

WESTON BID



YEAR 2 ACHIEVEMENTS

(APRIL 2023 TO MARCH 2024)



SAFETY SECURITY AND STREETSCAPE

- **Four BID Street Wardens employed** currently, working 364 days a year, seven days a week.
- Monthly Radio Link service continues, with 164 current users (+10% on last year).
- **Crime database maintained.**
- **Business Crime Reduction Manager** employed to manage BID Wardens and dedicated to working in partnership to reduce crime.
- Accredited member for the **Town Safe Partnership**
- Street Wardens have provided **maintenance and watering of all floral displays** installed by the BID.

2268 hours worked by the Wardens, day and night

781 interactions between members of the public and the Wardens

£7,790 of lost / stolen stock recovered by the Wardens

902 incidents attended by the Wardens

196 occasions Wardens attended to give first aid

170 users of the Town Centre Radio Link

381 occasions of floral displays maintained

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

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

160 black bags of rubbish collected and removed

391 illegally placed fly posters removed



MARKETING AND EVENTS

- **Four footfall monitors in total** providing monthly footfall figure information to measure the impact of events and marketing.
- **Provided support for organisations hosting events** including: Eat:Festivals and Armed Forces Day.
- **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** implemented by SuperWeston with support and funding from BID to promote the town with campaigns to increase footfall.
- **BID column in the Weston & Somerset Mercury** to provide updates on BID activities on a monthly basis.
- **Working with North Somerset Council and Weston Town Council** to highlight the Independent businesses, and Independent trading areas within the town.
- **Contributed to the new role of Head of Marketing** for SuperWeston and the delivery of the marketing strategy.
- **Enhanced SuperWeston website and social media channels** on Facebook, Instagram, LinkedIn, YouTube and TikTok.
- **19 SuperWeston podcasts produced** (1,538 downloads) and eight high quality promotional films.
- **Working in partnership** with others to bring culture and activities to the town.



6 EVENTS

supported in the town and sea front



983,317

footfall in the High Street, near Costa



1,005,248

footfall in the Italian Gardens



689,088

footfall in The Centre, Walliscote Road



790,187

footfall at The Tropicana

BUSINESS SUPPORT



Promotion of businesses on social media - Weston BID Facebook page and Twitter with new Instagram account created.



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



80,900

people 'reached' organically on our [Weston BID Facebook](#) page



25,609

Tweet impressions (number of times our content has been seen) on our Twitter account [@WestonBID](#)



4,351

impressions on our new [@WestonBID](#) account

