

St Austell BID



Business
Improvement
District

St Austell BID Board Meeting

Minutes of the meeting held on 4th August 2015

Present:

John Kneller, Giles Bingley, Richard Hurst, David Pooley, Annette Miller, Hayley Newton, Mark Lewis, Roberto Cubeddu, Sara Gibson, Mark Torr, Noel Krishnan.

1. Welcome: John Kneller welcomed the Board to the meeting and also Sara Gibson to her first meeting.

Apologies: received from Graham Walker & Dale Lovatt.

2. Minutes of the previous meeting:

The minutes of the Board Meeting held on 7th July 2015 were approved.

3. Feedback from various meeting:

JK gave an update on meetings attended since the last Board-

- The Mayors Working Together meeting was successful and stakeholders across the town need to work together towards common goals.
- The Town Council Meeting approved contributing £5,275 per annum for three years towards extending the Christmas Lights display at the Bodmin Rd end of Fore Street and in Duke Street.
- SABEF have successfully applied for St Austell to become a “Coast Community Team” which makes further grant applications for community based projects in the area possible.
- The Town Heritage Scheme application this year is well progressed, Cornwall Council have committed funding to the scheme and the Town Council/BID and Chamber of Commerce are working on the application through to 1st September 2015.
- Richard Hurst updated the meeting on the latest Anti-Social Behaviour Group meeting, the next full summit meeting will be 14th October at 6pm in the Council Chamber.

4. BID Manager Recruitment Update:

JK confirmed that we had received 7 applications to date and 3 more are expected before the closing date on Friday 7th August. The applications will then be reviewed against the criteria used in previous recruitment and a short list for interview prepared.

5. Interim BID Manager Update:

Annette outlined activities since the last meeting including:

- Hi Vis jackets are now available with BID livery for contractors working in the town.
- The large banner has been erected near South Street
- Cornwall Council has been invoiced for £15,000 levy payment
- The Levy collection rate is currently 90%, summonses have been sent by Cornwall Council
- The Tourist Information Centres have had more Town Guide and the “App” stickers.
- Other local tourist sites have requested further supplies of the Town Guide, a re-print will cost £7000 for 20,000 copies, a quote is to be obtained for smaller runs.
- We now have access to “Whats on in Cornwall” to promote events
- The Mid Cornwall Advertiser will run a free editorial for BID to promote St Austell if we take out £100 advertising, this offer will be taken up in Autumn and again at Christmas.

JK thanked Annette for her efforts as Interim BID Manager.

6. BID Finances

Giles distributed the usual BID finances report for the period 4 months to 3rd August 2015. Expenditure for the month of July was inline with budget, the main expenditure for the month being the initial payment to MRS Communications for the infrastructure work for Shop watch radio/CCTV etc.

JK proposed that the Christmas Working Group now need a budget to work to and we need to apportion that budget, it was suggested that we take £2k from the “Other Events” budget, £1k from the “Advertising and Printing” budget and the Security Group volunteered £3k from their budget. Therefore the Christmas Budget is £6k, this was approved. It was also noted that there is another £3k in the “Other and Parking Subsidy” pot, Annette confirmed that the costs of subsidising free parking on the evenings for Christmas is £400 per night so this budget will be ring fenced for this purpose.

7. BID Projects

Christmas : The Christmas Working group has already met several times on a fortnightly basis.

Mark Torr outlined the plans for Christmas, many details are to be confirmed and this schedule is work in progress:

Day/Date	Tuesday 1st December	Tuesday 8th December	Tuesday 15th December	Tuesday 22nd December
Event	GRAND LIGHT SWITCH ON	LATE NIGHT SHOPPING	LATE NIGHT SHOPPING	LATE NIGHT SHOPPING
Theme	LIGHTS	MUSIC & DANCE	MUSIC/SCHOOLS	CHRISTMAS
Attractions	Lights Santa Choirs Bands Pirate FM	Choirs Donkeys Bands	Choirs Donkeys Bands	Reindeer Market?(tbc) Choirs Santa

- Street Closures are required and Annette has applied for all of them.
- The reindeer have been booked with sponsorship already committed – St Austell Brewery £750, The White Hart £100.
- Collection tins have been produced to collect “loose change” where possible.
- JK challenged the Group if Light Switch On and 3 late night shopping events was achievable and everybody confirmed that the planning and preparation is going well and we can make it happen.

The key therefore is now to continue to work up the programme and a discussion took place regarding promoting the events and also getting the buy in of shops and businesses to support Christmas and especially to be open for the late night shopping events.

It was agreed to plan a Christmas Launch Party in September to sell the programme to traders, Sunny kindly offered to use the Gurkha Restaurant, it was agreed that Mark Torr and the Christmas Working Group can arrange this event with a contribution to subsidise the cost from BID.

Richard also confirmed that he was in communication with the College and discussions were taking place to develop the musical theme with them also.

Events & Marketing (Annette)

- The 1000 fishes event had started successfully last weekend, well done Colin, the BID have supported this event with promotional work, PR and a financial contribution.
- The next event is the Truro Park Centenary on 15th August which is supported by BID.
- The Banger Rally will go through Fore Street this year, with assistance from Rotary and Round Table on Thursday 1st October leaving the Cornwall Hotel at 6pm. Street closures have been applied for and the night time economy will be encouraged to have special themes/offers for the evening.
- A discussion took place regarding the Torchlight Carnival and it was agreed that BID should use the event to promote the Christmas Programme either by having a float or sharing with

the Seven Starts (Thanks Sara). The route was also discussed and it was agreed the RH and JK could speak to Sheila on the subject.

15 th August 2015	Truro Park Centenary	Truro Park
26 th September	Banger Rally Display	Town Centre
1 st October	Banger Rally	Through Town Centre
31 st October	Zombie Wlak	Through Town Centee
14 th November	Torchlight Carnival	Town
1 st December	Light Switch On	Town Centre
6 th December	Santa Run	Through Town Centre
8 th December	Light Night Shopping	Town Centre
15 th December	Light Night Shopping	Town Centre
22 nd December	Late Night Shopping Reindeer and Santa	Town Centre

South West in Bloom (Ameena)

- A review with Hay Nurseries has taken place and plans for improvements for next year are already underway.
- Planning to extend next years planting scheme requires an indication of budget, it was agreed to continue to plan for an expansion of planting with a budget similar to this year subject to the 2016 budget being prepared and sufficient funds being available.

Cost Savings (Mark Lewis)

- Mark Lewis has a meeting with Camborne BID on 11th August to discuss their scheme

Security and Cleanliness (David and Richard)

- The infrastructure for the shop watch radio scheme has been installed and the scheduled roll out remain on target.
- 20th August- testing base stations and Newquay link
- 3rd September – Go LIve
- The supplier MRS has begun contacting levy payers to sell the service.
- We will arrange another conference call with MRS (DP/RH/JK/AM) to chase up and arrange visits including with Police to sell the scheme face to face.

Premises – Appearance and Occupation (Hayley)

- JK, RH,RC agreed to join this group

AOB

David circulated a proposal “The Man Engine” for consideration, this is a 2016 project whereby a giant metal puppet will be manufactured and then tour Cornwall promoting the mining heritage, it is planned to visit St Austell on Thursday 28th July 2016 and should draw a lot of publicity and crowds.

They are seeking a contribution of £3000, it was agreed to offer 50% of this from BID if the Town Council grant the other 50%, subject to seeing the finer details on time in the town etc.

Hayley expressed concern regarding the rubbish around cemetery Park and whether another bin could be put there. This is not as simple as just placing a bin since arrangements have to be made to have it emptied and this has an ongoing cost implication. DP agreed to investigate the costs for the next meeting.

Continued anti social behaviour has taken place on High Cross Street and the police have been involved on several occasions.

Mark Torr had a window smashed recently and Dales new Fish Bar on Trinity Street has been broken into.

Ameena has also had issues with late night disturbances in the Church Yard resulting in guest refunds in the White Hart do to this noise.

It appears that there are two different groups of people – the day time anti social behaviour and then the night time group from midnight to 4am.

It was agreed that JK and DP would meet with the local Police to encourage a night time push against this behaviour.

RH confirmed that the Loyalty Card numbers continue to grow and the database of Email addresses should now be used for marketing purposes.

JK thanked everybody for their hard work on behalf of St Austell BID and another positive and constructive meeting.

Date of Next Meeting: Tuesday 1st September 2015 at 5.30pm at the White Hart Hotel.