

FAQ's – Enterprising Minehead

Frequently Asked Questions

As the project progresses, and through the various face-to-face consultations and media releases, interest in the Enterprising Minehead project is gathering pace. There has been particular interest in the 'Place' elements with questions raised directly as well as on social media platforms, all indicating that awareness of the project is growing. Listed below are some frequently asked questions about the project which we hope help explain why certain things can and cannot be achieved as part of Enterprising Minehead.

Q: What is Minehead Coastal Communities Team? Minehead CCT is a partnership. By working collectively the CCT has successfully secured outside funding to benefit Minehead. There are Coastal Communities Teams around the country, they are an initiative that encourages various organisations to work collectively for the benefit of their communities. The CCT is a partnership represented by various organisations within Minehead.

Q: What is the District Council's role on the CCT? The District Council is the accountable body for the funding and all spend has to run in accordance with the Council's procurement processes.

Q: What organisations sit on Minehead Coastal Community Team? The Minehead CCT is made up of key businesses and community group stakeholders. This may vary from time to time. Current membership please refer to the Minehead Coastal Communities Team Facebook page

Q: Toilets - Following a number of queries about the provision of toilets in Minehead, something which Enterprising Minehead cannot fund, West Somerset Council has provided the following information:

Toilets in Minehead include Summerland Road, Blenheim Gardens, Warren Road (on the seafront near Butlin's) and the Jubilee Cafe. These are well distributed across the town and are all open to the public, although they are no longer directly run by West Somerset Council. Carousel toilets closed in 2015. There are no plans to re-open these.

Q: Why is the Council funding this project when it can't keep the toilets open? The funds for the activities included in Enterprising Minehead have been secured from outside funders for the specific elements of the project, namely the CIM fund, LEADER and Coastal Communities Fund. They are not Council funds and have to be spent on the purposes for which they were secured.

Q: Where does this Funding come from? Each funding pot has been secured where the CCT has seen an opportunity to secure funding for Minehead. Key funders to date are as follows:

Community Mitigation Impact Fund (501,000) which is an EDF funded programme.

Coastal Communities Fund (130,000) a government funded programme.

LEADER Fund (64,000) a Defra/EU funded programme.

Q: When does the funding need to be used by? The CIM Fund runs over a 3 year period that started in August 2017. The Coastal Community Funded projects run until Sept 2019. The LEADER Fund projects run until June 2018.

Q: How do the gabion baskets fit with the rest of the project? The Gabions will in fact

form an outdoor gallery at a key visitor landing point (opposite the WSR station) providing imagery which links to a wider seafront trail.

Q: Are the gabion basket open air galley a permanent installation? The gabions are a temporary installation designed to be on the seafront for an estimated 5 year lifetime. After which they could potentially be rejuvenated or something else could take its place.

Q: Can something else be put in this location instead of the open air gallery? The underground services in this spot are particularly complicated, so the gabion basket design for the gallery is the perfect solution as they sit on top of the surface with no underground works required.

Q: What is the branding for and what is the intended outcome? The new brand is to attract new target markets with a focus on families and couples. The intention is to re-position the town in the minds of visitors. The ambition is to create a new unique brand identity that will assist marketing activity. It will contribute to the overall effect of increasing visitor numbers and spend. It will provide a set of high quality professional branding tools and guidelines.

Q: Why can't we change direction on the branding? Following due process with the tender a professional company was engaged to develop a brand, and together with a brand and marketing group and the CCT they carried out rigorous market research Oct 17 – Jan 19 and consultation throughout January with residents, business owners and visitors, where the people of Minehead made their choice from four brand options.

Q: What is happening regard the six seafront Edwardian shelters? The shelters are being repainted, one half of one shelter will be converted in to a pop up shop. The funding from Coastal Communities Fund was about creating enterprising opportunities and the funding has allowed for the six shelters to be addressed on the back of half of one of the shelters being converted.