

BID Board Meeting – 4th November 2014

Present: Ameena Williams, Giles Bingley, Carl Lamb, David Pooley, Richard Hurst, Colin Glanville, Sally Polmounter, Hayley Newton, Annette Miller, David Halton

Apologies: Chris Witt, John Kneller, Mike Coles

Minutes and actions

	Minute item/ Action	Who	When
1.	<p><u>Introduction</u></p> <p>Ameena Williams took the Chair in the absence of the Chair and Deputy Chair.</p>		
2.	<p><u>Minutes of previous meeting (2nd September)</u></p> <p>Minutes of last meeting. The reference to car parking charges should read “this initiative is supported in principle subject to follow up meetings with Bert Biscoe and others”. It was agreed that the free parking in the Priory will encompass light switch on and late night shopping nights in the amount of approx. £1,800 and this would go against the Christmas lights budget. The reference in the previous minutes to admin support and minute taking was clarified in that the board agreed that this function was required and further investigation would take place as to the precise roles and costs. Point 8 the BID contribution to the THI scheme it was agreed that Giles would reserve £2,500 in this financial year and £2500 the next financial year against this potential expenditure which is a pledge if the scheme gets the go ahead from the Heritage Lottery Fund. It was agreed that the extra costs of increased Christmas lights for this year of circa £4,000 be approved. Subject to the changes above the minutes were approved.</p>		
3.	<p><u>BID Manager update</u></p> <p>Christmas lights infrastructure is ready to go, much of Fore Street needed replacing due to corrosion. This has added to costs and as such there has been relatively little upgrading of the actual lights.</p> <p>On Thursday Carl will be distributing a full timetable of events for the light switch on and period after the Christmas</p>	CL	W/E 07/11/14

	<p>light switch on. We will also be promoting the 'best dressed' shop window, where entrants can win free advertising in the Voice. Carl will be visiting levy payers also to update them with the program. Advertising is booked in the Voice, West Briton and Guardian for 12th and 19th November, Corex boards and banners are being printed for display around the town in prominent positions. The boards are double sided and after the light switch on will be turned around to promote the late night shopping Tuesdays.</p> <p>The Town Guide has been printed and is being distributed around the town and 20,000 are being distributed to local post code areas (PL24, PL25 & PL26). This can also be accessed on line via a link to ISSUU, there will be a QR code produced pointing at this link. It was noted that there were some errors and omissions that can be corrected on both the online version and in further paper versions but as the first attempt at producing such a guide it was excellent. The Town centre App software has been signed up for and the data from the Town guide will be used as a base to build the detail for the App.</p>		
4.	<p><u>BID Finances</u></p> <p>Giles distributed the management accounts.</p> <p>Giles explained how the various budget pots were performing and a discussion ensued regarding the increased need to act on Security and the fact that some of the budget that had been previously reserved for improving shop fronts should probably be diverted to Security. It was noted that in future we need to budget for the cost of Council summons' which had previously been unbudgeted for and we had received this year a bill for £2,900.</p> <p>A discussion took place regarding the collection of levy arrears and the issuing of summons's, for which the Council charges the BID. It was noted that levy payers tended to be better able pay in the Summer than the Spring because the summer was better for trading. It was agreed that Giles would try to meet with Mark Read from the Council to explore the possibility of extending payment terms for those levy payers with cash difficulties, and moving back the date when the Council issued summons's towards the summer months.</p>	GB	By next board meeting
5.	<p><u>BID Projects</u></p> <p><u>Marketing & Events</u></p> <p>It's all about Christmas as covered already above. The website will start to be populated in January with much of the same information as the Guide and the App when the Licence Agreement has been fully signed off with the current Domain holder.</p>		

	<p><u>Security & Cleaning</u> A meeting has taken place with the Police and the CCTV is going through final small technical queries and should be sorted out soon. Then the Shop Watch Radio System can follow on with upgraded digital transmission frequencies.</p> <p>The Police are keen to support us.</p> <p>Quotes have been obtained for 20 radios on a special deal costing £5 per week on a 12 month contract, or £4 per week on a 2 year contract. (The normal price is £6 per week). David proposed a low start rental approach with levy payers at zero cost for 6 months, half price for 6 months then full price. He is meeting another Company in Newquay next week to compare value and service. A debate ensued regarding the number, location, process and pricing for a Shop Watch Radio System.</p> <p>It was agreed that Goulds should be asked to survey the town for radio signal coverage and subject to 90% + coverage we should commit to a two year contract for 20 radios. The roll out details can be discussed and agreed at a subsequent meeting.</p> <p>David explained that he has tried to get a CCTV camera on the lamppost in Cemetery Park but there is a lot of bureaucracy with Cornwall Council, he will continue to pursue this matter.</p> <p><u>Premises Occupation</u> Clinton's cards and Warren's were due a Christmas window upgrade, which would be updated in January. David asked if there were couple of empty shops where Pondhu School could display some artwork over Christmas.</p>		
6.	<p><u>Britain in Bloom</u> The 2014 watering cans will be used for a display next year but not as hanging baskets. The 2015 baskets will be larger and include a water reservoir, which will mean they only have to be watered once a week there will be 120 baskets.</p> <p>David said the Town Council would probably pay BID to replant the red pots and we will use the same Contractor for the whole scheme. The baskets will have a 10 year life span and costs £37 each. For the flower beds, the flower tower and the red pots including watering the whole scheme is budgeted to cost £12,000 next year the same scheme is likely to cost £7,000 because we don't have to buy the baskets. The supplier is Hay Nurseries who did the White Hart scheme in 2014, which did indeed look spectacular.</p> <p>The basket weights for the brackets etc. have been checked and the brackets will have to be stress tested again for next year. We are exploring the opportunities of exploring getting some Community involvement especially from Schools in planting the buckets and watering cans. It was</p>		

	agreed that the scheme should progress and Annette will liaise with David regarding the Town Council and the red pots. It was also agreed to try to work with local schools to plant the watering cans and involve Helen Nicholson regarding liaising with the community.		
7.	<u>Townscape Heritage Scheme</u> The board discussed the scheme and agreed to allocate £5,000 over the next two years to the scheme.		
8.	<u>Christmas Lights</u> The board agreed to extend the Christmas lights along High Cross Street and two walkways within the town centre. The board agreed to pay for free parking at Priory car park over the five late-night shopping nights in November & December.		
9.	<u>AOB</u> DH questioned the BID office arrangement and it was confirmed that the BID office was in the process of moving from its current Tengo location to a hot desking arrangement around the town at zero cost. Levy payer surgeries will be arranged regularly to ensure face to face contact is available when required. It was agreed that an appropriate minute taker should take the minutes of future board meetings and an update should appear for levy payers on the secure section of the BID website in order to be transparent. It was agreed that the St Austell Bay Chamber of Commerce needs to nominate a formal Director for the BID who is a member of their Executive Committee and who has been approved by their membership.	CL DH	Ongoing By next board meeting

The next meeting is scheduled for Tuesday 2nd December and has subsequently been changed to Thursday 11th December at 17-30 hrs, White Hart,