

PRESS RELEASE

13 December 2017.

Plans are shaping up for Minehead's Business Improvement District

Business leaders in Minehead are working together to develop a plan to help shape Minehead's trading future through the development of a Business Improvement District.

At a Steering Group meeting for the BID held earlier this week, businesses discussed how the town could take advantage of the many great opportunities that will come forward next year, to really help to put Minehead on the map and to make it a more vibrant and successful place to work, shop, visit and live.

The Minehead Business Improvement District (BID) provides businesses in Minehead the opportunity to influence and take control of the way the town is managed and promoted to local residents, business people and visitors. It will work together with a range of businesses and groups, including the Coastal Communities Team on the Enterprising Minehead project that has secured a fund of over £500,000 to make improvements to the seafront.

Following months of consultation the Minehead Steering Group has started to draft the all-important 5 year BID Business Plan. Businesses in the BID area have been sent questionnaires, and had face-to-face meetings with the members of the Steering Group. Over 35% of the questionnaires were returned and in the many discussions held, the message that came out loud and clear from people in the town was that Minehead is a great place but it needs to shout about it louder and more often.

The BID Plan will concentrate its efforts and resources on promoting the town, through a range of events and activities designed to put Minehead on the map with positive messages about what a great place it is to visit and work.

On January 30th all businesses in the BID area will be invited to come along to the old Hospital in the Avenue hear and comment on what is included in their plan. In April they will have the chance to vote on it.

Graham Sizer, Chairman of the BID Steering Group said "If the BID Plan gets approval in the ballot, the scheme will start next August in time to make Christmas 2018 in Minehead one to remember. That will kick off 5 years of events and activities, devised, managed and paid for by the business community for the good of the town. We know with the BID we can really look forward to a successful and prosperous New Year, we hope all business in the BID area will support it with their vote in April next year. "

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Contact Lucy Ball. Destination Marketing. 07813 343209.
lucy@destinationmarketing.me .

Graham Sizer 01643 707623 graham.sizer@hotmail.co.uk

