



## Agenda for Full Board Meeting

Date: **Wednesday 25th November 2020**

Time: 11.00

Location: Pilgrim House or Zoom

Item		Time
1.0	Welcome	11.00
2.0	Apologies for Absence	11.02
4.0	<b>Declaration of Interest</b>	11.03

6.0	<b>Matters Arising from Previous Minutes</b>	11.05
7.0	<b>Improve</b> Harbour Information Board Update Heritage Paving Slab Update St Alban Street Lighting Update	11.35
8.0	<b>Marketing and Events</b> Totally Locally 450th Anniversary of Borough Update	11.45

<b>9.0</b>	<b>Shaping Weymouth</b> Pubwatch	12.20
<b>10.0</b>	<b>Governance and Engagement</b> Recruitment Update Levy Payments Articles of Association Changes	12.30
<b>11.0</b>	<b>Finance Report</b> Circulated with Agenda	12.35
<b>12.0</b>	<b>Funding Applications</b> In the Bag PR - Christmas proposal	12.45
<b>13.0</b>	<b>A.O.B.</b>	
<b>14.0</b>	<b>Items for next meeting</b>	
<b>15.0</b>	<b>Date of next and subsequent meetings</b> Dec 16 <sup>th</sup>	

Hi Claudia,

As discussed, here are a few points about the Information Boards we have produced around the harbour;

- There are approx. 6 Information Boards around the Harbour so far which cover topics:
  - Rowing Ferry
  - Weymouth 2012
  - Town Bridge
  - Tramway
  - Weymouth Harbour (general history)
  - Cross Channel Ferries
- I research (online/library/local historians/Weymouth Museum), compose and design the sign content which are then transferred by our Graphics Team into print ready artwork.
- The final products are manufactured/installed by Swift Signs and cost approx. £350 each (including installation).
- We aim to produce 2 per financial year depending on harbour budgets.

The possible topics/locations I previously suggested for the BID if they were able to pay for one or two were

- South Side of the Outer Harbour/Stone Pier
  - Nothe Fort/sea defences like Sandsfoot
  - Weymouth Lifeboat Station/RNLI
  - Weymouth Shipwrecks/Diving Community
- CHQ/Commercial Road
  - Weymouth's commercial fishing industry/Dorset Food & Drink
- Inner Harbour near along NQ railings/Backwater
  - Formation of the inner harbour pontoons/leisure marinas
- Beach Railings/new peninsula
  - King George III
  - Weymouth through the War (WW1 120,000 ANZAC personnel stationed here, WW2 D-Day troops embarking for Normandy, Bouncing bomb tested in fleet lagoon etc.)

The Rowing Ferry operators are also keen for there to be an additional Rowing Ferry sign on the south side of the harbour, could this be one the BID funds?

Hope that covers everything, please contact me if you need any further information.

Kind regards

**Karen Hood**  
**Weymouth Harbour Promotions Officer**  
**Place Services**

**Dorset Council**



## Totally Locally Shop

At Totally Locally we believe that Independent Shops & Businesses are the lifeblood of our towns. We've been helping those towns for over 10 years now, through our free 'Town Kit', the Totally Locally campaign and the amazing Fiver Fest.

WE ALSO BELIEVE THE FUTURE OF INDEPENDENT HIGH STREETS is a combination of bricks & mortar shops with a strong online presence. This has become increasingly so during the COVID-19 pandemic, which has seen 63% of shoppers researching purchases online before entering a store\*

**We've been developing the 'Local Independent High Streets Online' project** – town based websites that bring together their independent businesses, all in one place. Customers can buy products from multiple local shops and pay with one easy payment at checkout, then choose click & collect or delivery options.

So for example, your town will have its own website, with images from the area and business that represent your high street. There's even space for news and social media feeds.

**This is about allowing people to choose where they shop, supporting their local businesses and helping to keep their own high streets alive.**

We set up a website for your town which represents your independent high street. Each business gets a secure, bespoke online shop. Shoppers can choose to support their town by visiting, browsing and buying from multiple shops and businesses in the place they live. Just like on your real high street.

**So 'what do I need to do?' you ask.**

All you need is a group of businesses from your town, area or high street who want to work together, then contact us and we'll get right back to you. There are no setup costs and it's free to have an online shop until 2021. From there it will cost just £3 per week per shop. **There is no contract and you can leave at any time – no hassle, no risk and no commission from us** (just standard online charges of 1.4% + 20p per order to the payment provider – **STRIPE**). Payment goes directly to your account.

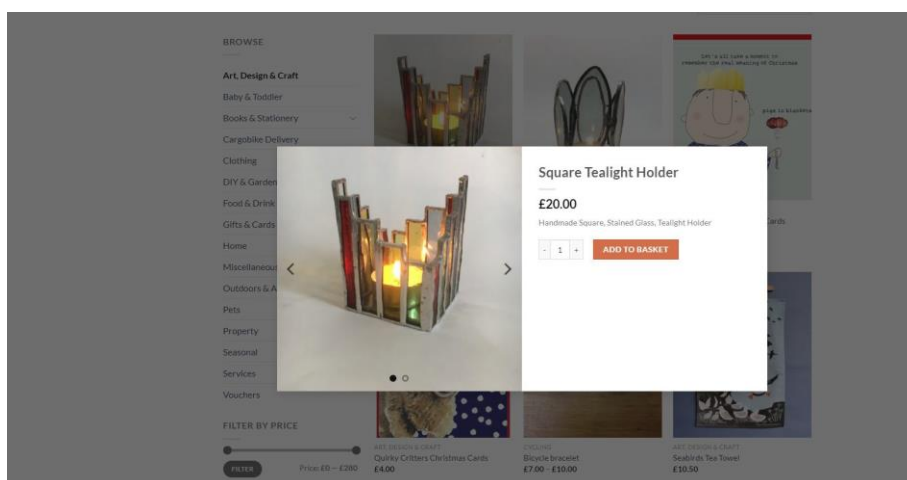
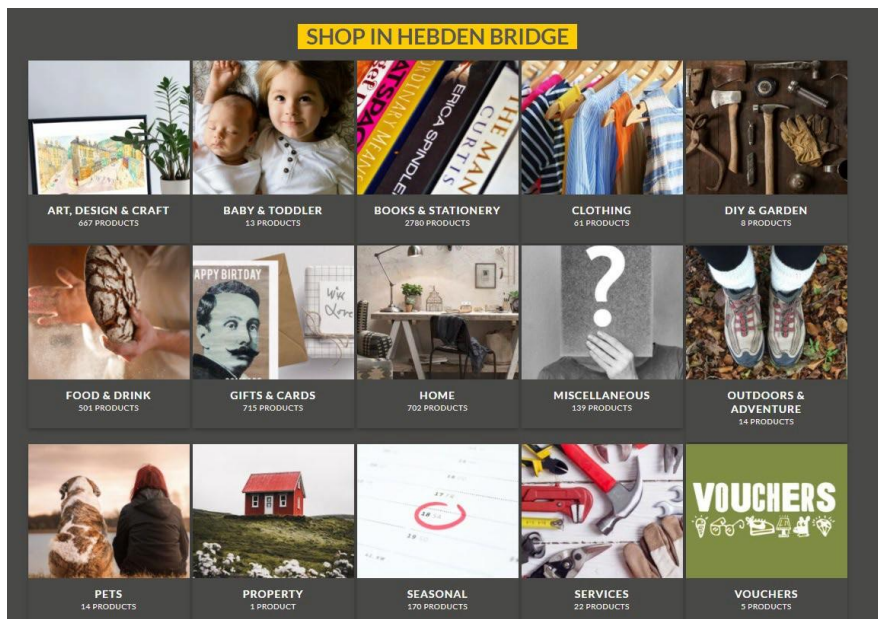
**APPLY HERE>>>**

If you would like the chance to get your town's High Street online or just want to learn more, you can also register for our **Zoom Town Conference** – date to be announced very soon – at: **bit.ly/TLZoomConference**

# Hebden Bridge Pilot



## Example of webpages:





# THE PROPOSAL

Prepared by **in the bag**  
Lifestyle | Luxury | Food

## PR & DIGITAL CHRISTMAS 2020 CAMPAIGN

### BRIEF

Due to the government's announcement of another lockdown during the key retail sales month of November, In The Bag PR discussed with Weymouth BID ways in which we can support local businesses whilst physical premises are closed.

Many of the businesses in Weymouth were innovative in their approach to lockdown and took to online sales or takeaway services to help boost income. During lockdown 2.0 we aim to support these businesses and help drive as many sales as we can by raising awareness of everything that Weymouth businesses have to offer in the run up to Christmas.

Our aim will be to work in partnership with (We Are) Weymouth High Street and PXL.tree to get as many businesses online that are currently not online, and then push as much traffic and awareness to this location to drive sales.

We will create gift guides and features to drive awareness of all the amazing things on offer from Weymouth retailers and place these in local publications and online. We will allocate an advertising budget to help facilitate the placement of these features.

We hope that this digital and print push will not only help build community spirit and promote local businesses, but also help demonstrate to levy payers that the BID is doing all that it can to support local business during these difficult times. There is a huge appetite to support and shop local and this is a great opportunity for the BID to tie into this.

### KEY MESSAGES

- This campaign can help to launch We Are Weymouth High Street as an initiative supported and funded by Weymouth BID
- Shop Local
- Support Local
- Huge variety available in Weymouth town centre both in terms of retail and food/drink offerings
- Lots of innovation happening in the town to survive these difficult months
- Build a feeling of community spirit in the run up to Christmas

### PLANNING

In order to create a digital campaign we will need to spend some time researching which levy payers do not have an online presence and work with PXL.tree to get them online if relevant to them. We will then need to contact levy payers to ask about their top products for Christmas, or promotions for Christmas so that we can work these into features and guides.

Once we have our products and promotions we will need to spend some time working on the creative of the guides and features, for use in print, online and across social media.



FOR HIM, FOR HER, LAST MINUTE GIFTS, GIFTS FOR KIDS, SECRET SANTA, STOCKING FILLERS...

The possibilities for gift guides are vast. We can create guides that not only look beautiful but showcase the variety of businesses on Weymouth High Street from small businesses to multiples.

We would aim to get these gift guides placed with local media – either as advertorials or pure PR where possible. If showcased online direct links to buy will be provided for readers to click through and purchase.

We would also use gift guides on social media as part of a targeted social media campaign.



EVERYTHING YOU NEED FOR CHRISTMAS FROM WEYMOUTH HIGH STREET / EVERYTHING YOU NEED TO GET YOU THROUGH NOVEMBER LOCKDOWN

Our food outlets do not need to provide offers for this period, just information on what they are offering and how customers can go about ordering or collecting.

Again these features will be placed with local media and showcased online. We will also use these features in targeted social media campaigns to drive traffic/awareness.

Our Christmas Gift Guides will cover the retail side of Weymouth town centre, but what about the food producers, restaurants and bars in the town? We know that during the first lockdown many food and drink outlets adapted to offer take away services and this is something we would also like to showcase online and in print.

We can put together a guide of all the best take away opportunities in the town from cocktails to dinner, cakes to seafood boxes. Once we have spoken to our food and drink retailers and gathered all their take away/delivery information we can put together features such as 'Christmas dinner sorted from Weymouth High Street' or 'apertifs, starters, mains, desserts, cheeses and digestifs – our guide to everything available for take away or delivery this Christmas'.





## **ADVERTISING - PRINT/BROADCAST**

As we have mentioned above, a quick way to secure coverage for our guides and features in the run up to Christmas will be to book advertising with local publications and negotiate editorial space. Depending on budgets we could look at potential radio advertising to showcase local businesses that are offering products/services online. In The Bag PR can look into costs, deals available and negotiate spend before putting a final budget together for print, online and broadcast advertising.

## **TARGETED SOCIAL MEDIA ADVERTISING CAMPAIGNS**

The focus of our social media advertising strategy, after the set-up phase, will be to drive traffic to the We Are Weymouth High Street and of course sales from gift guides. Campaigns will focus on a targeted local audience and we will use both interest-based audiences and lookalike audiences from data already captured by the pixel on the website. Facebook provides a great way for us to target the local population with our features and guides, helping to showcase the work the BID is doing to support local businesses. Another great example of social media at work would be to create a Weymouth Christmas Market Facebook group where we can post products/offers from the local businesses in the run up to Christmas.

## **CONSIDERATIONS**

- Timings – we are close to Christmas and need to work quickly to make as much impact as possible
- Timings – We Are Weymouth High Street is not set to launch until the 5th December – is this too late?
- Time to be spent researching which businesses have an online presence and which do not – how quickly can we get businesses onto We Are Weymouth High Street?
- Time to be spent contacting levy payers to get gift suggestions and food/drink take away and delivery offerings
- Time to design gift guides and features and placed on relevant platforms
- Will there be backlash from non-retail or food/drink levy payers? Guest houses, taxi firms, service providers in the town.
- Collateral needed – images, links to buy, product info
- Will the lockdown go over the current one month?

## **CONCLUSION**

To conclude, to get our print and digital Christmas campaign up and running we will need to move quickly and dedicate time to speaking with levy payers directly. We will need to work with We Are Weymouth High Street to confirm that we can direct traffic to this site once up and running.

We can also host gift guides and features on the We Are Weymouth website and then drive traffic to individual retailers if needed. It will be important to speak with local media to confirm advertising opportunities ASAP and discuss deadlines for submission.

The fact that we will be liaising directly with levy payers to produce this campaign will hopefully help to build trust in the BID and the work it is doing and show that in times of hardship we are doing what we can to support the businesses in the town.

Getting this campaign up and running as quickly as possible will be key to making it a success.





## BUDGET

### Planning

We would like to start the planning phase immediately and would allocate 1 day of time to this in November.

£800.00 + VAT

### Research

This is where we envisage a large chunk of time as we need to research if levy payers have an online presence and then work with We Are Weymouth High Street to get them online ASAP. We will also need to spend time communicating directly with relevant levy payers to gather all information needed to put the features together. We would allocate 5 days of time to the research phase.

£4000.00 + VAT

### Design

Once we have all the relevant information and photography we can begin the design phase, working with local publications to create guides and features within their guidelines. We would also need to get these guides and features up on the We Are Weymouth website and adapted for the We Are Weymouth social platforms. We would allocate 2 days of time for design and amends.

£1600.00 + VAT

### PR

We will liaise with our journalist contacts to not only place guides and features but also talk about everything the BID and Weymouth town centre is doing to pull together and get through these difficult times. We can use press releases to announce the launch of the campaign whilst directing readers to the guides and features on the We Are Weymouth and We Are Weymouth High Street websites or the We Are Weymouth social channels. We would allocate 2 days of time for ongoing PR throughout the campaign.

£1600.00 + VAT

### Targeted Social Media Advertising Campaigns

The social media advertising campaigns will aim to create awareness and will also drive traffic to the new We Are Weymouth High Street website and ultimately drive sales. The campaigns will be fully managed. This will include: audience creation & split testing. Copywriting of adverts and design of the creative plus ad performance monitoring, optimisation and reporting

£500.00 + VAT

We anticipate an ad spend of **£20 per day** when the campaigns are up and running.

### Advertising

We would like to spend some time pulling out a few key options for advertising for this campaign and then work with these publications to produce a schedule of features in the run up to Christmas. It is very late on to book advertising or create editorial for lifestyle publications but we can work with the Dorset Echo and potentially local broadcast as well. We would anticipate an advertising budget of no more than £4000.00+VAT in the run up to Christmas.



## TOTALS

**In The Bag PR: £8,000.00+VAT**

Targeted social media campaign £500.00+VAT

Print/broadcast ad spend: £4000.00+VAT

Facebook Ad spend: £20 per day

Campaign total:  
**£8,500+VAT**  
+ suggested ad spend

# Draft Financial Report - November Board Meeting

WE ARE WEYMOUTH LIMITED

For the 2 months ended 31 October 2020

# Draft Financial Report October 2020

## WE ARE WEYMOUTH LIMITED

For the 2 months ended 31 October 2020

	NOTE	ACTUAL SPENT THIS YEAR TO DATE	FINANCIAL YEAR TO 30AUG2020
<b>INCOME</b>			
BID Levy Income	2	62,388	274,617
Government Coronavirus Grant Income		-	14,500
Total INCOME		62,388	289,117
<b>IMPROVE</b>			
Improve Funding Applications	3	-	53,607
Total IMPROVE		-	53,607
<b>MARKETING</b>			
Advertising		-	260
PR		149	12,856
Marketing Tender / Website Costs		1,073	20,615
Marketing Funding Applications	4	-	87,074
Total MARKETING		1,223	120,805
<b>MANAGEMENT</b>			
Staff Costs		3,574	51,067
Premises		1,185	7,259
Legal and Professional		400	8,050
General Administrative Costs		240	8,645
Finance Charges		7	76
Total MANAGEMENT		5,405	75,097
<b>LEVYCOLLECTION</b>			
Levy Collection costs		-	4,000
Operating Surplus / (Deficit)		55,760	35,608

### 1. Report Presentation

The layout and presentation of the monthly financial report has been dictated by the requests of the board over time. The general requirement was that the board could see not only what had already been spent, but also what had been approved as project and event funding, combined with the remaining expected overheads, resulting the predicted surplus / (deficit).

It has always been felt that a summary document is far more useful than pages of detail. Any analysis can be provided if requested. I have included a comparative column, showing the total spend for Ye 31/08/2020.

These figures are prepared in draft. They may be subject to adjustments and change as a result of a full review prior to the independent inspection. This is a normal procedure, making sure that all the costs etc are posted correctly and any timing adjustments are made. This ensures that the accounts show a true and fair view of the financial position of the business and that the activities and costs of the organisation are correctly reflected.



## 2. Income

The income shown represents the amount that had been invoiced to the council as at 31/10/2020. Details of the levy income collected by Dorset Council, last received on 13th November 2020, confirmed an amount available to draw of £70,086.75. This amount has been invoiced in November and is expected to be settled around the end of this month.

	NOTE	ACTUAL SPENT THIS YEAR TO DATE	FINANCIAL YEAR TO 30AUG2020
<b>3.ImproveFundingApplications</b>			
Community Boards and Maps		-	232
Costal Community (WADT)		-	17,500
CSAS Community Safety Accred Scheme 19-20		-	20,000
Golden Broom Awards		-	224
Hanging Baskets 2019		-	80
Hanging Baskets 2020		-	750
Topiary Balls		-	87
Totally Local		-	710
Town Centre Decorative Lighting		-	3,730
Town Cryer Competition		-	294
Weymouth Gateway Match Funding		-	10,000
<b>Total Improve Funding Applications</b>		-	<b>53,607</b>

	NOTE	ACTUAL SPENT THIS YEAR TO DATE	FINANCIAL YEAR TO 30AUG2020
<b>4.ApprovedMarketingFundingApplications</b>			
Christmas Cindertrail 2019		-	35,623
Christmas Events		-	1,239
Christmas in the Square 2019		-	1,840
Christmas Victorian Market 2019		-	1,508
Christmas Weekend of Entertainment		-	13,210
Bus Stop Advertising		-	2,000
Cruise Passenger Benches		-	1,380
Dine for Less - Oct19 / Jan20		-	3,000
Festival Events Brochure		-	2,000
Halloween Event		-	1,368
History Trifold Leaflet		-	200
Inside Out Dorset - Sense of unity		-	5,000
It's a Knockout		-	74
More Than Just a Beech		-	369
NYE 2019-20 Fireworks		-	10,850
NYE Free bus service		-	80
The Perfect Weekend		-	462
Town Centre Maps		-	56
Weyfarers		-	1,032
Weymouth Half Marathon 2020		-	5,584
Weymouth Heritage Group		-	198
<b>Total Approved Marketing Funding Applications</b>		-	<b>87,074</b>

# Balance Sheet

WE ARE WEYMOUTH LIMITED

As at 31 October 2020

	31 OCT 2020	30 SEP 2020
<b>Fixed Assets</b>		
Tangible Assets	931	931
Total Fixed Assets	931	931
<b>Current Assets</b>		
Debtors	79,373	4,508
Cash at bank and in hand	133,699	131,613
Prepayments and accrued income	15,000	16,167
Total Current Assets	228,072	152,287
<b>Creditors: amounts falling due within one year</b>		
Supplier Accounts Payable	18,603	18,805
Accruals	3,700	4,002
VAT	47,668	30,545
Wages and Salaries	3,406	-
Total Creditors: amounts falling due within one year	73,377	53,353
Net Current Assets (Liabilities)	154,695	98,935
Total Assets less Current Liabilities	155,626	99,866
Net Assets	155,626	99,866
<b>Capital and Reserves</b>		
Current Year Earnings	46,378	(9,382)
P&L Reserve - Retained Earnings	109,248	109,248
Total Capital and Reserves	155,626	99,866