

## BID Board Meeting

**Date:** Wednesday 23 February 2022  
**Time:** 11:00am  
**Venue:** Microsoft Teams  
**Present:** Chris Truscott (CT), McDonald's  
Ian Ferguson (IF), Weyline  
Jonathan Oldroyd (JO), Gloucester House  
Tamsin Mutton McKnight (TMM), Merlin / SEA LIFE  
Lynne Fisher (LF), St John's Guest House  
Graham Perry (GP), The Fair Bridge Trust

**In Attendance:** Dawn Rondeau, Chief Operations Officer, We Are Weymouth  
Zach Williams, Operations Assistant, We Are Weymouth  
Cllr Jon Worth, Observer, Dorset Council  
Cllr Jon Orrell, Observer, Weymouth Town Council  
Sarah Barnett, Observer, Weymouth College

## Minutes

### **BOA/2202/1                    WELCOME**

The chairman opened the meeting and welcomed members and observers.

### **BOA/2202/2                    APOLOGIES FOR ABSENCE**

Apologies were received by Helen Heanes from Dorset Council.

### **BOA/2202/3                    DECLARATIONS OF INTEREST**

No declarations of interest were made.

### **BOA/2202/4                    MINUTES OF THE LAST MEETING**

D1 - The minutes of the Annual General Meeting were approved as a true and accurate record

### **BOA/2202/5                    FINANCE REPORT**

The financial report was received by the board.

CT advised that there is still a large surplus from the previous year and decisions on budget for the next financial year were necessary, to be discussed in AOB see item BOA/2202/11/A.

### **We Are Weymouth is Weymouth's Business Improvement District (BID)**

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GP asked about the budgetary approval process in relation to the dinosaur trail. DR responded that this was funded through the Welcome Back Fund, with the BID enhancing and promoting the trail.

**BOA/2202/6                    LEVY COLLECTION UPDATE**

DR advised that we are in regular communication with Dorset Council, and that legal proceedings have been initiated to recover the debt for 2020 – 2021.

**BOA/2202/7                    STRATEGY UPDATE**

DR provided a brief update about the aim to build on last year's events, and to work in partnership on projects where possible.

**BOA/2202/8                    MARKETING AND EVENTS****BOA/2202/8/A                MARKETING SUBCOMMITTEE**

The report from In The Bag PR and LWP was received by the board.

The board had no questions with regards the minutes of the Marketing subcommittee .

**BOA/2202/8/B                VISIT WEYMOUTH GUIDE**

The board were in agreement that following feedback and the report on this item, that the BID would not produce a Visit Weymouth guide, and instead will produce a simple accommodation listing which can be produced in-house by the Operations Team.

The board acknowledged the need to review the digital offer.

**BOA/2202/8/C                DISCUSSION****WEBSITE**

GP advised that the website is severely out-dated and in need of immediate attention, and that the events listings were particularly lacking. GP suggested removing the events section and linking to other websites.

ZW responded that there needs to be a wider discussion on the website, and that linking to another site is not as simple as it may appear due to technical reasons.

TMM and LF advised that discussions are being had within the marketing subcommittee about the website strategy going forward.

A1 – DR to work with ZW to investigate a quick temporary fix or longer-term solutions

## LAND TRAIN ADVERTISING

DR presented a proposal about advertising on the land train at a cost of £4,000, to encourage return visits for out of season events such as dusk til dark and Christmas festivities. The board felt the land train had good visibility and reach.

TMM proposed we allocate a budget of £7,500 for the space and the cost of creative / production costs, to be managed by the marketing subcommittee, which was approved unanimously.

D1 – Agreed that £7,500 is allocated for Land Train Advertising

## TOURISM

DR sent members some information prior to the meeting about working with partners on providing an Information Shop in Weymouth Town Centre, which can be used for tourist information. There is an appetite from partners for a 6-month pilot, and the BID have been asked to provide £2,000 towards the project. The board felt the project would be greatly welcomed by the town, and something that the BID should support, and voted unanimously in favour of supporting the project. Funding dependant on match funding WTC, ensuring the messaging was clear and that the project SLA comprehensive.

CT advised that we need to ensure that our support for this project is communicated with BID levy-payers.

D1 – Agreed that £2,000 is allocated for the Information Shop project

A1 – DR to communicate project support to levy-payers

## **BOA/2202/9                  IMPROVE**

### **BOA/2202/9/A              HANGING BASKETS**

The board were in favour of the initiative and approved that £23,800 be allocated towards the scheme, voting unanimously in favour of appointing Weymouth Town Council as the contractor for this year's scheme, with a service level agreement to be put in place between the BID and the contractor.

D1.- Agreed that £28,300 be allocated towards the hanging baskets scheme, and that Weymouth Town Council are the chosen contractor for the 2022 scheme.

A1 – DR to create a Service Level Agreement between We Are Weymouth and Weymouth Town Council for the scheme

A2 – DR to speak to Weymouth Town Council around potential cost savings of future schemes due purchase of baskets, with no associated storage costs

## **BOA/2202/9/B              MAP FOR WEYMOUTH**

DR presented a proposal for the design of a map for Weymouth and advised the map can be used as a base map for various uses and projects. Quotations were received from Model Signs and Oxford Cartographers.

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CT inputted that the value comes when utilised as a hard product, becoming a definitive map for Weymouth.

GP advised that having a well-designed base map is integral for future use.

D1 – Agreed that Oxford Cartographers are appointed to produce a map for Weymouth at a cost of £3,487

### **BOA/2202/9/C            WAYFINDING MONOLITHS**

DR presented a proposal for wayfinding monoliths.

TMM advised this would be a real legacy project for BID.

GP would like to discuss more detail at the Improve Subcommittee, and GP and IF are concerned about maintenance and graffiti etc.

CT proposed that £20,000 is ringfenced towards the project, with the Improve Subcommittee to work on the proposal, and return to the Board. This was agreed unanimously.

D1 – Agreed that £20,000 be ringfenced towards the monoliths

### **BOA/2202/9/D            DISC CRIME REPORTING SYSTEM AND NBCS MEMBERSHIP**

DR presented a proposal for DISC, a crime reporting system, and membership of National Business Crime Solutions.

DR advised that a commitment to DISC was made within the BID2 Business Plan. CT commented on the challenges with levy-payer engagement.

The board voted and were unanimously in favour of allocating £3,500 towards the scheme for one year.

D1 - £3,500 be allocated for the DISC system & NBCS membership.

### **BOA/2202/9/E            CSAS AND RANGERS**

DR gave a brief update on crime and safety, including instigating an initial meeting where discussions were undertaken around the creation of a Weymouth Safety Partnership with key decision makers within the town. DR advised that once the strategy was decided then we will be better placed to discuss CSAS and Rangers as part of the wider scheme.

### **BOA/2202/9/F            DISCUSSION**

GP asked for an update on the Heritage Paving Slabs. DR advised she is due to meet with Weymouth Town Council next week, and that slabs are in production. DR will obtain an installation date from Dorset Council.

A1 – DR to meet with Weymouth Town Council regarding Heritage Paving Slabs

A2 – DR to obtain an installation date for Heritage Paving Slabs from Dorset Council

**BOA/2202/10                  FUNDING APPLICATIONS**

**BOA/2202/10/A              ODIN EVENTS LIMITED**

The board discussed the application for £19,000 for an Easter Story Trail introduced to the BID by Ed Warr Town centre manager but presented by Odin Events, however the board unanimously felt that the proposal did not represent good value for money.

**BOA/2202/10/B              WESSEX FOLK FESTIVAL**

DR presented an updated joint proposal from Wessex Folk Festival and Fayre in the Square. By sharing resources, costs would be reduced.

GP advised that there may be an issue with the stage being present in the week of the Jubilee Celebrations with no activities taking place.

CT raised concerns around the proposed budgets supplied as part of the application, and advised that the board vote on the application, delegating management of the detail to DR.

D1 – Agreed unanimously that £4,500 be allocated to the joint project between Wessex Folk Festival and Fayre in the Square.

**BOA/2202/11                  ANY OTHER BUSINESS**

**BOA/2202/11/A              CHAIR'S UPDATE**

CT updated that GP will be stepping down from the Neighbourhood Plan group. It was felt that whilst the BID does not necessarily need a director on the group, that the BID should have communication with the group.

CT followed confirming that IF will be stepping down as Vice-Chair and thanked him for his service to the BID in this role. IF will remain a director. CT had sought expressions of interest for this role, with one expression being received by JO.

A vote was undertaken, and the board voted unanimously in favour of appointing JO as Vice-Chair.

D1 – Jonathan Oldroyd appointed as Vice-Chair

CT requested JO and GP to meet to discuss financial overview and plans for 2022/23 both agreed.

A1 - CT, JO and GP to meet to discuss financial overview and plans for 2022/23

**BOA/2202/11/B              VAT REDUCTION SUPPORT**

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TMM presented background about lobbying for support in VAT reduction for the hospitality sector. The board were supportive and DR and TMM will draft a letter. GP mentioned it would be good to share this with levy-payers and media, to show our support.

A1 – DR & TMM to draft a letter lobbying for VAT support

#### **BOA/2202/11/C      COPYRIGHT UPDATE**

DR updated the board about copyright on the We Are Weymouth website and that work was required to ensure we are legally not responsible for levy payer updates on our platform, It was felt that this should form part of wider discussion surrounding the website.

#### **BOA/2202/11/D      PARKING**

The board discussed the situation surrounding Dorset Council's changes to parking in Weymouth, and the impact on accommodation providers.

DR advised that our letter and questions will be submitted to Cabinet on 1 March 2022.

A question was raised around press coverage, and it was felt that respectful coverage re-iterating our disappointment and highlighting the issue would be appropriate.

A1 - DR will write an open letter outlining our position and disappointment

# Balance Sheet

## WE ARE WEYMOUTH LIMITED As at 28 February 2022

	28 FEB 2022	31 AUG 2021
<b>Fixed Assets</b>		
Tangible Assets	542	193
<b>Total Fixed Assets</b>	<b>542</b>	<b>193</b>
<b>Current Assets</b>		
Debtors	-	14,417
Cash at bank and in hand	358,400	140,615
Prepayments and accrued income	2,342	16,647
VAT	-	8,229
<b>Total Current Assets</b>	<b>360,742</b>	<b>179,907</b>
<b>Creditors: amounts falling due within one year</b>		
Supplier Accounts Payable	11,706	17,802
Accruals	-	3,080
VAT	42,307	-
<b>Total Creditors: amounts falling due within one year</b>	<b>54,012</b>	<b>20,882</b>
<b>Net Current Assets (Liabilities)</b>	<b>306,730</b>	<b>159,025</b>
<b>Total Assets less Current Liabilities</b>	<b>307,272</b>	<b>159,218</b>
<b>Net Assets</b>	<b>307,272</b>	<b>159,218</b>
<b>Capital and Reserves</b>		
Current Year Earnings	148,053	52,917
P&L Reserve - Retained Earnings	159,218	106,302
<b>Total Capital and Reserves</b>	<b>307,272</b>	<b>159,218</b>

# Draft Financial Report Year to Date

## WE ARE WEYMOUTH LIMITED

For the 6 months ended 28 February 2022

	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 4	2022 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	VARIANCE TO BUDGET
<b>INCOME</b>						
BID Levy Income	1	268,669	295,000	-	295,000	26,331
<b>IMPROVE</b>						
Approved Improve Funding Applications	2	1,812	-	79,200	79,200	77,388
Improve Funding Pot		-	110,000	(79,200)	30,800	30,800
<b>Total IMPROVE</b>		<b>1,812</b>	<b>110,000</b>	<b>-</b>	<b>110,000</b>	<b>108,188</b>
<b>MARKETING</b>						
PR		2,790	-	-	-	(2,790)
Marketing Tender / Website Costs		1,398	-	-	-	(1,398)
Approved Marketing Funding Applications	3	67,730	-	124,700	124,700	56,970
Marketing Funding Pot		-	105,000	(124,700)	(19,700)	(19,700)
<b>Total MARKETING</b>		<b>71,918</b>	<b>105,000</b>	<b>-</b>	<b>105,000</b>	<b>33,082</b>
<b>MANAGEMENT</b>						
Staff Costs		33,743	-	-	-	(33,743)
Premises		2,637	-	-	-	(2,637)
Legal and Professional		2,930	-	-	-	(2,930)
General Administrative Costs		6,675	-	-	-	(6,675)
Finance Charges		51	-	-	-	(51)
Management Budget		-	70,000	-	70,000	70,000
<b>Total MANAGEMENT</b>		<b>46,036</b>	<b>70,000</b>	<b>-</b>	<b>70,000</b>	<b>23,964</b>
<b>LEVY COLLECTION</b>						
Levy Collection costs		-	4,000	-	4,000	4,000
<b>CONTINGENCY</b>						
Contingency		-	6,000	-	6,000	6,000
<b>Operating Surplus / (Deficit)</b>		<b>148,903</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(148,903)</b>

### 1. Levy Income

The levy information from the council, received 2nd March 2022, confirmed an amount available to draw of £5187.75. The council have been invoiced for this and payment should be received before the end of March.



	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 4	2022 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	VARIANCE TO BUDGET
<b>2. Approved Improve Funding Applications</b>						
Britain In Bloom 2021		117	-	-	-	(117)
Car Park Monoliths		-	-	20,000	20,000	20,000
Crime Reporting Project		-	-	3,500	3,500	3,500
Graffiti		-	-	100	100	100
Hanging Baskets 2022		-	-	28,300	28,300	28,300
Heritage Paving Slabs 2021		1,695	-	-	-	(1,695)
Heritage Paving Slabs 2122		-	-	10,000	10,000	10,000
Land Train Project		-	-	4,000	4,000	4,000
Land Train Promotion		-	-	3,500	3,500	3,500
Maps		-	-	4,000	4,000	4,000
Shop Wrapping		-	-	3,800	3,800	3,800
Tourist Info Match Funding		-	-	2,000	2,000	2,000
<b>Total Approved Improve Funding Applications</b>		<b>1,812</b>	<b>-</b>	<b>79,200</b>	<b>79,200</b>	<b>77,388</b>
	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 4	2022 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	VARIANCE TO BUDGET

**3. Approved Marketing Funding Applications**

Beech Volleyball		2,676	-	6,000	6,000	3,324
Christmas Events		34,168	-	40,000	40,000	5,832
Dusk Til Dark		-	-	20,000	20,000	20,000
Loving Weymouth & Portland		7,500	-	14,400	14,400	6,900
Motocross		1,871	-	1,800	1,800	(71)
NYE 2019-20 Fireworks		3,750	-	-	-	(3,750)
Oct19 Half Term Workshops		536	-	-	-	(536)
QR Code Trail		729	-	-	-	(729)
Outsourced Marketing Campaign		14,000	-	40,000	40,000	26,000
Weymouth Town Council Flyer		2,500	-	2,500	2,500	-
<b>Total Approved Marketing Funding Applications</b>		<b>67,730</b>	<b>-</b>	<b>124,700</b>	<b>124,700</b>	<b>56,970</b>

## Marketing Subcommittee

**Date:** Thursday 3<sup>rd</sup> March 2022  
**Time:** 10:00am  
**Venue:** Microsoft Teams  
**Present:** Dawn Rondeau (DR)  
Lynne Fisher (LF)  
Tamsin Mutton-McKnight (TMM)  
Zach Williams (ZW)  
Pippa Gibb, In the Bag PR (PG)  
Andy Cooke, Loving Weymouth and Portland (AC)  
**Apologies:** None

## Minutes

### MAR/2203/1                    MINUTES OF PREVIOUS MEETING

#### Decisions

The minutes of the previous meeting were agreed as a true and accurate record.

#### Actions

- DR will send timeline to AC and PG
- PG to send press trip planner to DR

### MAR/2203/2                    DINOSAUR TRAIL

DR updated that the dinosaur trail has been extremely well received, with over 200 scans and confirmed that the board were not looking to undertake additional activities this year, though DR is working with the Jurassic Coast Trust. There may be a small financial request to support this with theming etc.

DR is also in communication around a proposal for 2023, building on this year's activities.

### MAR/2203/3                    IN THE BAG

The report was received.

PG advised that there has been good local coverage, including the launch of the dinosaur trail and new shop openings within the town, with parking also being on the front page of the Dorset Echo recently.

ITB are sending press trip requests and a We Are Exploring press-release out, with five press trips lined up.

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Dinosaur trail has been pitched to *Pick Me Up!*, *Best* and *Closer*, who look for family activities, and ITB are starting to pitch We Are Active.

DR updated that she is working with Greatest Hits on a video documentary around business changes in the town.

PG informed that they are receiving lots of press-trip requests from bloggers, but with limited reach, so they haven't been distributed further. PG advised that whilst micro-influencers have good engagement, it's tricky to measure return. AC said that national media quotes etc. act as a positive testimonial to businesses. DR recommended ITB gaining feedback from participants whether as quotes and/or case studies

Members discussed how to track traffic through websites and articles. AC mentioned custom URL shorteners to help track clicks.

#### **MAR/2203/4                    LOVING WEYMOUTH AND PORTLAND**

AC informed that the dinosaur trail has really taken off on social media, with two Facebook posts generating a reach of 90,000, 300 shares and 550 comments, which is unheard of. Instagram has also seen around 30,000 reach.

DR asked that we keep an eye on peaks and troughs so we are able to analyse the campaign and event better.

AC updated that his focus on the LWP website this month has been populating events, before approaching more levy-payers about taking up a listing on the website.

DR asked AC about integrating events on LWP with WAW. Discussion was undertaken as to the pros and cons of embedding a listing grid, redirecting to LWP for the event detail.

#### **Actions**

- Subcommittee members to discuss events integration.

LWP and ITB left the meeting

#### **MAR/2203/5                    WEBSITE AND SOCIAL MEDIA**

Discussed with members the contracts WAW has with external partners, including management, monitoring renewal process/dates.

The We Are Weymouth website was discussed, and the Operations Team expanded on possibilities and solutions. ZW will review options and deliver a proposal to the subcommittee for discussion at board.

#### **MAR/2203/6                    ANY OTHER BUSINESS**

DR advised that High Street Safari are undertaking a themed Queen's Platinum Jubilee Trail. Members were happy to proceed.

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ZW advised that Newsquest have approached us about advertising in one of their magazine publications. Members did not wish to proceed.

DR is in a discussion regarding a Pirate Parlay. Members advised that previous management time was taken up with supporting the application/event. It was suggested that the BID look to a smaller event this year to trial the event.

### **Decisions**

- Agreed to undertake a Platinum Jubilee QR Code Trail with High Street Safari
- Not to advertise in the Newsquest magazine publication

## Marketing Subcommittee – March 2022

### Summary of Agreed Decisions and Actions

#### **MAR/2203/1                    MINUTES OF PREVIOUS MEETING**

##### **Decisions**

The minutes of the previous meeting were agreed as a true and accurate record.

##### **Actions**

- DR will send timeline to AC and PG
- PG to send press trip planner to DR

#### **MAR/2203/4                    LOVING WEYMOUTH AND PORTLAND**

##### **Actions**

- Subcommittee members to discuss events integration.

#### **MAR/2203/6                    ANY OTHER BUSINESS**

##### **Decisions**

- Agreed to undertake a Platinum Jubilee QR Code Trail with High Street Safari
- Not to advertise in the Newsquest magazine publication

**WE ARE WEYMOUTH LIMITED**  
**MINUTES OF THE IMPROVE SUBCOMMITTEE MEETING**  
**HELD AT 12PM TUE 1<sup>ST</sup> MARCH**

**PRESENT**

We Are Weymouth - Dawn Rondeau, Zach Williams, Graham Perry, Jonathan Oldroyd  
Dorset council - Helen Heanes  
Weymouth Town council - Ed Warr

**IMP/2203/1                      REVIEW OF PREVIOUS MINUTES**

[D1 - The minutes were agreed to be a true and accurate record of the meeting.](#)

**IMP/2203/2                      GRAFFITI AND BROWN SIGNAGE**

DR informed meeting that she had online discussion with Emma Keller (EK) ref Gloucester mews, Brewers quay and other and has a meeting scheduled with Matt Piles (MP) to discuss Brewers quay in detail. Update from EW – EW had a site visit through the centre of town with EK, Cllr Orell and Cllr Huckle to look at the conditions of some of the buildings, including foliage growing through bricks etc. EK to provide an update including suggestions on possible enforcement going forward.

[A1 - EW to chase up report from Emma Keller](#)

JO – raised the issue of safety around the Gloucester Mews building after a small section of the cladding fell following the recent storm.

[A2 – EW to report back to Emma on safety of Gloucester Mews and copy DR in email.](#)

[A3 - DR meet with MP to discuss Brewers Quay and surrounding area.](#)

**Graffiti**

DR had a discussion with Dorset Council Highways who stated that unless the graffiti was offensive or insulting, it would not be removed.

There was a further discussion about who is responsible to clean it. If the property is privately owned, it's the owner's responsibility.

DR informed meeting that other BID's have hired someone to do small graffiti cleaning/external repairs.

GP – highlighted that there may be legal requirements for cleaning private properties.

ZW – suggested Weymouth BID purchasing cleaning products to use as and when needed.

[A3 - ZW to make a freedom of information request to Dorset Council on how many reports they have received and what the outcome was.](#)

**Brown Signs**

DR explained that the issue with the brown signs is that they are owned by the business and include multiple business names. Any changes would mean that the whole sign would need to be replaced.

HH – as a short time solution, they can be patched.

**IMP/2203/3 WEYMOUTH MAP**

DR - shared a map of central car parks on screen.

GP – we also need wayfinding for other key locations like bus stops, train station etc in addition to car parks.

ZW has done an audit of locations and we will gain a price from swift

ZW - Informed of meeting with Oxford cartographers to determine map.

**IMP/2203/4 MONOLITHS**

Update from Adrian at Swift Signs -

A discussion was had about the various options/materials available. Proofs were shared to the group on screen. Three possible options were shown. Visible area of the sign is approx. 2.8m high. DR – asked if we able to see a ‘real-time’ mock ups?

DR – shared a photograph example of a toughened glass sign.

GP – asked if there a cost benefit depending on number of units. Adrian confirmed that there would be, if they are made at the same time.

Timeframe from Swift Signs: currently around eight weeks but will need to confirm nearer the time. End of financial year tends to be a very busy time, so time frames may vary.

JO – asked about planning requirements.

HH – if the signs are owned by local authority, it's unlikely planning is needed. If not, planning will be needed.

DR has spoken to Jane Biscombe about the ownership of the monoliths. Once in place, they could become a WTC asset in order to be maintained in the future.

HH – make sure maintenance contract is a ‘maintain and repair’ contract.

DR – meeting with Matt Piles next week to discuss planning.

[A1 – EW to send over some examples of Weyfinding at Southbank.](#)

[DR – meet MP to discuss monoliths and planning.](#)

[A1 - ZW work with Swift to mock up sign for March board meeting](#)

**IMP/2203/5 HERITAGE PAVING SLABS**

Heritage Slabs will be read by the first week of March. DR waiting for a final price and installation date from Dorset Council. There will now be 6 slabs as opposed to the originally planned 8.

DR meeting with Will next week to look at locations along the esplanade.

**IMP/2203/6**

**ARTS MURAL TRAIL**

DR gave an update from Ben Heath.

Venues include Overcombe, Greenhill Café, Weymouth Library, side alley along St Mary's Church, lost children building, gable end of 24 Trinity Street, Red Lion pub, WOWEC store, Nothe Gardens.

DR informed meeting that due to different consents and permissions, one joint planning application is not possible. The seven sites that required applications were submitted separately. The council's legal representatives will draft legal agreements for each all sites that require them. The agreement will cover all the elements of ownership and decommission of the work after 5 years. Delivery of murals likely to start in May.

Committee Meeting will take place on 7<sup>th</sup> April. DR has a meeting next week to look at amended designs.

[A1 – DR to circulate update from Ben Heath.](#)

**IMP/2203/7**

**TOURISM**

DR attended cabinet meeting last week to oppose the decision to remove the parking scratch card permits for hospitality providers. Feedback from Cllr Ray Bryan was given.

DR will continue to challenge this decision. Next step possible press release including comments from WTC.

HH suggested engaging with Amanda Parks and Sheryl Stapleton, interim leaders for the tourism section at Dorset Council.

DR has spoken to Cllr Tony Ferrari portfolio holder for Economic development for DC on his request. CF suggested BID put forward a proposal on way forward and it be sent to him to work with Cllr Ray Bryan

DR – implemented and has been running tourism meetings since October 2021. Those now on the committee include: Dorset Volunteer Ambassadors, First Bus, SWR, WTC, Portland Port, WADT. Minutes from the previous four meetings were included in the last BID Board pack. The Board did agree to part fund the Information Shop on the understanding that its purpose is clear and that it is match-funded by WTC. DR has been in discussion with JB. Applications are still pending; a meeting will be held next week.

DR – we have been getting good feedback from Portland Port regarding schedules etc.

DR – we have had a conversation with the tourism department at Weymouth College about the possibility of student volunteers.

A press release will go out after next week's meeting.

[A1 - DR send proposal to Cllr T Ferrari](#)

**IMP/2203/8**

**DISC**

ZW – DISC is an online system to support crime reduction that can link with Pubwatch, Shopwatch, Hotelwatch, Harbourwatch etc. It can be used to share information, log offender profiles and public realm reporting. The board have agreed to purchase it.

ZW – currently engaging with DISC to discuss set up and contacting partners, local authority and existing schemes to begin discussions on how this product can support them.



DISC will train BID staff and key people.

[A1 - ZW – to share link with further information about DISC scheme.](#)

**IMP/2203/9                      CRIME & SAFETY**

No updates

**IMP/2203/10                    NEIGHBOURHOOD PLAN**

DR attended Neighbourhood Plan meeting; video available. Links will be sent out to encourage further engagement.

HH – There are no updates on the Local Plan.

[A1 – DR to add draft Neighbourhood Plan document to the minutes.](#)

**IMP/2203/11                    ANY OTHER BUSINESS**

No other business

# Weymouth Neighbourhood Plan

<https://www.weymouthtowncouncil.gov.uk/neighbourhood-plan/>

## Vision Mission and Aims

Drawing upon the public response to the consultation in Dec 2020/Jan 2021 the Steering Group has endorsed a new Vision and Mission for Weymouth's Neighbourhood Plan reflecting the priorities indicated in the survey and identifying a set of 16 Aims to focus our efforts. These have been assembled into 5 theme groups and are intended to apply across the whole of Weymouth.

We welcome comments on this and will be reviewing the Vision, Mission and Aims as further feedback is provided by the community. Please visit <https://www.weymouthtowncouncil.gov.uk/neighbourhood-plan/> to find out more.

### Our Vision:

By 2038, Weymouth will be a resilient coastal community with a diverse range of jobs and homes which meet the needs of residents for present generations without compromising the needs of future generations. The unique identities of our local neighbourhoods will be attractive to all age groups and will foster healthy and happy lifestyles.

### Our Mission:

To create a stimulating, attractive, safe and accessible town and harbour where the unique coastal environment is celebrated. We will promote balanced developments that respect Weymouth's unique heritage and rural landscape, attract investment in our natural capital, and embraces creativity, technology and innovation for the community to thrive in a sustainable environment.

### Neighbourhoods

Aim 1. Celebrate the unique character and culture of each local neighbourhood and respond to their needs to enable our policies to be applied in a sensitive way, relevant to the locality ensuring resilient sustainable communities for all ages.

Aim 2. Allocate sustainable sites for new homes and jobs which are within walking distance to town or a neighbourhood centre, thereby supporting local facilities, shops and services, promoting recreational activity and well-being.

Aim 3. Protect and enhance the distinctive historic character of the Conservation Areas within Weymouth and its many architecturally significant and listed buildings, streets, squares, open spaces and the wider public realm for their vital importance to the identity and heritage of the individual neighbourhoods and town as a whole.

### Homes

Aim 4. Provide a broad mix of homes, which align with housing need and give priority to the needs of current and future residents and all parts of the community, with emphasis on social and affordable homes that reflect the character and appearance of the area.

Aim 5. Support and encourage the reuse of brownfield sites as well as community-led, self-build and innovative development schemes and tenancies as ways of achieving sustainable developments that are affordable for local residents.

# Weymouth Neighbourhood Plan

## Jobs

Aim 6. Make Weymouth a more self-sufficient community and reduce commuting by preserving and enhancing employment provision for a diverse range of jobs, training and skills throughout the year.

Aim 7. Preserve and enhance Weymouth's unique built and cultural heritage (harbour side and beach front), maritime heritage, leisure and entertainment offering, recognising its needs as a desirable, year-round, visitor destination.

Aim 8. Encourage the creation of jobs and training that support independent enterprises and encourage creativity, technology, innovation, and green jobs as well as jobs that build on farming, food production, the coastal and maritime location.

## Sustainable environments

Aim 9. Make step changes to ensure that all development by 2038 is net-zero carbon, making the best use of land, maximising the reuse of buildings and brownfield development.

Aim 10. Achieve the highest design standards for all new development, with a focus on energy conservation and each site generating a portion of on-site energy.

Aim 11. Reduce car movements and encourage sustainable transport modes in Local Neighbourhoods, particularly Weymouth's town centre, harbour and beach by implementing various traffic management measures.

Aim 12. Plan for a greater use of sustainable transport, by providing facilities for bikes, scooters and electric cars and boats such as charging points, cycle racks and comfortable bus stops, supporting projects that help travel in an environmentally friendly way and reviewing car parking standards if appropriate.

## Landscape and green spaces

Aim 13. Preserve and enhance our unique environments and sustain distinctive landscapes, especially our coastal, marine, beaches, cliff tops, inland waterways, rivers, marshes, nature reserves and parks.

Aim 14. Increase the use of Weymouth's open spaces and community facilities for all ages and abilities by improving existing and creating new recreational amenities.

Aim 15. Reverse biodiversity loss, enhance engagement with nature, encourage biodiversity and habitat conservation and invest in our natural capital and our ecosystems to safeguard sustainable food production, ensuring protection from natural hazards and continued recreational activities.

Aim 16. Create an integrated network of green and blue infrastructure habitats, parks, waterways and nature trails between and through existing and new developments whilst providing safe walking and cycling routes.

# in the bag

## Monthly Report February 2022



### Coverage

Date	Publication	Source	Reach	AVE
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# in the bag

MONTHLY REPORT  
We Are Weymouth (BID) | February 2022

14.02.22	Yahoo! UK and Ireland (Web)	<a href="https://uk.news.yahoo.com/two-shops-open-weymouth-town-001000810.html">https://uk.news.yahoo.com/two-shops-open-weymouth-town-001000810.html</a>	1030766	27668
14.02.22	Dorset Echo	print	10196	210.6
14.02.22	Bournemouth Daily Echo (Web)	<a href="https://www.bournemouthecho.co.uk/news/19921764.two-new-shops-opening-weymouth-town-centre/">https://www.bournemouthecho.co.uk/news/19921764.two-new-shops-opening-weymouth-town-centre/</a>	118482	3180
21.02.22	Yahoo! UK and Ireland (Web)	<a href="https://uk.sports.yahoo.com/news/weymouth-track-host-outdoor-arts-050000628.html">https://uk.sports.yahoo.com/news/weymouth-track-host-outdoor-arts-050000628.html</a>	1030766	27668
21.02.22	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/19938676.new-outdoor-arts-event-track-weymouth/">https://www.dorsetecho.co.uk/news/19938676.new-outdoor-arts-event-track-weymouth/</a>	43436	353
21.02.22	Dorset Echo	print	10196	928.98
23.02.22	Greatest Hits Radio	Broadcast - Dawn	na	na
23.02.22	Greatest Hits Radio	<a href="https://planetradio.co.uk/greatest-hits/dorset/news/dinosaurs-in-weymouth/">https://planetradio.co.uk/greatest-hits/dorset/news/dinosaurs-in-weymouth/</a>	na	na
27.02.22	Yahoo! UK and Ireland (Web)	<a href="https://uk.sports.yahoo.com/news/dinosaurs-loose-weymouth-town-centre-001000184.html">https://uk.sports.yahoo.com/news/dinosaurs-loose-weymouth-town-centre-001000184.html</a>	1030766	27668
26.02.22	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/19953581.new-dinosaur-attraction-set-weymouth/">https://www.dorsetecho.co.uk/news/19953581.new-dinosaur-attraction-set-weymouth/</a>	43436	353

## We Are Exploring

- Drafted local launch press release of Dinosaur Trail and circulated for sign off
  - Circulated to media
- Drafted new logos and circulated for sign off:



- Amended We Are Exploring press release to have a broader focus - will circulate for sign off
- Began sourcing Jurassic Coast photography
- Began planning branded content - 1 post per week, will send for sign off ASAP at the beginning of March

# in the bag

## MONTHLY REPORT We Are Weymouth (BID) | February 2022

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- Pitched the Dinosaur Trail into the i newspaper for feature on new attractions around the country
- Shared dinosaur photography with The Echo
- Liaised with Dorset Magazine to share more We Are Exploring information and photography - hopefully will appear in the Easter things to do round up
- Press trip requests from bloggers/journalists including:
  - <https://www.vevivos.com/> / <https://victoriavisits.co.uk/>
  - <https://lodestarsanthology.co.uk/>
  - <https://mudpiefridays.com/>
  - <http://travellowdown.com/>
- Pitched Dinosaur Trail into Pick Me Up! for feature on new attractions

### *Marketing Strategy*

- Edited Volleyball sponsorship press release and circulated to key local media contacts
  - Re-sent with a photocall reminder

### *Public Relations*

- Liaised with Heart London magazine to confirm press trip - 8th April (staying at The Gresham)
- Pitched Weymouth into The Daily Telegraph for press trip request - followed up with mention of 10yr Olympic anniversary
- Pitched Weymouth into Amazing Destinations magazine for press trip request - arranging for September for autumn/winter edition (accommodation etc not confirmed)
- Pitched Weymouth into Great British Food for press trip request - editor would like to send someone, confirming details - have approached Waterside to host
- Liaised with Fabulous Magazine to discuss potential press trip opportunity - focus would be new restaurants opening, not accommodation so unable to book in at the moment
  - Sent over information on Hall's Kitchen, Bennett's Fish & Chips, EBIKE Cafe @ Deheers and Les Enfants Terribles - journalist may visit independently
- Liaised with the Dorset Echo to offer quote on new shops opening in Weymouth
  - Drafted quote and circulated for sign off - sent to Echo
- Liaised with Heat Magazine to arrange press trip - will book into The Royal Hotel
- Liaised with GLOBETRENDER to pitch in Weymouth as a travel location
- Liaised with The Echo to provide info on the Activate performance in September
- Pitched We Are Active press trip into Women's Fitness magazine

### *Advertising*

- Liaised with the Dorset Echo to discuss advertising opportunities
  - Queen's Jubilee

# in the bag

MONTHLY REPORT  
We Are Weymouth (BID) | February 2022

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- Living publications
- Reach PLC for content marketing [declined]

## *AOB*

- Drafted weekly PR Newswires
- Phone calls with BID team
- Marketing subcommittee Zoom
- Circulated monthly reports to WAW team
- Followed up with Fourth Wall to confirm Christmas video edit and saved rushes to Dropbox - shared with WAW team
  - Liaised with WAW on payment of Fourth Wall invoice from 2021
- Liaised with Jason at Out There to share client photography - shared with Zach
- Liaised with The Royal Hotel to discuss press trip opportunities - had a walk around with Denise and will book Heat magazine in ASAP
- Flagged FB messages to WAW team

## *Upcoming activity*

Circulate We Are Exploring national press release to key media contacts

Draft We Are Exploring social posts - Jurassic/dinosaur/location facts - 1 per week

Press trip push for We Are Exploring

Begin We Are Active planning for summer campaign

Continue 2022 planning

Continue AGM prep work

# Love Weymouth Activity Report

## We Are Weymouth Marketing Committee

### Period Covered February 2022

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

Website traffic has continued to grow in February. Visits were influenced by a spike in traffic over the two days of Storm Eunice. Taking this spike out of the stats brings site visits down to around 20,000 which is still a significant increase on January. We expect growth to grow on the Eunice adjusted number in March although it's unlikely to exceed total February numbers.

We've continued build the annual events list ready for the growing number of monthly site visits leading up to Easter and the start of the main season. As of end February a total of 150 events were featured on the site. The majority of these events are unique we will be adding repeating events eg Park Run very soon after we've made a few improvements to the way in which the listings are displayed. We are continuing with our dialogue with marketing team at Weymouth Pavilion and aim to work closely with them this year and develop promo opportunities for theatre breaks with accommodation providers through website and our social channels as mentioned in last months report.

A number of news items were published on the website which generated very healthy social media engagement direct from the web page in addition to engagement achieved through shares on Facebook, this can be see when clicking through on the following links:-

<https://www.love-weymouth.co.uk/success-for-weymouth-businesses-in-dorset-tourism-awards-2021-22/>

<https://www.love-weymouth.co.uk/seafeast-dorset-seafood-festival-2022/>

<https://www.love-weymouth.co.uk/weymouth-beach-volleyball-classic-announces-main-sponsor-2022/>

<https://www.love-weymouth.co.uk/weymouth-top-beaches-europe/>

<https://www.love-weymouth.co.uk/weymouths-dinosaur-trail-marks-20-year-anniversary-of-unesco-jurassic-coast/>

We now have more sign ups from levy payers for promo pages on the website which will be added to the site over the next two weeks bringing the total number up to 160

**Website Visits February 35,100 (14,100)**



## 2. FACEBOOK

Facebook engagement continues to grow month on month due in part to more relevant content becoming available as we approach the start of the season. As the weather improves we'll be working hard to create new engaging content. We'll also be making a lot more use of Facebook stories and reels as their performance recently for us has been more significant than it has been before.

Posts to promote The Dinosaur Trail at launch were very successful. The two posts reached 80,000 Facebook users, were shared 294 times, commented on 569 times and had over 1000 likes. In addition two posts in Instagram reached 26,900 Instagram users.

- A. Total Post Reach .... 855,300 (514,400)
- B. Total Number of Posts .... 39 (23)
- C. Video Views ... 46,200 (44,286)\*
- D. Page Likes at month end ... 59,722 (59,425)
- E. Followers at month end ... 66,475 (66,025)
- F. Average Reach per post .... 21,900 (22,347)
- G. Average post reach = 33.22% of followers (33.86%%)

## 3. Youtube:

Subscribers as at end February 1,033 (1,028)

Minutes viewed 4,704 (3,456)

Building YouTube following is a slow process but we will continue to work on it over the coming months with new content being added regularly. As we generate video content for Facebook and Instagram we'll be also be placing it on Youtube. Youtube Shorts are something we are also starting to look at closely and once the season starts we'll test the water with some Youtube live videos.

#### **4. Instagram:**

Total followers 14,187 (13,980\*)  
Total Post Reach 66,924 (81,200)  
Total posts – 21 (19)

Total reels - 8  
Total reels reach 138,200

Total videos - 0 (2)  
Total video view – 0 (8,400)  
Total video reach – 0 (19,000)

Total Stories – 33 (10)  
Stories reach – 33,037 (8,304)

Total Instagram accounts reached – 117,610 (27,400)

The increase in the effectiveness of both stories and reels continues as can be seen by the 400% month on month increase overall account Instagram reach.

Andy Cooke 02/03/2022