



Working Together

Message from the Chairman - Paul Batts



Christmas is just around the corner and the team have been busy with all the backstage work involved with the installation of our seasonal illuminations, which also involves hand picking the Christmas Tree from Longleat. This year an element of lights will be left in situ all year round which will really brighten up areas such as the Boulevard.

This is a great time of the year for retailers but we should not forget what a brilliant summer we had in terms of the events that BID were involved with. We were particularly pleased with the huge success of the combined Air Show & Armed Forces weekend which generated an estimated 200,000 visitors.

Paul Batts (Outdoors & Active)

Big events help put Weston on the map and this has to help draw businesses to our town. It has been reported that over 8 million visitors flock to our town each year which has created 6,500 jobs in sectors such as accommodation, food & drink, recreation, shopping and transport.

We have now had two meetings with our Healthy High Street partners and the overriding desire of the group is to work with town planners to have input into the future regeneration of the town centre. We are therefore pleased to support the recent announcement to revamp the Winter Gardens as Weston College's university centre, subject to a successful funding bid. University towns have a vibrant evening economy and will also provide demand for high quality residential accommodation.

We are also informed that work on the former Dolphin Square site will commence in the New Year - leisure and retail developments are hot property at the moment so we are hopeful that we will see some tower cranes on site shortly...

Merry Christmas and a prosperous New Year.



Christmas Lights 2013



Forthcoming Events:

Nov

- 27th Christmas Lights switch on IG
- 27th Christmas Tree Festival commences until Christmas TC
- 27th Late Night Shopping
- 29th Grand Pier Grotto opens

Dec

- 4th Late Night Shopping
- 6th Small Business Saturday
- 11th Late Night Shopping
- 18th Late Night Shopping

Second Saturday of each month

Farmers Market TS

TS = Town Square
TC = Town Centre
IG = Italian Gardens

MAKING IT COUNT

Income – BID Levy

The most recent statement supplied by Liberata shows that 91% (£242k) 2012, 94% (£243k) 2013 & 79% (£213k) 2014 has been collected. Debt continues to be pursued via their Enforcement team.

Marketing & Events

The Loveweston team attended the Group Leisure Travel Show at the NEC in September which was very successful. The team then headed to London to receive an award for the most successful start to a website, by exceeding predicted growth by 700%! Poster sites have been booked on the London Underground over December and January to further promote new visitors to our website. Carrier Direct have been commissioned to produce the 2015 destination guide. There are free entries available for Platinum Loveweston members and discounts for other members. The publication will be circa 48 pages, A5, with a digital version downloadable from the website.

The summer was huge in terms of successful events, and for the most part, the weather was on our side. Record breaking crowds attended the combined Air Show & Armed Forces weekend which was made spectacular by the attendance of 500 Royal Marines from 40 Commando. The Family Fun Days brought atmosphere to many areas of the town, the near weekly Classic Car Shows on the Town Square proved popular with all ages and the Animal BMX stunt show went down a storm! Weston Food Festival was again hugely well attended and it was great to see town centre businesses showcasing their culinary delights. Halloween is always a great event which was topped off by the normal spectacular fire work display. The BID team are also heavily involved with the Carnival and Remembrance Day - both of which were very much appreciated by all those that attended. Christmas is fast approaching with VIP guests the Military Wives Choir and a fabulous 'Ice Queen' joining the Town Mayor to officially switch on the lights on Thursday 27th November. **Late Night Shopping also starts that evening and we would like to ask as many town centre shops as possible to stay open until 9pm.** This years lights are Christmas Tree themed with green and white lighting, so we encourage all businesses to join the theme and decorate with Christmas trees and lights. Weston's first Christmas Tree Festival will also see families following a festive trail around the town. To keep up to date with Christmas news 'Like' Weston BID on Facebook.

If you would like to receive our weekly update on BID events and news contact emma.lincoln@wsmtcp.co.uk or follow us on Facebook & Twitter.





Street Management

The results are in - the Weston in Bloom team have again scooped a **GOLD** award at South West in Bloom for a third year in a row. We would like to thank our clean wardens for producing such beautiful floral displays in the town centre, especially the huge hanging baskets throughout the High Street. We added extra baskets to St James Street this year and it is our intention to extend into Meadow Street. Weston in Bloom are always looking for volunteers and sponsorship of projects - for more info please contact the Town Council on 632567.

Vanguard, the excellent local company who supply our street wardens have been working hard behind the scenes to compile all the evidence based training needed to support our Community Safety Accreditation application. The final steps in the process involve enhanced security checks and specialist training which we are hoping to complete pre-Christmas. Once complete the wardens will have similar powers to PCSO's.

The warm weather over the summer brought out the seasonal gangs of street drinkers. The wardens worked with our partners to obtain a town wide Dispersal Order. The Order allows the Police to be able to move on groups of two or more, and was used extensively to dilute potential flare ups throughout the warmer months.

The long range forecast is predicting a cold winter with heavy snow - we will be ready to keep the town safe and open for business with our snow plough - if a business has a need for some speedy snow clearance please contact the wardens on the numbers below.

Access

Work towards delivering our coaching objectives is being championed by Ian Jefferies. Ian has many years of experience within the industry and was recently able to showcase our town on Carnival night to Stuart Render, the Editor of Coach Monthly.

We are also working on a two day group travel buyer's event which will be held on the Grand Pier in March 2015. This event will showcase the very best of our town and local attractions, and will be by invitation only to the biggest coach & tour companies and the premier group travel organisations.

Work has also commenced on a coach drivers welfare package for them to use when in our town - we really want to become a coach friendly destination and looking after the drivers is paramount.

BID are also working with North Somerset Council to produce a pocket guide for 2015. The guide would be given to passengers when they arrive by coach and will feature separate pages for each of our BID areas which will include detailed maps. We are hoping to provide discounted advertising opportunities for BID businesses and the initial print run will be 100,000.



Important Telephone Numbers

- Street Wardens 07725 839234
- Clean Wardens 07725 839237
- Black bags, bins & street cleaning 01934 888802
- Anti Social Behaviour 101
- CCTV Direct 01934 634711

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..!



Spar,
High Street,
Weston-super-Mare.



To whom it may concern,

I am very happy to recommend
Market Utilities Ltd.

I have been using Energy Brokers for about 15 years, mainly from London but in this company I have found a friendly, helpful and honest service which has saved me many thousands of pounds.

I would suggest that if you are not using a broker then John Robinson is the man to call.

The thing I like the most they make sure you don't miss your termination periods, as you, I am very busy running a business and could forget cancellation dates.

Give them a try and you will find a non-pushy company.

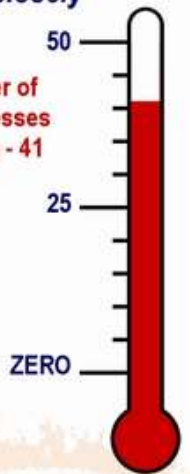
Mark Canniford

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



Number of
Businesses
Saving - 41



The Business Cost Reduction (BCR) service provided by BID continues to be an important way for member businesses to save substantially on their utility bills. The main benefit to businesses are savings on utility bills (gas, electricity, and telecom) so, if you are interested in having a free, no obligation quote for any of these services please contact Martin Slade on 07887963878 to arrange an appointment.

Waste Strategy

Many of our members have asked for a coordinated approach to waste collection in the Weston BID area to improve efficiency of collections and streamline the whole process, whilst maintaining its cost effectiveness. The aim is to reduce the number of contractors collecting and ensure an efficient schedule of collection time windows. This will reduce the impact of contractors on traffic and parking congestion, and improve the street scene.

North Somerset Council have highlighted the current situation within the town centre and the need to improve the overall service provided by contractors. There is also a historic awareness of some businesses not having suitable waste solutions that need to be addressed.

Weston BID are currently negotiating with suppliers to provide a fair deal for members whilst achieving the set objectives. There are plans to pilot the scheme in the New Year and roll out shortly after this. If you are currently in a contract with a waste management company that is due to be renewed around this time, you may wish to bear this in mind when considering your renewal options.

Business 2 Business

Weston BID are further developing the Weston-Super-Saver Key Ring scheme by launching a brand newsletter stand to several large national retailers in the BID area. The stands are designed to be placed in staff canteens and provide current newsletters, copies of the Weston BID business plan and Weston-Super-Saver Key Rings. The aim is to continue to promote local businesses to local staff in the town. The Business 2 Business Weston-Super-Saver Key Ring scheme is still available to all members. Key Rings are still available for Weston BID business owners and their staff on request. If you would like to have an offer for your business included on the website (www.wbid.biz) please email Martin Slade with the business name and offer wording.

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 6000 people following @WestonBID 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.