

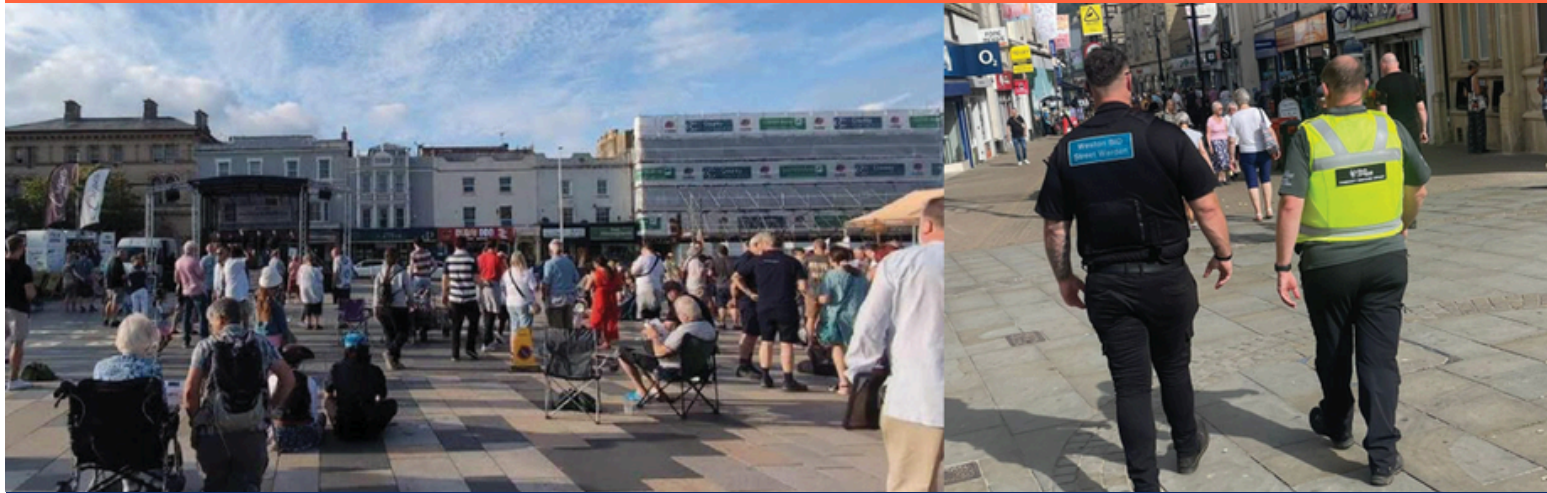
# WESTON BID



## YEAR 4

## ACHIEVEMENTS

(APRIL 2025 TO MARCH 2026)



## SAFETY, SECURITY AND STREETScape

- Employed four BID Street Wardens working 364 days a year, seven days a week.
- Two team members refreshed their SIA Door Supervisor qualifications.
- Operated the Town Centre Radio Link service with 155 members.
- Managed the collection, recording and analysis of 3897 crime-related incidents.
- Achieved accreditation with the National Association of Business Crime Partnerships.
- The 'Clean and Green' BID Warden maintained and watered BID planted floral displays

### ADDITIONAL DAILY WARDEN DUTIES:

- Delivered First Aid training to ensure ongoing emergency response capability.
- Assisted in obtaining and providing evidence to support the issue of Town Centre Exclusion notices.
- Assisted in reuniting lost children and vulnerable adults with parents/carers.
- Collected and removed hundreds of black bags of litter to support North Somerset Council.
- Removed flyposting when required.
- Regularly updated poster boards across the town.
- Supervised access to pedestrianised areas of the High Street.
- Recovered thousands of pounds' worth of stolen stock.

# MARKETING AND EVENTS

- Organised the **Armed Forces & 999 Services Day** on the **Beach Lawns WITH OVER 30,000** visitors.
- Organised the **Christmas Lights Switch-On** and the **Remembrance Parade** event on behalf of **Weston-super-Mare Town Council**.
- Assisted event organisers including **Eat: Festival**, and the new **Weston outdoor market**.
- Led the Carnival** parade around the new town route.
- Participated in the **SuperWeston Placemaking Agency** and contributed to the **Placemaking Strategy review**.
- Organise 6 weeks of summer entertainment including **Circus Skills**, **Bike & Dinosaur Shows**.
- Managed **BID webpages** and **social media accounts** (Facebook, Instagram, Twitter/X).
- Continued to support the delivery of a **government-funded placemaking capital programme** including **Birnbeck**, **Tropicana**, **Marine Lake**, **Grove Park**, and the **High Street**.
- Monitored **four existing footfall counters**, including one **newly installed**, recording:



**478,227**

footfall in the High Street, near Costa



**826,470**

footfall in the Italian Gardens



**836,444**

footfall in The Centre, Walliscote Road



**839,339**

footfall at The Tropicana



**720,875**

footfall at Royal Parade

# BUSINESS SUPPORT



Promoted **local businesses** on **facebook** and **Instagram**

Awarded a number of Small Business Grants to Levy Payers to carry out improvements to their premise

