

# **AGENDA**

## **FULL BOARD MEETING**

### **28<sup>TH</sup> OCTOBER 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, Natalie Merry, Cllr Jon Orrell, Cllr John Worth and Cllr Clare Sutton

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

- a. To agree the minutes of the July 2021 meeting (Annexe A)
- b. To discuss any matters arising from the September 2021 minutes

#### **6. Finance Report (11:30)**

- a. To receive an update on levy collection
- b. To receive the September 2021 financial report (Annexe B)

#### **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 receive an update on events for Christmas 2021
- c. To discuss NYE Fireworks
- d. To discuss the Sense of Unity event, review feedback from attendees' (Annexe E) and agree an in-principle allocation
- e. To ask questions about Marketing and Events

#### **8. Improve (12:00)**

- a. To receive an update on the Heritage Paving Slabs
- b. To receive an update on Britain in Bloom, including publicity and 2022 plans
- c. To receive an update on the Business Crime and Safety Survey
- d. To discuss the Improve strategy, ahead of the Improve meeting on 2<sup>nd</sup> November 2021

#### **9. Funding Applications (12:15)**

- a. To discuss changes to the funding application process/format

#### **10. Any Other Business (12:20)**

- a. To receive a short update on the CRM system

**11. Items for Next Meeting (12:30)**

**12. Dates of Future Meetings (12:35)**

- a. 24<sup>th</sup> November
- b. 15<sup>th</sup> December
- c. 19<sup>th</sup> January

**WE ARE WEYMOUTH LIMITED  
FULL BOARD MEETING  
HELD AT 11AM ON WEDNESDAY 29<sup>TH</sup> SEPTEMBER 2021**

**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  
Tamsin Mutton-McKnight (TM-M) – SeaLife Centre, Merlin (joined at 11:19)  
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 Present:

**Observers**

Cllr. Clare Sutton (CS) – Dorset Council  
Cllr. Jon Orrell (CJO) – Weymouth Town Council

**Apologies**

Keith Treggiden (KT) - Rendezvous, Slug & Lettuce, Royal Oak Present:  
Natalie Merry (NM)– Weymouth College  
Cllr. John Worth (JW) – Dorset Council  
Helen Hearnnes (HH) – Dorset Council

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**BOA/2109/1                    WELCOME**

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

**BOA/2109/2                    APOLOGIES FOR ABSENCE**

Apologies received from Keith Treggiden, Natalie Merry, Helen Heanes and Cllr John Worth.

**BOA/2109/3                    DECLARATIONS OF INTEREST**

GP declared an interest in the funding application for the Nothe Fort, as a member of Weymouth Civic Society. GP will abstain from voting on this item.

## **BOA/2109/4                    OBSERVERS**

CT welcomed observers to the meeting, Cllr Jon Orrell and Cllr Clare Sutton.

CT informed the board that Cllr Clare Sutton would be retiring from attending the Board meetings, and thanked Clare for her support and participation during her tenure.

## **BOA/2109/5                    MINUTES OF THE LAST MEETING**

5A - TO AGREE THE MINUTES OF THE JULY 2021 MEETING (ANNEXE A)

D1 – The minutes of the July 2021 meeting were agreed as a true and accurate record

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

CT updated the board that he is currently in communication with Natalie Merry and will follow up discussions.

A1 – CT to meet with Natalie Merry

## **BOA/2109/6                    FINANCE REPORT**

6A - TO RECEIVE AN UPDATE ON LEVY COLLECTION

CT advised there was a balance outstanding of around £50,000 for 20/21.

DR and ZW will review list for Dorset council to take collection to final stages checking that it is valid and up-to-date.

GP asked for an update about 2021-2022 levy collection. DR advised that letters were unfortunately delayed due to staff absence, and that Dorset Council are now in possession of the required information to proceed with invoicing.

6B - TO RECEIVE THE AUGUST 2021 FINANCIAL REPORT (ANNEXE B)

CT informed the Board that he believes income will continue to be depressed, with bad debt provision absorbed, and that the Board may need to look at reducing project pots to compensate for this reduction in income.

## **BOA/2109/7                    MARKETING AND EVENTS**

7A – TO RECEIVE A REPORT FROM IN THE BAG PR (ANNEXE C) AND LOVING WEYMOUTH AND PORTLAND (ANNEXE D), AND THE MINUTES OF THE SEPTEMBER 2021 MARKETING SUBCOMMITTEE (ANNEXE E)

These reports were received by the board.

7B - TO RECEIVE AN UPDATE ON CHRISTMAS 2021

DR presented slides to the board and outlined the 4 weeks of planned activities for Christmas; Elf world record, Elf workshops, Steampunk weekend, Nativity trail and Santa activities. Dawn has

been liaising with partners City Dressing and the Ministry of Steampunk, plus businesses, community organisations and stakeholders on a range of matters with regards Christmas.

CT was positive about plans, and encouraged that it be a Weymouth wide event, ensuring that plans are well-publicised. DR shared feedback from councillors who advised utilising a variety of media to engage the community. During DR's engagement with businesses regarding Christmas activities, feedback was received regarding the importance of posters, leaflets and flyers for shops to display and for hospitality to promote to visitors. Marketing budget has already been allocated within Christmas activities to be used for this.

DR confirmed that Dorset Council intend to operate free parking on 27<sup>th</sup> November 4<sup>th</sup> December and 15<sup>th</sup> December.

GP enquired as to the South Harbourside Friends Group involvement in Hope Square activities, and Dawn confirmed she is engaging with groups and businesses in Hope Square.

## 7C - TO DISCUSS NYE FIREWORKS

DR updated that the BID has been in communication with Nothe Fort, and complexities have been raised around safety, insurance, and the financials of staffing costs on New Year's Eve, and additional costs for stewarding etc. CW raised concerns about the costs and insurance status, and DR provided clarity. TMM advised that costs were in-line with market value.

DR raised the possibility of using the Pavilion Peninsula should the Nothe Fort not be feasible, with Cllr Jon Orrell offering to introduce DR to the appropriate contacts at Dorset Council. JO advised that this option had been considered previously and asked whether the beach could also be considered as an option. DR raised concerns about limiting access to the beach.

A1 – Cllr Jon Orrell to introduce Dawn to contacts at Dorset Council

A2 – DR to pursue investigating Pavilion Peninsula and gain clarity from Nothe Fort and Sirotechnics around requirements and cost

## 7D - TO DISCUSS A REVISED BID WEBSITE AND AGREE ACCESS PREFERENCES

ZW presented a proposal for a revised BID website, developed in-house, to replace the current www.weymouthbid.co.uk site. The website provides an enhanced user experience, is in-line with current branding and is easier to maintain. The board were supportive of the new website and felt it was a marked improvement on the existing.

The board discussed access preferences for the website and agreed that the website feature an exclusive levy-payer area, where levy-payers can view meeting minutes, reports and access additional information as the site develops, such as feedback forms and surveys. This will also assist the BID with ensuring that an up-to-date list of levy-payers is maintained.

A1 – ZW to proceed with creating a new BID website

D1 – That an exclusive levy-payer area be part of the site

## 7E - TO ASK QUESTIONS ABOUT MARKETING AND EVENTS

CT praised the marketing subcommittee and In the Bag for the work produced.

JO asked what the financial position for the Red Arrows is, should the Carnival be unlikely to proceed. DR advised this will be re-allocated for other BID activities.

DR discussed the Sense of Unity event, and ZW shared statistics to the board for feedback. The event was extremely well received by the general public and was a real boost to the area.

## **BOA/2109/8            IMPROVE**

### **8A - TO RECEIVE THE MINUTES OF THE SEPTEMBER 2021 IMPROVE SUBCOMMITTEE**

The minutes were received by the board.

### **8B - TO DISCUSS THE ST ALBAN STREET LIGHTING PROJECT**

ZW presented an update on the project, highlighting the setbacks from planning. It is proposed that we work in partnership with Weymouth Town Council to erect a temporary winter lighting installation for this year and re-evaluate the project in the new year.

D1 – That the BID proceeds with working in partnership with Weymouth Town Council

### **8C - TO AGREE HERITAGE PAVING SLABS**

DR advised that the estimated cost for creating and installing eight new slabs is within £10,000. The board were in unanimous agreement to proceed with the project.

D1 – Agreed to allocate £10,000 to the heritage paving slabs

A1 – DR to order slabs and arrange installation

### **8D - TO RECEIVE AN UPDATE ON BRITAIN IN BLOOM**

DR updated that DR, ZW & Tara Williams (Head of Parks and Open Spaces, Weymouth Town Council) are attending the awards ceremony on 7<sup>th</sup> October. A press release has been drafted in anticipation of the town receives an award. CT asked that we liaise with Weymouth Town Council to draft a joint press release as partners in the project.

A1 – DR to speak to Weymouth Town Council regarding a joint press release.

### **8E - TO ASK QUESTIONS ON IMPROVE MATTERS**

GP updated the group on a conversation about the Arts Mural Trail. DR will follow these up.

A1 – DR to speak to Tony Hurley about the Arts Mural Trail

## **BOA/2109/9            FUNDING APPLICATIONS**

### **9A – TO REVIEW THE APPLICATION FROM WEYMOUTH AND PORTLAND LIONS CLUB FOR THE BEACH MOTOCROSS (ANNEXE G)**

The board reviewed the application and acknowledged that whilst the event is positive and increases footfall, BID funding should not be relied on to sustain elements of the event, and that consideration should be given in future to providing funding to promote the event or enhance the event.

D1 - The board voted, and the application was APPROVED, with six members for, and one against.

**9B – TO REVIEW A REVISED APPLICATION FROM THE NOTHE FORT FOR CHRISTMAS ILLUMINATIONS (ANNEXE H)**

The board discussed the proposal from the Nothe Fort in detail, and invited Mary-Ann Edwards (General Manager, Nothe Fort) to the meeting for questions. Whilst the board were supportive of the concept, they were concerned that having considered all the figures presented and the estimated visitor numbers, that the application did not represent good value for money for levy-payers.

CT proposed that the BID support the Nothe Fort by match funding the contribution of Weymouth Town Council (£2,000).

D1 - This was AGREED unanimously.

**BOA/2109/10 ANY OTHER BUSINESS**

No items were raised.

**BOA/2109/11 ITEMS FOR NEXT MEETING**

No items were raised.

**BOA/2109/12 DATES OF FUTURE MEETINGS**

Thursday 28<sup>th</sup> October, Wednesday 24<sup>th</sup> November and Wednesday 15<sup>th</sup> December.

**WE ARE WEYMOUTH LIMITED  
FULL BOARD MEETING  
WEDNESDAY 29<sup>TH</sup> SEPTEMBER 2021  
DECISION AND ACTION LOG**

<b>Meeting Ref</b>	<b>Type</b>	<b>Summary</b>
BOA/2109/5	D1	The minutes of the July 2021 meeting were agreed as a true and accurate record
BOA/2109/5	A1	A1 – CT to meet with Natalie Merry
BOA/2109/7/C	A1	Cllr Jon Orrell to introduce Dawn to contacts at Dorset Council
BOA/2109/7/D	A1	ZW to proceed with creating a new BID website
BOA/2109/7/D	D1	That an exclusive levy-payer area be part of the site
BOA/2109/8/B	D1	That the BID proceeds with working in partnership with Weymouth Town Council

BOA/2109/8/C	D1	Agreed to allocate £10,000 to the heritage paving slabs
BOA/2109/8/C	A1	DR to order slabs and arrange installation
BOA/2109/8/D	A1	DR to speak to Weymouth Town Council regarding a joint press release
BOA/2109/8/E	A1	A1 – DR to speak to Tony Hurley about the Arts Mural Trail
BOA/2109/9/A	D1	Agreed to fund Weymouth and Portland Lions Club for the Beach Motocross
BOA/2109/9/B	D1	Agreed to match fund Weymouth Town Council for the Nothe Fort Christmas Illuminations for £2000
BOA/2109/5	D1	The minutes of the July 2021 meeting were agreed as a true and accurate record
BOA/2109/5	A1	A1 – CT to meet with Natalie Merry



# Draft Financial Report Year to Date

## WE ARE WEYMOUTH LIMITED

For the month ended 30 September 2021

	NOTE	ACTUAL TO DATE
<b>IMPROVE</b>		
Approved Improve Funding Applications	2	1,695
<b>Total IMPROVE</b>		<b>1,695</b>
<b>MARKETING</b>		
PR		2,039
Marketing Tender / Website Costs		130
Approved Marketing Funding Applications	3	3,394
<b>Total MARKETING</b>		<b>5,564</b>
<b>MANAGEMENT</b>		
Staff Costs		4,727
Premises		693
Legal and Professional		400
General Administrative Costs		2,096
Finance Charges		13
<b>Total MANAGEMENT</b>		<b>7,928</b>
<b>Operating Surplus / (Deficit)</b>		<b>(15,187)</b>

### 1. Levy Income

The levy information from the council, received 8th October 2021, confirmed an amount available to draw of £12236.38 up to the end of 20-21. The council have been invoiced for the majority of this and payment should be received in October 2021.

The council have not yet provided details of any levy invoices raised for this 21-22.

	NOTE	ACTUAL TO DATE
<b>2. Approved Improve Funding Applications</b>		
Heritage Paving Slabs 2021		1,695
<b>Total Approved Improve Funding Applications</b>		<b>1,695</b>

	NOTE	ACTUAL TO DATE
<b>3. Approved Marketing Funding Applications</b>		
Christmas Events		34
Loving Weymouth & Portland		1,250
Oct19 Half Term Workshops		536
QR Code Trail		75
Outsourced Marketing Campaign		1,500
<b>Total Approved Marketing Funding Applications</b>		<b>3,394</b>

# Balance Sheet

## WE ARE WEYMOUTH LIMITED As at 30 September 2021

	30 SEP 2021	31 AUG 2021
<b>Fixed Assets</b>		
Tangible Assets	548	548
<b>Total Fixed Assets</b>	<b>548</b>	<b>548</b>
<b>Current Assets</b>		
Debtors	14,417	14,417
Cash at bank and in hand	133,487	140,765
Prepayments and accrued income	17,820	16,641
VAT	9,922	8,191
<b>Total Current Assets</b>	<b>175,646</b>	<b>180,013</b>
<b>Creditors: amounts falling due within one year</b>		
Supplier Accounts Payable	28,548	17,649
Accruals	3,000	3,080
<b>Total Creditors: amounts falling due within one year</b>	<b>31,548</b>	<b>20,729</b>
<b>Net Current Assets (Liabilities)</b>	<b>144,097</b>	<b>159,284</b>
<b>Total Assets less Current Liabilities</b>	<b>144,646</b>	<b>159,832</b>
<b>Net Assets</b>	<b>144,646</b>	<b>159,832</b>
<b>Capital and Reserves</b>		
Current Year Earnings	(15,187)	53,531
P&L Reserve - Retained Earnings	159,832	106,302
<b>Total Capital and Reserves</b>	<b>144,646</b>	<b>159,832</b>

### 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.

## October Marketing Subcommittee - In The Bag PR Reporting and autumn/winter campaign

### Coverage

<u>Date</u>	<u>Publication</u>	<u>Link / print</u>
21.08.21	DorsetBizNews (Web)	<a href="https://www.dorsetbiznews.co.uk/worst-bit-of-my-job-juggling-varying-demands-in-order-to-be-and-do-the-very-best-i-can/">https://www.dorsetbiznews.co.uk/worst-bit-of-my-job-juggling-varying-demands-in-order-to-be-and-do-the-very-best-i-can/</a>
22.08.21	Planet Radio (Web)	<a href="https://planetradio.co.uk/greatest-hits/dorset/news/ideas-needed-for-new-mural-trail-planned-for-weymouth/">https://planetradio.co.uk/greatest-hits/dorset/news/ideas-needed-for-new-mural-trail-planned-for-weymouth/</a>
23.08.21	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/19529190.weymouth-mural-trail-art-project-announced/">https://www.dorsetecho.co.uk/news/19529190.weymouth-mural-trail-art-project-announced/</a>
23.08.21	Dorset Echo	print
28.08.21	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/19543732.council-responds-new-graffiti-artwork-sprayed-around-weymouth/">https://www.dorsetecho.co.uk/news/19543732.council-responds-new-graffiti-artwork-sprayed-around-weymouth/</a>
31.08.21	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/19547267.artists-wanted-weymouth-mural-art-trail-project/">https://www.dorsetecho.co.uk/news/19547267.artists-wanted-weymouth-mural-art-trail-project/</a>
31.08.21	Dorset Echo	print
28.09.21	Dorset Echo	print
30.08.21	Dorset Echo	print
01.09.21	Dorset Councils Online (Web)	<a href="https://news.dorsetcouncil.gov.uk/2021/09/01/cabinet-asked-to-approve-costs-for-weymouth-station-gateway/">https://news.dorsetcouncil.gov.uk/2021/09/01/cabinet-asked-to-approve-costs-for-weymouth-station-gateway/</a>
02.09.21	Planet Radio (Web)	<a href="https://planetradio.co.uk/greatest-hits/dorset/news/full-funding-found-weymouth-rail-station-project/">https://planetradio.co.uk/greatest-hits/dorset/news/full-funding-found-weymouth-rail-station-project/</a>
03.09.21	The Telegraph	<a href="https://www.telegraph.co.uk/travel/comment/weymouth-better-hometown-st-ives/">https://www.telegraph.co.uk/travel/comment/weymouth-better-hometown-st-ives/</a>
03.09.21	Yahoo! Style UK (Web)	<a href="https://uk.style.yahoo.com/why-weymouth-better-hometown-st-101647433.html">https://uk.style.yahoo.com/why-weymouth-better-hometown-st-101647433.html</a>
03.09.21	Disability Arts Online (Web)	<a href="https://disabilityarts.online/events/sense-of-unity-by-dundu-and-worldbeaters-weymouth/">https://disabilityarts.online/events/sense-of-unity-by-dundu-and-worldbeaters-weymouth/</a>
05.09.21	The Sun (Scotland)	print
05.09.21	The Sun	print

04.09.21	The Sun (Online)	<a href="https://www.thescottishsun.co.uk/travel/7655921/beach-fun-foodie-heaven-dorset/">https://www.thescottishsun.co.uk/travel/7655921/beach-fun-foodie-heaven-dorset/</a>
04.09.21	The Sun (Online)	<a href="https://www.thesun.co.uk/travel/16051163/beach-fun-foodie-heaven-dorset/">https://www.thesun.co.uk/travel/16051163/beach-fun-foodie-heaven-dorset/</a>
07.09.21	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/19564985.dorset-council-supports-plans-transform-weymouth-trains-station/">https://www.dorsetecho.co.uk/news/19564985.dorset-council-supports-plans-transform-weymouth-trains-station/</a>
08.09.21	Dorset Echo	print
10.09.21	iNews (Web)	<a href="https://inews.co.uk/inews-lifestyle/travel/40-free-activities-uk-autumn-2021-arts-fireworks-harry-potter-1190981">https://inews.co.uk/inews-lifestyle/travel/40-free-activities-uk-autumn-2021-arts-fireworks-harry-potter-1190981</a>
11.09.21	i (The paper for today)	print
15.09.21	Dorset Echo	print
21.09.21	BBC Radio Solent	Broadcast
23.09.21	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/19601561.christmas-lights-tunnel-proposed-nothe-fort/">https://www.dorsetecho.co.uk/news/19601561.christmas-lights-tunnel-proposed-nothe-fort/</a>
24.09.21	Dorset Echo	print
25.09.21	Planet Radio (Web)	<a href="https://planetradio.co.uk/greatest-hits/dorset/news/puppets-light-up-weymouth-as-inside-out-dorset-finale/">https://planetradio.co.uk/greatest-hits/dorset/news/puppets-light-up-weymouth-as-inside-out-dorset-finale/</a>
25.09.21	Dorset Echo	Print
27.09.21	Dorset Echo	Print
30.09.21	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/19613691.praise-christmas-weymouth-promotion/">https://www.dorsetecho.co.uk/news/19613691.praise-christmas-weymouth-promotion/</a>
01.10.21	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/19616868.weymouth-rail-station-revamp-approved/">https://www.dorsetecho.co.uk/news/19616868.weymouth-rail-station-revamp-approved/</a>
01.10.21	Dorset Echo	Print
02.10.21	Planet Radio (Web)	<a href="https://planetradio.co.uk/greatest-hits/dorset/news/more-than-20000-expected-for-weymouth-motocross/">https://planetradio.co.uk/greatest-hits/dorset/news/more-than-20000-expected-for-weymouth-motocross/</a>
02.10.21	Dorset Echo	print
05.10.21	Dirt Hub (Web)	<a href="https://www.dirtHub.co.uk/weymouth-portland-lions-club-ready-to-roll-out-2021-weymouth-beach-race/">https://www.dirtHub.co.uk/weymouth-portland-lions-club-ready-to-roll-out-2021-weymouth-beach-race/</a>
05.10.21	The Travel Magazine	<a href="https://www.thetravelmagazine.net/restaurant-review-vinolo-weymouth-dorset.html">https://www.thetravelmagazine.net/restaurant-review-vinolo-weymouth-dorset.html</a>
08.10.21	DorsetBizNews (Web)	<a href="https://www.dorsetbiznews.co.uk/blooming-marvellous-weymouth-strikes-gold-in-britain-in-blooms-south-west-competition/">https://www.dorsetbiznews.co.uk/blooming-marvellous-weymouth-strikes-gold-in-britain-in-blooms-south-west-competition/</a>

08.10.21	Planet Radio (Web)	<a href="https://planetradio.co.uk/greatest-hits/dorset/news/work-starts-multi-million-pound-retail-park-weymouth/">https://planetradio.co.uk/greatest-hits/dorset/news/work-starts-multi-million-pound-retail-park-weymouth/</a>
08.10.21	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/19635996.weymouth-wins-gold-britain-bloom-awards-2021/">https://www.dorsetecho.co.uk/news/19635996.weymouth-wins-gold-britain-bloom-awards-2021/</a>
09.10.21	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/19635982.weymouth-bid-offer-2-000-nothe-fort-christmas-lights/">https://www.dorsetecho.co.uk/news/19635982.weymouth-bid-offer-2-000-nothe-fort-christmas-lights/</a>
09.10.21	Planet Radio (Web)	<a href="https://planetradio.co.uk/greatest-hits/dorset/news/bweymouth-wins-gold-in-britain-bloom-gardening-competition/">https://planetradio.co.uk/greatest-hits/dorset/news/bweymouth-wins-gold-in-britain-bloom-gardening-competition/</a>
09.10.21	Greatest Hits Radio	Broadcast
09.10.21	BBC Radio Solent	Broadcast
09.10.21	Dorset Echo	print
09.10.21	Dorset Echo	print
09.10.21	Dorset Echo	print
12.10.21	BBC Radio Solent	Broadcast

## Public Relations

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

Managed press trips - The Daily Telegraph and The Sun- on call and in contact with journalists throughout their stays

Completed Weymouth in Bloom (win) press release and circulated to the BID team for sign off - circulated to key media contacts

Liaised with The Gresham Hotel to confirm press trip with The SCUBA Magazine

Pitched Sense of Unity into The Daily Telegraph for feature on upcoming events

Circulated Cosy Up By The Coast press release to key media contacts

Circulated Sense of Unity media alert to key media contacts

Liaised with BBC Radio Solent to arrange Sense of Unity radio interview

Pitched Christmas activities into Chat magazine for feature on Christmas activities

Pitched Steampunk Christmas Activities into the Daily Express online for feature on Christmas Markets

Pitched Cosy Up By The Coast press release to Associated Press for filming opportunities

Managed press trip requests from key media following Cosy Up By The Coast press release

Drafted post event press release for Sense of Unity and circulated to key media contacts with photography

Pitched Cosy Up By The Coast press release to Reach PLC (Express & Mirror) for feature on Staycations

Liaised with BID team on response for local media on Nothe Fort Christmas lights funding - responded to local media with quotes

Liaised with The Travel Magazine and Vinolo to arrange press trip

Liaised with Dorset Magazine and the Steampunk Association to arrange for interviews with John Naylor and Dawn Rondeau and photo shoot for cover feature of November edition

Liaised with Dorset Echo on Weymouth's Britain in Bloom win

Liaised with influencer Geraldine Tan (276k followers) to arrange for a press trip at AcQuaBeach

### **Advertising**

Newsquest - recruitment advertising campaign

Liaised with Local Qi to discuss run up to Christmas advertising campaign

Liaised with Greatest Hits Radio to discuss run up to Christmas advertising campaign

### **Social Media**

Created audience for autumn campaign push - chased team on new card information to be added to the account

Amended autumn campaign copy to be under 180 characters (based on algorithm research)

### **AOB**

Drafted weekly PR Newswires

Phone calls with BID team

Meeting with the BID team

Marketing sub-committee meeting

Shared coverage with levy payers that volunteered for press trips

Shared coverage on We Are Weymouth Business social pages

Shared We Are Celebrating logos with BID team

Allocated invoices for Newsquest

### **Upcoming activity**

Press trip organisation

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

Local push for We Are Celebrating in terms of local media & advertising

Weymouth **BID**  
Trading as

**WE** ARE WEYMOUTH

*in the bag*  
PR | Marketing | Social

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Elf world record attempt press release and social media advertising campaign

# **Love Weymouth Activity Report We Are Weymouth Marketing Committee Period Covered September 2021**

## **1. Love-Weymouth.co.uk Website;**

We continue to work at adding levy paying businesses and events to the website.

Listed events fluctuated between 65 and 85 during the month. As we move into October there are around 60 events listed (as at 8/10) we are confident we will be able to keep the numbers at this level or higher in the run up to Xmas as more events are announced and night-time venues start to promote themselves more.

At the date of this report we have 100 levy paying businesses listed on the website with another 36 signed up and to be added. We will have these new businesses added and login details sent out by the date of the October Marketing meeting, 14 Oct, worst case by end of 15 October.

Response to the offer of advertising continues to be 100% positive with an appreciation of the BID providing this as part of the levy

Our hope is that the new members database will be available before too long which will enable us to identify new businesses in town that we can approach. We'll be providing details of posts to encourage sign up during October as discussed at last meeting this slipped a bit last month but is now a priority for us.

**Website Visits July 30,200 (67,500)**

## **2. FACEBOOK**

Throughout September we made regular daily posts to Facebook. These varied between general posts/events posts and more specifics such as Dorset Seafood Festival which we saw as important to the town as well as Sense of Unity. We have included a breakdown of posts specific to supporting Sense of Unity in the ten days leading up to the event which we felt the board/Marketing Committee would find useful to see and a guide to what can be achieved in the run up to Christmas activities in the town.



Numbers in September were down but consistent with the end of the main summer holiday period. We were though impacted by illness during the month which caused a small drop in post numbers from the 70 would normally have aimed for.

- A. Total Post Reach .... 1,051,650 (1,839,100)
- B. Total Number of Posts .... 61 (79)
- C. Video Views ... 103,800 (135,000)
- D. Minutes of video viewed ... 36,700 (40,000)
- E. Page Likes at month end ... 58,550 (58,350)
- F. Followers at month end ... 61,300 (60,900)
- G. Average Reach per post .... 17,200
- H. Average post reach = 29% of followers

### **Sense of Unity post reach/ Engagement/Video Views**

Post		Fans	Non Fans	Engagement	Video Views
26/09/2021 18:36	Video	13,413	3,164	1,500	6,500
25/09/2021	<u>Photos</u>	18,410	3,644	2,037	
24/09/2021	Video promoting Sat	17,297	38,298	3,400	17,500
24/09/2021	Live video	12,034	2,601	3,781	8,900
24/09/2021	<u>Live video</u>	11,734	2,109	2,718	9,000
23/09/2021	<u>Post</u>	16,420	7,658	2,335	
22/09/2021	Video	13,715	1,566	969	5580
20/09/2021	<u>Post</u>	14,000	2,554	446	
<b><u>TOTALS</u></b>		<b><u>117,023</u></b>	<b><u>61,594</u></b>	<b><u>17,186</u></b>	<b><u>47,480</u></b>
<b><u>COMBINED REACH FANS/NON FANS</u></b>		<b><u>178,617</u></b>			

### **3. Youtube:**

YouTube July

Subscribers as at end September 1,010 (1,001)

Minutes viewed 8,130 (13,020)

### **4. Instagram:**

Total followers 13,809 (13,700)

Total Post Reach 89,951 (255,600)

Where did you visit from?

132 Responses

Best Response

**Weymouth & Portland**

**83%**  
Percentage

**132**  
Responses

Data	Response	%
Weymouth & Portland	109	83%
UK	14	11%
Dorset (outside of W&P)	9	7%
International	0	0%

Would you have visited Weymouth at the date/time of the event if no event was taking place?

130 Responses

Best Response

**NO**

**69%**  
Percentage

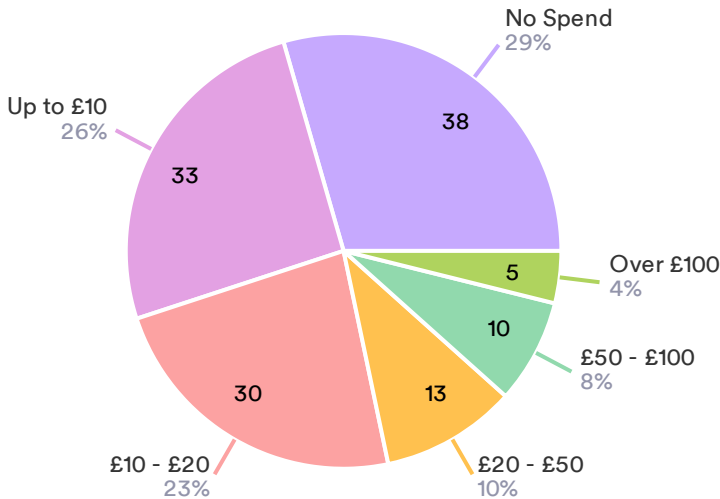
**130**  
Responses

Data	Response	%
NO	90	69%
YES	40	31%

# Sense of Unity - Town Impact Survey

Did you spend any money in the town during your visit? If so, how much?

129 Responses



Data	Response	%
No Spend	38	29%
Up to £10	33	26%
£10 - £20	30	23%
£20 - £50	13	10%
£50 - £100	10	8%
Over £100	5	4%

Where did you see the event advertised?

182 Responses

Best Response

Facebook

57%

Percentage

182

Responses

Data	Response	%
Facebook	104	57%
Dorset Echo	30	16%
Word of Mouth	21	12%
Inside Out / Activate Website	16	9%
Town Centre Window Displays	6	3%
School	1	1%
Web search	1	1%
Leaflet	1	1%
School	1	1%
On Facebook	1	1%