

WESTON BID

THIRD TERM
BUSINESS PLAN

SUPPORTING WESTON BUSINESSES

2022 - 2027



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

WSBI

VOTE
YES

from 9th November 2021
to 9th December 2021



www.superweston.net/westonbid

WELCOME FROM THE BID STEERING GROUP



During the past five years we have worked hard to improve the safety and security of Weston, making our town more vibrant, cleaner and attractive as a place to work, visit and live and to support our businesses through initiatives such as cost savings and grant opportunities.

The last 18 months have been immensely challenging but despite this, I have observed just how resilient our businesses are, how our community has come together to support each other through the pandemic, how everyone has adapted with optimism and hope that will surely play a positive role in our future recovery.

Understandably, there is concern amongst our business community following the pandemic. Like many other businesses, I had the confidence to invest in Weston and have chosen to grow my business here. I recognise the value of having an organisation to represent private sector interests and firmly believe that if our businesses flourish and prosper, so does our whole town. Rest assured, Weston BID is committed to working with you to create the best conditions for you to prosper. Like you, I want to ensure that every pound I spend yields a return on investment.

The next few years will be very important for Weston as we adapt to a changing world at the same time as grasping fresh opportunities to work collaboratively and secure new investment for our town. One exciting opportunity is the 10-year regeneration plan for Weston; our BID is a partner bringing the business voice to the table. With your involvement, our collaborative working through 'SuperWeston' will combine our collective expertise, energy and ideas to secure long term investment for our town.

Weston BID proves what can be achieved when we work together to solve issues and grasp opportunities. We could not have delivered the many achievements set out in this business plan without the support of you, our levy paying businesses, as well as the time and dedication given by BID directors, steering group members and other business leaders in Weston. We thank you for your support and your feedback, as well as the many new ideas you have put forward for the next five years.

You have given us lots of positive feedback and also indicated areas where we can improve including our communications with you and the support provided to promote your business. We have listened. Your views, together with your prioritised projects, have informed this business plan. I hope what you read resonates with you and that the proposals are ones that you will support when it comes to casting your vote.

A 'No' vote will mean that all projects and services that the BID delivers will come to an end on 31st March 2022 – no other organisation will have the capacity or resources to step forward and continue with the projects that you have prioritised.

Please have your say and vote 'yes' in the postal ballot by 9th December. Look out for your ballot paper which will arrive on or around 9th November and if you can vote early, please do so.

While our resources may be modest, it is the strength of the business community working together through the BID that gives us the chance to improve what we have; the next few years will be important in the development of Weston as we work together with our partners to ensure Weston gets the recognition it deserves.

Together we are a stronger voice, and we can look forward to more shared success, bringing future opportunities, and continuing to fulfil our vision of making Weston a great place in which to work, live and visit.



Paul Batts

Chair of Weston BID
and Weston BID
Steering Group

Owner of
Outdoors & Active

WHAT IS A BID?

Weston BID is a business led initiative supported by government legislation which gives businesses the power 'to raise funds locally to be spent locally' on improving a defined commercial area.

Businesses are consulted on what additional improvements they want to make and how they are going to manage and deliver those improvements, all of which goes into a business plan along with a budget.

A BID is created when the majority of business ratepayers within that area vote to support the business plan and to invest collectively via a levy based on the rateable value of the business premises. Many businesses view their BID levy as an investment rather than a cost.

There are now 322 BIDs across the British Isles. The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline service provided by them.

Weston BID first became operational in April 2012 investing levy payer's money into Weston. During the past two terms we have worked with you and our partners to deliver a wide range of positive achievements for our town. These are set out in this business plan.



EXECUTIVE SUMMARY

This document provides a summary of the achievements of the Weston BID over the last 10 years and also sets out the operational and financial plans for the coming five years, for a third term of the BID that covers 2022 to 2027.

Activity and projects over the last five years have included those around safety, security and the streetscape, marketing and events and also support for businesses.

Since April this year, the BID team have been consulting with businesses in the BID area to gather feedback and views on work over the last few years and also to glean views on a third term of the BID. Consultation has included surveys, both hard copies sent to business and emailed, alongside phone calls and meetings with businesses.

40% of all BID levy payers engaged with the consultation from a cross section of the geographic area of the BID and also by sector. Of those who completed the survey, 78% said they would vote 'yes' to the BID when the voting ballot takes place later this year.

The vision for Weston BID 2022-2027 is: 'Working together to make Weston a great place in which to work, live and visit!' and this vision was supported by 90% of survey respondents. Taking account of all feedback received, three themes have emerged for the delivery of BID3: Safety, Security & Streetscape; Marketing & Events; and Business Support. More information about specific projects and activities within these themes are detailed within this document, including the costs and how BID levy payer money will be spent.

How the BID is managed and governed is detailed within this business plan, explaining the relationship between the legal entity of the Weston Town Centre Partnership and its management of BID funds. There is a genuine opportunity for new businesses to engage with a new BID for the town and to shape the future together.

Partnership working is also key to the continuing success of a BID in Weston and a third term of the BID will see even greater strides in achieving efficiencies and leveraging new funds by working together with others, such as the SuperWeston Placemaking Initiative involving key organisations involved in the town.

All BID levy payers will receive a postal ballot in November and the result will be declared on the 10th December 2021. There are BID regulations in place to ensure an independent ballot process and a majority 'yes' vote will mean the continuation of a BID in Weston in accordance with projects outlined in this plan, based on feedback. By businesses voting 'no' the proposed projects will not be delivered and Weston BID will cease to operate from 31st March 2022 with the loss of all associated funding and well regarded BID projects such as the Street Wardens and more.

Read on to find out more about the opportunities a new BID can bring to Weston for the benefit of all who live, work and visit and how your business can make a difference.

HIGHLIGHTS FROM OUR SECOND TERM

SAFETY, SECURITY & STREETSCAPE

- Our team of daily street wardens and clean warden patrols have visited 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.
 - 3500 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 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 Pub Watch Scheme assisting the group with banning notices, incident recording and intelligence.
- Installed and maintained over 80 hanging baskets and 25 raised planters – all cared for by the wardens using over 35,000 litres of water over the season. Won Silver Gilt and Gold in Britain in Bloom Awards since 2013.
- Worked 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 and late-night shopping entertainment.
- Facilitated 4 Eat Weston Festivals and annually, assisted event organisers to put on the Air Show & Armed Forces Weekend, Weston Pride, Remembrance Sunday, Weston Carnival, Weston Flower Show and many more. All event providers engaged via Weston BID have to agree not to use single use plastic in line with Weston being an Approved Plastic Free Community.
- Supported the official tourism website www.visitwestonsupermare.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- www.superweston.net. 'The Opening' video had over 22,000 views and nearly 500 shares and was also featured on the 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 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, an exciting collaboration between Weston BID and Weston College recently launched enabling websites to be completed for levy paying businesses; 20+ 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)

“

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.

**Abi Ewles, Owner
VINTAGE ABS BOUTIQUE**

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OUR THIRD TERM CONSULTATION - WHAT YOU SAID



During July 2021, Weston BID undertook a comprehensive consultation process with the circulation of their third term questionnaire sent as a hard copy to circa 450 businesses locally and to head office addresses where appropriate.

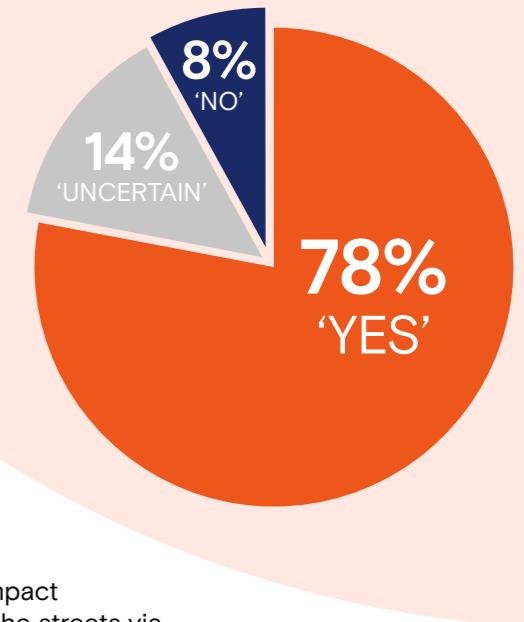
Levy payers were given the opportunity to complete the survey in hard copy format or virtually via Smart Survey. Email reminders were also sent both locally and nationally throughout the consultation phase and businesses were contacted individually for their responses via:

- One-to-one meetings with business owners & managers
- Phone calls and emails with businesses both locally and with national estate managers

THE RESULTS

40% of levy payers actively engaged with the BID consultation process giving valuable information about how the levy income should be spent. Engaged businesses comprised a good cross section of business sizes and types from across the BID boundary to include shops, offices, charities, hotels, restaurants, cafes, pubs and the public sector including those who pay the least and most levy contributions.

Of those who completed our survey, 78% said they would vote 'yes' to the BID with 14% uncertain and 8% who would vote 'no'.



WHAT YOU SAID ABOUT THE IMPACT OF WESTON BID

You told us that work of Weston BID over the past years has had a positive impact on the town and particularly complimented the visible security presence on the streets via the BID funded wardens along with shared intelligence on criminal activity and anti-social behaviour, both considered vital from the feedback we received.

Indeed, the **'Safety, Security and Streetscape'** theme was ranked as the number one priority for the BID to continue delivering during its third term so this is where the majority of our levy funds will be directed. Our **Marketing & Events** and **Business Support** themes scored equally. You told us that we need to strengthen our Weston marketing offer including supporting the promotion of your business and our overall communication with you. So we intend to do this. From your comments, it's clear, you also support Weston BID working closely with key stakeholders bringing the business voice to the table to influence positive change for our town.

Your valuable feedback has been taken on board in determining the focus for BID 3 and has influenced the selection of project and services alongside the corresponding budget, to be delivered over the next five years.

The projects and services identified by 95% of survey respondents as 'Essential' or 'Important' all fall under each of the three main themes and have been included within the business plan.



WHAT WILL BE KEY TO BID 3?

► Keeping Weston Safe, Secure & Attractive

We will continue employing our popular street wardens who patrol daily tackling crime, anti-social behaviour and handling cleanliness issues through our rapid response service. In fact, we will strengthen our security presence with an extended service into the evenings and ensure our patrols cover all areas of the boundary. We encourage all levy payers to get in touch if they would like our wardens to call into their business or have an issue they need to bring to our attention. We will also be making Weston attractive through the provision of hanging baskets and planters.

► Driving footfall

You told us that driving footfall into Weston through marketing, PR and events is a key priority so this will be a significant part of our BID 3 offer. Like you, we want to make sure Weston businesses thrive, not just survive, and we will be working with our partners to pool our resources to bring more visitors to Weston. We will do this through marketing campaigns, events and entertainment that are most likely to see a return on investment for our levy paying businesses.

► Supporting all businesses

We want all businesses to benefit from being part of our BID, irrespective of sector or location, so this means we will be reassessing where we deliver our

projects and services. We welcome your feedback. During BID 3, we will be providing a PR resource to ensure your business is promoted through various digital channels as well as providing opportunities to access grants.

► Improved communication with you

We will be in contact with you more often and alongside regular newsletters to keep you informed of BID projects and opportunities, we will hold levy payer meetings so that you have the opportunity to talk to us. We want to be more visible, proactive and hands on in Weston on a day-to-day basis and will realign team roles and schedules to ensure that a BID team member is more available on the ground for face-to-face support and advice. This is your BID and we want you to help shape what we do - if you want to be more involved, for instance on our Steering Group or more informally, do get in touch.

► Monitoring what we are doing

We want to make sure that the money we spend is making a difference in the areas that matter to you. We will be using a range of monitoring tools to check the effectiveness of the work being carried out, as well as ensuring that we are meeting the objectives outlined in this plan. We will also be staging regular surveys to invite your feedback and to ensure that businesses feel they are getting value for money. We welcome feedback at any time on how we are doing.



► Working in Partnership

We will be increasing our partnership working with key statutory bodies including North Somerset Council and Weston Town Council alongside other key stakeholders to fulfil our vision of making Weston a great place to work, live and visit.

Collaborative working and a vision for Weston - for the last 10 years, the BID has worked in partnership with others to achieve more together, collectively. The third term of the BID will see this enhanced further with SuperWeston - a 10-year vision for the regeneration of the town that is already underway in starting to deliver a placemaking strategy with investment behind it, to re-imagine and repurpose Weston as a thriving place to live, work and visit.

SuperWeston was initiated by North Somerset Council in 2020 with the BID as a key partner at both a strategic and operational level. SuperWeston enables existing BID partnerships with the Town Council, Chamber of Commerce, Weston College and others to work together to better promote and market the town.

Weston has a rich and diverse offering and the businesses within the BID area will be supported with professional marketing campaigns and activities to better promote Weston to both residents and visitors; increasing footfall, encouraging and supporting shopping local and showcasing the established business community.

With the prospect of significant funding available via North Somerset Council, the BID will also form a key role within SuperWeston to encourage and increase new investment in the area over the next five years during its third term.

Through the BID and SuperWeston partnership, all BID levy payers will be able to give feedback and influence the short-term plans, and longer-term vision for the regeneration of Weston.

Your feedback has shaped this final business plan and the projects and services Weston BID plans to deliver in its third term.



I am delighted with the combined achievements so far between North Somerset Council and the Weston BID. Over the last 10 years both organisations have worked together to secure significant investment in the town as a result of having a BID. I fully support the renewal of the BID to ensure, with the involvement of other key partners such as the Town Council and the business community, we can work together to fully maximise the opportunities we all now have within 'SuperWeston' - our ambitious placemaking initiative to re-imagine and repurpose Weston-super-Mare to become a thriving place to live, work and visit.

Alex Hearn, Assistant Director
PLACEMAKING AND GROWTH
NORTH SOMERSET COUNCIL



OUR TOWN, OUR VISION, AIMS AND OBJECTIVES



OUR VISION

SUPPORTED BY 90%
OF RESPONDENTS

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

BID AIMS AND OBJECTIVES FOR THE 3RD TERM

1

To provide a safe, secure and attractive town centre environment for visitors and business owners through tackling crime and anti-social behaviour, assisting partners to keep streets clean and tidy and providing seasonal planting - theme 1, Safety, Security & Streetscape

2

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 - theme 2, Marketing & Events

3

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 - theme 3, Business Support.

COVID-19 STATEMENT

As this business plan goes to print, we remain in a pandemic which started in March 2020 and has caused widespread economic and social hardship and continues to create issues and challenges for the everyday life of our businesses. Weston BID has rapidly adapted to ensure that businesses were supported throughout the pandemic including a reduction in the levy for two consecutive years and will continue to provide and adjust that support according to the needs of businesses.

THE BID PROJECTS



SAFETY, SECURITY & STREETSCAPE

'To provide a safe, secure and attractive town centre environment for visitors and business owners through tackling crime and anti-social behaviour, assisting partners to keep streets clean and tidy and providing seasonal planting'

Our consultation clearly demonstrated that this remains a vitally important project for our levy paying businesses. This theme ranked as your top priority overall and hence we intend to allocate more than half of our levy income towards this so we can also enhance our warden presence. Given the importance of safety & security, we will partner up with other agencies to achieve cost efficiencies in this area to ensure your levy payer investment goes further. Discussions are already underway on how this can be achieved from April 2022.

All the individual projects under this theme scored over 90% in terms of being 'essential' or 'important' with wardens, radio link, intelligence sharing, child safe and our accredited safe partnership all being ranked as 96%.

- 1 Continued employment of BID funded security wardens working 7 days a week, 364 days a year cracking down on crime and anti-social behaviour and assisting partners to keep the streets clean through our rapid response service and tackling shoplifting reducing business stock loss. We will resume our service into the evenings operating until 11pm on Fridays and Saturdays. [CONTINUE](#)
- 2 Continue our Purple Flag Accreditation for the effective and innovative management of the night-time economy enabling Weston to promote a safe evening experience. [CONTINUE](#)
- 3 Monthly radio link meetings to share intelligence on criminal activity and anti-social behaviour with businesses and other key partners and co-ordination of the radio link scheme. [CONTINUE](#)
- 4 Crime database where incidents/ID of shoplifters are uploaded to a central system for shared use. [CONTINUE](#)
- 5 Working with the night-time economy through Pubwatch meetings providing banning notices, incident recording and intelligence. [CONTINUE](#)
- 6 Child-safe system operated to reunite lost children safely and quickly using wristbands. [CONTINUE](#)
- 7 Security audits of business premises to prevent crime. [NEW](#)
- 8 Accredited town safe partnership allowing liaison between partners to share information and create a safer Weston. [CONTINUE](#)
- 9 Provision, maintenance and watering of town centre floral displays and hanging baskets supporting Weston's Britain in Bloom entry. [CONTINUE](#)
- 10 Supporting owners and tenants of business premises through grants for shutter enhancements and working with agents to promote empty shop units to new tenants. [NEW](#)

MARKETING & EVENTS

'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'

You told us just how important it is to you that we promote Weston as a town through a range of initiatives including marketing campaigns and driving footfall in via events. Marketing to our local Weston residents as well as our Christmas activities were both considered 'essential' or 'important' by 96% of our survey respondents.

Driving footfall into Weston is understandably a priority as is raising the profile of our town.

Despite the digital era, there is still a high degree of support for hard copy publications so whilst we will utilise modern digital channels, we will still publish guides and maps but will also be mindful of the need to adapt and to minimise our impact on the environment.

We will deliver and fund this theme in conjunction with partners, commissioning marketing expertise where appropriate and pooling resources to increase the value of the funding allocated towards Marketing & Events throughout the five-year term.

- 1 Additional footfall sensors capturing data on visitor numbers, visitor movements and dwell time – valuable intel to be shared with businesses. [ENHANCE](#)
- 2 PR/advertising campaigns with articles in local, regional and national printed media and TV/Radio featuring local businesses where possible. [ENHANCE](#)
- 3 Marketing campaigns to encourage residents to shop locally using social media as well as traditional marketing methods. [NEW](#)
- 4 Marketing campaigns to encourage overnight stays/off season visits. [NEW](#)
- 5 Publishing and distributing Weston publications across Somerset to accommodation providers and Tourist Offices. Digital formats where appropriate. [NEW](#)
- 6 High quality videos like 'The Opening' produced of Weston featuring levy paying businesses. [ENHANCE](#)
- 7 Support for organisations running events in Weston e.g. promotion, support with road closures etc. [CONTINUE](#)
- 8 Support events e.g. regular street entertainment or street art. [NEW](#)
- 9 Organisation of the Christmas lights switch on and late-night shopping entertainment. [CONTINUE](#)

BUSINESS SUPPORT

'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'

You told us how important it is that we support you in promoting your business as well as the town, that we help you access grants and find ways to save money.

Most of all, we heard that you welcome an opportunity to have closer engagement with the BID; 91% of respondents said that quarterly networking meetings were a priority so these will be introduced in the third term alongside more concerted face to face engagement overall and regular newsletters.

It's important that we use the power of the BID working as the collective voice of businesses to lobby for change and 91% of respondents rated this as 'essential' or 'important'. We will be the business voice at the table in strategic discussions around the future of Weston and the place shaping agenda.

This theme can be flexible and is partly up to you to tell us what support you need and when.

- 1 Campaigns and business to business promotions to highlight businesses that offer services e.g. professional services. [NEW](#)
- 2 Promotion of Weston levy paying businesses via social media channels such as Facebook, Twitter and Instagram. [ENHANCE](#)
- 3 Working with partners to deliver and monitor the Weston Town Recovery plan. [CONTINUE](#)
- 4 Business cost reduction saving our levy payers thousands by facilitating the switch to cheaper utility deals and tariffs. [CONTINUE](#)
- 5 Website support for levy paying business through the BID's partnership with Weston College Space Bar. [NEW](#)
- 6 Lobbying on your behalf on the things that matter to your business to improve the Weston trading environment and your trading prospects. [ENHANCE](#)
- 7 Sponsor of Chamber of Commerce Business Awards shining a light on levy paying businesses. [CONTINUE](#)
- 8 Supporting your business to sustain and grow via signposting to advice, grants, mentoring, training or something else. Through working with Weston College, levy payers will also be able to access support needed for their business, for instance on developing brands, visual merchandising etc. Weston BID will also develop grant schemes to support you. Tell us what you need. [ENHANCE](#)
- 9 Hosting quarterly networking meetings with levy payers. [NEW](#)
- 10 Involvement in Placemaking task force at a strategic and operational level representing the needs and delivering benefits to business. [ENHANCE](#)



WHAT IS THE COST TO YOUR BUSINESS

Weston BID is projected to raise circa £247K per annum based on 1.5% of the rateable value of all premises with a rateable value of £7,500 or over, approximately 450 levy payers.

The chart below shows some typical contributions based on a 1.5% levy:

Rateable Value of Property	Annual Levy	Weekly cost
£7,500	£113	£2.16
£10,000	£150	£2.88
£15,000	£225	£4.33
£25,000	£375	£7.21
£50,000	£750	£14.42
£100,000	£1,500	£28.85
£200,000	£3,000	£57.69
£300,000	£4,500	£86.54
£500,000	£7,500	£144.23
£1,000,000	£15,000	£288.46
£1,300,000	£19,500	£375.00

North Somerset Council will contribute £20,472* per annum from their 17 hereditaments generating £102,360K over a five-year term, money for Weston that simply won't be available if the BID doesn't proceed. (*correct at the time of publication)

The current Weston BID term comes to an end on 31st March 2022.

Voting 'Yes' means that this business plan can be delivered and together we can achieve our vision for Weston over the next five years.

WESTON 2022-2027 INDICATIVE BUDGET

Income	2022-23	2023-24	2024-25	2025-26	2026-27	Total (all years)
Levy Due at 1.5% (0% inflation)	259,998	259,998	259,998	259,998	259,998	
95% collection	246,998	246,998	246,998	246,998	246,998	
Total Income	246,998	246,998	246,998	246,998	246,998	1,234,991
PROJECT THEME 1 Safety, Security and Streetscape						
Street Wardens 150 hours pw + 2.5% year on year	112,866	115,688	118,580	121,544	124,583	593,261
Equipment budget	1,000	1,000	1,000	1,000	1,000	5,000
Childsafe	1,000	1,000	1,000	1,000	1,000	5,000
Purple Flag	1,000	1,000	1,000	1,000	1,000	5,000
Crime Intel Database	1,200	1,200	1,200	1,200	1,200	6,000
Floral displays	4,000	4,000	4,000	4,000	4,000	20,000
Rough Terrain Vehicle	4,000	4,000	4,000	4,000	4,000	20,000
Repairs & Maintenance	1,750	1,750	1,750	1,750	1,750	8,750
Shutter enhancements	2,500	2,500	2,500	2,500	2,500	12,500
Sub Total: Safety, Security & Streetscape	129,316	132,138	135,030	137,994	141,033	675,511
PROJECT THEME 2 Marketing & Events						
Marketing, PR and Events	40,000	40,000	40,000	40,000	40,000	200,000
Footfall sensors	3,500	3,500	3,500	3,500	3,500	17,500
Sub Total: Marketing & Events	43,500	43,500	43,500	43,500	43,500	217,500
PROJECT THEME 3 Business Support						
Cost reduction scheme & liaison	3,000	3,000	3,000	3,000	3,000	15,000
Spacebar Support	5,000	5,000	5,000	5,000	5,000	25,000
B2B Communications, PR & Socials	10,000	10,000	10,000	10,000	10,000	50,000
Business Support Grants	4,000	4,000	4,000	4,000	4,000	20,000
Business Awards	500	500	500	500	500	2,500
Sub Total: Business support	22,500	22,500	22,500	22,500	22,500	112,500
Delivery and Running Costs	30,000	30,000	30,000	30,000	30,000	150,000
Contingency	6,500	6,500	6,500	6,500	6,500	32,500
Collection Costs	9,000	9,000	9,000	9,000	9,000	45,000
Sub Total: Delivery & Running Costs	45,500	45,500	45,500	45,500	45,500	227,500
Total Expenditure per annum	240,816	243,638	246,530	249,494	252,533	1,233,011
Sub Total (plus or minus)	6,182	3,360	468	-2,496	-5,535	1,980

BID DELIVERY AND RUNNING COSTS AND RESERVES - BID delivery and running costs including the officer team are 12% of overall levy income. The BID also utilises Weston Town Centre Partnership officers to add value to the delivery of BID projects and services accounting for the modest BID running costs. In effect, this is an in-kind contribution. Any reserves at the end of March 2027 will be carried forward into the next term.

ALTERATIONS POLICY - The BID projects, costs, timescales and budgets can be altered subject to BID steering group approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary subsequent to the boundary shown in this business plan or to the levy rate would require an alteration ballot.

LEVERING IN ADDITIONAL INCOME - Weston BID will work proactively with statutory partners and other stakeholders to pool resources, secure grant funding, sponsorship and other income to maximise the impacts that can be delivered across all three project themes throughout the five-year term. Discussions have already started regarding the co-funding and co-delivery of appropriate projects that will not only add value but also create efficiencies to be implemented from April 2022.

GOVERNANCE AND MANAGEMENT OF THE BID

THE BID PROPOSER

The BID proposer is Weston-super-Mare Town Centre Partnership Ltd (WTCP), a not-for-profit company limited by guarantee set up in 1998 (registered in England and Wales company number 03612818) to oversee town centre management activities in Weston including Weston BID, the radio link scheme, area officer support and annual events such as the armed forces.

Our Board of Directors is comprised of people who run and operate businesses or services in the town centre.

CURRENT DIRECTORS OF WTCP:

John Brentnall	Wards Solicitors & Chair of WTCP
Dorothy Aggasiz	Weston Town Council
Paul Batts	Outdoors & Active
Mike Bell	North Somerset Council
Mark Canniford	North Somerset Council
Tim Lamb	McDonalds
Gail Parsons	Vanguard Security
Robert Payne	Weston Town Council
Sam Walker	Walker & Ling
Jon Walton	Sovereign Shopping Centre
Sonia Russe	Weston Town Council

Whilst WTCP is legally and financially responsible for the BID and delivering the business plan through the next term, the BID Steering Group will monitor the day-to-day management working closely with the BID officer team who are employed to deliver the business plan.

WESTON BID STEERING GROUP

Weston BID Steering Group is representative of the levy payers and other key stakeholders across the Weston BID boundary with Directors from WTCP, senior officer representatives from North Somerset Council, levy paying businesses by sector and geography as well as representation by the Town Centre & BID Manager. The Steering Group is always chaired by a levy payer representative.

Levy payer membership is reviewed every two years and elections are held; should a vacancy become available within a levy payer's term of office, the WTCP Board, in consultation with the BID Steering Group, can appoint a new levy payer. There are also places on the Steering Group for co-opted members who bring specialist expertise to the BID.

Weston BID is always interested in hearing from levy payers who wish to be involved and intends to extend the number of places available on the Steering Group in BID 3; this will strengthen Weston BID and enable more levy payers from different business sectors to influence activities and

ensure all business interests are represented.

CURRENT MEMBERS OF BID STEERING GROUP

Paul Batts	Chair & Outdoors & Active, BID Representative
Tim Lamb	Vice Chair & McDonalds, BID Representative
Nigel Briers	Proud Bar, BID Representative and Pubwatch
Michelle Michael	The Grand Pier, BID Representative
Sam Walker	Walker & Ling, BID Representative
Sophia Michael	Winstons, BID Representative
Rachel Lewis	North Somerset Council - Placemaking
Sara Pacey	North Somerset Council - SuperWeston
Caroline Darlington	Weston Town Council (Visit Weston)
Gemma Harper	Avon & Somerset Constabulary
Jon Walton	Sovereign Shopping Centre & Marketing Lead
Steve Townsend	Town Centre Manager & BID Manager

Levy payers have the opportunity to be represented on the Steering Group subject to places being available and attend formal open meetings of WTCP if they wish. Accounts are independently prepared each year and copies are available on request. Further information on the governance of WTCP and Weston BID Steering Group is also available to levy payers.

The Local Authority, North Somerset Council, is in full support of Weston BID's business proposals for a third term and has received this business plan in line with the legislation. The Secretary of State for Communities and Local Government was formally notified of Weston BID's intention to hold a BID ballot for its third term on 24th May 2021. In accordance with BID regulations, on 16th September a further letter was sent to North Somerset Council, formally requesting the BID proposals to be put to a ballot.



COMMUNICATIONS

We are your voice at the table. Our Town Centre & BID Manager can be contacted by either phone or email and our BID Steering Group comprising business representatives are always open to hearing your feedback or ideas.

We will also issue regular newsletters and updates to keep you informed of projects and services and will communicate via social media including Facebook and Twitter. We are keen to hear from you too and be alerted to problems that we may be able to solve for you or anything that could disrupt the smooth running of the town.

In BID 3, quarterly levy payer meetings will be held where we will report our performance to you and allow you to give feedback directly to the BID team and steering group. The agenda for these meetings will cover the following:

- Quarterly financial review
- Monitoring of projects
- Details of forward plans
- Access to footfall data
- Key stats that matter to businesses.
- Savings for businesses (procurement etc)

Annually, with your bill, you will receive information on how your levy has been spent. Levy payers will be invited to attend our annual general meetings and entitled to be nominated to become a Board Director or Steering Group representative subject to available places.

PERFORMANCE AND MONITORING

We want to measure the impact of everything we do to make sure that the money we spend is making an impact in the areas that matter to you; all money raised in Weston will be spent in Weston for the benefit of our Weston businesses. We want you to see a return on your investment. As well as supporting on the ground improvements, being part of the BID also gives our local businesses a stronger voice and more influence.

We have detailed how we will monitor performance for our project themes which will include how many people are using our car parks, media coverage, website and social media visits and interaction. This will enable us to keep abreast of how Weston BID is performing and what we need to do to remain competitive.

Most importantly, we will be asking you how we are doing and welcome your feedback. An annual survey of BID levy-payers will take place to invite your feedback and to ensure that businesses feel they are getting value for money. Weston BID will also undertake a mid-term review of its delivery against the business plan.

KEY PERFORMANCE INDICATORS

- Number of direct warden interactions
- Amount of stock loss reduced
- Number of radio link users with communication to our wardens
- Number of children reunited through the Child Safe scheme
- Level of cleanliness of Weston and bags of rubbish removed
- 'Before' and 'after' pictures of problem areas
- New or refurbished business premises across the town as a result of grants
- Amount of intel shared
- Retention of Purple Flag accreditation
- Number and quality of planters and hanging baskets
- Number of security audits carried out
- Website and social media analytics on views and social reach
- Value of PR generated by the BID's PR and Marketing campaigns
- Number of guides distributed
- Number of articles published or videos made and their impact
- Media coverage
- Footfall counts from events held
- Number of events supported and the impact on businesses
- Impact of levy payer PR and Marketing
- Levy payer feedback on support given
- Number of business representations made and their impact
- Value of grant funding secured
- Amount of funding saved for businesses through cost savings
- Number of business websites supported through the BID's partnership with spacebar
- Number of levy payers attending networking meetings and giving feedback



WHAT YOU NEED TO KNOW

THE BID BALLOT

1. The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (25th October 2021) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot.

For the BID to be approved, two tests need to be met:

- a) More than 50% of those voting must vote in favour.
- b) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast.

Under the legislation, if these conditions are fulfilled, payment of a levy of 1.5% of rateable value each year for five years until 31st March 2027 becomes mandatory for all eligible businesses of £7,500 rateable value or over regardless of how they voted.

THE BID LEVY

1. The levy rate to be paid by each hereditament or rateable premises with a rateable value of £7,500 (lower threshold) or more will be calculated at 1.5% of its rateable value p.a. using the 2017 ratings list until such time as this list is updated or a new system for calculations is in place that supersedes the 2017 ratings list. The maximum levy payable on a single hereditament will be £20,000 p.a. (upper threshold). The first BID levy under the third term will be due on 1st April 2022 with subsequent levies due each year until 31st March 2027. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check www.voa.gov.uk
2. Under the BID regulations, North Somerset Council will be responsible for collection of the levy on behalf of Weston BID and these arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single instalment, kept in a separate ring-fenced account and transferred to Weston BID on a regular basis. North Somerset Council charge a collection fee for this service as outlined in the budget.
3. Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.
4. Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished and it has a rateable value on North Somerset Council's ratings list, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.
5. Charities and non-profit making organisations will also be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.
6. The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.
7. Exemptions, reliefs or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.
8. The BID levy will be calculated using the current ratings list; at the beginning of the third term this will be the 2017 Non-Domestic Ratings list.
9. The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st March 2027, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.
10. The ratings list will be updated for any changes in ratepayer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful rateable value appeals but changes in values will be reflected by a corresponding change to the billed amount at the next billing cycle.
11. The levy will be charged annually in advance with the ratepayer listed on the Council's ratings list liable to pay the BID levy on the day the bill is issued, known as 'chargeable day'; no refunds are given if liability changes until the next billing.
12. Services provided by statutory organisations within Weston that have a correlation to the projects that the BID will deliver have been documented and can be seen at www.westonbid.co.uk/renewal-ballot. The purpose of this is to ensure that Weston is adding value to current service provision and supporting businesses rather than replacing or duplicating existing services. An agreement in principle, subject to a successful 'yes' vote, has been reached with North Somerset Council and Weston Town Council that these baselines will be reviewed each year and that issues associated with local baselines will be reported to Weston BID as and when they occur.

WHERE WILL THE BID OPERATE?

Weston BID operates within the definitive boundary shown on the map which includes the following streets, either in whole or in part. Please note that the street list is not exhaustive and should be considered alongside the boundary map which shows the parameters of the BID boundary:

Alexandra Parade	Orchard Place
Alfred Street	Orchard Street
Alma Street	Oxford Place
Back Street	Oxford Street
Beach Lawns	Palmer Row
Beach Road	Palmer Street
Boulevard	Post Office Road
Bristol Road Lower	Poplar Place
Burlington Street	Prospect Place
Cambridge Place	Regent Street
Camden Terrace	Richmond Street
Carlton Street	Royal Parade
Cross Street	Salisbury Terrace
Central Walk	South Parade
Church Square	St James Street
Francis Fox Road	St Margaret's Terrace
Gloucester Street	Station Road
Grove Road	The Centre
High Street	Town Square
Hopkins Street	Union Place
Kings Lane	Union Street
Knightstone Road	Victoria Square
Locking Road	Wadham Street
Lovers Walk	Walliscote Grove Road
Lower Church Road	Walliscote Road
Marine Parade	Waterloo Street
Meadow Street	Wellington Place
North Street	West Street
Old Post Office Lane	York Street

“
I find BID an essential asset to local businesses.

I have managed McColls shop on the high street for nearly 5 years and the support and good information given to myself and colleagues is remarkable.

It allows us to trade with knowledge and allows for a safer environment as we know who could potentially be trouble.

The Street Wardens are a true asset to local business and have attended many incidents quickly and efficiently. I have witnessed them on many occasions dealing with a wide variety of incidents from theft, assault, fighting, aggression, their cool calming effect have de-escalated many a situation.

I have seen peoples lives be saved by their quick responses. They bring all local businesses together. We are not on our own, we are a team that want to see locals and tourists enjoying our town.

They are a security blanket to our business and colleagues allowing us to feel safer and more settled. We are also their eyes sometime and we all work as a strong alliance.

There is a lack of Police presence on the High Street. I understand they are stretched but we would be open to more thefts and abuse if it wasn't for Simon and his team.

Disc is also an added bonus as it allows us to be aware of possible trouble makers, it is easy to use and easy to report incidents.

Long live BID! 😊

Penelope Drury, Manager
MCCOLL'S CONVENIENCE STORE”



WHAT HAPPENS NEXT? WSM

OCTOBER 2021

Voting list is prepared to ensure that ballot papers reach the correct recipient.

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

Notice of ballot to be issued on 25th October 2021

NOVEMBER 2021

Ballot paper to be despatched on 8th November 2021 signifying the start of the 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.



WHAT HAPPENS IF I VOTE YES?

A 'yes' vote means that Weston BID can continue delivering services and projects that businesses have said are important to them.

THAT MEANS:

- ✓ Security wardens operating daily keeping the streets safe and clean cracking down on crime and anti-social behaviour
- ✓ Marketing of your business and your town through PR, campaigns and social media
- ✓ Christmas activities and facilitation of events driving footfall into your business
- ✓ Opportunity to influence the wider place shaping work taking place in Weston
- ✓ Improved trading environment with a cleaner, tidier and more attractive Weston
- ✓ Opportunity for your business voice to be heard and action taken on the things that matter to you
- ✓ Money saved through reduced stock loss, our cost savings service and access to business grants

WHAT HAPPENS IF I VOTE NO?

A 'no' vote means that none of the projects outlined in the business plan will be delivered and Weston BID will cease to exist from 1st April 2022.

THAT MEANS:

- ✗ No security wardens patrolling Weston every day to support your business
- ✗ No marketing or PR campaigns for Weston or promotion of levy paying businesses
- ✗ No Christmas events, support for existing events or facilitation of new events
- ✗ No organisation to represent your interests, fight your corner or work with partners to secure the best deal or additional resources for Weston

DON'T MAKE THE MISTAKE OF THINKING ANOTHER ORGANISATION WILL PICK UP THE SHORTFALL.

TESTIMONIALS



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.

Kevin Williams, Lead Trade Manager
TESCO - Weston-super-Mare



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.

Sarah Francis, Manager
PROPER JOB SUPERSTORES LTD.



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.

Sam Walker, Owner
WALKER & LING



I am 100% behind the Weston BID – it's so important for the town. The support we get from the Street Wardens has undoubtedly made a huge difference to the LGBTQ+ community, in particular, supporting hate crime initiatives and the delivery of Weston-super-Mare Pride. The BID renewal is significant – make sure you support it.

Nigel Briers, Owner
PROUD BAR



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

John Bebbington, Owner
SIX FOR A FIVER



WESTON BID

GET IN TOUCH

Steve Townsend

Town Centre Manager & BID Manager

Spacebar, Unit 26, Sovereign Shopping Centre, High Street, Weston-super-Mare BS23 1HL

Tel: 01934 641174

Email: steve.townsend@wsmtcp.co.uk



www.superweston.net/westonbid

Remember to look out for your ballot paper arriving from 9th November 2021