

ENTERPRISING MINEHEAD

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What is Enterprising Minehead?

Enterprising Minehead is a project which aims to significantly raise the quality of the visitor offer of the town. Its ambition is to make Minehead the go-to seaside destination and in doing so, make a major contribution to its long term prosperity.

Minehead has a clear appeal as a traditional seaside resort. The project aims to bring this up to date with plenty of activities and attractions coupled with outstanding customer service. The aim is to give Minehead the buzz that is needed to bring new visitors in, while retaining the Edwardian charm that keeps holiday-makers returning year after year.

Along the seafront there are plans for an upgraded street scene focusing on landscape, lighting and play. Proposals will also encourage more attractions as well as increased festivals and markets to increase the appeal of the seafront for residents and visitors.

A new hospitality and tourism project (known as West Coast 360) will establish Minehead as a centre of excellence, providing local people with practical skills and raise standards in one of West Somerset's key industries.

There will be a new Minehead brand and a focus on marketing the town and its attractions as well as development of events and guided walks.

Alongside the main project, many businesses are keen to develop a Business Improvement District (BID) which would give local businesses a greater say in issues affecting the town and its trade. A business plan will be developed for this which will be put to a ballot in April 2018.

"Through this project Minehead has the chance to realise some long-held ambitions. Let's make the most of it!"

Cllr Roger Thomas
Leader, Minehead Coastal
Communities Team

**On course to
bring a £1m boost
to Minehead**

Minehead Coastal Communities Team

Minehead Coastal Communities Team (MCCT) is a partnership group of organisations that are working collectively on projects to improve the town. The team is made up of representatives from business, the community, Minehead Town Council and West Somerset Council.

The Enterprising Minehead project takes its lead from the priorities and strategic direction set out in the Minehead Economic Plan which was developed by the Minehead Coastal Communities Team in 2016. The plan can be viewed at www.westsomersetonline.gov.uk/Business/Economic-Strategies

Further information on Enterprising Minehead project can be found at www.westsomersetonline.gov.uk/Business/Regeneration-and-Development-Projects

Getting Started

The Enterprising Minehead project can be segregated into three overarching themes; Minehead's People (and their skills), its Place (location and public realm) and its Businesses. The overall project is expected to invest around £1m and approx 2/3 of this was secured in Autumn 2017 through a number of external funding sources.

With funds only recently secured, work is just starting on the various elements of the project including planning for seafront enhancements, training activity, marketing and developing the plan for the Business Improvement District. Further detail of each element of the project is explained in greater detail below and regular updates will be provided over the coming months.

PEOPLE

West Coast 360 - Centre of Excellence

The Enterprising Minehead project will include the creation of a Centre of Excellence designed to upskill existing and future employees, and drive up the reputation of careers and jobs within this key sector. Initiatives will include:

- * An apprenticeship plus programme
- * Masterclasses and quality customer service training
- * Improved links between education and business
- * The creation of an Ambassador Programme

Some activity has already commenced and more is already planned for early in the New Year including:

- * West Somerset's Junior Bake-off - Feb 2018
- * Recruit Minehead - Feb 2018

Work is progressing on developing an ambassador programme and website for the project which is expected to launch in Spring 2018.



30% of the local workforce in West Somerset, and nearly 55% in Minehead, are employed directly or indirectly in tourism and related service industries. West Coast 360 aims to develop skills for this significant business sector.

A steering group for West Coast 360 has been set up which includes representatives from West Somerset College, JobCentre Plus, key leisure and hospitality businesses and West Somerset Council

West Coast 360's first Hospitality and Tourism Pre Employment Programme took place in October. The introductory course focussed on essential customer service skills and hands-on practical cooking experience. Participants gained a qualification and enjoyed taking part in a 'cook-off' at the end of the course.

A number of partners supported the project with Butlin's and The Beach Hotel providing dedicated trainers and use of their facilities. West Somerset College's catering facilities were used and Acacia Training provided support for the first week of the course. Many local employers and food producers donated food and drink to support the event. Special thanks go to A David and Co, Lidl, Morrison's and Tesco.



PLACE Transforming the Seafront

Under Place, the project aims to fundamentally change the perception of the town through the physical re-development of the seafront between the Seaward Way roundabout and Warren Road. The aim is to create greater vibrancy and in the process, attract new customers and increase visitor spend. This will ensure the town remains relevant to today's customers and competitive as a visitor destination.



The project will involve new landscaping and the development of contemporary key attractors using the themes of landscape, light, and play to maximise interest.

This will be complemented by a new digital and interactive heritage interpretation trail along the entire mile-long seafront round to the harbour, the refurbishment of the current shelters and public space, new business concessions, as well as a new programme of events, which will maximise the use of the new space.

Much of the funding required for physical developments on the seafront has already been secured and work has already begun on preparing how some of these elements might look. Over the coming 6 to 12 months work will progress on;

Maritime Mile interpretive /interactive walk and open art gallery - This will showcase Minehead's heritage, history, myths and legends through augmented reality

Shelter refurbishments - These will be given a fresh look and two will be converted into trading posts creating small business opportunities

The seafront as an Activity Hub - Seaside concessions, deck-chair hire and guided walks will add to the vibrancy created by the opening in 2017 of the adventure activity centre

Harbour Markets - Part of the increased events activity planned for 2018

Landscape Works

The detail on major landscaping works will take longer to work up. There will be public consultation on the plans in 2018 and it is expected that activity will begin on site in autumn 2018 in preparation for opening for the 2019 summer season

NB: All images are for illustrative purposes only and are not proposals for final designs



BUSINESS Improving competitiveness for the long term

The Business element focuses on marketing the town to maximise the potential of the new infrastructure and skilled workforce developed under People and Place. A 'Minehead Marketing Team' has been set up and it will be their responsibility to develop a modern new brand for the town, consulting with key business stakeholders to ensure the brand presents Minehead at its best. The Team will also be working on a marketing strategy which identifies new target markets.

The Voice of Minehead Business

At the same time as the marketing is being developed, work is being carried out to develop a Business Improvement District (BID). There has been talk about developing a BID for some time, with many businesses having long wished to have a greater say in how the town is promoted and presented. Consultation work, which took place in February 2017, indicated that there was a definite appetite from businesses to work up a Minehead BID. The Enterprising Minehead project is now facilitating the work required to take this to the next level which involves developing a five-year businesses plan in consultation with businesses and ensuring that all legal requirements are met. The business plan will then be put to a ballot of businesses in April 2018.

The BID proposal, which is being backed by Minehead Chamber of Commerce, would see contributions from businesses set at 1.5% of the rateable value of business premises. If a majority 'Yes' vote is returned, this would see businesses contributing to a central funding pot which would generate over £0.5m of investment over a five-year period. Businesses would then be able to work together, and collectively with other organisations, to deliver their own plan for continued marketing and business support activities.

What is a Business Improvement District?

BIDs are business led partnerships which are created through a ballot process to deliver additional services to local businesses. They can be a powerful tool for directly involving local businesses in local activities and allow the business community and local authorities to work together to improve the local trading environment. The proposed Minehead BID area is outlined below.

BID Launch - Sept 2017

Over 50 Minehead businesses gathered at Butlin's holiday village on 5th Sept to hear more about the proposed Business Improvement District (BID) and to suggest ideas that could be included in the scheme. The audience heard about how BIDs have worked in other areas of the UK, the findings of the feasibility study for Minehead which was undertaken earlier in the year and what benefits a Minehead scheme could bring to the town. A lively discussion took place which generated ideas for the plan. Next stages are:

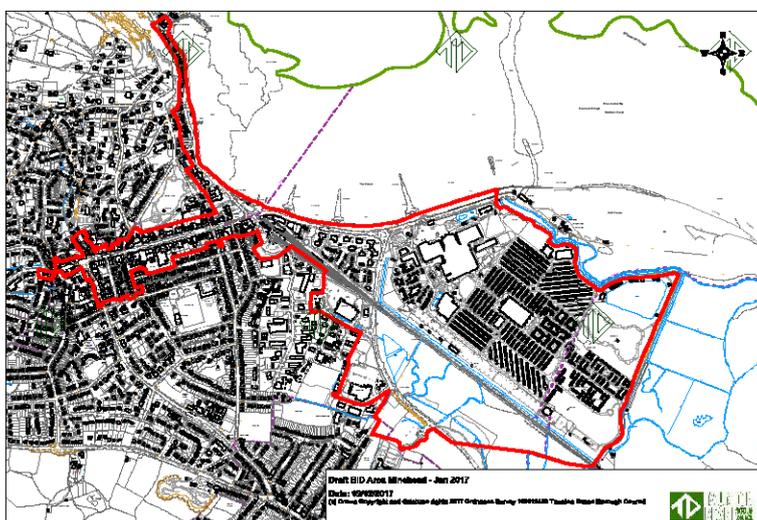
Oct to Dec 2017 - Intensive consultation to develop the business plan

Jan 2017 - Present Draft Business Plan and finalise

Feb—Mar 2018 - Present final Business Plan and initiate ballot campaign

April 2018 - BID Ballot

Further info will be available from the end of November 2017 at www.mineheadbid.co.uk



Proposed area for Minehead Business Improvement District