es) therefore defraying the costs from both the BID and Town Council.

1000 Fishes Event

Colin Glanville at Cooklands has run this event before (Bi-annually) and is funding the materials etc himself. He requires £500 to fund the Swamp Circus to support the event which will run through August. This was agreed.

Empty Shops

Can we help to promote empty shops and find new occupiers, this is to be added to the Security and Cleaning group and is for review at subsequent meetings.

Working with the Town Council

JK will attend Town Council Community Committee next week to talk about joint initiatives – Christmas lights especially and request that the Town Council consider contributing towards expansion of the 2015 lights plus Street Cleaning and also kick off a relationship building exercise for the benefit of St Austell as a whole.

Voluntary Levy Payers/ Sponsorship

We should be looking to increase the number of voluntary levy payers or obtain sponsorship from other business for some events and activities. Eg Christmas Lights collection on the night, Torchlight Carnival, Feast Week activities, Bloom expansion. Mark Torr said he would assist with this.

Steps under the Ghurka

Are in the ownership of Cornwall Council. Local businesses can attempt to clean them and also we should investigate extra cleaning.

Cornwall Council Baseline Services and Map

To be circulated by David Pooley and used to ensure the BID budget is not used as a replacement to services which Cornwall Council currently perform and may consider reducing/withdrawing with financial cuts.

Date of Next Meeting: Tuesday 7th July 2015 at 5.30pm at the White Hart Hotel.