

WESTON BID



YEAR 1 ACHIEVEMENTS

(APRIL 2022 TO MARCH 2023)



SAFETY SECURITY AND STREETSCAPE

- **Seven BID Street Wardens employed** currently, working 364 days a year, seven days a week.
- **Purple Flag** accreditation was retained for another year.
- **Monthly Radio Link** service continues, with 145 current users (+6% on last year).
- **Crime database maintained.**
- **Business Crime Reduction Manager** employed by BID attends Pub Watch meetings.
- Accredited member for the **Town Safe Partnership**
- Street Wardens have provided **maintenance and watering of all floral displays** installed by the BID.

8788 hours worked by the Wardens, day and night

995 interactions between members of the public and the Wardens

£9,488 of lost / stolen stock recovered by the Wardens

920 incidents attended by the Wardens

167 occasions Wardens attended to give first aid

145 users of the Town Centre Radio Link

404 occasions of floral displays maintained

63 lost children reunited with parents / carers (100%).

35 exclusions issued by the Wardens e.g. public nuisance

342 black bags of rubbish collected and removed

400 illegally placed fly posters removed



MARKETING AND EVENTS

- **Three new, additional footfall monitors** installed – now four in total providing monthly footfall figure information to measure the impact of events and marketing.
- **Provided support for organisations hosting events** including: Eat:Festivals, Air Show, SEE Monster, Armed Forces Day and Pride.
- **Organising the Christmas Lights Switch-On** and seasonal entertainment.
- **Marketing and PR activity increased** with partnership working with SuperWeston, the placemaking agency for Weston with TV and media coverage of businesses.
- **Marketing strategy** produced by SuperWeston with support and funding from BID to promote the town with campaigns to increase footfall.
- Taking part in **TV and Radio interviews** promoting the businesses of Weston.
- **Working with North Somerset Council and Weston Town Council** to highlight the Independent businesses, and Independent trading areas within the town.
- **Promotion on social media** to feature individual businesses with our 'Spotlight On' feature on a Saturday for levy payers.
- **Contributed to the new role of Head of Marketing for SuperWeston** and the dedicated team to 'put Weston on the map'.
- Working in partnership with others to bring culture and activities to the town including See Monster.



8 EVENTS

supported in the town and sea front



1,005,425

footfall in the High Street



1,046,072

footfall in the Italian Gardens



645,095

footfall in The Centre



805,631

footfall at The Tropicana

BUSINESS SUPPORT



Promotion of businesses on social media – Weston BID Facebook page and Twitter



Support has continued for facilitating more **efficient utility tariffs** with a commercial energy broker.



Grant funding made available and given to businesses for shop front improvements e.g. replacement or painted shutters.



32

businesses have benefitted from new websites with our partnership with Weston College in the Spacebar.



87,644

people 'reached' on our Weston BID Facebook page organically



26,340

Tweet impressions on our Twitter account @WestonBID

