

St Austell BID



Business
Improvement
District

St Austell BID Board Meeting

Minutes of the meeting held on 6th March 2018.

Present: John Kneller, Richard Hurst, Hayley Newton, Roberto Cubbedu, Giles Bingley, Martin Davies, Brian Palmer, Aaron Niles, Dale Lovatt, Ameena Williams, Richard Pears(part).

In attendance: Annette Miller.

Apologies: Jenny Yelling.

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

2. Minutes of previous meeting

The minutes of the Board meeting held on 6th February were reviewed and approved (update spelling - Martin Davies).

3. BID Financial Report

Giles circulated the Management Accounts for the 11 months to 5th March 2018. Thanks to Dale for additional contribution to Trinity Street banners. JK confirmed that he had written to the Heritage Lottery Fund making the £5000 pledge available to this key project which will kick off in June 2018. Annette is content that spending in the last 2 months of the financial year will be limited ensuring that income and expenditure balance.

4. BID Manager Report

A copy of the Levy Payers newsletter was circulated for information.

Security Patrols – it as been very quiet and will look at bringing them back around Easter. Priory toilets have been a major problem.

Investor's Pack - this is being done incorporating the new branding, also awaiting input.

Radio campaign - we are looking for a third contributor for the radio campaign as we understand the council unlikely to be participating this year. The White Hart have offered to partner us to ensure the campaign continues. Presentation will be made to the Town Council in March.

Banner around Poundland - price for this is from £25,000 advertising proposal document is being designed using the new branding.

Signage at the station, visuals waiting to be sent to GWR for approval.

Discover St. Austell Guide we will be approaching possible advertisers this month, prices held for last year's participants. They will supply St. Austell stand (using new branding) at Pentewan Sands and Eden if we can get Eden to agree. They had a double page free last year and the publisher will offer the same this year.

Christmas lights – should be coordinated with White River – this was agreed.

Garden Festival to be held on the 26th & 27th May.

Refill stations - encourage businesses to sign up to the refill App.

5. BID Projects

Security and Storenet Radio –RH reported that shoplifting and drug related issues had increased in the last couple of weeks. There is still concern regarding police resource in the Town Centre, this could be addressed to the Police and Crime Commissioner at the ASB Summit next month.

Street Cleaning and Appearance – The Town Council are due to pay for the next street clean.

Investor Pack – In design awaiting content approval.

Coach Parking and Visits – Leaflet in production, Par Market want to trial a shuttle bus – more information required.

6. Feedback from Other Meetings.

- Aaron reported a group in Biddicks Court has some ideas for the area.

7. AOB

- The BID AGM planning – 5th June 2018, GB to produce timeline.
- 2018/2019 budget required.
- Dale reported that cost savings through Meercat Associates are limited.

Date of Next Meeting : Tuesday 6th March 2018

At the White Hart Hotel.