

APPENDIX A v5
MINEHEAD EMERGENCY HIGH STREET INDICATIVE PLAN - JUNE 2021

Approx Costs of Actions in bold are active projects

THEME	INDICATIVE BUDGET	SUGGESTED ACTIONS	PROJECT START DATE	PROJECT PREDICTED DELIVERY DATE/ PROJECT END	PURPOSE	APPROX COST
TRAINING AND ENHANCING SKILLS	£ 10,000.00	Instigate advice, guidance and training for SME's across the whole town of Minehead.		Theme total allocated >>>		£ 9,934.00
	Project:	One-to-one Mentoring for businesses in Minehead - 10 sessions	Feb-21	Apr-21	Business support	£ 9,934.00
MARKETING AND COMMUNICATIONS	£ 52,500.00	Marketing Minehead to promote business activities		Theme total allocated >>>		£ 52,500.00
	Project:	Subsidise free car parking in the run-up to Christmas 2020	Dec-20	Completed	Assisting businesses	£ 1,070.00
	Project:	High profile marketing campaign to encourage visitors and people to Minehead	Dec-20	Oct-21	Marketing Minehead and surroundings	£ 8,333.33
	Project:	Visitor Guide for Minehead	Dec-21	Apr-21	Marketing Minehead and surroundings	£ 7,228.00
	Project:	Introduce a Minehead Gift Card Programme	Feb-21	Ongoing	Marketing Minehead and surroundings	£ 21,456.00
	Project:	<u>Gift card marketing - being considered by ETCRF sub-group</u>	Apr-21	Oct-21	Marketing Minehead and surroundings	£ 5,000.00
	Project:	Footfall monitor for Minehead	Nov-20	Feb-21	Marketing Minehead and surroundings	£ 7,650.00
	Project:	Brochure distribution, Visitor & Shopper Guides	Mar-21	May-21	Marketing Minehead and surroundings	£ 1,495.00
		Residual unallocated	Apr-21	Dec-21	Marketing Minehead and surroundings	£ 267.67
EVENTS	£ 12,500.00	Encouraging and supporting new events in Minehead	Jul-21	Theme total allocated >>>		£ 12,500.00
	Project:	Seed fund to under-write new events and support safety & planning	Jul-21	Nov-21	Arts, Culture and Creative experiences	£ 12,500.00
PUBLIC REALM IMPROVEMENTS	£ 15,000.00	Public realm improvements	Jan-21	Theme total allocated >>>		£ 15,000.00
	Project:	Seeking Blue Flag Status	Dec-21	Oct-21	Sense of Identity and pride	£ 3,570.00
	Project:	Returning lights to The Avenue - infrastructure work	Apr-21	?	Sense of Identity and pride	£ 7,500.00
		Public realm improvements residual unallocated	Jan-21			£ 3,930.00
PROJECT OFFICER	£ 7,500.00	Provide administrative support to enable actions are delivered quickly, efficiently and to ensure compliance with the funding agreement by producing regular reports to the funder.	Nov-20	Ongoing	Delivery of fund	£ 7,500.00
ADMIN	£ 2,500.00	To cover additional expenses incurred by Minehead BID administering the fund.	Nov-20	Ongoing	Delivery of fund	£ 2,500.00
TOTAL	£ 100,000.00					£ 99,934.00

Unallocated £ 66.00

Updated : 13 June 2021