

**St Austell BID Board Meeting**

**Minutes of the meeting held on 8th January 2019.**

**Present:** Richard Hurst, Brian Palmer, Ameena Williams, Aaron Niles, Giles Bingley, Kelly Fegan, Martin Davis, Hayley Newton & Dale Lovett

**Apologies:** Roberto Cubbedu

**Absent:** David Halton

**In Attendance:** Annette Miller

1. **Welcome: RH** welcomed the board to the meeting.
2. **Minutes of previous meeting:** The minutes of the board meeting held on the 6th November were reviewed and approved.
3. **Finance:** Accounts and budgets all in order. There is still a further £2,200 to be drawn down from the Council account. Despite invoices for the Christmas lights still outstanding the accounts are looking healthy and are well positioned for the coming year.
4. **Christmas Feedback:** Thanks to everyone who helped make the switch on a night to remember. Very positive coverage from the Voice. Good turnout for stalls on the first night, this dwindled to only a couple on the last one with poor weather conditions keeping many stall holders away. Having actioned the request from the Market House to relocate the ‘music van’ initial feedback suggests reduced foot fall to this end of town. Group to be set up for 2019 ASAP. Feedback from trades needed. Lights to come down week beginning 14th January and bunting to go up. If any bunting needs replacing a budget of £1,000 was agreed.
5. **South West in Bloom:** Red pot to be removed from Fore St. This belongs to the Town Council, they have agreed we can use it in Biddick’s Court. Planting this year will be mixed colours. Biddick’s court will be added to our portfolio.
6. **Town Promotion:** A bid was put in for an advertising package worth £25,000 to Pirate FM. The bid was successful at £7,000 which is being partnered equally between BID & White River Place, the board was pleased with the outcome of the bid.

Covered within the package: Social media coverage across an extended area, program sponsorship for 1 year (Bits & Hits), Pirate website take over for 1 week. 280 30 second commercials with 2 productions, 120,000 digital display banners, dominate 2 music weekends, 4 X social media campaigns with audience profile and post graphics. I professional promotion video & 2x½ day marketing consultation/training sessions.

1. **BID Managers Report**

**SECURITY**

**Security**/**wardens:** The question was put to the board regarding the option to trial the hire of a police officer to provide additional security at selected times, rather than use security wardens. It was agreed to trial this option for targeted times over the Easter period to see how it worked, enabling us to better understand the benefit of a single officer with greater powers Vs the presence of two security officers who have limited powers but provide visible presence and support.

**TOWN NEWS.**

**Britain in Bloom:** Steve Double sent his congratulations on our Silver Gilt award for Britain in Bloom.

**Vacancy Rate** **National** 10.1% **South West** 8.6% **St. Austell** 8%

**Independent retailer’s**  **National** 35.4% **South West** 31.7% **St. Austell** 51.6%

**PROMOTION**

**Pirate FM:** Commercials run for Halloween, Torchlight, Light Switch-on, Late Night Shopping Events. Switch on host and support with Scott Temple.

**Voice:**  Free full page of the BID achievements in last week’s paper and great Christmas coverage.

**Facebook:**  Hayley continues to be very pro-active with our page, keeping it well balanced. Good coverage and promotion of Christmas events, Santa’s on Bikes.

**EVENTS**

**Switch On:** This went very well again this year, very positive feedback received.

**Stalls:**  A good turnout for switch on. This dwindled on the other 3 evenings, main impact being the weather.

**‘Santa’s** **on bikes’** was very well received with 200 bikes and trikes parked up in Fore Street. We have asked to participate again next year. £100 was donated to the charity.

**Miscellaneous**

**Shopmobility:** Have requested funding to help with the servicing of theirscooters. The request is for as much as we can spare.

1. **AOB.**

Car Parking Charges: BP advised that the Town Council had considered various option car park charges relating to Priory Car Park. He advised that there are no plans to increase the tariff. Coach spaces will stay for the time being.

**Meeting ended at 7.30**

**Date of Next Meeting: Tuesday 5th February at 5-30pm**

**At the White Hart Hotel.**

**Future Meeting Dates**

**5.30pm at the White Hart**

**Tuesday 5th March**

**Tuesday 2nd April**

**Tuesday 7th May**

**Tuesday 4th June**

**Tuesday 2nd July**

**Tuesday 6th August**

**Tuesday 3rd September**

**Tuesday 1st October**

**Tuesday 5th November**

**Thursday 5th December**