

St Austell BID



Business
Improvement
District

St Austell BID Board Meeting

Minutes of the meeting held on 7th July 2015

Present:

John Kneller, Giles Bingley, Richard Hurst, David Pooley, Annette Miller, Hayley Newton, Mark Lewis, Roberto Cubeddu, Dale Lovatt.

1. Welcome: John Kneller welcomed Roberto to his first meeting and also Dale who has joined the Board following recent resignations, Sara Gibson has also been invited to join which would mean that those who were not elected at the AGM have been given the opportunity to participate fully.

Apologies: received from Mark Torr, Noel Krishnan (Sunny), Graham Walker

JK also read out a letter of thanks from the Mayor of St Austell, Cllr Brian Palmer thanking the BID for their support during Feast Week especially with the Family Fun Day on the last day of Feast.

2. Minutes of previous meetings:

2nd June 2015 – Agreed

16th June 2015 – Agreed subject to recording that Mike Coles tendered his resignation at the meeting and followed this up with written resignation dated 17th June 2015.

3. Presentation by MPAD

Rachel Picken and Matt Stone presented the output of 2 workshops held with BID Board members in May/June. The presentation included immediate actions to increase the positive PR for the BID and St Austell and also the longer term ambitions to dramatically improve the image of the town to locals and visitors with target growth in both footfall and spending. A discussion took place regarding these growth figures and it was agreed to have stretching internal ambitions (50% and 20%) with realistic targets for public consumption (maybe 20% and 10%). It was agreed to take this project forward and continue with improved PR at every opportunity.

4. Interim BID Manager Update

Annette outlined the key activities for the last month which included

- Family Fun Day (thanks also to Dale for spending 4 hours giving out prizes for Fancy Dress entrants)
- Judging for South West in Bloom today.
- Annette also thanks Hayley and Rainer for their assistance with the Town Facebook page .
- A tile display has been mounted on the wall of Boots from students of Poltair School.

John thanked Annette for her efforts as Interim BID Manager and highlighted the fact that since we agreed to pay Annette for this role she could not remain as a Director. It was agreed that Annette would resign as a Director for the Interim period and we would treat this as a suspension expecting Annette to be re-appointed depending on the outcome of the interim period and recruitment.

JK outlined the need to commence the recruitment process and a discussion ensued regarding the requirements of the job and the need to have a BID Manager position and an Admin Assistant. This would be achieved within the current salary budget and of course depended on having appropriate candidates for the roles. A draft recruitment advert was read and agreed subject to adding a sentence regarding “flexible hours/ full or part time / hours negotiable. This would be advertised locally next week.

5. BID Finances

Giles handed out the usual BID finances sheet and outlined the income and expenditure to date. Cornwall Council has advised that the collection rate is now at 87%.

- Expenditure on “Other Events” looked above budget, this is due to the Family Fun Day for Feast Week.
- The Town Guide expenditure represents the 2015 costs so far and the budget would not allow a full reprint and distribution later in the year. It was agreed to promote the Town App and have a smaller print run for handing out around the town.
- Other expenses look in line with expectation.

6. BID Projects

Christmas (John on behalf of Mark Torr)

- Christmas Lights are on track and JK is attending the Town Council meeting on 20/7 to discuss contributions to further expansion.
- Street Closures are required and Annette is applying shortly
- Light switch on night will be followed by 3 late night shopping nights with choirs/bands and other entertainment through the Town. The final late night shopping night will include a market and reindeers sponsored by St Austell Brewery.
- It was agreed not to progress the proposal from Dibb Events since it did not represent good value for money for Levy Payers.

Events & Marketing (Mark Lewis)

- 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 and management will be required.
- The Sea Shanty group is available to come back to St Austell – tba.
- Consider a Flags and Festival feel for future events
- 1000 fishes event (Colin Glanville) starts next month

South West in Bloom (Annette)

- There have been a lot of compliments about the flowers.
- The judges have been in Town all day today
- We will have to wait until September for the results
- Whatever the result the town flowers look great...well done all

Cost Savings (Mark Lewis)

- Mark has a new contact who appear to be realistically priced – BCR and will follow up.
- Also talking to Camborne BID to learn best practice.

Security and Cleanliness (David and Richard)

- First extra street clean has taken place (Town Council).
- CCTV transfer should occur August /September.
- Shopwatch radio contract signed and awaiting roll out plan

Premises – Appearance and Occupation.

- Hayley agreed to lead this group.
- Also consider THI application and DP information on owners.

AOB

JK asked Mark Lewis to respond to the points raised in Mike Coles resignation. Mark confirmed he was no longer a Director of the Silent Majority Ltd and satisfied the Board that this conflict no longer existed.

JK gave an update on a meeting today with Cllr Bert Biscoe regarding parking in St Austell and outlined the fact that working with Mike Stanford from the Chamber a good case had been made for no increase in parking charges. A working party with Highways and Parking would be set up to evaluate the Coach Parking provision in the Town especially if Priory Car Park could be brought back to use.

The Mayor has called a “Working Together Summit” on 16th July to which representatives of all stakeholders have been invited. JK and Ameena will attend on behalf of BID and 2 other places are available for the BID Board.

Tanya Newton has made an excellent proposal for the BID to improve its Social Media coverage by using Interns. It was agreed that this should be discussed at the Events and Marketing Group and brought back to the Board for integration into the MPAD and BID Manager / Assistant process.

RH advised that the Anti Social Behaviour Group is having a “Safer St Austell Awareness Day” on 1st August (same day as 1000 fishes kicks off) , date might change and JK or Sara Gibson could attend.

It was confirmed that the Town Councils previous commitment to have Cllr Graham Walker attending Board meetings remains, he was invited to this meeting and sent apologies due to a previous commitment. JK will talk to Graham.

DP circulated contact information for various Cornwall Council departments and also a summary of monies spent in and around the Town for information.

Roberto raised the issue of beggars harassing people in Fore Street. Hayley advised that she calls 101 regularly and the Police have attended and arrested or moved people on. Everybody should be encouraged to report this as often as possible. Concern was also raised around users of STAK being abusive and drunk and apparently going unchallenged by STAK.

Polkyth Leisure Centre have enquired about having hanging baskets and becoming Voluntary Levy Payers, we want to build a relationship with them so that if opportunities arise for Coach Driver vouchers at their Café we can discuss. It was agreed that a premises of their size should contribute £500 to £1000 as a levy.

JK thanked everybody for a positive and constructive meeting.

Date of Next Meeting: Tuesday 4th August 2015 at 5.30pm at the White Hart Hotel.