

Christmas Greetings from Graham

Our BID campaign is gaining momentum. A growing number of supporters are coming on board. This is against a backdrop of a worrying number of High Street empty shops, a lacklustre Christmas Switch-On Event and a nationwide feeling of uncertainty which is dampening retail sales.

In addition to the BID, a marketing agency, RH Partners, has been chosen by the Enterprising Minehead Group, to look at rebranding Minehead. Members of our BID steering Group are feeding into this. It is conducting extensive survey work with a remit to produce a marketing message for a forward- looking, vibrant town. This will be good timing for our BID.

Our own three month BID business consultation has resulted in 90 out of the 250 BID businesses contributing to our own survey, that highlight the issues the town needs to address from a business perspective. Compared with other BID towns, this represents a very good ratio of interested businesses.

The suggestions will be further discussed at our Steering Group's December meeting. Thank you all for your many positive ideas. From these will emerge the all-important draft business plan in January.

If the BID vote is successful in April, the projects in the BID Plan will be firmed up into well-defined projects.

Each will be costed and given realistic time scales for implementation driven by the BID Board. This will not be another plan that will gather dust on a shelf it will be an evolving plan, reflecting the dynamic nature of what will become our new High Street.

As in other BID towns, Rome wasn't built in a day, but the Steering Group is fully aware that BID is a once-in-a-generation chance to make a difference in Minehead. Linking with Enterprising Minehead it gives us an even greater opportunity to grasp.

Have a restful Christmas if you are in a business that allows that.

Have a profitable one if it doesn't.

Please look forward, with me, to a positive New Year for our town.

Graham

If you would like to look at some examples of successful BIDs elsewhere please visit the website www.minehead.bid.co.uk



NEW

www.mineheadbid.co.uk

Visit our website to find out all you need to know about Minehead BID. It is all on one clear and easy to navigate website dedicated to your BID scheme.





“ We have always been supportive of the “Visit Friday Street “ initiative & see the BID scheme as a natural progression.

We believe Minehead is a unique town quite different from many others & see the BID as a way of helping the town to thrive well into the future. ”

Jon Lee & Martin Shoots
Stuarts Home Furnishers.

“ I have Managed the branch of WH Smith in Minehead for over 14years.

It is a lovely branch to manage, with super loyal Customers, making the Store very successful, receiving Company awards and recognition.

As retailers we must all work together to make Minehead a success, BID will help to do this. ”

Malcolm Adams - Store Manager



AN IMPORTANT DATE FOR YOUR 2018 DIARY

Date: Tuesday 30th January 2018. Time: 6pm

Venue: The Old Hospital The Avenue, Minehead

Please come along to hear what will be in the BID Plan for the next 5 years and to have your say. It is really important that we hear from you.

mineheadbid

“Support the Minehead BID and improve our town”



MINEHEADBID

www.MINEHEADBID.co.uk

Please get in touch. This scheme will affect you, your business and Minehead

Lucy Ball email: lucy@mineheadbid.co.uk Tel: 07813343209

Graham Sizer email: graham@mineheadbid.co.uk Tel: 01643 707623