

Minehead BID Year Two achievements:**Covid-19 pandemic response**

- Provided a dedicated resource through the BID Manager to support businesses during the Covid-19 Pandemic and to coordinate the work with partners on recovery plans for Minehead
- Funded a weekly campaign, with free adverts, to promote the local businesses who are open and trading in conjunction with the West Somerset Free Press
- Funded an 8-page feature on Minehead with a complete directory of all businesses in Word Gets Around, which will be delivered to all households in Minehead
- Delivered signage and screens for BID businesses to enable them to reopen safely
- Provided Health and Safety advice through Black Rock Safety Management
- Co-ordinated and procured the safer distance signs located throughout the town centre, harbour, on the sea front and in Alcombe in conjunction with Somerset West and Taunton (SWT) and Minehead Town Council (MTC)
- Co-ordinated safer distance signing for the Minehead Farmers Market and arranged with SWT for the expansion of the market in to Wellington Square

Events – ‘Let’s put the buzz back in to Minehead’

The BID in year two funded the:

- Provided funding for the Eat Minehead event, the entertainment at Christmas event, organised by Gateway Events and a 2020 events programme, which unfortunately much of which has had to be postponed due to the Covid-19 pandemic

Marketing – ‘Let’s shout about Minehead and its wonderful assets’

- Appointed Sharon and Livvi Grant from Daffodil PR to be a dedicated resource to produce daily content for the Visit Minehead Facebook, Instagram and Twitter pages and to promote events, retail and BID activities to a wider audience
- Created an online directory of all BID members on a new dedicated Minehead shopping website
- Funded free car parking in all SWT car parks on Monday 23rd and Tuesday 24th December
- Produced adverts to promote Minehead shops, events and the town in Exmoor magazine, What’s on Somerset magazine and Word Gets Around
- Produced a 4-page spread about Minehead in the Visit Somerset 2020 brochure
- Produced the 4-page spread as a separate leaflet which was distributed through the Information Centre and Summer Ambassadors

- Organised dedicated pages about Minehead on both the Visit Exmoor and Visit Somerset websites
- Provided copy and content on social media, in press releases and publications about Minehead
- Updated the business noticeboards and maps in the town centre
- Funded the revision of the Minehead Story Walks in conjunction with the Minehead Information Centre
- Facilitated and led a new Minehead Marketing Group of partners including Butlins, WSR, Visit Exmoor and Visit Somerset to promote and market the town to a wider audience

Public Realm – ‘Maintaining what we have and enhancing what we love’

- Facilitated the addition of an extra Christmas tree outside the Beach Hotel and illuminated trees outside 6 shops in the lower Avenue
- Renewed the planters in Friday Street outside of St Andrew’s Church
- Prepared for additional hanging baskets in Holloway Street and Summerland Road/Place and prepared a scheme for The Avenue (delayed to 2021) in addition to the additional baskets in Friday Street and Park Street in 2019
- Organised for bunting to be re-installed in Friday Street, Park Street and The Parade and funded new bunting to replace a very worn set at the Harbour

Reducing Costs for BID levy payers – to achieve this we continued to engage Meercat Associates who are specialists in this field.

Other facts and figures for you:

- Minehead continues to have one of the lowest shop vacancy rates in the south west
- Became members of the Minehead Town Watch and Pub Watch scheme
- Attained 97% BID levy collection rate
- Welcomed 7 ambassadors to complement our team of 7 BID directors
- Produced regular newsletters on BID activities which have been hand delivered by BID directors (and now emailed out) to each levy payer
- Provided regular updates on our www.mineheadbid.co.uk website to provide transparency on all BID board decisions and updates on the members Facebook page

Worked closely with and lobbied Minehead Town Council, Somerset West and Taunton, Somerset County Council, Heart of South West LEP and the local MP on a variety of projects