

APPENDIX A

MINEHEAD EMERGENCY HIGH STREET INDICATIVE PLAN - OCTOBER 2020

THEME	INDICATIVE BUDGET	SUGGESTED ACTIONS	PROJECT START DATE	PROJECT PREDICTED DELIVERY DATE/ PROJECT END	PURPOSE	APPROX COST
TRAINING AND ENHANCING SKILLS	£ 10,000.00	Instigate advice, guidance and training for SME's across the whole town of Minehead. Online digital training, social media skills, setting up websites, shopappy etc	Nov-20	Apr-21	Embracing Digital	£ 10,000.00
EVENTS	£ 12,500.00	Encourage busking and free on-street entertainment in the Town Centre	Nov-20	Ongoing	Arts, Culture and Creative experiences	£ -
		Encourage use of open spaces in Minehead and create a programme of activities in Blenheim Gardens, Harbour, Seafront and Wellington Square	Apr-21	Sep-21	Arts, Culture and Creative experiences	£ 5,000.00
		Participate in the Time Machine initiative through 2021 to celebrate Minehead's history, links with Minehead Museum and WSR	Jan-21	Dec-21	Arts, Culture and Creative experiences	£ 7,500.00
MARKETING AND COMMUNICATIONS	£ 37,500.00	Dressing empty shop units to encourage their re-letting	Nov-20	Ongoing	Marketing Minehead and surroundings	£ 5,000.00
		Enhance existing online and digital initiatives	Nov-20	Sep-21	Marketing Minehead and surroundings	£ 5,000.00
		Enhance the shopping directory website and ShopAppy initiative	Nov-20	Dec-20	Marketing Minehead and surroundings	£ 5,000.00
		High profile marketing campaign to encourage visitors and people to Minehead	Dec-20	Apr-21	Marketing Minehead and surroundings	£ 12,500.00
		Minehead Town Ambassador Scheme on all weekends in July and August to provide a Minehead welcome	Jul-21	Aug-21	Marketing Minehead and surroundings	£ 5,000.00
		Pop-up shop initiative to encourage new business to grow and thrive	Apr-21	Dec-21	Marketing Minehead and surroundings	£ 5,000.00
PUBLIC REALM IMPROVEMENTS	£ 30,000.00	Seeking Blue Flag and Britain in Bloom Status	Jan-21	Ongoing	Sense of Identity and pride	£ 10,000.00
		Encourage walking and cycling in and around the town - install bike racks and develop plans as part of the Active Travel plans	Nov-20	Feb-21	Climate Change	£ 2,500.00
		Installation of banners and hanging baskets in The Avenue	Oct-20	Dec-20	Sense of Identity and pride	£ 2,500.00
		Installation of banners in Friday Street and Park Street	Oct-20	Dec-20	Sense of Identity and pride	£ 2,500.00
		Installation of new pedestrian signage - seek additional funding to boost this initiative if required	Jan-21	Mar-21	Visitor welcome	£ 5,000.00
		Installation of welcome banners in Seaward Way and Esplanade	Apr-21	Apr-21	Sense of Identity and pride	£ 2,500.00
		Investigate a cardboard waste service with the Onion Collective	Jan-21	Feb-21	Climate Change	£ -
		Investigate an e-bike initiative	Feb-21	May-21	Climate Change	£ 2,500.00
		Recycling bins service on Harbour and Seafront	Mar-21	Oct-21	Climate Change	£ 2,500.00
PROJECT OFFICER	£ 7,500.00	Provide administrative support to ensure actions are delivered quickly, efficiently and to ensure compliance with the funding agreement by producing regular reports to the funder.	Nov-20	Ongoing	Delivery of fund	£ 7,500.00
ADMIN	£ 2,500.00	To cover additional expenses incurred by Minehead BID administering the fund.	Nov-20	Ongoing	Delivery of fund	£ 2,500.00
TOTAL	£ 100,000.00					£ 100,000.00