

St Austell BID



Business
Improvement
District

St Austell BID Board Meeting

Minutes of the meeting held on 5th May 2015

Present:

John Kneller, Carl Lamb, Giles Bingley, Mark Torr, Mike Coles, Graham Walker, Richard Hurst, David Pooley, Ameena Williams

1. Apologies: Chris Witt, Annette Miller, Hayley Newton, Mark Lewis

2. Minutes of Last Meeting

The minutes of the meeting held on 7th April were reviewed and approved.

3. Public Relations update

M-Pad have been engaged as St Austell BID's PR company in line with Board correspondence since the last meeting They are currently working on a communications strategy for the BID and reviewing Press Releases.

4. BID Manager update

Town Centre Guide

The Town guides are still being distributed around the county to over 100 locations so far and we will obtain a "pick up rate" in due course.

Town Centre App

The St Austell Town app is now live on both Android and Apple platforms replicating the contents of the Town guide in a digital format. The press release is going out week comm. 11th May and window stickers including QR codes for retailers are in production.

Town Centre Facebook page

The page now has 1,130 likes and we need to promote the new Town app through this media

Feast Week Fun Day – Sunday 28th May

All entertainment is booked and confirmed and posters/banners sent to print.

St Austell Loyalty Card

The St Austell Loyalty Card now has 1,357 active users on the database.

A-Frame Poster Boards

The BID has purchased three A1 poster boards to promote events throughout the town which can be borrowed if available by local businesses.

5. Christmas Lights Display 2015

The board discussed the 4 additional options for the 2015 Christmas lighting display throughout town and agreed that the best option (4) is to expand the scheme to include the church and church yard by either lighting up the trees or floodlighting the church.

The board felt that that it would be appropriate to ask the town council if they would contribute towards expanding the scheme through either options 1 or 3 (or both) and a request should be made for circa £6000 to include the corner of Fore Street and Bodmin Road, and Duke Street from South Street.

Action: Mark Torr is going to ask the church whether they can contribute towards the cost of their lighting, Directors should attend the Town Council meeting where a request is made.

6. BID Finances

A financial update was distributed to the board. There is money in Cornwall Council's bank account to be invoiced for levies collected to date. A couple of voluntary contributions are still outstanding. The board agreed that additional voluntary levy payers should be sought from other major local companies.

Actions: Carl to invoice Cornwall Council for the balance of levies paid to date.

Carl to chase outstanding voluntary contributions

Carl to contact major local businesses to ask them for a voluntary contribution towards the 2015 Christmas lights

AGM update

AGM 2015

Director nomination forms for the 2015 AGM were delivered by post on 21st April. The closing date for the return of nomination forms is 8th May.

Mike Coles proposed a resolution to change the Articles of Association at the AGM to allow the town council to nominate either a member as an officer to the BID board. This was agreed.

The AGM Notice and Chairman's Report are being sent out to all BID businesses week comm. 11th May.

BID Finances

Giles distributed the 2014/15 Financial Statement of Accounts which the board reviewed and approved.

BID Project Group updates

Marketing & Events

The next meeting of the Marketing & Events group is on 11th May, 5pm at Burton House. The next event is the Feast Week Fun Day (schedule attached).

Christmas

Carl circulated the provisional schedule for the light switch-on event (attached). Ally Watkins and Alan Dibb have been approached to run a street market.

South West in Bloom

All of the upgraded brackets have now been installed and the baskets are growing well with a schedule to begin hanging them around 18th May.

A photocall to launch the scheme is scheduled for 8th May at Hay Nurseries. The baskets will start to be placed throughout the town from 18th May.

Premises Appearance & Occupation

A new wrap has been put on Clinton Cards promoting St Austell's late night economy. All the units in Old Vicarage Place are currently being used for storage. Miller Commercial are actively trying to rent them all but are having problems getting a response from the landlords.

Action: Carl to get Clinton Cards doors wrapped

9. Shopwatch Radios

Following the last meeting a sample of potential radio users has been obtained, this gives limited numbers but since security in the town remains a high priority and the suppliers of the radios will help "sell" the system. David Pooley also raised the fact that one of the potential suppliers had reduced their prices, this was seen as unprofessional and it was proposed by John Kneller that the BID go ahead to fund the project and for it to commence as soon as possible. This was agreed.

10. Street Cleaning

As Cornwall Council are now only paying for one street clean a year, the board approved it for Carl to book three additional cleans – one per quarter – at a cost of c. £185 per clean.

11. AOB

Mike Coles raised the point about the high number of charity collection people on Fore Street.

Action: Carl to find out who to contact at Cornwall Council to make a complaint

Ameena raised the point about the lack of public toilets in the church end of town since the closure of the toilets in Market Hill. David Pooley explained that some towns run a system where premises have opened up their toilets for public use and receive a grant towards electricity, waste and sundries.

Action: David is going to bring details to the next meeting

Mark Torr proposed that the BID pay to have the church railings repainted. The board agreed this was a good idea, but as they are sat in the environment of a Grade 1 listed building, the BID would need consent from Cornwall Council Conservation Officer.

Mark Torr suggested spending less on individual events and putting the budget to running a weekly Saturday market along Fore Street. The board agreed to support Mark's initiative following a more detailed plan.

Annette asked that the board consider installing banners on the lampposts along Trinity Street and they decided to put the idea on hold until the next board meeting.

Hayley Newton asked Carl to inform the group that Rainer Newton had fallen and broken his leg on the granite slabs outside their shops.

The meeting closed at 8pm

Date of next meeting: Tuesday 2nd June 2015. 5.30pm at the White Hart Hotel.

Date of AGM: Tuesday 9th June 2015. 5.30pm at the White Hart Hotel.