

# mineheadbid

# NEWS

## SEP 2018

### Message from the Minehead BID Chairman

It's been a busy and productive month for the Minehead BID. Now that your levy payments are starting to filter in, we can start commissioning and delivering projects under the themes you prioritised for our Business Plan.

The search for our part-time BID Manager is on going. We received a good response to our advertisement and initial interviews have taken place. We want to get this appointment right. We'll keep you posted.

Thank you to all of you (more than 100) who have accepted the invitation to the Butlins-financed Gala Dinner on Tuesday 16 October. Not many speeches, just good fun and a slap-up three-course meal. Your Board Directors, who also act as your street representatives, will be on display. More details below.

I would like to take this opportunity to thank two very important people:

**LUCY BALL** from Destination Management and Marketing was commissioned to help us deliver the BID concept to Minehead. She has lived and breathed Minehead for two years, spent far more time on it than she was paid for, and has been an inspiration. She is recognised in all the major BID towns and cities in the SW as our region's No1 in her field. We were lucky to have her, but now it is time for her to go. Those who have spoken to her – and that is most of you – I feel



sure have recognised her invaluable, friendly and professional contribution. Please keep in touch.

**IAN DOUGLASS.** We have been so lucky in having a semi-retired businessman volunteer to be our BID Company Secretary. When you are dealing with government legislation, the inner sanctums of local authorities and other arrangements concerning BID Companies, there has to be a special pair of hands employed. Except he isn't employed – he is doing all this for free. There are people like this in Minehead. They love the town and want to do their bit, for no personal gain at all. Ian's work for us continues, but if you pop your head round the door of Tink&Boo in Park Street you will invariably find him there. Give him a smile – he's brilliant.

Enough from me, please read on.

**Graham Sizer**  
*Chairman*



# Gala Dinner at Butlins Tuesday 16 October 2018

The dress code is smart-casual, and your arrival at the main gate from 6.30–6.45pm would be good. West Somerset Radio, which launches onto the airwaves at 12 noon on 22 October is generously sponsoring our pre-dinner drinks, before dinner is served from 7.30pm. There will also be some entertainment during the evening, but we'll leave that as a surprise!

## Christmas in Minehead 2018

We want Christmas to go off with a bang not a whimper this year! After consultation with Minehead Town Council, the BID has agreed to contribute £3000 towards the £7000 total costs for the refurbishment and extension of the Christmas Lights. You may already have noticed this work getting under way in the centre of town.

Working in partnership with Gateway – the Old Hospital Events Group – the BID is contributing £3000 towards professional street entertainments, such as fire jugglers, stilt-walkers, bubble bikes and various musical acts. Along with late-night shopping, the official Switch-On of the Lights, and a window-dressing competition, this should create a fun and lively atmosphere over Friday 30 November and Saturday 1 December to launch the Minehead Christmas Season.

## Cycle Racing Event 2019

2018 was the second year for the Cycles Races, and the entries were up by 30% on 2017. The entrants came from all over Britain, and were overwhelmingly enthusiastic about the event and our town. The morning races for children brought families into Minehead, and many eateries enjoyed good business through the day.

We know that the parking restrictions along the race route can have an adverse effect on some businesses, and the BID and race organizers will continue to search for ways to counter this.

As you will realize, big events such as this do not become world famous over night! It takes time to build-up the prestige of an event, so that it becomes ever more successful –but given the impressive growth seen in 2018 the BID has agreed to contribute £4000 towards this event in 2019. We will be sure to assess the event and how beneficial it has been to the town and its businesses.

## Public Seating and Flower Displays 2019

Minehead's annual town-centre flower displays are already the object of admiration. We want to extend these displays into other streets within the BID Levy Area (see map on BID website) in 2019. One basket costs approx £50 for materials, and maintenance. We are looking at ways we can partner with MTC to contribute some BID funding towards their existing budget.

You have told us that Minehead lacks sufficient public seating to support the town's businesses. This seating would encourage people to linger longer, and enable our less mobile visitors and residents to wander further along our business streets. At a cost of £500 per bench, the BID wants to allocate £4000 to this project. We are looking into securing funding towards this under Section 106 of the Town and Country Planning Act, and what permissions we will need to secure, before we can go ahead.



For more information about Minehead BID visit  
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