

St Austell BID



Business
Improvement
District

ANNUAL GENERAL MEETING

Tuesday 5th June 2018 at 5.30pm

The White Hart Hotel, St Austell.

Chairman's Report for Year Ending 31st March 2018.

Dear Members

I am delighted to be able to report that during the year ending March 2018 the St Austell BID was re-elected for its second 5 year term with a strong mandate from our members of 75% voting positive. The new Business Plan was well received and 85% of respondents to our survey wanted to see the all elements of the new themes enacted.

The St Austell BID was re-elected with two key themes:

Theme A – Attractive, Accessible and Vibrant

This theme includes Christmas Lights, Christmas Festival, seasonal planting, bunting, banners, street cleaning and dressing vacant premises.

Theme B – Welcoming , Safe and Secure

You told us that controlling anti social behaviour is a priority therefore we will maintain and develop the StoreNet radio network, continue to fund security patrols when required and continue to support Safer St Austell and work with the multi agency approach.

During 2017 BID has again delivered a number of key initiatives:

- GOLD Award in the South West in Bloom competition 2017, including Best BID in the region and entry into the National competition in 2018.
- The “Positive St Austell” campaign on Pirate FM continues to achieve 3000 plays in the year and lets locals and visitors know that we are open for business with a range of facilities and events.
- The St Austell Loyalty card has grown to over 3000 users.

- St Austell Town Facebook is now regularly receiving over 6,000 views per week.
- Over 1000 users have now downloaded the St Austell Town App.
- The subsidised StoreNet radio system aimed at improving communication and reducing both crime and anti social behaviour has been rolled out with over 55 radios now in operation.
- The Christmas 2017 festivities and night shopping evenings were well received and well attended.
- We continue to work with other groups, White River Place, St Austell Bay Economic Forum, Chamber of Commerce and the Town Council on a number of initiatives including anti social behaviour.
- We have funded extra security patrols throughout the town during 2017 and into 2018.
- 30.000 flyers promoting the town have been distributed through publicity South West and other channels.
- We have fully engaged with other groups working in the Whitegold Festival and the Gardens Initiative.

We have also supported the Town Heritage initiative over the last 5 years and I am delighted to advise that with the funding in place and project planning in the latter stages a start in June 2018 is on schedule.

For the fifth year running we have raised over £25,000 through voluntary payments, sponsorship and other support during the year and are grateful to White River Place, St Austell Brewery and St Austell Town Council for their on-going financial support, also Burton House for the use of office space and meeting room facilities.

Your Board has again committed many hundreds of hours of voluntary activities, meetings and the like during the past year especially given the increased workload of the ballot for the second term of the BID. I would like to thank the Board and especially the BID Manager Annette Miller for her commitment and hard work.

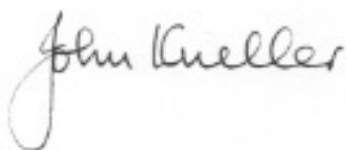
Please let us know if you have any ideas, observations or concerns or even if you want to join one of our Working Groups please contact your BID Manager, Annette Miller on 07794 910858 or staustellbid@gmail.com

The current working groups are:

- South West in Bloom
- Security and StoreNet Radio network
- Christmas Festival
- Inward investment
- Coach Parking

Finally, lets look forward to another year of close working relationships in order to ensure we add maximum value and contribute positively to our Town Centre.

“Local businesses supporting each other and the town”



John Kneller
Chair, St Austell BID