

WESTON BID

Supporting Weston Businesses

I hope by the time you read this you have had a good summer season here in Weston, despite all of the challenges we have all faced due to the pandemic. The next few years will be really important for Weston as like many towns we all adapt to a changing world. We must all work together to show how much Weston has to offer in terms of working and living by the sea.

I am also pleased to be able to share an overview of what the BID team are doing to both help our town recover and also I wanted to outline our future plans for a third term of the BID.

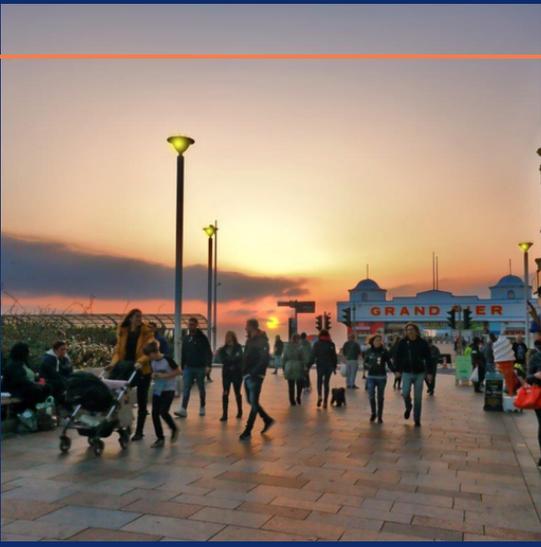
Wishing you all the best in your business over the coming weeks and please know that the BID team are all here to help.



Paul Batts

Chair of Weston BID
Owner of Outdoors & Active





BID Third Term (2022 - 2027) Progress

Since April, the BID team have been busy gathering ideas and opinions from levy payers within the BID area from surveys, emails, phone calls and visits to capture the priorities for a renewal of the BID for another five years. Here's the results of the latest consultation during July:

- 40% of BID levy payers engaged in the survey consultation (182 individual businesses)
- The vision of 'Working together to make Weston a great place to live, work and visit' was supported by over 90% of survey respondents.
- 78% of survey respondents said they would vote YES in the ballot to renew the BID

With a budget of over £1.2m (around £250,000 per year) themes for the next BID will focus on: Safety, Security and Streetscape; Marketing and Events; and dedicated Business Support. A full business plan will be made available to all BID levy payers with much more detail in early October. *Watch this space!*

'Super Support' Grants

In the summer, BID launched a new grant scheme with a total of £10,000 available to support businesses within the BID boundary to reopen and recover from the pandemic.

All levy payers within the BID area of Weston are eligible to apply for a 'Super Support' grant of up to £500, or a collective of businesses can work together to apply for a larger grant. Several grants have already been awarded, so funds are limited. However, applications are still welcome using a simple form from the BID team, or downloaded via the website.



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www.superweston.net/westonbid

The Weston BID is a vital part of the way the town centre functions and communicates. The street wardens add a key security element to the high street, and are also a useful source of information!



Moving forward, all the various town centre organisations have to work together on important town centre projects like security and marketing so that we can remain attractive to visitors and competitive as businesses. Weston has a lot to offer and I believe that the BID is vital to the town reaching its potential. The future is bright for Weston

Walker & Ling

You Said - We Listened: Marketing for BID Businesses

There has been feedback that businesses would like more to help with marketing and promotion and therefore we will be doing more on social media over the coming months to help showcase BID businesses.



The BID team will be out and about in the BID area on Thursday 9th September, taking photos and gathering stories and information. If you'd like a visit to promote your business, reply to this email or get in touch via Messenger on our Weston BID Facebook page.

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

Street Wardens 07725 839234
Anti Social Behaviour 101



Clean Wardens 07725 839237
CCTV 01934 634711

Useful Contacts

BID & Town Centre Management Team
Spacebar - Unit 26, Sovereign Shopping Centre
01934 641174

BID Manager & Town Centre Manager
Steve Townsend | 07845 736840 | steve.townsend@wsmtcp.co.uk
