



St Austell BID Board Meeting

Minutes of the meeting held on 7th March 2017.

Present: John Kneller, Richard Hurst, Brian Palmer, Giles Bingley, Mark Lewis,
Sara Gibson, Mark Torr, Sunny Krishnan, Dale Lovatt

In Attendance: Annette Miller, Items 1-3 : Mel Richardson and Mel Martin

1. Welcome: ML welcomed the Board to the meeting.

Apologies: Ameena Williams.

2. Minutes of Previous Meeting.

The minutes of the previous Board Meeting were reviewed and approved.

3. BID Re-Election Planning.

Mel Richardson presented the proposed process for the BID renewal process including areas where she could add value having assisted other BIDs with successful re-elections.

The renewal timescale was circulated with a process leading up to the ballot in December 2017 (attached).

We will need to agree a final budget for this process because there is a lot of work to be completed and material to be produced.

It was agreed to engage Mel Richardson as a self employed consultant to assist us with this vital project.

4. BID Finances.

Giles circulated the management accounts for the 11 months to February 2017. These show available funds sufficient to carry us through to the end of the financial year. We should monitor income and expenditure carefully to ensure that at the start of the new financial year

we have sufficient funds to satisfy our requirements. Giles will also start the AGM timing process and bring that as a proposal to the next meeting.

5. BID Manager Update: Annette updated the Board on current activities:

The Pirate FM Generic commercial is still performing well with a value of over £45,000.

St Austell Town Facebook now has over 2,000 likes and 7,000 views for February

Priory Coach Parking. Fixings have been ordered and the signs are on schedule for installation on the 31st March/3rd April.

Shopwatch Radio- Addaction are now on line with a radio.

Security. Safer Cornwall has been round to 89 businesses asking for their take on ASB in the town. BID & White River were part of this initiative. Findings to come.

Loyalty card. Our Pirate FM promotion is being used to advertise this in March.

St. Austell Guide. 20,000 copies the cost to BID would be £1,500. See sample

Town Flyer. 22,000 being distributed throughout Cornwall, 5,000 going into the Voice in March, 3,000 being distributed throughout town and placed in a water proof holder on the coach sign. 30,000 in total.

Levy Payer Bills. These are in the process of going out together with a levy payer update. The payment terms have been changed to 30 days instead of 14

6. BID Projects:

- **South West in Bloom:** Plans and budgets are in place for the 2017 scheme.
- **Security including Shopwatch Radio:** The radio scheme continues to add value and slowly more users are signing up. A meeting with Inspector Ed Gard is scheduled and we will report back at the next meeting. We continue to lobby for improved policing especially with regards to Anti Social Behaviour.
- **Premises- Appearance and Occupation:** Cllr Sandra Heyward is working with Cornwall Council to stop the foul smells around Boots, a solution is close to being delivered.
- **Property Owners Forum:** No Update.

7. Feedback from various meetings.

- Christmas 2017 planning is already underway (RH and AM), MT and SG are happy to be included in this process.

8. AOB – there was no AOB.

Date of Next Meeting : Tuesday 4th April at 5-30pm

At the White Hart Hotel.