

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 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