

**St Austell BID Board Meeting**

**Minutes of the meeting held on 1st October 2019.**

**Present**: Richard Hurst (RH), Giles Bingley (GB), Martin Davis (MD), Grant Macdonald (GM), Dale Lovatt (DL), Donna Roberts (DR), Allan Clare (AC), Kelly Fegan (KF), Ameena Williams (AW), Roberto Cubbedu, (RC).

**Apologies:** Brian Palmer (BP), Sean Marshall (SM), David Rescorla (DR).

**Absent:** Clive Acraman (AC).

**Present:** Annette Miller (AM).

1. **Welcome: RH:** welcomed the board to the meeting.
2. **Minutes of previous meeting:** The minutes of the board meeting held on the 3rd September were reviewed and approved.
3. **Finance:** Monthly update provided by **GB**. There is £7,000 to draw down from the Council collection.
4. **BID Managers Report:**

**SECURITY.**

**Police patrols.** Coast 2 Coast still filling the gaps. MRS our radio providers have used our assist of a vulnerable adult on their website news page.

**TOWN NEWS.**

**Planting.**  Baskets and planters will start to come out as soon as they are light enough to remove. Awards are on the 11th October in Newquay.

**Drains.** Cornwall Council have reportedly clean out the drains requested but not done a complete town clean.

**Bunting**. Samples have been requested for new bunting.

**PROMOTION.**

**Pirate FM.** Commercial for Torchlight and Zombie Walk has been completed and booked. Zombie Walk will also be featured on pirates Facebook page.

**EVENTS.**

**Whitegold.**  Held on the 21st September. RH informed the board that this was bigger and better than previous years, the event has grown out of White River Place into Fore Street, Biddicks Court and the Market House. Footfall up 25% on the same day showing that the festival had a positive impact. Encouraging feedback from many retailers.

**MISCELLANIOUS.**

**Website.** Visual shown to the board for approval. **This was approved with a request that the pictures appearing on the home page would change every 5 seconds or so.**

**Springboard** Vacancy figures have done a case study on our improvement since April 2017 and will be putting on their website, we have come down from 12.5 to 5.8 the national average is 10.3 and 8.6 for the South West.

1. **Christmas:** 8 stalls booked through Facebookand 1 enquiry through the ‘Made in Cornwall’ site. **AM** ran through the design for the banners that need replacing, which embrace the town’s new visuals providing a refreshed look for this season. Budget and design had been agreed by the Christmas working group. **AM** was confident that this could be done without going over the Christmas budget as a whole. **It was agreed if this was kept within overall Christmas budget it could proceed.**
2. **Car parking:** The board would like to keep coach parking and also use these spaces for campervans and caravans (they can already use these spaces). Don’t put up prices and if possible lower them.
3. **Training & Business Development: KF** presented an action plan. Shout about successes, respond positively to negativity, identify what we have, identify what people want, target the gaps, surveys, and prospectus, offer mutual trade discounts, free training and collaborate with other organisations. **It was agreed that we should all work on the already drafted investment pack. This would be a first step to encourage potential businesses.**
4. **Feedback from meetings:** **AM** attended the ASB meeting. Donation boxes will be ready soon. This is to try and stop people giving to street beggars. Donations to be distributed to organisations like Stak. The following businesses have agreed to host the boxes Tengo, White River Fish Bar & Wetherspoons. The PCC was impressed with the collaboration between BID and the Police and could be looking at increasing funding for the police due to this.
5. **AOB:** 
   1. Window Dressings have been installed on Thomas Cook as holidays were still being displayed in the windows. Vinyl’s on Smorgers that hide the mess from the flood also incorporates an information panel to keep customers updated. Corner shop on Church Street as this is now flats. This also helps to stabilise a broken window.
   2. **AW** request security for the last Friday before Christmas between 1pm & 6pm to help avoid excess Christmas spirit. It was agreed to book this date (20th December).

**Meeting closed 7.30 pm**

**Next meeting 5th November 2019**

**5:30pm – White Hart**