

New interim manager appointed for the Minehead BID.

MESSAGE FROM YOUR CHAIRMAN

I am delighted to announce that we have appointed Andrew Hopkins as our part-time BID Manager. He comes to us from his previous role as Marketing and Place Manager for Taunton Deane Borough Council. He is very capable. Very experienced – in all aspects of event and destination marketing and organisation. He is also very eager to get stuck in, and of course has a lot to take on board in these first weeks. I am sure you will join me in wishing him every success, and will extend him a warm welcome when you meet him over the coming months.

Rather than reading a message from me each month you will be relieved to see a change, and it will be Andrew greeting you in the monthly newsletters from the December issue onwards.

It has been a great pleasure helping to steer the BID through its early stages and I will remain devoted to making it a success as the BID Chairman. I will remain a street representative along with your other BID Directors, and as approachable as I always have been. My contact details will stay on the Business Plan. But from now on, it is over to Andrew, who can be reached direct on email at manager@mineheadbid.co.uk.



Graham Sizer
Chairman

Andrew Hopkins

Interim Minehead
BID Manager



Gala Dinner Success

More than 100 of you joined us for a wonderful evening of networking at the event hosted (entirely free of charge to the BID) by Butlins on Tuesday 16 October. We were able to update you more fully on our aims and progress so far, and the Board Directors were able to meet and talk with you, and learn about your businesses, and hear your views.

Hopefully many of you saw the feature article about the event in the West Somerset Free Press published on Friday 26 October. The BID would like to reiterate its thanks to Julian Highfield, Managing Director of Butlins, for hosting this event. It was also good to hear about West Somerset Radio from Bryan Leaker, its creator. West Somerset Radio launched last month on 104.4fm, so we hope you are all tuning in to support this great new venture for our local community.





CHRISTMAS FESTIVAL

Friday 30 Nov and Sat 1 Dec 2018

The BID has joined with Gateway Events – a group of talented and dedicated volunteers operating from the Old Hospital – and other community groups to bring you a superb two-day Christmas Festival. Hopefully by now you should all have received your colourful leaflets listing the times and events on both days, and suggesting ways your business can join in to make this a Christmas to remember.

There is simply too much happening over the two days to be able to list it all here, but the festival includes the arrival of Santa's Sleigh, late-night shopping, live music, loads of kid's events and activities, street performers and entertainers, and much more. So please do refer to the leaflets your business should have received by now.

For more information about Minehead BID visit...

www.mineheadbid.co.uk or email manager@mineheadbid.co.uk.

FREE CAR-PARKING “Free After 3”

In agreement with West Somerset Council, the BID is trialling a new free car-parking initiative from 19 November to 31 December. There will be free parking after 3pm in the North Road Car Park. It is only 60 metres further from the town centre than the more popular Summerland Car Park.

You should all by now have received your Window Cards to advertise this free car parking. Do encourage your customers to use it, as it will enable them to stay in the town for at least one extra hour of shopping and salon time in the run-up to Christmas, as well as pay a visit to one of our pubs, bars and restaurants. This initiative received front-page coverage in the WSFP in early November.

Parking is a contentious issue in every town, and Minehead is no different. The higher percentage of elderly and less mobile residents in our town makes central and affordable parking even more important to the vibrancy of our town and its businesses. The BID hopes to continue to work with WSC to test flexible parking initiatives, such as this one, to see if any can be rolled out more widely.

