



Weymouth **BID**

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T A K I N G C O N T R O L O F O U R F U T U R E

Weymouth BID Business Renewal Proposal 2018-2023

What is a BID?

A Business Improvement District (BID) scheme is a business-led initiative supported by Government legislation which gives local businesses the power 'to raise funds locally to be spent locally' on improving their trading environment.

The BID programme is funded by the businesses themselves through a levy on business rateable value. A BID operates for a period of no longer than 5 years.

All eligible businesses are invited to participate in a ballot to approve the BID programme. For the BID to go ahead, two conditions must be met; over 50% of businesses must vote in favour. Those businesses that vote 'yes' must represent more than 50% of the rateable value (RV) of all votes cast.

The process is controlled by the Local Authority to ensure that the process and result is democratic.

When do you vote?

In June 2018, along with all eligible businesses in the Business Improvement (BID) area, you will be invited to vote on whether you would like to see the proposals detailed in the Business Plan delivered over the next five years.

This is your chance to take control of your town.

Vote YES.

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Chair's letter

The first quarter of 2018 has seen some seismic changes within the retail and hospitality sectors. Companies such as Toys 'R' Us and Maplin have gone into administration. Hospitality companies such as Carluccio's and Prezzo have closed multiple stores.

More locally, the creation of two Unitary Authorities in Dorset and a town Council in Weymouth, means that Weymouth's economy will face a period of uncertainty as these bodies find their feet, and there may be stronger competition from a united Bournemouth/Poole tourism offer.

These challenges make the need for Weymouth businesses to work together to shape their trading environment more important than ever.

Weymouth BID has a new and diverse Board. We are committed to creating an effective and efficient BID. A BID that learns lessons from the past. A BID that values the input of levy payers and is completely focused on delivering a better future.

This is your BID. It is shaped by your input. In the creation of this plan, we have consulted widely with businesses in the BID area, to find out what you want to see happen. Over the next few pages, you will read about our three themes and the programmes we will develop by targeting your investment and resources into them.

Over the next five years, the objective of Weymouth BID is to generate more revenue opportunities for levy payers by delivering cost-effective programmes in three core areas:

- 1. Improve the look, feel and safety of the town.**
- 2. Attract people to spend money in the town all year round.**
- 3. Provide a strong and unified voice to promote your interests.**

Whenever possible, we will coordinate, guide, support and enable others to use their resources and energy to deliver activity, rather than act as the delivery body ourselves.

This is a 5-year plan aimed at building a BID that generates more revenue and can successfully navigate challenges that develop during its delivery.

Please vote YES to help create the trading environment we all want.

Richard Lamb
Chair





Life without the BID



**Investment of £300,000 in
our town every year for 5 years
would be LOST**



**Significantly reduced funding for
the town center manager to make
improvements to Weymouth**



**No voice for businesses in
our town to lobby the local
authorities and other agencies**



**No financial support for art and
culture projects**



**No funding for community
safety projects and Dorset
Police collaborations**

Weymouth BID achievements 2013-2018

Weymouth BID aim in the first 5 year term has been to improve the customer experience and make Weymouth an attractive and safe destination all year round through investing in marketing and working with national initiatives such as Healthy High Streets, Purple Flag and Best Bar None.

With the closure of Weymouth Tourist Information Centre, Weymouth BID has funded the development of the 'We are Weymouth' brand in all forms of social media.

The Bid has engaged and worked on a variety of projects including;



Supporting community groups and the Town Centre Management team to make visible improvements



Big Christmas, Big Outdoor Weekend, Waterfest, Feast and numerous smaller events



The BID Weyfarers meeting and greeting service for visitors to our town



Subsidised New Year's Eve travel on First Buses



Shop wrapping empty units



Subsidised advertising with local media



Cheaper parking during the Christmas period



Customer service training and mystery shoppers



Out of season marketing for promotions



Treasure trails to improve the flow of visitors all around the BID area



The development of 'We are Weymouth' has established itself as a visitor brand.



Facebook 25,879 Likes with a reach of over 5 million for the year to date (February 2018).

The We Are Weymouth Facebook page had the highest customer engagement for the 3rd week running (14th – 17th May 2017) at 2,283 with a reach of 50,037.



Twitter has 5,530 followers.



Pinterest images available for levy payers to use.



Instagram sharing Weymouth events.

However the new BID Board recognises the lessons of the past and has changed its focus for the new BID. It will not be an events company, but an administrative body focused on creating a fresh environment for others to develop ideas.



“ Weymouth BID has helped enormously since I started my business in 2015. Free social media training, over £600 energy savings in one year, promoting offers and giving access to thousands of potential customers via their website - these are just a few of the services that I have used in the last couple of years. Perhaps surprisingly, this makes the Annual Levy very good value indeed! In short, the BID has provided support and opportunities that would have been far more costly to access alone and I have no difficulty in unequivocally recommending Weymouth BID for a further term! ”

Roger Mortimer, Roger's Coffee Shop





Making a Great Town Greater

Building the Business Plan for 2018-2023

The plan has been informed by you the levy payer. Before we highlight the themes and programmes that will be delivered over the next five years, we want to tell you how we selected them.

Over the past year Weymouth BID has sought your views on a BID through the following means:

Presentations

Levy Payer Forums

One to one meetings with the Chief Operating Officer

Public meeting at Weymouth Pavilion

When

Yearly

Weekly

Feb 2018

Surveys

Comment cards

Surveys to community groups

Surveys sent to all levy payers

Telephone survey of over 750 calls

Poll results sent to all levy payers via email

When

Ongoing

Ongoing

May & Dec 2017

Dec 2017

March 2018

Communication

Traders Meetings – South Harbour and Park District

Facebook and Newsletters

Local Press

When

March 2018

Daily

Weekly





Your Priorities & Our Promise

You told us loud and clear what your priorities are.

You want to see a town that gets its basics right. You want to see a range of improvements in terms of presentation and behaviour.

With an improved BID area, you want us to tell people about it so they will come and experience Weymouth.

You want the ability to be able to shape the discussions within your business community.

When others own the responsibility for making the area better you want us to be your voice, holding them to account and driving the change we want to see.

Improve Weymouth

- A plan to ensure that the look and feel of the town is improved and where possible greener
- Make Weymouth a safer place 24/7
- Work with key bodies to influence what they do


Marketing Weymouth

- A robust marketing and communication strategy for Weymouth
- A culture and a framework that enables people to create events driving people into the town
- Celebrate Weymouth in every way – making visitors aware of what the town offers including art, culture and history

Shaping Weymouth

- Be the voice of Weymouth businesses on all matters affecting the town
- Work with all partners to ensure a joined-up approach to the development of the town
- Help deliver cost savings for businesses

Our promise is to ensure that the governance of the new BID ensures that you are kept updated, and remain in control of the direction of the business plan.



“ Towns need to reinvent themselves to thrive. Future challenges include climate change and economic shocks. The best hope for the future is local resilience. This means more local shops with local food and products. Towns are not just for big brands but also distinct regional offers. Commerce boosted by civic, ceremonial and community attractions to keep towns alive. The BID plans help to deliver this. ”

Cllr Jon Orrell, Councillor for Weymouth Town



Improve Weymouth

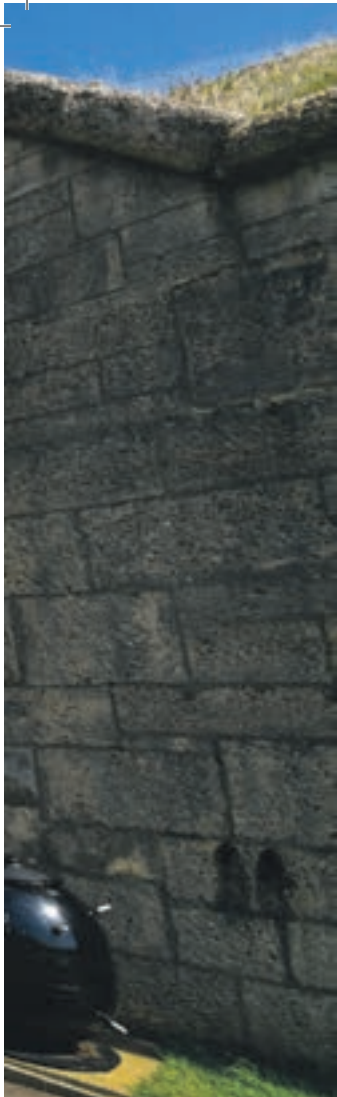
With Government funding under pressure nationally and locally, we need to proactively take care of fixing our long-standing problems whether social or environmental.

For too long, they have negatively affected people's experiences when visiting the Weymouth BID area. It is our time to drive standards higher whenever and wherever they are too low.

Look & feel

Town centre management

- Support selected initiatives proposed by the Local Authority and Town Centre Management team to help deliver enhancements and ongoing maintenance.
- Communicate priorities to the Council to deliver repairs and improvements and to ensure that projects are managed in line with agreements.
- Encourage the discovery of the entire BID area by visitors through enhanced availability of Tourist Information.
- Develop a coordinated approach to waste management and making Weymouth greener and cleaner.



- Investigate the development of parking schemes that deliver best value and increase footfall in the town.
- Work with property owners of vacant premises to identify opportunities for local craftspeople and artists to launch pop-up shop opportunities.

Support Groups

- Work with local groups to develop and fund initiatives
 - » South Harbour Artside and arts groups – building on the arts and cultural aspects that we are continually developing.
 - » Weymouth Museum – developing visitors’ knowledge of our history and areas of historic interest such as the Nothe Fort.
 - » Golden Broom Award – ongoing awards programme to reward traders who take pride in their area.
 - » Pride in Weymouth – annual awards recognising efforts of businesses and individuals to develop the town and its offer.
 - » Weymouth and Portland Chamber of Commerce – business support and networking.
 - » Support initiatives to launch seasonal markets that compliment current traders within the BID.
 - » Coastal Communities Fund – we will be part of their bidding process to fund improvements in our area.
 - » Weymouth College and schools – collaborating with these education providers, we will endeavour to address the skills gaps in our town and work with employers and students to develop economic growth and job opportunities.

Safety

Town centre management

- Support initiatives to protect the community at the key gateways and shared public places in the BID area.
- Support, maintain and develop Purple Flag accreditation for our night time economy.
- Make the town more accessible and welcoming for people of all abilities through improved facilities.

Police

- Agree targets every year to decrease anti-social behaviour, theft and damage within the town and work together to achieve this.
- Become part of the Community Safety Accreditation Scheme and help to fund 2 full time officers in association with Dorset Police and the local authority to address anti-social behaviour and homelessness.
- Support the DISC crime reduction initiative that gives businesses the facility, together with partner agencies such as the police force, to tackle crime and disorder. Companies use DISC for sharing with customers, partners, contractors, tenants, product- and service-users and other external groups.

Community groups

- Work with relevant groups to understand and tackle the issues of begging, drug use and homelessness.





Marketing Weymouth

Market the BID area in the right way, to the right people

Levy payers told us that alongside physical improvements they wanted to see better targeting of marketing programmes, using a more cost-effective marketing model.

The new Board recognises that in the future the role of the BID is to support events created by others such as Wessex Folk Festival, Fayre in the Square and Weymouth Carnival rather than trying to be an events company. External creativity needs to be supported, encouraged and made easier to deliver within the town. This will be a key role for the BID in future.

The 'We are Weymouth' brand will be used as a platform from which to reach people and encourage them to make a positive decision to spend time and money in Weymouth.

We will invite interested parties to work with us to create a compelling, year-round events programme. Prior to any agreed investment, proposals will be publicised on the website and formally presented at Board meetings. All levy payers will have the opportunity to have their say prior to any decision being made.

Our support will help people in the community to put together events, for example by helping secure permissions from the Police, Council and Harbour Master, and we will promote their events both locally and nationally.

Within the BID we have a significant number of multiple retailers who play a key role in encouraging people to come to the town. As part of all the marketing communication we want to maximise their visibility so that the full offer of the town is seen by visitors.

The BID Board will continue to have representation from the Multiples and their voice will be heard by regular consultation.

In summary our focus will be:

- Review the current strategy and tools
- Build a robust brand and marketing strategy
- Manage the 'We are Weymouth' website and associated social media within a realistic and appropriate budget
- Build annual events plan through coordinating with event organisers
- Work closely with relevant bodies to market Weymouth, including Weymouth Area Tourism Association, Visit Dorset and the Dorset Tourism Association
- Create marketing solutions that complement and enhance the work of others
- Work with traders to develop local initiatives to increase retail and tourism footfall such as Weymouth Loyalty/Gift cards







Shaping Weymouth

A strong, unified voice to champion our interests

A network of government institutions and other bodies have the responsibility, as well as power and resources, to make positive improvements in the Weymouth BID area. Levy payers want a strong body to directly represent their interests and lobby for the changes they want to see.

Weymouth BID will be the voice of Weymouth levy payers on all matters affecting the town, working with partners and providing an authoritative point of view to support a joined-up approach to developments, identify savings from suppliers and encourage positive action that aligns with our interests.

There are a number of specific, existing and developing areas that will affect the shape and feel of the town over the next five years.

Regeneration zones and other major developments

- Pavilion peninsula
- North Quay
- Commercial Road
- Brewers Quay

Transport, movement and parking

- Car parking sites and charges
- Harbourside pedestrianisation
- Swannery – drop and ride
- Train routes and timetables

Hotel policy – driven by the Council

- Leases
- Maintenance
- Conversion to Change of Use

Planning and public utilities

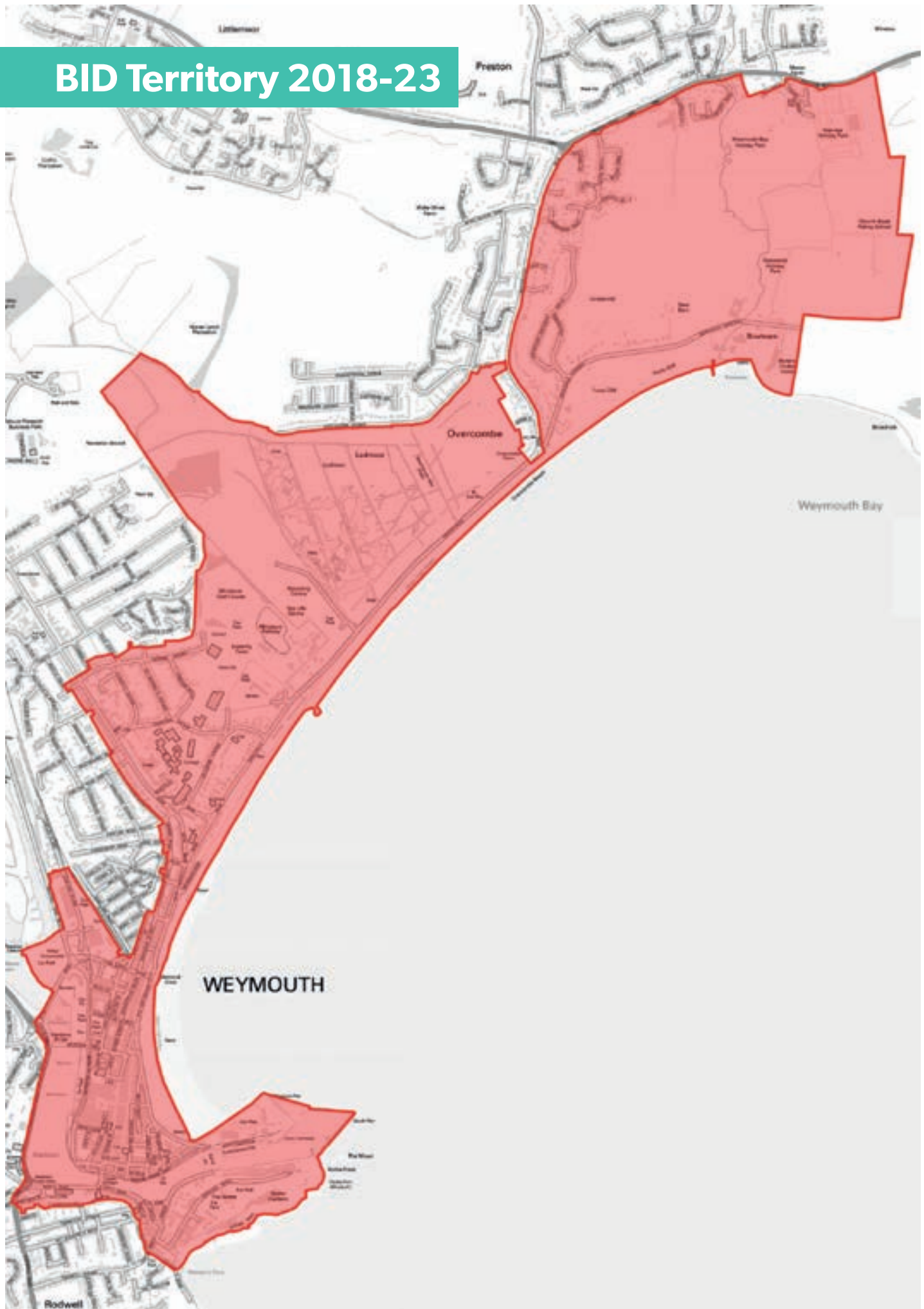
- Shop fronts
- Toilets

There is a major threat to towns as we know them, from out of town locations, from competitive local centres, from the internet, and from weakness in consumer spending. A Shop Local campaign will be investigated and supported by our team.

By collaborating with all local agencies and community groups we will be in a much better position to seek funding in the future.

Through regular consultation, as well as the formation of expert BID sub-committees, your voice will be heard.

BID Territory 2018-23



Admirals Quarter	Greenhill Esplanade West	Ricketts Close
Albert Street	Halstock Close	Ringstead Crescent
Alexandra Gardens	Hazel Drive	Sandbourne Road
Barrack Road	Helen Lane	School Street
Bath Street	High Street	Sea Wall Walkway
Belle Vue	High West Street	South Parade
Belmont Street	Hill Lane	Spring Road
Bond Street	Holcombe Close	Springrove Court
Bowleaze Coveway	Hope Square	St Alban Street
Brookside Close	Hope Street	St Edmund Street
Brunswick Terrace	Hope Street South	St Georges Avenue
Caroline Place	Horsford Street	St Leonards Road
Cedar Drive	Horyford Close	St Mary Street
Chalbury Lodge	John Street	St Nicholas Street
Chapelhay Street	Jubilee Close	St Thomas Street
Church Passage	Kellaway Court	Stanley Street
Church Road	King Street	Sunningdale Rise
Clifton Place	Kings Roundabout	Swannery Walk
College Lane	Lennox Street	Tallidge Close
Commercial Road	Lodmoor Hill	The Esplanade
Coombe Avenue	Lodmoor Way	The Nothe
Cove Passage	Look Out	The Quay
Cove Row	Love Lane	Trinity Road
Cove Street	Lower St Alban Street	Trinity Street
Cranford Avenue	Lower St Edmund Street	Turton Street
Crescent Street	Lynmoor Road	Upway Street
Custom House Quay	Maiden Street	Victoria Street
Dale Avenue	Maple Close	Waterloo Place
Deansleigh Close	Market Street	Wellington Court
Dorchester Road	Melcombe Avenue	Wesley Street
East Street	Mitchell Street	West Street
Edward Street	Mulberry Terrace	Westbourne Road
Elm Close	New Bond Street	Westerhall Road
Ferndale Road	New Street	Westham Bridge
Fernhill Avenue	Newberry Gardens	Westham Road
Fisherbridge Close	Newtons Road	Westwey Road
Fisherbridge Road	North Quay	Weymouth Bay Avenue
Forehill Close	Nothe Parade	Weymouth Way
Frederick Place	Oakbury Drive	William Street
Furzy Close	Outside Borough Area	Willow Crescent
Gloucester Mews	Overcombe Drive	Wingreen Close
Gloucester Street	Park Lane	Wooperton Street
Governors Lane	Park Street	Yew Tree Close
Grange Road	Preston Road	
Great George Street	Queen Street	
Great Western Terrace	Radipole Court	
Greenhill	Radipole Park Drive	
Greenhill Esplanade East	Radipole Terrace	

Support and governance for our levy payers

Consistent and transparent governance over the entire BID period

By voting 'Yes', you will have authorised Weymouth BID to represent you and your business, and to work on your behalf for the five-year BID term. We acknowledge that your trust comes with the responsibility to always operate in an honest and appropriate way.

Our commitment to you is to follow our Memorandum and Articles of Association; to change governance arrangements only if absolutely necessary and only then with your permission; to provide full transparency of plans and proposed investments; and provide you with the opportunity to comment and engage with us.

It's your BID. And we won't forget it.

BID area zoning

- Zones will be created within the BID area to ensure everyone has a voice and representation.
- A process will be developed for zones to gain project funds for specific investments decided by the zone occupants.

Finances

- The operating costs of running the BID will be signed off every year by the Board.
- Full visibility of the costs and associated roles will be provided regularly to all levy payers on our website.
- All projects requiring funding will be submitted in writing three months in advance of the project and published online prior to the Board meeting in which they will be discussed.
- Monthly accounts will be published online and will include year to date and year end forecast against budget.



Communication and engagement

- We will engage with levy payers via annual surveys, regular forums/updates and weekly informal meetings.
- We will inform all parties via the website about key initiatives.

Democratic process

- All levy payers will have the opportunity to become members.
- 50% of the board will stand for re-election or be replaced at each AGM.
- Directors will be nominated and elected by members at the AGM.
- A procurement process will be introduced to ensure transparency, best value and impartiality.
- All minutes, reports and decisions will be made available on the website.

Baseline agreements will be put in place to ensure current levels of service provision by the local authorities are maintained, it is absolutely crucial to understand that money raised through a BID will not be used to subsidise or replace the statutory services currently provided by those authorities.

Weymouth and Portland Borough Council or their successor :

- Will provide information relating to their service provisions in Weymouth to allow the drawing up of Baseline Agreements.
- Conduct the BID ballot (As per the BID Regulations).
- Administer the levy collection, including enforcement action for the non-payment, of the BID levy (As per the BID Regulations).







The Finances

Weymouth BID represents over 600 companies within the specified area.

All eligible businesses within the BID area will support financially the delivery of the 5 year business plan via a levy charged every year. The levy is charged on all eligible properties with the rateable value of £6000 and above at 1.5%.

For example

Rateable value	Levy	Annual Levy amount
£6,000	1.5%	£90
£15,000	1.5%	£225
£30,000	1.5%	£450
£50,000	1.5%	£750
£250,000	1.5%	£3,750
£500,000	1.5%	£7,500
£1,000,000	1.5%	£15,000

The following premises will be exempt. They will not be eligible to vote or be liable for the levy:

- Non trading organisations such as charities without a shop frontage, workshops and community halls.
- Hospitals
- Hospices
- Places of worship
- All departments or agencies of National Government
- Membership clubs or organisations not accessible to the public
- Doctors and Dentists surgeries and other NHS facilities
- Local authority funded schools
- Empty Properties

Those charities, or non-profit making organisations with a shop frontage, will be liable for the full BID levy.

Businesses in the BID area under the £6,000 RV threshold can opt to make a voluntary contribution of 1.5% of rateable value to become a member of the BID. Businesses outside of the BID area can also join as members by making the same contribution.

Any new rateable businesses created during the lifetime of the BID and situated in the BID area will be obliged to pay the levy.

There will be no increase in the levy rate of 1.5% over the 5 years of the BID.





How will I be invoiced?

If the BID ballot is successful then the BID will commence on September 1st 2018. On that date all eligible businesses will become liable to pay the levy. The Local Authority will raise the BID levy invoices and payment will be made to them. These receipts will be held in a ring-fenced account and then paid direct to Weymouth BID Ltd .

The Local Authority will be responsible for collecting the levy and managing any non-payments. The Local Authority is obliged to use the same powers of enforcement for debt recovery that are used for non-payment of Business Rates. Non-payment could result in court action being taken. The BID levy will be payable by the liable party.

The BID levy will not be affected by the Small Business Rate Relief scheme introduced in April 2005.

If the ballot is successful, the 1.5% levy becomes a mandatory charge on all eligible businesses, and those moving into eligible premises during the BID period. New eligible businesses will be required to start paying their levy in the September following their opening. WPBC (or its successor) is obliged under BID regulations to collect the levy on behalf of the BID. The levy is payable annually in September at 1.5% of the rateable value of that premises at the point of invoice.

The levy will be payable regardless of any subsequent back-dated change to the rateable value (increase or decrease), sought by the occupant, property owner or applied by the VOA. Full liability rests with the occupier of the premises as at 1st September each year. The levy is payable in full, within the timescales provided on the invoice issued by WPDC or its successor; this is a statutory charge and we are obliged to ensure collection of the levy; this may mean debt recovery action is taken in the event of non-payment.

“ The Bank sees the involvement of a BID in Weymouth as intrinsic to the town’s future success. The events and marketing initiatives that have already taken place have had a great impact for all businesses large and small including accommodation providers throughout the town centre and the Borough. Whilst it may be difficult for individual businesses to see an effect from a one-off event in the town centre, the ‘feel-good’ factor and the wider appeal of the town to encourage repeat visitors is obvious. ”

**Jeremy Weekes, Relationship Manager,
SME Banking West Dorset, Lloyds Bank**

The Budget

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total 2018-23	%
BID Levy	£295,000	£295,000	£295,000	£295,000	£295,000	£1,475,000	100%
Other	0	0	0	0	0	0	0
Total income	£295,000	£295,000	£295,000	£295,000	£295,000	£1,475,000	100%
Expenditure	–	–	–	–	–	–	–
Improve Weymouth	150,000	110,000	110,000	110,000	70,000	550,000	37%
Market Weymouth	65,000	105,000	105,000	105,000	145,000	525,000	36%
Management	£70,000	£70,000	£70,000	£70,000	£70,000	£350,000	23%
Levy collection	£4,000	£4,000	£4,000	£4,000	£4,000	£20,000	1%
Contingency	£6,000	£6,000	£6,000	£6,000	£6,000	30,000	2%
Total	£295,000	£295,000	£295,000	£295,000	£295,000	£1,475,000	

A minimum collection rate of 93% has been assumed.

The Weymouth BID Board will have delegated authority to move funds between themes, subject to the democratic process set out in the Memorandum and Articles of Association.



Our Performance & Evaluation

You will want to know how well we are delivering on our objectives and ensuring a return on your investment in the BID area. We will use the most cost-effective solutions measurements available that will give levy payers the best indication of our success:

Business churn – changes year on year

Retail unit occupancy rate – changes year on year

Car park usage – track usage by month

Hotel occupancy – work with hotel partners to review numbers

Train and bus usage figures – compare year on year usage

Crime statistics – review numbers with police bodies

Visitor feedback – informal and formal feedback via website and social media

Levy payer feedback – regular review informally and formally

Weymouth BID is working towards British BIDs accreditation, demonstrating that we meet high quality standards expected of a BID. We will seek to maintain this accreditation over the 2018-2023 period which will be an excellent measure of our ongoing performance.

We will look to use news and statistics linked to our major themes to promote the success of our town:

Improvement and Shaping Weymouth

- Investment in the town
- Projects identified and resolved

Marketing Weymouth

- Media coverage
- Website visits
- Engagement levels via social media
- Events evaluation

“ I’ve lived in Weymouth for over 20 years and feel very strongly about the BID and the need for it for the good of the area. It now has a new, strong board of directors and management team and I believe that with us all working together we all can achieve something really positive for the area. ”

Dennis Spurr of the Fantastic Sausage Factory

Our Team

The Weymouth BID Ltd team consists of a Board of Directors, a Chief Operating Officer – Claudia Moore and an Executive Support Assistant.

The Board members are a mix of Independent owners and managers of local branches of national chains representing all business sectors. Their roles are voluntary and they receive no payment of any form.

'As a Board we are committed to building a great future for Weymouth over the next 5 years.'

BID Board

Richard Lamb - Chair	Nothe Tavern, The King's Arms, The Boot
Ian Ferguson - Vice Chair	Weyline Taxis
Tamsin Mutton-McKnight	Merlin Entertainments (Sea Life)
Julia Cohen	Weymouth College
Steve Bassett	Londis
James Winchester	Coversure
Martin Weaver	The Richmoor Hotel
Dennis Spurr	The Fantastic Sausage Factory
Chris Truscott	McDonalds, Weymouth
Keith Tregidden	Rendezvous, The Royal Oak and Slug & Lettuce

Councillors Representing Weymouth and Portland Borough Council (WPBC)

Cllr James Farquharson	Brief holder for Economic Development
Cllr Richard Kosior	Brief holder for Tourism, Culture & Harbour

WPBC Officer Support

Trevor Hedger	Senior Economic Regeneration Officer
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The Board is grateful for support in building the business plan provided by a Steering Group.

Weymouth BID Business Plan Steering Group 2018

Steve Bassett	Londis	Roger Mortimer	Roger's Coffee Shop
Amy Burton	The Nook	Graham Perry	The Bridge Fair Trade Shop
Steve Crane	Harbourside Cafe	Mehdi Rezaei	Crustacean
Cllr James Farquharson	WPBC	Nigel Shearing	WeyProgress
Angelo Fichera	Boho Gelato	Nigel Sims-Duff	The Palm house
Shaun Hennessy	Gunz Barbers	Dennis Spurr	The Fantastic Sausage Factory
Dave Hiscutt	Londis		



Your vote counts

Ballot papers will arrive from 28th May, giving YOU the chance to vote for a stronger future for our town.

Ballot papers must be returned by 5pm on 28th June 2018 to be counted.

Two simple requirements are needed for Weymouth BID to deliver its new plan:

The majority of businesses vote in favour

Votes in favour represent more than 50% of the rateable value of all votes cast

VOTE YES



Find us on Facebook

www.facebook.com/WeymouthBID

Follow us on Twitter

@WeymouthBID

Weymouth BID Ltd
Lupins Business Centre
1-3 Greenhill, Weymouth
Dorset DT4 7SP
www.weymouthbid.co.uk

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Weymouth **BID**