

YOUR VISION  
YOUR FUTURE  
YOUR BUSINESS  
YOUR REPORT



**WE** SUPPORT



# CHAIR'S STATEMENT

Weymouth BID has now been operating since September 2013, two years into its five-year business plan. To reach this point it has taken a lot of effort from the volunteer board of directors, and the very committed BID operational team.

Like all new businesses, we have had to lay foundations to ensure we can deliver our five-year business plan. As one of over 200 BIDs in the UK we can, and do, draw on experience from other more established BIDs and compare our progress with them. Many of the issues faced by Weymouth BID Ltd have been faced by other BIDs and, in many cases, our performance is regarded in the BID community as excellent.

In the first two years we have: established the BID's operational team, created a new marketing brand for Weymouth, run marketing campaigns to encourage visitors to our town out of the main season, and set up and supported eight events and festivals throughout the year – all designed to create new footfall.

These first projects are now in place and the emphasis in year three will be

to improve the customer experience in the town and help businesses to take advantage of the increased footfall these campaigns and events have, and will, continue to generate.

We are not complacent and understand the difficulties we face trying to deliver improvements for such a wide range of businesses; however, we have the five-year business plan to guide us.

Communications remain a priority and we will continue to use: email, websites, e-newsletters, leaflets, local newspapers, local radio, 1-2-1 meetings, open meetings, posted newsletters, social media, and as many forms of communication as we can. In addition, the office in town is open to all.

I am pleased to say that more and more businesses are engaging positively with the BID, making sure that their contribution is working for them. We will encourage even more businesses to join in and promote Weymouth & Portland as a great place to work, rest, and play.

**Steve Newstead**

# THE BID BOARD OF VOLUNTEER DIRECTORS

**Steve Newstead - Chairman**  
Wetherspoons, Westham Road

**Tim Williams - Treasurer**  
Wilko, Westham Road

**Louise Cox**  
The Modern Barbers,  
St Thomas Street

**Simon Newport**  
First Group - Weymouth Bus Depot,  
King Street

**Tamsin Mutton McKnight**  
Weymouth Sea Life Adventure Park,  
Lodmoor

**Sophie Kermani-Jibet**  
The Dining Room Restaurant,  
St Mary Street

**Ian Jefferis**  
Dorset Schoolwear, Caroline Place

**Sue Roper**  
Best Western/The Rembrandt Hotel,  
Dorchester Road

## THE BID OPERATION TEAM

**Nigel Reed**  
Manager

**Alex Burden**  
Media and Communications  
Assistant

**Anne Newman**  
Office Administrator and Member  
Support

**Julie Cleaver**  
PR and Marketing Advisor –  
Contractor from Popcorn Marketing

**Paul Mills**  
Event Co-ordinator – Contractor from  
Outside Edge

**Weymouth BID Ltd**  
15 St Alban Street  
Weymouth  
Dorset  
DT4 8PY

There is a lot more information on the Weymouth BID website  
[www.weymouthbid.co.uk](http://www.weymouthbid.co.uk)



## YEAR TWO THE PAST TWELVE MONTHS

Year one saw the BID establishing a strong operational team and working with contractors to deliver new branding, marketing campaigns and establishing a strong events programme.

In year two the BID has continued to expand the use of the “We Are Weymouth” branding and has delivered a spring and autumn marketing campaign targeting areas within a two-hour travel time – specifically Bristol and Southampton – encouraging short-stay breaks out of season. Based on national research this is a growing market with a higher spend and a particular interest in activity holidays. These campaigns

proved very successful in helping increase awareness of Weymouth, increasing activity on our visitor website [www.weareweymouth.co.uk](http://www.weareweymouth.co.uk) and social media platforms, and increasing the number of people entering competitions as well as learning what Weymouth has to offer.

We Are Weymouth was represented at three national travel-trade shows: two at the Birmingham NEC and one in London, to encourage group travel to the area. The BID team were joined by local partners from the accommodation, attractions and travel sector to help promote the We Are Weymouth brand to hundreds of Group Travel Organisers

and Travel Trade businesses – a direct link to many thousands of groups.

The BID Events programme has continued to grow in importance in year two, with events like Waterfest, Feast Weymouth, and Freaky Streets all going forward into year three alongside the new monthly town-centre market and a complete rethink on the Christmas event for year three.

The Weyfarer volunteers continue to expand their activities, welcome visitors and assist with visitor information. Surveys taken from visiting cruise ships identify the Weyfarers as a real benefit to the area.

The footfall cameras are now fully operational and the data compiled will continue to improve; confirming which projects and events work, and if footfall is increasing year on year.





**YEAR THREE  
THE NEXT TWELVE MONTHS**

Year two has helped establish and consolidate the BID Events programme, marketing and branding activities, and the development of the BID operational team. It is now important to set out the BID's plans for year three.

The good work on marketing and consolidation of the event programme will continue generating more and more footfall out of season, but the BID is now beginning to look at the other projects in the BID Business Plan – especially those that focus on the look and feel of the town. Year three projects such as better and more effective signage, improving the street scene, and generally making Weymouth, and the town centre in particular, a more attractive place to spend time, will aim to generate repeat visits and once again extra footfall.

The introduction of wardens helping to support these town-centre projects, dealing with any issues and working directly with businesses affected, will help achieve this.

This year an ambitious Christmas festival programme over four weekends aims to support retail businesses and the night-time economy. Focus will be on a real ice rink throughout December along with all the usual Christmas celebrations, providing lots of reasons for visitors and locals to come into town.

Year three will also see an expansion of the national Best Bar None awards scheme which will help to address any alcohol-related issues. A new retail and customer-service award scheme will also be established, providing acknowledgement for those businesses that go the extra mile for their customers.

**FINANCIAL REPORT  
SUMMARY 2014/2015**

<b>Total Income for Period</b>	<b>£308,775</b>
<b>EXPENDITURE</b>	
<b>Events and Promotions</b> <i>Seasonal events, Waterfest, Feast, Out Loud &amp; Additional Event Support</i>	£86,630
<b>Projects</b> <i>Weyfarers, Night-time Economy, BID Communication, Footfall Data, Training &amp; Match Funding</i>	£38,895
<b>Marketing &amp; Promotion</b> <i>Trade Shows, Website, Autumn &amp; Spring Campaigns, Branding, Event &amp; Visitor Communications</i>	£121,079
<b>Operational &amp; Project Management</b> <i>Office Overheads, Staffing, Project management, IT, Board, Legal &amp; Accounts</i>	£70,794
<b>TOTAL EXPENDITURE</b>	<b>£317,398</b>
<b>BALANCE</b>	<b>-£8,623</b>
<b>CASH IN BANK</b>	<b>£80,000</b>

**Notes.**

The accounting period is August 1st - 31st July. A full version of the accounts will be presented to the AGM in November and available on line at [www.weymouthbid.co.uk](http://www.weymouthbid.co.uk).

**Cash in Bank**

Year 1 saw a surplus of funding as many projects were not in place and whilst budgeted for had not been committed to which has created a cash surplus.

# WE ENTERTAIN



CELEBRATING WEYMOUTH'S  
UNIQUE MARITIME HISTORY  
5 & 6 SEPTEMBER 2015



A 6 WEEK  
CELEBRATION OF  
LOCAL EATERIES &  
EXCLUSIVE MENUS  
1 OCTOBER -  
13 NOVEMBER 2015



HALF TERM FUN  
FOR ALL THE FAMILY  
24 - 31  
OCTOBER 2015



WEYMOUTH'S BIG CHRISTMAS  
4 - 31 DECEMBER 2015  
NEW YEAR ONE OF  
THE BEST IN EUROPE  
31 DECEMBER 2015

WEAREWEYMOUTH.CO.UK



SUPPORTED BY  
WEYMOUTH BID  
For help and enquiries  
call us on 01305 779410

WEYMOUTH IS NOT JUST FOR  
SUMMER HOLIDAYS...  
Lots to look forward to later in the year

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# WEYMOUTH