

YOUR VISION
YOUR FUTURE
YOUR BUSINESS
YOUR REPORT



WE SUPPORT

WEYMOUTH
bd
Business Improvement District

JOINT CHAIRS' STATEMENT

We are pleased to present the first annual report for Weymouth BID. Our board of volunteer directors and the BID team have worked hard over the last year to get this project off the ground and we are delighted to say we have made great progress on all our objectives.

This is only the beginning of the 5-year term and we are laying down the foundations for some positive changes to come and some real improvements for our town. The work in the first year has led to the development of a number of exciting projects which will be consolidated in the second year.

We have been busy setting up event and marketing contracts, but also working on projects like the 'Weyfarers', a team of volunteers who can welcome and assist visitors to our town, all year round. We are also re-branding the town with a new vibrant brand developed to attract attention and develop new business, again, all year round. All of these projects take time but we are now in a position to say we are delivering on all these business plan objectives.

This does not mean for one moment that we are complacent about the massive task in hand. We intend to build

"If you have any ideas or would like to get involved we would love to hear from you."

on all the hard work during our second year, improving the events and projects already delivered and creating more.

We realise that communication with levy payers is fundamental and we have worked hard to improve this using email as well as newsletters, but also increasing the frequency of them. This BID is for all levy payers: however, experience shows that those who engage with the process get greater benefits. If you have any ideas or would like to get involved, we would love to hear from you.

There is a lot more information on the Weymouth BID website www.weymouthbid.co.uk. We thank you for your support and look forward to making more improvements to the town in our second financial year.

Alison Theobald and Alistair Clarke.

BID BOARD MEMBERS

ALISTAIR CLARKE - JOINT CHAIR
Dean & Reddyhoff Marinas
Location: Weymouth Marina

ALISON THEOBALD - JOINT CHAIR
Pennywise Financial Services
Location: School Street

STEVE NEWSTEAD - VICE CHAIR
Wetherspoons
Location: Westham Road

TIM WILLIAMS - TREASURER / SECRETARY
Wilkinsons Manager
Location: Westham Road

COUNCILLOR RAY NOWAK
Brief Holder Economic Development
Weymouth & Portland Borough Council
Location: North Quay

BRIAN COOPER
Resort Marketing
Location: St Nicholas Street

DENNIS SPURR
The Fantastic Sausage Factory
Location: St Mary Street

SIMON NEWPORT
First Group
Location: Weymouth Bus Depot

"There is a lot more information on the Weymouth BID website www.weymouthbid.co.uk"

TAMSIN MUTTON MCKNIGHT
Weymouth Sea Life Adventure Park
Location: Lodmoor

SOPHIE KERMANI-JIBET
The Dining Room Restaurant
Location: St Mary Street

IAN JEFFRIES
Weyprint
Location: Caroline Place

SUE ROPER
Best Western The Rembrandt
Location: Dorchester Road

THE FIRST YEAR

Like any other start up business or organization, Weymouth BID Ltd faced a learning curve in the first few months after the successful ballot. It was important to establish the company properly, with a strong board of directors with the right resources, both human and financial, to deliver the business plan.

The BID's full time manager is Nigel Reed. Nigel works from a town centre office in St Alban Street and is supported by suitably skilled project managers as and when necessary. A marketing contract was awarded to RLA, a Dorset advertising agency, and an events contract to Roger Dalton Associates.

"A marketing contract was awarded to RLA a Dorset advertising agency, and an events contract to Roger Dalton Associates."



FIRST YEAR PROJECT UPDATES

Out-of-season Marketing

With a third of the BID's budget being spent on marketing to increase business out of season, it has been crucial to get this project rolling out.

We Are Weymouth is a project the BID has developed to advertise the town and resort as a destination. The project includes a new website www.WeAreWeymouth.co.uk and a major advertising campaign in spring and autumn each year, starting this autumn.

A new brand will be used in targeted campaigns in places like Bristol and Southampton supported by radio advertising in those areas. Specialist niche media marketing will target walkers, birdwatchers and other important all-year activities such as angling, diving, cycling and rock climbing to improve Weymouth's profile as a destination.

A number of initiatives; including flags on the Esplanade, posters on rotundas, banners and the dressing of busses are promoting the new brand throughout the town. Weymouth has never before been promoted in this very direct way

and the new brand is designed to be flexible and attract the attention of new prospective visitors.



Events

The 2013 Christmas Victorian Shownight event attracted thousands of people into the town to use the shops and restaurants. Additionally, a lot of work has gone into two further events to take place in the autumn and winter; a maritime festival, Waterfest (6th & 7th September 2014) and a foodie festival, Feast Weymouth (1st October - 15th November 2014).

FIRST YEAR

PROJECT UPDATES CONTINUED...

Weyfarers

In response to the loss of the town's tourist information services, the Weymouth Weyfarers project has been established. We have recruited this team of volunteer ambassadors for Weymouth, who will greet and welcome visitors all year round. Weyfarers have been engaging with passengers from the growing number of cruise liners docking at Portland, providing a friendly welcome with helpful advice: plans to increase the team are in place.

Footfall Counters

Plans for a footfall measuring system in three areas of the town, enabling the BID to accurately gauge the impact of marketing and events work over the next four years, are well under way. We hope to work with the company providing this service to proactively target new business and retailers, aiming to fill some empty units in the town.



FINANCIAL REPORT

SUMMARY 2013/2014

INCOME	Business Plan Budget 2013/14	% Of Total	Actual 2013/2014	% Of Total
Levy Payments	£300,000	99%	£277,146	96%
Voluntary Levy Payment	£3,000	1%	£0	0%
Events Income	£0	0%	£1,361	1%
Grants	£0	0%	£10,000	3%
Total Income	£303,000	100%	£288,507	100%

EXPENDITURE	Business Plan Budget 2013/14	% Of Total	Actual 2013/2014	% Of Total
Beating Seasonality	£120,000	52%	£74,075	66%
Improving Customer Experience	£45,000	20%	£5,110	5%
Visitor Information	£30,000	13%	£26,244	23%
Great Night Out	£30,000	13%	£395	0%
BID Evaluation	£5,000	2%	£6,375	6%
Business Plan Expenditure	£230,000	100%	£112,199	100%

MANAGEMENT & ADMINISTRATION	Business Plan Budget 2013/14	% Of Total	Actual 2013/2014	% Of Total
Staff	£44,000	70%	£41,577	66%
Premises	£10,000	16%	£9,232	15%
Overheads	£5,000	8%	£10,230	16%
Levy Collection	£4,000	6%	£2,380	4%
Management & Admin Totals	£63,000	100%	£63,419	100%

CONTINGENCY	£10,000	100%		
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TOTAL EXPENDITURE	£303,000	100%	£175,618	100%
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BALANCE	£0	0%	£112,889	64%
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THE SECOND YEAR

Just a few of the projects planned for the next 12 months are listed below.

- **We Welcome** – A September 2014 and spring 2015 marketing campaign to attract visitors out of the main season, and a campaign targeting niche markets such as walking, bird watching and other activities.

- **The BID is exhibiting** at the Group Leisure Travel Trade Show in Birmingham this September as 'We Are Weymouth' promoting the WE brand to attract more business from tour operators, groups and coach companies.

- **Feast Weymouth.** A new 'foodie event' which will last the whole of October and into November when eateries will be offering locals and visitors a fixed price menu throughout that period.

- **Victorian Shownight.** The BID aims to build on the success of the 2013 event in 2014, with more stalls and attractions positioned over a wider area of the town centre and extending the event over a longer period if possible.



- **Continue to develop projects** from other parts of the business plan working with partners in the night time economy, the council and businesses to make Weymouth a more successful town. Improving the look and feel with projects such as the wrapping of empty shops.

- **Improve further communication** to all levy payers using newsletters and traditional media, social media and email.



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