

AGENDA

FULL BOARD MEETING

15th DECEMBER 2021

1. Welcome (11:00)

2. Apologies for Absence (11:05)

3. Declarations of Interest (11:10)

4. Observers (11:15)

- a. To welcome observers, Sarah Barnett, Cllr Jon Orrell, Cllr John Worth, Helen Heanes

5. Minutes of the Last Meeting (11:20)

- a. To agree the minutes of the November 2021 Board Meeting (Annexe A)
- b. To discuss any matters arising from the minutes

6. Finance Report (11:30)

- a. To receive an update on levy collection
- b. To receive the November 2021 financial report (Annexe B)
- c. To discuss AGM and financial report including debtors

7. Marketing & Events (11:40)

- a. To receive a report from In The Bag PR (Annexe C) and Loving Weymouth and Portland (Annexe D).
- b. To ask questions about Marketing and Events
- c. To discuss the Accommodation / Visit Weymouth guide

8. Improve (11:50)

- a. To receive the Improve subcommittee minutes (Annex E)
- b. To ask questions about Improve
- c. To present shop wrapping quotes for agreement by board

9. Funding Applications (12:15)

- a. To receive additional information from Weymouth Beach Classic
- b. To receive a funding application from Weymouth Town Council for the 2022 Events Flyer (Annexe F)

10. Items for Next Meeting (12:45)

Dates of Future Meetings

AGM 12th January

19th January

**WE ARE WEYMOUTH LIMITED
FULL BOARD MEETING
HELD AT 11AM ON WEDNESDAY 24TH NOVEMBER**

Attendees & Apologies for Absence

PRESENT:

Board Members

Chairperson, Chris Truscott (CT) – McDonalds
Vice Chair, Ian Ferguson (IF) – Weyline, BeeCars, StreetCars
Jonathan Oldroyd (JO) – Gloucester House Hotel
Graham Perry (GP) – The Bridge Fair Trade Shop
Lynne Fisher (LF) – St John's Guest House
Chris Wells (CW) – ITSA group

Non-Board Members

Dawn Rondeau (DR), Chief Operations Officer – We Are Weymouth
Zach Williams (ZW), Operations Assistant – We Are Weymouth

Observers

Cllr. John Worth (CJW) - Dorset Council
Cllr. Rob Hughes (CRH) - Dorset Council
Cllr. Jon Orrell (CJO) – Weymouth Town Council

Apologies

Tamsin Mutton-McKnight (TM-M) – SeaLife Centre, Merlin
Keith Treggiden (KT) - Rendezvous, Slug & Lettuce, Royal Oak
Helen Heanes (HH) - Dorset Council
Sarah Barnett (SB) - Weymouth College

BOA/2111/1 WELCOME

The Chair opened the meeting and outlined the business of the meeting.

BOA/2111/2 APOLOGIES FOR ABSENCE

Tamsin Mutton-McKnight, Keith Triggiden, Helen Heanes, Sarah Barnett.

BOA/2111/3 DECLARATIONS OF INTEREST

No declarations were made.

BOA/2111/4 OBSERVERS

CT welcomed observers to the meeting.

BOA/2111/5 MINUTES OF THE LAST MEETING

5A - TO AGREE THE MINUTES OF THE SEPT MEETING (ANNEXE A)

LF noted that she was not present at the meeting, with the minutes referencing her as both present and given apologies, and that the date of the meeting needed amending.

D1 – LF's comments were addressed, and the minutes of the October 2021 meeting were agreed as a true and accurate record

5B - TO DISCUSS ANY MATTERS ARISING FROM THE OCTOBER 2021 MINUTES

There were no matters arising.

BOA/2111/6 FINANCE REPORT

6A - TO RECEIVE AN UPDATE ON LEVY COLLECTION

DR advised that there has not been additional formal update from Dorset Council due to the short time between the previous meeting and this meeting, however advised that final demands for 2020 have been issued this week, along with reminder letters for 2021.

CT thanked the Operations Team for their communication with levy-payers and Dorset Council.

6B - TO RECEIVE THE SEPTEMBER FINANCIAL REPORT (ANNEXE B)

The financial report was not available to the Board at this meeting.

A! - DR to send Financial Report to Board

BOA/2111/7 MARKETING AND EVENTS

7A - TO RECEIVE THE MINUTES OF THE MARKETING SUBCOMMITTEE (ANNEXE C) INCLUDING A REPORT FROM IN THE BAG PR (ANNEXE D) AND LOVING WEYMOUTH AND PORTLAND (ANNEXE E)

The minutes received by the board.

7B - TO ASK QUESTIONS ABOUT MARKETING AND EVENTS

DR provided an update on the challenges of working with City Dressing to deliver the Christmas events programme. CT reiterated these concerns and informed the Board that the Operations Team are undertaking a significant amount of work in order to keep events on track.

7C - TO DISCUSS THE ACCOMMODATION / VISIT WEYMOUTH GUIDE

ZW gave a short presentation on a proposal for a revising the accommodation guide in to a 'Visit Weymouth' guide delivering better value for levy-payers, whilst providing opportunities for advertisements from both levy-payers and non-levy payers, with wider distribution potential.

The board agreed and asked ZW to work further on the proposal and costs, taking in to account hidden costs.

DR advised that enquiries begin from January onwards, with the BID creating a waiting list for postal distribution. DR requested that the proposal is brought to the December Board meeting for approval, with production taking place in the new year, ready for distribution from March 2022.

With limited advertising space the board also asked whether this would be sold on a first-come-first-served basis or entered into a hat draw/lottery to create a transparent and fair selection process, thus not favouring or denying any one business in preference to another. This is to be decided.

A1 - ZW to develop proposal

7D – NYE Update

DR & CT provided an update on the complexities surrounding the New Year's Eve fireworks. Various options are being explored, including seeking advice on the contractual obligation, alongside alternative venues.

BOA/2111/8 IMPROVE

8A – TO RECIEVE THE MINUTES OF THE IMPROVE SUBCOMMITTEE (ANNEXE F)

The minutes were received by the board.

8B – TO DISCUSS THE IMPROVE STRATEGY

DR shared a presentation around the Improve Strategy, looking at short term goals for 2022/23 plus longer term goals for BID 3 across three categories – beautification, information and safety. LF thanked Dawn for her work in preparing this. CT will attend a meeting with the Improve Subcommittee to discuss in more detail.

A1 – CT to meet with Improve Subcommittee

8C - TO RECEIVE AN UPDATE ON THE BUSINESS CRIME AND SAFETY SURVEY

ZW shared statistics from the survey with the Board. The Board and Operations Team were disappointed by the low response rate, with CT advising that the low number of responses may mean this is not a key issue for businesses. GP mentioned that numerous consultations have/are talking place with different bodies, and people may be suffering from consultation fatigue.

BOA/2110/9 FUNDING APPLICATIONS

9A – TO RECEIVE A FUNDING APPLICATION FROM WEYMOUTH BEACH CLASSIC (ANNEXE G)

The application was received and discussed by the Board. Members felt that additional information was required to make an informed decision, with DR to ask the applicant to provide a response and the item be presented again at the next board meeting.

A1 – DR to ask questions to applicant and provide for next meeting

BOA/2111/10 ANY OTHER BUSINESS

10A – TO RECEIVE A SHORT UPDATE ON THE CRM SYSTEM

ZW gave a brief presentation on the CRM system and the benefits this is providing to the day-to-day operational management of the BID.

CT asked the Board to ensure that we utilise data from this system to inform future thinking.

10B – AGM

DR advised that the Annual General Meeting is set for 12th January 2021.

GP advised that at this meeting, two Board members need to resign and seek re-election, if desired. CT to approach members to determine who these will be. GP was happy to resign.

CT reminded Board members of the item in the Articles of Association relating to board member attendance at meetings.

GP asked whether Cllr Orrell will consider joining the Board, now the Articles of Association have been amended. Cllr Orrell expressed an interest, with DR advising that Weymouth Town Council first need to register one of their hereditaments as a member of We Are Weymouth Limited.

A1 - DR will send re-election forms to members

A2 – DR to send membership forms to Weymouth Town Council

10C – QUESTION FROM LEVY PAYER

ZW asked the Board a question that has been received from a levy-payer:

Hi, what's is the boards views on the fact that the seafood festival it seems has moved permanently to behind the pavilion. The loss of a free event to the town, a loss of thousands of people around the harbour and in the town for the event and the effect on levy payers. Regards

The board discussed their views on this, with CT & DR to liaise and send a considered response.

10D – NEIGHBOURHOOD PLAN

GP provided an update on the Neighbourhood Plan. The group are hoping that invites will go out following a meeting in December, inviting individuals and organisations to become members of subcommittees.

CT thanked GP for his input and representation with the Neighbourhood Plan group.

BOA/2111/11 ITEMS FOR NEXT MEETING

No items were raised.

BOA/2111/12 DATES OF FUTURE MEETINGS

15th December

12th January – Annual General Meeting

19th January

Balance Sheet

WE ARE WEYMOUTH LIMITED As at 30 November 2021

	30 NOV 2021	31 AUG 2021
Fixed Assets		
Tangible Assets	193	193
Total Fixed Assets	193	193
Current Assets		
Debtors	29,167	14,417
Cash at bank and in hand	118,770	140,615
Prepayments and accrued income	16,424	16,647
VAT	-	8,229
Total Current Assets	164,361	179,907
Creditors: amounts falling due within one year		
Supplier Accounts Payable	20,564	17,802
Accruals	3,000	3,080
VAT	792	-
Total Creditors: amounts falling due within one year	24,356	20,882
Net Current Assets (Liabilities)	140,005	159,025
Total Assets less Current Liabilities	140,198	159,218
Net Assets	140,198	159,218
Capital and Reserves		
Current Year Earnings	(19,020)	52,917
P&L Reserve - Retained Earnings	159,218	106,302
Total Capital and Reserves	140,198	159,218

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.

Draft Financial Report Year to Date

WE ARE WEYMOUTH LIMITED

For the 3 months ended 30 November 2021

	NOTE	ACTUAL TO DATE
INCOME		
BID Levy Income	1	24,306
IMPROVE		
Approved Improve Funding Applications	2	1,792
Total IMPROVE		1,792
MARKETING		
PR		2,127
Marketing Tender / Website Costs		1,058
Approved Marketing Funding Applications	3	16,625
Total MARKETING		19,811
MANAGEMENT		
Staff Costs		15,368
Premises		1,937
Legal and Professional		1,200
General Administrative Costs		3,188
Finance Charges		30
Total MANAGEMENT		21,723
Operating Surplus / (Deficit)		(19,020)

1. Levy Income

The levy information from the council, received 1st December 2021, confirmed an amount available to draw of £164,877.85. The council have been invoiced for this in December for payment in December / January.

	NOTE	ACTUAL TO DATE
2. Approved Improve Funding Applications		
Britain In Bloom		97
Heritage Paving Slabs 2021		1,695
Total Approved Improve Funding Applications		1,792

	NOTE	ACTUAL TO DATE
3. Approved Marketing Funding Applications		
Christmas Events		5,316
Loving Weymouth & Portland		3,750
Oct19 Half Term Workshops		536
QR Code Trail		653
Outsourced Marketing Campaign		4,500

	NOTE	ACTUAL TO DATE
Weymouth motocross event		1,871
Total Approved Marketing Funding Applications		16,625

in the bag

Monthly Report
November 2021

*Weymouth***BID**

WE ARE WEYMOUTH

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MONTHLY REPORT
We Are Weymouth (BID) | November 2021

Coverage

Date	Publication	Source	Reach	AVE
04.11.21	Greatest Hits Radio	Broadcast (elf world record attempt)		
10.11.21	Planet Radio (Web)	https://planetradio.co.uk/greatest-hits/dorset/news/elf-world-record-christmas-weymouth/	236253	6342
12.11.21	Dorset Echo	print	10196	592.02
12.11.21	Dorset Echo	print	10196	847.08
12.11.21	Dorchester Nub News (Web)	https://dorchester.nub.news/n/tighter-regulations-in-dorchester-including-feeding-gulls-could-be-imposed	0	121
13.11.21	Western Daily Press (Late City)	print	11591	1102
14.11.21	Resort	https://www.resortdorset.com/events/Weymouth/7650/Christmas+Lights+Switch+On+%26+Elf+World+Record/		
14.11.21	Visit-Dorset	https://www.visit-dorset.com/event/weymouth-elf-world-record-attempt-and-christmas-lights-switch-on/302873301/		
15.11.21	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/19716355.weymouth-host-world-record-attempt-elf-gathering/	43436	1166
15.11.21	Dorset Echo	print	10196	1118.52
15.11.21	Air FM	Broadcast (elf world record attempt)		
17.11.21	Dorset Echo	print	10196	879.84
17.11.21	Dorset Echo	https://www.dorsetecho.co.uk/news/19721143.christmas-style-steampunk-events-weekend-coming-weymouth/	43436	1166
19.11.21	Dorset Travel Guide	https://dorsettravelguide.com/christmas-markets-dorset/		
25.11.21	Dorset Echo	print	10196	601.38
26.11.21	BBC Radio Solent	Broadcast (elf world record attempt)	205,000	
26.11.21	Greatest Hits Radio	Broadcast (elf world record attempt)		

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MONTHLY REPORT We Are Weymouth (BID) | November 2021

27.11.21	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/19745434.live-music-entertainment-weymouths-christmas-lights-switched/	43436	1166
28.11.21	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/19746672.mornings-josie-gibson-weymouths-christmas-lights-switch-on/	43436	1166
28.11.21	BBC Spotlight	Broadcast (elf world record attempt)		
29.11.21	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/19747705.mornings-josie-gibson-praises-lovely-weymouth-community-world-record-elf-attempt/	43436	1166
29.11.21	BBC Radio Solent	Broadcast (elf world record attempt)	205,000	
29.11.21	Resort	https://www.resortdorset.com/events/Beaminster/		
27.11.21	Greatest Hits Radio	https://planetradio.co.uk/greatest-hits/dorset/news/elf-world-record-attempt-in-weymouth-today/		
27.11.21	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/19746877.firefighters-called-weymouth-pub-roof-blows-off-storm-arwen/	43436	1166
28.11.21	Greatest Hits Radio	https://planetradio.co.uk/greatest-hits/dorset/news/a-fire-at-a-house-in-weymouth-prompted-a-call-out-for-firefighters-last-night-saturday/		
29.11.21	BBC (Web)	https://www.bbc.co.uk/news/uk-england-dorset-59458451	1916376	51439
27.11.21	Dorset Echo	print	10196	177.84
29.11.21	Dorset Echo	print	10196	182.52
29.11.21	Dorset Echo	print	10196	924.3
29.11.21	Dorset Echo	https://www.dorsetecho.co.uk/news/19747529.beautiful-historic-street-weymouth-town-centre-lit-new-christmas-lights/	43436	1166

Public Relations

- Pitched Steampunk weekend into the i newspaper for feature on winter events
- Liaised with The Cheshire Magazine to discuss potential press trips for 2022
- Pitched Steampunk into OK! Magazine for feature on Christmas events happening around the UK
- Pitched The Gresham into the Guardian for feature on cosiest hotels in the UK
- Drafted Steampunk press release and circulated for sign off

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MONTHLY REPORT

We Are Weymouth (BID) | November 2021

- Drafted shop-wrapping press release and circulated for sign off
- Circulated shop-wrapping press release to key local media contacts
- Circulated Elf World Record Attempt press release to key media
- Liaised with Resort magazine to supply Steampunk images and press release for online events listing
- Pitched 450 years press release into The Observer for request of positive news story with historical twist
- Liaised with The Oxford Times to discuss potential press trip
- Liaised with The Dorset Echo to confirm Elf World Record Attempt information and lights illumination
- Pitched WAW into the Daily Express for 2022 press trips
- Circulated Steampunk press release to media contacts - national
- Liaised with Bournemouth Picture and News Desk to arrange for them to photograph the Steampunkers for Steampunk gallery which will be pitched out to national news
- Amended St Alban Street press release and circulated to key players
- Pitched Steampunk into The Huff Post for feature on best Christmas markets in the UK
- Pitched WAW into the METRO for feature on romantic getaways with a quirk - pitched in Goat Yoga from The Ranch at Weymouth
- Liaised with ITV's This Morning to arrange for a film crew and celebrity presenter (Josie Gibson) to visit Weymouth for Elf World Record Attempt
 - Liaised with crew before, during and after the event
 - Due to be aired 2nd December
 - Shared on social media
- Drafted and circulated Elf World Record Attempt media alert
- Drafted and circulated Steampunk Weekend media alert
- Liaised with Bournemouth Picture and News Service to discuss attending Elf World Record Attempt
- Circulated St Alban Street press release to key local media contacts
- Drafted Elf World Record Attempt round up release and circulated for sign off
- Circulated Elf World Record Attempt press release to key media contacts - national
- Liaised with Dorset Echo on Elf World Record Attempt - final numbers
- Liaised with BBC Spotlight on Elf World Record Attempt - final numbers
- Liaised with BBC News to supply photography for Elf World Record Attempt
- Liaised with Wave FM to share Steampunk information and pitch a spokesperson
- Drafted final numbers quote from Dawn and circulated for sign off - shared with journalists following up on numbers

Advertising

Liaised with LocalIQ to discuss potential digital Christmas push - not booked

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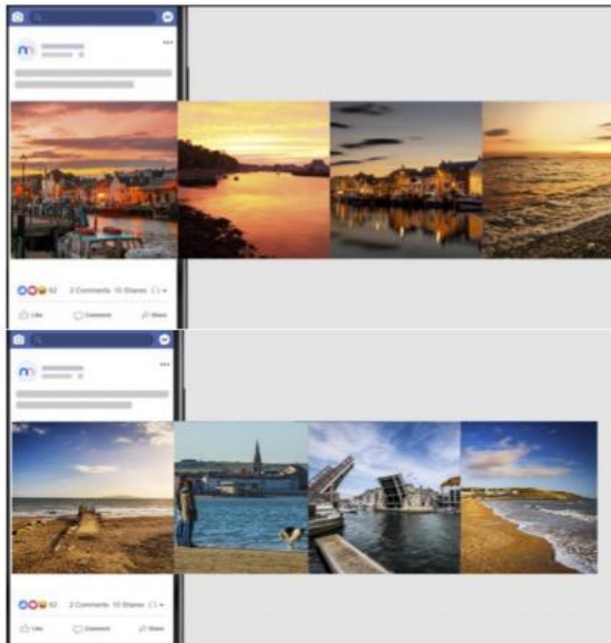
MONTHLY REPORT We Are Weymouth (BID) | November 2021

Feedback to Greatest Hits Radio on Christmas scripts and recordings - now going live
Liaised with The Luxury Columnist to discuss potential paid for promotion for WAW events - not booked

Social Media

Autumn campaign final stats

Social Media Campaign



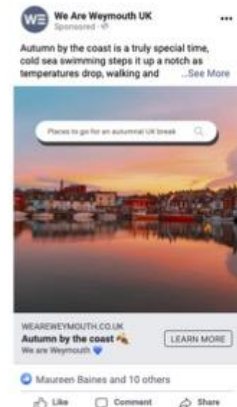
Traffic Campaign - performance.
Campaign Launch date - 20.10.21

Impressions - 84,933
973 Link clicks through to WAW website
CTR - 53p (Link Click Through Rate)
1.15% CTR (Benchmark 1% to cold traffic)

% CTR by area:
Wilts 28%
Surrey & Kent 23.1%
Berkshire 20.6%
Hampshire 16.7%
Bucks 11.6%

213 post reactions in total
9 post shares

Total reach 33k
Total Cost £513.35

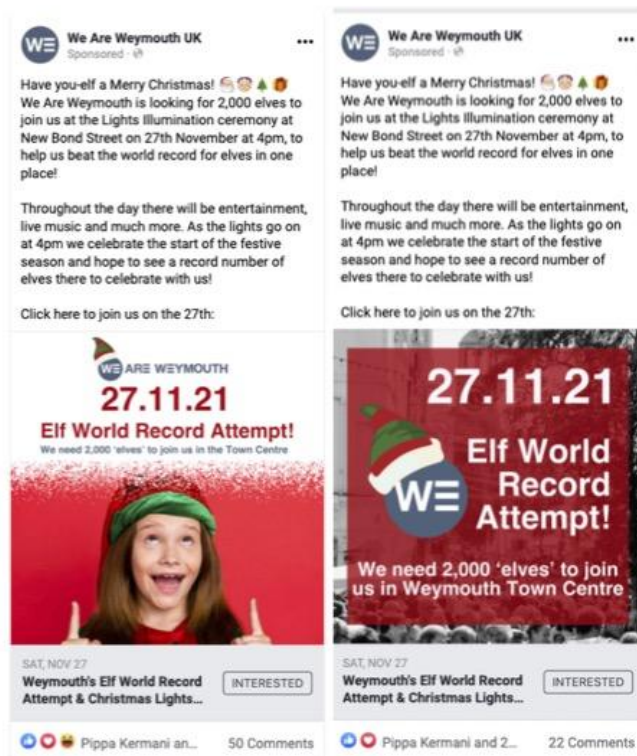


Drafted Elf World Record Attempt FB campaign copy and created visuals
Built Elf World Record Attempt audience

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MONTHLY REPORT
We Are Weymouth (BID) | November 2021

Social Media Campaign



Elf Record Event Campaign performance Campaign Launch date - 16.11.21

Impressions - 33,346
Reach - 5,056
179 responses
54p per event response
72 Post Comments
82 Post Likes
5 Post Saves
40 Post Shares

Total Cost £96.95

Posted weekly branded content to showcase upcoming activities
Boosted This Morning post to alert everyone to film crew arriving

AOB

- Drafted weekly PR Newswires
- Phone calls with BID team
- Meeting with the BID team (Zach)
- Marketing sub-committee meeting
- Shared coverage on We Are Weymouth Business social pages
- Attended Elf World Record Attempt 27th November 2021
- Liaised with Fourth Wall on invoicing for We Are Sunshine promotion film
- Ordered COAST Magazine for Steampunk article
- Attended Marketing Subcommittee meeting
- Created folder of all final press releases for WAW
- Purchased istock steampunk image - £6.72
- Liaised with Fourth Wall to book them for filming Elf World Record Attempt - attended and showed them where to film

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MONTHLY REPORT

We Are Weymouth (BID) | November 2021

- Filmed Elf World Record Attempt and sent footage to BBC South Today
- Sent Elf World Record Attempt rushes from Fourth Wall to BBC Spotlight
- Liaised with John Naylor to confirm happy to be contact for Bournemouth News and Picture Agency for Steampunk photography
- Liaised with Dorset Magazine photographer to buy Steampunk images
- Liaised with Fourth Wall to arrange filming of Steampunk weekend

Upcoming activity

2022 planning

Steampunk Ball social media campaign

Steampunk push both locally and nationally

Final Christmas events push both locally and nationally

Love Weymouth Activity Report We Are Weymouth Marketing Committee Period Covered November 2021

1. Love-Weymouth.co.uk Website;

We continue to work at adding levy paying businesses and events to the website 150 businesses levy paying businesses are now listed on site. We'll forward the list and would be a big help if we could have latest latest levy payers list by year end so we can concentrate on signups during Jan/Feb whilst website and social media activity is likely to be quieter.

Listed events averaged around 30 during month. Numbers remain buoyant during December.

Website Visits November 27,300 (28,900)

2. FACEBOOK

There was an increase in posts and reach during November when compared to December in the main due to regular posts supporting up coming WAW Christmas events and the QR trail during half term week.

- A. Total Post Reach 1,212,200 (951,000)
- B. Total Number of Posts 62 (56)
- C. Video Views ... 51,000 (19,700)
- D. Minutes of video viewed ... 25,000 (9,700)
- E. Page Likes at month end ... 59,100 (58,820)
- F. Followers at month end ... 62,005 (61,700)
- G. Average Reach per post 19,500 (17,000)
- H. Average post reach = 31.44% of followers (29%)

3. Youtube:

Subscribers as at end November 1,020 (1,013)

Minutes viewed 4,614 (4,398)

4. Instagram:

Total followers 13,875 (13,809)
Total Post Reach 37,313 (18,500)
Reels 1
Reel Views 48,800
Stories 11
Stories Reach 3362

**WE ARE WEYMOUTH LIMITED
MINUTES OF THE IMPROVE SUBCOMMITTEE MEETING
HELD AT 10:00AM ON 7TH DECEMBER 2021**

PRESENT

Dawn Rondeau, Zach Williams, Chris Truscott, Graham Perry, Jonathan Oldroyd
(We Are Weymouth)

APOLOGIES

Helen Heanes (Dorset Council), Ed Warr (Weymouth Town Council)

IMP/2112/1 REVIEW OF NOVEMBER 2021 MINUTES

D1 - The minutes of the November 2021 meeting were agreed to be a true and accurate record of the meeting.

IMP/2112/2 IMPROVE STRATEGY

DR gave a presentation on the improve strategy, detailing short, medium and long-term projects.

Initial agreement was made regarding the re-wrapping of buildings already undertaken as part of the Christmas improvements.

A1 - DR/ZW to gain competitive quotes and agreement by Dec board in order to action in January

IMP/2112/3 BRITAIN IN BLOOM

DR discussed Britain in Bloom, and the planned routes for 2022 and 2023, outlining Swannery carpark, Westham bridge, Westham rd, Kings statue, Esplanade, Kings street and Radipole gardens for 2023. Whilst Improvements can commence in 2022; due to the sensory garden being undertaken in 2022 and mobilising both Weymouth town council and Dorset council work will not be completed until 2023. Therefore, work can commence in haste now with completion 2023 with a new route for 2022 from Nothe gardens including businesses in harbourside and trinity street decided, but the specifics have yet to be outlined.

A1 – DR to put hanging baskets contract out to tender for decision at January board

IMP/2112/4 CAR PARK SIGNAGE

DR outlined her thoughts on car park signage as part of the improve strategy, including maps, floor decals and flags, with a continuing theme and message. This was agreed as a good idea, starting with carparks outside of the conservation area such as Swannery whilst permissions sought in car parks and streets within the conservation area. Maps to be brought to the improve meeting in February with QR codes, branding and messaging for discussion.

A1 - DR & ZW to research approaches in other towns and provide initial drafts of maps to Board in February 2022.

A2 - DR to contact Michael Westwood, Dawn Heath and Conservation regarding logistics and permissions etc.

IMP/2112/5 PLANNING ENFORCEMENT

EW was unable to attend this meeting and provide an update from planning enforcement following the action point at the last meeting.

A1 – ZW to email EW and Tony Hurley to enquire as to a response from planning enforcement.

A2 – DR to include planning enforcement in a letter to Dorset Council regarding the provision of baseline services in the town.

IMP/2112/6 ARTS MURAL TRAIL

There has been no update on this project.

A1 – DR to contact Ben Heath for an update prior to the next Board Meeting.

IMP/2112/7 HERITAGE SLABS

A1 – DR to contact Ned for an update on progress

IMP/2112/8 NEIGHBOURHOOD PLAN

Weymouth Town Council are organising a series of walkabouts. The aim of the walkabouts is to provide an opportunity for local residents to meet members of the steering group and help identify local issues that affect the area they live in. GP in communication on behalf of BID and will advise when we can start to make representation in the sub groups.

IMP/2112/9 LOCAL PLAN

HH was unable to attend the meeting today to give an update. DR to ask for a formal response and invite Helen to update

IMP/2112/10 CSAS

The committee discussed CSAS, and feedback from levy-payers around the Business Crime and Safety Survey. There was a consensus that whilst CSAS does undertake valuable work, in its current format, the benefits of CSAS to businesses isn't as strong as it could be, and that service monitoring data is not specific or effective in meeting levy-payer requirements. The committee discussed creating a service specification, and the idea of a business ranger, providing a dedicated service to levy-payers in the town, e.g. dealing with shoplifting, low-level ASB, business engagement, reporting public realm issues such as graffiti and waste etc. Agreed to invite an informal presentation at the next subcommittee meeting.

ZW also provided an update that the results from the Business Crime and Safety Survey will be fed back in to Dorset Council's Public Space Protection Order (PSPO) consultation, with the Operations Team drafting a response for approval by the subcommittee prior to submission.

A1 - ZW to invite presentation at next meeting

A2 - ZW to provide a draft response to PSPO consultation

IMP/2112/11 GRAFFITI AND ROUGH SLEEPING

Members discussed concerns around these items within the town and will review the baseline agreement with Dorset Council, before writing to them for a response to concerns.

A1 – DR to review agreement and write to Dorset Council regarding concerns

IMP/2112/12 CRIME SURVEY RESULTS

This item was covered under item IMP/2112/10 – CSAS.

IMP/2112/13 ROUGH SLEEPERS

This item was covered under item IMP/2112/11 – Graffiti and Rough Sleeping.

IMP/2112/14 GRAFFITI CLEANING

This item was covered under item IMP/2112/11 – Graffiti and Rough Sleeping.

Weymouth Business Improvement District Ltd Project Funding Application



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

Application Process:

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

Funding Procedure:

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

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

Weymouth Town Council
Council Offices,
Commercial Road,
Weymouth,
DT4 8NG

01305 239839
office@weymouthtowncouncil.gov.uk

Describe your project:

Promotion of 2022 Weymouth Events & Festivals Programme featuring over 200 events. The campaign to promote this extensive/varied all year-round programme is compiled and produced in a professional glossy A2 leaflet/folded to A5 and reproduced in a digital format. The events and festival leaflet has a print run up to 50,000 copies (distributed professional locally and regionally targeted at day and overnight visitors), throughout the year. The programme is tremendously popular with the local and visitor community as well as the accommodation, hospitality, and entertainment sectors of Weymouth's vibrant visitor communities

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

Local and visitor community including day and overnight visitors
Event participants, supporters, spectators and people looking to share/enjoy a 'unique event/festival' experience in a stunning seaside location

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):

This Campaign is a successful tri-partnership Weymouth Pavilion, Town Council and Weymouth BID.

The impact of the town's events programme has multiple benefits including economic, social and effective destination promotion and excellent PR.

- 1) Additional footfall to the town, each event will attract participants, supporters, and general visitor, to be inspired and entertained. Over half a million event visitors are attracted to the town annually this is sustained and developed by the success of the events campaign.
- 2) Destination publicity for the town, each event prior, during and post event generates extensive positive media and social media coverage. This has a positive contribution to the popularity, community cohesion and civic pride of the town.
- 3) Event development, successful well run and attended events encourage event growth, community/volunteer participation and economic benefit to the town.
- 4) Event success, the events campaign is embraced and welcomed by all event organisations, charities, and voluntary groups in Weymouth. It is a privilege to have the opportunity to support the community events programme and recognise the thousands of volunteer hours, we believe their success is our success.

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

Time and Attendance (Estimated):

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

Licensing

Does your event include any of the following:

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

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

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

Health & safety

Public Liability Insurance:

For all activities it is a statutory requirement to hold a minimum of £5m public liability insurance. *Please attach a copy of your Public Liability Insurance Certificate with your application, if you currently hold such insurance.*

Risk Assessment:

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

First Aid/Medical

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

Numbers	Organisation providing
---------	------------------------

First aiders	
--------------	--

First aid post	
----------------	--

Ambulances	
------------	--

Paramedics	
------------	--

Emergency Services

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

Emergency Planning

Police No
Ambulance Service No
Fire and Rescue Service No
Coastguard No
RNLI No
Highway Authority No

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

Please describe how you would alert key personnel of an emergency at your event and decide the level of action to take?
Please describe how you would inform the public of an emergency at your event, if required?
Please describe how you would evacuate the event site in an emergency, if required?

Traffic Management

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

N/A

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

N/A

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

N/A

Site services and welfare

Toilets

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

N/A

Children

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

N/A

Waste Management

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

N/A

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

N/A

Funding

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

£20 -£50 per day visit / £100 to £150 per overnight visitor (seasonal variety)

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

£2500
This is a contribution to an overall £7500 project

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

Weymouth Town Council £2500
Weymouth Pavilion £2500

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

Leaflet Printing £4500
Posters Printing and display £650
Digital Marketing £950
Graphic Design £400
Leaflet distribution £1000

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

Weymouth Pavilion, Weymouth Swimming Pool, Alexandra Gardens, Bacora Italian Restaurant, The Boat Café, Harveys

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

NONE
Generally, the Weymouth Events programme is very well received and generates considerable pride and excitement for the people and businesses of Weymouth.

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

We strongly believe that this dynamic events campaign is tremendously effective and supported by 3 excellent committed partners. The core philosophy is to maximise the towns events and entertainment programme to attract and entertain visitors to the town increase and invigorate the profile and reputation of Weymouth.

DECLARATION:

I declare that this funding application has been authorised by:

Name of organisation:

Name of Applicant:

Signature of applicant:

Position:

Date:

Important Assessment Criteria

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

Essential criteria:

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