



Board Meeting Agenda

Date: 21st July 2021

Time: 11:00

Location: Pilgrim House or Zoom

Item		Time
1.0	Welcome	11.00
2.0	Apologies for Absence	11.05
3.0	Declaration of Interest	11.10
4.0	Observers Natalie Merry, Cllr Jon Orrell, Cllr John Worth, Cllr Clare Sutton	11.15
5.0	Matters Arising from Previous Minutes	11.20
6.0	Governance and Engagement AGM Subcommittee doc	11.25
7.0	Finance Report Levy collection update June 2021 financial report	11.30
8.0	VISITORS (funding applications) City dressing 15 mins plus 10 mins for discussion. Nothe Fort 5 min video plus 10 mins for discussion.	11:35 12:00
9.0	Marketing and Events ITB and LWP reports plus marketing subcommittee minutes. 10 mins for questions	12.15
10.0	Improve See minutes of Improve subcommittee report attached. 10 mins for questions	12.25
11.0	A.O.B	12.35

13.0	Items for next meeting	12.45
14.0	Date of next and subsequent meetings Sept 29 th October 27 th November 24 th Dec 22 nd	

15mins prior to AGM



We Are Weymouth Ltd

Minutes of Board Meeting

Date: **Wednesday 23rd June**

Time: **11.00**

Location: **Zoom**

Item	Details	Action
1.0	<p>Attendees</p> <p><u>Present: Board Members</u></p> <p>Chairperson, Chris Truscott (CT) – McDonalds Jonathan Oldroyd (JO) – Gloucester House Hotel Graham Perry (GP) – The Bridge Fair Trade Shop Tamsin Mutton-McKnight (TM-M) – Sealife Centre, Merlin (joined at 11:11) Lynne Fisher (LF) – St John’s Guest House</p> <p><u>Present: Non-Board Members</u></p> <p>Dawn Rondeau (DR), Chief Operations Officer – We Are Weymouth Zach Williams (ZW), Operations Assistant – We Are Weymouth Cllr. Jon Orrell (CJO) – Weymouth Town Council</p>	
2.0	<p>Apologies</p> <p>Vice Chair, Ian Ferguson – Weyline, BeeCars, StreetCars Chris Wells – ITSA group Natalie Merry – Weymouth College Cllr. John Worth (JW) – Dorset Council Cllr. Clare Sutton (CS) – Dorset Council Helen Heanes – Dorset Council</p>	
3.0	<p>Welcome</p> <p>CT opened the meeting at 11:05.</p>	
4.0	<p>Declaration of Interest</p> <p>No declarations of interest were made.</p>	

Item	Details	Action
5.0	<p>Matters Arising from Previous Minutes</p> <p><u>AGM</u> DR advised that details of the AGM have been circulated by post and email and nomination forms received. CT confirmed that the AGM will take place after the board meeting on 21st July 2021.</p> <p><u>450 Logo</u> DR expressed thanks to Cllr Orrell for the 450 logo and advised that the Heritage Trail leaflets have been printed and due for distribution shortly.</p> <p><u>Volunteer Ambassadors</u> DR advised that she has directly been involved with the Dorset Volunteer Bureau to engage with Volunteers to become Ambassadors for the town. The programme commenced this weekend along arrival routes and hotspots.</p> <p><u>Station Gateway</u> DR advised that money is expected by the end of June.</p> <p><u>Maps in Town</u> The files have now been located and we are working with Sherrens to update these, with thanks to GP for his input.</p> <p><u>Town Crier</u> DR believed Weymouth Civic Society were taking ownership of the role. GP advised that a Heritage Meeting has not taken place since the last board meeting, but that there appears to be an overlap with the Melway Games. DR raised concerns about governance and whether there is any due process that needs to be followed for appointing a Town Crier in an official capacity. DR & CT to speak to Chris Wells and find out more about Town Crier formalities.</p> <p><u>Volleyball Funding Application</u> DR advised that as main sponsor 4 advertisement boards will be displayed on the court, plus the grandstand and marquee, alongside PA messages promoting We Are Weymouth as main sponsor and that the volleyball team, are managing Press with a quote from WAW regarding the event to encourage visitors.</p> <p><u>Welcome Back Fund</u> DR asked Cllr. Orrell for an update on the Welcome Back Fund, however Cllr. Orrell advised there was no update. DR to speak to HH on timescales for Summer.</p> <p><u>Jubilee Clock Information Boards</u> whilst concerns had been raised about the information boards at Jubilee Clock. DR advised that these have not been replaced as artwork is due to be erected at the location.</p>	<p>DR CT</p> <p>DR</p>
6.0	<p>Governance and Engagement</p> <p><u>AGM</u> CT requested the Board consider strategies for recruiting additional directors, to reduce the load on current directors and assist in achieving future aspirations for the BID. CT noted that DR was discussing with levy payers and members. CT will be reviewing director attendance prior to the AGM.</p> <p><u>Sub-committees</u></p>	<p>DR/ Board</p>

Item	Details	Action
	<p>DR advised the board of the role of sub-committees and referred to the document 'We Are Weymouth Subcommittee' for feedback.</p> <p>GP sought an amendment that the document should specify, in paragraph five, that the tasks must be delegated by the board to the sub-committee.</p> <p>The amended motion was proposed by CT and the document agreed unanimously.</p>	
<p>7.0</p>	<p>Finance Report</p> <p><u>Levy Collection Update</u></p> <p>An outstanding figure of c.£50,000 was provided by Dorset Council on the day of the meeting. This figure includes some of whom have ceased trading, and thus income is expected to be depressed.</p> <p>CT advised that Dorset Council (DC) undertake revenue collection in line with standard recovery proceedings.</p> <p>LF asked whether the levy could be recovered from new occupants, however CT advised that the levy can only be charged to businesses trading on 1 September.</p> <p>JO enquired as to bad debt provision; however no formal forecast has been produced.</p> <p>DR advised it may be possible to put a six-month occupancy clause in to BID plans, and that this may be worth considering for BID3 to provide enhanced opportunity to claim income from premises who have changed ownership. CT advised that there may be an increase in management costs with Dorset Council. DR to investigate.</p> <p>CT encouraged board members to actively look at meaningful projects to attract business, with a particular focus on post-pandemic recovery and BID2 legacy.</p> <p><u>May 2021 Financial Report</u></p> <p>CT advised that there will be a surplus at the end of this year due to the impact of the pandemic, and that this will be used to assist with delivering future projects in the coming year.</p> <p>GP enquired about the placement of the fireworks expenditure in the accounts. CT advised that this was a pre-payment, however sought clarification on the wording as to whether this was a pre-payment or a pre-payment adjustment.</p>	<p>DR</p>
<p>8.0</p>	<p>Marketing and Events</p> <p>DR gave an overview of activities and has ensured that partners are now contractually obliged to provide a monthly campaign report.</p> <p>DR is in talks with partners about future marketing campaigns to present to the marketing sub-committee.</p> <p>GP praised positive press coverage for Weymouth and highlighted the forthcoming WTC beach meetings.</p>	

Item	Details	Action
	<p>CT advised that the BID need to keep momentum up with marketing, especially out of season.</p> <p>DR advised that attention to shoulder months and Christmas was now underway and will be discussed at the next Marketing committee on 8th July.</p> <p><u>Loving Weymouth and Portland</u> TM-M advised that some businesses are awaiting login details from Loving Weymouth and Portland. DR advised that she has recently sent an email with details how to setup accounts, Andy should be contacting businesses directly. DR to discuss with Andy Cooke and ensure that robust procedures are in place for setting users up, however advised that Loving Weymouth and Portland were only provided with a list of Businesses, not contact details, for GDPR purposes.</p> <p><u>Secret Carnival</u> DR reported that feedback from the Secret Carnival was positive, with 225 people taking part. 90% of participants completed the trail. DR acknowledged that success is tricky to measure, but engagement statistics were good for a first trail event and has personal knowledge of secondary spend impact in the town.</p>	<p>DR TMM LF</p> <p>DR</p>
9.0	<p>Improve</p> <p><u>Maps</u></p> <p>DR advised the original maps have now been located, and adaptations are now being made to bring them up-to-date.</p> <p>GP informed the group that the map did not offer coverage of the whole levy paying area, and that attractions such as Sea Life and the Nothe Fort were not listed. After discussion, CT advised that as an interim measure, a number/directional arrow overlay would be added to the existing map, but that consideration needed to be given to future designs providing better representation.</p> <p>TM-M advised that the Dorset Echo have a good map as an example and is happy to work with DR to advise on useful inclusions for a future map.</p> <p>The Summer 2021 maps will be produced with the aforementioned overlay.</p> <p><u>Britain in Bloom</u></p> <p>Judging visit is on 15 July 2021. Weymouth BID are the lead organisation and working very closely with partners at DC and WTC on the project, which provides a great opportunity to enhance the town. DR asked Cllr. Orrell to ensure the project remains highlighted within WTC.</p> <p>DR gave a general update on the project including the route, history trail, improvements to the town such as hot wash, weed removal, painting of railings and plans for utilisation of closed shops.</p> <p>CT enquired about the financing of the information boards etc. DR advised that costs are expected to be low and materials re-usable wherever possible. Costings will be provided to the next Improve Sub-committee</p> <p>CT asked whether it is worth developing a broader range of information, including attractions and places to visit etc. rather than solely local history. DR advised that there are only three units requiring artwork now, and there is a</p>	<p>DR TM-M ZW</p> <p>DR ZW</p>

Item	Details	Action
	<p>time constraint, however it was the consensus that a broader approach would take place for future material.</p> <p>TM-M mentioned that interactive backdrops such as angel wings are popular on social media and a similar selfie approach could be utilised alongside hashtags etc. in the future to promote the town. This suggestion was well-received by the board.</p> <p><u>St Alban Street</u></p> <p>DR is awaiting a survey and costing from SSE for the electrical adjustment work. This is due by 12/07/2021. ZW will chase SSE for a timely response.</p> <p>CT provoked thought about Christmas becoming a statement piece and a Legacy of BID2. Discussion ensued about what the legacy could be whether lights, activities or other. DR has already surveyed the levy payers on ideas for Christmas and has requested tenders from 3 companies for the best ideas.</p>	<p>ZW</p>
<p>10.0</p>	<p>Shaping</p> <p><u>Skills Audit</u></p> <p>DR advised this will be emailed tonight and responses obtained for the next board meeting.</p> <p><u>Parking</u></p> <p>DR advised that DC are proposing to roll out standardised parking across Dorset, with different structures for three types of area. DR advised that DC are aware of the needs of residents and businesses and are taking these in to account providing lower charges on permits and carparks not in promise locations. The structure is rural, town and seaside and Weymouth has both seaside and town car parks therefore the pricing will reflect this.</p> <p>GP mentioned parking seasonality, and that the use of the town centre at off-peak times needs to be promoted. TM-M agreed. DR will make sure this is fed back to Dorset Council.</p> <p>CT advised that there are limitations of parking, particularly for hotel guests, both in the unavailability of spaces near accommodation and the cost of such facilities.</p> <p>DR is currently researching options, including a discount scheme for customers of levy-paying businesses in some car parks.</p> <p>CT advised that proposals in the Weymouth Development Plan may reduce parking capacity even further, and that this is likely to have an impact on people choosing whether to come to Weymouth and detract from town centre use and spend.</p> <p>DR has called a meeting with Cllr. Heath, Cllr. Harris, Cllr. Whatley and Matthew Piles from DC to address concerns about the Park and Ride scheme. Cllr Orrell advised that WTC also have concerns about the scheme and want to run the scheme instead of DC.</p> <p>CT clarified that the BID is to represent the voice of levy-paying members, and that the BID must assert concerns to DC. It is not the role of the BID to fund shortfalls as part of changes in parking policy.</p> <p>DR to speak to levy-payers and encourage feedback through the BID in order to ensure they are represented at parking policy meetings.</p>	<p>DR</p> <p>DR</p>

Item	Details	Action
	<p><u>Shuttle Service</u> DR raised the possibility of a shuttle service to provide a way of transporting individuals and luggage to hotels etc. given that the route from the advised car parks is a long distance. DR suggested she talk to Bluebird coaches and other school transport providers to look at the possibility of using vehicles in school holidays and weekends for transporting guests from the car parks such as is delivered in airport carparks for visiting guests. CT suggested that this should be something the BID raises with WTC to provide for the town.</p> <p><u>Empty Shops</u> DR advised that a shop count is due to take place in July. CT advised that we need to plan how to use empty shops to promote the town, post-summer.</p>	DR
11.0	<p>A.O.B</p> <p><u>Staff Update</u> DR advised there was a strong field of candidates for the Operations Assistant role, and that Zach Williams has been appointed and started this week. The board welcomed ZW to the team.</p> <p><u>August Board Meeting</u> DR asked the Board that with the AGM and a Board Meeting in July, are the board happy to cancel the August meeting. The board agreed, with TM-M, LF and JO advising that the board can be consulted by Zoom for any decision making required. Proposed by CT, agreed by LF, JO and GP.</p> <p><u>AOB</u> GP raised the matter of the BID continuing to install Heritage Slabs, as he felt that the scheme had been well received. Go requested producing another six slabs. The board agreed for the improve subcommittee to instigate this. GP asked to bring back proposals and financials to improve.</p> <p>GP raised the Eden Portland project, and believed that this scheme would benefit the town. TM-M advised to exercise caution with the long-term sustainability of such attractions.</p> <p>JO queried whether refuse collections had been reduced. CT advised that he sits on Litter Free Dorset, and understands that whilst collections have not been reduced, footfall/demand has increased significantly. JO also queried what time the last collection is. DR to find out. Cllr. Orrell shared a link in the Zoom application to report an overflowing bin – https://dorset-self.achieveservice.com/service/DWP_Report_a_public_litter_bin_problem</p> <p>DR to inform levy payers with regards reporting of bins.</p> <p>GP raised concerns about graffiti in the town. JO agreed that this an issue. DR to speak to Helen Heanes with regards when and how the WBF will be used to address this and how DC are planning to resolve this in the meantime.</p>	GP DR DR
12.0	<p>Items for Next Meeting</p> <p><u>Arts Mural</u> DR advised this is going to Council for financial agreement for match funding this week and details are expected by 21 July 2021.</p> <p><u>August Board meeting</u></p>	

Item	Details	Action
	DR requested that there be no board meeting in August. JO LF TMM agreed that they would prefer not to have meetings during the peak season. A caveat was if a financial matter needed sanctioning. CT suggested that in those circumstances a meeting would be held but not a full board meeting to ensure matters discussed and voted on. GP noted that as long as there was a quorum matters could be resolved in this matter.	
13.0	Date of next and subsequent meetings 21st July 2021, 11am, followed by AGM at 1pm 29th September 2021, 11am 20th October 2021, 11am	

Signed as a true record by

Chris Truscott
Chairman

Date

Board Financial Report as at 30th June 2021

WE ARE WEYMOUTH LIMITED

For the 10 months ended 30 June 2021

Draft Financial Report Year to Date

WE ARE WEYMOUTH LIMITED

For the 10 months ended 30 June 2021

	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 3	2021 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	AMOUNT REMAINING
INCOME						
BID Levy Income	1	224,668	286,000	-	286,000	61,332
IMPROVE						
Approved Improve Funding Applications	3	28,694	-	51,600	51,600	22,906
Improve Funding Pot		-	108,500	(51,600)	56,900	56,900
Total IMPROVE		28,694	108,500	-	108,500	79,806
MARKETING						
Advertising		2,943	-	-	-	(2,943)
PR		6,896	-	-	-	(6,896)
Marketing Tender / Website Costs		3,320	-	-	-	(3,320)
Approved Marketing Funding Applications	4	42,959	-	104,385	104,385	61,426
Marketing Funding Pot		-	103,500	(104,385)	(885)	(885)
Total MARKETING		56,118	103,500	-	103,500	47,382
MANAGEMENT						
Staff Costs		48,902	-	-	-	(48,902)
Premises		7,960	-	-	-	(7,960)
Legal and Professional		4,000	-	-	-	(4,000)
General Administrative Costs		7,858	-	-	-	(7,858)
Finance Charges		80	-	-	-	(80)
Management Budget		-	70,000	-	70,000	70,000
Total MANAGEMENT		68,801	70,000	-	70,000	1,199
LEVY COLLECTION						
Levy Collection costs		-	4,000	-	4,000	4,000
Operating Surplus / (Deficit)		71,055	-	-	-	(71,055)

1. Levy Income

The levy information from the council, received 13th July 2021, confirmed an amount available to draw of £11068.45. The council will be invoiced for this in due course.

The budget has been amended to reflect the value that has been invoiced by the council as this has changed significantly since the business plan budget was set.

Original budgeted levy receivable	£295,000
Total amount being collected by Dorset Council (Rounded to £1000)	£286,000
This results in a reduction in levy receivable of	£9,000

This reduction has removed the £6000 that we had as contingency and reduced the amounts available in improve and marketing by £1,500 each. If the board prefer to reduce areas than these, this can be actioned on request.

The "remaining amount" for levy income in the accounts represents the amount that we are not yet able to invoice to the council as the levy invoices have not yet been paid.

2. Funding Available

IMPROVE

Total Improve Funding Budget	£108,500
Total Funding Approved	£51,600
Remaining IMPROVE Funding Available	£56,900

MARKETING

Total Marketing Event Funding Budget	£103,500
Total Funding Approved	£104,385
Remaining MARKETING Funding Available	(£885)

This analysis considers the current year in isolation, but the balance sheet shows that we have an amount of £106,302 in surplus brought forward.

	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 3	2021 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	AMOUNT REMAINING
3. Approved Improve Funding Applications						
Hanging Baskets 2021		27,235	-	27,235	27,235	-
Heritage Paving Slabs 2021		6,409	-	7,695	7,695	1,286
Heritage Website Hosting		50	-	-	-	(50)
St Albans Street Lights		-	-	16,670	16,670	16,670
Weymouth Gateway Match Funding		(5,000)	-	-	-	5,000
Total Approved Improve Funding Applications		28,694	-	51,600	51,600	22,906
	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 3	2021 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	AMOUNT REMAINING

4. Approved Marketing Funding Applications

Accommodation Booklet		565	-	565	565	-
Carnival 2021 (Red Arrows)		-	-	15,000	15,000	15,000
Christmas Events		8,039	-	7,890	7,890	(149)
Event Calendar		1,250	-	-	-	(1,250)
Halloween Event		100	-	100	100	-
Inside Out Dorset - Sense of unity		15,000	-	20,000	20,000	5,000
Loving Weymouth & Portland		2,500	-	15,000	15,000	12,500
Pirate Parlay		461	-	461	461	-
QR Code Trail		580	-	450	450	(130)
Town Centre Maps		919	-	919	919	-
Outsourced Marketing Campaign		13,105	-	40,000	40,000	26,895
Wessex Folk Festival 2021		-	-	4,000	4,000	4,000

	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 3	2021 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	AMOUNT REMAINING
Other Small Events		440	-	-	-	(440)
Total Approved Marketing Funding Applications		42,959	-	104,385	104,385	61,426

Balance Sheet

WE ARE WEYMOUTH LIMITED

As at 30 June 2021

	30 JUN 2021	31 AUG 2020
Fixed Assets		
Tangible Assets	548	548
Total Fixed Assets	548	548
Current Assets		
Debtors	-	453
Cash at bank and in hand	173,427	150,161
Prepayments and accrued income	15,804	16,302
VAT	6,894	-
Total Current Assets	196,124	166,916
Creditors: amounts falling due within one year		
Supplier Accounts Payable	16,316	23,051
Accruals	3,000	3,000
VAT	-	30,826
Wages and Salaries	-	4,285
Total Creditors: amounts falling due within one year	19,316	61,163
Net Current Assets (Liabilities)	176,808	105,754
Total Assets less Current Liabilities	177,356	106,302
Net Assets	177,356	106,302
Capital and Reserves		
Current Year Earnings	71,055	32,662
P&L Reserve - Retained Earnings	106,302	73,640
Total Capital and Reserves	177,356	106,302

1. NYE 2021 Fireworks Cost prepaid.

An invoice was processed in July 2020 relating to the cost of the NYE fireworks originally booked for 2020-21. The deposit for the display was paid on 31/07/2020 of £3750 +VAT, this amount is non-refundable. A prepayment adjustment has been made for the cost of £15,000 in the 2020 accounts and will remain in the balance sheet as an asset until the display takes place in December 2021.



Marketing Subcommittee Agenda

Date: Thursday 8th July 2021

Time: 10:00 - 11:30

Location: Zoom

Meeting called by: Dawn Rondeau

Attendees: Dawn Rondeau, Tamsin Mutton-McKnight, Lynne Fisher, Pippa Gibb, Andy Cooke, Zach Williams

Guest: Mary Anne Edwards (General Manager, Nothe Fort)

Ongoing

The minutes of the previous subcommittee were agreed as accurate

In The Bag Update

PG outlined the successes of the past months in both digital and print publications including Dorset Living, My London, Worldwide Writer, Bristol Post, Get Surrey, Birmingham Mail, In Your Area, At Sea, Dorset Echo and The Travel Magazine. ITB has also pitched Weymouth to several media publications including The Daily Telegraph, The Independent, i-Paper, The Travel Magazine and ITV.

PG advised that the *We Are Sunshine* campaign went well, and that there are learning points for future campaigns, including ensuring that time is well-managed to ensure campaign planning and sign off. General PR is good, with peaks in analytics around press-releases and campaign posts.

A significant number of press-trip requests continue to be made, and it is proving challenging to accommodate these as peak season approaches. LF agreed that finding availability is challenging, but all agreed that press exposure of the town is imperative.

PG has received a collaboration request from Horlicks, which is a 150-year-old iconic British brand. This collaboration would see Horlicks provide sachets to B&Bs in the area, with PG working with Horlicks to create social media posts to promote Weymouth on their channels. Horlicks also want to run a competition with Best Magazine, which has good readership and tangible results. The prize would be a holiday in Weymouth and can be taken in 2022. Dream Cottages have advised that they are not in a position to offer this, and Waterside Holiday Group was suggested.

PG to send details to DR.

DR to discuss with Waterside

Budget

Including Christmas 2020, just over £15,000 spent to-date. PG was unsure when the service/budget year starts and ends. DR suggested it was from September but sought clarity as services were engaged before DR was in post. TM-M was not sure on the defined period, however understood that the budget was for a calendar year. The consensus was made that the remaining budget was carried over to the remainder of this calendar year, and that the excess is expected due to COVID-restrictions, and that a budget for 2022 will be devised separately.

Train & Digital Advertising

DR mentioned that previously the subcommittee had scheduled for train advertising from September and wanted to discuss whether this should still go ahead. TM-M asked for information on passenger numbers and demographics of passengers. PG advised that prices for advertising is updated to reflect forecasted passenger figures, but that figures are significantly lower at present. PG advised that the forecast for September is 80% capacity, however that our target audience of working professionals may still be working from home. PG advised that a targeted digital campaign may provide more measurable and cost-effective results, using Facebook etc. to target specific demographics, and that train advertising may be better re-visited next year.

DR highlighted the need to push autumn and out of season events, as there are a number happening and visitors would provide a much needed boost to business at this time of the year. TM-M said that digital marketing provides good targeting for campaigns to be effective.

DR mentioned that QR codes could be used on out of home media such as train advertising, this would provide some way of measuring engagement. PR advised that people need something to motivate them to engage, such as a competition.

All agreed to re-visit train advertising for next year, but that digital advertising for this year would a better return on investment.

PG to get figures for reach and local papers to see impact on website for previous campaigns (e.g. Bristol Post, Birmingham Mail, Get Surrey)

Website

ZW asked whether the We Are Weymouth blog pages could be worked on and updated, as a lot of information is outdated and de-values the site. PG and DR agreed. DR advised we could also convert press releases and newsletter content into blog friendly articles. PG advised we need to think of what people search for. e.g, 'dog friendly places to eat'

LF feels that we should utilise our Facebook page more to share local business updates etc. DR advised that ITB and WAW post a lot on the Business page, but we need to increase posts on the UK page, if the we are not going with other sources of highlighting activity in the town eg: train advertising.

PG, DR & ZW to meet to discuss social media posts and blog posts

Autumn Campaign

PR will send autumn campaign plan to DR. The headline theme is 'cosy up by the coast this autumn', encouraging short breaks for working professionals and people looking for a getaway rather than a family holiday.

LF advised Weymouth has a strong food presence, and this should be promoted. PG confirmed this was within the scope of the campaign.

DR has been approached by several food businesses about running a food event around October/November, driving visitors to the town. DR is in discussion with PR about how to achieve this.

ITB LEAVE

Loving Weymouth and Portland

The LWP report was sent this morning. LF and TM-M hadn't managed to digest the full report prior to the meeting.

AC told the group that it has been challenging getting businesses on board, mostly due to the fact that businesses are already so busy with trade. AC advised that pro-active visits and calls to businesses are providing better sign-up results than passive marketing. AC advised about 35 listings have been uploaded to-date, with another 53 lined up.

AC advised it has been challenging to get started, with no contact details for businesses, however, this was understood from the outset.

LF asked AC about the accommodation guide Instagram account that AC runs. AC advised this was not in the scope of the work for We Are Weymouth, but is open to all businesses who use Instagram, not just levy payers. LF advised DR to mention this in a future newsletter/social media, however AC advised there should be some separation between the two services.

TM-M asked AC how we can benchmark figures. It was agreed this is tricky, with no solid data set available.

DR to arrange a discussion with AC and TM-M to discuss, w/c 1 Aug 2021.

AC advised it would be helpful to work more closely with In the Bag, to ensure consistency across campaigns.

New Proposals

Britain in Bloom

Brochure is being finalised today, producing 10 copies for judges and working group members. Weymouth's Britain in Bloom mentor feels encouraged that Weymouth could win a Silver or Silver Gilt.

DR to send a copy of the finalised PDF brochure.

Website

The website continues to need updating.

Activate - Puppets Update

DR advised that a final route for the Inside out event will be agreed this month, and the launch date is 16 September at Moors Valley Country Park. To encourage community participation, Activate are running 10 puppet workshops through July/Aug and DR and Activate are working to display these in the windows of service industries. WAW are creating QR codes will be created to provide engagement data. The project is expected to be in shops from Mid-August and KD is leading the discussions with service providers in the town.

Christmas Proposals

Proposals have been received from City Dressing and CSL Event Tech. DR advised that the proposals need to be taken forward to the Board on the 21st of July.

The committee discussed the proposals and all agreed that CSL had not provided strong detail or financial breakdown, whereas City Dressing provided an exciting, detailed proposal and have experience working on similar projects with other BIDs.

DR advised that Christmas would be a series of events over the months, with City Dressing proposal including a world record attempt of the number of elves in one place, a Christmas lights switch on, elf workshops, Santa's post office, school/college engagement and a steam punk market, which has a strong and dedicated following.

TM-M asked how the proposal could be adapted to work with a socially distanced Christmas, should this be required.

DR to enquire.

LF queried how such events could work with the Nothe etc, the next item in the agenda. In advance of the agenda item, DR raised concerns about the viability of the Nothe's proposal from a financial perspective, which were shared by TM-M. LF however liked that lights would be visible from other areas of Weymouth and not just ticket holders which could create footfall to the town. DR to inform M-AE ref additional questions in preparation for the board on 21st.

Halloween High Street Safari

DR has sent through a proposal for the puppet trail. The usual cost for a trail is £450 but the additional cost for the bespoke characters is £1200, including making characters interactive. DR felt that the additional spend would enhance the trail due to engagement with local schools and colleges through running a competition for them to design the characters. The last trail had 250 engagements, and positive feedback from businesses. DR sought the subcommittee's approval to proceed.

TM-M advised the scope and length of the project should be extended, to increase engagement, and suggested that the trail should be active from at least 16 October, or all of October. LF agreed, and the project was approved.

Shop Wrapping, Signage and Maps

DR advised that the original map creator has been contacted and WAW had been advised that due to the map being created in an old software package, it is no longer editable, and a larger piece of work to create a new map may be needed.

As an interim measure, due to the misinformation currently throughout the town on the out-dated maps the subcommittee discussed replacing the outdated boards with mixed information and graphics, supplemented by a We Are Weymouth QR code. WAW team to audit town maps situation and get quotes for this work.

Nothe Fort Funding Proposal

Mary Ann Edwards, General Manager at Nothe Fort, presented to the group. The experience proposes an alternative to those at Abbotsbury Gardens, Kingston Lacey and Longleat, with an up-lit façade, searchlight in the sky, up-lit exterior walls, parade ground lighting and a light tunnel experience.

LF asked about opening hours and was advised that the last sales would be at 7pm, with the attraction closing at 8pm. The exterior lighting would be kept on until Midnight.

TM-M enquired about the forecasted visitor numbers, and whether these were additional or including their normal numbers. Mary Ann advised that the Nothe Fort is usually closed in Winter.

DR asked whether multiple prices have been obtained for the project, as it is of significant value. Mary

Ann advised that only one quote has been gained so far, due to lengths it takes to work to get a quotation, although due to the Nothe Fort's financial regulations, it would go to tender.

DR explained that the proposal was a risk and would have to go to the full board on 21st for discussion followed by feedback from Levy payers. The subcommittee were divided on the proposal.

MEETING CLOSED

July Marketing Subcommittee - In The Bag PR Reporting / autumn planning

Coverage

01.06.21 Dorset Living - print

01.06.21 Dorset Living - print

20.06.21 mylondon: <https://www.mylondon.news/lifestyle/travel/pretty-seaside-town-3-hours-20834193>

21.06.21 Worldwide Writer: <https://www.worldwidewriter.co.uk/weymouth-dorset-welcomes-visitors.html>

24.06.21 Bristol Post (Web): <https://www.bristolpost.co.uk/special-features/sun-sea-sand-uk-destination-5490948>

24.06.21 Get Surrey (Web): <https://www.getsurrey.co.uk/special-features/sun-sea-sand-closer-you-20741903>

24.06.21 Birmingham Mail (Web): <https://www.birminghammail.co.uk/special-features/sun-sea-sand-uk-destination-20741903>

24.06.21 In Your Area (Web): <https://www.inyourarea.co.uk/news/sun-sea-and-sand-are-closer-than-you-think-at-this-fantastic-uk-destination/>

01.07.21 Dorset Echo - print

01.07.21 All At Sea - print

05.07.21 The Travel Magazine: <https://www.thetravelmagazine.net/hotel-review-st-johns-guest-house-weymouth-dorset.html>

Public Relations

Press trips continue to be very difficult to arrange due to lack of accommodation. Opportunities we have lined up include:

- Bradt Guide to slow
 - Couldn't arrange for June due to accommodation issues - will try to push for 2022
- Forbes
 - Looking to try and push this for autumn
- Closer Magazine
 - Looking to visit with husband and child
 - Will be part of a feature on Britain's Best Beaches
 - Accommodation will only be given a 'recommended accommodation' line or two with contact details rather than full review
- BRITAIN Magazine

- Looking to visit for a double page spread in the magazine (Visit Britain official magazine)
- Looking for accommodation
- SCUBA Magazine
 - Looking to visit to see what else the town has to offer for those that visit for diving (doesn't need us to arrange diving) he is happy for us to focus on Sept/autumn for a trip
- The Culture Trip
 - Looking for a press trip - we are trying to secure suitable accommodation
- The Daily Telegraph
 - Booked in for mid-August, we will arrange meals and activities
- The Sun
 - Looking for a family holiday in August - trying to find accommodation for 3 nights

Arranged for The Independent to visit Weymouth for press trip - organised accommodation, meals and activities for stay - liaised with Visit Dorset also

Shared key news with Andrew Cooke to share on Loving Weymouth & Portland website

Liaised with Pick Me Up! To submit responses from Dawn for feature on small business

Liaised with Sky News to pitch spokespeople in from Weymouth small businesses to speak about restrictions lifting (or not lifting)

Liaised with Horlicks PR team to discuss Weymouth working with Horlicks as part of its summer campaign:

- Offer of Horlicks sachets to place in top 10 Weymouth hotels and guest houses
- A box of sachet samples to be sent to the BID office and local accommodation providers to collect for their rooms
- Horlicks to post on social media channels with We Are Weymouth tags
- Potential giveaway (with Dream Cottages) with Horlicks in national women's magazine - Best

Pitched Weymouth restaurants into The Daily Telegraph for feature on restaurants by the sea

Pitched Weymouth activities into The Daily Telegraph for feature on unusual things to do on water

Pitched Weymouth restaurants into The Independent for feature on new openings

Drafted Weymouth in Bloom press release and circulated to the BID team for sign off

Pitched the Oasis into the i paper for feature in coastal restaurants

Arranged for The Travel Magazine to visit Weymouth for a press trip - arranged accommodation, food and activities and was on call for the duration of the stay

Pitched Weymouth into ITV News for good news story feature - dolphins/cruise ships in the bay

Advertising in key regions / cities

Online - local newspaper digital platforms

An online campaign using 'featured articles' on key websites such as:

Bristol Post - 7 million + users last month

Birmingham Mail - 23 million users last month

Get Surrey - 5 million + users in last month

Features now live

The screenshot shows a web page from BristolLive. The header includes the site logo and navigation links like 'NEWS', 'IN YOUR AREA', 'WHAT'S ON', 'CITY', 'ROVERS', 'RUGBY', and 'SPECIAL FEATURES'. The main article title is 'Sun, sea and sand are closer than you think at this fantastic UK destination'. Below the title is a sub-headline: 'Weymouth is celebrating 450 years of sunshine, sea bathing, and summer holidays'. The author is 'Leena Sidat' and the article was updated on '12:21, 4 JUN 2021'. There are social media share icons for Facebook, Twitter, and LinkedIn. A large image shows a row of colorful deck chairs on a beach. To the right, there is a 'RECOMMENDED' section with four video thumbnails and their titles: 'Eco-friendly Bristol firm buys your scrap metal and gives it new life', 'Stunning new hotel opens in the city with swanky bar and luxury beds', 'Bristol mum dubbed 'queen of the wax world' after business record year', and 'Play the next Euro-Millions jackpot online - 20 tickets for only £2*'. A small caption at the bottom of the main image reads: 'Weymouth is a seaside town with a Blue Flag award-winning beach (Image: 2015, Shutterstock)'.

Newsquest - Staycation publication

Full Page now booked £1150.00+VAT

Copy due in August

In-train advertising

In-train advertising to promote Weymouth as an autumn destination for couples, weekend warriors, commuters etc.

Package: 100 squares
Duration: 6 weeks
In-charge: 6 Sept
Out-charge: 24 Oct
Network: SWR
Coverage: SWR Weymouth route
Ratecard: £5,400
Media: £3,057
Production: £943
Total investment: £4,000
Artwork due: 23 Aug

Package: 200 squares
Duration: 6 weeks
In-charge: 6 Sept
Out-charge: 24 Oct
Network: SWR
Coverage: SWR Weymouth route
Ratecard: £10,800
Media: £6,000
Production: £1,050
Total investment: £7,050
Artwork due: 23 Aug

Package: 300 squares
Duration: 6 weeks
In-charge: 6 Sept
Out-charge: 24 Oct
Network: SWR
Coverage: SWR Weymouth route
Ratecard: £16,200
Media: £8,100
Production: £1,250
Total investment: £9,350
Artwork due: 23 Aug

AOB

Drafted weekly PR Newswires and updated socials with ad hoc opportunities
Designed advertising copy for Dorset Living magazine - negotiated free advert in July issue for not signing off correctly in June issue
Continued to liaise with Fourth Wall to work on video
Phone calls with BID team
Meeting with Dawn
Liaised with Visit Dorset on press trip opportunities
Redesigned BID logos for higher res versions
Liaised with Dream Cottages to discuss Horlicks competition collaboration
Liaised with Zach in the BID office to discuss email footer issue
Liaised with Zach on PR Newswire unsubscribes
Circulated FEAST info to Dawn
Autumn campaign planning - We Are Celebrating
Calculated budget from Dec 2020 to present day and circulated to Dawn

Upcoming activity

Continue to try and arrange press trips as much as possible
Draft Weymouth 450 press release - with 450 years timeline (work with Graham/Weymouth Museum)
Circulated Weymouth in Bloom press release to key media
Autumn 2021 planning
Book train advertising

Love Weymouth Activity Report
We Are Weymouth Marketing Committee 08/07/2021
Period Covered 6 June to 6 July

- 1. Events:** We have been working on building events listings on Love-Weymouth currently 147 are listed, at it's peak over the period 155 were on the list. Making efforts as best we can to encourage organisers to add events themselves. It's a slow process without a comprehensive database but we believe as numbers grow those organisers who are hesitant to do much other than put a post on their Facebook page will start to appreciate soon that they need to do more if they hope to attract new visitors. New header and social media graphics created
- 2. Music:** We're building a dedicated gig guide. Similar process as with the main events guide but confident that once venues get their staffing levels up and can find time to use it we can grow it significantly. As we come out of lockdown more gigs will give more opportunities. Efforts being made to work with bands etc to encourage them to either add events or get venues to do it, it's very much in the band's interests and those we have spoken with appreciate it.
- 3. Content Generation Photos/Video:** The weather recently has hindered us particularly with drone footage we were planning on getting we should be able to make up for this over next month.
- 4. Business Entries on Site:** Action resulting from the BID mailshot with instructions on adding a business entry to Love-Weymouth has been disappointing just four businesses have done this plus one that tried using the discount code when they clearly weren't a BID levy payer!

We had always expected self entry numbers to be low but not as low as they have been. Our general impression was that most hadn't seen or read the mail shot or if they had forgot it when it dropped down the list in their in box. It would probably be beneficial to send out a reminder from time to time or drop a post weekly into the WAW Business Facebook page to keep this opportunity in peoples minds.

We've been building our own lines of communication though over the past four weeks with direct telephone, e mail and social media contact which has been a good success and physically dropping in on businesses to tell them what's on offer. 150 business have been contacted so far. The good news is that once we've established a dialogue with only two exceptions businesses have reacted in a very positive way and our offer to set them up with a basic site entry has been much appreciated and gives us the advantage of developing a more personal dialogue with them than we'd get if they were adding the entries themselves. We also sensed an appreciation that the BID were providing them with something they could see a value in

The downside of this approach of course is a very high workload which has impacted the number of new site entries that we've actually got up and running as of today mainly because it's been a more logical workflow to concentrate on making contact and gathering info needed to create the entries in advance of getting them created resulting in the following status:-

35 Levy Payers are now active on the site and have been sent login details
52 Levy payers have now given details we need to get them on the site and will be added over the next week.

This gives a minimum of additions of 87 in time for the next board meeting. We are confident though that at least another 30 can be added to the list by then as well.

Stats for the period:-

Facebook

- A. Total Post Reach: 1,976,400
- B. Total Posts: 88
- C. Video Views: 90,500
- D. Minutes of Video Viewed: 24,500
- E. Page Likes: 56,991 (56,515)
- F. Page Followers: 59,508 (58,950)
- G. Average reach per post 22,500
- H. Average post reach 39.5% of followers

Instagram

- A. Followers: 13,289 (13,080)
- B. Total Post Reach: 213,000 (145,000)
- C. Total Posts: 32 (19)
- D. Total Reels: 5 (2)
- E. Reels Reach/views: 39,800 (13,600)
- F. Total Stories Reach: 13,365 (16,600)

YouTube

- A. Subscribers: 961 (950)
- B. Videos Added: 4
- C. Number of Video Views: 4,400 (5,500)
- D. Minutes of Video Viewed: 13,662 (16,600)

Website

- A. User Sessions: 30,500 (36,500)

Weymouth Christmas 2021 Tender reply

Submission by

City Dressing

Weymouth Christmas 2021

Christmas Installation

Name of Bidder City Dressing

Client:	Project:	Date:
We are Weymouth (Weymouth BID)	Christmas projects	27 th November and further dates
Contact	Delivery Date	Event Date
Dawn Rondeau	27 th November (First event)	Christmas

INTRODUCTION TO BID

This offer has been prepared in response to an invitation to tender the Weymouth BID Christmas projects for 2021. The response will demonstrate how effective the City Dressing solution is.

City Dressing

We have issued a comprehensive response for the Christmas events tender as well as a fully costed up and competitive quotation.

City Dressing has a long history of supplying innovative and creative

The quality of our solutions have been remarked upon. This is a combination of excellent print quality and effective customer relationship management.

We also confirm over 5000 installations there have been no reports of vandalism.



Supplier Information

Full name of the supplier submitting the information:	Smart City Media Ltd trading as City Dressing
Registered office address (if applicable):	140 Chittoe Chippenham
Registered website address (if applicable):	www.citydressing.co.uk
Date of registration in country of origin:	1.10.2011
Company registration number (if applicable):	07827189
Registered VAT number:	GB122852921
Trade bodies	IPM, ATCM, British BIDs, NABMA, Safe Contractor
Trading name(s) that will be used if successful in this procurement:	City Dressing

Tender Invitation

The supply, installation and management of the proposed events:

- November 27th light switch on
- Victorian themed market
- Nativity parade
- Santa themed activities
- A santa's post office / grotto installation.

The theme for the Christmas Decorations is around Elves and the decorations should reflect this fun and engaging theme with suitable decorations and props.

Tender Reply

Nov 27th – light switch on event:

City Dressing will bring in a Santa's sleigh as a focal point for this light switch on. This sleigh will offer an excellent alternative to a stage, and can be used continuously throughout the Christmas events. The sleigh will be used on the 27th as a prop for photos. The sleigh is on wheels, and therefore has the ability to be moved around town if necessary. This element gives the sleigh a dynamic use. It isn't restricted to a single location all Christmas. The theme and focal point of the light switch on is centred around elves. City Dressing will provide elves that will interact with the crowd and be hosting a variety of Christmas workshops throughout the town. These workshops will be

- Christmas wrapping workshops
- Christmas games
- Props
- Costumes / upcycling
- Elf Magic

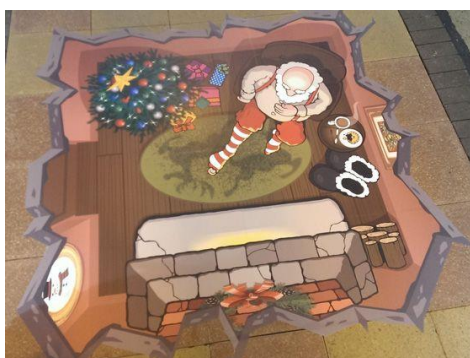
The use of elves will provide a hugely interactive event, that invites the community of Weymouth to be a physical and empirical part of the festivities, as opposed to just bystanders. The elf theme is also a catalyst to attempting to break the **world record** for the most elves in one space at any one time. We believe this can be achieved by contacting schools and communities in the build up to this date advertising succinctly that Weymouth is attempting this record. This record will improve footfall and attendance, and also give national media coverage to Weymouth.

Alongside these two elements, we would seek to take over an empty unit to backlight it with a Christmas interaction. This video link shows how beautiful and interactive this would look:

<https://www.youtube.com/watch?v=B6KqB8HJRQg> (York backlit projection)

A further asset we would use is Christmas floor graphics. These graphics help dress an area, and work very well in high street spaces. They can be removed without fuss when finished with. We create large floor graphics of elf workshops and other Christmas imagery.

Some images of the above roundels:



“Week 2” – Victorian steampunk themed markets.

City Dressing will adapt the staffed elves into Victorian themed elves. This will be quirky and unique to Weymouth. This will help dress the markets and give a further interactive and sensory dimension to the general event. We will provide some Victorian steampunk props (top hats for example) and some smaller Christmas trees that we can dress as Victorian trees. Alongside the steampunk props we would look to provide a photo booth which would boost interaction and engagement from the visitors. Either alongside the photo booth or instead of, we would install a Victorian fireplace with a giant chair. This would be a great dressing element and area for selfies. Finally, from an audio and visual sensory point of view, we believe a Victorian carol group would elevate this markets into a special evening. Both the visual addition and sound of the carol group would be an attraction in its own right. We would also look to use the sleigh again from the light switch on. The sleigh could act as the photo booth, or even be dressed with some of the Victorian steampunk props. We are keenly aware that we are not trying to detract from the market and rather trying to be a nuance to its success. City Dressing would seek to improve it and not detract from engagement of the markets.

The inclusion of the steampunk theme is a great initiative that naturally works alongside the classic Victorian dressing elements and will invite a huge established community to visit Weymouth. The steampunk community has incredibly loyal members who will visit and support Weymouth. This increased footfall will be a huge benefit to the Christmas events and traders alike. We also envisage that this unique idea will elevate Weymouth due to an increased media presence. Steampunk fairs and events garner international coverage with a particular consideration given to outfits, engagement and photos.

Nativity Parade

City Dressing has over 15 years of experience in managing Christmas events, and we have full confidence in being able to advise in any capacity in relation to the nativity parade. An initial thought, and one that ultimately would tie all of the weeks together, is the use of towers to advertise the light switch on, Victorian market, nativity parade and Santa themed activities (week 4). Our towers will showcase the itinerary for Christmas, broadcast the BID's and WTC's involvement, and can have any other information that you wish to show the public. City Dressing's years of experience and own consumer research has shown that lack of advertisement is often a huge proponent for poor turn out and engagement. We know how to market and advertise these events successfully. The towers have four sides and we can use Christmas imagery for each side with pertinent information on each.

Tower image:



Week 4 – Santa Themed Activities

City Dressing would look to use the sleigh again to showcase Santa and his presents. We would install some Christmas puddings to dress the town and further Christmas props. Alongside these 4 events, we would seek to take over an empty unit and install a Santa's post office. The Post Office either work as a stand alone event inside the empty unit or via external intervention just on the outside of the empty retail unit. These post offices are hugely interactive and have been incredibly successful the past few years as a standalone installation, with thousands of people using the one installed in Taunton last year for example. The empty unit is fitted with a lightshow and the door is made into a Christmas post box. When a letter is physically posted, the lightshow is triggered. We would look to push the postage of letters this week, as it would coincide with Santa being in Weymouth. This week would bring everything together in a contiguous fashion. The sleigh and post office would complement the Santa activities showcased. I have created a detailed document that explains the Santa's post office. It can be viewed through this link:

<https://www.dropbox.com/s/ol9ky33xxgmhsb0/Santa%27s%20Post%20Office%202021.pdf?dl=0>



Further elements that could be explored depending on budget, would be grotto/baubles that light up. I will showcase some images below:



500cms high walk in Bauble



300cms high sit in Bauble

We ultimately believe we can provide 4 weeks of engaging and entertaining events that will provide a unique and positive take on Christmas. Our incredible amount of experience in delivering these installations and managing events places us in a prime position for this tender. We have thoroughly thought out each and every facet of this reply, in order for City Dressing to be able to deliver the highest quality of work. Our ability to deliver these to the required time frame can be simply proven by our continued success over the past 15 years, where we proudly have clients who return back to us year after year. We will always listen to feedback and are able to take responsibility for the success of Christmas 2021 with a firm assurance.

Some key **themes** that we believe these installations will achieve.

Multi- sensory	Incorporates light and sound
Interactive	Light show activated by button
Engaging	
Magic	Large light show with line tracing the naughty or nice experience
Fun	humorous props and anecdotes.

City Dressing also notes the suggestion of taking over multiple windows for an advent calendar throughout the town. This can be done fairly simply. We will just need to come and measure the units, and request permission from the landlord. We will do both of these on behalf of the BID/WTC.

option 1

Summary

week theme

all of christmas	Santa's Post Office exterior graphics Santas Post Office - Interior Fit Out + props	£ 7,993.62
	12 staffing days for two elves	
	Hire of 5 metre high giant walk in Bauble	£ 9,910.52
	Hire of 3 metre high giant Bauble with integrated seating	£ 3,295.02
lights switch on	Supply of giant Santa's Sleigh to act as staging and point of reference, complete with giant arch decorated with lights Supply of PA system for light switch on Supply of workshop stations in marquees around the town centre with 8 Elves running various events	£ 9,988.16
steampunk Victorian	Hire of marquees and props Elves, costumes carol group	£ 5,077.07
	Total with 5m & 3m Bauble	£ 36,264.39

option 2

Summary

week theme

all of christmas	Santa's Post Office exterior graphics	£ 7,993.62
	Santas Post Office - Interior Fit Out + props 12 staffing days for two elves	
	Hire of 5 metre high giant walk in Bauble	£ 9,910.52
	OR	
	Hire of 3 metre high giant Bauble with integrated seating	£ 3,295.02
lights switch on	Supply of giant Santa's Sleigh to act as staging and point of reference, complete with giant arch decorated with lights Supply of PA system for light switch on Supply of workshop stations in marquees around the town centre with 8 Elves running various events	£ 9,988.16
steampunk Victorian	Hire of marquees and props Elves, costumes carol group	£ 5,077.07
	Total with 3m Bauble	£ 26,353.87

option 3

Summary**week theme**

all of christmas	Santa's Post Office exterior graphics	£ 7,993.62
	Santas Post Office - Interior Fit Out + props 12 staffing days for two elves	
	Hire of 5 metre high giant walk in Bauble	£ 9,910.52
	Hire of 3 metre high giant Bauble with integrated seating	£ 3,295.02
lights switch on	Supply of giant Santa's Sleigh to act as staging and point of reference, complete with giant arch decorated with lights Supply of PA system for light switch on Supply of workshop stations in marquees around the town centre with 8 Elves running various events	

steampunk
Victorian

Hire of marquees and props
Elves, costumes carol group

£ 9,988.16

£ 5,077.07

Total with 5m bauble

£ 32,969.37

Company:	Weymouth BID	Client:	Dawn Rondeau
Job Name:	Christmas Light Switch on		
Compiled by:	JR	Date:	25/06/2021
		Version:	1

Service A Santa's Sleigh

Supply of giant Santa's Sleigh to act as staging and point of reference, complete with giant arch decorated with lights

Qty	Unit Price	Total Price
1	£ 1,350.00	£ 1,350.00
1	£ 270.00	£ 270.00
1	£ 900.00	£ 900.00
1	£ 180.00	£ 180.00
1	£ 135.00	£ 135.00
1	£ 270.00	£ 270.00
Total		£ 3,105.00

Service B PA system Hire

Supply of PA system for light switch on

Qty	Unit Price	Total Price
1	£ 270.00	£ 270.00
Total		£ 270.00

Service C Workshops

Supply of workshop stations in marquees around the town centre with 8 Elves running various events

Qty	Unit Price	Total Price
4	£ 270.00	£ 1,080.00
4	£ 180.00	£ 720.00
4	£ 270.00	£ 1,080.00
8	£ 129.60	£ 1,036.80
8	£ 27.00	£ 216.00
4	£ 72.00	£ 288.00
Total		£ 4,420.80

FINANCIAL BREAKDOWN

Total Production		£ 7,795.80
Installation	Labour, accommodation, travel & subsistence, vehicles, materials, access platform	£ 1,859.80
Management	Technical site visit, project planning	£ 100.00
Health and Safety	Insurance and safety documentation	£ 97.56
Total		£ 9,853.16
Art working	Creation and setting of unique artwork	£ 135.00
Total including Art working		£ 9,988.16

Notes:

Client to supply content for artwork, any additional City Dressing artwork charges to be charged at £45 an hour.
Client to seek permission and access.

All quotes subject to site inspection.
VAT at the prevailing rate will be added at the point of invoicing.
Currency GB sterling.

Further Notes:

Payment terms 50% on order and 50% on delivery
All payment over 90 days overdue to be subject to a 5% one off interest charge
The terms and conditions have been updated and if not attached are available on request.

Company:	Weymouth BID	Client:	Dawn Rondeau
Job Name:	Victorian Themed Market		
Compiled by:	JR	Date:	25/06/2021
		Version:	1

Service A Props

Hire of 5 metre high giant walk in Bauble

Supply only

Marquee dressing
Marquee Hire

Qty	Unit Price	Total Price
4	£ 135.00	£ 540.00
4	£ 180.00	£ 720.00
		£ 2,070.00



Service B Staffing

Hire of 3 metre high giant sit in Bauble

Supply only

Elves
Costumes
Carol group

Qty	Unit Price	Total Price
8	£ 100.80	£ 806.40
4	£ 27.00	£ 108.00
		£ 914.40



FINANCIAL BREAKDOWN

Installation	Labour, accommodation, travel & subsistence, vehicles, materials, access platform	£ 1,142.40
Management	Technical site visit, project planning	£ 100.00
Health and Safety	Insurance and safety documentation	£ 50.27

Notes:

Client to supply content for artwork, any additional City Dressing artwork charges to be charged at £45 an hour.
Client to seek permission and access.

All quotes subject to site inspection.
VAT at the prevailing rate will be added at the point of invoicing.
Currency GB sterling.

Further Notes:

Payment terms 50% on order and 50% on delivery
All payment over 90 days overdue to be subject to a 5% one off interest charge
The terms and conditions have been updated and if not attached are available on request.

Company:	Weymouth BID	Client	Dawn Rondeau
Job Name:	Christmas Installations		
Compiled by:	JR	Date:	23/06/2021
		Version:	1

Service A Santa's Sleigh

Supply of giant Santa's Sleigh to act as staging and point of reference, complete with giant arch decorated with lights

		Qty	Unit Price	Total Price
Supply only	Hire	1	£ -	£ -
	Relocation	1	£ 180.00	£ 180.00
	Total			£ 180.00

Service B Back projection

Supply of back projection of the elf workshop to a retail window

		Qty	Unit Price	Total Price
Supply only	Projector hire	1	£ 2,700.00	£ 2,700.00
	Content	1	£ 450.00	£ 450.00
	Back film	1	£ 360.00	£ 360.00
	Window vinyl	1	£ 216.00	£ 216.00
	Total			£ 3,726.00

Service C Promotional towers

Supply of 1.8m high towers to advertise and promote the events x 4

		Qty	Unit Price	Total Price
Supply only	Print	16	£ 77.76	£ 1,244.16
	Hire	4	£ 180.00	£ 720.00
	Total			£ 1,964.16

FINANCIAL BREAKDOWN

Total Production		£ 7,274.16
Installation	Labour, accommodation, travel & subsistence, vehicles, materials, access platform	£ 1,312.40
Management	Technical site visit, project planning	£ 100.00
Health and Safety	Insurance and safety documentation	£ 86.87
	Total	£ 8,773.43
Art working	Creation and setting of unique artwork	£ 135.00
	Total including Art working	£ 8,908.43



Company:	Weymouth BID	Client	Dawn Rondeau		
Job Name:	Christmas Installations				
Compiled by:	JR	Date:	23/06/2021	Version:	1

Notes:


Client to supply content for artwork, any additional City Dressing artwork charges to be charged at £45 an hour.
Client to seek permission and access.

All quotes subject to site inspection.
VAT at the prevailing rate will be added at the point of invoicing.
Currency GB sterling.

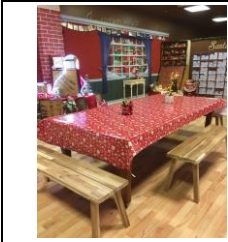
Further Notes:

Payment terms 50% on order and 50% on delivery
All payment over 90 days overdue to be subject to a 5% one off interest charge
The terms and conditions have been updated and if not attached are available on request.


Company:	Weymouth BID	Client:	Dawn Rondeau
Job Name:	Santa's Post Office		
Compiled by:	CS	Date:	25/06/2021
		Version:	1

UNIT 1 Santas Post Office Exterior		
Santa's Post Office exterior graphics		
Total sqm:	21.26	
	Cost of Print	£ 739.03
	Cost of Extra Elements	£ -
	Insurance and management	£ 177.32
	Artworking	£ 119.20
	Apportioned Installation*	£ 688.24
	Total	£ 1,723.79

* The installation cost may vary if Units are added/removed from the proposal

UNIT 2 Santa's Post Office		
Santas Post Office - Interior Fit Out + props		
Total sqm:	16.00	
	Walls	£ 518.40
	Props	£ 900.00
	Light show	£ 270.00
	Decorations	£ 360.00
	Stationery	£ 270.00
	POST BOX	£ 180.00
	Artworking	£ 89.72
	Apportioned Installation*	£ 518.01
	Total	£ 3,106.13

* The installation cost may vary if Units are added/removed from the proposal

UNIT 3 Staffing		
12 staffing days for two elves		
Total sqm:	0.00	
	Elves	£ 2,477.00
	Cost of Extra Elements	£ 90.00
	Insurance and management	£ -
	Artworking	£ -
	Apportioned Installation*	£ -
	Total	£ 2,567.00

* The installation cost may vary if Units are added/removed from the proposal

FINANCIAL BREAKDOWN		
Total Print and Production		£ 5,804.43
Installation	Labour, accommodation, travel & subsistence, vehicles, materials, access platform	£ 1,530.00
Management	4 hours of management time to include project planning and site visits.	£ 240.00
Safety and insurance	Health and safety documentation and insurance cover	£ 154.19
	Total	£ 7,728.62
Art working	3 hours of artworking time*	£ 135.00
Design	2 hours of design work*	£ 130.00
	Total including Art working	£ 7,993.62

Notes:

All installation costs assume a minimum of 4 units work. If the unit number is decreased a requote will be needed.
Cost is for print and installation only, removal to be quoted for separately. City Dressing aim to keep removal costs to £150.00 a unit.

Any additional City Dressing artwork above set budget to be charged at £45 an hour.
Client to provide details of landlords and if not itemised above to seek permission and access.

All quotes subject to site inspection.
VAT at the prevailing rate will be added at the point of invoicing.
Currency GB sterling.

Further Notes:

Payment terms 50% on approval and 50% on completion

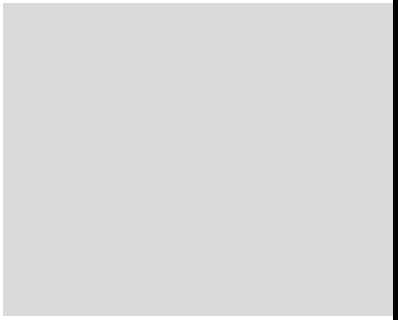
Company:	Weymouth BID	Client:	Dawn Rondo		
Job Name:	Christmas Bauble				
Compiled by:	JR	Date:	25/06/2021	Version:	1

Further Notes:

Payment terms 50% on order and 50% on delivery
All payment over 90 days overdue to be subject to a 5% one off interest charge
The terms and conditions have been updated and if not attached are available on request.

ish ideas 

eau



Weymouth Business Improvement District Ltd Project Funding Application



Please note that applicants may be required to provide further information and give a presentation of the proposal to the Board.

Application Process:

- Complete the application form in full and make sure that all the requested information is included. This should be returned to the Weymouth BID office.
- Applications should be submitted as far as possible in advance (min 4-6mths preferable).
- Your application will be considered by the Weymouth BID board of Directors.
- You will be notified of the date the decision is due to be made in advance.
- Once the decision is reached, you will be informed of the outcome.

Funding Procedure:

- Normally, once the funding is approved, and we have received your signed acceptance, you will receive payment. This may consist of staged payments, payable upon reporting from the applicant.
- If you haven't had all your money in place to start the project then we may hold your grant until all the money is secured.
- **You will need to agree to send us copy invoices relating to the funding and detail how you've spent the money. If we don't receive this, we may request the money back.**
- If the event or project does not go ahead then any funding will need to be refunded to Weymouth BID immediately.
- Weymouth BID should be invoiced for anything that is Vatable.
- You must spend the money as stated in your application and invoice breakdown and/or statistics **WILL** be required as evidence.
- You must return any unspent funds.
- You must tell us if you change the project as described in your application.
- We Are Weymouth (Weymouth BID) **MUST** be included in **ALL** press releases (please ask for a quote) and handouts, posters, flyers (logo will be supplied) as well as social media campaigns using the hashtag #Weareweymouth and cross referencing to @weareweymouthuk facebook page and the BID Board will confirm **additional** specific marketing requirements dependant on the proposal.

Name and address of your organisation and correspondence address:
(Including email address and contact telephone number)

Nothe Fort
Barrack Road, Weymouth, DT4 8UF

General.manager@nothefort.org.uk

Mary-Anne Edwards 07770 890786

Describe your project:

Christmas Light Experience at Nothe Fort

Nothe Fort can offer Weymouth a unique alternative to the Christmas light experiences of Abbotsbury, Kingston Lacy Gardens and Longleat which would attract visitors to Weymouth for a 'day out' during the Christmas shopping period and the after Christmas sales.

Inspired by the success of Christmas Tunnel Lights at the Shipwreck Museum in Cornwall, Nothe Fort has developed a Christmas attraction which will have a wow factor; be creative and fun; will be suitable during wet weather and is a suitable attraction during the day and evening.

Our ambition is to work in partnership with Weymouth BID to successfully develop a sustainable Weymouth Christmas attraction. In year 1 the Fort would work with Weymouth BID, and then in year 2 & 3 we would have the capacity and confidence to develop and grow the event.

Uplight the main façade overlooking the Weymouth Pavilion. This will provide a standout image for anyone driving into Weymouth and will be aesthetically pleasing from the harbour, seafront and surrounding areas.

A searchlight effect within the sky for the operating hours of the event to again, entice people to Weymouth.

The exterior walls to the entrance of the Fort will be bathed in vibrant colours.

The parade ground will have a gobo (pattern projection). Festoon will line the interior of the fort around the coffee shop and amenities drawing people down into the main attraction will be the tunnels.

The tunnels will have a circular route taking the visitors on visually vibrant colour scheme journey. There will be Christmas breakup patterns on the tunnel walls, and an overhead lighting circuit which will pulsate and pull visitors through.

Who are you targeting with this project/event? E.g. Visitors/locals

Local visitors from Weymouth and the surrounding areas. 40%
Day Trippers from a 50 mile radius 40%
Overnight stays 20%.

Describe how your project will benefit Levy Payers and how it fits within the Weymouth BID business plan (a copy of which is available on weymouthbid.co.uk):

The development of the 'Christmas Light Experience at Nothe Fort' will have a positive economic and social impact on Weymouth town.

- The lights will contribute to the marketing of Weymouth Town during Christmas. The illuminations will create unique images for social media and will capture the imagination in the news during the run up to Christmas. It is something different with a wow factor. The publicity reach would be throughout Dorset and surrounding counties.
- Create additional footfall to the town. Due to the timing, visitors could shop in Weymouth Town before they go to the lights or dine in Weymouth after their visit.
- Support the increased dwell time in Weymouth Town to enable the BID to market Weymouth as a go to weekend destination for Christmas shopping.
- The lights shall continue between Christmas and New Year, a time when families are looking for something to get them out of the house, thus attracting visitors to Weymouth Town in a quiet time.
- Create a buzz to the town, a sense of civic pride in what is an iconic landmark for Weymouth and Dorset.

If you are organising an event, please complete the next few questions. If this funding application is not for an event then please continue to the funding questions.

Time and Attendance (Estimated):

Event timetable	Day 1	Day 2	Day 3	Day 4
Dates open				
Opening times				
Closing times				
Event set up	From		To	
Event breakdown	From		To	
Event set up	From		To	
Event breakdown	From		To	
No. of Event Staff on Duty				
Number of Participants (if applicable)				
Likely number of overall audience or visitor attending				

See list on next page – too hard to fit in boxes!

OPENING DATES

Saturday 27th – Sunday 28th November
Thursday 2nd – Sunday 5th December
Thursday 9th – Sunday 12th December
Thursday 17th – Thursday 23rd December
Monday 27th – Thursday 30th December
TOTAL 22 DAYS

OPENING TIMES

3.30pm – last ticket 7.00pm, close 8.pm
TOTAL 4.5 hours per day

SET UP & TAKE DOWN

Set up would take 3 weeks before event
Break down would take 1 week after event
7 members of staff per day.
Any volunteers would be additional (we are unsure if they would work so late into the evening)

ESTIMATED VISITOR NUMBERS

Estimate average of 11 days at 150 visitors per day and another 11 days at 100 visitors per day =
1650 + 1100 = total visitors 2,750

Licensing

Does your event include any of the following:

Music (live or recorded)	No
Entertainment (plays/films/dance performances)	Yes - EXPERIENCE
Sale /supply of alcohol	No
Provision of late-night refreshment	No

If your event contains licensable activities have you been granted the appropriate licence? If no,
please state when you are looking to apply for the licence:

Temporary Event Notice <i>Date application to be submitted</i>	No
Premises Licence <i>Date application to be submitted</i>	No

Health & safety

Public Liability Insurance:

For all activities it is a statutory requirement to hold a minimum of £5m public liability insurance.

Please attach a copy of your Public Liability Insurance Certificate with your application, if you currently hold such insurance.

To Follow

Risk Assessment:

For all events we require a completed risk assessment for your event. *Please attach an outline copy of your Risk Assessment with your application.*

To Follow. We have a general risk assessment, covid safety risk assessment and will have an risk assessment for this event produced during November.

First Aid/Medical

Please provide the name of organisation/service and a breakdown of the following first aid provisions.

Numbers

Nothe Fort staff are trained in First Aid in the Workplace

First aiders

Emergency Services

As the event organiser, you are required to notify the appropriate emergency services of your planned event. Please indicate those services that you have or will be contacting:

Emergency Planning

Police Yes No

Ambulance Service Yes No

Fire and Rescue Service Yes No

Coastguard Yes No

RNLI Yes No

Highway Authority Yes No

If you already have an **Emergency Plan** Document, please attach as part of this application. If not, please answer the following questions:

Please describe how you would alert key personnel of an emergency at your event and decide the level of action to take?

Please describe how you would inform the public of an emergency at your event, if required?

Please describe how you would evacuate the event site in an emergency, if required?

Traffic Management

Please describe what impact your event will have on the traffic flows around the event venue?

Please describe what measures you have or wish to put in place to help manage traffic? i.e. directional signage, road closures etc. and attach a location plan defining roads to be affected.

If your event requires a road closure have you applied to Dorset Councils Highways? Please note that up to 12 weeks' notice is required.

Yes No

Site services and welfare

Toilets

Please describe what toilet provisions are being provided at your event?

Children

Can you confirm that those running the facility are DBS Checked or will be DBS checked by the date of your event? ***Please note that all personnel responsible for lost children must be DBS checked. (Copies of certification to be provided on request)***

Yes	No
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Waste Management

Please describe what Waste Management arrangements you are providing at your event?

Will food be sold at your event? All individual food traders must have Public Liability, not just the organisers. Please detail below the policy number, name of insurer and amount of PL.

Funding

What will the approximate spend per visitor be at this event, in your opinion?

20% will not spend as they would be local and would have annual passes.
£8.00 - £9.50 for an adult and £4 for a child

How much funding are you asking for from the Weymouth BID Ltd?

****Please complete excel spreadsheet as evidence**

£13,600

Please detail any other funding** you have in place and where it is coming from. Proof will be required.

£2,000 - Weymouth Town Council
(tbc – spoken to Town Clerk, and has agreed to present grant application to WTC

In principle we wouldn't have an issue with receiving an application for 21/22 for this. As long as it levered in the BID funding.

Please ensure any applications included "We would not put on a Christmas market at the Fort, but instead offer our skills and knowledge to support Weymouth BID develop their Victorian weekend in the town." So Cllrs can see the value added.)

£2,800 – Lighting company sponsorship (agreed)

How will you spend the funds you are asking for? Please itemise the costs or project budget (use excel sheet):

£22,800 - Lighting company for all lighting

£9,240 – staffing the event

£32,040 - TOTAL

(Staffing event breakdown

7 staff for 22 days. = 154. £60 per staff member a night. £60 x 154 = £9,240)

Please list at least five business who you have consulted and who support this project:

- Nothe Gardens Tavern
- Cove Gallery
- Bennetts Fish and Chip shop
- Al Molo
- Channel View Guest House
- St John's Guest House

Please list any businesses that may be adversely affected by the project and explain what steps you have taken to mitigate those effects:

The only other major visitor attraction in Weymouth Sea Life Centre.
We shall work with Sea Life to ensure that our offering is joined up and that any potential impact in mitigated.

Additional Information you wish to submit in support of your application for consideration:

Nothe Fort ran a Victorian Christmas Market in December 2020 and had been planning a larger event for 11/12th December with Dorset Food & Drink. We also have a Victorian Weekend planned for 14/15th August with the famous 'Ragged Victorians'.

We would not run our Victorian Market at Christmas as it would not fit in with the BID plans for the Victorian Market in the town. We would offer our support in planning the town event to ensure that it was a real wow factor, with music, street entertainment and actors.

However, this would impact on our main Christmas event, and instead, we would like to develop a longer term Christmas experience.

We are coming to the BID to ask them to help develop Christmas Lights at Nothe for Christmas 2021. With the BIDs support we will be able to try something new, evaluate and develop . and self fund this event for year 2 and year 3.

DECLARATION:

I declare that this funding application has been authorised by:

Name of organisation:

Name of Applicant:

Signature of applicant:

Position:

Date:

Important Assessment Criteria

The BID2 board will assess applications for funds using the following criteria:

Essential criteria:

1. The project or event is in accord with the BID2 business plan.
2. That the funding provided will benefit a significant number of Levy Payers
3. That the applicant has consulted Levy Payers in the area where the project or event is based.
4. Where any element of an event will compete with a Levy Payer or Levy Payers, that they have been consulted with a view to offering them participation or otherwise mitigate the effects of that competition.
5. Where any project or event will cause disruption or obstruction to any Levy Payer that they have been consulted in order to minimise the effects of this.
6. That any project will deliver tangible benefits within six months. (evidence req)
7. Where other funding has been sought for the project or event it is likely that it will be obtained
8. The application contains proposals to evaluate and monitor its expenditure
9. The application is well costed and value for money and that tenders have been requested where necessary. (evidence req)
10. The applicant agrees to account for how the funding has been spent, and to provide feedback to BID2 of the outcomes. (evidence req)
11. The applicant agrees to BID2 using details of the projects or events in publicity material and annual reports
12. Whether BID2 has been given adequate notice of the application
13. Whether applicants have experience of managing funding in a professional way
14. Whether the event/project **needs** BID2 funding (funding will not be given if the application should be able to run as a commercially viable entity without BID2 funds)
15. Whether the Applicant or anyone associated with the Applicant will benefit financially in any way.

Title of event	Christmas Light up Experience at Nothe Fort	
name of applicant	Nothe Fort	
Funding requested		£13,600
	name	amount
Additional sponsorship/ funding received:	Weymouth Town Council TBC	£2,000
	Lighting company sponsorship	£2,800
additional income streams	Ticket sales	£13,640
	Total	£18,440
EXPENDITURE	<i>Lighting company</i>	£ 22,800.00
	<i>Staffing of event</i>	£ 9,240.00
	Total	£ 32,040.00
	deficit	-£13,600.00
requested BID sponsorship	BID	
	balance	-£13,600.00 **

**The deficit

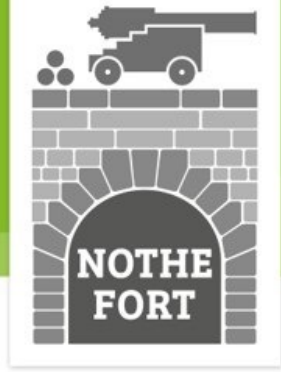
** The profit

There is a small reserve available from



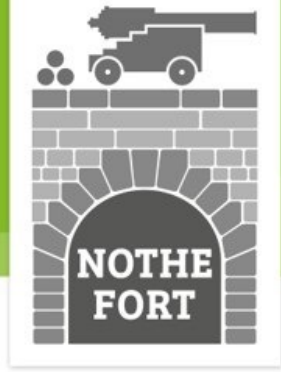
An award winning museum contributing to the social & economic wellbeing of Weymouth





Christmas Lights at Nothe Fort

- Nothe Fort can offer Weymouth a unique alternative to the Christmas light experiences of Abbotsbury, Kingston Lacy Gardens
- Would attract visitors to Weymouth for a 'day out' during the Christmas shopping period and the after Christmas sales.
- Create a wow factor for Weymouth –unique, creative and fun.
- Suitable during wet weather and is a suitable attraction during the day and evening.
- Develop a sustainable Christmas attraction for Weymouth. In year 1 the Fort would work with Weymouth BID and in year 2 & 3 we would have the capacity to stand alone and develop the offer.



Christmas Lights at Nothe fort

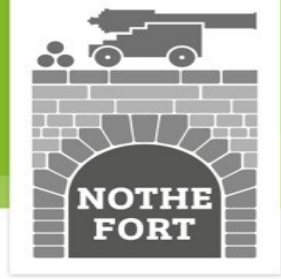
Uplight the main façade overlooking the Weymouth Pavilion. This will provide a standout image from the harbour, seafront and surrounding areas.

A searchlight effect within the sky will entice people to Weymouth.

The exterior walls to the entrance of the Fort will be bathed in vibrant colours.

The parade ground will have a gobo (pattern projection) and Festoon lighting.

The tunnels will be the main experience, with a circular route taking the visitors on visually vibrant colour scheme journey.



Benefit to Weymouth Levy Payers

A positive economic and social impact on Weymouth town for years to come.

- The lights will contribute to the marketing of Weymouth Town during Christmas creating unique images for social media.
- Create additional footfall to the town. Due to the timing, visitors could shop in Weymouth Town before they go to the lights or dine in Weymouth after their visit.
- Support the increased dwell time in Weymouth Town to enable the BID to market Weymouth as a go to weekend destination for Christmas shopping.
- The lights experience shall continue between Christmas and New Year, thus attracting visitors to Weymouth Town in a quiet time.
- Create a buzz to the town, a sense of civic pride in what is an iconic landmark for Weymouth and Dorset.
- This project offers a covid safe activity for Weymouth, which can be continue if restrictions are enforced (similar to Decmeber 2020)



Iconic images of Nothe Fort illuminated for other projects

