

# St Austell BID



Business  
Improvement  
District

## **St Austell BID Board Meeting**

### **Minutes of the meeting held on 7<sup>th</sup> April 2015**

#### **Present:**

**Board of Directors:** Chris Witt, John Kneller, Giles Bingley, Mike Coles, Annette Miller, Hayley Newton, Richard Hurst, David Pooley, Mark Lewis

**BID Manager:** Carl Lamb

**Guests:** Mark Torr, Cllr Graham Walker

#### **1. Apologies:** Ameena Williams

#### **2. Shopwatch Radios**

A system of shop radios the cost of which is likely to be subsidised by the BID to the tune of 50% via a rebate scheme yet to be finalised. The system will ultimately link with CCTV and the control centres in Newquay and WRP and include a free radio for Police/PCSO use. Training and encouraging usage will be included in the package. We have a target of 50 users and WRP have already committed to 29 units which leaves us to find 21 shop radios users ideally spread across the town.

Three quotations were received for this scheme and Nicola Harget from M-R-S Communications was asked to present their radio scheme to the board. The board decided that before a decision could be made the BID needs to gauge interest from town centre retailers. If the response is positive, the BID is going to move forward with option two.

**Action: David is going to draft a letter for Carl to send to town centre retailers asking whether they would participate in the scheme**

#### **3. Minutes of Last Meeting**

The minutes of the meeting held on 3<sup>rd</sup> March were approved.

#### **4. Public Relations**

As agreed at previous meetings 3 tenders for this activity have been sought. All were good but there was one outstanding company however the quotation submitted was for a very wide remit and therefore the costs was far too high.

It was suggested to give Wild Card PR a specific project and monitor their performance. This was thought to be a good idea and will be discussed at the next board meeting.

## **5. BID Manager Update**

20,000 copies of the new town centre guide have been printed. 18,000 copies are currently being delivered to holiday parks, hotels, B&Bs and self catering properties within a 15 mile radius of the town centre. 2,000 copies are being distributed to businesses within the BID area.

The Android version of the town centre App has been tested and signed off. The developers are now creating an Apple version. Once both Apps are signed off a press release will be issued to the local media.

The new bunting is starting to look frayed already. The suppliers have admitted it is a manufacturing problem will be replaced within the next couple of weeks free of charge.

Carl has a proposal to extend the Christmas lights display for 2015. This is to be discussed with the Christmas Working Group on 16<sup>th</sup> April.

A press release regarding the Church Yard Daffodils has been issued.

## **6. BID Finances**

A financial update was distributed to the board.

**Action: Carl to issue voluntary levy payers invoices and invoice Cornwall Council for the BID levies collected to date.**

## **7. Annual General Meeting**

The schedule for the AGM was approved and the date set for Tuesday 9<sup>th</sup> June 2015.

It was suggested that the Articles of Association be changed so that Category B places could be for any business within the BID area whether they are compulsory or voluntary levy payers. After some discussion it was agreed that can be adequately covered under Article 74.

## **8. BID Projects**

### **Marketing & Events**

May 4<sup>th</sup> Bank Holiday was discussed and it was decided no event would take place on that date.

The next town centre events include:

Saturday 25<sup>th</sup> April: Hustings event on Fore Street

This event has been organised by Ally Watkins. The board agreed to purchase 3 A1-size A-boards and allow them to be used to help promote this event.

Feast Week: The BID Marketing & Events Group are organising a fun day for Sunday 28<sup>th</sup> June

The group are also working on a dance event for July and pasty challenge for September.

### **Christmas**

The light switch-on will be Tuesday 1<sup>st</sup> December with late night shopping then running on the following Tuesdays (8<sup>th</sup>, 15<sup>th</sup> and 22<sup>nd</sup> December).

### **South West in Bloom**

The board agreed the daffodil bulbs planted by the BID in the Holy Trinity Churchyard look splendid. The BID entry is all on schedule. In the next three weeks all brackets will have been stress tested and replaced where necessary.

### **9. AOB**

St Austell Chamber of Commerce proposed to circulate an invitation to a meeting to discuss how town centres in general and St Austell town centre are evolving. The board supported the proposal and it was suggested that the town council take the lead on this.

**Action: Carl to circulate the White River Place footfall figures for the past quarter.**

Concern was shown for the quality of businesses that are taking on empty premises and whether they are making a long term commitment to the town centre or just pop-up opportunities.

**The meeting closed at 8pm**

**Date of next meeting: Tuesday 5<sup>th</sup> May 2015. 5.30pm at the White Hart Hotel.**