

### **Minehead BID update – March 2020**

Minehead BID is now 20 months in to its first term of operation, we are currently supporting or carrying out the following within the town:

#### **Events:**

- Provided entertainment and entertainers at the Artisan Markets during the summer, Christmas Festival in November and in the town centre before Christmas
- Supported the expansion of the 1940's weekend from the railway station in to town centre with a vintage vehicle parade, singers and displays at the Old Hospital
- Hosted the first eat:Minehead event with in 2020 three further planned in April, October and a Christmas version in December
- Funded the Steam Bus to run on Summer Saturday's taking passengers from the Railway Station, Harbour and Town Centre
- Supported 2 evening events which celebrated women who run businesses in the town centre
- Plans for 2020 include the return of the May Day event in Wellington Square, the Minehead Steampunk Festival, support for the VE Commemorations being led by the Town Council, a 1960's day to link in with a similar event taking place at the Railway Station, entertainers at weekends in August and the return of the steam bus
- The BID will also be taking an active role in the Christmas events in Minehead in 2020 following the Town Council's lead on this

#### **Marketing and Communications:**

- A new Marketing group has been formed and chaired by Ryan Boulton (one of the BID Directors), the group includes the BID, Butlins, Channel Adventures, Minehead Information Centre, Museum, Somerset West and Taunton, Visit Exmoor, Visit Somerset and West Somerset Railway. An invite will also be extended to the Regal Theatre and accommodation providers to join. This group will help direct the marketing activities of the BID
- Current activities include the production of Banners and the purchase of a branded Gazebo to both promote the BID and act as a focal point at events and activities supported by the BID
- Supported the free car parking initiative in conjunction with Somerset West and Taunton producing promotional material and funded free car parking on Monday 23<sup>rd</sup> and Tuesday 24<sup>th</sup> December
- Appointed Les Barber to achieve Coach Friendly Status for Minehead
- Commissioned a 4 page insert in the new Visit Somerset brochure for 2020 to promote the town, this will also be a stand-alone leaflet distributed to customers of Butlins and the West Somerset Railway, as well as being distributed through the region
- Regular adverts in the Exmoor Magazine, What's on Somerset and Word Gets Around to promote events and activities taking place in Minehead
- Refreshed the trader's boards and maps in Minehead Town Centre and will be updating website details and social media on all notice boards in due course

- Produced regular printed newsletters which continue to be hand-delivered to all businesses within the BID area and it is hope to introduce an e-newsletter during this Spring to provide news flashes and partner updates
- Have become members of both Visit Exmoor and Visit Somerset which includes coverage of Minehead on their respective websites, brochures, on social media, in features and articles and inclusion in press and familiarisation visits
- Part of the Coastal Summit that is being led by Visit Somerset and Visit Exmoor which will include a showcase event in London on Somerset Day which will be attended by travel journalists and travel operators and buyers
- Future initiatives for this year include an online directory of all BID Businesses and the appointment of a third-party person/company to maintain and update the Visit Minehead channels on Facebook and Instagram and Minehead BID on Twitter. The Facebook page will promote events, special offers and retail promotions in the town. An agreed set of hashtags will be produced and it is hoped all channels in Minehead will share these in the future.

### **Public Realm**

- The new bunting in the Parade with hanging baskets in Friday Street and Park Street received many plaudits from visitors and locals alike. In 2020 bunting will also be added in Holloway Street and an additional 60 hanging baskets funded by the BID will appear in Bancks Street, Holloway Street and Summerland Place/Road this summer. This will include 5 new flower towers and new bunting at the Harbour
- It is hoped if the suitable permissions are secured by 2021 hanging baskets will also appear in the Avenue with the hope of returning the globes to the trees. The BID also has aspirations to tidy up the roundabouts within the BID area and wants to look at the introduction of winter flowers in the Harbour
- Provided an extra Christmas tree at the Beach Hotel and a series of lit trees on brackets that can also hold flags and hanging baskets was added as a trial to a number of shops in the Lower Avenue
- Permission is still awaited from SCC to locate 2 benches and a flower tower at the junction of The Avenue and Esplanade
- A project to repaint the signage on the footpath at the start of the South West Coast Path supported by the Coastal Path Association and Somerset West and Taunton will start later this spring prior to the Association's Annual AGM which will be taking place in Minehead in June
- During 2020 we hope to have a small pot of money available to repaint items of public realm such as lampposts and electric boxes that haven't been tidied up for many years

### **Reducing Overhead Costs for BID levy payers**

- Meercat Associates continue to meet with BID levy payers to help save them money
- It is hoped during 2020 to work with the Plastic Free Minehead campaign on an initiative that will encourage more businesses to become Plastic Free

### **BID Meetings, AGM and Directors**

- Open Forum meetings continue to take place each quarter
- A new team of 8 Ambassadors have been appointed, these are businesses who look after a small number of BID levy payers delivering newsletters and acting as our eyes

and ears. Vacancies for Ambassadors exist in the Top of The Avenue, Harbour and Seaward Way.

- A private members group has been created on Facebook to enable BID members to exchange thoughts and ideas, plus it enables the BID to promote activities taking place
- Alison Prior from Wombledon was appointed as a new Director at our AGM in September, vacancies remain for directors to be appointed from the Unlicensed Hospitality and Tourism sectors
- Councillor Terry Venner from Minehead Town Council is 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 was 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 Bryan Howe, Minehead Town Council Acting 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](mailto:manager@mineheadbid.co.uk)

6<sup>th</sup> March 2020