

St Austell BID



Business
Improvement
District

ANNUAL GENERAL MEETING

Tuesday 7th June 2016 at 5.30pm

The White Hart Hotel, St Austell.

Chairman's Report for Year Ending 31 March 2016.

Dear Members

Following the 2015 AGM we started the year with a “refreshed board” with a number of new Directors bringing the Board to full capacity of 15. During the year there has been a number of changes and as of today we have vacancies for 2 Directors representing “Levy Payers” and one Director representing “Voluntary Levy Payers”.

The St Austell BID was originally voted in with two key themes:

Theme A – Attractive, Accessible and Safe

Improve St Austell's visitor experience by developing parking initiatives for cars and encouraging coach trips; tidy up vacant premises; install promotional signage, planting schemes and more places to relax; and work with agencies to reduce anti-social behaviour.

Theme B – Events, Marketing and Cost Savings

Increase St Austell's visitor footfall by hosting events; launch a professional town marketing campaign targeted to local residents as well as visitors, and build links with local major attractions. In addition, help businesses save money and promote them.

Early in the year we received the resignation of Carl Lamb as BID Manager and following a robust recruitment process we appointed Annette Miller to the position of St Austell BID Manager. We are delighted that Annette settled in very quickly and through her knowledge of the town made an impact very quickly and continues to drive our projects and events with the energy and enthusiasm that the town deserves.

Your BID has delivered a number of key initiatives during the year:

- Silver Gilt Award in the South West in Bloom competition 2015, one better than 2014 !
- The St Austell Loyalty card has grown to over 2000 users.
- The new St Austell Town App has been downloaded by over 500 new users.
- The subsidised StoreNet radio system aimed at improving communication and reducing both crime and anti social behaviour has been rolled out and has over 45 radios in operation. In conjunction with the Town Council and WRP the CCTV system has been upgraded. Radios are still available to Levy Payers at the subsidised rate, ask for details !
- The Christmas 2015 festivities with free parking for late night shopping were well received and well attended, work on 2016 is well underway.
- We continue to work with other groups, White River Place and the Town Council to tackle Anti social behaviour.
- The St Austell Town Heritage scheme has passed the first round and we continue to assist wherever possible to obtain over £900,000 for key St Austell heritage buildings.
- Major Events – Feast Week, 1000 fishes, Torchlight Carnival, Banger Rally, Small Business Saturday and of course a month of Christmas lights and festivities have all been supported.
- Working with the Chamber of Commerce and town council we have secured 3 coach parking spaces in the Priory Car Park and are working on marketing to coach parties.
- 20 000 flyers have been distributed throughout Cornwall publicising the town.

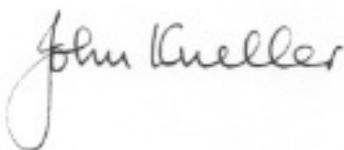
We have also raised over £22,473 through voluntary payments, sponsorship and other support during the year and are grateful to White River Place, St Austell Brewery and St Austell Town Council for their on-going support, also Burton House for the use of office space and meeting room facilities.

Looking forward briefly, we are working with St Austell Town Council, the Chamber of Commerce and Cornwall Council to update and reprint the St Austell Discovery Maps and have also launched a 12 month marketing campaign with Pirate FM promoting St Austell and events throughout the coming year and are grateful to both White River Place and the Town Council for sharing the costs in this key marketing initiative. The flowers for the 2016 Bloom displays are growing well ready for a bigger and better display this year.

Your Board has committed to over 400 hours of voluntary activities, meetings and the like during the past year and no doubt will surpass that number in 2016-17.

Please let us know if you have any ideas, observations or concerns or even if you want to join one of our Working Groups please contact your BID Manager, Annette Miller on 07794 910858 or staustellbid@gmail.com

Finally, lets look forward to another year of close working together relationships across the town in order to ensure we add value and an ensure an even more successful year ahead for St Austell.



John Kneller
Chair, St Austell BID