

**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 12<sup>th</sup> 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

**Minehead BID Year Two achievements:****Covid-19 pandemic response**

- Provided a dedicated resource through the BID Manager to support businesses during the Covid-19 Pandemic and to coordinate the work with partners on recovery plans for Minehead
- Funded a weekly campaign, with free adverts, to promote the local businesses who are open and trading in conjunction with the West Somerset Free Press
- Funded an 8-page feature on Minehead with a complete directory of all businesses in Word Gets Around, which will be delivered to all households in Minehead
- Delivered signage and screens for BID businesses to enable them to reopen safely
- Provided Health and Safety advice through Black Rock Safety Management
- Co-ordinated and procured the safer distance signs located throughout the town centre, harbour, on the sea front and in Alcombe in conjunction with Somerset West and Taunton (SWT) and Minehead Town Council (MTC)
- Co-ordinated safer distance signing for the Minehead Farmers Market and arranged with SWT for the expansion of the market in to Wellington Square

**Events – ‘Let’s put the buzz back in to Minehead’**

The BID in year two funded the:

- Provided funding for the Eat Minehead event, the entertainment at Christmas event, organised by Gateway Events and a 2020 events programme, which unfortunately much of which has had to be postponed due to the Covid-19 pandemic

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

- Appointed Sharon and Livvi Grant from Daffodil PR to be a dedicated resource to produce daily content for the Visit Minehead Facebook, Instagram and Twitter pages and to promote events, retail and BID activities to a wider audience
- Created an online directory of all BID members on a new dedicated Minehead shopping website
- Funded free car parking in all SWT car parks on Monday 23<sup>rd</sup> and Tuesday 24<sup>th</sup> December
- Produced adverts to promote Minehead shops, events and the town in Exmoor magazine, What’s on Somerset magazine and Word Gets Around
- Produced a 4-page spread about Minehead in the Visit Somerset 2020 brochure
- Produced the 4-page spread as a separate leaflet which was distributed through the Information Centre and Summer Ambassadors

- Organised dedicated pages about Minehead on both the Visit Exmoor and Visit Somerset websites
- Provided copy and content on social media, in press releases and publications about Minehead
- Updated the business noticeboards and maps in the town centre
- Funded the revision of the Minehead Story Walks in conjunction with the Minehead Information Centre
- Facilitated and led a new Minehead Marketing Group of partners including Butlins, WSR, Visit Exmoor and Visit Somerset to promote and market the town to a wider audience

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

- Facilitated the addition of an extra Christmas tree outside the Beach Hotel and illuminated trees outside 6 shops in the lower Avenue
- Renewed the planters in Friday Street outside of St Andrew’s Church
- Prepared for additional hanging baskets in Holloway Street and Summerland Road/Place and prepared a scheme for The Avenue (delayed to 2021) in addition to the additional baskets in Friday Street and Park Street in 2019
- Organised for bunting to be re-installed in Friday Street, Park Street and The Parade and funded new bunting to replace a very worn set at the Harbour

**Reducing Costs for BID levy payers** – to achieve this we continued to engage Meercat Associates who are specialists in this field.

Other facts and figures for you:

- Minehead continues to have one of the lowest shop vacancy rates in the south west
- Became members of the Minehead Town Watch and Pub Watch scheme
- Attained 97% BID levy collection rate
- Welcomed 7 ambassadors to complement our team of 7 BID directors
- Produced regular newsletters on BID activities which have been hand delivered by BID directors (and now emailed out) to each levy payer
- Provided regular updates on our [www.mineheadbid.co.uk](http://www.mineheadbid.co.uk) website to provide transparency on all BID board decisions and updates on the members Facebook page

Worked closely with and lobbied Minehead Town Council, Somerset West and Taunton, Somerset County Council, Heart of South West LEP and the local MP on a variety of projects

**Minehead BID Year Three achievements:****Emergency Town Centre Recovery Fund  
Reopening High Streets Safely and Welcome Back Funds**

- Minehead BID was asked to be the custodian of £100,000 of Emergency Town Centre Recovery Fund awarded by Somerset West and Taunton Council to help the town recover from the pandemic
- Steering Group chaired by Julian Abraham, made up of 4 business and 3 local authority representatives
- Funded an advertising campaign to promote Minehead to an external market
- Commissioned a report to understand how Minehead could achieve Blue Flag Status
- Commissioned 50,000 Welcome to Minehead leaflets for Butlins guests
- Provided seed-funding for new events this included the Pirate Academy
- Provided free car parking in SWT council car parks in the run up to Christmas 2020
- Introduced the Minehead Gift Card programme with funding for 3 years and up to 80 businesses to participate
- Commissioned a retail mentoring scheme, phase 1 provided dedicated 1-2-1 support to 20 businesses
- Distribution of the Minehead Shoppers Guide
- Commissioned the Minehead Visitor Guide, a 40-page showcase of the town. 20,000 copies produced and distributed through Glide Media
- Refreshed the safety signage in the town centre and banners in The Avenue
- Attendance at weekly High Street meetings convened and chaired by SWT attended by representatives of Minehead, Taunton and Wellington to discuss measures to help recovery

**Covid 19 support measures**

- Provide safety screens and signs for independent businesses in the town to enable them to reopen
- Provide a health and safety support service for businesses and events

**Events – ‘Let’s put the buzz back in to Minehead’**

The BID in year three funded the:

- Provided funding for the Christmas tree festival, Eat Minehead event, Steam Bus and Summer Street Entertainment. Other plans were postponed due to Covid-19 restrictions and lockdowns

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

- Continued the engagement of Sharon and Livvi Grant from Daffodil PR to be a dedicated resource to produce daily content for the Visit Minehead Facebook, Instagram and Twitter pages and to promote events, retail and BID activities to a wider audience
- Continued to update and maintain the online directory of all BID members on a new dedicated Minehead shopping website
- Produced adverts to promote Minehead shops, events and the town in Exmoor magazine, Somerset Life, West Somerset Free Press, on West Somerset Radio and in Word Gets Around magazines
- Updated and completely refreshed the business noticeboards and maps in the town centre
- Updated the food and drink map with details of all establishments in the town
- Funded the footfall monitors in The Avenue and The Parade
- Participated in the Monster Hero Safari
- Provided the Summer Ambassador service provided by the staff of the Minehead Information Centre
- Membership of Visit Exmoor
- Updated the 4-page spread about Minehead in the Visit Somerset 2021 digital brochure
- Organised dedicated pages about Minehead on both the Visit Exmoor and Visit Somerset websites
- Provided copy and content on social media, in press releases and publications about Minehead
- Commissioned videos on Minehead with support from Exmoor National Park recovery funds and the Minehead and Coast Development Trust

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

- Relocated benches to the junction of The Avenue and The Esplanade
- Provided bunting in Friday Street, Holloway Street, Park Street and The Parade
- Funded the annual service of the old Town Hall clock
- Provided funding towards the defibrillator at the Lifeboat station
- Provided over 140 hanging baskets in Bancks Street, Blenheim Road, Friday Street, Holloway Street, Park Street and The Avenue
- Refreshed the planters around the Queen’s Anne Statue
- Provided planters in Friday Street to showcase spring bulbs and flowers in the summer
- Purchased 4 planters to increase the floral displays in the town
- Commissioned posters to discourage visitors from feeding seagulls on the seafront

**Reducing Costs for BID levy payers** – we are currently working with Plastic Free Minehead to provide a website which will help businesses in the town become plastic free

Other facts and figures for you:

- Minehead continues to have one of the lowest shop vacancy rates in the south west
- Are members of the Minehead Town Watch and Pub Watch scheme
- Attained 95% BID levy collection rate
- Have a team of 7 street representatives to complement our team of 6 BID directors
- Produced printed newsletters on BID activities which have been hand delivered by BID directors and street representatives to each levy payer
- Provided regular updates on our [www.mineheadbid.co.uk](http://www.mineheadbid.co.uk) website to provide transparency on all BID board decisions and updates on the members Facebook and Twitter pages

Worked closely with and lobbied Minehead Town Council, Somerset West and Taunton, Somerset County Council, Heart of South West LEP and the local MP on a variety of projects

**Minehead BID Year Four achievements:****Emergency Town Centre Recovery Fund  
Welcome Back Fund**

- Minehead BID continued to be the custodian of £100,000 of Emergency Town Centre Recovery Fund awarded by Somerset West and Taunton Council to help the town recover from the pandemic, this fund was needed to be spent by 31/03/2022
- Commissioned a feasibility and viability study to whether Minehead BID should continue for a second term
- Commissioned a marketing strategy to give the town a clear direction for its destination marketing
- Commissioned a second tranche of the retail mentoring scheme, provided dedicated 1-2-1 support to 20 businesses and a repeat visit to the original 20 businesses who signed up to the scheme
- Commissioned a new edition of the Minehead Visitor Guide for 2022, a 40-page showcase of the town. 20,000 copies produced and distributed through Glide Media
- Secured over £30,000 of Welcome Back funds.
- Brass bands, singers, a jazz band and cycling pianist were organised to entertain shoppers during December
- Safety signage for the Zipp e-scooters in association with Avon and Somerset Police, SWT and Zipp mobility plus refreshed safety signage along the sea front warning visitors about not feeding sea gulls
- Provided a street cleaning service on the sea front to provide an additional daily litter pick and clean service from 3pm to 7.30pm during August
- Street entertainment was organised during the school summer holidays, autumn half term, Christmas switch-on event, on the Saturdays in December, the week running up to Christmas and February half-term. This included a weekly Circus workshop on Monday's during August
- Provided a Marshall service on weekends in July and August provided by the staff of the Minehead Information Centre
- Attendance at weekly High Street meetings convened and chaired by SWT attended by representatives of Minehead, Taunton and Wellington to discuss measures to help recovery

## **Events – ‘Let’s put the buzz back in to Minehead’**

The BID in year four funded the:

- Provided funding for the Steam Bus, Summer Street Entertainment, Thundercat Powerboat racing, 1940’s weekend, Eat Minehead event, Christmas tree festival and sponsored the entertainment at the Gateway Event Christmas event.

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

- Engaged Morledge and Company to be a dedicated resource to produce daily content for the Visit Minehead Facebook, Instagram and Twitter pages and to promote events, retail and BID activities to a wider audience
- Continued to update and maintain the online directory of all BID members on a new dedicated Minehead shopping website
- Produced adverts to promote Minehead shops, events and the town in Exmoor magazine, West Somerset Free Press, on West Somerset Radio and in Word Gets Around magazines
- Funded the footfall monitors in The Avenue and The Parade
- Funded a map of the Minehead Metalheads
- Membership of Visit Exmoor
- Organised dedicated pages about Minehead on both the Visit Exmoor and Visit Somerset websites
- Provided copy and content on social media, in press releases and publications about Minehead
- Commissioned videos on Minehead with support from Exmoor National Park recovery funds and the Minehead and Coast Development Trust
- Provided vinyls in empty shop windows

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

- Funded the annual service of the old Town Hall clock
- Provided funding towards the defibrillator initiative in Minehead
- Provided over 140 hanging baskets in Bancks Street, Blenheim Road, Friday Street, Holloway Street, Park Street and The Avenue
- Provided 4 tower planters in The Avenue with summer and winter plants
- Provided planters around shops in the Lower Avenue where hanging baskets could not be hung
- Refreshed the planters around the Queen’s Anne Statue
- Provided planters in Friday Street to showcase spring bulbs and flowers in the summer
- Refreshed the plants around the Harbour during the winter

**Reducing Costs for BID levy payers** – we are currently working with Plastic Free Minehead to provide a website which will help businesses in the town become plastic free

Other facts and figures for you:

- Minehead continues to have one of the lowest shop vacancy rates in the south west
- Are members of the Minehead Town Watch and Pub Watch scheme
- Attained ??% BID levy collection rate
- Have a team of 6 street representatives to complement our team of 6 BID directors
- Produced printed newsletters on BID activities which have been hand delivered by BID directors and street representatives to each levy payer
- Provided regular updates on our [www.mineheadbid.co.uk](http://www.mineheadbid.co.uk) website to provide transparency on all BID board decisions and updates on the members Facebook and Twitter pages

Worked closely with and lobbied Minehead Town Council, Somerset West and Taunton, Somerset County Council, Heart of South West LEP and the local MP on a variety of projects