

WESTON

# BID News

2013 Quarter 4 - Issue 12



**BUSINESS  
IMPROVEMENT  
DISTRICT**  
Funded by Town Centre Businesses



## Working Together

### Message from the Chairman - Paul Batts



Summer seems such a long time ago now, but Weston did what it does best and took full advantage of one of the best summer holiday seasons I can remember for many a year. The lowweston visitor centre in the Sovereign Shopping Centre ensured that visitors and residents alike, were able to get all the information they needed to get the most out of their visit to our town centre.

Christmas is fast approaching and as the BID team are busy preparing to install the illuminations, I would like to outline some key dates for the festive period which are detailed below. We have an Elf theme to Christmas this year and pre promotion commenced with our float at this year's Carnival.

**28th November**, Italian Gardens 4pm to 9pm. Official Christmas Lights Switch-On (6pm) with the Town Mayor, VIP guest, Heart Angels & Father Christmas. Live music, entertainment and a spectacular firework display.

**5th December**, Late night shopping until 9pm. Elf Directors on hand, to help shoppers make the most of the town centre.

**12th & 19th December**, Elf Directors on hand again and "Come as yourself, go as an Elf" map printed in the Weston Mercury. Families are invited to the town centre on 14th/15th & 21st/22nd December between 11am & 4pm, to go on a festive trail around the BID area to collect all the items required to become an Elf! Trail completed, it's time to visit Santa's Grotto on the Grand Pier to collect graduation Certificates and your Elf name.

**20th & 23rd December**, Extended late night shopping hours at the Sovereign Centre until 9pm. As with the other late night shopping nights, parking is free to vehicles arriving after 3pm.

**Boxing Day and New Years Day** – Sovereign Shopping Centre open 10am to 5pm.

Event attractions will be providing festive family fun on Big Lamp Corner including a giant Snow Globe for that perfect family photo.

*Happy Christmas and a profitable New Year!*

#### Income - BID Levy

The most recent statement supplied by Liberata shows that 87% (£231K) 2012/13 and 85% (£224K) of 2013/14 BID Levy has been collected. Debt continues to be pursued via their enforcement team.



### Important Telephone Numbers:

**Street Wardens**  
07725 839234

**Clean Wardens**  
07725 839237

**Black Bags**  
01934 888802

**Anti Social Behaviour**  
101

**CCTV Direct**  
01934 634711

**MAKING IT COUNT**

## Marketing & Events

The [www.loveston.com](http://www.loveston.com) website has benefited from additional optimisation by New Minds and content management continues via Deborah Mathews – we still need businesses to take advantage of their free listing so that we have a comprehensive shopping guide - please email [deborah@successfulstays.co.uk](mailto:deborah@successfulstays.co.uk) for more information. The BID continues to work in partnership with Weston Town Council and we are in the process of planning a spring marketing & advertising campaign.

Love Weston are holding a Tourism Summit on Thursday 21st November at 7pm at The Blakehay Theatre. This is a free event for all local businesses, to find out what we have been doing since launch and our plans for the future. There will be guest speakers, a question and answer session, and the opportunity to network, following the event. If you would like to attend the event, please RSVP to [loveston@wsmtc.gov.uk](mailto:loveston@wsmtc.gov.uk) by 14th November.

Weston Fringe, sponsored by Weston BID, was well received in August and featured some great acts and entertainment, which benefitted both the day & night time economies. The Fringe Festival celebrates all types of arts – from comedy to face painting, from new plays to film and from stand up comedy to live music.

The BID supported, Weston Food Festival, took place over a two week period in September. The highlight of the event was the Festival Weekend which was held at the Winter Gardens and Town Square. The weekend generated 9,000 visitors who enjoyed an indoor & outdoor producers market, demonstration kitchens, real ale & cider bars, talks and tastings. We have already agreed to sponsor next year's event and the BID team will work with the organiser to make it a regional must see visit.

BID also teamed up with North Somerset Council & Parkwood Leisure to provide an awesome Halloween fright night. This was held on the Town Square and in the Winter Gardens and provided half term entertainment for 1,000's of children.

We are now looking forward to working on next year's events, which commence with a Spring Fashion Show.



# Weston Food Fest



**Street Management**

Shoplifting rates have dropped in Weston town centre over the summer by 15%, which has largely been attributed to the excellent work of the Street Wardens. The town is now renowned for being a place that it is very difficult to shoplift, with some stores reporting a 70 % reduction year on year.

CCTV has benefited from a major upgrade. The entire system has been rewired to expand the capability of adding more cameras in the future, which will use wireless technology. This will enable deployable cameras to be positioned on a temporary basis to monitor fly tipping hot spots for example.

The Crime Data Base which is used by radio link members to view photos and incidents that occur within the town centre has also been upgraded. The major benefit is a high resolution interface with smart phones & tablets. There are currently 41 persons banned from member's premises.

South West in Bloom Awards took place in September and Weston-super-Mare once again received a **Gold Award**. The wardens were congratulated on the quality of BID funded and maintained floral displays – which were the best the judges, had ever seen!

The BID team have also been working in partnership with agencies to tackle the ongoing problem regarding black bags. Over 250 warning letters have been issued to domestic properties following evidence being obtained from bag searches. Persistent offenders could be issued with a Fixed Penalty Notice.

Cross street banners have been installed in Grove Village and Orchard Meadows to provide localised identity for these bespoke areas. The project was made possible due to a successful match funding grant from the High Street Innovation Fund, which was administered by North Somerset Council.

BID branded litter bins have been installed in Orchard Meadows, as the area had been devoid of receptacles in the past. A number of the bins along the High Street will also be replaced.

**Access**

Event promotion was constant to coach companies over the summer. BID also joint funded a presence at the 2013 Coach & Bus Live Expo which was held at the NEC. This provided direct promotional opportunity to operators and drivers.

On street car parking commenced on 12th November 2012 and the Highways & Transport team at North Somerset Council, would welcome any comments from businesses regarding the project one year on. Please email: [on.street.parking@n-somerset.gov.uk](mailto:on.street.parking@n-somerset.gov.uk) with your observations, criticisms or recommendations.



**WESTON FRINGE FESTIVAL PRESENTS:  
COMEDY NIGHTS**  
@THE GEORGE AND DRAGON, ORCHARD STREET

<p><b>Saturday 24th August</b></p> <p>TIM O'CONNOR FITZ JOEY CANNON JOHN BROADFIELD BOB COLEMAN Tom Glover "A NATURAL STORYTELLER WITH DRACULATE TALENT"</p>	<p><b>Sunday 25th August</b></p> <p>IAN BOWDEN JOSE SADLER DAN HARBOTT WIZZY JANEW BEN HARRINGTON Mark Hurman "SHARP EGGHEAD FACTOR, GOOD DELIVERY AND TALKING A FIRST CLASS STARD UP"</p>
<p><b>Saturday 31st August</b></p> <p>DAVE CHAWNER LUKE MALLISON GEORGE RIDGEC MARK HURMAN WAYNE MCCORMICK SARAH BRIDGEMAN Jack Brown "WORDS OF TALENT AND A NATURAL IN THE STAGE"</p>	<p><b>Sunday 1st September</b></p> <p>CHRIS BETTS JON PEARSON RICK WOOD CHRIS NORTON WALKER JOY WAGSTAFFE John Poodal "BALLET COMEDY THAT KEPT THE AUDIENCE LAUGHING THROUGHOUT THE SET"</p>

**FREE ENTRY, 8PM START**



**WESTON FRINGE FESTIVAL 2013 PRESENTS:  
Grass Roots Comedy Night**



**MARK HURMAN  
SARAH BRIDGEMAN  
JACK BROWN  
and more...**



# Business Cost Reduction

Business Cost Reduction



## DRIVING DOWN BUSINESS COSTS

*Group purchasing is now available for Weston BID members. We are working closely with several key suppliers to bring you deals and discounts and save £££'s..!*

The Business Cost Reduction (BCR) continues to help Weston BID members save money on utilities, telecoms (including mobile), waste and insurance with the current running total of savings standing at an impressive £30,200.

A database has been produced to help keep track of contract renewal dates and to avoid automatic roll-over where a change of supplier has been indicated. If you are interested in having free, no obligation quotes for these services and to be included in the renewal database then please contact Martin Slade on 07887963878.

Savings Barometer

£40,000

£20,000

ZERO



# Business 2 Business

Business 2 Business

The Business 2 Business Weston-Super-Saver Key Ring scheme was started in February this year and was aimed at encouraging business owners and their staff to purchase locally within the Weston BID area. In total over 4000 key rings have been distributed and the offers page ([www.wbid.biz](http://www.wbid.biz)) has received in excess of 2000 visits representing approximately 1500 unique visitors.

Feed-back from businesses has been mixed with some fairing better than others. Generally it has been found that "lunchtime takeaway" types of business have done quite well, especially in the early days and businesses requiring higher ticket item purchases have had fewer customers.

With this in mind, Weston BID is pleased to announce the launch of the Weston-Super-Saver Key Ring scheme to the general public. The aim is to attract a much wider audience and encouraging members of the public to shop locally by offering local deals and discounts.

Weston BID is working in conjunction with the Weston Mercury to launch the New Weston-Super-Saver Key Ring scheme during November. There will be articles over 3 consecutive weeks to make readers aware of the scheme and encouraging them to collect 2 printed tokens to be exchanged for the new key fob from the Mercury office in town. If you would like to have an offer for your business included on the website, please email Martin Slade with the business name and offer wording. Key Rings are still available for Weston BID business owners and their staff on request.

There is a plethora of information that is updated on a regular basis available to Weston BID members. There are business and legislation update bulletins and Bid Steering Group (BSG) monthly meeting minutes that you can find on our website; just Google Weston BID. We also have regular updates on the social media platforms Twitter and Facebook with over 5000 people following Weston BID and numbers are growing daily. This is used to make updates on Weston BID issues and to raise the profile of events taking place in Weston-super-Mare. If you have an event you want publicising then please contact Martin Slade.

## QR Code For Smart Phones



Go to:  
[www.wbid.biz](http://www.wbid.biz)  
to view the  
current offers

For all your BCR needs, Weston BID have provided a single point of contact to streamline your enquiries and save you time.

Please contact Martin Slade, Business Liaison Co-ordinator on  
Mob: 07887963878 or Email: [martin\\_slade@wsmtcp.co.uk](mailto:martin_slade@wsmtcp.co.uk)

## WESTON-SUPER-SAVER

Follow on  
Twitter  
[@WestonBID](https://twitter.com/WestonBID)  
for updates