

# St Austell BID



Business  
Improvement  
District

## St Austell BID Board Meeting

### Minutes of the meeting held on 3rd September 2019.

**Present:** Richard Hurst (RH), Giles Bingley (GB), Martin Davis (MD), Brian Palmer (BP), Grant Macdonald (GM), Dale Lovatt (DL), Donna Roberts (DR),

**Apologies:** Aameena Williams (AW), Allan Clare (AC), Annette Miller (AM), Kelly Fegan (KF)

**Absent:** David Rescorla (DR), Roberto Cubbedu, (RC), Clive Acraman (AC),

**Present:**

- 1. Welcome: RH:** welcomed the board to the meeting
- 2. Minutes of previous meeting:** The minutes of the board meeting held on the 6<sup>th</sup> August were reviewed and approved.
- 3. Finance:** Monthly update provided by **GB**. We continue to maintain a healthy financial position.
- 4. BID Managers Report**

#### SECURITY.

**Police patrols.** We are having trouble filling the slots with officers so Coast 2 Coast has been filling the gaps.

#### TOWN NEWS.

**Whitegold.** Meeting with Whitegold to run through pitches, road closures and advertising. **Layouts agreed Pirate commercial agreed for 13<sup>th</sup> September and Leaflets to go in the voice on the 11<sup>th</sup>.**

**Planting.** Some of our baskets have taken a beating due to the wind. They have grown so well so there is more to blow around. **They will be removed after Whitegold and it was confirmed that the brackets had been stress tested.**

**Drains.** Made a request to Cornwall Council to have the towns drains cleaned. Reported back that the job was complete. On checking it has not even been started. I have asked the MP's office to put in a request as well.

**Biddick's Court.** Meeting with Cornwall Council and Cormac. The slabs will be replaced probably next spring along with the top end of Fore Street. They will be slightly thicker granite and be laid on a more stable bed as it was felt the slabs were rocking due to the heavy vehicle using them. **There is still a problem with parking in Biddick's Court**

### **PROMOTION.**

**Pirate FM.** Commercial for Whitegold is ready to go.

**EVENTS.** White River's events have been well received especially as the weather has been challenging again this year and they have been lucky, lucky, lucky with just one relocated too indoors. **9 events were put on by White River throughout the summer.**

**Truro Park Fun Day.** Organised by Sandra Heyward and supported by BID with insurance, publicity and facilitating funds on their behalf. This event was a great success.

**Christmas.** The shout went out for stalls and we have already had some bookings. Please spread the word but we will not do just the switch on. A minimum of 3 evenings must be taken. **Request made for this to go on social media.**

### **MISCELLANIOUS.**

Letter sent supporting Harry Billinge for his fundraising for the veterans trust.

**1. Website** Our web designer is looking at adding this information to the website. Also refresh the look of the site and make it easier for the public to navigate. The BID information will all be under one heading. Hopefully looking to have mock up produced in the next few week, if agreed by the board (cost £1,100) I would envisage another £400 for alterations. This is half the budget allowed. The breakdown is:

#### **2. Design Updates:**

- New logo
- Updating the navigation menu and moving pages into new sections
- Adding some new pages
- Updating the colour scheme
- Adding design elements from new branding
- Match branded fonts (or as close as possible)
- New images (added to home page slides) to be supplied

**£450.00**

**3. To add a Shops & Businesses Directory:**

- Display shops and businesses listings
- Search feature
- Back office facility to add/remove and edit listings (and associated images)

**£650.00**

**It was decided to focus on the BID boundary and to use the information retrieved from the town App. Website to be mobile optimised.**

**4. Training and Business Development.** This was deferred till the next meeting.

**5. Pirate FM Sessions.** To be held in the New Year with 2 sessions 1 in town and 1 at the Pirate studio. To communicate this to the levy payers. This is to learn marketing and social media skills and is not a sales pitch.

**6. Feedback from meetings.** **BP** plans for the roundabout at Higher Trewiddle Farm should start about October time.

**7. AOB.** **BP** work on the railings in Cemetery Park is due to start next week. **DL** requested an updated computer for the BID office. **DL & AM** to provide quotes for the next meeting. Julian German leader of Cornwall Council met with **RH** for a town walk around.

**Meeting closed 7.00 pm**

**Next meeting 1<sup>st</sup> October 2019**

**5:30pm – White Hart**