



St Austell BID Board Meeting

Minutes of the meeting held on 11th December 2014

Present: Chris Witt (Chairman), John Kneller (Vice Chairman), Carl Lamb (BID Manager), Richard Hurst, Mike Coles, Colin Glanville, Ameena Williams, Hayley Newton, David Pooley, Annette Miller, Mark Lewis.

1. Apologies: Giles Bingley, Paul Scott.

Please note that Dave Halton has now been replaced as the Chamber of Commerce representative by Mark Lewis who was welcomed to the meeting.

A welcome was also given to Jackie Kneller who will be taking the minutes of the meeting.

John and Chris proposed and it was agreed that it would be better for our 2015 meetings to use presentation equipment as a means of better interaction and focus.

2. Minutes of Last Meeting

The amended minutes of the meeting held on 4th October 2014 were agreed and the minutes of 7th November 2014 were agreed as a true and accurate representation of the meetings.

3. BID Manager Update

The Christmas lights up High Cross Street have been added to at an additional cost as previously agreed. They started from the White Hart instead of the Bank, which meant they came up short. The extra cost is in the region of £1,600.

The final invoice for the lights is £25,500, this does not include the removal costs or the extension costs in High Cross Street. The removal cost is in the region of £2,500 but is still within budget and could include re-installation of the bunting. A lot of the costs this year were for infrastructure and repairs, having new brackets put up of stainless steel which have a 3 year warranty and hopefully at least a 5 year lifespan.

Due to the Public Liability Insurance the brackets for the lights should be stress tested annually as a precaution.

The light switch off will be January 5th 2015, the Company will remove the lights at a later date at which time we will replace them with bunting as last year.

Gary from the Market House is proposing during 2015 to break a World record for the longest piece of continuous bunting, which he will start in January and end in August. He would like the BID to help with a donation of £1230, toward the total needed of £4,500. Attached is the proposal from him. If he pulls this off it would be great publicity for the town and local community. If he can get the funding and deliver on the challenge then the feeling was to donate the money to him. It may be good to have a tea party under the bunting on the day the world record is confirmed.

A vote was taken and ALL were in favour of further evaluation.

Carl is to discuss this with Gary to ensure he gets the other funding to do this at the same time.

It was proposed and agreed to amalgamate the Marketing and Events teams.

In 2015 we will put together a calendar for all key events targeting special dates and trying not to compete with other major events locally or nationally. (Wimbledon finals and Mevagissey Feast week for example).

Ensure that the whole town is included in events and not just around WRP. WRP do their best to engage with all areas in the town and have worked with the Market House to join up events this year which is working well.

Sandra Heywood is involved with the Truro Road Park Centenary Day and asked if the BID could hold onto the funds for them and also if our Public Liability Insurance would cover the event. As it is in the BID area, Carl is to check with the Insurance Company and say to Sandra that in principle they would be happy to help with proviso the Insurance Company agrees and that on any fliers or advertising that the BID is credited.

An update on the Christmas events will be sent to BID levy payers along with a copy being sent to the Directors. This will be distributed next week.

It was felt that it was costly and to send updates out in the post, emails would be the better way. Unfortunately large Multinationals don't have local email accounts and many small firms don't seem to have emails either.

Carl is to restart the BID surgeries, which up to date have not been well attended, the next one will be on January 15th 2015 at the White Hart Hotel at 5-30pm and will be advertised in the update going out next week.

Loyalty Cards are doing well to date there are 1500. A volunteer is helping to send out the new cards.

Footfall counters were then discussed, Carl has approached 3 companies, Experian, People Counting and Springboard. Experian will install calibrate and set up for £3,500 with an annual maintenance of £575.

People Counting were not suitable as they did not do what was asked.

Springboard would set up 2 cameras one each end of town at £850 per installation with a maintenance charge of £3,400 per annum.

As WRP have people counters at Boots, OVP and Frankie and Benny's and they cover Fore Street and other town entries it was felt the amount of people coming into town could be assessed via their counters and not waste such a large amount of money on having more.

WRP said that there was a 4.7% raise in footfall shown on their cameras. Richard said he would send a monthly report to BID showing footfall for the majority of the town.

A vote was taken and ALL were in agreement not to purchase the cameras.

P.R. focus is still promoting late night shopping Tuesdays, with adverts in the Voice and Guardian.

A cheque for £100 has been prepared for Madison Glinski and a photo call will be set up to present it to her.

4. BID Finances

See attachment.

Due to some businesses being in arrears the question was broached as to whether a monthly payment could be set up. It is believed possible but for the minority to be able to clear their debt before faced with a summons.

The Levy bills for 2015 will be sent out in March, with a reminder in April, and if no response, a summons in September. Help to those struggling will be shown on the reminder. Due care must be taken on how this is shown.

OVP is showing arrears due to the wrong people being invoiced, Mike will send Carl corrected details of M&M.

5. BID Projects

Events

The last meeting for the team was on 27th November 2014.

The Christmas light switch on was a great success with footfall up 42% on last year.

The Youth Council who helped during the event, were fantastic and a thanks goes to them.

As expected there were some criticisms these will be noted and corrected for next years events.

It was agreed to send all retailers including those that did not open details of the footfall to hopefully encourage them to open next year.

Unfortunately National Retailers do not get involved in late night shopping.

The Events team will be meeting again in January 2015, their first plans will be to get ahead for Christmas 2015.

Richard said he would attend their next meeting to share retailers opinions.

A question for the team to discuss, is late night shopping really wanted?

It seems that Sunday footfall is higher than week days this needs to be taken in to account with decision making.

Historically late night shopping has been quite good it was felt there were too many late night shopping events and it started too early.

Mark Lewis requested to join the Events team, of which he was welcomed.

Tuesday 18th December there is a Character Parade with Swamp dancers and music.

Tuesday 23rd December there will be Traditional Cornish Celebrations.

Carl is to schedule Events Team Meeting for 2nd week of January.

Over the next two Tuesdays of late night shopping a survey of all open/closed shops will be taken to indicate support.

Marketing Update

For the late night shopping there is Christmas Shop Window Competition and Rudolph's Ransom to be completed.

Advertising/Social Media are in hand and the banners that are currently up need checking after the bad weather.

Town Centre Guide has gone out and is online with the few corrections.

The Town Centre App is moving forward the longitude and latitude of all shops will be added to direct you to the shop you require.

Loyalty Card is proceeding well with over 1500 signed up, we need to utilise this information for our database.

The website is waiting on the St Austell Town Domain name agreement to be completed.

Newsletters are going out next week.

The ATCM (Association of Town and City Management) is now hopefully in hand and by the next meeting we should of joined and the benefits will be explained then.

It is proposed and agreed to merge the Marketing Group and Events Group due to the amount of activity in both groups and the amount of people.

A discussion took place regarding the benefits of using a PR agency and it was agreed to investigate local PR Agencies and costs for the next meeting.

Town Centre Security

The CCTV will be upgraded in January.

The Shop Watch Scheme options and radio prices should be ready for next year, this will be worked in conjunction with WRP.

The Crime Watch System seen in Plymouth seems to work well.

The New Inspector is Ed Guard who is helping with accreditation and has the power to be very useful.

Representatives from major local Companies are helping with the Security over drugs , Boots is losing a substantial amount of stock, leading to the need for more regular Police patrols though the town. The local Tattoo Parlour has now stopped selling legal highs with effect from Wednesday 10th December.

There is a new Police Liaison Officer for WRP any problematic people, contact WRP.

Levy payers agreed to help make the town more attractive and safe this is gaining momentum.

The BID has not publicised enough the behind the scenes efforts being made to control the bad behaviour seen in the town. The CCTV and Radios need publicising more.

The Pub Watch Summit use a proforma to log any trouble. It is essential to report any Anti Social behaviour so all levy payers will be given a copy of this proforma to log and report any trouble they encounter. Without this an unequal view of the town and any behavioural problems will occur.

Chris is to send David amended Pub Watch details.

Town Cleaning was then raised, does the cleaning company wish to use Mike's yard to help charge and localise their equipment. All Health and Safety issues have been sorted but no response has been received from the cleaning company. It seems that they are not regularly cleaning the town centre as some complaints have been received. David is to look into whether they want Mike's yard and how often they clean the town centre.

Premises and Occupation

Richard requested that this be linked with the Cleaning and Security so more can work together.

There is the need of new graphics in some of the empty stores as soon as possible. Try to get sponsorship for the windows to help with the cost.

Carl is to check the windows in January to ensure none are out dated after the Christmas period.

There has as yet been no news on the Clinton's Cards Shop, Mike said he would chase this.

Cost Saving

Other BIDs around the Country promote central buying together to get discounts for their Levy Payers, this could be paper, printing etc.

Mark has been asked to help Giles move this forward, there are many ideas of how BID's help their Levy Payers online at Bidworld or on LinkedIn Social Media. Other people will be needed to help with this.

6. Britain In Bloom.

Over 2,500 Cornish Daffodils have been planted around the Churchyard. John has spoken to Mike the Vicar who has agreed that the planting is a great idea with no extra cost to the Council and will ensure that nobody cuts the grass until after the daffodils have finished flowering.

The 7 day self watering hanging baskets for the town have been ordered from Hay Nurseries, Annette has spent all the budget which now incorporates a large display with 150 hanging

baskets which she would like young children to get involved with an extension of her budget would be useful to help with the children planting.

Richard has agreed to get the College involved to perhaps make a sculpture, Richard and Annette to discuss this further.

Council are likely to pay for the planters on Fore Street, Annette to discuss this with David so that he can apply to the Town Council at the appropriate time.

7. Communication

BID needs to communicate better with the Levy Payers and share important information with them.

The minutes of all BID Board meetings will be published on the website for all to see via navigation through Board Minutes and Board Agenda. The Management accounts would be put into the Log in Members area. It was agreed that Carl would hold paper copies of the minutes should any Levy Payers request one.

There will only be approved PDF form, minutes on the Internet and these will withhold any private or personal information.

A vote was taken and ALL were in favour.

It was also agreed that all Agendas for the meetings should also be put on the Website this would allow Levy Payers to put questions to the Board in advance of meetings.

It was put forward that perhaps an annual meeting with the Board of BID and the Town Council should be considered.

Internal Communication

There seems to be rising demands on Carl and it was reiterated that Carl is directly answerable to Chris and in his absence John. Should anyone wish to raise something for Carl to do, please go through the Board or raise it at working group meetings.

Carl is being supported with weekly meetings and a prioritisation of jobs has now been put into place.

A volunteer is helping to alleviate some of the workload tying Carl up, especially the Loyalty card distribution.

BID have two websites one for the BID levy payers and one to communicate with the wider population to promote St Austell.

Social Media

Social media is up and running both on Facebook and Twitter, consideration needs to be given to how much time can be put to these activities or whether this is one of the things an external PR Company can assist with. We must insure that this conduit remains a very positive approach and image for St Austell in order to promote all the businesses appropriately.

8. Footfall Counters

See earlier decision not to proceed.

9. 2015 Priorities

John suggested that in order to bring extra focus to our activities in 2015 we should distil the lengthy list of projects down to some key priorities and in order to save everybody's time he proposed the following:

- Britain in Bloom
- Town Website and Town Centre App
- Security especially CCTV and Shop Watch Radios
- Proactive Loyalty Card Promotions and expansion of "Non Retail" opportunities
- Cost saving and procurement projects
- Town Database including non Levy Payers and late night shop supporters
- Annual Communications Plan to run Campaigns, Events and other initiatives

It was agreed that this an appropriate list of key priorities for us to concentrate on during 2015.

10. AOB

St Austell BID has been asked to participate in the St Austell Retail Strategy Consultation.

Mike Coles and Richard Hurst declared an interest in the potential OVP site and there was a debate regarding the paper produced by Mike in relation to this subject however the majority of the Board supported this approach.

Clearly given that the BID area is the St Austell Town Centre we would support Retail Strategy 1, which is to concentrate on the development and delivery of the Town Centre.

A discussion ensued regarding the other questions and options in the consultation and it was felt that the other questions should be answered and the only sites acceptable would be the Town Centre and edge of Town Centre sites.

A vote was taken on this approach with 9 in favour and 2 abstentions.

Chris highlighted the fact that not all Directors had yet completed the necessary Companies House forms and distributed same to, Mark Lewis, Hayley Newton, Colin Glanville, Richard Hurst (Sally Polmounter will also need to complete).

Hayley mentioned that the BID's own website was down towards the end of November for an inexplicable reason and Carl is to investigate.

Date of Next Meeting Tuesday 6th January 2015. 5.30pm at the White Hart Hotel.

Actions from St Austell BID Board Meeting 11th December 2014

<u>Action</u>	<u>By Who</u>	<u>By When</u>
1. Plan to use presentations for next years meeting	CW/JK/CL	Jan 15
2. Evaluate Bunting World Record information	CL	Jan 15
3. Amalgamate Events and Marketing Groups	CW/JK + members	Immed
4. Amalgamate Security and Premises Groups	DP/RH + members	Immed
5. Complete Events Schedule for 2015	CL and Events	Nxt Mtg
6. Check Third Party Liability for Truro Rd Park Event	CL	Nxt Mtg
7. Distribute Levy Payer Newsletter next week	CL	20/12
8. Send CL contacts for M&M Asset Management	MC	Nxt Mtg
9. Schedule Events Team Meeting for Early January	CL	ASAP
10. Complete Domain Name Agreement and sign	CW	ASAP
11. Arrange membership of ATCM	JK	ASAP
12. Finalise details for Shop Watch radios etc	DP	Nxt Mtg
13. Send DP Pubwatch proforma details	CW	ASAP
14. Follow up cleaning services quality and storage	DP	Nxt Mtg
15. Check all window displays in January for out of date	CL	Nxt Mtg
16. Initiate Cost Savings Group	GB/ML	Nxt Mtg
17. Ensure Town Council aware of costs for red planters	AM	Nxt Mtg
18. Ensure BID Minutes and Agenda are on website	CL	ASAP
19. Complete Directors Forms etc	ML/HN/CG/RH/SP	Nxt Mtg
20. Concentrate of delivering prioritised list in 2015	ALL	2015