

WESTON

BID News

2014 Quarter 1 - Issue 13



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



Working Together

Message from the Chairman - Paul Batts



The Christmas illuminations have been put back in the box for another year and the festive period has brought a mixed result from the retailers that we have spoken with. Shoppers tightened their belts in October and November after splashing out during the summer heat wave. They only stepped up their spending in the final days before Christmas which for many businesses balanced out the sales figures versus last year. National spending surveys reveal that mid market retailing chains were 2.2% down, many of whom went into sales the weekend before Christmas with some offering up to 30% discounts. This of course needs to be balanced out with the inevitable increase of on line sales which increased 16.5% on last year. The winners this Christmas were the innovative retailers using click and collect and other approaches to make a virtue of both their website and their physical shops.

BID Steering Group

The tenure of our current BID Steering Group is coming to an end and it is time to nominate and subsequently elect, or re-elect, a business person from your area whom you wish to represent your business interests.

The group meets on a monthly basis and consists of 6 x representatives of the BID voters (one from each area), 2 x Town Centre Partnership Board members, 1 x BID Manager, 1 x Senior Officer from North Somerset Council and co-opted specialists such as the Police. The Chair and Vice Chair of this group will be selected from one of the 6 area representatives.

On the back page of this newsletter is a nomination form and a map detailing area boundaries. If your business is in area 1, please nominate (with their permission) someone with a business within that area. You may also self nominate and can re-nominate your current representative if you wish.

Please complete your nomination form by the **28th February 2014** and either post or hand deliver back to the Weston Town Centre Partnership, Winter Gardens, Royal Parade, Weston-super-Mare, BS23 1AQ.

Following the closing date for nominations we will hand deliver a numbered ballot form and invite you to vote for nominees in your area. The candidates with the most votes in each area shall be duly elected onto the BID Steering Group for two years.

The BID Steering Group have a vital role to play ensuring that your voice is heard and that issues relating to your trading environment are brought before a wider forum, so please send us your nomination.

Income – BID Levy

The most recent statement supplied by Liberata shows that 89% (£238K) 2012/13 and 89% (£229K) of 2013/14 BID Levy has been collected. Debt continues to be pursued via their enforcement team.

Budgets have been produced for the new financial year and we are pleased to report that we have been able to increase the Marketing & Events allocation to £61,500. This will include the recruitment of Marketing & Events Co-ordinator who will enable the delivery of an ambitious annual program.

Weston BID - Tel: 01934 642404 - Web: www.wsmtcp.co.uk/weston-bid.htm - Email: info@wsmtcp.co.uk

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 Love Weston brand marketing and advertising continued over the winter months and included a digital poster campaign at Birmingham International Airport, football guide adverts, poster sites at Sedgemoor & Taunton Deane Services and a banner at Cadbury Garden Centre. Love Weston representatives will also be attending the South West Group Travel Show in February and the Best of Britain & Ireland which is held at the NEC in March. The Explore Resort Guide has also been produced to promote our town in paper format, whilst the loweston.com website continues to grow hits and page views on a monthly basis.

A Love Weston marketing plan for 2014 has been produced. Key areas of activity will include additional features & sections within love weston website, joint work with Visit Burnham to increase coach business, production of packages to attract overnight visitors and continuation of destination marketing and advertising.

The BID team were again heavily involved in the November Carnival which as always generated 10,000's of visitors. The evening from an operational view point ran very smoothly and generated record breaking sales for many of our evening economy businesses. The BID entered a float to promote Christmas Shopping and pre-promoted the Elf Trail which proved popular over the two weekends before Christmas.

The BID team also worked very hard to ensure the timely installation of the Christmas Illuminations and provided an excellent Christmas Lights switch on event which was attended by 1,000s of potential shoppers. Great local talent was supported by brilliant bands which culminated with one of the best firework displays the town has seen.

We are now looking forward to working on this year's events, which commence with a Spring Fashion Week and Show which will take place in March.



Street Management

The Street Wardens were kept busy over the festive period and we maintained our position as a destination where it is difficult to shoplift. Working with the Police, CCTV and Radio Link members they were able to provide intelligence of potential strikes and make businesses aware when known shoplifters were approaching. The wardens also worked with the night time economy to ensure that the Christmas revellers behaved themselves and got home safely - the wardens now work until 2am on Saturday evening/Sunday morning.

There are currently 36 persons on the Radio Link exclusion list – if you would like a two week free radio trail please contact our Business Crime Reduction Co-ordinator, Dave Gwynne.

Preparations for summer floral displays have commenced and we will ensure that the town centre displays dovetail with Weston in Bloom. We will again be entering the South West in Bloom competition hoping to maintain our double gold winning streak.

Access

The Weston Package works have for the most part been completed and the project has eased traffic congestion at pinch points and peak periods. We are keen to see how the new road layout copes with our increased summer traffic but initial observations look positive.

Business Cost Reduction

The Business Cost Reduction (BCR) provided by Weston BID continues to be popular in reducing business costs, especially as utility bills continue to rise. Businesses are not generally subject to the new government initiatives to simplify billing, helping the general public access the cheaper tariffs, so it is increasingly important to check with your current suppliers. Please contact Martin Slade on 07887963878 for further details on a free, no obligation quote.

Business 2 Business

During November last year, Weston BID opened up the Weston-Super-Saver Key Ring scheme by distributing 4000 more key rings to the general public via a 2 week coupon collection in the Mercury, via the Heart Angels at the Christmas light switch-on event and via the O2 Angels (organised by Uplands Mobiles Ltd) during the "Small Business Saturday" promotion to encourage retail shopping in the independent retail sector. As a result of this promotional activity, visits to the special offers page of the Weston BID website increased 260% in November and December (c 300 unique visitors) over October.

Christmas 2013



WESTON BID STEERING GROUP NOMINATION FORM

Your Details		Your Nomination*	
Name	<input type="text"/>	<input type="text"/>	<input type="text"/>
Business	<input type="text"/>	<input type="text"/>	<input type="text"/>
Address	<input type="text"/>	<input type="text"/>	<input type="text"/>
Post code	<input type="text"/>	<input type="text"/>	<input type="text"/>
Email	<input type="text"/> @ <input type="text"/>	<input type="text"/> @ <input type="text"/>	<input type="text"/>
Phone	(<input type="text"/>) <input type="text"/>	(<input type="text"/>) <input type="text"/>	<input type="text"/>

* Please fill in as many details as possible. You may self-nominate if you wish.

I have consulted the person nominated above for the Weston BID Steering Group, and they have agreed to this nomination.

Signed (the proposer)

Your name (please print)

Please complete your nomination form by the 28th February 2014 and either post or hand deliver back to the Weston Town Centre Partnership, Winter Gardens, Royal Parade, Weston-super-Mare, BS23 1AQ.

WESTON BID AREAS

