



Weston BID



WESTON BID

Fourth Term
Business Plan
2027–2032

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

Vote “YES”

From 22nd September 2026
to 22nd October 2026

WELCOME FROM WESTON BID

Thank you to every levy paying business in Weston for your contribution to our town, from owners to managers and your teams and from independent businesses to our multi-national chains.

We appreciate the commitment and investment you give to Weston and recognise your determination and resilience in running your business in challenging times.

During the past five years, with your support, Weston BID has worked hard to improve the safety and security of our town and to create a vibrant, clean and attractive trading environment. Our events have contributed to footfall in Weston and helped to position our resort as a leading visitor destination. We have also supported our businesses through initiatives such as grant opportunities.

We have undertaken extensive consultation to find out what you think about Weston BID and what you would like to see delivered in the future. We thank you for your support and your feedback as well as the many new ideas you have put forward for the next five years. You have given us lots of positive feedback and also indicated areas where we can improve. We have listened and have put together this business plan with its prioritised projects on the back of what you have told us is important.

Already, ahead of our fourth term, we have started to make changes. We have trader

Some of your ideas require us to work more closely with you; for instance, developing a coordinated event strategy and action plan requires business input so that the events we plan work to benefit levy payers and are also the ones that have the greatest opportunity to drive spend into your business.

Equally, we want to implement a night-time economy safety plan which requires close discussions with night-time economy businesses to come up with the best solutions.

We welcome business representatives coming forward to express interest in working with us on these and other initiatives.

We thank you for your support and your feedback as well as the many new ideas you have put forward for the next five years.

I hope you recognise the value of having an organisation to represent private sector interests. That said, I understand that there is more to be done – Weston BID wants to work with you towards a step-change in our fourth term. We want to create the best conditions for you to prosper. For every pound that you spend on the BID levy, we want you to yield a return on that investment.

meetings in the diary and have held discussions with our statutory partners to forge closer working partnerships. We hope that this will lead to a better integration of services, coordination of project delivery and ensure resources are maximised for the benefit of Weston. Rest assured, our role will always be to represent the best interests of our businesses.

I believe that with your involvement and collaborative working, through pooling our collective expertise, energy and ideas, we will have the best opportunity to secure long term prosperity for Weston utilising a collective pot of circa £1.2 million, funds that would not be available without Weston BID.

Your views, together with your prioritised projects, have informed this business plan. I hope that what you read resonates with you and that the proposals are ones that you will support when it comes to casting your vote.

WHAT IS A BID?

A 'No' vote will mean that all projects and services that the BID delivers will come to an end on 31st March 2027 – no other organisation will have the capacity or resources to step forward and continue with the projects that you have prioritised. Let's not lose the momentum we have built up over the last 15 years; continued progress relies on securing a fourth term of Weston BID.

We welcome business representatives coming forward to express interest in working with us.

I would urge you to have your say and would encourage you to vote 'Yes' in the postal ballot by 22nd October 2026. Look out for your ballot paper which will arrive on or around 22nd September 2026 and if you can vote early, please do so.

While our resources may be modest, it is the strength of the business community working together through the BID that gives us the chance to improve what we have; together we are a stronger voice, and we can look forward to more shared success, realising future opportunities and continuing to fulfil our vision of making Weston a great place in which to work, live and visit.

Darren Fairchild
Town Centre Manager & BID Manager

Weston BID is a business led initiative supported by government legislation which gives businesses the power 'to raise funds locally to be spent locally' on improving a defined commercial area.

Businesses are consulted on what additional improvements they want to make and how those improvements will be managed and delivered; the feedback from those consultations has informed this final Weston BID business plan.

A BID is created when the majority of business ratepayers within the BID boundary area vote at a ballot to support the business plan and to invest collectively via a levy based on the rateable value of the business premises. Many businesses view their BID levy as an investment rather than a

BID reflects the needs of the business community. The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline service provided by them.

Unlike business rates, the money doesn't go to the government; it all remains in Weston to be spent on the things that businesses have identified as priorities.

There are now 352 BIDs across the British Isles BIDs contributing over £169 million each year to their business communities

The money remains in Weston to be spent on the things that businesses have identified as priorities.

cost – the return on investment can be significant in terms of increased footfall, sales and a more appealing area to trade. On top of levy funds, income can also be secured from other sources such as grants.

If approved at a ballot, the BID is delivered by an independent, not-for-profit company led by a Board of non-executive Directors, the majority of whom are levy-paying businesses. The Board oversees strategy, performance and delivery to ensure the

representing more than 138,000 businesses.

Weston BID first became operational in April 2012 investing levy payer's money into the town. During the past three five-year terms, the Weston BID team has worked with you and partners to deliver a wide range of positive achievements for our town. These are set out in this business plan.

HIGHLIGHTS FROM OUR THIRD TERM

SAFETY, SECURITY & STREETScape

Delivered 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.

Coordinated the radio link system; 150 radio users subscribed.

Worked in partnership with Avon & Somerset Police on Town Centre operations relating to crime and disorder.

Attended a number of first aid, lost children and vulnerable adults incidents on multiple occasions.

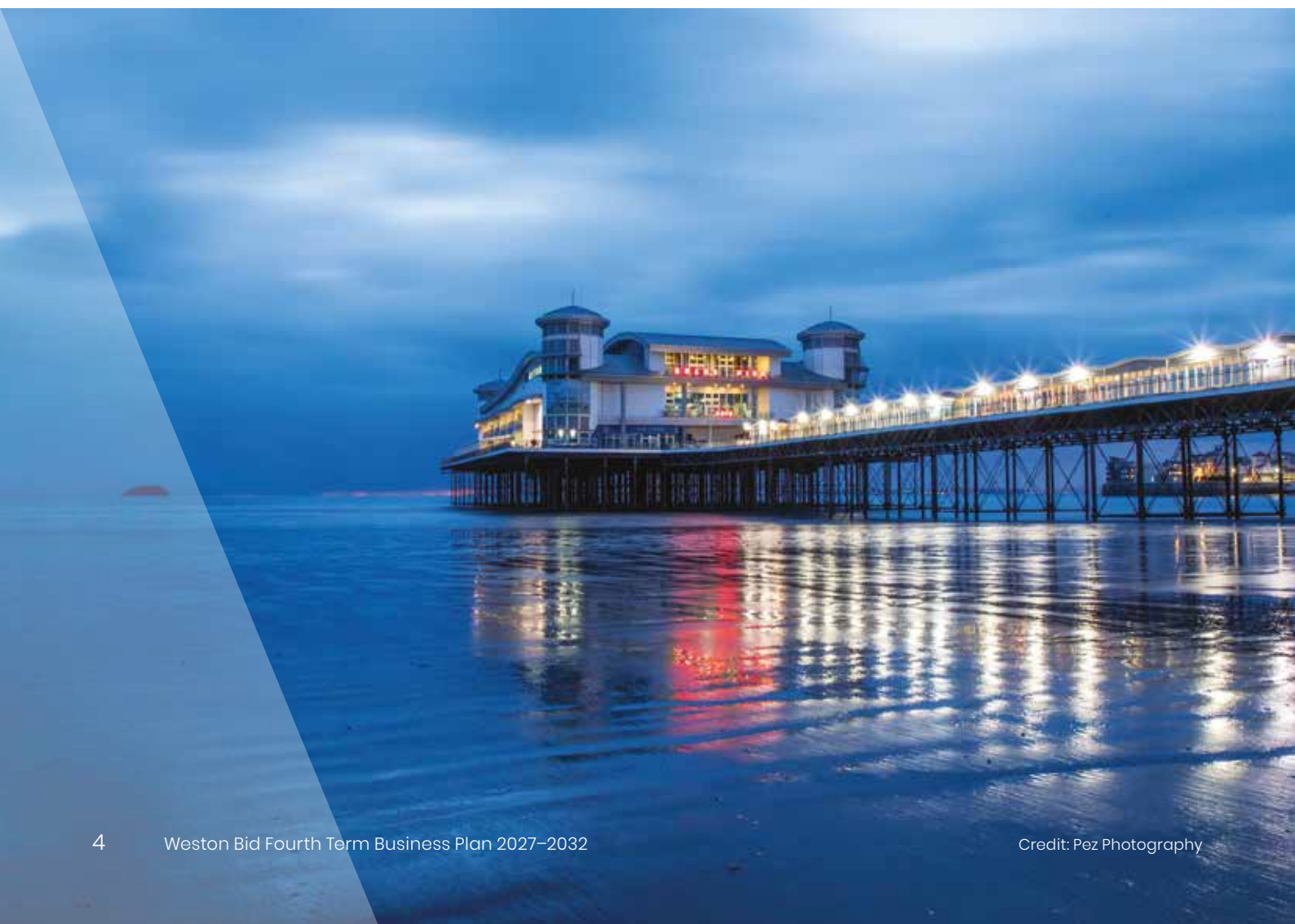
Worked in partnership with North Somerset Council's Community Safety Team.

£15,000

of stolen stock
recovered each year

3,000

shoplifting related calls
responded to each year





25,000

people attended Armed Forces & Emergency Services day 2026.

300-400

person increase to Weston weekly independent market each Wednesday.

2,000

people attended the Christmas lights switch-on.

50,000

spectators enjoyed the free Winter Carnival parade.

Used our Social Media channels to promote local businesses, courses, events and activities.

MARKETING & EVENTS

Delivered 4 Eat Weston Festivals; these events attracted circa 3,000 visitors at each event.

Organised the annual Armed Forces & Emergency Services day; this event continues to grow each year with crowds of 25,000 attending the 2026 event.

Managed the Weston weekly independent market; these events have seen visitor footfall in the town centre rise by 300-400 people each Wednesday.

Organised 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.

Coordinated 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.

Assisted 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.



BUSINESS SUPPORT

Awarded over £6,000 in grants to local businesses for improvements to their premises.

Represented business interests with key statutory stakeholders on issues associated with cleanliness, security and regeneration.

Funded and operated a dedicated town centre footfall system that captured valuable data on visitor numbers, visitor movements and dwell times.

£6,000

Grant funding awarded to local businesses.

OUR FOURTH TERM CONSULTATION

WHAT YOU SAID

During June 2026, Weston BID undertook a comprehensive consultation process with the circulation of our fourth term draft business plan and questionnaire; all levy payers (circa 350) received a survey including a link to complete online.

This followed an earlier survey in February 2026 where three quarters of respondents rated Weston BID as 'excellent' or 'good' and endorsed the benefit the BID had made to our town.

The purpose of our June consultation was to:

- A** Understand the interest for a fourth term of Weston BID
- B** Find out what levy payers want in terms of projects and services from the next term – our suggested fourth term projects were outlined
- C** Collect data to ensure the final business plan and ballot papers reach the right recipients when it is time to vote

Levy payers were given the opportunity to complete the survey in hard copy format or virtually via Smart Survey. Email reminders were also sent both locally and nationally throughout the consultation phase and businesses were contacted individually for their responses via:

- A** One-to-one meetings with business owners and managers
- B** Phone calls and emails with businesses both locally and with national estate managers

40%

of all levy payers (141 people) have actively engaged with the BID consultation process giving valuable information about Weston BID and business priorities for our fourth term.

A VARIED MIX

Engaged businesses comprised a good cross section of business sizes and types from across the BID boundary to include shops, offices, hotels, attractions, charities, food and drink businesses, leisure facilities and the public sector including those who pay the least and most levy contributions.

"SATISFIED"

Nearly two thirds of respondents were either 'satisfied' or 'very satisfied' with Weston BID and intend to vote 'Yes' at the forthcoming ballot for our fourth term.

87% SUPPORT

87% of respondents supported our vision and priorities.

WE'RE ALIGNED ON OUR THEMES

For each of our three themes, businesses were asked to identify which projects should be prioritised. More than 78% of respondents agreed that the projects included in this business plan were the right priorities:

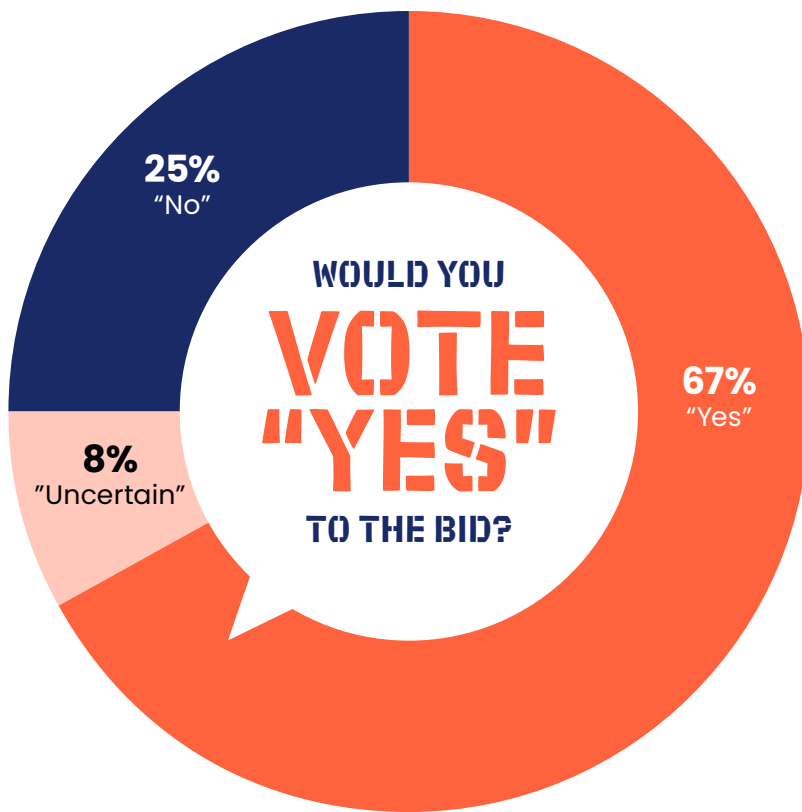
SAFETY, SECURITY & STREETSCAPE: 86%

EVENTS: 86%

BUSINESS SUPPORT: 78%

Across all proposed projects, the employment of BID-funded security wardens was ranked as the highest priority. This was followed by lobbying on behalf of businesses and providing support for events.

OUR FOURTH TERM CONSULTATION – WHAT YOU SAID



Of those who completed our survey, 67% said they would vote 'yes' to the BID with 8% uncertain and 25% who would vote 'no'.

FOURTH TERM AREAS OF FOCUS

Your valuable feedback has been taken on board in determining the focus for our fourth term and has influenced the selection of project and services alongside the corresponding budget, to be delivered over the next term until April 2032. Overall, you supported an emphasis on the following:

- ✓ Very strong support for continuing the employment of BID-funded security wardens and for working more closely with evening economy businesses
- ✓ The importance of supporting owners and tenants with improvement grants for business premises
- ✓ Improved communications between the BID team and levy payers – we have taken this on board and have already planned a series of trader meetings
- ✓ The importance of lobbying and representation on behalf of levy paying businesses
- ✓ Support for events such as street entertainment, art and sport events and also providing support for other organisations who are running events in Weston; our intention is to develop an event strategy and action plan which makes a clear connection between events held and business benefits for our levy payers
- ✓ Support for saving businesses money – we intend to invest in a training package providing CPD certified training, provide access to grants in addition to exploring opportunities to save businesses money on utilities such as energy, telecoms, water and merchant services
- ✓ The importance of providing and maintaining town centre floral displays and hanging baskets

WHAT PEOPLE ARE SAYING

TESTIMONIALS

"If you run a hotel or guest house in Weston, then it's really important that the environment, a big draw for our guests, is kept in ship-shape condition. We also want our guests to enjoy the town and have fun. So, the BID investing in the town's visitor facilities whilst also hosting events to keep the guests entertained is the perfect combination."

Shaun, Royal Hotel, South Parade

"If there is no BID, who will champion projects in our town? Don't make the mistake of thinking the BID's work will be taken over by someone else. It won't. There is no credible alternative or magic wand!"

Liz, Pandora, High Street

"My business is on the edge of town so arguably I don't benefit from many of the initiatives that Weston BID delivers. However, I can see the bigger picture and am a passionate advocate of investing in our town which reaps rewards for the local community overall and feels like the right thing to do. Since the BID came in, Weston is undoubtedly a better place."

Daniel, Cineworld, Central Walk

"Renewing Weston BID makes perfect sense. The Board and BID Manager have consulted extensively to come up with what I think is a very persuasive business plan. We all share the cost of doing what businesses need to happen in Weston and there is a benefit for everyone across the four themes."

Matt, McDonalds, Regent Street

"The BID levy is a small amount to pay compared with rent and rates. I feel I get value for money and a return on my investment."

Donna, New Look, Regent Street

"Weston BID is doing its bit to encourage footfall into the town and give visitors a good experience. Without the BID, our trading prospects would be much worse and many of the good ideas delivered under the BID would simply fold."

Nigel, Heels to Toes, High Street

"We have enough confidence in Weston future to expand our operation. Having our roots in the town and having had the support of the local community, we are excited to be investing and we expect that investment to see a return. We fully support the BID which is a force for good in our town."

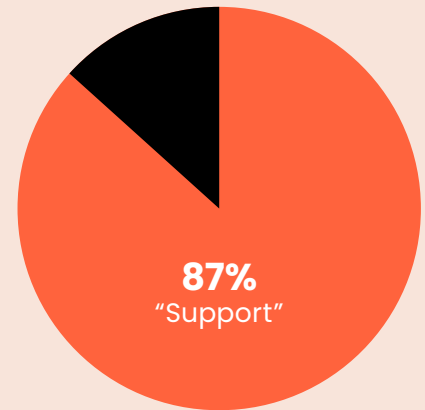
Jason, Blue Inc and Fashion Factory Outlet, Sovereign Centre

OUR TOWN, OUR VISION

KEY PRIORITIES, AIMS AND OBJECTIVES

OUR VISION

87% of respondents support this vision



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

BID AIMS & OBJECTIVES for the fourth term

Key priorities are to work in partnership with other organisations including North Somerset Council, Weston Town Council and Avon and Somerset Police.

AIM 1

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.

Theme 1:
**Safety, Security
& Streetscape**

AIM 2

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

Theme 2:
Events

AIM 3

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.

Theme 3:
Business Support



THE BID PROJECTS

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.

KEY CHANGES FOR BID 4

'Work with the night-time economy to develop an evening economy safety plan and expand our warden service'

YOUR FEEDBACK

First impressions count – our consultation clearly demonstrated that maintaining a safe and tidy town remains a vitally important project for our levy paying businesses. So, it's no surprise that this theme ranked as your top priority overall. You told us that tackling anti-social behaviour and minimising stock loss is paramount to trading in Weston and that our security warden service is highly valued in this regard.

Indeed, our security warden service scored the highest for the 'most essential' project and hence our intention is to enhance this by working more proactively with the night-time economy businesses. You told us that there is strong support for developing an evening economy plan which, with your input, we are committed towards implementing in our fourth term.

Given the importance of safety & security, we will partner up with other agencies including Avon and Somerset Police and North Somerset Council's Community Safety Team to achieve cost efficiencies in this area ensuring that your levy investment goes further.

Alongside security measures, 87% of respondents prioritised our town centre floral displays. More than three quarters of respondents advocated that

we work in partnership with our local authority partners to improve signage and street cleanliness including jet washing outside business entrances.

You also endorsed the opportunity to apply for grants to improve business premises, providing aesthetic and security benefits, a scheme we launched in our third term and intend to continue for our fourth term.

WE WILL

New: Work with the night-time economy to develop an evening economy safety plan, share information on banning notices, incident recording and intelligence.

Enhance: 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. Our wardens tackle incidents of shoplifting reducing business stock loss. Our street warden service will be expanded in line with our intent to support the night-time economy.

Continue: Coordination of bi-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. We will also

encourage greater use of the radio system to improve the sharing of information.

New: Invest in a new crime database system with a more user-friendly interface to encourage and assist users to upload incidents. We will also explore the use of face recognition software.

Continue: Provision, maintenance and watering of town centre floral displays and hanging baskets.

Continue: Support owners and tenants of business premises through grants for improvements to their premises both for aesthetic and security benefits.

New: Add value to the current street cleaning service to provide regular jet washing to business entrances and surrounding areas.

New: Replace poor and worn-out signage in the High Street with new illuminated 'welcome' signage, in partnership with Weston Town Council.

We asked

Are these the right priorities for safety, security & streetscape projects?

86% SAID "YES"

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.

KEY CHANGES FOR BID 4

'Work with businesses and other key partners to develop a shared event strategy and action plan'

YOUR FEEDBACK

Events contribute to what makes Weston a fun place to work, live and visit and integral to raising our profile as a leading visitor destination. It's clear from what you have said that you regard events and the footfall they generate, as important to both the prosperity of our town and your business.

Your feedback has suggested that Weston BID, working with partners, takes a fresh look at what events are held, what level of support is provided for both new and existing events as well as delivering a coordinated programme across the year and throughout the BID boundary.

You have told us that it's crucial that any events facilitated or supported by Weston BID must work in the interests of our levy paying businesses, encourage visitors to stay longer in our town and spend more.

We plan to bring partners and our levy paying businesses together to evaluate the success of current events using footfall data and other intel with a view to preparing an event strategy and action plan to run from the start of our new term in April 2027.

Delivering events directly via Weston BID as well as supporting other organisations who host events in Weston scored high with 87% of respondents ranking both of these options as either 'essential' or 'important'.

WE WILL

New: Work with businesses and statutory partners to develop an Event Strategy and Action Plan which will lead to a coordinated programme of events throughout the year, driving footfall and spend for our levy paying businesses.

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.

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.

Enhance: Organise the Christmas Lights switch-on, improve the Christmas festive offer including reenergising late-night shopping.

Continue: Fund footfall sensors capturing data on visitor numbers, visitor movements and visitor behaviours/shopping habits – valuable intel to be shared with businesses.

We asked

Are these the right priorities for safety, security & streetscape projects?

86% SAID "YES"

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.

YOUR FEEDBACK

Your feedback told us that you want Weston BID to take a lead on representing your interests at all levels whether that be with our statutory authorities, through providing business support or via access to grants.

Lobbying was rated as an 'essential' or 'important' project by 91% of our survey respondents; we intend to work alongside you to lobby for the things that help you to trade using the power of the BID as the collective voice of business.

You told us how important it is that we support you in promoting your business as well as the town and that we help you to find ways to save money. We have an exciting training programme that has been applauded by other businesses within BID areas. We will also be exploring a number of options to save you money through smarter procurement.

You are also highly supportive of us working in partnership with the statutory agencies bringing the private sector voice to the table and keen that we forge the right connections and seize opportunities that will benefit our businesses. Working collaboratively with partners was rated as 'essential' or 'important' by 83% of survey respondents. We will be your business voice in strategic discussions around the future of Weston and the place shaping agenda.

Quite rightly, as business levy payers, you welcome closer engagement with Weston BID and we want that too. We are committed to having regular and closer communication with our levy payers and representing all businesses who pay our BID levy. Regular trader meetings are now in the diary and we will also visit you in your businesses too.

Overall, this theme is about being there for you when you need support, advice and a helping hand so how we support you will depend upon what you need in line with a changing economic climate.

WE WILL

Continue: Lobby on your behalf on the things that matter to your business to improve the Weston trading environment and your trading prospects.

New: Host trader meetings with levy payers at frequent intervals to meet the needs of businesses.

Enhance: Promote Weston levy paying businesses via social media channels such as Facebook, Twitter and Instagram.

Continue: Work collaboratively with partners at a strategic and operational level representing the needs of businesses.

KEY CHANGES FOR BID 4

'Support businesses to save money through providing free CPD certified training, access to grants to improve business premises and opportunities to secure reductions on overheads such as energy, telecoms, water and merchant services'

Continue: Work in partnership with Weston Town Council to improve promotion and website information by redeveloping the Super Weston website which will provide business listings.

Continue: Run campaigns and business to business promotions to highlight businesses that offer professional services.

New: Through Seedl (www.seedl.com), offer free, unlimited access to over 200 live, interactive virtual training courses, many CPD certificated. 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.

New: Explore business cost reductions including group buying and savings on utility bills such as energy, water, telecoms and merchant services.

We asked

Are these the right priorities for business support projects?

78% SAID "YES"

WHAT IS THE COST TO YOUR BUSINESS AND HOW WILL WE SPEND YOUR MONEY?

Weston BID is projected to raise circa £254K per annum based on 1.75% of the rateable value of all premises with a rateable value of £10,000 or over from approximately 350 levy payers.

This chart shows some typical contributions based on a 1.75% levy:

Rateable Value of Property	Annual Levy	Weekly Cost
£10,000	£175.00	£3.37
£15,000	£262.50	£5.05
£25,000	£437.50	£8.41
£50,000	£875.00	£16.83
£100,000	£1,750.00	£33.65
£200,000	£3,500.00	£67.31
£500,000	£8,750.00	£168.27
£1,000,000	£17,500.00	£336.54

£254K

Total projected to be raised per annum by Weston BID.

2 IN 3

Levy payers **will pay less in the fourth term** than in the third term or a minimal amount more (less than £2 a week more).

31ST MARCH 2027

The current Weston BID term comes to an end.

Vote "YES"

So this business plan can be delivered and together we can achieve our vision for Weston over the next term until April 2032.

INDICATIVE BUDGET

	2027-28	2028-29	2029-30	2030-31	2031-32	Total all years
Income						
BID levy at 1.75% (95% collection rate) 0% inflation	£241,300	£241,300	£241,300	£241,300	£241,300	£1,206,500
Total Income	£241,300	£241,300	£241,300	£241,300	£241,300	£1,206,500
Expenditure						
Theme 1 – Safety, Security & Streetscape	£140,000	£143,500	£147,088	£150,765	£154,534	£735,887
Theme 2 – Events	£25,000	£25,000	£25,000	£25,000	£25,000	£125,000
Theme 3 – Business Support	£12,000	£12,000	£12,000	£12,000	£12,000	£60,000
Sub Total BID Project Expenditure	£177,000	£180,500	£184,088	£187,765	£191,534	£920,887
Delivery and Running Costs						
BID Manager Core Costs (not project related)	£36,000	£37,000	£38,000	£39,000	£40,000	£190,000
Insurance, levy collection, professional fees, office, IT	£22,000	£22,000	£22,000	£22,000	£22,000	£110,000
Contingency/Reserves	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
Sub Total Delivery and Running Costs	£61,000	£62,000	£63,000	£64,000	£65,000	£315,000
Towtal Expenditure per Annum	£238,000	£242,500	£247,088	£251,765	£256,534	£1,235,887
Sub Total (plus or minus)	£3,300	-£1,200	-£5,788	-£10,465	-£15,234	-£29,387
Carry forward from previous year	£30,000	£33,300	£32,100	£26,312	£15,847	£30,000
Balance	£33,300	£32,100	£26,312	£15,847	£613	£613

BID DELIVERY AND RUNNING COSTS

BID Management costs are split between the project themes according to the estimated resource required for each theme and acknowledging that none of the projects or services can be delivered without a management resource. A proportion of the BID Management time is also apportioned to delivery and running costs. This will cover the time spent on running the BID Company and good governance such as communications, performance monitoring and financial management. The BID also utilises Weston Town Centre Partnership officers to add value to the delivery of BID projects and services accounting for

the modest BID running costs. In effect, this is an in-kind contribution. Contingencies are included within all the project themes. Any reserves at the end of March 2032 will be carried forward into the next term. Weston BID is a not-for-profit company.

ALTERATIONS POLICY

The BID projects, costs, timescales and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary shown in this business plan or

to the levy rate would require an alteration ballot. Weston BID will adhere to the 2026 ratings list throughout the fourth term to the end of March 2032.

LEVERING IN ADDITIONAL INCOME

Weston BID will work proactively with statutory partners and other stakeholders to pool resources, secure grant funding, sponsorship and other income to maximise the impacts that can be delivered across all three project themes throughout the fourth term. Discussions are underway regarding co-funding and co-delivery of appropriate projects that will not only add value but also create efficiencies to be implemented from April 2027.

GOVERNANCE AND MANAGEMENT OF WESTON BID

THE BID PROPOSER

The BID proposer is Weston Super Mare Town Centre Partnership Ltd (WTCP), a not-for-profit company limited by guarantee set up in 1998 (registered in England and Wales company number 03612818) to oversee town centre management activities in Weston including Weston BID, the radio link scheme, area officer support and annual events such as the Armed Forces day. Weston BID will deliver the fourth term business plan should the BID ballot be positive.

Weston BID has submitted its proposals including this business plan to the Local Authority, North Somerset Council in line with the BID regulations. North Somerset Council has reviewed the documentation and has raised no concerns.

The Secretary of State for the Ministry of Housing, Communities and Local Government (MHCLG) was formally notified of Weston BID's intention to hold a ballot for a new term on 26th March 2026. In accordance with BID regulations, on 15th July 2026, a further letter was sent to North Somerset Council, formally requesting the BID proposals to be put to a ballot.

Weston BID employs a BID management resource, responsible to the Board to deliver the projects in this business plan and operates



Weston BID will deliver the fourth term business plan should the BID ballot be positive.

under the terms of WTCP's Articles of Association. Weston BID is overseen by the WTCP Board of Directors.

The BID is business-led for business benefit. All members of WTCP are invited to Annual General Meetings where past and prospective BID activities are presented; subject to available places, members can apply to become non-executive directors. Accounts are independently prepared each year and copies are available on request or can be found online at Companies House.



COMMUNICATIONS

We are your voice at the table. Our Town Centre & BID Manager can be contacted by either phone or email and our WTCP Board comprising business representatives are always open to hearing your feedback or ideas.

We will also issue regular newsletters and updates to keep you informed of projects and services and will communicate via social media including Facebook and Twitter. We are keen to hear from you too and be alerted to problems that we may be able to solve for you or anything that could disrupt the smooth running of the town.

In our fourth term, regular trader meetings will be held where we will report our performance to you and allow you to give feedback directly to the BID team and Board. The agenda for these meetings will cover the following:

- ✓ Quarterly financial review
- ✓ Monitoring of projects
- ✓ Details of forward plans
- ✓ Access to footfall data
- ✓ Key statistics that matter to businesses
- ✓ Savings for businesses (procurement etc)

Annually, with your bill, you will receive information on how your levy has been spent.



GOVERNANCE AND MANAGEMENT OF WESTON BID

PERFORMANCE AND MONITORING

We want to measure the impact of everything we do to make sure that the money we spend is making an impact in the areas that matter to you; all money raised in Weston will be spent in Weston for the benefit of our Weston businesses. We want you to see a return on your investment. As well as supporting on the ground improvements, being part of the BID also gives our local businesses a stronger voice and more influence.

We have indicated below how we will monitor performance for our project themes which will include checking our footfall data, media coverage, website and social media statistics. This will enable us to keep abreast of how Weston BID is performing and what we need to do to remain competitive.

Most importantly, we will be asking you how we are doing and welcome your feedback. An annual survey of BID levy payers will take place to invite your feedback and to ensure

We will be asking you how we are doing and welcome your feedback.

that businesses feel they are getting value for money. Weston BID will also undertake a mid-term review of its delivery against the business plan.

The key performance indicators below indicate how we will monitor and track performance.

KEY PERFORMANCE INDICATORS

- | | | |
|--|--|--|
| ✓ Number of direct warden interactions | ✓ Website and social media analytics on views and social reach | ✓ Amount of money saved for businesses through cost reduction strategies or collective procurement |
| ✓ Amount of stock loss reduced | ✓ Media coverage | ✓ Number of levy payers attending networking meetings |
| ✓ Number of radio link users with communication to our wardens | ✓ Footfall counts from events held | ✓ Levy payer feedback on support given and/or testimonials |
| ✓ Level of cleanliness of Weston against additional cleaning commissioned | ✓ Number of events supported and the impact on businesses | ✓ Quality and scope of infrastructure installed such as signage |
| ✓ 'Before' and 'after' pictures of problem areas | ✓ Impact of levy payer PR and Marketing | ✓ Feedback from Police incident reports and ASB statistics |
| ✓ New or refurbished business premises across the town as a result of grants | ✓ Number of articles published or videos made and their impact | ✓ Number of training courses arranged and attendance levels |
| ✓ Amount of intel shared | ✓ Number of business representations made and their impact | |
| ✓ Number and quality of planters and hanging baskets | ✓ Value of grant funding secured | |

WHAT YOU NEED TO KNOW

THE BID BALLOT

- 1 The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (7th September 2026) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot.

For the BID to be approved, two tests need to be met:

- a) More than 50% of those voting must vote in favour.
- b) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast.

Under the legislation, if these conditions are fulfilled, payment of a levy of 1.75% of rateable value each year for five years until 31st March 2032 becomes mandatory for all eligible businesses of £10,000 rateable value or over (on 2026 ratings list or subsequent list only if a new business enters the ratings list after 1st April 2027) within the BID boundary regardless of how they voted.

- 2 The ballot will be conducted independently by CIVICA on behalf of North Somerset Council and will be a minimum twenty-eight day confidential postal vote. Voters will have until 5pm on the close of the ballot (Thursday 22nd October 2026) to return their ballot paper. A proxy vote is available and details will be sent out with the ballot papers.
- 3 If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.
- 4 If the BID is approved through both tests being met, it will operate for five years from 1st April 2027 to 31st March 2032, delivering the projects outlined in this business plan.
- 5 The number of hereditaments liable for the levy is 350 (at the time of writing – July 2026).
- 6 The results of the ballot will be declared on Friday 23rd October 2026.

THE BID LEVY

- 1 The levy rate to be paid by each hereditament or rateable premises with a rateable value of £10,000 (lower threshold) or more will be calculated at 1.75% of its rateable value p.a. using the 2026 ratings list throughout the five-year term (or subsequent list only if a new business enters the ratings list after 1st April 2027) within the BID boundary, regardless of how they voted. The maximum levy payable on a single hereditament will be £20,000 p.a. (upper threshold). The first BID levy under the fourth term will be due on 1st April 2027 with subsequent levies due each year until 31st March 2032. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check www.gov.uk/find-business-rates
- 2 Under the BID regulations, North Somerset Council will be responsible for collection of the levy on behalf of Weston BID and these arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single instalment, kept in a separate ring-fenced account and transferred to Weston BID on a regular basis. North Somerset Council charge a collection fee for this service as outlined in the budget.
- 3 Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates as per Part 3 and Schedules 2 to 4 of the Non-Domestic Rating (collection and enforcement) (Local Lists) Regulations 1989 and the BID (England) Regulations 2004 clause 9.
- 4 Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished and it has a rateable value on North Somerset Council's ratings list, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.
- 5 Charities and non-profit making organisations will also be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.
- 6 The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.
- 7 Exemptions, reliefs or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.
- 8 The BID levy will be calculated using the 2026 Non-Domestic Ratings list for the duration of the BID (adapting for successful appeals in line with clause 10). The exception to this will be any change of use or physical change to a property including new construction, merger, sub-division, extensions and refurbishment where the hereditament has no entry in the 2026 list but enters a subsequent ratings list during the BID term.
- 9 The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st March 2032, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.
- 10 The ratings list will be updated for any changes in ratepayer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful rateable value appeals but changes in values will be reflected by a corresponding change to the billed amount at the next billing cycle.
- 11 The levy will be charged annually in advance with the ratepayer listed on the Council's ratings list liable to pay the BID levy; this billing mechanism is known as 'chargeable day'; no refunds are given if liability changes until the next billing cycle.
- 12 Services provided by statutory organisations within Weston that have a correlation to the projects that the BID will deliver have been documented and can be seen at <https://wsm-tc.gov.uk/your-council/weston-business-improvement-district-bid/>. The purpose of this is to ensure that Weston is adding value to current service provision and supporting businesses rather than replacing or duplicating existing services. An agreement in principle, subject to a successful 'yes' vote, has been reached with North Somerset Council and Weston Town Council that these baselines will be reviewed each year and that issues associated with local baselines will be reported to Weston BID as and when they occur.

WHERE WILL THE BID OPERATE?

Weston BID operates within the definitive boundary shown on the map which includes the following streets and areas, either in whole or in part. Please note that the street list is not exhaustive and should be considered alongside the boundary map which shows the parameters of the BID boundary.

Alexandra Parade
Alfred Street
Alma Street
Back Street
Beach Road
Boulevard
Bristol Road Lower
Burlington Street
Cambridge Place
Camden Terrace
Carlton Street
Central Walk
Church Square
Cross Street
Francis Fox Road
Gloucester Street
Grove Lane
Grove Road
High Street
Hopkins Street
Italian Gardens
Knightstone Road
Locking Road

Lovers Walk
Lower Church Road
Marine Parade
Meadow Street
North Street
Orchard Place
Orchard Street
Oxford Place
Oxford Street
Palmer Row
Palmer Street
Post Office Road
Poplar Place

Prospect Place
Regent Street
Richmond Street
Royal Parade
Salisbury Terrace
South Parade
Sovereign Centre
St James Street
St Margaret's Terrace
Station Road
The Centre

Union Place
Union Street
Victoria Square
Wadham Street
Walliscote Grove Road
Walliscote Road
Waterloo Street
Wellington Place
Winter Gardens
West Street
York Street



Map not to scale

WHAT HAPPENS NEXT?

2026

AUGUST/ SEPTEMBER 2026

Voting list is prepared to ensure that ballot papers reach the correct recipient.

Final business plan published and circulated to all named voters of levy paying businesses.

7TH SEPTEMBER 2026

Notice of ballot to be issued.

21ST SEPTEMBER 2026

Ballot paper to be despatched, signifying the start of the 28-day postal ballot.

22ND OCTOBER 2026 - 5PM

Close of postal ballot on
Thursday 22nd October 2026 at 5pm

23RD OCTOBER 2026

Ballot result declared.

2027



1ST APRIL 2027

If the vote is successful, the fourth term of Weston BID will commence.

Look out for your ballot paper arriving from 22nd September 2026

WHAT HAPPENS IF I VOTE YES?

A 'yes' vote means that Weston BID can continue delivering services and projects that businesses have said are important to them.

That means:

- ✓ Security wardens operating daily, keeping the streets safe and clean cracking down on crime and anti-social behaviour
- ✓ Coordination of the radio system sharing intelligence on criminal activity and ASB
- ✓ Marketing of your business and your town through PR, campaigns and social media
- ✓ Facilitation of Christmas festival, new and existing events driving footfall and spend into your business
- ✓ Opportunity to influence the wider place shaping work taking place in Weston
- ✓ Improved trading environment with a cleaner, tidier and more attractive Weston
- ✓ Opportunity for your business voice to be heard and action taken on the things that matter to you
- ✓ Money saved through reduced stock loss, cost savings service and access to business grants
- ✓ Free training for all staff with over 200 live interactive virtual courses, many CPD certified

WHAT HAPPENS IF I VOTE NO?

A 'no' vote means that none of the projects outlined in the business plan will be delivered and Weston BID will cease to exist from 1st April 2027.

That means:

- ✗ No security wardens patrolling Weston every day to support your business
- ✗ No marketing or PR campaigns for Weston or promotion of levy paying businesses
- ✗ No Christmas events, support for existing events or facilitation of new events
- ✗ No organisation to represent business interests or fight your corner
- ✗ No opportunity to work collaboratively with statutory agencies to secure the best deal for our town
- ✗ No coordinated cost saving measures, free training or business grants
- ✗ No additional investment in the trading environment to make it cleaner, tidier and more attractive

Don't make the mistake of thinking another organisation will pick up the shortfall.

GET IN TOUCH

Darren Fairchild
Town Centre Manager & BID Manager
32 Waterloo Street
Weston-Super-Mare
BS23 1LW

E: Darren.fairchild@wsmtcp.co.uk
W: wsm-tc.gov.uk/your-council/weston-business-improvement-district-bid/

Design by oracledesign.co.uk

