

mineheadbid

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PRESS RELEASE

Minehead (Business Improvement District) BID – a plan for the future.

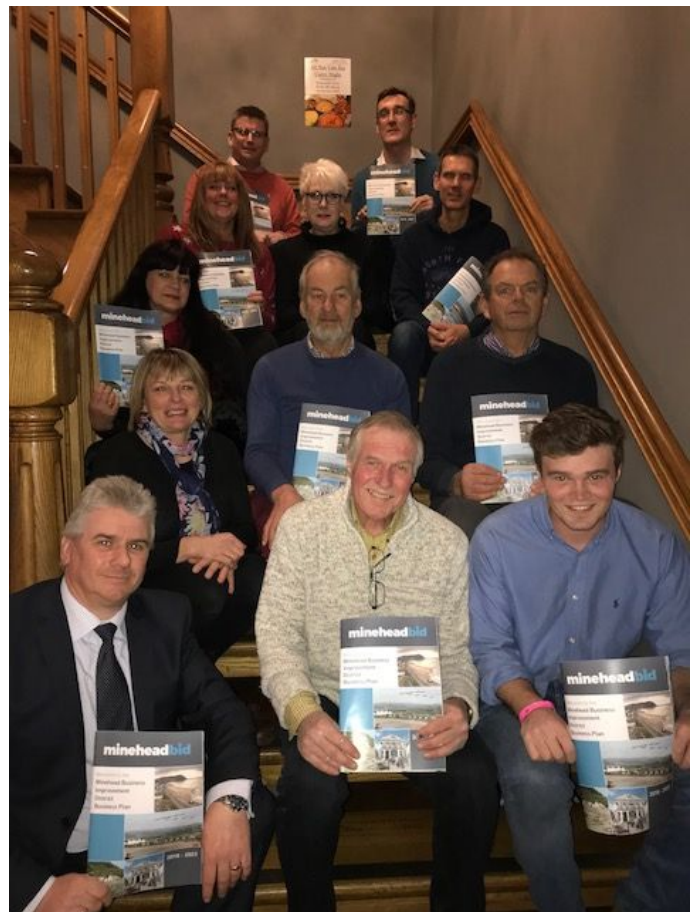
The Minehead BID Business Plan is going out to all the voters this week. After months of consultation and a presentation by the BID Steering Group members at the end of January, the final plan has been produced and will be delivered to 245 Minehead business voters next week.

The plan, which will last for 5 years, includes many of the ideas and suggestions that the Minehead business community has made. It includes a comprehensive marketing plan including a really first rate website and a free business directory for all BID members, and digital promotion.

It will also provide a range of high profile events to really put Minehead on the map. Ideas include a nostalgic 1950's festival to celebrate Minehead's heyday as a popular seaside resort. Christmas festive events will be a major feature of the BID plan.

Money will also be allocated to clear up those mucky corners, which are nobody's responsibility but just make the town look and feel tatty and unloved.

An important strand of the BID Plan is to provide an opportunity for businesses to work together to reduce their overheads through collective purchasing for services such as commercial waste collection, insurances and training.



There will be a collective voice of 245 businesses, lead by Management Board of business people in the town. This Board will be in a unique position to influence policy and delivery of services in the town. BIDs elsewhere have used their power to make sure that business people are heard.

Chairman of Minehead BID Steering Group, Graham Sizer said “ *We are very proud and delighted to have produced this plan to take Minehead into the next decade and beyond. It reflects many hours of discussions with our business colleagues and we hope that they will support it and vote YES when the voting papers arrive later this month.*”

At the end of March each business in the BID area will be sent a ballot paper, inviting them to vote on the BID Business Plan. It is a simple YES /No choice. Votes have to be returned by 26th April. For the BID to go ahead there has to be a majority vote in favour both by number and rateable value. This scheme will last until 2023, when business will have a chance to vote to renew the BID for another 5 years.

To find out more about Minehead BID and see the full BID Plan visit www.mineheadbid.co.uk

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Image attached – Minehead BID Steering Group preparing to deliver the Minehead BID Plan.