

# St Austell BID



Business  
Improvement  
District

## **St Austell BID Board Meeting**

### **Minutes of the meeting held on 2<sup>nd</sup> August 2016.**

#### **Present:**

John Kneller, Ameena Williams, Richard Hurst, Roberto Cubeddu, Dale Lovatt, Brian Palmer

**In Attendance:** Annette Miller.

**1. Welcome:** JK welcomed the Board to the meeting, especially Brian Palmer to his first meeting as the Town Council representative.

**Apologies:** Hayley Newton, Giles Bingley, Ben Stevens.

#### **2. Minutes of Previous Meeting.**

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

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

- **All** floral displays are installed throughout the town. SWIB judges came on the 13<sup>th</sup> & 14<sup>th</sup> of July for judging. A 25 page portfolio was produced for them. The town was very clean and this was commented on. Our baskets were the best and most they had seen in a few years
- **Queen's** birthday bash was poorly attended due to the rain, only 40 of the 95 people booked turned up.
- **The 2<sup>nd</sup>** window vinyl has been installed on the old Britannia Building Society. Now looking to re do Clintons Card window.
- **Purple** Day went off without any problems.
- **Dance-a thon** went well even though the weather was not very accommodating.
- **BBC** Music Day was very well received and we are hoping to be able to make this a yearly event.

- **Fun Day** was very successful with music, dancing, singing and mime throughout the town. The Reptile and Raptors were very popular in Old Vicarage Place as were the BMW bikes along Fore St. We had a free advertising from the voice for this event and the weather was good.
- **BID** was represented at the Business Exhibition at Eden and the SABEF consultation in White River Place.
- **Street** clean was done on the 10<sup>th</sup> July and paid for by BID for the following: Fore St. Biddick's Court. Duke St. Church St. High Cross St.
- **Man Engine** was a fantastic event. We had 9,500 people which was a challenge and considering this was over double our highest estimate everything went very well. This was due to the Man Engine crew and its professionalism together with our volunteers.
- **The Pirate FM Generic St Austell commercial** is performing well with 684 plays as at 1<sup>st</sup> August 2016. 100 plays this month. The total value for this campaign is now £13,000 and does not include our monthly promotions.
- **Posters, Loyalty Card, Radio, flyer, Mid Cornwall Advertiser and Facebook** continue to be used to promote local events. The last week of July Facebook had over 16,700 views, a record for Hayley. Our Facebook page is full of information and is fast becoming the go to page for the town.
- **Road** closures have been applied for the Banger Rally drive through.
- **Coach** Parking has now been completed in Priory and this was launched to the press on Monday. We are now concentrating on road signage and directional signage for the town.
- **Looking** to replace the "you are" here signs in town and show business, retail and eating & drinking by using a colour code on the Discovery Map.
- **Torchlight** carnival 19<sup>th</sup> November budgeted £1,750 for entertainment in the town centre during the day.
- **Cancelled** signs have been printed to stick over fly posters as it is becoming a never ending job to remove and impossible to deal with ones behind windows.
- **Christmas lights** will have a small extension along the shops in Trinity St. Icicles with a 1 metre drop. 3 shops have agreed to pay for the infrastructure if BID would pay for the lights at a cost of £1,030 for 2 years. This was agreed as a gateway/high visibility part of the town.

#### 4. BID Projects:

- **South West in Bloom:** Baskets and plants looking good, SWIB judges impressed. St Austell Rotary Club have expressed an interest in "looking after" an area of the town – this is to be progressed.
- **Cost Savings:** No new update, this is a challenging area which needs to be reviewed.

- **Security, Cleanliness and Shopwatch Radio:** Shopwatch radios continue to be used widely and add value to helping with anti social behaviour. Positive that Cosgarne have now taken a radio.
- **Premises- Appearance and Occupation:** No update.
- **Property Owners Forum:** Some property owners have expressed an interest in the Town Heritage Scheme and meetings will be arranged.
- **Christmas Group** – to be re-formed for 2016.

**5. BID Finances:** Giles was unable to attend through illness and there was no update.

#### **6. Feedack from various meetings:**

- JK attended a meeting of the BIDs in Cornwall – good forum for sharing ideas and knowledge.
- Brian Palmer updated the meeting on the Town Council devolution of services from Cornwall Council.

#### **8. AOB**

- Update on St Austell Branding and consultations taking place, further updates at future meetings.
- We would like to thank the Bystro who have offered to host BID meetings, the White Hart has kindly supported the BID since before it was launched, the continuance of this was support was accepted and we would again like to thank Ben for his kind offer.
- Anti social behaviour is increasing, White River have escalated this to the Police and we must lobby the Police for appropriate resources. Also we must sure that all cases are reported in order for the statistics to be correct – promote radios, 101, 999 and new Police Email address.

**Date of Next Meeting : Tuesday 6<sup>th</sup> September 2016**

**At the White Hart Hotel.**