

June 2011/Issue 1

**FIND out more  
and have YOUR say****Steve Townsend**  
Town Centre Manager

Hello, following on from our first publication 'BID Facts', welcome to your first newsletter. These are designed to involve you and keep you up to date with the progress being made as Weston town centre aims to become a Business Improvement District (BID).

The 'BID Facts' publication gives you greater detail, but in summary a BID allows businesses in a defined area to take control and improve their trading environment, by identifying and voting for additional services that they want delivered in the BID area. A BID in Weston town centre could make a real difference to you and your business.

We held a meeting on 11th May where we explained the BID scheme and process, and Suzy Johnson from Swindon told us about how the scheme works there and the benefits it has delivered to the town over the last 4 years.



Enclosed along with this newsletter is a questionnaire that offers you an opportunity to put into priority order those crucial components for a successful town. We need all businesses to complete this and to return it to us as soon as possible - please post back to our office, give me a call and I will collect or better still, bring it with you to one of your street meetings. When we have gathered all the feed-back from you and your colleagues we will analyse the priorities, develop solutions and put them into a BID business plan. This will be the scheme that you will vote on next year; so it is really important that you make sure your views count.

For the next steps and more information visit: [www.wsmtcp.co.uk/weston-bid.htm](http://www.wsmtcp.co.uk/weston-bid.htm)

**THE NEXT STAGE - BUSINESS MEETINGS**

Please do your very best to come along to one of these meetings (details listed opposite) and make your voice heard.

We need to build on the feed-back you gave us when we first started talking about BIDs last year. It is crucial that you tell us what the priority issues are that you would like to see addressed in any future BID plan. In June and July we shall hold a series of business meetings to hear your views on what you think Weston needs to do to help your business, and the town to thrive. You as business people know best what Weston needs to do to improve as a town and your profitability, and what we need to do to attract new customers to come here rather than Cribbs Causeway, Bristol or Taunton.

**Business Meetings**

*Each session will last approximately one hour & you are welcome to attend any one of them.*

**Blakehay Theatre,  
Wadham Street  
Thursday 23rd June  
12:30 to 13:30  
15:00 to 16:00  
17:30 to 18:30**

**Blakehay Theatre,  
Wadham Street  
Thursday 30th June  
12:30 to 13:30  
15:00 to 16:00  
17:30 to 18:30**

**McDonalds, High Street  
Thursday 7th July  
12:30 to 13:30  
15:00 to 16:00  
17:30 to 18:30**

**McDonalds, High Street  
Thursday 14th July  
12:30 to 13:30  
15:00 to 16:00  
17:30 to 18:30**

**For more information, why not visit our website:  
[www.wsmtcp.co.uk](http://www.wsmtcp.co.uk)**

**steve.townsend@wsmtcp.co.uk 01934 642404**

**Winter Gardens  
Royal Parade  
Weston-super-Mare  
Somerset BS23 1AQ**

**FIND** out more and have **YOUR** say

We are delighted that a number of business people in the town centre have already pledged their support for this scheme and have agreed to work with us as our BID ambassadors. We have profiles of some of them in this newsletter. If you are interested in joining them please give me a call.



**BID Steering Group Chair**  
 Tim Lamb, Director of Lambtrad Ltd, McDonald's Franchisee, Weston-super-Mare, Worle & Portishead  
 "Weston businesses need to take control of their destiny and not rely on other people to do it for them. A BID here will put control into our hands".



**BID Ambassador**  
 Gail Parsons, President, Weston & District Chamber of Trade & Commerce  
 "BID will allow all businesses within the scheme to say what they need to attract footfall and increase profitability, ranging from services to marketing. It has been proven to work in other Towns – Weston-super-Mare will thrive!"



**BID Ambassador**  
 Cllr Eifan Ap Rees, Deputy Leader, North Somerset Council  
 "BIDs work well in other towns and have really helped them to stay ahead of the game - I think this could work well in Weston if we all get involved".



**BID Ambassador**  
 Dean Smith, MD, The Property Source  
 "I think we should re-brand our town centre as Weston-super-Mall. The BID would enable us introduce the best practices offered by covered shopping centres, whilst capitalising on the uniqueness of our sea side position."



**BID Ambassador**  
 Dave Shepherd, Store Manager, Boots, Weston-super-Mare  
 "I am backing the Weston BID because there is no choice! As retailers large and small we can see what is happening to retail nationally - the BID means that at last we can take control locally and attract more customers to our businesses".

If you would like to know more about the meetings or the questionnaire or you would just like to chat about the Weston BID please contact me – Steve Townsend

For more information, why not visit our website:  
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