

Minehead BID Update for the Minehead Area Panel Meeting 11 September 2019

Please accept our apologies for the lateness of our update to the Area Panel, we are currently undertaking the following activities:

Events:

- Working with Robin Wichard and local town centre businesses have extended the Forties weekend events on Saturday 14th and Sunday 15th September from the railway station in to the town centre and harbour with a display of vehicles of the time, music from the era in local bars and cafes and have encouraged shops to dress their windows with wartime window tape and bunting (all funded by the BID)
- Major sponsor of Eat Minehead which is taking place on Saturday 12th October
- Funding the entertainment at the Christmas Festival being organised by Gateway Events in late November
- Over the summer have funded the Steam Lorry to run from the Town Centre, Sea front and Harbour when the Artisan Market is running and have funded the entertainment at these markets
- Following the Minehead Cycle Grand Prix which took place in June, the BID has held discussions with local businesses, the Minehead Cycling Club, British Cycling, Somerset Activities and Sports Partnership and Somerset West and Taunton Council amongst others on next steps
- Provided support and advice to event organisers on potential events

Marketing and Communications:

- Production of regular printed newsletters which are hand delivered by our board of directors to all BID levy payers to update them on our work (a copy of the latest edition <http://mineheadbid.co.uk/newsletters/aug2019.pdf> is attached)
- Provided updates on the www.mineheadbid.co.uk website on our activities and the decisions made
- Issued regular press releases and comments on Minehead BID activities
- Created a Visit Minehead Instagram channel and provided regular content on this and the Facebook page, plus Minehead BID on Twitter
- Completed the national Springboard vacancy survey for this quarter – our current vacancy rate remains amongst the lowest in the South West
- As part of our Visit Somerset membership, have hosted the CEO John Turner who during his 2-day visit met some of the key players in the town. Visit Somerset will be hosting a meeting in the Autumn with an invite to accommodation providers within the BID area to start to understand who Minehead's customers are, this research will help shape future marketing activities.
- Content is being provided for the new www.visitsomerset.co.uk website, which is the top ranked web page when searching for information on Minehead.
- A future discussion needs to be held on how Visit Somerset fits in with the Love Minehead and Minehead Bay branding being used by the Minehead Development Trust at the Information Centre

Public Realm

- Installation of bunting in Friday Street, Park Street and The Parade working with Somerset West and Taunton Council and councillors from both the district and town councils
- Continue to work with Somerset West and Taunton, BT, Royal Mail and SCC Highways amongst others on rectifying defects identified within the town – this includes the removal of unused phone boxes, the repair and repainting of damaged items
- Following the gift of 6 benches by Somerset West and Taunton (which were released as part of the Esplanade project) the first 3 have been installed in The Avenue. The remainder of benches will be installed once licences and permissions have been received from SCC Highways
- We remain keen to dress empty shop units and hope to work on this during the autumn
- We are starting to investigate extra hanging baskets, Christmas trees and the addition of multi-purpose brackets which can hold both Christmas trees and flags in The Avenue and Lower Avenue
- We are also keen to see how we can improve the entrance to Holloway Street to make it more inviting to visitors, this will include the addition of hanging baskets and bunting in 2020

Reducing Overhead Costs for BID levy payers

- Meercat Associates continue to meet with BID levy payers to help save them money

BID Meetings, AGM and Directors

- An open forum was recently held for BID levy payers and these will take place quarterly to enable BID members to feedback and give us their ideas and thoughts
- The invite to the BID AGM on Tuesday 24th September has been circulated to the head offices of BID members
- Invitations to fill the 2 vacancies to the board of directors in the Tourist Attractions and Unlicensed Hospitality sectors are currently being sought
- Councillor Terry Venner from Minehead Town Council has become the Local Authority Director for Year 2. It was agreed when the BID was created that the formal local authority directorship would rotate between District, Town and County Councils each year, with this year being the turn of the Town Council.
- Councillor Andy Hadley has been appointed by the Leader of Somerset West and Taunton Council as its representative
- Councillor Mandy Chilcott is the representative of Somerset County Council
- Both Councillor's Hadley and Chilcott sit on the board as advisors and don't have a formal vote
- Other advisors include Jenny Bashford, Minehead Town Council Clerk and Sam Murrell Locality Engagement Lead at Somerset West and Taunton Council

We remain committed to working with partners to deliver the best for Minehead. If members of the Area Panel would like to know more about the BID or wish to discuss any of the projects listed, please contact Andrew Hopkins, the BID Manager on 07703 668928 or manager@mineheadbid.co.uk

10th September 2019