

St Austell BID



Business
Improvement
District

St Austell BID Board Meeting

Minutes of the meeting held on 7th February 2017.

Present:

John Kneller, Richard Hurst, Brian Palmer, Giles Bingley, Hayley Newton, Mark Lewis, Roberto Cubeddu, Sara Gibson

In Attendance: Annette Miller.

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

Apologies: Ameena Williams, Dale Lovatt. **Absent :** Noel Krishnan, Mark Torr

2. Minutes of Previous Meeting.

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

3. BID Re-Election Planning.

A discussion took place regarding the planning and activity required to work up to this event. It was agreed to investigate enlisting specialist support and inviting Mel Richardson to the next meeting to present some thoughts.

4. BID Finances.

Giles circulated the management accounts for the 10 months to January 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 performing well with 1,824 plays as at 27th January = £36,480. 336 plays of the monthly commercial = £8,332 total value for this campaign is £44,812

Facebook continues to promote the town. Public information posts are the most popular i.e. weather warnings/road closures.

Coach Parking. At the town council meeting on Monday 6th January it was agreed that the signs could go up in priory car park from the 1st April.

Shopwatch. Addaction & Sacred Booked shop are in the pipeline.

Security. This continues to be extremely popular. A business has said that its revenue has declined due to the lack of undesirables who were his main source of income.

Bunting. Is in place with extra streets covered this year, High Cross St. Trinity St. Duke St. South St.

Loyalty card. From the end of February the old card will no longer be valid and all new cards would have been sent out. Full page advertisement will be placed in the Voice to promote the loyalty card. Our Pirate FM promotion will also be used this month for this purpose.

St. Austell Guide. For 20,000 copies the cost to BID would be £1,500. The Company will source advertisers to help finance the guide which reduces the cost to us.

Lamppost flags. Just an idea for some of the lampposts along Trinity St. Cost £299 each and includes banner and installation. Changing of banner £149 each.

Levy Payer Update. We will be sending a levy payer update out with the BID bills again this year.

SWIB. We have 5 troughs to re locate. An agreement has been reached that BID will pay for the watering of the Red Pots, Trumploy flower beds, general wolf corner bed and beds at Poltaire Park for the Town Council.

Town Flyer. Proof for alterations awaiting print.

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. ASB was discussed and it was agreed to lobby the PCC to ensure resources are focused on the Town Centre.
- **Premises- Appearance and Occupation:** New vinyls are available, we are awaiting news regarding new owners for the Clintons Cards building.
- **Property Owners Forum:** No Update.

7. Feedack from various meetings.

- ML flagged the Chamber meeting on 14th March including the AGM and a new BID representative will be appointed.

8. AOB

- The BID has a responsibility under the Government Auto Enrolment Scheme to elist employees into a pension scheme. It was agreed that we will do this and GB will set up a scheme with NEST.
- It was confirmed that the Town Council agreed to a BID proposal to contribute financially towards the “Positive St Austell Campaign” . The campaign can therefore be confirmed with BID, Town Council and White River paying one third each.
- JK informed the meeting of the successful Market House consultations and it was agreed to send a letter of support for the regeneration project.

Date of Next Meeting : Tuesday 7th March at 5-30pm

At the White Hart Hotel.