

# St Austell BID



Business  
Improvement  
District

## St Austell BID Board Meeting

### Minutes of the meeting held on 3<sup>rd</sup> March 2015

**Present:** Chris Witt (Chairman), John Kneller (Vice Chair), Giles Bingley (Finance Director), Carl Lamb, Mike Coles, Annette Miller, Hayley Newton, Richard Hurst, Ameena Williams, David Pooley, Mark Lewis

**1. Apologies:** Colin Glanville, Paul Scott

#### **2. Minutes of Last Meeting**

The minutes of the meeting held on 3<sup>rd</sup> February were approved.

#### **3. BID Manager Update**

##### **Town Centre Guide**

There are a few final amends and the guide will be ready to go to print week ending 8<sup>th</sup> March.

##### **Town Centre App**

The Android version will be ready to go to print week ending 8<sup>th</sup> March. The Apple App will then be built once we have tested and are happy with the Android version.

##### **Town Centre Facebook page**

The page has reached over 1,000 likes.

##### **Window Graphics**

There are a couple of amends on the Clinton Cards artwork, but it should be ready for print week ending 8<sup>th</sup> March.

##### **Christmas Lights**

Lamps & Tubes are returning late March to install new bunting in time for Easter. The hire contract on the old circular lights has expired and the lights returned to Blachere Illuminations.

#### **4. BID Finances**

See attachment.

Carl has invoiced Cornwall Council for £3,500 plus VAT. This hasn't been received yet.

Giles presented the 2015/16 proposed budget which was approved by the board (see attached).

## **5. BID Projects**

### **Marketing & Events**

The next event is Tanya's Courage Purple Day on Easter Saturday, 4<sup>th</sup> April. Carl has submitted a road closure request for Fore Street for a street market and Biddicks Court for live entertainment.

The organiser of the forthcoming Pipeline Festival submitted a funding application for £1,000 towards the event. This was rejected by the board but they did agree to support a town centre event being hosted by the Pipeline organisers over Feast Week.

The BID is going to host a pasty challenge event for Feast Week. The Marketing & Events working group is currently deciding on the best day to hold the event.

### **Christmas**

The Christmas light switch-on is either going to be Tuesday 24<sup>th</sup> or Thursday 26<sup>th</sup> November.

Richard and Carl are to create a questionnaire for retailers to find out their preferred day for late night shopping.

### **Town Security & Premises Occupation**

David is waiting for a third quotation for the radios. The town centre cameras have all been upgraded and a new camera has been installed in Biddicks Court. The monitoring suite in Newquay is also due to be upgraded over Easter.

The board agreed to fund some extra street cleans within the town centre. Mike reiterated his offer to store the street cleaning machine in the loading bay beneath Poundland.

The group discussed the large amounts of residential waste in Biddicks Court.

**Action: David is going to speak to Cornwall Council Refuse Department and enquire whether they can enforce residents to keep the area clear of rubbish.**

The group discussed installing a bin along Beech Road and whether Lidl should be approached to help with the cost of installing and emptying it.

### **Finance & Cost Savings**

Mark met with Meercat, a group buying company The BID board are going to look into this in more detail.

**Action: Carl is going to check with the ATCM to see whether they have a group buying scheme.**

## **6. South West in Bloom**

Prizes for the South West in Bloom Schools Competition were agreed at £150, £100 and £50 for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place. Annette attended a Britain in Bloom seminar in Totnes last week.

## **7. Succession/recruitment of Directors**

This was discussed and the board hope more town centre traders will get involved.

**Action: Giles is going to look into the election/re-election of Directors for the next board meeting.**

## **8. Branding**

David asked for clarification on the use of BID and town centre logos. The BID logo is used on any communications from the BID whereas the town logo is used to promote the whole town.

## **AOB**

There is a Chamber of Commerce election special taking place on 16<sup>th</sup> March at the Keay Theatre.

The BID board agreed to pay the White Hart £25 for use of the meeting room and tea/coffee for each board meeting.

The board agreed with Mike that it is important for the BID to comment on the Higher Trewiddle Farm development but only when all details of the proposed development have been disclosed.

David said there is funding available for businesses to tap into for staff training. All applications should be sent to him.

A few people have raised concerns over the number of people collecting money for various charities along Fore Street. The board decided a letter will be drafted to Cornwall Council to try and restrict the number of charitable collections.

**Action: Carl is going to find out who to write to at Cornwall Council.**

**The meeting closed at 8pm**

**Date of next meeting: Tuesday 7<sup>th</sup> April 2015. 5.30pm at the White Hart Hotel.**