



*Local businesses supporting each other and the town*

**ANNUAL GENERAL MEETING**  
**Tuesday 7th September 2021 at 5:30pm**  
**The White Hart Hotel, St Austell**

**Chair's Report for Year Ending**  
**31<sup>st</sup> March 2021**

Dear Members,

Another BID year has now passed, I think it fair to say that the difficulties we faced with the start of the COVID pandemic in March 2020 continued to cause many pressures on businesses within our Town, enduring lockdowns and varying levels of imposed restrictions. It has been another challenging year however we do have some positives going forward.

We have seen many changes to the BID board throughout the year; Ben Delany of Charles French and Donna Roberts of Cut Throats both stepped down as a director's due to their ongoing workloads, we thank them for the time they gave working with the BID. We were also sad to see Brian Palmer our Town Council representative depart, to enjoy his well-earned retirement. Brian ensured that the BID and Town Council worked together on several important issues in the Town. Richard Hurst of White River Place stepped down both as a BID director and Chair. Richard is also going to be enjoying a well-deserved retirement, he

led the BID as Chair though the last 3 years and we very much thank him for championing St Austell BID at all opportunities. Throughout the year we welcomed Town Councillor Tom French as the BID's Town Council representative. Neil Woodward Joined as a director, Neil has a wealth of local knowledge through being an agent for the Landlord of Old Vicarage Place, Burton House and many other Town Centre properties. Bill Holland of White River Place joined the board after Richard's departure, this helps to continue our efforts in ensuring we maintain a united Town Centre incorporating the large privately owned areas. Finally, it was decided by the Board that I step up to the Chair position, I have been a BID director for 7 years and so feel I have a good understanding of what the BID entails, I can couple this with my knowledge of running my own businesses within the Town Centre. I am committed to the BID and hope I can help to enhance our trading environment.

The aims and objectives remained the same as detailed in BID's 2018-2023 business plan. However much of the focus over the last twelve months understandably shifted to that of the COVID pandemic and how BID took the lead on ensuring our Town was as safe as possible from the threat of COVID, through displaying posters, marking pavements,

providing COVID safe booklets to businesses and managing additional security/COVID marshalls.

We continued the attractiveness of the town through continuing the planting schemes, albeit slightly downscaled due to the reduction in levy income as a result of the Pandemic. We did however still manage to achieve a beautiful summer display with thanks to volunteers and Chris at Hays Nurseries for their commitments to the scheme. Our 'In Bloom' plans continue, with RHS judging due to take place in 2021

ASB continues to be a hot topic, and I am glad to report that this is becoming increasingly managed through the multi-agency approach with our Town Council and Safer St Austell. We now have 'DISC' a crime reporting tool available to businesses within the Town, this system makes reporting ASB less arduous and can be used as a point of reference. The shop watch radio scheme is well utilised and connects over 60 businesses and various organisations across the Town. We also have paid security regularly patrolling the Town. These measures all together aid in being a preventative to potential ASB.

Christmas Lights and festivities went ahead but again due to restrictions on gatherings the switch on happened without an event. We look forward to a more normal Christmas 2021 and will host a Christmas lights switch on event with entertainment throughout December 2021. We also have a schedule of entertainment throughout the summer holidays to aid in increasing footfall to the Town.

It remains imperative that we continue to develop the working relationships that have been forged, working collaboratively with other groups and organisations, in particular The Town Council, St Austell Bay Chamber of Commerce and the newly formed St Austell Revitalisation Partnership, which has the potential to shape the future of our Town Centre and push for the investment that it needs. We are pleased to continue to work with the SABEF team who have further developed the Green and White Gold festival and have made the Town home to the 'Art Trail' which features the beautifully talented work of various ceramicists and has helped enhance the Town we trade in.

The BID Board directors, all of whom have working commitments, support the BID on an entirely voluntary basis and remain committed to delivering the Attractive, Safe and Vibrant objective. The high street continues to face difficult challenges driven by the change in shopping habits and we remain committed to mitigating the impact of these by supporting businesses. Annette Miller (BID manager) works with the support of the board on the day-to-day functions of the BID, should you be interested in joining the Board, supporting events, sharing ideas or volunteering to help with projects we would be very pleased to welcome you.

Kind Regards,



Dale Lovatt  
Chair, St Austell BID