

November 2011/Issue 3

**FIND out more  
and have YOUR say**

Message from Steve Townsend  
(Left) Weston TCP & Tim Lamb  
(Right) - BID Chairman

***This is it Folks!***

**PLEASE COME TO  
THE LAUNCH OF THE  
DRAFT BUSINESS PLAN  
THURSDAY 10TH  
NOVEMBER  
6PM AT THE  
BLAKEHAY THEATRE**

***Dates for you dairies:******Monday 14th November******Weston Carnival.  
Procession starts at 7pm.******Thursday 1st December******Late night shopping  
commences.******Christmas lights switch-on  
ceremony starts at 6pm.******Special guest – John  
Challis ("Boycie", of Only  
Fools & Horses).***

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

[steve.townsend@wsmtcp.co.uk](mailto:steve.townsend@wsmtcp.co.uk) 01934 642404

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Royal Parade  
Weston-super-Mare  
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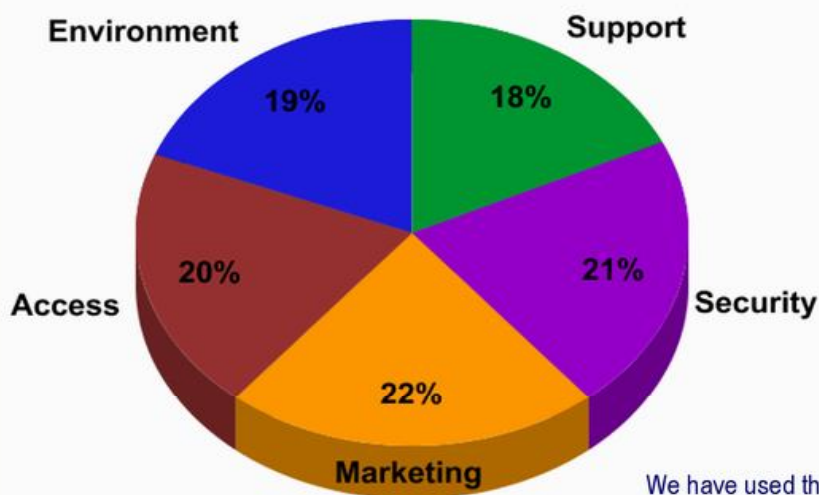


## Launch of Draft Business Plan

You need to come along to the Blakehay Theatre at 6pm on Thursday 10th November to hear all the detail, and to find out how you can get involved in delivering this exciting scheme for the vitality of our town centre.

### What you told us.

Over 200 questionnaires were completed, a very satisfactory return of over 29%. This provided the Steering Group with a very representative response by business sector including retail, professional services, hospitality, food and drink, from across the whole BID area and reflected an even mix of national and independent businesses.



The chart shows that the split across the main priority areas is close.

We have used the results of this research to develop a BID business plan which over its 5 year life time, will deliver projects and services to address the priorities you have highlighted.

Marketing, Security & Environment are the most important, and the programme of activity we have built into the plan includes:

**Marketing & Promotion** - event led delivering significant footfall to all areas of the town centre. A bespoke website and many more projects that will make a real difference to town centre business.

**Greener & Cleaner** - pavement washing, free business jet wash service, prompt removal of abandoned refuse, winter gritting & floral displays.

**Security** - BID wardens/security night & day and attainment of the Purple Flag Award that recognises a well managed and safe night time economy.

**Access** - coordinated car and coach parking strategy to include collective charging policy, signage, promotion (coach companies), illegal parking on highways - 'decriminalisation', management of on-street spaces, disabled parking & shop mobility.

**Business Support** - group purchasing, specialist advice, empty shop promotion etc.

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

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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. Some of their profiles are shown below. If you are interested in joining them please give me a call.



BID Ambassador  
Steve Young – Founder of Outdoor Events UK Ltd, Boulevard, Weston-super-Mare.

"Do you want to see more people in Weston? Would you like to see Weston become a more enjoyable place to visit? Then I would urge you to make sure the Weston BID succeeds – vote yes to the BID".



BID Ambassador  
John Penrose, MP for Weston-super-Mare, Minister for Tourism & Heritage.

"Weston has huge potential and, if local businesses agree, the Weston BID could help us achieve it".



BID Ambassador  
Michelle Michael, AGM Holdings, Grand Pier Ltd.

"The Grand Pier is pleased to support the BID. Tourism is so crucial for our town, and currently there is no other group initiative that will deliver a total of nearly £600k marketing & events spend over the next five years."

BID Ambassador  
Revd. Gill Putnam, ChAT, Meadow Street, Weston-super-Mare.

"The nature of our work means that we talk to a lot of people who use our town on a daily basis. I know that the proposed BID projects will make a real difference."



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**Proposed BID Area.**



The chart below gives you an idea of how much this will cost.

Rateable Value £	Annual Cost @1.5%	Monthly cost	Weekly cost	Daily Cost	Equivalent
£2,500	£37.50	£3.13	£0.72	£0.10	Pencil
£5,000	£75.00	£6.24	£1.44	£0.20	An apple
£10,000	£150.00	£12.50	£2.88	£0.41	Local phone call
£15,000	£225.00	£18.75	£4.32	£0.62	Mercury
£25,000	£375.00	£31.20	£7.21	£1.03	Cup of coffee
£40,000	£600.00	£50.00	£11.53	£1.22	1 hour parking
£55,000	£822.00	£68.50	£16.44	£2.34	Sandwich
£75,000	£1,125.00	£96.70	£21.63	£3.09	Tea & cake
£100,000	£1,500.00	£125.00	£28.85	£4.12	Ream of paper
£150,000	£2,250.00	£187.50	£43.26	£6.18	Envelopes

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