



**WELCOME
FROM
WEYMOUTH BID**



WEYMOUTH BID

LEVY PAYERS

INFORMATION PACK

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1.

What is a BID?

A Business Improvement District (BID) scheme is a business-led initiative supported by Government legislation which gives local businesses the power 'to raise funds locally to be spent locally' on improving their trading environment.

A Board of Directors, made up of levy payers, meets regularly to decide the strategic direction of the BID to benefit all levy payers and to oversee the delivery of the goals outlined in the Business Plan.

Any levy payer may apply to join the board. Board Directors are voted for by members at the AGM held at the beginning of the year. Members may retain or dismiss a board director.

The Board may appoint new members in between the AGMs. Full details can be found in the Articles of Association on the Weymouth BID website.



2.

Business Plan 2018-2023 - The Highlights

Improve Weymouth

- A plan to ensure that the look and feel of the town is improved and where possible greener
- Make Weymouth a safer place 24/7
- Work with key bodies to influence what they do

Marketing Weymouth

- A robust marketing and communication strategy for Weymouth
- A culture and a framework that enables people to create events driving people into the town
- Celebrate Weymouth in every way – making visitors aware of what the town offers including art, culture and history

Shaping Weymouth

- Be the voice of Weymouth businesses on all matters affecting the town
- Work with all partners, such as Weymouth Chamber of Commerce, to ensure a joined-up approach to the development of the town
- Cost Saving

Commented [BM1]: Isn't working with the Town Council more important than the Chamber

3.

Who are the BID Board and Team?

Chairman

Richard Lamb Owner of the Nothe Tavern, Kings Arms and Boot Inn

Vice Chairman

Ian Ferguson Owner of Weyline Taxis, Bee Cars and Streetcars

Members

Dennis Spurr Owner of The Fantastic Sausage Factory

Chris Truscott Franchisee, McDonalds St Mary Street & Jubilee Sidings

Stephen Bassett Franchisee, Londis Stores

Julia Cohen Head of External Partnerships, Weymouth College

Tamsin Mutton-McKnight General Manager, Sealife Centre, Merlin

Keith Treggiden Manager of The Rendezvous, The Anchor, The Slug & Lettuce for Stonegate Pubs

Graham Perry Fairbridge Trust and Trustee of Weymouth Museum

Weymouth BID Team

Claudia Moore Chief Operating Officer

Helen Toft BID Admin

BID Board meetings are held and attended by an officer from Weymouth and Portland Borough Council and the Councillors with briefs for Tourism, Culture and Harbour and Economic Development.



4.

Weymouth BID Membership

All BID levy payers are entitled to become a Weymouth BID Limited Member this entitles you to attend the Annual General Meeting held at the beginning of the year and vote on Board Directors for the forthcoming year.

An application form is included with this pack.



WEYMOUTH
WEAREWEYMOUTH.CO.UK

5.

Information on levy payments and business rates

LEVY INFORMATION

The BID levy is an annual fee for all businesses in the BID area with a rateable value of £6,000 and above. To find your rateable value if you do not know it visit the Government website www.gov.uk/correct-your-business-rates

The Levy charge is **1.5%** of the rateable value. Here are some examples:

Premises Rateable Value	1.5% Levy Fee
£6,000	£90
£10,000	£150
£12,000	£180
£15,000	£225
£20,000	£300
£25,000	£375
£30,000	£450
£40,000	£600
£50,000	£750
£75,000	£1,125
£100,000	£1,500
£200,000	£3,000
£300,000	£4,500
£560,000	£8,400

5. Cont...

51 % of BID members pay between £90 – £255 per annum

Weymouth & Portland Borough Council is the largest contributor in the levy area with a total of £22,000 per annum

LEGAL STATUS

The Levy is a statutory charge collected on behalf of the **BID** by **Weymouth & Portland Borough Council**.

Businesses are invoiced annually in September each year

The BID is set up so that all businesses trading at the 1st September each year are liable for the levy.

NEW BUSINESSES

The legislation covers new businesses. They are liable for the charge even though not operational at the time of the original ballot.

Businesses that open within the period 1st September – 31st July each year are not liable until the next annual levy.

LEVY INVOICE

The Levy is raised and invoiced annually in September by **Weymouth & Portland Borough Council** on behalf of **Weymouth BID Ltd**

The BID along with WPBC check the Business Rate data for any changes, alterations or deletions required and then the invoice is sent out, normally in the second or third week in September each year.

All monies are collected by WPBC. Weymouth BID then raises invoices for the monies to be transferred into the BID account to enable the BID to deliver the projects and activities as agreed by the Board and based on the Business Plan.

6.

We Are Weymouth

We Are Weymouth is a 'brand' that was established at the beginning of the first BID term in order to market Weymouth as a visitor destination.

The We Are Weymouth website has been actively maintained so that it comes up as number one or two in a 'Google' search for visitors looking for information. This is of great benefit to businesses who list their details on the website.

As well as listing local events the website provides useful information about the area and its attractions as well as blogs that cover specific topics, for example '5 of the Best Fish and Chip Shops in Weymouth.

The We Are Weymouth facebook page has over 20,000 likes and provided a quick and direct method of sharing events and offers that are taking place around the town.

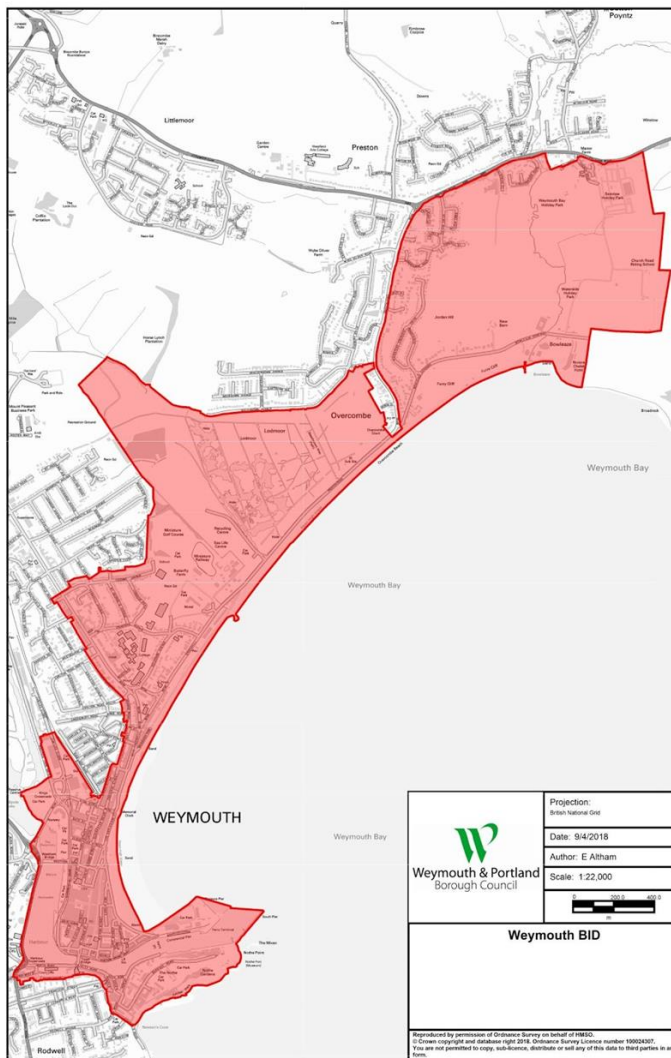
We Are Weymouth branding is visible around the town on maps and posters and in vacant shop windows.

As condition of providing help with funding for events taking place in the town we stipulate the use of We Are Weymouth marketing banners to increase the brand recognition.



7.

BID Map – The Area Covered by the BID from September 2018



8.

Useful local contacts

Organisation	Telephone	Email
Weymouth & Portland Borough Council	01305 838000	c.services@dorset.gov.uk
Dorset Waste Partnership	01305 221040	
Chamber of Commerce	07730 135973	info@wpchamber.co.uk
Wessex FM	01305 250333	sales@wessexfm.com
Dorset Echo	01305 830930	newsdesk@dorsetecho.co.uk
Town Centre Manager	01305 838484	

9.

How do I get involved?

What we do	How to get involved	I am interested in this (please tick)
Include your business listing on our visitor website WeareWeymouth.co.uk	Contact us with details of your business and an image - info@weymouthbid.co.uk	
Provide a Weymouth BID B2B site	Provide us with your email details so that the weekly newsletters published on the website go straight to your 'in box'.	
Provide very popular Facebook, Twitter and Instagram pages for visitors – perfect for advertising your events or promotions	Fill in our events form on We are Weymouth and we will do the rest.	
Film short interviews with businesses to advertise them on social media.	Get in touch with Claudia Moore to plan a visit.	
Help get your event or idea off the ground	Contact us to request a proposal application form or pop in and see us	
Work with the Chamber of Commerce to provide business Training – social media, HR, tourism etc.	The Weymouth Chamber welcomes membership from all businesses in the area www.wpchamber.com and is great for networking opportunities.	
Lobbying and championing your interests e.g. local authority, government	Let us know if you have concerns and if they are shared by other levy payers we will add our support	
Low season advertising and promotions	Send us details of any promotions that you have and we will share on our Facebook page	
Weekly newsletters with relevant business info, updates and surveys	Provide us with your email details so that the weekly newsletters published on the website go straight to your 'in box'.	
Support the Town Centre Manager to make visible improvements to the town		
Work with many agencies to ensure a vibrant and safe night-time economy		

What we do	How to get involved	I am interested in this (please tick)
Provide volunteer Weyfarers to guide visitors around the town	Help us to support these volunteers by offering them special discounts	
Work with other agencies to fill units and improve the look and ambience of empty ones	If you hear or see someone closing down please share the information with us.	
Measure our town's performance and footfall		
Support Shop Local campaigns to increase revenue		
Have regular forums, coffee sessions and meetings with levy payers to improve communication	Take this opportunity for an informal chat about any concern you have or want help with.	
Improve our art, history and culture elements to appeal to visitors	Share any ideas or suggestion that you might have via email.	
Enhance the tourist information provided to visitors	Share any ideas or suggestion that you might have via email.	
Provide an accommodation booklet for potential visitors	Contact us with your accommodation information so we can add to the booklet	
Develop initiatives to increase local pride – e.g. The Golden Broom award, Weymouth in Bloom	Look out for the opportunity to participate in these initiatives	

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