



Board Meeting Agenda

Date: 27th April 2022

Time: 11:00

Location: Zoom

Item		Time
BOA2204- 1	Welcome	11.00
BOA2204- 2	Apologies for Absence	11.05
BOA2204- 3	Declaration of Interest	11.10
BOA2204- 4	Observers	11.15
BOA2204- 5	Matters Arising from Previous Minutes	11.20
BOA2204- 6	Governance <ul style="list-style-type: none"> a. Directorship progress b. Levy update 	11.25
BOA2204- 7	Finance Report <ul style="list-style-type: none"> a. Update and budgets 	11.30
BOA2204- 8	Marketing and Events <ul style="list-style-type: none"> a. Marketing subcommittee minutes incl. ITB and LWP reports b. JUBILEE c. CHRISTMAS d. WEBSITE e. CONFERENCE 	11.40
BOA2204- 9	Improve <ul style="list-style-type: none"> a. Improve subcommittee minutes b. GRAFITTI c. RANGER - PILOT 	12:00
BOA2204-10	BALLOT	12:20
BOA2204- 11	A.O.B <ul style="list-style-type: none"> Bollard responses Contracts 	12:40

BOA2204- 12	Date of next and subsequent meetings 25th May 29th June 27th July	12:45
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BID Board Meeting

Date: Wednesday 23rd March 2022
Time: 11:00am
Venue: Microsoft Teams
Present: Chris Truscott (CT), McDonald's
Jonathan Oldroyd (JO), Gloucester House
Lynne Fisher (LF), St John's Guest House
Graham Perry (GP), The Fair Bridge Trust
Cllr Rob Hughes, Observer, Dorset Council
Helen Heanes, Observer, Dorset Council
In Attendance: Dawn Rondeau, Chief Operations Officer, We Are Weymouth
Zach Williams, Operations Assistant, We Are Weymouth

Minutes

BOA/2203/1 WELCOME

The chairman opened the meeting and welcomed members and observers.

BOA/2203/2 APOLOGIES FOR ABSENCE

Ian Ferguson (IF), Weyline
Tamsin Mutton McKnight (TMM), Merlin / SEA LIFE
Cllr Jon Orrell, Observer, Weymouth Town Council
Cllr Jon Worth, Observer, Dorset Council
Sarah Barnett, Observer, Weymouth College

BOA/2203/3 DECLARATIONS OF INTEREST

No declarations of interest were made.

BOA/2203/4 OBSERVERS

Cllr Rob Hughes, Observer, Dorset Council
Helen Heanes, Observer, Dorset Council

BOA/2203/5 MINUTES OF THE LAST MEETING

D1 - The minutes of the February board Meeting were approved as a true and accurate record

INFORMATION SHOP

DR – working with ITB on a press release to reflect WAW & WTC supported the project with £2,000 each. There is also some money being used through DC Volunteer Centre. This will be going into our newsletter.

GP - notified the group that a brochure has been produced including mostly community information and little tourist info.

A1 – DR to get back to Information Shop for updates and ensure a higher profile for Tourism

BOA2203/6 GOVERNANCE**UPDATE ON DIRECTORSHIP**

DR – still waiting for forms from Cllr Orrell, a deadline is needed.

A1 – DR to request Zoom meeting with Cllr Orrell and Jane Biscombe.

DR – Jye Dixey from The William Henry is keen to become a director, we are awaiting his application form.

DR is meeting with the owner of Waterside on 1st April.

LEVY UPDATE

A2 - DR to email to Dorset Council for update on outstanding levy collections

BOA/2203/7 FINANCE REPORT

The financial report was received by the board.

CT informed board that DR had presented a draft set of projections to CT and JO for the remainder of 2022 and a proposal for the 2022/3 financial year along with initial suggestions for the 5yr business plan.

A1 - DR to share budget proposal with GP

BOA/2203/8 MARKETING AND EVENTS**We Are Weymouth is Weymouth's Business Improvement District (BID)**

We Are Weymouth Limited is a company registered in England and Wales.

Registration Number: 07953027. Registered Office: Leanne House, 6 Avon Close, Weymouth, DT3 9UX.

Minutes received from ITB, Loving Weymouth and Portland and Marketing Sub-Committee received.

DR met with ITB about having some more structure including a chart of what's being posted each week to help with future planning.

DR – it was agreed that we will have an operational increase in the budget for a laptop as many marketing materials are being produced in house, currently on ZW own laptop. CT commented that a laptop would be a depreciable asset for the business and investment should be made.

Further to agreed actions by the board in Feb; ZW had prepared a comparison on improving the current website either internally or through outsourcing the website. DR proposed that £1,500 spent on improving the website. DR presented an on-screen draft of the updated website. ZW gave a brief overview of website.

LF – asked if the budget proposed would cover moving all the data across. ZW confirmed that time had been allocated to do this.

GP – suggested having an 'under construction' page and links to partner websites as the site is currently not fit for purpose was urgent an urgent matter.

CT – agreed that we should put a holding page on our website with links to partner pages plus also consider the level of ongoing maintenance of a website we are hosting in-house. A collective decision needs to be made.

A1 - DR to further discuss the website in the Marketing Sub-committee.

BOA/2203/9 IMPROVE

PARKING

DR went to the Cabinet Meeting to put the question to Cllr Ray Bryan. DR had further discussion with Cllr Tony Ferrari who has suggested we should put through some suggestions, these have been sent.

DR – had an informative discussion with Matt Piles to discuss parking, including park and ride. DC are committed to the P&R and informed DR that it will be operational by the summer. There is a new app called Mi Permit coming out to help with buying yearly permits. DR will be attending a meeting with local Guest Houses for feedback.

DR met with Cllr Orrell to discuss the potential for disused land to become hotel/guest house parking only. Further questions are underway regarding ownership and management.

DR – as soon as we know the definite plans, we will be sharing this information publicly.

DR - Scratch cards are not to be reintroduced as a strategic plan for a fairer Dorset wide parking scheme has now been implemented.

DR – requested to DC that the loading bays in Maiden Street be altered to 15min bays to support the businesses in that location. Dc responded favourably

MONOLITHS

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DR – MP made an introduction for DR to Elizabeth Murray from parking to advise on planning. MP expressed that DC wanted to support WAW in their endeavours to signpost visitors and informed DR we don't need to get planning if WTC own the asset. DR aware we need to get this in writing

DR – DR informed the board that Brewers Quay was again sold Subject to contract and the latest the purchaser is aware that DC will be issuing a notice of works in them as soon as owned. DR highlighted the poor state of the area, and asked DC for a commitment to sort out the hoarding prior to Easter where the first cruise ship passengers arrive, whether by the new owner or the council. DR was given go ahead for temporary banners to cover Harris fencing and discussed coaches drop off nearer to Newton's Cove. MP visiting Port and will address this.

DR – Dawn Heath has confirmed that DC will be removing more of the graffiti from the town.

A1 - DR we should discuss Weymouth Museum at the next Improve Sub-committee

DISC

DR – DISC has been well received by Dave Parr and Jane Biscombe. They did an awareness session with ZW. Training has been disseminated to the levy paying community, especially Pubwatch and Shopwatch. ZW is running a training session this afternoon.

ZR – gave a brief update on DISC. There are 15 businesses registered on the training course. Positive feedback has been received from Dorset Police, DC and WTC.

PAVING SLABS

DR – Delivered 24th March, installation by Easter.

A2 - DR Draft press release to go to GP

BOA/2203/10 ANY OTHER BUSINESS

JO – some of the street bins have been removed and asked why.

A1 HH – to follow up re bin removal with waste services ahead of visitors.

BOA2203/11 NEXT MEETNG DATE

27th April at 11am

BOA2203/12 VISITOR – Chris Turner, British BIDs

Chris Turner spoke to the Board about the renewal process and how British BIDs can support WAW.

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Chris Turner to send CT a copy of the presentation.

ACTIONS

BOA/2203/5 MINUTES OF THE LAST MEETING

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

A1 – DR to get back to Information Shop for updates

BOA2203/6 GOVERNANCE

A1 – DR to request Zoom meeting with Cllr Orrell and Jane Biscombe.

A2 - DR to email to Dorset Council for update on outstanding levy collections

BOA/2203/7 FINANCE REPORT

A1 - DR to share budget proposal with GP

BOA/2203/8 MARKETING AND EVENTS

A1 - DR to further discuss the website in the Marketing Sub-committee.

BOA/2203/9 IMPROVE

A1 - DR we should discuss Weymouth Museum at the next Improve Sub-committee

A2 - DR Paving slab draft press release to go to GP



We Are Weymouth Limited

Pilgrim House, 1 Hope Street, Weymouth, DT4 8TU

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BOA/2203/10 ANY OTHER BUSINESS

A1 HH – to follow up re bin removal with waste services

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Motocross Transactions

WE ARE WEYMOUTH LIMITED

For the period 1 September 2021 to 31 August 2022

DATE	SOURCE	DESCRIPTION	REFERENCE	DEBIT	CREDIT	GROSS	NET	VAT	VAT RATE
Motocross									
7 Oct 2021	Payable Invoice	SHERRENS THE PRINTERS - Sherrens The Printers	SI-2137	301.00	-	361.20	301.00	60.20	20.00%
15 Oct 2021	Payable Invoice	Atlantic Audio - Atlantic Audio	4935	950.00	-	1,140.00	950.00	190.00	20.00%
18 Oct 2021	Payable Invoice	Events Crew Limited - Events Crew	EVC-3714	470.00	-	564.00	470.00	94.00	20.00%
17 Nov 2021	Payable Invoice	WEYMOUTH TOWN COUNCIL - Use of Prom from Motocross 10/10/21	1166	150.00	-	180.00	150.00	30.00	20.00%
Total Motocross				1,871.00	-	2,245.20	1,871.00	374.20	
Total				1,871.00	-	2,245.20	1,871.00	374.20	

Draft Financial Report Year to Date

WE ARE WEYMOUTH LIMITED

For the 7 months ended 31 March 2022

	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 4	2022 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	VARIANCE TO BUDGET
INCOME						
BID Levy Income	1	273,857	295,000	-	295,000	21,143
IMPROVE						
Approved Improve Funding Applications	2	11,116	-	92,600	92,600	81,484
Improve Funding Pot		-	110,000	(92,600)	17,400	17,400
Total IMPROVE		11,116	110,000	-	110,000	98,884
MARKETING						
PR		2,850	-	-	-	(2,850)
Marketing Tender / Website Costs		1,478	-	-	-	(1,478)
Approved Marketing Funding Applications	3	75,259	-	132,200	132,200	56,941
Marketing Funding Pot		-	105,000	(132,200)	(27,200)	(27,200)
Total MARKETING		79,587	105,000	-	105,000	25,413
MANAGEMENT						
Staff Costs		40,242	-	-	-	(40,242)
Premises		4,421	-	-	-	(4,421)
Legal and Professional		3,330	-	-	-	(3,330)
General Administrative Costs		6,987	-	-	-	(6,987)
Finance Charges		58	-	-	-	(58)
Management Budget		-	70,000	-	70,000	70,000
Total MANAGEMENT		55,038	70,000	-	70,000	14,962
LEVY COLLECTION						
Levy Collection costs		-	4,000	-	4,000	4,000
CONTINGENCY						
Contingency		-	6,000	-	6,000	6,000
Operating Surplus / (Deficit)		128,116	-	-	-	(128,116)

1. Levy Income

The levy information from the council, received 8th April 2022, confirmed an amount available to draw of £219.25. As this value is very small, the council have not been invoiced this month.

	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 4	2022 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	VARIANCE TO BUDGET
2. Approved Improve Funding Applications						
Arts Mural Trail		-	-	20,000	20,000	20,000
Britain In Bloom 2021		117	-	-	-	(117)
Car Park Monoliths		-	-	20,000	20,000	20,000
Crime Reporting Project		2,800	-	3,500	3,500	700
Graffiti		-	-	100	100	100
Hanging Baskets 2022		-	-	28,300	28,300	28,300
Harbour Signage 2020		804	-	-	-	(804)
Heritage Paving Slabs 2021		1,695	-	-	-	(1,695)
Heritage Paving Slabs 2122		5,700	-	10,000	10,000	4,300
Jurassic Coast Trust		-	-	900	900	900
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
Total Approved Improve Funding Applications		11,116	-	92,600	92,600	81,484

	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
Land Train Project		4,000	-	4,000	4,000	-
Land Train Promotion		-	-	3,500	3,500	3,500
Loving Weymouth & Portland		8,750	-	14,400	14,400	5,650
Maps		-	-	4,000	4,000	4,000
Motocross		1,800	-	1,800	1,800	-
NYE 2019-20 Fireworks		3,750	-	-	-	(3,750)
Oct19 Half Term Workshops		536	-	-	-	(536)
QR Code Trail		729	-	-	-	(729)
Outsourced Marketing Campaign		16,350	-	40,000	40,000	23,650
Weymouth Town Council Flyer		2,500	-	2,500	2,500	-
Total Approved Marketing Funding Applications		75,259	-	136,200	136,200	60,941

in the bag

Monthly Report
March 2022



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | March 2022

Coverage

Link to coverage:

<https://www.dropbox.com/sh/g90qu3r5d7154e5/AADAK6buD0U6yG0TKbJok3Fka?dl=0>

Date	Publication	Source	Reach	AVE
26.02.22	Dorset Echo	print	10,196	914.94
2.3.22	Dorset Echo	print	10196	858.78
16.03.22	Planet Radio (Web)	https://planetradio.co.uk/greatest-hits/dorset/news/weymouth-launches-bid-to-keep-its-beaches-bustling-this-summer/	236253	6342
23.3.22	Dorset Echo	print	10196	1141.92
28.3.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20024350.popular-folk-festival-returning-weymouth-summer/	43436	353
28.3.22	Dorset Echo	print	10196	989.82
28.3.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20027183.popular-fayre-square-festival-returns-weymouth-may/	43436	353
28.3.22	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/popular-folk-festival-returning-weymouth-040000326.html	1030766	39016
29.3.22	Dorset Echo	print	10196	954.72

We Are Exploring

- Circulated We Are Expl'ROAR'ing press release to national contacts
- Drafted Jurassic Coast travel press release and circulated for sign off - this has now been sent out widely to national and local contacts
- Drafted Weymouth Easter activities 'Exploring our Jurassic past this Easter' press release and circulated for sign off - this has now been sent out widely to national and local contacts
- Drafted and scheduled branded content for April - in Hootsuite
- Drafted We Are Exploring press trip push and circulated to national media
 - Liaised with national journalists and freelancers including ITV, Daily Telegraph, London Unattached to discuss potential press trips - TBC
- Sourced Jurassic Coast stock photography for marketing use

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | March 2022

- Arranged for the i newspaper to visit Weymouth for We Are Exploring
 - Liaised with Waterside for accommodation
 - Began drafting itinerary - liaising with levy payers to organise meals etc for review
- Arranged for Great British Food to visit Weymouth for We Are Exploring
 - Liaised with Waterside for accommodation
 - Began drafting itinerary - liaising with levy payers to organise meals etc for review
- Liaised with travel writer Emma Fields to have Dinosaur Trail and Weymouth activities included in her newsletter and on the @havekids_travel instagram page
- Liaised with travel writer Sarah Harvey to pitch in press trip to Weymouth - for exploring the Jurassic Coast, will reconnect when she returns from the Maldives
- Pitched Dinosaur Trail into Pick Me Up! for all things new feature
- Pitched Dinosaur Trail into METRO for Geek Diary feature
- Circulated photography to H&N Magazine for feature on Jurassic Coast (local publication for the north) <https://hnmagazine.co.uk/>
- Liaised with Amazing Destinations to pitch in for their Jurassic Coast press trip in July - offered a boat ride along the Jurassic Coast or lunch in one of the harbour restaurants
- Pitched Exploring/Dinosaur Trail into the i newspaper for Easter activities round up
- Liaised with Bernadette Fallon for potential press trip with the National Geographic for a coastal/natura angle on Weymouth (pitched in RSPB, Lodmoor and SEA LIFE)

Marketing Strategy

- Drafted Heritage Slabs press release and circulated for sign off - suggested send out of 4th April
- Replied to voicemail left on WAW answerphone from the Sunday Times Travel Desk (advertising), declined

Public Relations

- Pitched Weymouth & Portland into Reach newspapers for feature on island escapes - Jurassic Coast push
- Pitched the Dinosaur Trail into Luxuriate Life for feature on Easter experiences
- Pitched Jurassic Coast into National Geographic Traveller for feature on climbing
- Liaised with SCUBA Magazine to confirm publication of press trip review - either 15th April or 15th May

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | March 2022

- Pitched a press trip to Weymouth into City AM - Exploring focus
- Pitched press trip into Women's Fitness - We Are Active push
- Liaised with Bauer Media on a press trip to Weymouth - looking for accommodation for 7 adults and 2 children - waiting to hear back from Haven Holiday Park
- Liaised with Luxurious Magazine for potential press trip - offered to The Royal Hotel but declined
 - Luxurious Magazine has approx 5million unique users per month - is there anyone else we could suggest?
- Followed up with HEAT magazine for press trip opportunity - waiting to hear back
- Liaised with the Dorset Echo on new shops launching in Weymouth
- Circulated filming opportunity for national TV show to bid levy payers via PR Newswire - also pitched in some local independent food producers
- Pitched Rossi's ice cream into British Travel Journal for feature on ice cream parlours
 - Liaised with Rossi's for information and background
 - Liaised with local blogger Emily Luxton to confirm use of one of her images
 - Submitted all to British Travel Journal and should appear in summer issue and online
- Pitched Weymouth into the Daily Telegraph for feature on adventure holidays with teenagers
- Liaised with the Dorset Echo to provide comment on shopping locally
 - Drafted comment and circulated for sign off
 - Submitted to the Echo
- Pitched Fish N Fritz into the i newspaper for comment on issues affecting fish and chip shops
 - Liaised with Jason at Out There
- Pitched Dawn into Express.co.uk looking for experts on tourism (camping and staycation)

Advertising

- Liaised with the Dorset Magazine to book a half page in the April edition of Dorset Magazine
 - Provided copy (submitted via online portal)
- Liaised with Localiq to discuss potential collaboration with The Dorset Echo on photography competition for We Are Exploring - details with the board for review:
 - Launch editorial in print and online – supplied by BID
 - Launch front page advert – Dorset Echo

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | March 2022

- 2 quarter page adverts run weekly for 4 weeks – these will include our logo as partnership
- 100 000 bespoke facebook adverts
- 50 000 targeted online adverts

- Double page spread to highlight winners and photos and story run online
- Campaign value £3200 + vat
- **Campaign cost “in partnership with Dorset Echo” £1500 + vat**

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
 - Liaised with WAW on payment of Fourth Wall invoice from 2021
- Circulated feedback on John Shepherd interview request
- Liaised with Lara Jane Thorpe on potential monthly photography retainer and purchasing stock photography
 - £250 per month for retainer
 - £20 per image, or 10 images for £100 for stock photography
- Arranged access to WAW Canva for content creation

Upcoming activity

Confirm press trips

Easter push on social media - targeted advertising campaign

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

Begin We Are Active planning for summer campaign

Continue conference prep work

Love Weymouth Activity Report

We Are Weymouth Marketing Committee

Period Covered March 2022

1. LOVE-WEYMOUTH.CO.UK WEBSITE

Website traffic has been much as expected in March, on par with February when the traffic spike of Storm Eunice that month is factored in. No increase in growth mainly due to there having been a Half Term break in February which boosted the months numbers as well. It's more than likely also that increasing worry amongst our audience of upcoming inflation and impact of increased fuel charges may have influenced their interest in short term visits.

We've continued build and maintain the annual events list. As of end March a total of 161 events were featured on the site. We expect this number to grow to around 175 as we approach Easter. As yet we have not added the bulk of the exercise repeating events and community events WTC are featuring in their listings as we have always taken the view that they do little to encourage visitors, we'd like to discuss this with marketing committee for their view .

Currently WAW website is directing traffic to our events page. We would be happy to Co-brand this page 'In Association With We Are Weymouth, Weymouth Bid' logo. We can take the same approach with our various business listings pages.

During April we're planning work on a facelift for love-weymouth.co.uk. The site has been in its current form now for two years. It was launched just before lockdown 2020 with a view then to enhance it over the coming months. Lockdown influenced a change of plan as we thought it far more important to focus on growing social reach in readiness for basically where things are now. With hindsight we believe this was the right choice.

Signup of levy payers during March was minimal as we were concentrating on build up of events listings

Website Visits March 19,700 (35,100)

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. Posts to Facebook during March have shown recognition of the #WeAreExploring campaign. This will continue during April and May

- A. Total Post Reach 949,600 (855,300)
- B. Total Number of Posts 38 (39)
- C. Video Views ... 59,600 (46,200)*
- D. Page Likes at month end ... 60,140 (59,722)
- E. Followers at month end ... 66,940 (66,475)
- F. Average Reach per post 25,000 (21,900)
- G. Average post reach = 37.34% of followers (33.22%)

3. YOUTUBE:

Subscribers as at end March 1,039 (1,033)

Minutes viewed 3,516(4,704)

Channel continues to grow slowly. We'll be building content over the coming months

We'd like to discuss with marketing committee a project we have in mind to create simple video shorts for local business which can be featured with a local business section of the channel. These videos would work very well for Independent Retailers, Hospitality and the Attractions and Activities sector. We have what it takes to create the videos but more importantly we have the platform to put them in front of an audience. Working collaboratively with We Are Weymouth in the run up to next years vote could have a very positive impact

4. Instagram:

We continue to see steady growth on Instagram and are confident this will continue over coming season.

WAW May wish to look at running advertorial posts such as the recent 'Beach Time' graphic post as a collaborative post with @loveweymouth. We've run a number of them recently and they've been quite successful

Posts to Instagram during March have shown recognition of the #WeAreExploring campaign. This will continue during April and May

Total followers 14,351 (14,187)
Total Post Reach 178,000 (66,924)
Total posts – 21 (21)

Total reels - 3
Total reels video views 69,900

Total videos - 0 (0)
Total video view – 0 (0)
Total video reach – 0 (0)

Total Stories – 45 (33)
Stories reach – 30,983 (33,037)

Total Instagram accounts reached – 79,500 (117,610)

Andy Cooke 4/04/2022

Marketing Subcommittee

Date: Thursday 7th April 2022
Time: 11:00am
Venue: Microsoft Teams
Present: Dawn Rondeau (DR),
Zach Williams (ZW),
Lynne Fisher (LF),
Tamsin Mutton-McKnight (TMM),

Pippa Gibb (PG), In the Bag PR
Andy Cooke (AC), Loving Weymouth and Portland

Minutes

MAR/2204/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

D1 - The minutes of the March 2022 Marketing Subcommittee were agreed as a true and accurate record.

MAR/2204/2 UPDATES

MAR/2204/2/A DUSK 'TIL DARK EVENT

DR outlined the plans for Dusk 'til Dark event in September, working with Weymouth Town Council and Activate Performing Arts, to bring the piece *Peixos* to Weymouth, a piece by Sarruga Productions featuring illuminated marine life. Everyone was excited for the event and how it can link in with other activities such as Seafood Fest and the fishing competition holding place in Sept in the town.

MAR/2204/2/B JUBILEE PLACEMAKING

DR informed the group that Jubilee placemaking was raised at the Improve Subcommittee, however was deferred by members to the Marketing Subcommittee.

DR shared desire to install themed bollard covers in St Mary Street, St Thomas Street and Bond Street, to help with bringing a sense of celebration to the town. This was agreed and recommended to be put forward to vote to the full board. TMM and LF suggested the Operations Team investigate supporting placemaking activity, such as bunting along businesses on the seafront, and at key locations.

A1 – DR to bring bollard recommendation to board for vote

A2 – ZW/DR to investigate options for additional placemaking Such as bunting

MAR/2204/2/C FOOD FORTNIGHT

DR advised that she is in discussion with the Dorset Food and Drink Festival about bringing a food fortnight to Weymouth in October run by them, with minimal financial investment by the BID.

MAR/2204/2/D JOBS BOARD

DR has been working with Weymouth College and identified a gap between vacancies and applicants and initial discussions are underway to work together to create a jobs board, located in Weymouth College.

MAR/2204/2/E CHRISTMAS EVENTS AND TENDER

DR outlined that after taking on-board feedback from last year's festivities, the Operations Team wish to tender for an Event Manager or Event Management Company to oversee the festivities. The successful applicant would work closely with the Operations Team, and be responsible for the day-to-day management of events, attendance at safety advisory group meetings, and procurement of individual elements as the timeline progresses.

The festivities will be of the same theme as 2021 and build on the foundations made last year.

TMM and LF agreed with this approach and agree for an ITT process be instigated.

A1 – ZW to publish Invitation to Tender

MAR/2204/3 IN THE BAG PR REPORT

The report was discussed and DR thanked PG for the work being undertaken. ZW is working with IT365 to ensure a sharepoint for ITB to upload all documents timeline and activities is instigated to avoid duplication.

MAR/2204/4 LOVING WEYMOUTH AND PORTLAND REPORT

The report was discussed and DR thanked AC with agreement by AC to provide information on levy payer engagement with specific business details for next board meeting.

MAR/2204/5 TOURISM UPDATE AND VISITOR EXPERIENCE

DR provided an update about the Information Shop and the situation with Volunteer Centre Dorset and Wayfarers.

DR informed members of conversations she has undertaken with Visit Dorset with regard to enhancing the promotion of Weymouth as a destination on the Visit Dorset website. Visit Dorset have come back with a number of options and pricing, and members have agreed to take forward

a recommendation to the Board that we purchase a basic level plan to promote the town better on their website.

A1 – DR to bring recommendation for Visit Dorset website enhancement to Board.

MAR/2204/6 WEBSITE

DR provided an update on the situation and the challenges with the website following the decision to suspend the We Are Weymouth website and re-direct to alternative information sources at the March 2022 Board Meeting.

The Operations Team expressed their frustration at trying to work towards a solution, with no clear, single direction being held over a substantive time.

The Marketing Subcommittee were in agreement that the BID need to review their digital strategy, and have scheduled a meeting towards the end of April. Furthermore all agreed the website needed to be reinstated and ZW allocate extra time to improve the layout for immediate effect

D1 – Marketing Subcommittee to meet to discuss digital strategy

D2 – DR share committee instruction ref current website with board for decision

MAR/2204/7 OTHER BUSINESS

MAR/2204/7/A DINOSAUR COMPETITION

DR sought clarity on how to best run a competition to win tickets to the release of Jurassic World Dominion, kindly provided by Cineworld Weymouth. It was felt that the partnership with the Dorset Echo would not offer best value, and to run and promote this competition through social media.

MAR/2204/7/B conference

The team discussed having an open day on 9th May and the importance of buy-in from levy payers. All agreed that there needed to be a hook such as an interesting venue or prosecco and cream tea.

DR highlighted 3 potential venues Waterside, The Palm house and the Royal Hotel

DR gain process and mock up potential format for board meeting to discuss nominal budget



We Are Weymouth Limited

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

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Registration Number: 07953027. Registered Office: Leanne House, 6 Avon Close, Weymouth, DT4 9UX.

Marketing Subcommittee

Date: Thursday 7th April 2022

Decision and Action Log

MAR/2204/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

D1 - The minutes of the March 2022 Marketing Subcommittee were agreed as a true and accurate record

MAR/2204/2/B JUBILEE PLACEMAKING

A1 – DR to bring bollard recommendation to board for vote

A2 – ZW/DR to investigate options for additional placemaking

MAR/2204/2/E CHRISTMAS EVENTS AND TENDER

A1 – ZW to publish Invitation to Tender

MAR/2204/5 TOURISM UPDATE AND VISITOR EXPERIENCE

A1 – DR to bring recommendation for Visit Dorset website enhancement to Board.

MAR/2204/6 WEBSITE

D1 – Marketing Subcommittee to meet to discuss digital strategy

D2 – DR bring decision to board for vote on website

Visit Dorset Partnership and Collaboration Opportunities

These are outline proposals for working in partnership with Visit Dorset, please contact us to discuss any potential changes to our packages to suit your requirements.

	Level 1	Level 2	Level 3	Level 4
Designated Microsite	✓			
Discounted Memberships	✓	✓		
Enhanced Digital Promotion	✓	✓	✓	
Social Media Collaborations	✓	✓	✓	✓
Costs	From £10,700 plus annual fees	From £4000	From £2500	From £1200

Microsites

Visit Dorset can offer partner organisations the opportunity to build their own town/district visitor microsites using the templates and high-level functionality that Visit Dorset has purchased for their own site at a discounted cost.

This represents a cost-effective way for partner organisations to build their own visitor site using Visit Dorset templates but with their own branding, colours schemes and navigation. The microsite will be attached to the main visit-dorset.com site and uses an extension of the main url. Visit Dorset will also manage the site on behalf of the partner organisation. Detailed information is available on request.

Standard	Functionality to include featured items, main gallery image/video, mapping, forms, tourism business search, lists and individual information page.	£10,700 set up £6,400 annual fees
Enhanced	As standard plus enhanced business information page, online availability and booking, banner advertising.	£12,200 set up £7,100 annual fees
Premium	As enhanced plus social media integration, User Generated Content, TripAdvisor reviews, itinerary planner, Google translate.	£13,600 set up £7,550 annual fees

Discounted Visit Dorset Membership

Working with Visit Dorset partner organisations can give their members the opportunity to feature on the highly successful Visit Dorset website at a discounted rate. In doing so more businesses can feature on the Visit Dorset site raising their profile with potential customers and improving their town or districts visibility to visitors year-round. Full subsidising of memberships can also be offered, further information on request.

Discounted Memberships	<p>A total discount of 40% on Visit Dorset membership (Platinum, Gold, Silver, Bronze).</p> <p>Membership packages are available for accommodation, activities, attractions, restaurants, retail, and transport providers.</p>
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	Price dependant on organisation and membership size.
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Enhanced Digital Promotion

Tailored website content enables partners to promote their town/district on a dedicated landing page on the Visit Dorset website with direct links to their own website. Individual listings can also be created for attractions and heritage sites that are not for profit which are not currently Visit Dorset members.	
Tailored Website Content	<p>Designated landing page with editorial collaboration.</p> <p>Individual listings for not-for-profit organisations.</p> <p>Up to 4 weeks homepage advertising.</p> <p>Up to 3 Visit Dorset consumer e-news features.</p>

Social Media Collaborations

Social media collaborations are a great way to increase your organisations reach and engagement while utilising Visit Dorset’s growing following. This gives partners the opportunity to give their social presence a real boost and grow their own following online.	
Social Media Collaborations	<p>Up to 4 dedicated blog posts with associated Visit Dorset social media promotion (content to be provided by partner organisation).</p> <p>Feature up to 2 competitions/promotions. Opt in consumer contacts list available.</p> <p>Up to 5 social media posts across Visit Dorset platforms (Facebook, Instagram, Twitter) with paid promotion.</p>

Prices stated are per annum to coincide with our Visit Dorset promotional period (April – March). Pro rata prices can be applied for packages purchased during this time.

Improve Subcommittee

Date: Tuesday 5th April 2022

Time: 11:00am

Venue: Microsoft Teams

Present: Dawn Rondeau (DR),
Zach Williams (ZW),
Jonathan Oldroyd (JO),
Graham Perry (GP)

Helen Heanes (HH), Principal Economic Development Officer, Dorset Council
Will Holmes (HW), Resort Manager, Weymouth Town Council

Minutes

IMP/2204/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

D1 - The minutes of the March 2022 Improve Subcommittee were agreed as a true and accurate record.

IMP/2204/2 GRAFFITI & PLANNING ENFORCEMENT

DR sought an update from WH with regards to the situation regarding planning enforcement on the deterioration of properties within Gloucester Mews. This action was originally with EW, and WH will follow-up.

A1 – WH to contact Emma Keller, Head of Conservation at Dorset Council regarding planning enforcement of Gloucester Mews.

ZW provided an update on graffiti following the BID's Freedom of Information request to Dorset Council. DR said that Dorset Council have committed to doing a cleanse of graffiti in Weymouth on Council assets, however asked about what the BID can do to assist in removal of graffiti on private property. Discussed and agreed the group will conduct a graffiti audit and gain prices for removal.

A2 – ZW to undertake graffiti audit and gain prices of removal for pieces on private property

IMP/2204/3 WEYMOUTH MAPS AND MONOLITHS

DR updated that the map creation is well underway, and the Operations Team have received a proof of concept for a steer, which has been provided, and work continues.

The Operations Team is also working with partners regarding the monoliths to create an agreement to ensure that planning, installation, safety and maintenance and taken into account and responsibilities of each partner are clearly set out.

IMP/2204/4 HERITAGE PAVING SLABS

DR provided an update on the slabs and that they were due to be installed imminently. It was suggested that GP meet with DR to consider all possible sites for install drawing up plans for future install of slabs as the process from ordering to installation can be lengthy.

A1 – GP meet with DR to consider all possible sites for install drawing up plans for future install of slabs

IMP/2204/5 JUBILEE FLAGS AND BOLLARDS

DR suggested the install of Jubilee Bollards, to assist with celebratory placemaking within the town centre. The BID had looked at other options, including the replacement/installation of dedicated flag holders on buildings, however these were at a significant cost, and would require permissions and potential highways closures to install.

GP and JO felt that bollard covers to assist with placemaking were more of a marketing discussion, and that the item is raised at the Marketing Subcommittee.

A1 – DR to discuss Jubilee Flags and Bollards at Marketing Subcommittee

IMP/2204/6 BREWERS QUAY

DR provided a brief update on Brewers Quay and advised that a sale is in progress, which is positive news for the development of the area. DR said that Heras fencing will be in place whilst work is carried out, and the BID may wish to consider affixing graphics to the hoarding, for example, of Weymouth photos, history etc.

IMP/2204/7 HANGING BASKETS

DR provided an update on the scheme and that the majority of responses from existing scheme participants have now been received, and the BID will look to expand/enhance its provision with remaining baskets.

DR advised that Dorset Council's Highways department have granted permission for us to attach troughs to unpainted sections of railings along the harbour.

IMP/2204/8 SHOP WRAPS

DR mentioned that Weymouth Town Council were originally looking at wrapping additional shops in the town, and asked WH for an update. WH advised this isn't something that the Council are looking to progress. DR will investigate ownership of hostel on commercial Rd as another IMPROVE wrap project

The state of the old Meeches Menswear frontage was raised, and ZW provided context that EW was working with Planning Enforcement on this previously to identify owners, and understood that each frontage had different owners.

A1 – WH to follow gain update from EW on old Meeches Menswear

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Go and JO expressed that from an Improve perspective, graffiti removal and shop-wrapping make a real visible improvement to the town.

IMP/2204/9 WEYFARERS

DR provided a brief update on the provision of tourism information in the town, and that off of the back of that, Weyfarers have made contact with us and want to continue to volunteer. DR is meeting with the Weyfarers, and liaising with Volunteer Centre Dorset, to find a way forward.

IMP/2204/10 ARTS MURAL TRAIL

DR provided a brief update on the Arts Mural Trail and advised she's due to have a meeting with Weymouth Town Council next week. Property owners have now been contacted, and Weymouth Town Council are working on an agreement.

IMP/2204/11 DISC

ZW provide an update on DISC, which has been well-received so far, with a number of nationals attending the introduction webinar and signed-up to the system. ZW has met with CSAS to discuss how we can share information through the system and is due to meet with Dorset Police next week and deliver some training.

ZW advised that there was ongoing work required to promote the use of the system, particularly at the early stages, to enable it to become an effective and useful tool.

GP asked whether the process of joining the Scheme can be made clearer. ZW said there is a page on the website, with information in the BID newsletter, though he will put in the navigation bar and levy-payer area and looks to create a short promotional video in the future.

JO asked about working closely with HotelWatch, and ZW advised that we intend to do this, and will discuss with Dorset Police.

A1 – ZW to promote BCRP page on BID website

IMP/2204/12 SAFETY, CSAS / RANGERS

ZW provided a brief update surrounding CSAS and changes within the team, and advised that Dorset Council's Anti-Social Behaviour Patrol teams have been scheduled to work during weekends over Easter from 4pm to 4am.

DR commented that whilst the CSAS provision is good and valued, there is a gap in a service that works to benefit BID levy-payers, such as a BID Ranger, with a branded BID presence, promoting the DISC system, reporting public-realm incidents, tackling low-level crime and anti-social behaviour being a visible point of contact, accessible via the town link radio, and having a valued presence in the town, and from speaking to a number of BID's, their Ranger presence compliments the CSAS presence in their towns.

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Given that the BID have an underspend from the previous year due to the coronavirus pandemic, DR would like to recommend that we pilot a ranger service for six months with clear KPI's focused on our highest levy group, retailers. DR suggested that data gleaning would be imperative and once in-post, levy-payer feedback, to see whether they would like this to form part of a crime and safety focus for BID 3.

GP and JO were in favour bringing a recommendation to the board to trial a pilot contracted ranger service, and ZW will work on a tender document.

A1 – DR to bring BID Ranger proposal to next Board Meeting

A2 – ZW to write BID Ranger tender document

IMP/2204/13 ANY OTHER BUSINESS

There were no items raised.

Improve Subcommittee

Date: Tuesday 5th April 2022

Decision and Action Log

IMP/2204/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

D1 - The minutes of the March 2022 Improve Subcommittee were agreed as a true and accurate record.

IMP/2204/2 GRAFFITI & PLANNING ENFORCEMENT

A1 – WH to contact Emma Keller, Head of Conservation at Dorset Council regarding planning enforcement of Gloucester Mews.

A2 – ZW to undertake graffiti audit and gain prices of removal for pieces on private property

IMP/2204/4 HERITAGE PAVING SLABS

A1 – Members to consider locations/items for a third round of slabs

IMP/2204/5 JUBILEE FLAGS AND BOLLARDS

A1 – DR to discuss Jubilee Flags and Bollards at Marketing Subcommittee

IMP/2204/8 SHOP WRAPS

A1 – WH to follow gain update from EW on old Meeches Menswear

IMP/2204/11 DISC

A1 – ZW to promote BCRP page on BID website

IMP/2204/12 SAFETY, CSAS / RANGERS

A1 – DR to bring BID Ranger proposal to next Board Meeting

A2 – ZW to write BID Ranger tender document

Recommendation to the board:

Further to the agreement at the IMPROVE subcommittee meeting where JO and GP were in agreement for us to trail a Ranger we would like to make the following recommendation

To Pilot a scheme for a BID Ranger June to Dec 1mth onboarding 6 months delivery

Why?

- A. BID Ranger service delivers a reassuring presence, fully branded, marketed and promoted by the BID but managed by the external provider.
- B. Roles KPI's and responsibilities can be defined and measured to extract detail on value added.
- C. Engagement with levy payers can be increased with the purpose of onboarding to DISC as well as dealing with ASB such as graffiti
- D. The ranger would additionally work closely with CSAS freeing their time
- E. We would recommend a retail focus for this Pilot given that 70% of the businesses are from this demographic
- F. Rangers would be able to assist the BID with business engagement, being a link with businesses, the BID, Police & CSAS, reporting public realm issues,
- G. The ranger could assist with preventative work creating evidence packs and incident reporting,
- H. Levy-payers being able to contact the ranger via a dedicated phone number, email, and/or Shop Watch radio.
- I. The service can complement the CSAS service, with the company using both models in the town.
- J. The Pilot scheme could be enhanced during peak-season July-Aug, to provide extended cover should the BID so desire.

We would like to tender for this service and go to vote in May