

St Austell BID



Business
Improvement
District

St Austell BID Board Meeting

Minutes of the meeting held on 1st November 2016.

Present:

John Kneller, Richard Hurst, Roberto Cubeddu, Brian Palmer, Giles Bingley, Mark Lewis, Dale Lovatt, Ameena Williams, Mark Torr.

In Attendance: Annette Miller.

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

Apologies: Hayley Newton, Sara Gibson.

2. Minutes of Previous Meeting.

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

3. BID Survey Feedback Interim Report.

Bill McCardle reported on the survey findings to date:

Summary

BID members were very positive about the work of the BID and in particular the support and dedication of the BID Manager. They frequently commented how open and welcoming the BID Manager was to their business, their ideas and concerns.

St Austell Town Centre business across all sectors and locations welcome the improvements the BID has made to the Town. They recognise the important work the BID does on their behalf with stakeholders and partners and they want the work to continue. There was an overwhelming willingness to support the town development at the same time as recognising its challenges.

Flower baskets, street cleanliness, Christmas Lights, events and town centre promotions were well regarded.

There are ongoing concerns over anti-social behaviour, street cleanliness in specific areas and developing communications to ensure every business is aware of events and BID activity throughout the town, even if their own area was not participating.

The BID should identify specific areas for priority cleaning and security measures to reduce anti social behaviour. In addition, the BID should aim to inform all business of its PR activity including the chosen media and ensure members are updated on the events activity whether it is occurring in their area or not.

It is an ongoing challenge for all BID to establish, maintain and develop contact and communication with each BID member. Flexible and varied communication methods need to be adopted which are time consuming and resource intensive.

The Top 4 Priorities going forward are:

1. Tackling anti social behaviour
2. Reducing parking charges
3. More events
4. Improving street cleanliness

St Austell BID are currently tackling these priorities:

1. Tackling anti social behaviour – BID is funding extra security patrols and lobbying Council, Police, Police and Crime Commissioner and MP.
2. Reducing parking charges – BID has been lobbying the Council with the Chamber for 2 years, Coach parking has recently been put in place in the Priory and St Austell Town Council will not raise charges in 2017. Some special offers have also been agreed to promote the town and lengthen stays.
3. More events – BID continues to work with a wide range of groups on events and prioritising a successful programme.
4. Improving street cleanliness – BID is funding extra street cleans and lobbying the Town Council who do the same.

4. BID Finances and budget update:

Giles circulated the management accounts for the 7 months to 1st November which included updates to the budget numbers to align them to current income and expenditure. It was noted that the Levy income has been reduced to reflect lower collection due to large vacant premises currently. It was agreed to reduce the budgeted income on this basis.

5. BID Manager Update:

The Pirate FM Generic commercial is performing well with 1,200 plays as at 19th October 2016. The total value for this campaign is £24,000 this figure does not include our monthly promotions.

Facebook continues to promote the town exceptionally well

The Town Council still waiting for planning permission for the information signs in Priory Car Park.

Banger Rally This was not as straight forward as last year and the council had us jumping through hoops and the costs increased. We need to decide if this is going anywhere and doing anything for the night time economy.

South West in Bloom. The Mayor attended the South West in Bloom awards this year. She returned with Gold for St. Austell BID and Silver for St Austell Town.

Red Pots the town council have agreed that BID should take on the Winter & Summer planting and charge to them.

Blaylock Opticians have now joined shopwatch, there are also an applications in the pipeline for Freshstart, STAK and Addaction

Radio Information requested by Seven Stars, Lewis, Big E, Pet Shop & Car phone warehouse.

Security They have made themselves more visible to businesses and introduce themselves to retailers.

Voice we will be taking a full page in the Voice (out tomorrow) promoting/explaining BID. Christmas will be advertised at the bottom half of the page. We have been given a rate of £300. Newquay BID negotiated this a while back and we have taken advantage of it. Our next full page will be 1st week of December.

Bunting new bunting has been ordered for Fore with the addition of High Cross St. Duke St. & South St. This will run along where the wires installed for Christmas Lights. See sample.

Clinton's this will be washed down, the ugly pole will be vinyl wrapped and the window dressed as an attractive information board. See proof.

Loyalty card. Making arrangements to take this over completely and run from the BID website. This should make savings against next year's budget .

Website maybe jazz up the website. What sort style would you like to see. Send links to me for discussion with website designer.

10,000 A5 folder leaflets are being distributed by using post code drops jointly with Lex. We have the back page for FREE to promote late nights but we will contribute 50% of the delivery cost (£150).

Zombie Walk was promoted this on Pirate FM, Mid Cornwall Advertiser (26,000 letter box drop), Posters, Facebook.

Torchlight is being promoted using Pirate FM, Posters, Facebook along with their own publicity.

MCA front page ad booked for Nov & Dec for switch on and late nights. 26,000 house drop. Cost £280.

6. BID Projects:

- **South West in Bloom:** Given the success of the 2016 scheme it was agreed to get quotes from Hay Nurseries for 2017.
- **Security, Cleanliness and Shopwatch Radio:** Coast 2 Coast security have been patrolling the town for the whole of October, The BID are funding this in full and targeting days/times when there is no/ little PCSO cover, 4.5 hours per patrol for 2

days per week. They are keeping a log of incidents so that we can use this as evidence in discussion with Town Council and Police. A number of hotspots have been identified and known offenders moved on/reported. Arrests have been made from this information and feedback from traders in the town is very positive. It was agreed to continue the patrols through to after Christmas and review. JK confirmed that he had a meeting with Steve Double MP to discuss this subject and follow up discussions with the Police and Crime Commissioner.

- **Premises- Appearance and Occupation:** No update.
- **Property Owners Forum:** No Update
- **Christmas Programme:** The Christmas programme was circulated and the events planned throughout the town for the 4 late night Tuesdays was discussed. Thanks especially to Annette and Richard for organisational activity to date.

6. Feedback from various meetings:

- The Town Heritage scheme continues to push forward with discussion with interested property owners.

8. AOB

- Mark Lewis confirmed that the Banger Rally going through Fore St was not successful and this would probably not happen in 2017.
- RC raised an issue to monitor- "Harry" collecting on behalf of British Legion.

Date of Next Meeting : Tuesday 6th December 2016

(Subsequently Postponed- Late Night Shopping)

Next meeting Tuesday 10th January 2017

At the White Hart Hotel.