



Paul Batts

Message from the Chairman

These are challenging times for many Weston businesses, and we are in the final year of the second term of Weston BID, and rapidly heading towards the ballot to renew Weston BID for another 5 years. The next few years will be very important in the development of Weston as we see huge change in the High street and surrounding areas.

We need to focus on promoting all our local businesses more than ever especially as we deal with the challenges presented to us all by COVID 19. We would like to be part of the teams that will help Weston realise its potential as a great place to work and live in.

Weston has so much to offer in terms of work life balance, and it is important to consider what might happen to so many activities if the Weston BID was not renewed for another 5 years, and it is why there are over 300 BIDs across the country now working to improve the towns and cities they are in.

Detailed below is a summary of our key activities over the current term.

Business support

- Spacebar – project lead in conjunction with students from Weston College to provide free websites
- Business cost reduction – we have saved our members £0,000s by switching them to cheaper deals and tariffs.
- Support our partners with key activities such as the installation of seasonal illuminations, maintenance of town centre street scene and any other matters that may affect business
- Chamber of Commerce Business Awards – active member and sponsor.

Fighting your corner

- Providing a voice for the business community with a proactive BID Steering Group lobbying on your behalf
- Membership of Placemaking task force both at strategic and operational level to deliver the prospectus for change
- Sharing key information and directing businesses to support. We are assisting with the Town Recovery Plan, with your interests at the very heart of it
- Championing local business - consistently reinforcing the support local message and providing platforms to showcase the businesses of the town
- Continue to maintain excellent working partnerships with all our statutory bodies – ensuring Weston Bid is a key player securing our important local collaborations

Street Management

- Continual Street Warden patrols throughout the BID area utilising tag points – immediate response if a business has a problem
- Liaise with businesses to rectify any issues that may arise and expedite a quick resolution
- Provide security advice from industry professionals
- Act as first responder to first aid incidents
- Manage road closures and provide traffic management assistance
- Work with partners to provide solutions for the street community
- ID of shoplifters and uploading incidents to crime database – accredited town safe partnership
- Primary contributor regarding evidence needed for exclusion orders for persistent offenders
- Provision of monthly radio link meetings to share intelligence on criminal activity and anti-social behaviour with crime reduction partners
- Provide a warm welcome to our visitors and assist with way finding
- Provision of Childsafe system to reunite lost children safely and quickly
- Property protection
- Key member of Weston in Bloom and South West in Bloom Award winner
- Provision, maintenance and watering of town centre floral displays and hanging baskets
- Daily clean ups over and above remit of Council including jet washing
- Immediate removal of drug paraphernalia
- Active member and supporter of Pubwatch
- Secured Purple Flag status for Weston town centre in conjunction with all our partners

Events & Advertising

- Support the official tourism website - www.visit-westonsupermare.com
- Marketing collaborations – work with all partners to increase our audience and ultimately footfall
- Support and organise key events that generate footfall to the town centre
- Provide financial support to new and evolving event and marketing initiatives

Footfall

- Dedicated High Street sensor that captures data on visitor numbers, visitor movements and dwell times