

# St Austell BID



Business  
Improvement  
District

## St Austell BID Board Meeting

### Minutes of the meeting held on 6<sup>th</sup> September 2016.

#### **Present:**

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

**In Attendance:** Annette Miller.

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

**Apologies:** Ameena Williams, Sara Gibson

#### **2. Minutes of Previous Meeting.**

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

**3. BID Finances:** Giles circulated the financial summary for the 5 months to September 2016, There was a query to be investigated regarding payment of some voluntary levies. It was agreed that subject to available time a 6 month review of budgets would be prepared for the next meeting.

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

- **The Pirate** FM Generic commercial is performing well with 800 plays as at 31<sup>st</sup> August 2016. The total value for this campaign is £14,000 this figure does not include our monthly promotions.
- **Facebook** continues to promote the town exceptionally well
- **Road closures** have been applied for late night shopping between midday and 8 pm
- **The Town Council** are applying for planning permission for the information signs in Priors Car Park. The signs are ready to go once this has been received. One for the coach parking area and another at the exit from the car park

- **Banger Rally & Zombie Walk** will be advertised on our radio promotion to help boost the night-time economy. Torchlight carnival will be promoted on the next one
- **Cancelled** signs are now being used for fly posting.
- **The infrastructure** will be going up for the new Christmas lights in Trinity St. this month as well as the safety check for the rest of town. The curtain will go up in Fore Street and the bunting taken down.
- **Cornwall Council** sent out a questionnaire about traffic management and the following points were made.

*Monthly permit parking for priory.*

*Coach parking directional signage*

*Yellow lines and parking signs to be maintained and an enforcement officer that will book illegally parked cars.*

- **The Bollard** code has been changed again due to a free for all along Fore St. The bollard has been in the down position for most of this month due to an electrical fault
- **White River** has continued with their Terrific Tuesdays again the year and this has given the town 5 extra weekly events.
- **Christmas Banners.** larger breathable ones in exposed places to minimise damage and chance of being dislodged. Using the same theme as last year.
- **Shop Watch Radio** - Sacred Heart Book Shop, Baylock Opticians & Fresh start have made enquiries about having a Shopwatch radio. I have also given details to Holy Trinity Church.
- Met with Steve Skinner who will be the operations manager for the town council. He will be a great asset to the town centre and surrounding area.
- Meeting arranged with Coast 2 Coast to talk about Wardens/costs/performance. Coast 2 Coast already has doormen at Wetherspoons, Moustache Jacks, Queens Head and The Club they are all in radio contact.

***Please note I will be away on holiday from the 16<sup>th</sup> – 30<sup>th</sup> September.***

***Available by phone or email.***

## **5. BID Projects:**

- **South West in Bloom:** Baskets and plants still looking good, St Austell Mayor attending awards ceremony for St Austell. Winter planting being reviewed.

- **Cost Savings:** Some information coming through from Newham BID ref special Viridor rates.
- **Security, Cleanliness and Shopwatch Radio:** JK confirmed he had sent a Levy Payer update outlining the contact points and action being taken. Further meetings have taken place regarding ASB and we (JK,RH,AM) were meeting with Coast 2 Coast security on Thursday to look at supplementing security. It was agreed to in this as a short term measure to overcome current problems and then review.
- **Premises- Appearance and Occupation:** No update.
- **Property Owners Forum:** Consultants are being appointed by Cornwall Council to begin assessing target buildings in the town and talk to property owners.

#### **6. Feedback from various meetings:**

- JK attended a meeting of the BIDs in Cornwall – good forum for sharing ideas and knowledge.
- Brian Palmer updated the meeting on the Town Council devolution of services from Cornwall Council.

#### **8. AOB**

- Feedback previously noted from ASB meetings and the recent ASB summit.
- RH and AM attended the Cornwall Group of Town Centres and BIDs – Cornwall Council confirmed that there was now open consent for Street Trading and there was also free advice available as part of the “Better Business” scheme which we would investigate and circulate.
- The Whitegold festival has been confirmed for 1<sup>st</sup> October.
- JK and AM have met with Bill McCardle a previous senior manager in Chambers of Commerce and Oxford City who was offering advice on BID operations for St Austell now he has moved to the area. This is being gratefully received.
- JK will write to Cllr Bert Biscoe to seek assistance with the Bollard Codes.

**Date of Next Meeting : Tuesday 4<sup>th</sup> October 2016**

**At the White Hart Hotel.**