

WESTON BID

SUPPORTING **W**ESTON **B**USINESSES

**IT'S TIME TO HAVE
YOUR SAY.**

**PLEASE
RESPOND BY
FRIDAY 23RD
JULY 2021**

How we will use your data

Please note that the information you provide will be kept confidential and individual responses will remain anonymous.

Information given from levy payers will be summarised and used as valuable feedback for the purposes of renewing Weston BID only.

Giving your business name allows us to understand the views of levy payers from different sectors, business sizes and areas within the BID boundary as well as ensuring we have the correct contact details so you have the right to vote later in the year.



“

I will be supporting the BID renewal and the fantastic work that they do.

Six for a Fiver

”

“

Having recently opened a new business, the radio service and Street Wardens have given us a sense of security and community that we otherwise wouldn't have had.

We have greatly appreciated the communication that the service provides us, which allows us to know what's happening in the town on a daily basis.

Vintage Abs Boutique

”



WESTON BID

SUPPORTING WESTON BUSINESSES

Weston BID has been operating successfully for ten years delivering projects and services to support businesses in our great seaside town.

Weston BID second term finishes on 31st March 2022 but can be renewed subject to a new business plan being published and a ballot held where every levy paying business has a vote. Ahead of this process, we want to hear from all our levy paying businesses.

Weston is your town and importantly, it is where you have chosen to invest your business; this survey is your chance to tell us what you would like to see delivered as part of a third five-year term.

Your feedback and ideas will inform a new five-year business plan to be published in October 2021 ahead of a ballot in November/December 2021, where you will have the chance to vote 'yes' or 'no' for the continuation of the BID from April 2022 to March 2027. For the BID to proceed to a third term, there must be a majority voting in favour by number and by rateable value.

Please help us shape the next five years' worth of investment in Weston - remember it is your BID scheme and it is vital that it reflects your needs whilst supporting Weston's future prosperity.

Understandably, there is concern about the future of the town following the pandemic. By working together with you and our statutory partners, we can pool our resources and expertise to address issues of concern and grasp new opportunities to improve and promote Weston, keeping our town safe and secure, driving footfall and new investment.



The first ten years of a BID in Weston have demonstrated what can be achieved by businesses and partners working together towards a common aim. We have helped North Somerset secure millions of pounds worth of investment for the town, and now it is more important than ever that we all work together for the benefit of Weston.

With your support and involvement, we can all help Weston recover from the pandemic, and become a great place to work, live and visit.

Paul Batts

Chair of Weston BID and Weston BID Steering Group

**PLEASE
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REMINDER ABOUT BIDS

Weston BID is one of 328 BIDs that operate across the UK. BIDs are business-led initiatives supported by Government legislation that gives businesses the power to raise funds locally, to be spent locally, on improving a defined commercial area in accordance with the priorities identified by those who contribute towards the scheme. A BID is created when the majority of business rate payers within that area vote to invest collectively. For more information, go to www.britishbids.info.

WHAT WE HAVE HEARD SO FAR

Feedback from businesses so far indicates that there is an appetite for the BID to be renewed to ensure that BID activities continue; without a BID all the projects and services that the BID delivers will end on 31st March 2022.

In April this year, we consulted with a cross section of levy payers from across Weston with the following results:

- Two thirds of all respondents felt that the BID had benefitted Weston Town Centre with a similar number seeing a direct and quantifiable benefit to their business.
- Key benefits highlighted included a safer and more aesthetically pleasing environment as well as events that drive footfall.
- The majority of respondents supported the BID continuing for a third term with the focus remaining on safety and security projects. Town marketing was another key priority to encourage more visitors into Weston mitigating the effects of the pandemic.
- Forging close and effective working relationships between statutory partners and the BID to make best use of available resources was seen as very important by business respondents.



“

I find BID an essential asset to local businesses.

I have managed the McColl's shop on the high street for nearly 5 years and the support and good information given to myself and my colleagues is amazing.

McColl's Convenience Store

”

WE WANT TO HEAR FROM YOU

We now want to hear from all levy-paying businesses to understand what your business and our town needs from Weston BID. We want to ensure that Weston businesses of every size, across the BID boundary, and from every sector benefit from the BID.

SOME OF OUR ACHIEVEMENTS DURING THE LAST FIVE YEARS

Safety & Security

- Our team of daily Street and Clean Warden patrols visit all parts of the BID boundary twice a day, 7 days a week with the following outcomes:
 - Immediate response to businesses with over 7,000 direct interactions a year.
 - Estimated stock loss has been reduced by £600 per day, that's £219,000 a year.
 - 3,500 black bags of rubbish cleared through our patrols every year.
 - Equivalent of two football pitches jet washed each year.
 - Removal of drug paraphernalia equating to over 14,000 needles each year.
 - Checked the security of both closed and open businesses throughout the 2020/21 pandemic.
- 120 radio link users in Weston who have direct communications with our Street Wardens, the Police and CCTV system.
- 180 children reunited annually through our Child Safe service.
- Secured and maintained Purple Flag status for the last six years with the teams' accomplishments recognised by the Police & Crime Commissioner who presented an award in 2018.
- Integral member of Pubwatch Scheme assisting the group with banning notices, incident recording and intelligence.

Streetscape

- Installed and maintained over 80 hanging baskets and 25 raised planters – all cared for by the Street Wardens using over 35,000 litres of water over the season. Won Silver Gilt and Gold in Britain in Bloom Awards since 2013.
- Working with Weston Town Council, provided illuminated Welcome to Weston signage and summer bunting alongside permanent infrastructure, including iron work arch that leads to the independent quarter.
- Installed and maintained annual seasonal illuminations handling necessary repairs to keep the lights shining bright.

Marketing & Events

- Organised the Christmas Lights switch-on event & late-night shopping entertainment.
- Facilitated four Eat Weston Festivals and assisted event organisers to put on the Air Show & Armed Forces Weekend, Weston Pride, Remembrance Sunday, Weston Carnival, Weston Flower Show and many more.
- Supported the official tourism website – www.visit-westonsupermare.com.
- Facilitated hundreds of thousands of visitors to Weston through BID organised or facilitated events e.g. Paw Patrol where footfall was up 11%, dwell time increased by 22% and average transaction value for businesses increased by 4%.
- Reshared posts from our businesses using our social media channels.
- Key member of the Weston Placemaking initiative both at strategic and operational level. Recently assisted 'The Opening' video - www.superweston.net. The video had over 22,000 views and nearly 500 shares, and was also featured on the local BBC News.
- 'Welcome to Weston' video featuring over 20 businesses to encourage people back to the town post-COVID resulting in 5,000 views, 42,000 reach and 500 shares.
- Created the 'Love Weston' brand which has become the Destination Management Organisation.
- Regional marketing of Weston with BID representatives achieving media and local and regional press coverage, taking part in over 40 TV and Radio interviews each year to promote the town.
- Operated a dedicated High Street sensor that captures valuable data on visitor numbers, visitor movements and dwell times.

Business Support

- Spacebar, based in the Sovereign Shopping Centre is a recently launched, exciting collaboration between Weston BID and Weston College that has enabled websites to be completed for businesses; 12 websites finished so far through Weston College students with the potential to do many more.
- Assisted over 90 businesses with a combined saving of over £135,000 from reduced costs on utilities.
- Collaborated with Weston Chamber to develop the annual Weston Business Awards showcasing the achievements of our great businesses.
- Supported the town and businesses during the pandemic working with our statutory partners to ensure the town could reopen safely. Shared information on grants and business interruption support available.
- Worked with North Somerset Council to secure £100,000's of regeneration and grant funding for Weston.
- Member of Placemaking task force - www.superweston.net.

How much will levy payers contribute?

The proposed levy rate is 1.5% for rate payers over £7,500 rateable value generating circa £264K per annum.

On top of the levy income, the BID will lever in additional funds where it can.

BID Projects & Services: Please indicate your views of each of the following project ideas by ticking the appropriate boxes.



Working together to make Weston a great place in which to work, live and visit!

Do you agree with this vision?

Yes

No

If no, please give an alternative suggestion below:

Theme 1 - Safety & Security

Aim: To provide a safe and secure town centre environment for visitors and business owners through tackling crime and anti-social behaviour.

<u>Projects</u>	<u>Essential</u>	<u>Important</u>	<u>Non-Essential</u>
1. Continued employment of BID funded Security Wardens working 7 days a week, 364 days a year cracking down on anti-social behaviour and shoplifting, reducing business stock loss.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Continue our Purple Flag Accreditation that allows Weston to promote a safe evening experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Monthly radio link meetings to share intelligence on criminal activity and anti-social behaviour with businesses and other key partners.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Crime database where incidents / Identity of shoplifters are uploaded to a central system for shared use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Adding value to the current street cleaning to include removal of drug paraphernalia, jet washing areas and removal of chewing gum and graffiti.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Working with the night-time economy through Pubwatch meetings providing banning notices, incident recording and intelligence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Child-safe system operated to reunite lost children safely and quickly using wristbands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Security audits of business premises to prevent crime.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Accredited town safe partnership allowing liaison between partners to share information and create a safer Weston.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your ideas:

Theme 2 - Marketing & Events

Aim: To raise the profile of Weston as a visitor destination increasing footfall and spend through marketing campaigns and vibrant events - delivered through working with key partners.

<u>Projects</u>	<u>Essential</u>	<u>Important</u>	<u>Non-Essential</u>
1. A free listing on the official tourism website tailored to your business needs www.visit-westonsupermare.com .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Footfall sensor capturing data on visitor numbers, visitor movements and dwell time - valuable intel to be shared with businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. PR/advertising campaigns with articles in local, regional and national printed media and TV/Radio featuring local businesses where possible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Marketing campaigns to encourage residents to shop locally using social media as well as traditional marketing methods.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Marketing campaigns to encourage overnight stays/off season visits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Publishing and distributing Weston publications across Somerset to accommodation providers and Tourist Offices. Digital formats where appropriate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Campaigns and business to business promotions to highlight businesses that offer services e.g. professional services, garages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Promotion of the town and Weston levy paying businesses via social media channels such as Facebook, Twitter and Instagram.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. High quality videos like 'The Opening' produced of Weston featuring levy paying businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Support for organisations running events in Weston e.g. promotion, support with road closures etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. New BID led events e.g. regular street entertainment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Organisation of the Christmas lights switch-on and late-night shopping entertainment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your ideas:

Theme 3 - Streetscape

Aim: To create an attractive and accessible town through planting, seasonal lighting, signage and additional cleaning by working with partners to identify issues, opportunities and maximise resources.

<u>Projects</u>	<u>Essential</u>	<u>Important</u>	<u>Non-Essential</u>
1. Provision, maintenance and watering of town centre floral displays and hanging baskets supporting Weston's Britain in Bloom entry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Expand Christmas lighting scheme in conjunction with Weston Town Council.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Maintaining the town's signage/installation of signs and street dressing including bunting/flags.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Working with landlords and agents to promote empty shop units to new tenants, for use as pop-up shops and where appropriate, create window visuals to promote Weston.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Street art/mural, working with other groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your ideas:

Theme 4 - Business Support

Aim: To support levy paying businesses through lobbying on the issues that are important, recognising and celebrating our businesses, helping businesses to save money and working collaboratively to ensure money generated locally is reinvested in our town.

<u>Projects</u>	<u>Essential</u>	<u>Important</u>	<u>Non-Essential</u>
1. Working with partners to deliver and monitor the Weston Town Recovery Plan.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Business cost reduction scheme, saving our levy payers thousands of pounds by facilitating the switch to cheaper utility deals and tariffs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Free static website creation in partnership with Weston College Spacebar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Lobbying on your behalf on the things that matter to your business to improve the Weston trading environment and your trading prospects.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Sponsor of chamber of Commerce Business Awards shining a light on levy paying businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Theme 4 - Business Support - cont.

Projects

Essential

Important

Non-Essential

6. Supporting your business to sustain and grow via signposting to advice, grants, mentoring, training or something else. Tell us what you need in the box below.



7. Hosting quarterly networking meetings with levy payers.



8. Involvement in Placemaking task force at a strategic and operational level representing the needs of the businesses.



9. Parking - working with car park owners to initiate promotional offers or more flexible parking schemes.



10. Marketing and social media training.



Your ideas:

Your Main Priorities

In your opinion how important are the themes above (**rank them in order with 1 being the most important and 4 being the least important**). This will help Weston BID focus their resources where businesses need it most.

Safety & Security



Marketing & Events



Streetscape



Business Support



Other (please comment)

Your Reaction

Based on what you have read and your priorities, would you vote 'yes' for Weston BID to continue for a third term?

Yes



No



Don't Know



Not my decision



Please use the space below to add any further comments.

Testimonials

Would you be prepared to give Weston BID a positive testimonial for use on our website, on our social media and in our business plan?

Yes No

If yes, *thank you*. One of our BID team will be in touch shortly.

We would like to support the renewal of the BID contract. The Street Wardens play a vital role in our community. They are easily contactable and help with any issues or queries we may have. For example, the Street Wardens were here instantly when an incident arose last week and were able to track down the suspect and pass him on to the Police. Incidents are dealt with professionally and crime and antisocial behaviour would be much higher without the patrols.

Proper Job Superstores Ltd.

Your Details

Name:	<input type="text"/>	Position:	<input type="text"/>
Company:	<input type="text"/>	Company Address (including Postcode):	<input type="text"/>
Tel No:	<input type="text"/>		
Email:	<input type="text"/>		

Vote

Will you be the person voting in the Weston BID ballot? Yes No

If NO, please provide the contact details for the person who will vote below:

Name:	<input type="text"/>	Position:	<input type="text"/>
Company:	<input type="text"/>	Company Address (including Postcode):	<input type="text"/>
Tel No:	<input type="text"/>		
Email:	<input type="text"/>		

T I M E L I N E

APRIL 2021

Consultation with a cross section of levy paying businesses.

JUNE 2021

Survey (this document) issued to all levy payers within the Weston BID boundary.

JULY 2021

Friday 23rd July 2021 - Closing date for all surveys.

AUGUST 2021

Analysis of your feedback and final business plan drafted in response to your views.

OCTOBER 2021

Final business plan published and circulated to all levy paying businesses.

NOVEMBER 2021

BID ballot papers issued and voting starts (28-day postal ballot).

9th DECEMBER 2021

Close of postal ballot on Thursday 9th December 2021 at 5pm with result announced on Friday 10th December 2021.

1st APRIL 2022

If the vote is successful, the third term of Weston BID will commence.

HOW TO RETURN THIS FORM

Please return this form by Friday 23rd July 2021. You can respond in a number of ways.

1) Complete this questionnaire and return it to Steve Townsend at Spacebar, Unit 26, Sovereign Shopping Centre, High Street, Weston-super-Mare, BS23 1HL.

2) Complete the form online at www.smartsurvey.co.uk/s/Weston3rdTermSurvey/

“

The BID keep the store informed of what's happening in our local community.

Between the BID and Street Wardens, they offer fantastic support to our community.

K. Williams - Tesco

”

If you have any questions or comments about Weston BID and the renewal, please contact Steve Townsend via email: steve.townsend@wsmtcp.co.uk

Thank you for contributing your time and expertise.