

Fourth Term Consultation 2027-2032

Weston BID

**IT'S YOUR TOWN, IT'S YOUR BID,
TELL US WHAT YOU THINK**

**PLEASE
RESPOND BY
FRIDAY 12TH
JUNE 2026**

Fourth term Consultation 2027-2032

Thanks to every business in Weston for their contribution to our town; from owners to managers and their teams, we know you are working really hard in challenging times.

With your support, over the past 14 years, we have successfully delivered a range of projects and services to keep the town safe and secure, raise the profile of Weston, improve the public realm and drive footfall through exciting events. Rest assured, our role will always be to represent the best interests of our businesses.

Weston BID's third term finishes on 31st March 2027 but can be renewed subject to a new business plan being published and a ballot held where every levy paying business has a vote. Ahead of this process, we want to hear from **all** of our levy paying businesses.

Weston is your town and importantly, it is where you have chosen to invest your business; this survey is your chance to tell us what you would like to see delivered as part of a fourth five-year term.

Your feedback and ideas will inform a new five-year business plan to be published in late summer ahead of a ballot in September/October 2026, where you will have the chance to vote 'yes' or 'no' to the continuation of the BID. For the BID to proceed to a fourth term, there must be a majority voting in favour by number and by rateable value of premises.

Feedback from businesses so far, captured during our earlier survey in February, indicates that there is an appetite for the BID to be renewed to ensure that the BID's activities continue for another term from April 2027; without a BID they will finish on 31st March 2027 and all the projects and services that the BID delivers will end. Certainly, your recent feedback from our early survey was positive overall. Thank you, also, for the many useful ideas you put forward.

We have used what we have heard to shape our draft business plan and would really welcome your thoughts and ideas on whether what you read resonates with you. New ideas to support the future prosperity of Weston and meet your needs as a business are always welcome.

We hope you agree that we have demonstrated what can be achieved by businesses working together towards a common aim, pooling their skills, knowledge and funds. With your support and involvement, we want to keep this momentum going.

Please help us shape the next five years' worth of investment in Weston – remember it is your BID scheme and it's vital that it reflects your needs whilst supporting the future prosperity of our town.

Darren Fairchild
Town Centre/BID Manager



REMINDER ABOUT BIDS

- Weston BID is one of 352 BIDs that operate across the British Isles in towns, cities and industrial areas.
- A BID is created when the majority of business ratepayers within a defined area vote to invest collectively.
- BIDs across the British Isles contribute over £169 million each year to their business communities and represent more than 133,000 businesses.
- BIDs are business led initiatives supported by Government legislation.
- Every penny from the levy is spent in Weston on the things that you decide are priorities.

For more information, go to www.westonbid.superweston.net/ or www.britishbids.info

WHAT HAVE WE HEARD SO FAR

During February 2026, we sent out a survey asking you for feedback on Weston BID – responses were received from a cross-section of levy payers from different business sectors and areas of Weston and have informed this document.

From the completed surveys received, there were the following results:

- Good awareness of Weston BID with two thirds of respondents being aware of the BID's projects and services.
- The majority of respondents felt that the BID's engagement was 'excellent' or 'good'. Alongside interactions with the BID funded wardens, many business owners asked for more communications with the BID Manager; this is in the process of being actioned and in the future, there will be quarterly meetings held where businesses will be able to meet with BID representatives to discuss any challenges and ideas.
- Two thirds of respondents said that Weston BID has made an 'excellent' or 'good' benefit to the town. There were comments around the BID's role and influence including compliments on the work undertaken to tackle anti-social behaviour and increase footfall and sales.
- Continuing to tackle anti-social behaviour and provide a safer environment in the town was identified as the key priority with the majority of respondents saying that the street warden service has had the best impact on their business. Over 80% of respondents said that a greater focus needs to be applied to support the night-time economy with a security service hence this is proposed for the fourth term.
- There was broad support for Weston BID with three quarters of respondents rating the BID as either 'excellent' or 'good'.

We have listened to what you have said and are now ready to share with you an outline of the draft Business Plan for 2027/2032.

Have we got it right? What else would you like to see in our plan for the next five years?

We want to hear from all levy-paying businesses of every size, sector and across the BID area. The first 14 years demonstrate what can be achieved by businesses working together towards a common aim. We want to keep this momentum going.

OUR BID ACHIEVEMENTS OVER THE LAST TERM

- A robust Street Warden service dealing with shoplifting and anti-social behaviour; the wardens recover over £15,000 of stolen stock each year and respond to over 3,000 calls relating to shoplifting each year.
- The delivery of 4 Eat Weston Festivals; these events attracted circa 3,000 visitors at each event.
- The annual Armed Forces & Emergency Services day; this event continues to grow each year with crowds of 25,000 attending the 2025 event.
- The management of the Weston weekly independent market; these events have seen visitor footfall in the town centre rise by 300-400 people each Wednesday.
- A series of summer events including circus skills and BMX bike displays in the Italian Gardens; these events have proven to be extremely popular with hundreds gathering in the Italian Gardens for each performance.
- The planting and watering of numerous floral displays around the town centre; 2025 saw the return of hanging baskets throughout the High Street in partnership with Weston Town Council.
- Assistance with the Winter Carnival, Remembrance Service and Christmas Lights switch-on. The BID Manager, assisted by the Street Wardens had the honour of leading and guiding the Carnival procession around the new route in 2025; over 50,000 spectators enjoyed the free parade. Weston BID also organised the annual Remembrance Service and Christmas Lights switch-on; both events attracted crowds in excess of 2,000 people.
- Using our Social Media channels to promote local businesses, courses, events and activities.
- Awarded a number of small business improvement grants. Over £6,000 awarded to local businesses for improvements to their premises.
- Representing your interests with key statutory stakeholders on issues associated with cleanliness, security and regeneration.
- 150 radio users subscribed to the Store Net system.
- Operated a dedicated High Street sensor that captures valuable data on visitor numbers, visitor movements and dwell times.

HOW MUCH LEVY PAYERS WILL CONTRIBUTE AND WHERE WILL THE BID OPERATE

Two thirds of levy payers will either pay less levy or a minimal amount more (no more than £2 a week more) in the fourth term compared with the third term.

The levy rate for the fourth term is 1.75% of rateable value for all premises with a rateable value of £10,000 or over based on the 2026 ratings list throughout the five-year term; this will generate circa £260K p.a. The boundary will remain the same as the current term.

This level of income, from circa 350 businesses, will ensure that the Board has the capacity and resources to deliver the projects outlined in this document for the next five years. On top of the levy income, the BID will lever in additional funds where possible.

For more information, go to www.britishbids.info and <https://westonbid.superweston.net/>

GIVING BUSINESSES AN OPPORTUNITY TO VOTE

To give all levy paying businesses the best opportunity to cast their vote, the Board of Weston Town Centre Partnership (WTCP) who oversee Weston BID have decided to hold their fourth term ballot in September/October 2026 ahead of the term finishing at the end of March 2027. Holding a ballot in the shoulder months at the end of what we hope will be a successful summer, will maximise the opportunity for businesses to vote. Between November and March, businesses are taking a well earned break or focussing on the upcoming season and so not everyone sees the ballot papers.

PLEASE GIVE US YOUR VIEWS

SECTION 1 - OUR VISION FOR WESTON BID: 2027 - 2032

Weston BID's vision for the fourth term is:

'Working together to make Weston a great place in which to work, live and visit!'

Your feedback on our Vision and Priorities

1. Do you agree with this vision? Yes ☐ No ☐

If 'No' please indicate what vision Weston BID should adopt.

SECTION 2 - PROPOSED BID PROJECTS AND SERVICES FOR THE FOURTH TERM

THEME 1 - SAFETY, SECURITY & STREETScape

Aim: To provide a safe, secure and attractive town centre environment for visitors and business owners through tackling crime and anti-social behaviour, assisting partners to keep streets clean and tidy and providing seasonal planting.

Number	Project Idea	Essential ✓	Important ✓	Not Essential ✓
1	Enhance: Continue the employment of BID funded security wardens working 7 days a week, 364 days a year cracking down on crime and anti-social behaviour and assisting partners to keep the streets clean through our rapid response service and tackling shoplifting reducing business stock loss. Our street warden service will be expanded.			
2	Continue: Monthly radio link meetings to share intelligence on criminal activity and anti-social behaviour with businesses and other key partners along with coordination of the radio link scheme. Encourage greater use of the radio system to improve the sharing of information.			
3	New: Invest in a new Crime Database system with a more user-friendly interface to encourage and assist users to upload incidents. Explore the use of face recognition software.			
4	Continue: Work with the night-time economy through Pubwatch meetings providing banning notices, incident recording and intelligence.			
5	Continue: Accredited town safety partnership allowing liaison between partners to share information and create a safer Weston.			
6	Continue: Provision, maintenance and watering of town centre floral displays and hanging baskets supporting Weston's Britain in Bloom entry.			
7	Continue: Support owners and tenants of business premises through grants for improvements to their premises both for aesthetic and security benefits.			
8	New: Add value to the current street cleaning service to provide regular jet washing to business entrances and surrounding areas.			
9	New: In partnership with Weston Town Council, replace poor and worn-out signage in the High Street with new illuminated 'welcome' signage.			

[YOUR FEEDBACK ON SAFETY, SECURITY & STREETSCAPE PROJECTS](#)

2. Are these the right priorities for **Safety, Security & Streetscape** projects? Yes ☐ No ☐

3. What other ideas do you have?

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4. Which is the **most** important project idea?

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5. Any other comments?

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THEME 2 - EVENTS

Aim: To raise the profile of Weston as a visitor destination increasing footfall and spend through vibrant events delivered through working with key partners.

Number	Project Idea	Essential ✓	Important ✓	Not Essential ✓
1	Continue: Support events such as street entertainment, art and sport events (circus skills, BMX bike displays) and encourage the growth of Weston's Outdoor Market through sponsorship opportunities.			
2	Continue: Support other organisations running events in Weston such as Eat Weston Festival, Armed Forces and Remembrance Day through promotion, support with road closures etc.			
3	Enhance: Organise the Christmas Lights switch-on, improve the Christmas festive offer including reenergising late-night shopping.			
4	Continue: Additional footfall sensors capturing data on visitor numbers, visitor movements and visitor behaviours/shopping habits – valuable intel to be shared with businesses.			

YOUR FEEDBACK ON EVENTS PROJECTS

6. Are these the right priorities for **Events** projects? Yes ☐ No ☐

7. What other ideas do you have?

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8. Which is the **most** important project idea?

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9. Any other comments?

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THEME 3 - BUSINESS SUPPORT

Aim: To support levy paying businesses through lobbying on issues that are important recognising and celebrating our businesses, helping businesses to save money and working collaboratively to ensure money generated locally is reinvested in our town.

Number	Project Idea	Essential ✓	Important ✓	Not Essential ✓
1	Enhance: Promotion of Weston levy paying businesses via social media channels such as Facebook, Twitter and Instagram.			
2	Continue: Campaigns and business to business promotions to highlight businesses that offer professional services.			
3	Continue: Working in partnership with Weston Town Council to improve promotion and website information by redeveloping the Super Weston Website which will provide business listings.			
4	Continue: Lobbying on your behalf on the things that matter to your business to improve the Weston trading environment and your trading prospects.			
5	New: Hosting trader meetings with levy payers every quarter.			
6	Continue: Working collaboratively with the Weston Place Agency Group and the Economic Development Team at a strategic and operational level representing the needs of businesses.			
7	New: Through Seedl (www.seedl.com) offer free, unlimited access to over 200 live, interactive virtual training courses. This initiative enables employees to learn remotely, covering topics like management, sales, manual handling, COSHH, first aid, health and safety, food hygiene, mental wellness, excel and regulatory compliance.			

YOUR FEEDBACK ON BUSINESS SUPPORT PROJECTS

10. Are these the right priorities for **Business Support** projects? Yes ☐ No ☐

11. What other ideas do you have?

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12. Which is the **most** important project idea?

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13. Any other comments?

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SECTION 3 - YOUR MAIN PRIORITIES AND HOW WE CAN HELP YOU

14. In your opinion how important are the themes below (rank them in order with 1 being the most important and 3 being the least important). This will help Weston BID focus their resources where businesses need it most.

- | | |
|--------------------------------|-----------------------|
| Safety, Security & Streetscape | ☐ |
| Events | ☐ |
| Business Support | ☐ |

15. What can Weston BID do to specifically support your business?

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SECTION 4 - YOUR REACTION

16. How satisfied have you been with Weston BID?

- | | |
|-------------------|-----------------------|
| Very Satisfied | ☐ |
| Satisfied | ☐ |
| Neutral | ☐ |
| Dissatisfied | ☐ |
| Very Dissatisfied | ☐ |

17. Do you think Weston BID provides good value for money for your business?

- | | |
|----------|-----------------------|
| Yes | ☐ |
| No | ☐ |
| Don't No | ☐ |

18. Based on what you have read and your priorities, would you vote 'yes' for Weston BID to continue for a fourth term?

- | | | | |
|---------------------------|--------------------------|--------------------------------|---------------------------------------|
| Yes ☐ | No ☐ | Don't No ☐ | Not My Decision ☐ |
|---------------------------|--------------------------|--------------------------------|---------------------------------------|

Please use the space below to add any further comments

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TESTIMONIALS

19. Would you be prepared to give Weston BID a positive testimonial for use on our website and in our business plan? If yes, thank you. We will be in touch shortly.

Yes ☐ No ☐

YOUR DETAILS

Name: Position:

Company Name:

Company Address:

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Postcode: Telephone Number:

Email:

VOTER

Will you be the person voting in the Weston BID ballot? Yes ☐ No ☐

If **No**, please provide the contact details for the person who will vote below:

Name: Position:

Company Name:

Company Address:

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Postcode: Telephone Number:

Email:

How would you like to receive the Fourth Term Business Plan?

Hard Copy ☐ Digital Copy ☐

How We Will Use Your Data

Please note that the information you provide will be kept confidential and individual responses will remain anonymous unless you tell us we can publish a testimonial from you. Feedback will be summarised and used for the purpose of preparing the Weston BID fourth term business plan. Giving your business name allows us to understand the view of levy payers from different sectors, business sizes and areas within the BID boundary as well as ensuring we have the correct contact details so you have the right to vote later in the year.

HOW TO GIVE YOUR FEEDBACK

Please respond by **Friday 12th June 2026**

You can respond in a number of ways:

1. Complete this survey as a hard copy returning it to Darren Fairchild, Town Centre/BID Manager, Weston Town Centre Partnership/Weston BID, 32 Waterloo Street, Weston Super Mare, BS23 1LW.
2. Complete the survey answers online at <https://www.smartsurvey.co.uk/s/WestonBID4thTermSurvey/>
3. Email Darren Fairchild on darren.fairchild@wsmtcp.co.uk to give your feedback by email or arrange a face-to-face visit.

Thank you for contributing your time and expertise.

WHAT HAPPENS WHEN - THE FOURTH TERM TIMETABLE



