

Minehead BID Year One achievements:**Events – ‘Let’s put the buzz back in to Minehead’**

The BID in year one funded the:

- Women 4 women event last November
- All the entertainment at the Christmas event organised by Gateway Events
- The May Day celebration in Wellington Square
- Steampunk Festival
- The Cycle Grand Prix
- Entertainment at the Artisan Markets which took place on the Harbour
- The Steam Bus which run during the summer from the station to the town centre and to the harbour
- Entertainment in the town centre for the Forties Weekend which included bunting and tape for shop windows, the vehicle parade and the tank at the railway station
- Commissioned the Eat Minehead event which took place on the 12th October
- Provided funding the training for 3 members of Gateway Events to achieve the Chapter 8 qualification which will allow Gateway to put out road signs and close roads when events take place

Marketing – ‘Let’s shout about Minehead and its wonderful assets’

This is a work in progress, but so far, the BID has:

- Funded free after 3pm car parking in North Road car park in the run up to Christmas 2018
- Produced regular printed newsletters which are hand-delivered to all BID levy payers updating members on our work
- Joined Visit Somerset, the county’s destination marketing organisation as Platinum Plus members
- Created our own Visit Minehead social media channels on Facebook and Instagram to promote events, offers and things happening in the town plus providing regular updates via Twitter and the new members Facebook group
- Written copy for features in the Exmoor and What’s on Somerset magazines
- Provided regular press releases, comments and articles issued to the local Gazette and West Somerset Free Press
- Have also attempted to install a footfall monitor in the town centre

Public Realm – ‘Maintaining what we have and enhancing what we love’

This is probably one of the most notable parts of our work, so far, the BID has for year one:

- Installed bunting in Friday Street, Park Street and The Parade
- Added 41 additional hanging baskets to Friday Street and Park Street
- Relocated benches released by SWT from the Esplanade project to new positions along The Avenue
- Funded the Christmas tree outside of the Old Hospital
- Contributed half of the money required to improve the Christmas light infrastructure in The Parade

Reducing Costs for BID levy payers – to achieve this we have engaged Meercat Associates who are specialists in this field.

Other facts and figures for you:

- In year one, Minehead BID achieved a 96.7% BID collection rate
- Have one of the lowest shop vacancy rates in the south west