

St Austell BID



Business
Improvement
District

ANNUAL GENERAL MEETING

Tuesday 6th June 2017 at 5.30pm

The White Hart Hotel, St Austell.

Chairman's Report for Year Ending 31st March 2017.

Dear Members

As we enter the final year of the original fixed term of the St Austell BID I enclose my report.

This year will be of paramount importance for St Austell Town Centre because the BID will be compiling the case for the new 5-year business plan and building up to the ballot of levy payers to vote on the continuation of the BID for its second term. We will be reviewing the original business plan, consulting widely with levy payers and feeding your revised priorities into the new business plan.

The Directors firmly believe that the BID is now delivering considerable value for St Austell Town Centre and it would be a blow to not have initiatives such as the floral tributes and baskets, Storenet radios, security patrols, Christmas lights & events programme, marketing initiatives and other events in 2018.

Without a BID it is unlikely that it will be possible for any of these activities to continue.

The St Austell BID was originally voted in with two key themes:

Theme A – Attractive, Accessible and Safe

Improve St Austell's visitor experience by developing parking initiatives for cars and encouraging coach trips; tidy up vacant premises; install promotional signage, planting schemes and more places to relax; and work with agencies to reduce anti-social behaviour.

Theme B – Events, Marketing and Cost Savings

Increase St Austell's visitor footfall by hosting events; launch a professional town marketing campaign targeted to local residents as well as visitors, and build links with local major attractions. In addition, help businesses save money and promote them.

Your BID has delivered a number of key initiatives during the past year:

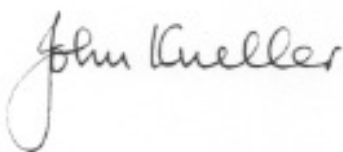
- GOLD Award in the South West in Bloom competition 2016, one better than 2015 and 2014!
- The “Positive St Austell” campaign on Pirate FM has now had over 2,200 plays in the year and continues to let locals and visitors know that we are open for business with a range of facilities and events throughout the year.
- The St Austell Loyalty card has grown to over 2500 users.
- St Austell Town Facebook is now regularly receiving 6,000 views per week.
- We are helping to update the St Austell Discovery Map.
- 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 2016 festivities with free parking for late night shopping were well received and well attended, work on 2017 is already underway.
- We have replaced the Christmas lights with bunting during the summer to try to keep some flags flying!
- We continue to work with other groups, White River Place, 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 2016 and into 2017.
- 3 coach parking bays are now in use in the Priory car park and we are marketing these for group visits to the town.
- 30.000 flyers promoting the town have been distributed through publicity South West and other channels.
- Footfall in St Austell is now regularly beating the Regional and National statistics.

We have also again 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 to over 400 hours of voluntary activities, meetings and the like during the past year and no doubt will surpass that number in 2017-18 with the re-election process.

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

Finally, lets look forward to another year of close working relationships across the town in order to ensure we add maximum value and contribute positively to a vitally important re-election of the St Austell BID for another 5 years of positive activities and outcomes for St Austell Town Centre.



John Kneller
Chair, St Austell BID