



Board Meeting Agenda

Date: June 23rd 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 Worth Cllr Orrell Cllr Sutton	11.15
5.0	Matters Arising from Previous Minutes	11.20
6.0	Governance and Engagement AGM Subcommittees	11.25
7.0	Finance Report Levy collection update May 2021 financial report	11.30
8.0	Marketing and Events ITB report LWP report QR code report	11.50
9.0	Improve Maps Britain in Bloom St Alban Street	12.10

10.0	Shaping Skills audit Parking Shuttle service Empty shops	12:30
11.0	A.O.B Staff update August board meeting	12.50
12.0	Items for next meeting	12.55
13.0	Date of next and subsequent meetings 21 st July 11am AUGUST TBD 29 th Sept 11am 20 th Oct 11am	13.00

We Are Weymouth Ltd

Minutes of Board Meeting

Date: **Wednesday 26 May 2021**

Time: **11.00**

Location: **Zoom**

Item	Details	Action
1.0	<p>Attendees</p> <p><u>Present: Board Members</u></p> <p>Vice Chair, Ian Ferguson – Weyline, BeeCars, StreetCars</p> <p>Lynne Fisher (LF) – St John’s Guest House</p> <p>Johnathan Oldroyd (JO) – Gloucester House Hotel</p> <p>Graham Perry (GP) – The Bridge Fair Trade Shop</p> <p>Chris Wells (CW) – ITSA (left at 11.30)</p> <p>Tamsin Mutton-McKnight (TM-M) – Sealife Centre, Merlin (left at 12.00)</p> <p><u>Present: Non-Board Members</u></p> <p>Dawn Rondeau (DR) – BID Chief Operations Officer</p> <p>Chris Cole (CC) – BID Operations Assistant</p> <p>Cllr. Jon Orrell (CJO)– Weymouth Town Council</p> <p>Cllr. John Worth (JW) – Dorset Council (left at 12.15)</p> <p>Cllr. Clare Sutton (CS) – Dorset Council</p>	
2.0	<p>Apologies</p> <p>Chairman, Chris Truscott (CT) – McDonalds</p> <p>Keith Treggiden – Rendezvous, Slug and Lettuce, Royal Oak</p> <p>Natalie Merry – Weymouth College</p> <p>Helen Heanes (HH) – Economic Development, Dorset Council</p>	
3.0	<p>Welcome</p> <p>IF to chair the meeting in CT’s absence.</p> <p>DR welcomed CS and JW and apologised due to changes in staff for non-inclusion in previous board meetings but assured that this was now rectified.</p>	

Item	Details	Action
4.0	<p>Declaration of Interest</p> <p>None.</p>	
5.0	<p>Matters Arising from Previous Minutes</p> <p>DR informed board that DC had sent letter to levy payers regarding outstanding levy collections. The BID office has received calls from levy payers regarding payments and DR has continued to speak to and visit businesses over the last few weeks to answer questions and discuss payment terms .</p> <p>DR call a meeting with representatives from CSAS and the Police to discuss ASB issues and the CSAS programme covered in more detail later.</p> <p>Subcommittee responsibilities – DR and CT are working on a document and will circulate to the board for feedback once it is finalised.</p>	<p>DR</p> <p>CT</p>
6.0	<p>Governance and Engagement</p> <p><u>AGM</u></p> <p>A date for the AGM needs to be set. DR to get consensus on dates available for all directors around 14 July. It was noted that all directors, except for CT and IF, will need to be re-elected at the next AGM.</p> <p>GP to assist DR in delivering the AGM.</p> <p><u>Articles of Association</u></p> <p>It is discussed that the legal team should check amendments to the articles before taking to the AGM. DR to clarify next step with CT.</p>	<p>GP</p> <p>DR</p> <p>DR</p> <p>CT</p>
7.0	<p>Finance Report</p> <p><u>2019/2020 Year end accounts</u></p> <p>There were no questions on the accounts as presented.</p> <p><u>Levy collection update</u></p> <p>Current details on levy collection run up until 7 May, prior to letters going out, so there are no major changes since the last board meeting as. 81% of businesses have paid, with 19% still outstanding. There is expected to be more change in the data at the next meeting.</p> <p>The need to speak to Dorset Council about empty premises paying the levy was highlighted as a way of discouraging building owners to leave properties empty. Any changes to this will need to be added to the next BID term business plan and will be discussed further at a future date.</p> <p><u>April 2021 financial report</u></p> <p>No issues were raised.</p>	
8.0	<p>Marketing and Events</p> <p><u>Marketing subcommittee minutes</u></p> <p>DR gave an update on the minutes from the last subcommittee. With the We Are Sunshine and We Are Open campaigns coming to an end, ITB are starting to look to future autumn campaigns. Ideas to be brought to the next marketing</p>	

Item	Details	Action
	<p>subcommittee. DR highlighted that WAW had been highlighted in several national publications (see ITB report)</p> <p><u>Loving Weymouth & Portland</u></p> <p>LWP have only been working with the BID for 2 weeks so a limited amount has been achieved so far. Full details on the work are included in the LWP report.</p> <p><u>450th Celebration / Heritage trail</u></p> <p>The next big push has been identified as the 450 celebration. A finalised 450 logo is still outstanding from WTC and printing of the Beach & Harbour Heritage Trail leaflet is waiting on this. CJO to chase with WTC. Pear Communications to distribute the trail leaflet once printed.</p> <p><u>Britain in Bloom</u></p> <p>BID has inherited the competition entry from 2019 and it has been decided to continue with this due to the high level of work being done already in the town for this summer season. A Britain in Bloom mentor is coming on Tuesday 1 June to meet with DR and representatives from WTC to coordinate the town's efforts. DR is looking for any voluntary groups interested in working with the BID to deliver this project.</p> <p><u>Websites</u></p> <p>CC has cleaned up the BID and WAW websites to bring them on brand and up to date.</p> <p><u>Secret Carnival</u></p> <p>This event has been launched in local press, Primary Times and on social media, and runs over half term. It will be used as a pilot to gather data from businesses and participants to help make decisions possible on future trails. DR to bring update once data is available.</p> <p><u>Shop wrapping</u></p> <p>DR and CC have identified previous suppliers and will bring prices to next subcommittee.</p>	<p>CJO</p> <p>DR</p> <p>DR</p> <p>DR</p>
<p>9.0</p>	<p>Improve</p> <p><u>Art Mural Trail</u></p> <p>Ben Heath was unable to provide amended costings for this meeting. A decision on secured funding will not be available until the June board meeting.</p> <p><u>CSAS</u></p> <p>DR had a meeting with Ian Cooke, John Newcombe, Sam Goom, and Anneka Stone to discuss the CSAS scheme and ASB, particularly relating to levy payer complaints concerning Greenhill/Brunswick Terrace. It was said that incidents in these areas are not being reported by businesses along the Esplanade, and that allocating staff/resources cannot be done unless supported by data from reporting. DR outlined the process and will feedback to the Guesthouse and Licensing Association.</p> <p>The reinstating of Shop Watch was also discussed. DR to look into this with PSCO Simon Wakely and Dave Hiscott.</p>	<p>DR</p> <p>DR</p>

Item	Details	Action
	<p>CJO gave an update on WTC's response to ASB issues in the town. A meeting is being organised with the new Police Crime Commissioner and portfolio holders to create a coordinated response.</p> <p>It was commented that licensed premises are not the main cause of ASB and a possible financial contribution from off licenses could be considered to aid the response/clean up.</p> <p><u>Dorset Volunteer Ambassadors</u></p> <p>Due to strict controls on cruise ship visitors through Portland Port, the BID's Weyfarers will not carry out their usual duties this summer. DR has been in discussion with Dorset Council's DVA to see how the two groups can work together to offer a tourist information offering in the town, with volunteers posted along key routes to offer advice and information to visitors. DR to feedback to the board once more details are discussed.</p> <p><u>Station Gateway</u></p> <p>The original meeting has been rescheduled for 2 weeks' time. DR to attend to find out more about what the BID's contribution has been used for.</p> <p>DR confirmed the £5,000 grant for the station project needs to be allocated for specific ASB station activity by the end of July.</p> <p><u>Sense of Arrival</u></p> <p>A discussion was had on possible improvements to the 'sense of arrival' for visitors to the town. A previous proposal from Ed Warr involving installations on roundabouts was discussed, along with the possible cleaning of signs on the main roads into Weymouth.</p> <p>There was general agreement that improving the sense of arrival would be positive for the town. DR to investigate bringing in external companies to deliver such a project and to gather feedback on ideas from levy payers.</p> <p><u>Wayfinding signs</u></p> <p>DR has identified the original providers of the BID maps in the town. Many maps are now out of date, with details such as the Jurassic Skyline and Bond Street toilets still present. DR to pursue with printers/designers.</p> <p><u>Town Crier</u></p> <p>It was generally agreed that the BID should not be running the this, though the board are in favour of supporting where possible. GP suggested that the heritage group manage with BID support.</p> <p>GP highlighted a new town app recently launched by Dorset Town Council and the Dorchester BID. GP to circulate link to board members. DR showed concerns about money being spent on activity when the website WAW and LWP are mobile phone enabled. DR to look into and report to the next Improve subcommittee.</p>	<p>DR</p> <p>DR</p> <p>DR</p> <p>DR</p> <p>DR</p> <p>GP</p> <p>DR</p>
10.0	<p>Funding Applications</p> <p><u>Summer Beach Volleyball</u></p> <p>There was a discussion on the application for £5000 toward the summer Beach Volleyball. There was an appetite from the board to sponsor specific items rather than provide general funding for the event.</p>	

Item	Details	Action
	<p>The board voted unanimously in favour of supporting the event.</p> <p>There was concern that, for £5000 in funding, the BID would need to be promoted as a larger player underwriting the event rather than a regular sponsor.</p> <p>The board voted unanimously to fund the marquee and grandstand at £5641.82 inc VAT. DR to feedback response to organisers and discuss WAW branding on selected items.</p>	DR
11.0	<p>A.O.B</p> <p><u>Staff</u></p> <p>DR confirmed that CC will be leaving the BID operations team to move to Bournemouth. The board expressed thanks to CC for the work he has done over the last five months.</p> <p>DR has started a recruitment drive to find a replacement, with 12 candidates applying and 6 booked for interviews on 7th June so far.</p> <p><u>Welcome Back Fund</u></p> <p>DR has submitted a proposal for possible uses of the WBF within the town, including deep cleaning, flower baskets on bridges, outdoor seating, bunting, flags, and a dinosaur trail. Most items requested are to go ahead and DR to continue liaising with Helen Heanes on progress.</p> <p>Concern was raised over the condition of the information boards near the jubilee clock. DR to give feedback at next WTC meeting and see whether this can be addressed in WBF cleaning efforts.</p> <p><u>Parking</u></p> <p>DR to attend a parking committee meeting on Friday – and asked the board for feedback on concerns. DR already has a list from the GHCLA. Additional request for discussion were parking validation, the park and ride bus service, and street parking permits.</p> <p>DR has been investigating subsidised parking in the town for people that spend money in local businesses. DR will gather data and bring proposal to a future meeting.</p> <p><u>Derelict buildings</u></p> <p>DR has raised concerns over derelict buildings with DC. As a result of this an S215 notice is warranted on the Clipper building and the council is in contact with the current owner.</p> <p><u>St Alban Street lights</u></p> <p>DR highlighted that due to building relationships within DC, Conservation and Planning has now been approved.</p> <p><u>Melway Games</u></p> <p>CW to send information for promotion on social media to DR and Andy Cooke (LWP).</p>	<p>DR</p> <p>DR</p> <p>DR</p> <p>DR</p> <p>CW</p>
12.0	<p>Items for Next Meeting</p> <p>TBC</p>	

Item	Details	Action
13.0	<p>Date of next and subsequent meetings</p> <p>The next meeting on 23 June will be held in person at Pilgrim House, though the option of attending via zoom will still be available for those that wish to.</p> <p>23 June 2021, 11am</p> <p>14 July 2021 (AGM to be confirmed)</p> <p>21 July 2021, 11am</p> <p>August (cancellation to be discussed at next board)</p> <p>29 September 2021, 11am</p> <p>20 October 2021, 11am</p>	

Signed as a true record by

Chris Truscott
 Chairman

Date



We Are Weymouth Sub-committees are set up in order that a small group of Board members plus the Chief Operations Officer and external partners can focus in detail on areas as previously agreed within the BID Board minutes.

The purpose of the sub-committees is to allow BID board meetings the ability to ensure that sufficient attention is being paid to the overall agenda and larger decision making, without one topic or smaller decision dominating the board agenda at every meeting.

The Board is responsible for dissemination of responsibility, including budgets, to sub-committees and sub-committees are thereby authorised to undertake activity and produce sufficient minutes to evidence agreed activities.

Sub-committees are sanctioned to authorise additional spend of up to £1,500 for the purposes outlined at board meetings in-line with the BID business plan (e.g., leaflets)

Sub-committees are to manage external contracts with whom the board has agreed sub-contractual work to ensure delivery within budget and timescale.

Sub-committees are tasked to screen funding applications (where time allows) prior to submission at the full board.

Sub-committees are encouraged to generate new ideas and ensure viability prior to submitting to the full board.

Sub-committees undertake responsibility for supporting the COO with managing and delivery of projects.

Sub-committee board members should satisfy themselves that the process for monitoring progress is sound. It is also essential that the sub-committee is made up of board members with relevant expertise and thereby entrusted to make the appropriate decision on behalf of the board.

Should there not be consensus at a sub-committee then matters need to be deferred to the main BID board meetings.

Board Financial Report as at 31May2021

WE ARE WEYMOUTH LIMITED

For the 9 months ended 31 May 2021

Draft Financial Report Year to Date

WE ARE WEYMOUTH LIMITED

For the 9 months ended 31 May 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	309	-	51,600	51,600	51,291
Improve Funding Pot		-	108,500	(51,600)	56,900	56,900
Total IMPROVE		309	108,500	-	108,500	108,191
MARKETING						
Advertising		2,943	-	-	-	(2,943)
PR		3,295	-	-	-	(3,295)
Marketing Tender / Website Costs		3,240	-	-	-	(3,240)
Approved Marketing Funding Applications	4	36,691	-	104,385	104,385	67,694
Marketing Funding Pot		-	103,500	(104,385)	(885)	(885)
Total MARKETING		46,168	103,500	-	103,500	57,332
MANAGEMENT						
Staff Costs		42,685	-	-	-	(42,685)
Premises		5,941	-	-	-	(5,941)
Legal and Professional		3,600	-	-	-	(3,600)
General Administrative Costs		6,557	-	-	-	(6,557)
Finance Charges		73	-	-	-	(73)
Management Budget		-	70,000	-	70,000	70,000
Total MANAGEMENT		58,856	70,000	-	70,000	11,144
LEVY COLLECTION						
Levy Collection costs		-	4,000	-	4,000	4,000
Operating Surplus / (Deficit)		119,335	-	-	-	(119,335)

1. Levy Income

The levy information from the council, received 7th May 2021, confirmed an amount available to draw of £7030.95. 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		5,309	-	7,695	7,695	2,386
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		359	-	51,600	51,600	51,241
	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		7,890	-	7,890	7,890	-
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		1,250	-	15,000	15,000	13,750
Pirate Parlay		461	-	461	461	-
QR Code Trail		580	-	450	450	(130)
Town Centre Maps		919	-	919	919	-
Outsourced Marketing Campaign		8,185	-	40,000	40,000	31,815
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		36,641	-	104,385	104,385	67,744

Balance Sheet

WE ARE WEYMOUTH LIMITED

As at 31 May 2021

	31 MAY 2021	31 AUG 2020
Fixed Assets		
Tangible Assets	548	548
Total Fixed Assets	548	548
Current Assets		
Debtors	6,000	453
Cash at bank and in hand	223,357	150,161
Prepayments and accrued income	15,804	16,302
VAT	3,253	-
Total Current Assets	248,413	166,916
Creditors: amounts falling due within one year		
Supplier Accounts Payable	20,325	23,051
Accruals	3,000	3,000
VAT	-	30,826
Wages and Salaries	-	4,285
Total Creditors: amounts falling due within one year	23,325	61,163
Net Current Assets (Liabilities)	225,088	105,754
Total Assets less Current Liabilities	225,636	106,302
Net Assets	225,636	106,302
Capital and Reserves		
Current Year Earnings	119,335	32,662
P&L Reserve - Retained Earnings	106,302	73,640
Total Capital and Reserves	225,636	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.

in the bag

PR | Marketing | Social

WE ARE SUNSHINE CAMPAIGN REPORT

WE ARE WEYMOUTH



WE ARE SUNSHINE

We came up with the campaign slogan and designed various marketing collateral to support the overall campaign.

We are
sunshine



This included:

- A press trip invite
- Press release
- 1/2 page advert
- Social media content
- Social media ad creative

Press trip invite



WEYMOUTH BAY | SUMMER

Sun, sea and sand are closer than you think...
Weymouth celebrates 450 years of sunshine, sea bathing, and summer holidays .

With over 1850 hours of sunshine a year, Weymouth is one of the sunniest locations in the UK. Nestled along the UNESCO Jurassic Coast, Weymouth has been home to the sunshine summer holiday for 450 years, often referred to as England's Bay of Naples, and a favourite of King George III in the 1780s. The town's popularity over the years is down to its award-winning beach with soft golden sands and safe sea swimming conditions. Add to this a picturesque, historic, working harbour and a host of restaurants, cafes, hotels and guest houses, and Weymouth offers the perfect holiday destination for all.

Now with lockdown restrictions beginning to ease and the UK population looking ahead to the summer holidays, Weymouth is gearing up to once again be the staycation location of choice.

We would love to show you exactly what makes Weymouth special and invite you for a 2 night press visit after 21st June 2021.

A press visit will include:

- Two nights B&B in a Weymouth hotel or guest house
- Up to two lunches and two evening meals
- Pre-dinner drinks in a local bar
- An activity of your choice
- A visit to a local attraction

We will aim to tailor the visit to your particular needs.

A commission or coverage must be guaranteed and agreed prior to the press trip being booked in.

We look forward to welcoming you to Weymouth, England's Bay of Naples, this summer.

Weymouth's BID
Trading as

WE ARE WEYMOUTH

112 page advert - Resort

Weymouth **BID**
Trading as
WE ARE WEYMOUTH
We are sunshine

Welcome to Weymouth, now you're here in our beautiful town let us show you all we have to offer; from boat to plate seafood, activities and attractions, unique shopping and of course the wonderful scenery.

VISIT WWW.WEAREWEYMOUTH.CO.UK TO SEE INFORMATION ON ALL OUR LOCAL BUSINESSES, EVENTS AND LIVE MUSIC

Social media content creation examples

#WEARESUNSHINE

View of the Day

WE ARE WEYMOUTH
WE ARE SUNSHINE
Create unforgettable moments this summer

WE ARE WEYMOUTH

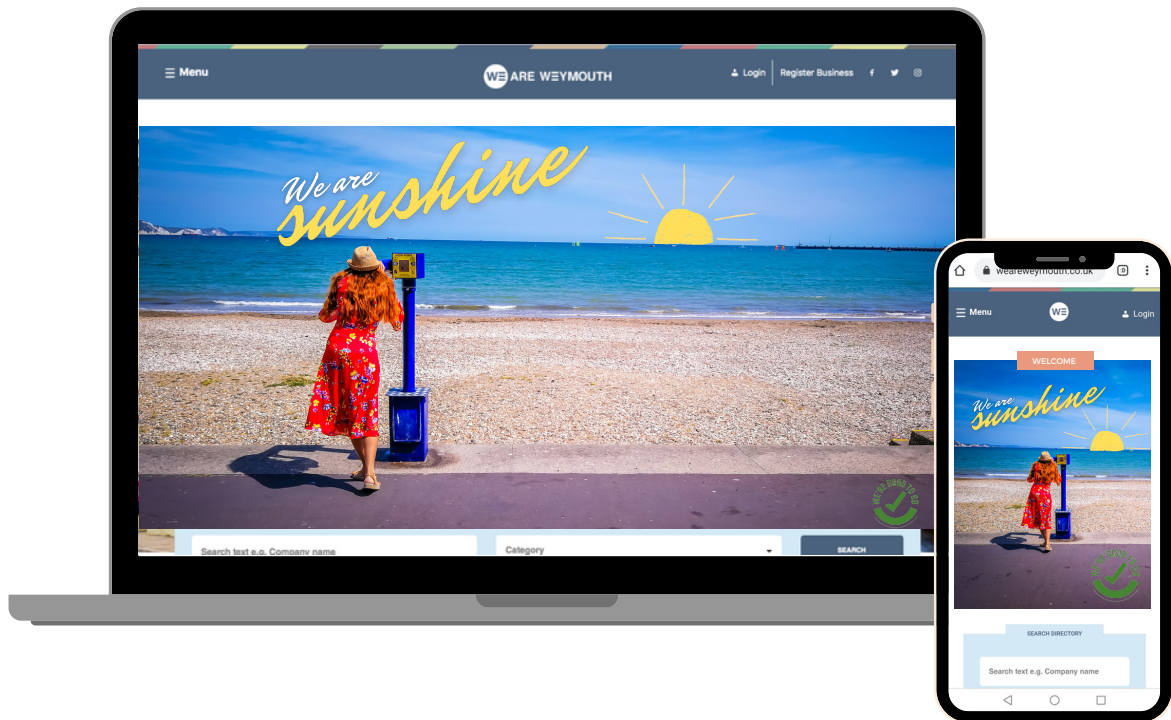
We are sunshine

WE ARE WEYMOUTH
WE ARE SUNSHINE
Create unforgettable moments this summer at Weymouth Bay

WE ARE WEYMOUTH
LET'S HIT THE BEACH!
Grab your swimsuits, bucket & spades and let's have fun in the sun!

WEAREWEYMOUTH.CO.UK

The home page banner on the WAW desktop and mobile websites were amended to the We are Sunshine creative designed for the campaign. This ensured congruency between the ads and the website and across all of the marketing collateral for the campaign, both to prospective visitors to Weymouth and our media contacts.



SOCIAL MEDIA CAMPAIGN

We ran a traffic campaign for 14 days to drive cold audiences from following regions to the WeAreWeymouth website:

- Birmingham
- Manchester
- Kent/Surrey
- Bristol

The campaign achieved its objective and was very successful, achieving:

2740 link clicks through to WAW website

21p per landing page view

1.87% CTR (Benchmark 1% to cold traffic)

The best performing region was Birmingham with 63.1% of the clicks. Followed by Bristol with 24.4%

342 post reactions in total

50 post comments

16 post saves

28 post shares

Total reach 41.4k

We Are Weymouth UK
Published by Natasha Hicks · April 7 at 1:19 PM · 🌐

Did you know with over 1850 hours of sunshine a year, Weymouth is one of the sunniest locations in the UK 🌞

If that's not enough to tempt you to visit when it is safe to do so then here's a little bit more information about our sunny seaside town:

- 🏖️ We have an award-winning Blue Flag beach with sandy shores and calm swimming conditions.
- 🐟 We have a historic working harbour where you can tuck into fish & chips, watch the bridge go up and down, enjoy al fresco dining and even partake in a spot of crabbing
- 🏪 We have an amazing array of local independent shops and unique dining experiences. The quaint shops on St Albans Street are a must especially for that all important stick of rock!
- 🏠 We have a fantastic choice of accommodation to suit all ages and tastes. From campsites in rolling hills and chic boutique B&Bs to traditional seaside promenade hotels and fun-packed holiday parks.
- 🐧 We have activities for all the family to enjoy, from Europe's only colony of fairy penguins at Weymouth SEA LIFE to jet skiing around the cruise ships in Weymouth Bay.

Weymouth really is the perfect holiday destination for all and with lockdown restrictions starting to ease we are excited to welcome you back for your summer staycation. We have missed you!

Visit weareweymouth.co.uk today for more information

We are Weymouth
We are Sunshine 🌞 [Learn More](#)

We are Weymouth
We are Sunshine 🌞 [Learn More](#)

We are Weymouth
We are Sunshine 🌞 [Learn More](#)

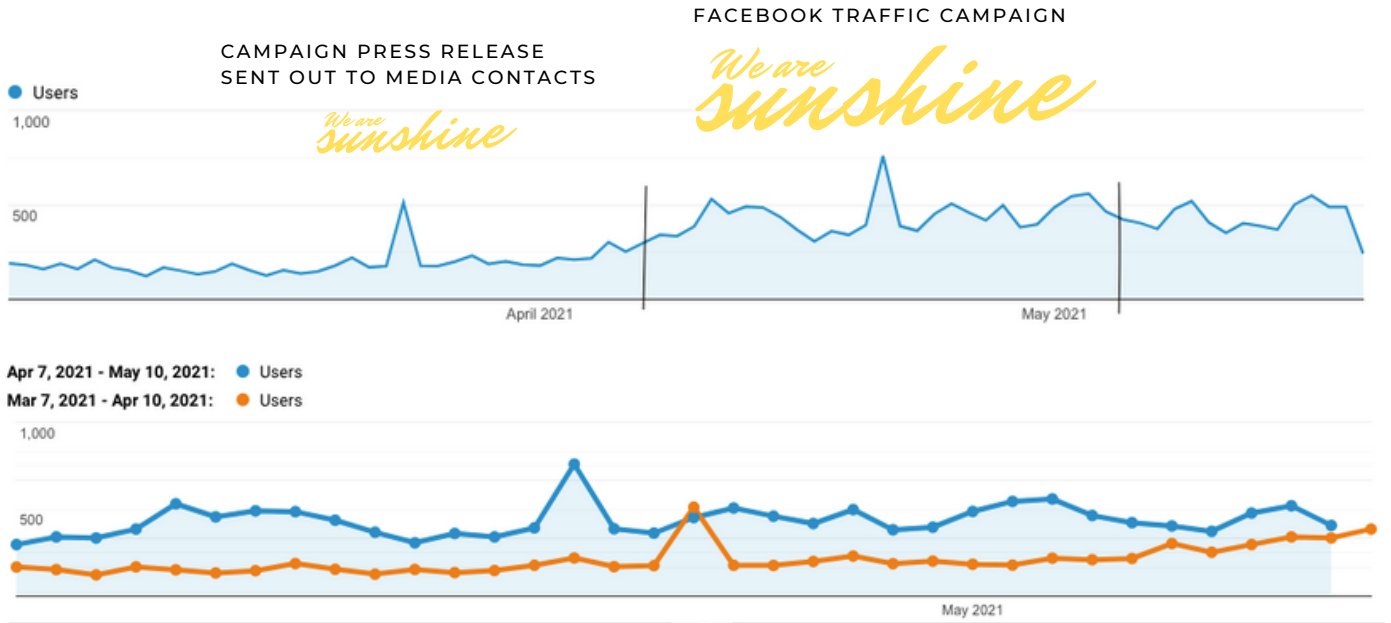
104 reactions

16 Comments 7 Shares

GOOGLE ANALYTICS

During the campaign period we saw a **96.72%** increase in users (95.2% in new users) to the WAW website v the same period the month previous (sadly we cannot look v LY as there was no tracking on the website during that period)

We also saw a **190.91%** increase to the website on the day the WAW campaign release was sent out. 512 visitors v 176 the day previous.



Traffic from social media increased **366.93%** and sessions by **436.76%** v the same period the previous month.

Social	USERS	NEW USERS	SESSIONS
Apr 7, 2021 - May 10, 2021	1,765 (12.94%)	1,760 (13.28%)	2,190 (13.99%)
Mar 7, 2021 - Apr 10, 2021	378 (5.47%)	376 (5.54%)	408 (5.30%)
% Change	366.93%	368.09%	436.76%

Referral Traffic from Facebook accounted for **79.8%** of the referral traffic to the WAW website. This was an increase of **388.22%** v the same period the month previous.

m.facebook.com	USERS	NEW USERS	SESSIONS
Apr 7, 2021 - May 10, 2021	1,616 (79.80%)	1,615 (81.03%)	2,024 (81.88%)
Mar 7, 2021 - Apr 10, 2021	331 (59.96%)	330 (61.57%)	358 (59.27%)
% Change	388.22%	389.39%	465.36%

COVERAGE



TIME TRAVEL

BY VICKY LISSAMAN

Weymouth celebrates 450 years

It was 450 years ago when the borough of Melcombe Regis joined with the borough of Weymouth to create the place we know and love today.

Often referred to as the English Bay of Naples, its picturesque harbour town on the Jurassic Coast is one of the sunniest locations in the UK, clocking up 1,850 hours of sunshine per year. It has a Blue Flag beach and a wealth of attractions, from the SEA LIFE Adventure Park to historic Nothe Fort, as well as sand sculptures and fossil-hunting.

But it hasn't always been Dorset's holiday hotspot. A fishing and trading port from the 1100s, it fell into decline after being damaged in the English Civil War and lost much of its sea trade to the larger harbour in nearby Poole. The beach was used to dump rubbish.

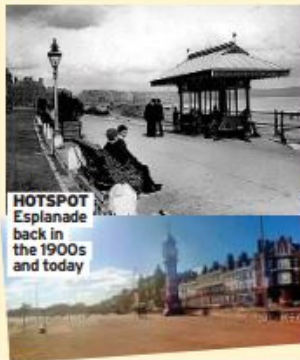
Its fortunes began to change in the early 18th century when sea bathing was recommended for good health. The first hotel was built on the Esplanade in 1772, and in 1789, King George III went to Weymouth to convalesce. He liked it so much he spent 13 summers there, regularly bathing in the sea.

In 1857, the railway was built, giving working people from industrial towns the chance to enjoy a seaside break.

"Bucket and spade" holidays had arrived with donkeys and Punch and Judy. Since these were Victorian times, huge numbers of bathing machines and larger bathing saloons were required to maintain decency. Some remained in use right up to the Second World War.

Its heyday was in the 1950s and early 1960s, before cheap flights to Spain. But it has remained hugely popular for family holidays because of its safe, sandy beach and climate. The donkeys are still there - as is the Punch and Judy show.

weareweymouth.co.uk



HOTSPOT Esplanade back in the 1900s and today

time to EXPLORE For holidays in the new

Time travel

BY VICKY LISSAMAN

Weymouth celebrates 450 years

It was 450 years ago when the borough of Melcombe Regis joined with the borough of Weymouth to create the place we know and love today.

Often referred to as the English Bay of Naples, its picturesque harbour town on the Jurassic Coast is one of the sunniest locations in the UK, clocking up 1,850 hours of sunshine per year. It has a Blue Flag beach and a wealth of attractions, from the SEA LIFE Adventure Park to historic Nothe Fort, as well as sand sculptures and fossil-hunting.

But it hasn't always been Dorset's holiday hotspot. A fishing and trading port from the 1100s, it fell into decline after being damaged in the English Civil War and lost much of its sea trade to the larger harbour in nearby Poole. The beach was used to dump rubbish.

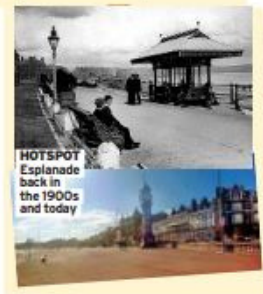
Its fortunes began to change in the early 18th century when sea bathing was recommended for good health. The first hotel was built on the Esplanade in 1772, and in 1789, King George III went to Weymouth to convalesce. He liked it so much he spent 13 summers there, regularly bathing in the sea.

In 1857, the railway was built, giving working people from industrial towns the chance to enjoy a seaside break.

"Bucket and spade" holidays had arrived with donkeys and Punch and Judy. Since these were Victorian times, huge numbers of bathing machines and larger bathing saloons were required to maintain decency. Some remained in use right up to the Second World War.

Its heyday was in the 1950s and early 1960s, before cheap flights to Spain. But it has remained hugely popular for family holidays because of its safe, sandy beach and climate. The donkeys are still

there - as is the Punch and Judy show. www.weymouth.co.uk



HOTSPOT Esplanade back in the 1900s and today



The best new restaurants to try now

As the hospitality sector prepares to open for indoor dining on Monday, here are the best new UK spots to visit, from budget-friendly street food to fine dining experiences.



Catch at the Old Fish Market, Weymouth

What is it? A quayside restaurant focusing on sea to plate, from the fishing boats that moor up directly outside.

In the words of owner Sean Cooper: "The vast majority of our food miles will be measured in feet and inches. Expect fresh fish and shellfish landed daily, local growers and producers, menus that change with the tide."

Opens 21 June, menu changes daily, catchattheoldfishmarket.com

Campaign launched to support local town businesses

Independents Day

Marie-Clair Alfonso



we can come together to make reopening safe, successful and a real boost for the town."

Dawn Rondeau, Chief Executive for We are Weymouth said: "We are lucky to have such a fantastic range of local, independent businesses in our town and we know this is a draw for visitors to the area too."

A NEW campaign has been launched by town council bosses in Weymouth to support independent local businesses reopening amid the easing of Covid restrictions - and to encourage residents to use them.

England moved into phase two of Prime Minister Boris Johnson's roadmap out of lockdown on Monday, signalling the reopening of non-essential shops, hairdressers, gyms, attractions and hospitality venues with outdoor seating areas.

Weymouth Town Council, Weymouth Area Development Trust (WADT) and We Are Weymouth have now joined forces to support local businesses and residents' safe return to the high street. The organisations are encouraging local businesses to sign up to the We're Good To Go scheme,

"It's what separates us from other UK destinations, so it's important we all try hard to keep what we have and support our local businesses."

"Local people were incredibly supportive and excited to get back to their favourite shops and venues when the restrictions were eased last year, so we hope for more of the same as it becomes safe to do so."

A spokesman for Weymouth Town Council said: "Despite huge efforts and the resourcefulness shown by many businesses over the last year, there's no denying the pandemic has hit them hard. Businesses are really relying on the support of the community."

'We are open' is the key message

Josie Klein



'We are open' - that is the message Weymouth business bosses are sharing as lockdown restrictions ease.

Weymouth BID, also known as We Are Weymouth, has launched its We Are Open campaign aimed at showcasing the diverse range of businesses available in Weymouth, and to encourage locals and visitors to explore all that the town has to offer following the easing of lockdown restrictions last week.

The BID is encouraging shoppers to stay local and support Weymouth-based businesses as the town recovers from the financial hit of the pandemic. Independent shops and boutiques have been restocked and are ready to welcome customers back

able to provide a 'ring of confidence' for businesses, attractions and destinations, as well as reassurance to local residents and visitors that clear processes are in place in line with government and public health guidelines.

Dawn Rondeau, chief operations officer at Weymouth BID, said: "It is crucial that we do everything we can to showcase all that Weymouth's businesses have to offer."

"Lockdown has been a long process where many businesses have diversified and adapted their way of working in order to survive."

"As we celebrate the lifting of lockdown restrictions, we would encourage locals and visitors alike to look for the 'We're Good To Go' logo and commit to shopping within Weymouth to support our local economy."

For more information on Weymouth BID and tips on activities to do in the town, visit weareweymouth.co.uk/

Store prepares to open for shoppers

Michael Taylor



FINAL touches are being made to Weymouth's new branch of The Range ahead of its opening this week.

The Range is set to open its doors at 10am on Friday within the former Debenhams building on New Bond Street.

The Costa branch which previously operated within the building will also reopen.

More than 80 jobs have been created at the new store, which local business leaders said will provide a major boost for the town's economy.

Staff members have been working round the clock to get everything ready with stock already on the shelves and on display. The Range's signage has been installed around the store but the large Debenhams sign remains above the main entrance.



The Range will be opening its doors to shoppers on Friday
Picture: Michael Taylor

The new store is spread over two floors and will cover more than 45,000 sq ft of space.

Customers will be able to buy homeware, furniture, toys, gardening items and pet care products, and more in the new store, as well as exclusive offers running in-store until Sunday, May 16.

A spokesman for The Range

said: "The new Range store has brought over 80 full and part-time jobs to the local area."

"This positive news during such testing times for the retail sector is sure to be welcomed by the local community in Weymouth and surrounding areas."

"In line with Government guidelines, the new store in Weymouth will open with safe-

ty measures in place to protect both staff and customers, including sanitising stations at the entrance, social distancing markers and card payment preferred."

News of The Range coming to Weymouth has sparked excitement among shoppers, with many praising a new business investing in the town centre amid the bleak economic environment caused by the coronavirus pandemic.

Dawn Rondeau, the recently appointed chief operations officer for Weymouth BID, said: "This is especially welcome in the current climate and will provide much needed employment at a time when many towns are facing significant challenges."

CONTACT ME:
t: 01305 830999
e: michael.taylor@weareweymouth.co.uk
Twitter: @JoanneMikeT

and beauty
kened af-
ed - with
ssers be-
hen they

nd cafés
also reo-
back for
and din-
our was
omers as
ek.
re Open
king part
Good To
Industry
rk avail-



11 ARTICLES GENERATED DURING THE CAMPAIGN PERIOD REACHING 1.3 MILLION PEOPLE

June Marketing Subcommittee - In The Bag PR Reporting

Coverage

Dorset Echo - Weymouth is Open supplement in print

Dorset Echo: <https://www.dorsetecho.co.uk/news/19293607.weymouth-open-business/>

The Times: <https://www.thetimes.co.uk/article/crowds-hit-the-beach-on-the-hottest-day-of-the-year-zzb063crt?fbclid=IwAR2n24zEi7vkTnJ1pMKsKbvrLEU9xYdsC1bu7KfJ8Qfw9GkxoD1k92vcJKQ>

i Newspaper: Print (Catch at the Old Fish Market)

i Newspaper: <https://inews.co.uk/inews-lifestyle/food-and-drink/the-best-new-restaurants-to-try-now-1000141>

BBC (web): <https://www.bbc.com/news/uk-england-dorset-56857840>

Dorset Echo: <https://www.dorsetecho.co.uk/news/19325411.weymouth-bid-launches-secret-carnival-family-trail/>

Appetite: <https://appetite2.com/special-features/>

Dorset Living - Weymouth is Open editorial

Public Relations

We have been busy pitching Weymouth and levy payers in left right and centre!

- Bradt Guide to slow family travel across the UK
 - Looking for local, sustainable, crafty, nature type family angles and great independent places to stay and eat
 - Press trip when able
 - Is also the Travel Editor for Prima magazine so would feature there as well
 - We are speaking with The Gresham Hotel to get this set up for June
- Forbes
 - We are waiting for the journalist to come back with potential dates
 - We have approached AcQuaBeach for this
- The Guardian
 - Looking for “small, independent, stylish or characterful or artistic - ie not the standard seaside B&B” - we are looking into this (have emailed Oaklands)
- 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 Travel Magazine
 - Is a Dorset based journalist looking to visit ASAP
 - Online publication with 140,000 visitors per month and 2.3M followers on Twitter
 - Looking for accommodation
- The Independent
 - Looking to visit over 12th -14th June
 - We have now booked this in with The Gresham Hotel
 - We have arranged for free passes to the Sealife Centre
 - We are looking into booking restaurants for the stay
- The Guardian
 - Looking for somewhere new, small, independent, stylish or artistic
 - We have been in touch with Oaklands Guest House and will try to book this in for August
- The Culture Trip
 - Looking for a press trip - we are trying to secure suitable accommodation
- The Daily Telegraph
 - Ben is local to Dorset and keen to maybe take a look at Weymouth
 - Going to catch up with him next week to see what he's looking for

Drafted press trip media alert and circulated to key travel contacts

Pitched Weymouth into the Sunday Mirror for Jet Setting feature

Submitted copy to the www.worldwidewriter.co.uk for feature (1100 words and photography) - due to be published before end of June

Liaised with This Morning to discuss wild and wacky ideas for a presenter to do - suggested jet skis around the cruise ships with the dolphins

Liaised with Weyfish and Catch to highlight i newspaper feature

Drafted second We Are Open press release and circulated to local media

Circulated Secret Carnival Family Trail press release to local media

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

Liaised with the following for press trip opportunities (none confirmed yet):

- The Jewish Telegraph

- The Arburturian
- The i newspaper
- Belle About Town
- About Manchester
- Yahoo!
- Ham and High (London local newspaper)
- Lodestars Anthology
- House of Coco
- Lifestyle Linked
- Luxury Lifestyle Magazine

Liaised with the Daily Express to discuss hotel offers for round up

Liaised with Keith at the Rendezvous to discuss pitching into The Daily Telegraph for roundup of best places to watch the Euros - Keith sent to his PR agency and they did not reply

Pitched Dawn into the Sun Online for feature on British Days Out with Kids

Pitched Dawn into Pick Me Up! As retail/small business expert

Pitched comments from levy payers into the i newspaper for feature on staffing shortages

Pitched Play Yard into the Huff Post for feature on mixologists

Pitched jet skis into Avalon TV for upcoming celeb couple show

Advertising in key regions / cities

Dorset Echo - Weymouth is Open for Business supplement

Drafted editorial copy for Dorset Echo supplement and Dorset Living feature

Drafted advertising copy and submitted for sign off - submitted to Dorset Echo

Liaised with Dorset Echo on levy payer uptake of advertising opportunity

Publicised advertising opportunity to levy payers via MailChimp and social media - good engagement

Liaised with Dorset Living to discuss error with sign off timings - offered a free full page advert in July edition to compensate for editorial changes not being made - will use for a We Are Sunshine advert

Signed off online advertising banners for Dorset Echo website - We Are Open

Proofed Weymouth is Open for business supplement and submitted amends



Resort

Confirmation on summer/autumn edition ad copy and editorial needed – deadline w/c 14th June

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

Submitted copy and photography to copywriters to draft up features

Special Features

Sun, sea and sand are closer than you think at this fantastic UK destination

Weymouth is celebrating 450 years of sunshine, sea bathing, and summer holidays



By **Leena Sidat**
UPDATED 12:21, 4 JUN 2021

ADVERTORIAL



Weymouth is a seaside town with a Blue Flag award-winning beach (Image: 2015, Shutterstock)

RECOMMENDED

- 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**
- Play the next Euro-Millions jackpot online - 20 tickets for only £2***

Articles awaiting sign off from BID

Newsquest - Staycation publication

The next booking opportunity for the Staycation magazine is September so we would look to work this into our AW campaign.

We need to book this ASAP to secure decent position

Full Page £1150.00+VAT

Half Page £660.00+VAT

Social Media

Created more branded content and in the process of scheduling posts through to September (one per week on WAW and one plus per week on WAW Business).

Created 2X new ad campaigns with new focuses:

- Commuter crowd, couples - looking for weekend getaways and short breaks post school holidays
- Activities, weekend warriors - showcasing all Weymouth has to offer (year round) in terms of activities

AOB

Drafted weekly PR Newswires and updated socials with ad hoc opportunities

Continued to liaise with Fourth Wall to work on video

Created We Are Sunshine report with highlights of work

Made amends to the We Are Weymouth Google My Business page

Annotated the list of business to show website, contact details and business sector - used to contact accommodation providers for press trip opportunities

Phone calls with BID team

Liaised with Visit Dorset on press trip opportunities

Upcoming activity

Sign off ad copy

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)

2 new social media campaigns - focus on couples visiting in autumn and the activities available in the area

Love Weymouth Activity Report

We Are Weymouth Marketing Committee 10/05/2021

Period Covered 12 May to 8 June

1. Poor weather during much of May leading up to Bank Holiday week resulted in social media performance a little lower than would normally be expected in the run up to the Bank Holiday week. There was also signs of a slight downturn in engagement starting around the 17th May which was more than likely a result of hospitality workers not having as much free time online and more opportunities for those who had been without as much to do out of the home during lockdown taking advantage of more time to get out and about and be off their phones more than had been the case in the previous few weeks.
2. Multiple posts have been run daily on Facebook using hashtags #WeAreOpen #WeAreSunshine and as agreed at previous marketing meeting #WeAreWeymouth
3. Two BID specific posts were run each week using content supplied by Dawn/ITB. Each of these posts carried a link to the We Are Weymouth website along with a tag for the We Are Weymouth UK Facebook page. We also ran an additional 3 posts encouraging users to take part in the Secret Carnival.
4. Work continued over the period to build the events listings on Love-Weymouth.co.uk as of 9 June there are now 100 events listed, there are probably another 10 we will be adding over the next few days once we have confirmation they are actually happening.
5. There was a very poor response to the initial e mail which mentioned Free advertising entries however in advance of the more detailed mail shot due to go out soon from BID office whilst building our contact lists we have spoken directly to around 30 businesses on the phone following an e mail we sent out ourselves. With no exceptions these businesses were pleased for the opportunity to be included, most recalled having seen our e mail but had simply been too busy to act on it. All were happy for us to add their business details to the site and create a user account for them two businesses did add their own entries using discount code. This is very encouraging and by the end of this week there will be 30+ BID Levy payers on the website that weren't there previously.
6. As soon as the main mail shot is sent out from the BID office we'll be dropping in on businesses personally to get them signed up as e mail and telephone contact we anticipate continuing to be problematical during the season. We have set a target of 80 levy payers on the website by the July Marketing Meeting Report. This number will of course be higher if the BID mail shot results in business add entries themselves.
7. SEO and back end improvements continue to be made on our website.
8. There is now a re-designed header graphic on our Facebook page recognising the support of We Are Weymouth
9. We have made efforts to create new video content over this period although the weather has impacted how much we could do. LIVE videos continue to be

popular. Our first drone video whilst short was quite popular with almost 6k views, as we become more proficient in its operation expect plenty more.

Stats for the period:-

Facebook

- A. Total Post Reach: 1,430,200
- B. Total Posts: 80
- C. Video Views: 79,400
- D. Minutes of Video Viewed: 27,400
- E. Page Likes: 56,515
- F. Page Followers: 58,950

Instagram

- A. Followers: 13,080
- B. Total Post Reach: 145,000
- C. Total Posts: 19
- D. Total Reels: 2
- E. Reels Reach/views: 13,600
- F. Total Stories Reach: 16,600

YouTube

- A. Subscribers: 950
- B. Videos Added: 4
- C. Number of Video Views: 5,500
- D. Minutes of Video Viewed: 16,600

Website

- A. User Sessions: 36,500



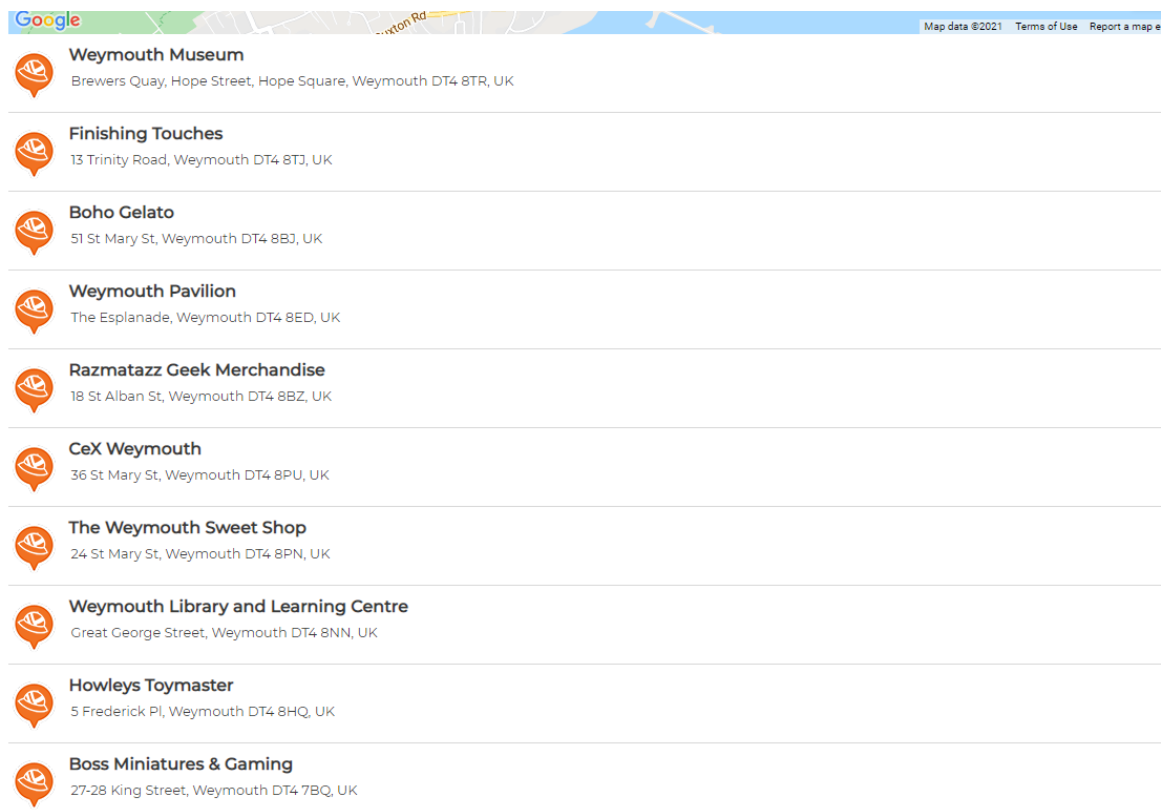
The 'Secret Carnival' High Street safari went well. We are collating data on its success and learning to improve it further for October.

225 unique users took part in the trail.

Responses:

- 5/5 - Fantastic experience
- 4/5 - We went on the Secret Carnival Trail and our girls loved it, they loved finding the characters and taking the selfies.
- 5/5 - I think it was easy to follow and it was great.
- 5/5 - Really nice family day out, searching around for the characters and QR codes. Kids really enjoyed it and got lots of steps in too. Only 1 shop placed it badly.

The interactions mostly happened from the 30th-5th being spread out quite evenly over those days. The trail covered King Street throughout the town to Hope square.



The scanning of characters was evenly spread out which indicates that there weren't any that were hard to reach, which is great. Most scans happened between 10am-2pm and we can see that about 90% of users completed the trail, which is slightly higher than the national average for trails.

We are speaking to businesses to ascertain business success as a further monitor of the event. Following on from the success of this we want to launch a much bigger ghostly trail for October half term.

We need to start liaising with schools now to start the competition element of this in order for local 'ghosts' to be created for distribution throughout the town in October.

We are discussing this in the Marketing subcommittee.

Business feedback:

Weymouth Museum

Although they didn't physically see anyone scan the code outside, they were positive about the trail and said that quite a few people picked up the leaflets. He felt there was a genuine interest although the Museum itself was still fairly quiet that week.

Weymouth Library

Positive response, saw some people scanning the code, some came in and they engaged with them and gave them clues as to where to find the other characters.

Boss Miniatures & Gaming

Said it was hard to judge as hasn't been in the premises for that long, however, it was his busiest week (but also half term). He definitely noticed some people picking up leaflets in the shop and saw people outside taking part on the trail. Overall, he said it was tough to determine.

BID COO gave the trail to visiting friends and was thrilled to find out that they bought 2 pokemon card games and a few smaller items, went to Suttons coffee shop and purchased 6 meals followed by 3 bubble teas at Drinks inc., purchased 3 ice-creams at Boho. The following day they finished the trail and bought fish and chips at bennetts and crabbing equipment at Londis whilst returning to the Howleys group to purchase wetsuits, rollmats and crocs.

Whilst not every shop on the trail benefitted this has to be a measure of success.

Further monitoring is continuing with businesses and we are emailing the participants for sales feedback