Board Meeting Agenda

Date: 31st March 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 (Weymouth College) Cllr Orrell (WTC)	11.15
5.0	**Matters Arising from Previous Minutes**	11.20
6.0	**Governance and Engagement** Update on articles of association	11.25
7.0	**Finance Report** • Levy Collection Update and plans Accounts Received Update CT	11.35
8.0	**Marketing and Events** (DR TM LF) • Subcommittee update on Marketing Campaign with ITB (see minutes) • Events Inside Out QR code trail May Britain in Bloom • Website	11.50
9.0	**Employment/Job Creation** • Skills audit	12.10

10.0	**Improve (DR JO GP)** • Sub-committee update	12.20
11.0	**Funding Applications** Loving Weymouth & Portland WTC events leaflet Weymouth & Portland Heritage Group leaflet	12.35
12.0	**A.O.B** Local plan response Brewers Quay Pedestrianisation	12.50
13.0	**Items for next meeting**	12.55
14.0	**Date of next and subsequent meetings** 28/04/2021 26/05/2021 23/06/2021	13.00

We Are Weymouth Ltd

Minutes of Board Meeting

Date: **Wednesday 24 February 2021** Time: **11.00**

Location: **Zoom**

Item	Details	Action
1.0	**Attendees** <u>Present: Board Members</u> Chairman, Chris Truscott (CT) – McDonalds Vice Chair, Ian Ferguson (IF) – Weyline, BeeCars, StreetCars Lynne Fisher (LF) – St John's Guest House Johnathan Oldroyd (JO) – Gloucester House Hotel Graham Perry (GP) – The Bridge Fair Trade Shop Tamsin Mutton-McKnight (TMM) – Sealife Centre, Merlin Chris Wells (CW) – ITSA Keith Treggiden (KT) – Rendezvous, Slug & Lettice, Royal Oak. Joined at 12.45 <u>Present: Non-Board Members</u> Dawn Rondeau (DR) – BID Chief Operations Officer Chris Cole (CC) – BID Operations Assistant Helen Heanes (HH) – Economic Development, DC Natalie Merry (NM) – Weymouth College Cllr. John Worth (JW). Joined at 11.19 Cllr. Jon Orrell (CJO) <u>Guests</u> Andy Cooke (AC) – Loving Weymouth & Portland. Joined at 12.00	
2.0	**Apologies** Keith Treggiden will not be joining the meeting until 12.45	

Item	Details	Action
3.0	**Welcome** CT welcomes Natalie Merry, Weymouth College Director of Employer Services, as an observer, with a view to possibly joining the board at a later date.	
4.0	**Declaration of Interest** None	
5.0	**Matters Arising from Previous Minutes** None	
6.0	**Governance and Engagement** GP gave an update on the Neighbourhood Plan. The BID will not be represented on the committee, though he hopes the BID can still be represented through the working groups. DR has spoken to Cllr Lucy Hamilton who assures that this is not a fixed situation and that whilst WPCC's is the town's representative at present the 'place' is flexible moving forward and is not detrimental towards the BID, rather they want liaison with WPCC encouraged and for the relationship to be a flat hierarchy. CT to update.	**CT**
7.0	**Finance Report** CT gives a review of the finance report. There is discussion over whether a levy reduction can be offered. DC and the British BID advised there was a legal obligation to collect the levy. The majority of businesses had paid the levy and gifting money back would set a precedent for future years. DR suggested ringfencing monies as a recovery support fund for businesses following the easing of lockdown. CT proposed to update levy payers with the positives of what the BID is planning with Marketing and Improve projects, as well as access to a support fund. DR to delay levy collection with DC until communication agreed.	**DR**
8.0	**Marketing and Events** DR gave a briefing of the Marketing Subcommittee minutes, focusing on features in national press. The campaign was to feature on Good to go, staycations and using the 450yr anniversary as a hook to celebrate Weymouth's heritage. GP was glad to see 'sunshine' featured in the marketing proposal, pointing out that Weymouth has historically been promoted for its long sunlight hours. GP to find statistics to support this for use in marketing materials. CW asked what had been identified as Weymouth's USPs, with CJO suggesting heritage, safe sea bathing and the live music scene as good examples.	**GP**

Item	Details	Action
	CT spoke of the need to create a 'big bang' within the next month, that respects government guidance. DR to follow up on campaign and videos with In-the-BagPR.	DR
	WTC Videos	
	WTC will produce five videos to promote Weymouth for approx. TMM suggested adding a sixth video for general promotion focussed on the 'sunshine' campaign.	
	CT agreed but added that the costs will likely come from communication not creation, and that the BID could help promote the finished videos. Dr to pursue.	DR
	Carnival	
	The board is prepared to support funding of the Red Arrows up to £15,000 for next year's Carnival, providing its support is clearly branded. DR to clarify costs and whether the £15,000 originally agreed will fund the whole amount or part of.	DR
	Loving Weymouth & Portland – Andy Cooke	
	AC joined at 12.00 to discuss his proposal and answer questions from the board. CW raised concerns at the percentage of levy payers this will benefit. GP raised concerns about the number of separate listings for local events.	
	AC said LWP has always been proactive in event listings on their site and agrees that the local music scene is underpromoted to the public. The board agreed with AC with regards the need for collaboration between the three major players in local promotion: WTC, WAW, and LWP.	
	CT or DR to follow up with AC with feedback about his proposal. CT accepts that any decision will need to be made quickly in order to be effective.	CT/DR
	GP said that for the proposed £15,000 funding, he would want to see more included in the package. CT asked marketing subcommittee to form a recommendation.	DR/LF TMM
	Events Leaflet	
	DR to meet with Steve Davies and Charlie Sheppard from WTC to get pricing for a 6-month events leaflet and 2022 leaflet. DR to bring to the March agenda.	DR
9.0	**Employment / Job Creation**	
	CW gave an update following the steering group meeting. Particular issues highlighted were the lack of skilled staff and seasonality, and a need for a programme with structure. There is not a lot of confidence in the BID or similar groups in developing these types of programmes and that many will not wish to commit to something they have not had input in. CW to continue with communication partners.	CW
10.0	**Improve**	
	Hanging Baskets	
	The board voted and agreed spending £27,235 on 86 new brackets and 312 hanging baskets (including 1 window box) in the town from May-September. DR and CC to follow up with Window Flowers to arrange installation.	DR

Item	Details	Action
	St Alban Street Lighting DR followed up with GP's previous concerns and confirmed that Conservation team at DC are now involved. CC met with Turrells and plans are now being drawn up to be received by the end of March. **Brown Signs** DR confirmed that Dorset Council are conducting an audit. As brown signs are paid for by individual businesses, GP proposed there may be non-commercial attractions the BID could sponsor for brown signs. HH added that the audit was to ascertain how many signs required removing due to businesses no longer being in existence. **Arts Mural Trail** GP gave an overview of the Arts Mural Trail proposal and there was a swell of support from the board dependant on the amount of funding required. DR and GP to explore exact remit for further discussion. **Heritage Paving Slabs** DR confirmed that Dorset Council will not cover repair of the slabs if they are damaged by the general public after installation. DR to find replacement costs as a future proofing exercise. GP proposed the existing Beach and Harbour Trail leaflet could be updated for the 450th anniversary and tied in with the new paving slabs. This is to be deferred to next board meeting. **Best Bar None** KT joined the meeting at 12.45 to give an update on Best Bar None (BBN) and his proposal to take on BBN separately from Pubwatch. There was general consensus to have two separate bodies: Pubwatch dealing with the current safety of businesses, and BBN looking to future standards and operations. CW suggested this should be done with Pubwatch's blessing. The board voted and carried for KT to take on BBN. **Bunting** LF enquired after the status of the bunting scheme. JO outlined the complexities of a 'scheme for all' CT confirmed the project had been shelved.	**DR/GP** **DR** **KT**
11.0	**Funding Applications** • **Nothe Fort** DR gave an overview of the discussions had during the marketing subcommittee and their belief that this event would likely go ahead without BID funding. CT raised concerns over the private viewing mentioned in the application, saying this may not even be possible due to the current roadmap of government guidelines. DR to go back to Nothe Fort for clarification. • **Wessex Folk Festival** DR gave an overview of the Wessex Folk Festival funding request. The board agreed unanimously to funding the festival to the amount of £4k on the basis that if the event didn't go ahead no money was to be paid. GP pointed out that the Folk Festival is good for publicity material good quality photos/video should be taken.	**DR**

Item	Details	Action
	CT said the board needed clarification on outside licenses for hospitality, especially if the south harbour is pedestrianised. DR to speak to licensing officer to shape their thinking with regards street licensing and guidance on scheduled events. CT requested DR ensure street licensing process communicated to levy payers.	**DR** **DR**
12.0	**A.O.B** • HH highlighted additional restriction support grants on offer. CT said this should be communicated to levy payers. • LF raised a query about Covid Marshalls, regarding their effectiveness and amounts they are being paid. HH to forward issues to management and to ask for feedback on their effectiveness. • DR to discuss process regarding appointment of CJO application to join board as a director.	**HH** **DR**
13.0	**Items for Next Meeting** TBC	
14.0	**Date of next and subsequent meetings** Wednesday 31 March 2021	

Signed as a true record by

Chris Truscott
Chairman ……..

Date ……..

Balance Sheet

WE ARE WEYMOUTH LIMITED
As at 28 February 2021

	28 FEB 2021	31 AUG 2020
Fixed Assets		
Tangible Assets	548	548
Total Fixed Assets	**548**	**548**
Current Assets		
Debtors	116,096	453
Cash at bank and in hand	203,844	150,857
Prepayments and accrued income	17,223	16,302
Total Current Assets	**337,163**	**167,613**
Creditors: amounts falling due within one year		
Supplier Accounts Payable	17,178	23,051
Accruals	3,000	3,000
VAT	53,014	30,835
Wages and Salaries	-	4,285
Total Creditors: amounts falling due within one year	**73,193**	**61,172**
Net Current Assets (Liabilities)	**263,970**	**106,441**
Total Assets less Current Liabilities	**264,518**	**106,989**
Net Assets	**264,518**	**106,989**
Capital and Reserves		
Current Year Earnings	157,529	33,349
P&L Reserve - Retained Earnings	106,989	73,640
Total Capital and Reserves	**264,518**	**106,989**

Draft Financial Report - March Board Meeting

WE ARE WEYMOUTH LIMITED
For the 6 months ended 28 February 2021

Draft Financial Report February 2021

WE ARE WEYMOUTH LIMITED
For the 6 months ended 28 February 2021

	NOTE	ACTUAL SPENT THIS YEAR TO DATE	FINANCIAL YEAR TO 30AUG2020
INCOME			
BID Levy Income	2	224,668	271,107
Government Coronovirus Grant Income		-	14,500
Total INCOME		**224,668**	**285,607**
IMPROVE			
Improve Funding Applications	3	309	53,607
Total IMPROVE		**309**	**53,607**
MARKETING			
Advertising		258	260
PR		1,110	12,816
Marketing Tender / Website Costs		2,997	20,615
Marketing Funding Applications	4	24,811	87,074
Total MARKETING		**29,175**	**120,765**
MANAGEMENT			
Staff Costs		28,664	51,067
Premises		2,674	6,757
Legal and Professional		2,400	8,050
General Administrative Costs		3,868	7,936
Finance Charges		48	76
Total MANAGEMENT		**37,654**	**73,886**
LEVY COLLECTION			
Levy Collection costs		-	4,000
Operating Surplus / (Deficit)		**157,529**	**33,349**

1. Report Presentation

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

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

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

I am currently working on a new report layout which incorporates the agreed funding as well as the amount actually spent. I hope this will be ready for the April board meeting.

2. Income

The income shown represents the amount that had been invoiced to the council as at 28/02/2021. Details of the levy income collected by Dorset Council, last received on 5th March 2021, confirmed an amount available to draw of £3094.75, this will be invoiced in due course.

	NOTE	ACTUAL SPENT THIS YEAR TO DATE	FINANCIAL YEAR TO 30AUG2020
3. Improve Funding Applications			
Community Boards and Maps		-	232
Costal Community (WADT)		-	17,500
CSAS Community Safety Accred Scheme 19-20		-	20,000
Golden Broom Awards		-	224
Hanging Baskets 2019		-	80
Hanging Baskets 2020		-	750
Heritage Paving Slabs		5,309	-
Topiary Balls		-	87
Totally Local		-	710
Town Centre Decorative Lighting		-	3,730
Town Cryer Competition		-	294
Weymouth Gateway Match Funding		(5,000)	10,000
Total Improve Funding Applications		**309**	**53,607**

	NOTE	ACTUAL SPENT THIS YEAR TO DATE	FINANCIAL YEAR TO 30AUG2020
4. Approved Marketing Funding Applications			
Christmas Cindertrail 2019		-	35,623
Christmas Events		7,490	1,239
Christmas in the Square 2019		-	1,840
Christmas Victorian Market 2019		-	1,508
Christmas Weekend of Entertainment		-	13,210
Bus Stop Advertising		-	2,000
Cruise Passenger Benches		-	1,380
Dine for Less - Oct19 / Jan20		-	3,000
Festival Events Brochure		-	2,000
Halloween Event		50	1,368
Heritage Website Hosting		50	-
History Trifold Leaflet		-	200
Inside Out Dorset - Sense of unity		15,000	5,000
It's a Knockout		-	74
More Than Just a Beech		-	369
NYE 2019-20 Fireworks		-	10,850
NYE Free bus service		-	80
Pirate Parlay		461	-
The Perfect Weekend		-	462
Town Centre Maps		919	56
Wanderland Event		400	-
Weyfarers		-	1,032
Weymouth Half Marathon 2020		-	5,584
Weymouth Heritage Group		-	198
Other Small Events		440	-
Total Approved Marketing Funding Applications		**24,811**	**87,074**

MINUTES OF THE

MARKETING SUBCOMMITTEE MEETING

Date: 5th March 2021 **Time**: 10.00

Venue: Zoom

Meeting called by: Dawn Rondeau (DR)

Attendees: Tamsin Mutton-McKnight (TMM), Lynne Fisher (LF), Sophie Kermani (SK), Pippa Gibb (PG)

DR shared info from discussions with Tara Williams from WTC that at Greenhill gardens additional flowers will be being planted for 450yr celebrations and we will be having an A4 plaque explaining what the 450 is about. WTC funding flowers on basis we will fund plaque at nominal amount DR to discuss content with GP and arrange for plaque to be commissioned with Tara Williams.

ITB delivered presentation, on the launch of the 'We are sunshine' campaign

- Press Releases March/April
- Press trip send out to national media March
- Newswire circulation to levy payers March
- Contact levy payers with details of press trip fortnightly form 22nd March
- Pitching to press March/April
- Book advertising for next 3 months
- Drone footage
- Mini videos 1 min on website and 15 secs for social
- Branding website social media etc to be 'on brand' encouraging engagement inviting manually to like Facebook page converting to website
- Driving traffic to website where a pixel captures data and we can target for future campaigns

SK asked about media campaign and whether ITB would be delivering on press advertising DR confirmed that ITB were responsible within their campaign for advertising in media ITB will be sending recommendations to gain sanction as part of the campaign. DR confirmed that there was a degree of autonomy for ITB to 'get on with the campaign' and TMM and LF agreed that the board were happy for the campaign to be a big push. All Agreed blue skies and people were a must in the picture.

DR asked about ITB plans for May June ITB outlined a 450yr push in May -

- Local press releases tying in with sectors re-opening push
- Restriction lifting 'We are sunshine - we are open'
- Maybe We are in bloom in the summer months
- To Commence national campaigns for the Autumn/Winter including events and key trends cold water swimming etc

LF commented that we are sunshine was a great campaign.

TMM asked SK about travel bloggers SK agreed 100% part of the plan and that we needed to be on trend with that to increase exposure with younger market, considering the demographic of younger people and night-time scene ITB agreed that the strategy was a mix of a traditional print and radio thrust as well as a digital strategy.

DR highlighted the Good to go scheme not to overshadow the 'We are sunshine' campaign but to encourage both visitors and locals to venture out and to add to messaging in campaigns perhaps the We are safe message - SK advised that it will be in all press releases and on marketing material across the board.

SK said they will nail the hero image this week and DR suggested working with companies with digital editing skills.

See excel sheet attached and file pack for schedule

DR discussed how WTC and LWP and BID are trying to agree an events what's on gigs page and SK informed about the collaboration potential with LWP

TMM mentioned outdoor opening and Sealife opening it's outdoor facility on 12th April

With regards the national press campaign SK agreed to send DR list of press contacts made.

TMM highlighted board want a big noise, it not whether but how do we do it, not normal budgets.

in the bag

Monthly Report

March 2021

WeymouthBID

WE ARE WEYMOUTH

in the bag

MONTHLY REPORT

We Are Weymouth in association with Weymouth BID | March 2021

Marketing Strategy

- Updated campaign activity planner to mirror activity timings
- We Are Sunshine campaign prep for subcommittee meeting
    - Logo
    - Postcard
    - Social media plan
    - Advertising examples
    - Campaign planner
    - USPs
    - Image research
    - Created press lists
- Drafted We Are Sunshine launch press release and circulated for sign off
- Circulated We Are Sunshine launch press release to contacts across lifestyle and travel sectors (over 1500 contacts)
- Liaised with Fourth Wall Media to discuss video options - continued to liaise throughout planning process
- Added Good To Go logo to We Are Sunshine campaign content and design

Design

- Creation of WAW Press Wire Logo
- Creation of WAW Press Wire PDF Template
- Creation of We are Sunshine Logo
- Creation of We are Sunshine Campaign Flyer
- Creation of We are Sunshine Press mailshot postcard
- Creation of We are Sunshine social media content
- Added We Are Sunshine banner to the We Are Weymouth website

Media Relations

- Liaised with The Owlet blog to discuss potential press trip opportunity (16k followers on Instagram)
- Liaised with Implausible Blog to discuss potential press trip opportunities
- Pitched Weymouth into the Sunday Mirror for Time Travel section - has asked for more info and images
- Liaised with Ashley at the Travel Writers Alliance
- Liaised with John Shepherd on Dawn providing interviews etc
- Liaised with i paper travel editor on new staycation awards - to be featured in the PR Newswire
- Liaised with best magazine - keen to feature Weymouth - interested in a press trip when safe to travel
- Liaised with freelancer Kate Johnson who is keen to pitch a press trip into the Daily Mail
- Liaised with Kathryn Liston (travel writer) to discuss angles for Weymouth feature - good transport links, cheaper than Devon/Cornwall
- Liaised with Andy Clarke (TV Producer and freelancer) on staycation feature

- Liaised with Forbes to discuss staycation feature - have asked for dates for press trip
- Liaised with Closer magazine - lots of UK focused travel content so keen to feature in the future - we have offered a press trip
- Liaised with Michael Howorth (freelancer) writing about campsites for touring caravans, tents and campers - will send over campsite info
- Liaised with Time Out magazine to discuss staycation features - interested in featuring Weymouth
- Liaised with The Curious Pixie to discuss press trip opportunities (paid for)
- Pitched Weymouth into Woman & Home for feature on the UK's best beaches - need to send over accommodation information
- Liaised with the i paper to discuss UK Coastal experiences - need to send over info including accommodation
- Liaised with Fabulous Magazine (The Sun weekend magazine) to discuss new restaurant launches in Weymouth - need to send info and arrange press trip
- Liaised with Luxurious magazine to discuss press trip opportunities
- Liaised with My Baba to discuss putting together an online feature on a family holiday in Weymouth - drafted by us
- Liaised with the guardian to discuss upcoming travel trends and how Weymouth might fit in - need to go back with ideas
- Liaised with blogger 'Space In The Case' to do a piece on the Weymouth staycation - need to send more info
- Liaised with freelancer for Woman & Home putting together a feature on women behind the Great British Holiday - need to be 40 and over and run holiday businesses - need to send over info
- Liaised with All At Sea - would like us to put together a feature on Weymouth for next issue
- Liaised with Dorset Magazine for feature on 450 milestone - need to send more info
- Liaised with freelancer Robert Spellman looking to pitch in a feature to editors from a press trip
- Liaised with local pub contacts regarding request from the independent on beer garden bookings
- Liaised with Vale Life to discuss potential review feature
- Liaised with the Bradt Guide writer Jane Anderson - is featuring Dorset and would like to include Weymouth and activities for families
- Liaised with ITV to discuss filming opportunity before Easter weekend - will suggest potential interviewee

Advertising

- Began liaising with advertising contacts for key areas:
    - Bristol
    - Birmingham
    - Manchester
- Liaised with rail advertising contacts for in-train and in-station advertising opportunities
- Liaised with the Blackmore Vale Magazine to discuss advertising opportunities

- Liaised with Greatest Hits Radio to discuss potential advertising campaign for We Are Open - Lisa sending back info on costs and set up
- Liaised with Reach plc to discuss online articles designed to drive traffic back to WAW website - targeted geographical locations (Bristol, Birmingham, Manchester)

Social Media

- Created social media campaign strategy - PPE engagement and driving traffic - budget required to run campaigns
- Drafted We Are Sunshine campaign posts for social media and scheduled
- Posted PR Newswire post on WAW Business page
- Highlighted any social media posts with negative comments to We Are Weymouth with suggestions / amends
- Shared 'Consumer views on 2021 holidays' and posted on Facebook (Business)
- Shared 'What we're most excited and worried about post-lockdown' and posted on Facebook

AOB

- Attended meeting with sub committee – 5th March
- Purchased imagery for We Are Sunshine campaign
- Researched other BIDs in coastal locations to observe their marketing and video output
- Liaised with Visit Britain regarding imagery
- Added photos from Chris Cole into our dropbox
- Liaised with Visit Dorset regarding imagery
- Set up access to marketing email for PR Newswire send out
- Liaised with Weymouth Museum for info and images for Sunday Mirror pitch
- Added blue, purple, green flag awards to marketing content
- Liaised with Resort on newsletter set up
- Researched MailChimp as an option for the newsletter

WeymouthBID
Trading as

WE ARE WEYMOUTH
PR News Wire

We Are Weymouth supported by In The Bag PR, will be sending a weekly **PR News Wire** via email starting w/c 22nd March 2021.

The 'News Wire' gives levy payers access to amazing regional and national press opportunities every single week.
There are regular opportunities for:

- Recipes and top tips from chefs, restaurants and cafes.
- Press trips for journalists to visit hotels, B&B's and restaurants.
- Editorial product placement on shopping pages and gift guides.
- Expert comment from service businesses within the town.

FEBRUARY 2021

Vol 1 Issue 1

WE ARE WEYMOUTH PR News Wire

HELLO ONLINE

Hello Online is working on a product round-up to make readers home office more green and is looking for products to review e.g. plants, plant pots, gardening accessories. Please send HR imagery, product description, RRP and links to buy for any relevant products.

Deadline: 5pm 10th February 2021

HELLO!

METRO

METRO.CO.UK

Metro.co.uk is looking for chefs to give their tips on cooking steak - What type of steak to choose (how to get the best for your money) Tips for timings. What to cook it in. What is the best type of pan to use. Any other specific tricks to getting it right

Please email over us with expert commentary that answers any of the above.

Deadline: 5pm 10th February 2021

CHAT IT'S FATE

Chat It's Fate Magazine is looking for gorgeous products for a honey-themed shopping feature - anything from makeup to bedlinen to, of course, food and sweet treats! If you've got anything that might be of interest, please send HR imagery, product description, RRP and links to buy.

Deadline: 5pm 10th February 2021

Chat it's fate

GOOD HOMES MAGAZINE

GoodHomes

Good Homes Magazine is looking for Valentine's main meal, dessert and cocktail recipes for the Good Homes website. For recipes to be considered, you must include hi-res lifestyle imagery with responses as those without suitable imagery will not be accepted. It would also be helpful if you could include recipe/image credit info alongside.

Deadline: 5pm 10th February 2021

DON'T FORGET...

IF YOU WOULD LIKE US TO PITCH YOUR BUSINESS IN TO ANY OF THE ABOVE OPPORTUNITIES PLEASE:

- REPLY BY THE DEADLINE
- SEND US ALL THE INFORMATION REQUESTED ON ONE CLEAR, CONCISE EMAIL
- SEND US HIGH RESOLUTION IMAGES (MIN REQUIREMENTS ARE 1000 X 1000 PIXELS / 300 dpi)
- REMEMBER PRICING INFORMATION AND LINKS TO BUY (WHERE RELEVANT)

WE CANNOT GUARANTEE YOUR INCLUSION

Here are some examples of recent opportunites...

METRO

Metro.co.uk was looking for chefs to give advice on how to cook a steak for Valentine's Day. What type of steak to choose (how to get the best for your money) Tips for timings. What to cook it in. What is the best type of pan to use. Any other specific tricks to getting it right.

Online circulation: 23,170,000

Bella

Bella was looking for anything lovely to create happiness and calm at home. Could be a mug, print, book, candle, rug, plants, flowers, anything at all! This was for the interiors pages. HR images, RRP and stockist info required (+ links to buy if online)

Print Circulation: 137,434

Fabulous

Fabulous magazine was looking for Valentine's drinks recipes. They could have been for pitchers or single serves, as well as non-alcoholic and alcoholic. They were looking for recipes rather than ready-mixed products.

Print circulation: 2,200,000

WeymouthBID
Trading as

WE ARE WEYMOUTH
PR News Wire

If you would like the team at In The Bag PR to pitch your business into any of the opportunities that you see in the PR News Wire the process is very simple.

Reply as quickly as possible and by the deadline.

Send us all the information requested in one clear, concise email.

Send us high resolution images (min requirements are 1000 x 1000 pixels / 300 dpi / ideally 1MB).

Remember to include pricing information and links to buy (where relevant)

This is a great opportunity to get your business in front of your target customer. Please note that although we may pitch your business in for various opportunities, there is no guarantee of inclusion and we cannot always chase to confirm.

in the bag
PR | Marketing | Social

`MEDIA INFORMATION
Monday 8th March 2021

Sun, Sea & 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, the seaside town of 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 Blue Flag 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.

450 years ago the borough of Melcombe Regis joined with the borough of Weymouth to create the 'Weymouth' we know and love today. The traditional family summer holiday began in seaside towns along the south coast, long before budget airlines opened up European travel, and we're seeing a return to these traditional roots.

A popular holiday destination for centuries, Weymouth continues to offer a unique staycation experience; from freshly caught seafood, to live music, a wealth of history, (including pirates) sea and countryside as far as the eye can behold. It's easy to understand why Weymouth is as popular now as it was in King George III's day.

Dawn Rondeau, Chief Operations Officer at Weymouth BID comments: *"Why jump on a plane when you have places like Weymouth here in the UK? We are hearing this more and more from locals and visitors alike and I honestly couldn't agree more! We're the third sunniest spot in the UK (just behind Jersey), our beach is award-winning, we've got alfresco dining and a vibrant night life with live music around every corner. Lockdown has really shone a light on locations such as Weymouth as an ideal staycation destination and we're excited to welcome visitors in the summer of 21 - post June 21st of course."*

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 destination of choice.

ENDS

Editor's Notes

Issued on behalf of Weymouth BID by In The Bag PR
For more information please contact Pippa Gibb, Director In The Bag PR
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https://weareweymouth.co.uk/

We Are Weymouth | We Are Sunshine campaign activity

Activity	Date								
	w/c 01.03.21	w/c 08.03.21	w/c 15.03.21	w/c 22.03.21	w/c 29.03.21	w/c 05.04.21	w/c 12.04.21	w/c 19.04.21	w/c 26.04.21
Press Release	Create press lists	Draft We Are Weymouth | We Are Sunshine launch press release		Circulate launch press release to key media contacts	Draft local press release focusing on Weymouth's 'key sectors' and the re-opening We Are Weymouth | We Are Open Weymouth is a hive of activity as businesses prepare to re-open	Circulate We Are Open press release to local media			Draft local press release focusing on hospitality re-opening We Are Weymouth | We Are Social Cheers! Weymouth hospitality venues prepare to re-open
Press Trips	Create press lists			Begin pitching in press trips					
Media Alerts	Create press lists - local			Local push - what's on over Easter (within Covid guidelines)	Local push around re-opening of non-essential retail and pools & gyms				Local push around hospitality re-opening
Social Media Campaigns					SHOP LOCAL campaign?	SHOP LOCAL campaign?	SHOP LOCAL campaign?	SHOP LOCAL campaign?	
					We Are Sunshine video campaign	We Are Sunshine video campaign	We Are Sunshine video campaign		
Social Media Posting			For hundreds of years people have visited our beach town to bask in the sunshine and bathe in the calm sea. With a roadmap out of lockdown hopefully paving the way for UK summer travel, we are excited to welcome visitors back to Weymouth - when it is safe to do so. We Are Weymouth | We Are Sunshine #WeAreSunshine	Vitamin Sea! Summer is just around the corner and Weymouth is READY. We have: ☀️ Sunshine 💙 Blue seas 🍝 Al fresco dining 🛍️ Shopping 🎸 Live music The perfection staycation is closer than you think. We Are Weymouth | We Are Sunshine #WeAreSunshine Picture 2	Picture perfect 😍 Weymouth has so much to offer - what are your favourite things to do here? ☞ Crabbing on the harbour? ☞ Sunbathing on the beach? ☞ Wandering around the shops? ☞ Sitting outside with a glass of wine? ☞ Listening to the bands play? ☞Riding a jet skis or taking a harbour cruise? Let us know in the comments below 💙 Picture 4	Sun, sea and sand - the perfect family staycation for summer 2021. We are looking forward to restrictions lifting and welcoming visitors back to our picture perfect town. We Are Weymouth | We Are Sunshine #WeAreSunshine Picture 5	Wish You Were Here! Weymouth is excited to welcome back visitors, when it is safe to do so. Sun, sea and sand, are closer than you think... We Are Weymouth | We Are Sunshine #WeAreSunshine #SendUsAPostcard Picture 3	We Are Sunshine ☀️ Weymouth has over 1800 hours of sunshine a year 🙌 With a sandy award-winning beach, picturesque accommodation, and vibrant town, Weymouth has something for everyone this summer. Come and see, summer 2021 is for making memories 💙 We Are Weymouth | We Are Sunshine #WeAreSunshine Picture 6	Weymouth's picturesque historic harbour is the perfect place for: ☞ Al fresco dining ☞ Crabbing ☞ Fish & chips ☞ Shooing away seagulls ☞ Fish fresh from the boat ☞ Live music ☞ Ice cream Have we missed anything? We Are Weymouth | We Are Sunshine #WeAreSunshine Picture 10
Advertising	Research advertising plan for next 3 months	Research advertising plan for next 3 months	Research, negotiate and book advertising for next 3 months	Research, negotiate and book advertising for next 3 months		We Are Open advertising - radio / print local	We Are Open advertising - radio / print local	We Are Open advertising - radio / print local	We Are Social advertising - radio / print local
				Contacted South Western Railway for information on advertising opportunities (in station and on train)					
				Contacted Greatest Hits Radio for advertising opportunities					
				Contacted Birmingham Mail and the Express & Star for advertising opportunities					
				Contacted Bristol Post for advertising opportunities					
				Resort Magazine - half page £2685.00+VAT					
Events									
#Weymouth450			Weymouth 450						
Key Dates					EASTER	EASTER	Non-essential retail to re-open Self catering accommodation and campsites due to re-open Pools & gyms Sealife Open outdoors		
Miscellaneous				UPDATE WEBSITE					

w/c 03.05.21	w/c 10.05.21	w/c 17.05.21	w/c 24.05.21	w/c 31.05.21	w/c 07.06.21	w/c 14.06.21	w/c 21.06.21	w/c 28.06.21
Circulate We Are Social press release to local media	Draft We Are Sunshine press release - Weymouth 450	Circulate We Are Sunshine release to key media contacts				Draft We Are Sunshine | We Are Open Weymouth is OPEN press release	Circulate We Are Sunshine | We Are Open press release to national media	
Press Trip Push #2					Press Trip Push #3			
	We Are Social campaign?	We Are Social campaign?	We Are Social campaign?	We Are Social campaign?				
We Are Sunshine video campaign	We Are Sunshine video campaign	We Are Sunshine video campaign		We Are Sunshine video campaign	We Are Sunshine video campaign	We Are Sunshine video campaign	We Are Sunshine video campaign	
	National advertising We Are Sunshine - train, print, online, broadcast	National advertising We Are Sunshine - train, print, online, broadcast	National advertising We Are Sunshine - train, print, online, broadcast		National advertising We Are Sunshine - train, print, online, broadcast	National advertising We Are Sunshine - train, print, online, broadcast	National advertising We Are Sunshine - train, print, online, broadcast	
Nothe Fort event?	Nothe Fort event?	Nothe Fort event?	Nothe Fort event?					
Early May Bank Holiday		Hospitality to re-open		Spring Bank Holiday			Restrictions lifted	

Skills Audit of the Hospitality Industry

Name		Date	
Position		Business name	

Section 1 - Basic Information (Please tick all that apply)

How many staff members do you currently have?	Below 5 ☐	5-14 ☐	15-24 ☐	25+ ☐	
How many of your staff work full time? (35+ hours a week)	All of them ☐	Most of them ☐	Around half ☐	Less than half ☐	None of them ☐
What is your usual method of acquiring staff?	Vendors (staffing agencies etc.) ☐	Marketing (online) ☐	Marketing (leaflets etc.) ☐	Employee referrals ☐	Other (Please specify)
Which age group makes up the largest % of your staff?	16-18 ☐	19-24 ☐	25-40 ☐	40-65 ☐	65+ ☐

Section 2 - Skills

When your employees first start, how satisfied are you with any training they had prior to working for you?	Very satisfied ☐	Satisfied ☐	Neutral ☐	Dissatisfied ☐	Very dissatisfied ☐

How many hours of training do you typically give to any new employees?	0 ☐	1-5 ☐	6-10 ☐	11-19 ☐	20+ ☐
In which area(s) do you find most **new** staff are strongest?	'People skills' ie customer service ☐	Communication skills (with coworkers and customers) ☐	Work ethic ☐	Problem solving ☐	Other (Please specify)

Section 3 - Improvements

In which area(s) would you most like to see improvements regarding new staff members?	'People skills' ie customer service ☐	Communication skills ☐	Work ethic ☐	Problem solving ☐	Other (Please specify)
Which of these would you say has the biggest impact on employees' hospitality skills?	School ☐	Previous jobs ☐	Experience from being a customer themselves ☐		Other (Please specify)
Which of these issues (if any) have you faced when recruiting staff?	Candidates not wanting to stay in the hospitality industry (going to uni etc.) ☐	Lack of candidates with the right skillset ☐	Lack of candidates in general ☐	No issues ☐	Other (Please specify)

Section 4 - Comments

Please add any further comments here.

MINUTES OF THE

IMPROVE SUBCOMMITTEE MEETING

Date: Tuesday 9th March 2021 **Time**: 10.00

Venue: Zoom

Meeting called by: Dawn Rondeau (DR)

Chaired by: Graham Perry (GP),

Attendees: Jonathan Oldroyd (JO), Ed Warr (EW), Helen Heanes (HH)

Guests: Ben Heath (BH), Charlie Sheppard (CS)

Minutes: Chris Cole (CC)

Ongoing Projects

Art Mural Trail

BH gives an update on the Arts Mural Trail project. BH has had a meeting with Arts Council England and they are very supportive of the idea, with BH proposing to put in a bid for £10,000 in funding. BH explained the current plan of turning the completion of the final artwork into a public event, possibly featuring workshops guided by the artists.

BH confirmed the initial proposal will be for 10 murals at a cost of approx. £40,000 and agrees to incorporate the wider BID area if funding from the BID is supported. If other sponsors come onboard, there is a possibility of the total number of murals increasing further. BH also confirmed, with the Arts Development Company, a timeline of approx. one year, with a launch scheduled for spring/summer 2022.

BH confirmed that the murals would be painted directly onto walls, though boards could be attached if necessary. Some walls may have to be made good before painting, though BH confirmed this has not been factored into the original budget.

BH confirmed the project can be scalable, and work can start before all locations are confirmed. GP suggested more use of local talent rather than looking to Bristol artists.

DR, BH and EW agreed to arrange a meeting to visit and identify potential mural sites.

DR to put ideas to Kathryn Melhuish (Conservation) during meeting on 24 March. BH assured that conservation had been supportive on similar projects.

BH to provide a timeline of the process.

Aim to have the project agreed in principle at the board meeting on 31 March.

Heritage Trail

DR confirmed that the heritage paving slabs would be unlikely to be installed until after Easter and the completion of work on the harbourside train tracks.

CS confirmed they are working on a logo for the 450-year anniversary, and this should be ready to share by the end of the month.

Update current heritage leaflet for the 450th anniversary. A limited print run suggested as it will only be valid for one year.

DR to enquire with Digital Storm about getting the existing artwork from them and any additional costs involved. Prices for new design, printing, and distribution to be obtained.

CS to attended next marketing subcommittee meeting to discuss leaflet.

Item to be moved to marketing subcommittee agenda.

St Alban Street Lights

DR gave a brief update on status of the project. A meeting with James Turrell (Turrell Ltd) and Kathryn Melhuish (conservation) has been arranged for 24 March to look at all the buildings on St Alban Street with the aim to submit one planning application for the whole project, rather than for individual buildings. Kathryn can give a guide as to whether the project is likely to be approved. Installation is being planned for late September, early October.

DR to send letter to all St Alban Street levy payers to give an update on the project.

CSAS

DR confirmed a request has been received for funding for next year's CSAS Officers. DR has requested a seat on the board and will discuss with Ian Cooke at their next meeting.

JO and GP expressed the need to be actively involved, not silent partners, and represent levy payers' interests in the duties of the CSAS officers.

DR to enquire about We Are Weymouth branding on CSAS officer uniforms.

DR to speak to chair to identify whether to invite a representative from CSAS to speak at the next board meeting.

Weymouth Gateway

DR confirmed the grant has still not been received. DR to confirm whether the money needs to be used or drawn down before the June deadline.

Purple Flag

EW confirmed that Purple Flag (PF) have not released applications yet, but BID Improve projects (such as the hanging baskets) will be included in the application.

EW confirmed that the Night-time Economy Board meet every six weeks and that the BID should have a representative.

BID has supported PF financially in the past – approx. £5000 per year budget to cover PF fees and PR. (There has not been a request for funding for 2021)

EW expressed that PF is a tool for tourism and that he would like to see the accreditation on posters/leaflets/emails etc. JO suggested advertising PF on the WAW website, along with Weymouth's green and blue flag status.

It was agreed to make it an agenda item on the Marketing subcommittee.

DR suggest releasing a joint press release explaining/introducing PF to show WTC, BID, Pubwatch, and other organisations are working together. EW to contact Dorset Police to make this an agenda item.

Ferry Signs

DR has spoken to Karen and is sorting out QR codes. They will talk this week to finalise.

Brown Signs

EW conducted brown sign audit to be sent to highways. EW confirmed that once WTC's new maintenance person starts in the coming weeks, any incorrect ground level signs can be removed.

Concerns were raised again about the state of some signage, particularly the 2012 sign into Weymouth which has become dirty and overgrown.

EW to feedback developments to the subcommittee as they come in.

New Proposals

Roundabouts / Sense of Arrival

It is generally agreed that more should be done to make the 'gateway' to Weymouth more attractive for visitors and locals. There are safety concerns as to what can be put in the centre of a roundabout, though EW says the sketches presented are just an initial plan.

DR and EW to arrange meeting with officers involved to see if the idea has potential before moving forward.

JO suggested that 'roundabouts' be changed on future agendas to 'sense of arrival'. Even if the roundabouts plans don't progress, improving the journey into Weymouth needs to stay on the agenda.

AOB

Springboard

EW confirmed that footfall counters are active in the town. EW said, moving into shops reopening, understand footfall hotspots is beneficial to levy payers. DR said it is important to supply businesses with figures and they can be used as a tool to encourage inward investment in Weymouth.

GP and JO expressed concerns about the usefulness of footfall data for businesses saying that, in running their own businesses, neither have found the data useful. There is little correlation between footfall and consumer spend, so the effectiveness of any event/project cannot be gauged by measuring footfall.

DR agreed that feedback from businesses is needed to determine the effectiveness of events and that spend and occupancy surveys will prove more useful to retailers, local hotels and guest houses than footfall data. DR to investigate whether there are suitable alternatives available as data is needed to inform future BID decisions.

DR and EW to look into other Springboard opportunities beyond recording footfall and whether there is another platform for levy payers to feed into.

It is suggested this issue to kept on the agenda long term.

Parking & Permits

DR has been accepted onto the Parking committee to discuss parking matters and is awaiting first meeting date.

Local Plan

DR attending Local Plan meeting on 9 March and having polled levy payers will be taking part in discussions. HH suggested the BID make a formal response to the plans, with the deadline being Monday 15 March.

DR to send summary of survey responses to Chair following the Local Plan meeting and put together a statement/report from the BID.

Next meeting: Tuesday 13 March 2021, 10am

Summary of Agreed Actions:

Item	**Action**	**Who**
Art Mural Trail	Arrange meeting to visit and identify potential mural sites	DR, BH, EW
	Discuss with Kathryn Melhuish during conservation meeting on 24 March	DR
Heritage Trail	Enquire with Digital Storm about getting existing leaflet artwork	DR
St Alban Street	Send letter to St Alban St traders to update on project	DR
CSAS	Enquire about WAW branding on CSAS uniforms	DR
	Invite Police representative to next board meeting to give report	DR
Gateway	Confirm whether grant needs to be spent or drawn down by June deadline	DR
Purple Flag	Contact Dorset Police to get joint press release on agenda	EW
Brown Signs	Feedback developments to subcommittee	EW
Roundabouts	Arrange meeting with officers to see if plan has potential	DR, EW
Springboard	Look into Springboard opportunities and alternatives	DR, EW
Local Plan	Send summary of survey responses to Chair; formally respond	DR

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.
- 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.
- You must return any unspent funds.

- You must tell us if you change the project as described in your application.

- Weymouth BID must be included in all press releases and handouts and the BID Board will confirm specific marketing requirements dependant on the proposal.

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

Getaway Digital Ltd
124 Abbotsbury Road
Weymouth
DT4 0JS

T. 07886 086812

Describe your project:

An integrated online & social media proposal, offering Levy Payers increased exposure on the respected Love-Weymouth network through comprehensive business & events listings supported by a combined social media post reach in excess of 12,000,000 + (primarily through Facebook Loving Weymouth & Portland; and Instagram @LoveWeymouth) annually (as of February 2021)

Objective:
- Increase traffic & awareness to levy payers businesses, websites & social channels
- Provide an online 'one-shop-stop' for visitors searching for 'What's on' & 'where to stay' & 'Where to go' through the Love-Weymouth network
- Leaverage the opportunities through YouTube by increasing our YouTube channel subscribers beyond 1,000 which will offer the opportunity for live broadcasts of the area through this platform moving forward.
- Work collaboratively with BID & WTC to provide a cohesive tourist information platform

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

Enhancing opportunities for levy payers
Focused on Visitor following and footfall converted into spend in Weymouth

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 business plan states that the development of 'We are Weymouth' has been established as a visitor brand. Your Facebook page We Are Weymouth has approx 25,000 followers and whilst we are unable to predict your reach, we assume it is far lower than the 12,000,000 + post reach we had in 2020 off our Loving Weymouth & Portland Facebook page, with 57,000 + followers.

The Love-Weymouth social network (comprising FB Loving Weymouth & Portland, Instagram @LoveWeymouth and Twitter @loveweymouth) has a combined following of 80,000 + followers and circa 15,000,000 yearly post reach (set to hit over 20,000,000 post reach in 2021).

The unequalled access to these levels of exposure, whether through working with In The BagPR on promoting campaigns or BID on listing events will not only heighten activity for the levy payers and increase 'take-up' but also provide tangible savings for Levy Payer businesses who could now advertise on Love-Weymouth.co.uk. without additional costs. It will also provide increased exposure for their business. This proposal will also provide a better platform for marketing events such as the Inside Out event you are undertaking this year and the 'gig-night's' Weymouth is famous for amongst those who are in the know. All Levy Payer businesses have the option to upload their events direct to Love-Weymouth.co.uk whenever they wish. We want to make sure EVERYONE knows what incredible music & hospitality events our town offers and believe this can be best maximised through collaboration and access to our resources.

We would like to rebadge our Loving Weymouth & Portland FB page (through Cover Picture) to include the BID logo, and clean up the look improving our website and embedding links to be used on the We Are Weymouth pages. We believe this creates a better impression of Weymouth as all event traffic has a definitive place to promote; freeing up BID staff time whilst giving weymouth businesses a one stop shop to promote 'What's on'.

Our proposal includes 2 posts per week onto Loving Weymouth & Portland from the BID team in collaboration with In the bag PR to be used to maximise campaigns. We will also be "co-hosting" Weymouth BID organised or sponsored events on Loving Weymouth & Portland. As part of this proposal we will provide a monthly platform reach report to the BID and indicate the performance of WAW posts as well as a report regarding the events and businesses we have listed on our website.

We believe we fit well within the **Marketing Weymouth** part of your business plan – as recognition of the brand We Are Weymouth will be increased as well as the numbers of actual visitors to Weymouth.

A robust marketing and communication strategy has to be driven, and we can enhance the work In the Bag PR are delivering for you, by utilising our social media channels. You already fund and support events driving people into the town, what better way to fill these events than through not just a press and radio campaigns but also the Love-Weymouth Network reach.

Funding

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

As per our proposal document submitted, total cost of providing marketing and promotional service is £15,000.00 per annum + vat commencing 1 April 2021

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

We have submitted an additional proposal to WTC for £6,000 + VAT per annum for marketing services not falling under Weymouth BID remit.

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

£12,000 to enable user-managed listings for all Levy Payers on Love-Weymouth.co.uk. We anticipate a take up of approximately 300 businesses (this would equate to £40 per business), however, this may lead to up to 550 businesses (this would equate to £21.81 per business). Our usual advertising cost for a user managed listing is between £60-90 + VAT per year depending on business type.

Event cohosting, creation and updates 5hrs per month £25/hr to update total = £1500/yr (£125/mth)

2 posts per week promoting WAW campaigns with In the bag PR to maximise cover. Normally costed at £75 + VAT per week (£325/mth) we will deliver at £125/mth = £1500/yr

Co-branded cover picture on Loving Weymouth & Portland, usually £200 + VAT per month. FREE as part of this proposal.

Business branded embedded events page to be made available for any business that wants it. We have not assigned a value to this, as it would be additional benefit for businesses and the whole of the town. Therefore FREE as part of this proposal.

Total £15,000 + VAT (1st April 2021 - March 31st 2022)

Monthly £1250 + VAT

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

1. The Nothe Fort
2. Acqua Beach Hotel
3. Cafe Oasis
4. Fiona Penny at Sunflowers
5. Shalims Balti House
6. Restaurant les Enfants Terrible

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

NO businesses will be adversely affected and although the offer is for tourism and hospitality primarily, all levy paying businesses will be able to add their business details and events to Love-Weymouth.co.uk and ultimately benefit from the increased website and social media exposure.

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

The Love Weymouth network was originally established in 2009 when as early adopters we recognised the potential of the social networks Facebook and Twitter for tourism promotion, creating the Facebook page Loving Weymouth & Portland, and the Twitter handle @LoveWeymouth. This was a natural progression for our company activities dating back to the 1990s when we ran the website resort-guide.co.uk a south of England tourism information website which at its peak was achieving over 3 million site visitors a year.

In 2013 we expanded the network adding the first version of Love-Weymouth.co.uk followed in 2014 by the LoveWeymouth Instagram and Youtube channels.

In March 2020 the third version of Love-Weymouth.co.uk launched with enhanced events listings, search capability, mapping and special offers section. Covid had an effect on the website during 2020 when we took decided to concentrate our activities on social channels, we see the coming year as one in which we can take advantage of the website as originally intended.

Our focus has always been primarily on tourism since 2001 we have created websites and provided online marketing services to numerous businesses operating within the visitor economy.

We believe passionately that now is the time to utilise what we have created for the increased benefit of our town and work collaboratively with both Weymouth BID and Weymouth Town Council

We are, Andy Cooke SNR and Andrew Cooke JNR, local business owners passionate about Weymouth and Portland. Andy Cooke SNR in addition to having established Getaway Digital LTD is an ex-Weymouth hotelier. Andrew Cooke JNR has a wealth of experience in social media marketing, as well as the owner of local theatrical cocktail bar PlayYard.

We would like the opportunity to collaborate with We Are Weymouth / Weymouth BID for the ultimate benefit of the town and hope this proposal shows our commitment to the town and the BID's levy payers

DECLARATION:

I declare that this funding application has been authorised by:

Name of organisation:

Name of Applicant: Signature of applicant:

Position: Date:

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. ☐
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. ☐
10. The applicant agrees to account for how the funding has been spent, and to provide feedback to BID2 of the outcomes. ☐
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 needs BID2 funding or should be able to run itself ☐
15. Whether the Applicant or anyone associated with the Applicant will benefit financially in any way. ☐

Weymouth Business Improvement District Ltd
Project Funding Application

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- You must spend the money as stated in your application.
- You must return any unspent funds.
- You must tell us if you change the project as described in your application.
- Weymouth BID must be included in any press releases and handouts and the BID Board will confirm specific marketing requirements dependant on the proposal.

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

Steve Davies
Weymouth Town Council
Commercial Road
Weymouth
DT4 8NG
stevedavies@weymouthtowncouncil.gov.uk 07980 730 053 or 01305 239839

Describe your project:

Promotion of 2021 Weymouth Events Programme is slightly reduced from our projections due to the limitations on activities since lockdown, at present approximately 150 events are scheduled with a busier Autumn that usual expected. However, the marketing campaign will nonetheless be of a similar size due to trying to encourage footfall to the town. The campaign to promote the events is centralised around a specifically designed listing highlighting the range, size and excitement of the events programme. The programme is then featured in a 50,000 A2 leaflet (distributed locally, regionally and nationally), with support from a poster campaign (including seafront and central sites) and a digital marketing campaign, all these projects are delivered throughout the year. The events programme is promoted as a 'Weymouth Brand' 'The Eventful Resort' and also maximising opportunities to promote each individual event.

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):

Firstly, the project is a successful tri-partnership with the Weymouth Pavilion, Town Council and **Weymouth BID**.

The success of the events programme has many economic, social and destination promotional benefits for the town on the main goals and delivery areas are as follows:

1. Additional footfall to the town, each event will draw participants, supporters and general visitors, entertained and inspired. It is estimated there are over half a million events visitors to the area each year. This will be sustained and developed by the direct success of the events promotion.
2. Destination publicity for the town, each event pre, during and post event will generate positive media, social media coverage, this has a proven contribution to the image, popularity, community cohesion and civic pride of the town.
3. Event development, successful well attended events prove to encourage event growth, community/volunteer participation and increased economic benefit to the town.
4. Event success, the events programme is embraced and welcomed by every event organisation, charity and voluntary group in Weymouth, it is great to have an opportunity to support the community by promoting the wonderful, inspiring, creating endeavours. Recognising the thousands of volunteer hours, we believe their success is a great success for the town.

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

£1250 - This will be a contribution to an estimated £8k campaign cost.

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

The £1250 will be extensively used as a contribution to the printing of 50,000 events leaflets, posters and additional marketing.

Please list at least six businesses who you have consulted and who support this project:

Weymouth Pavilion, Real World, Weymouth Swimming Pool, Alexandra Gardens, King and Partners (accommodation), The Upturned Boat and local event organisers (numerous).

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

None

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

We believe strongly that this project has three excellent partners with a 'greater good for the town philosophy' utilising the annual events and entertainment programme to attract additional visitors to the town and continue to raise the profile of the destination including the benefit to: Weymouth Levy Payers Weymouth Pavilion Weymouth Events Team **Weymouth BID**

DECLARATION:

I declare that this funding application has been authorised by:

Name of organisation: Weymouth Town Council

Name of Applicant: Steve Davies

Signature of applicant:

Position: Promotions and Events Officer Date: March 11th 2021

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. ☐
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. ☐
10. The applicant agrees to account for how the funding has been spent, and to provide feedback to BID2 of the outcomes. ☐
11. The applicant agrees to BID2 using details of the projects or events in publicity material and annual reports ☐

Other factors that will be considered:

A. Whether BID2 has been given adequate notice of the application ☐
B. Whether applicants have experience of managing funding in a professional way ☐
C. Whether the event needs BID2 funding or should be able to run itself ☐
D. Whether the Applicant or anyone associated with the Applicant will benefit financially in any way. ☐

Weymouth & Portland Heritage Group – leaflet reprint & distribution.

The "Journey Through Time" leaflet was produced jointly by BID and the Heritage Group in 2019. The £7,000 project to produce the leaflet, video and website was mostly grant funded with £1,751 match funding from BID.

The leaflet distribution was suspended during the 2020 lock-down but all of the 80,000 leaflets have now gone and the distribution contract has ended.
The Heritage Group now wants to reprint and distribute a further 65,000 leaflets starting in May.
The budget for this is:

Printing & delivery (Sherrens):		£1,400
Distribution (Places to Go):		£840 plus VAT
Updating sponsor logos:		£60 plus VAT

The total excluding VAT (which would be recoverable by WAW) is £2,300 but we have secured two further grants:

Weymouth Town Council: £750

Dorset Council – Leisure Development Fund: £460

The amount requested from We Are Weymouth Limited is therefore:

£1,090 excl. VAT

New Heritage Group Video

The Group are also planning to produce a second video to complement the original drone video and to be added to the website. There is a provisional budget for this of £4,000 for which the following grant funding has been secured:

South West Museum Development/ Arts Council: £3,000

Dorset Council – Leisure Development Fund: £800

The Group therefore should only need another £200. Hopefully WAW will also be able to support this and would, of course, be fully credited as supporters of the overall project.

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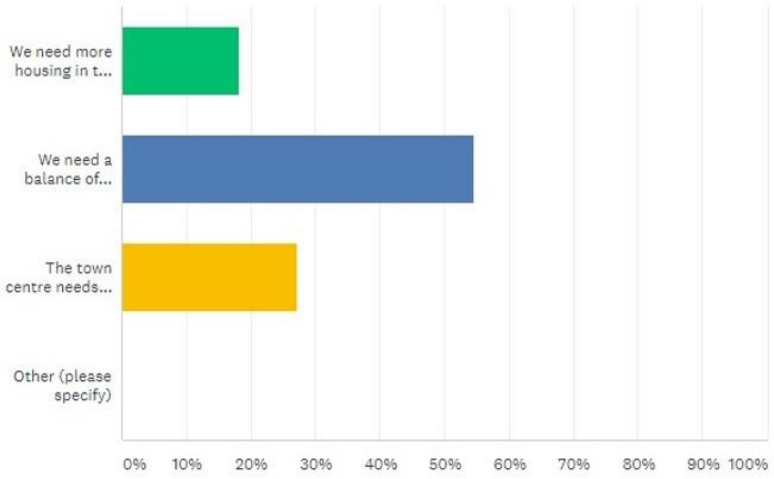
Weymouth
DT4 8TU

Weymouth BID undertook a survey of its' Levy payers and have recorded the results which we would like to ask the Local plan to address.

Dawn Rondeau (Chief Operations Officer)

HOUSING

HOUSING - One of the key issues that are being discussed is with regards to allowing more flats and apartments to be established in the town centre, what are your views on this?



ANSWER CHOICES		RESPONSES
We need more housing in the town centre		18.18%
We need a balance of businesses and new housing in the town centre		54.55%
The town centre needs to be focused on businesses		27.27%
Other (please specify)	Responses	0.00%

COMMENTS:

- I would rather see buildings used for housing than left as empty shops
- Housing needs adequate on-site parking
- Affordable housing in town is needed for people who work in town not as holiday lets or for those on benefits
- If there is to be additional housing in the town centre then the town centre needs to be a far more welcoming place at night, therefore as an agreement of housing going ahead more money needs to be spent on a visible policing presence lighting and ASB initiatives.
- Housing plans in the area needs to be directly tied to additional employment opportunities and transport infrastructure. These should not be addressed in isolation.

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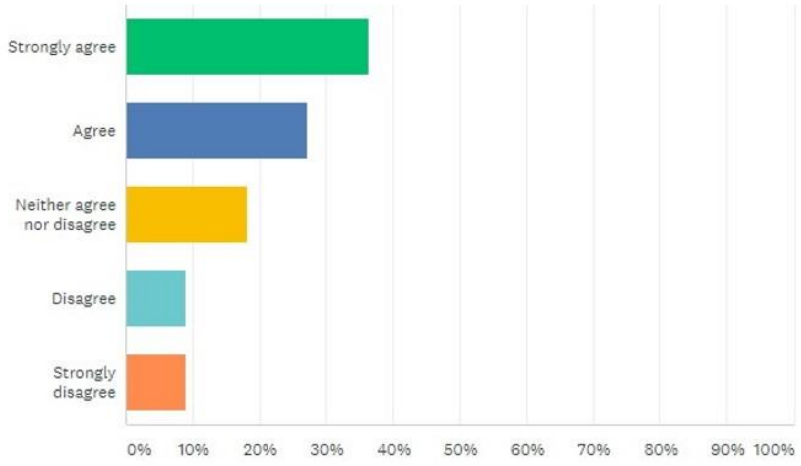
BUSINESS GROWTH

90% of levy payers believe that Dorset council is right in stressing the need for business development and better paid jobs as a priority.

BUSINESS GROWTH - Dorset council recommend that all new retail development, other than groceries, should be limited to Weymouth Town Centre.



COMMENTS

- All the empty retail shops need re filling. The council needs to have a strategy that drives business to the town and encourages investment whilst making it affordable for independents.
- Air B'n'B need to be identified and regulated.
- Expansion of Tourism into the shoulder months and out of season period needs to be a priority.
- There needs to be investment in Brewers Quay and the derelict buildings in the town centre as well as in school street which is a highly neglected area.
- The entire town area is run down. The area around the train station and B&Q is in dire need of regeneration
- More effort to discuss with absentee landlords and encouraging them to offer rent deals to get new businesses to open.
- A more focused strategy regarding making the town centre more vibrant and inviting all year round. A good example is the Coloured umbrellas or flags that they have above the streets in the centre of Exeter or Verity and other art within Ilfracombe.
- The core of Weymouth needs a little definition. Mobile Planters and seats in the centre outside Debenhams for people to have lunch.

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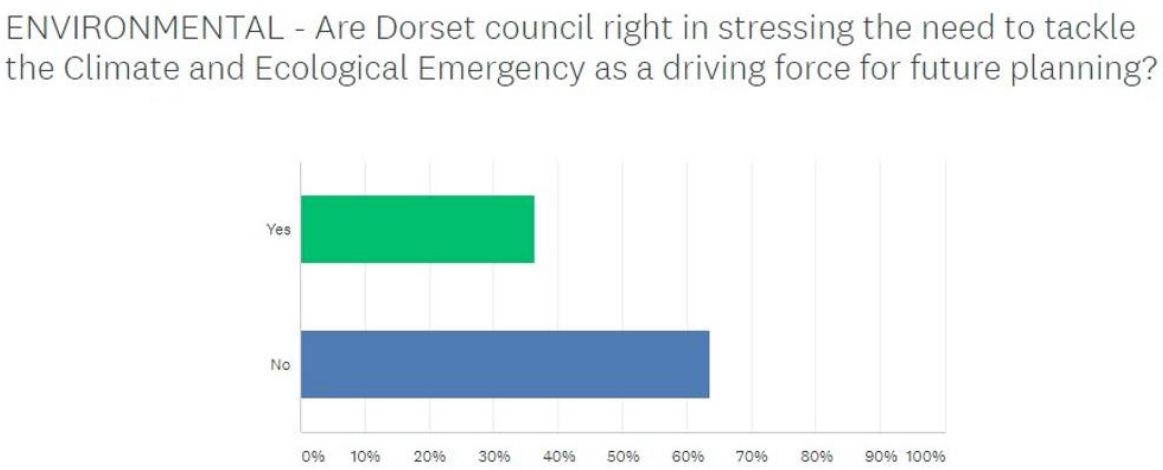
ENVIRONMENTAL



Ideas for improving the general transport provision:

- Multiple electrical charging points should be situated at The Peninsula and Park & Ride so more residents and visitors can use electric cars who are currently unable to because most only have on street parking.
- Improve the buses and trains. Give Weymouth and proper P&R with dedicated buses.
- It is depressing how poor the transport provision is out of season but if the future is to be electric then more electric charging points for self-drivers needed.
- Better use of rail links. Within towns we used to have smaller shuttles that took people around. We are not far off getting electric vehicles so thinking about the future. Those who have vehicles could perhaps better use park and ride systems and then electrical vehicles take them into and back out of
- 64 % of respondents do not think Dorset council is right in stressing the need to tackle the Climate and Ecological Emergency as a driving force for future planning.

OTHER

Parking:

We request that you consider carefully the implications of removing car parks, we need them across the vast expanse of town to ensure the whole town not just the beach and town centre is catered for.

Please can the council consider altering the parking to include pay on exit facilities, so that people who are enjoying their stay don’t cut their visit short.

Visitors stay in the Park district B&B's and bring a lot of income to the local shops and restaurants, harbour, However the plan does not encourage visitors to stay here and nearby parking needs to be addressed.

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Anti-Social Behaviour and HMO's

There needs to be investment in the Park District and a commitment to stop it being used as a dumping ground for people of no fixed abode. All plans for converting B &B s and houses to become flats & Houses of Multiple Occupancy need to be reversed. Much work needs to be done to repair the damage caused by Dorset council housing people of no fixed abode in the Richmoor, Mon Ami and lennox street; it has left long term, on-going repercussions in an area adjacent to one of the 'Gateways' to our town. The park district does not provide visitors with a good first impression of Weymouth, and the has damaged trade for local businesses.

REGENERATION AND DEVELOPMENT

There seem to be to many plans at the moment and several are overlapping and asking the same questions. It is likely that this will cause apathy among the general public to get involved. One overarching plan with geographical areas and sections might have been a better idea especially as it is long term plans we are talking about.

Any plan should be more fluid. You should have important core focus to it and then other parts should be able to be tweaked through trial and error a plan should never be set in stone, Covid has taught us this.

There's not enough balance. I feel the council signed up to the local plan as a knee jerk reaction to media headlines without considering implications.

PERMITS:

A consortium of Guesthouse and Hoteliers have put forward the following to be considered:

- The original parking scheme is reintroduced and enforced and bays are marked out to maximize spaces available.
- Hotel and guesthouse permits are allowed to be used in zone A&C and car parks at non peak times, in a similar way to other parking restrictions on The Seafront e.g. Brunswick Terrace.
- The use of Guesthouse/Hotel permits is extended to all council carparks including at the Pier Bandstand and Esplanade.
- Marked permit bays are introduced at The Swannery car park to give reassurance that there will be sufficient spaces to meet demand.
- The facility for G/H with car parks to use Mi permit and obtain residential and visitor permits is removed as it was in the original system.