This is included in my printed BMC manual and seems worth including here:-

"If the bleeding of any cylinder continues without success for a considerable time it is possible that air is being drawn in past the bleeder screw threads. In such cases tighten the bleeder screw at the end of each downward stoke of the pedal and allow the pedal to return fully before re-opening it. Close the bleeder screw finally during the last pedal application."