



Board Meeting Agenda

Date: 29th June 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 a. New Director application b. Levy update	11.25
BOA2204- 7	Finance Report a. Update and budgets	11.35
BOA2204- 8	Marketing and Events a. Minutes of subcommittee b. ITB and LWP reports incl.	11.45
BOA2204- 9	Improve a. Minutes of subcommittee b. Britain in Bloom update c. Ranger	11:55
BOA2204-10	Funding applications a. Parks & Gardens play equipment 2 nd discussion b. ITSA 1 st discussion (Chris wells in waiting room) c. Pirates 1 st discussion d. CSAS (John Newcombe in waiting room)	12:10
BOA2204-11	BALLOT (Maria Chapman-Beer joins the meeting- British BIDS) a. Geography b. Levy and conditions	12:30

	c. Next steps	
BOA2204- 12	Date of next and subsequent meetings 27th July Aug TBC 28th Sept	12:55

BID Board Meeting

Date: Wednesday 25th May 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
Jye Dixie (JD), JD Wetherspoons / The William Henry
Cllr Jon Orrell (CJO), Weymouth Town Council
In Attendance: Dawn Rondeau, Chief Operations Officer, We Are Weymouth
Zach Williams, Operations Assistant, We Are Weymouth
Helen Heanes, Principal Economic Development Officer, Dorset Council

Minutes

BOA/2205/1 WELCOME

The chairman opened the meeting and welcomed members and observers.

BOA/2205/2 APOLOGIES FOR ABSENCE

Graham Perry (GP), The Fair Bridge Trust
Ian Ferguson (IF), Weyline
Tamsin Mutton McKnight (TMM), Merlin / SEA LIFE
Sarah Barnett, Observer, Weymouth College
Cllr John Worth, Observer, Dorset Council
Cllr Rob Hughes, Observer, Dorset Council

BOA/2205/3 DECLARATIONS OF INTEREST

No declarations of interest were made.

BOA/2205/4 OBSERVERS

Helen Heanes, Principal Economic Development Officer, Dorset Council

BOA/2205/5 MINUTES OF THE LAST MEETING

DR acknowledged a previous request by board director GP regarding omission from the minutes to include his request for printing an updated version of Heritage Trail leaflets.

GP also suggested a small Weymouth guide in a similar format to the trail leaflet for distribution in surrounding towns, which were not included in the minutes of the last meeting. GP wanted it

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minuted regarding the harbour signs that any future signage be fact checked and that relocation be discussed with the harbour team

D1 - The amendment above was acknowledged and the minutes of the April board meeting were approved as a true and accurate record

BOA/2205/6 GOVERNANCE**BOA/2205/6/A WELCOME TO NEW DIRECTORS**

Chris Truscott welcomed Cllr Jon Orrell to the board as a full board member, having previously been an observer to the board, and welcomed Jye Dixie from JD Wetherspoon (The William Henry) as a new board member.

BOA/2205/6/B LEVY UPDATE

DR provided an update on the levy collection, and that more accounts have been settled since the issuance of a summons by Dorset Council for the outstanding 2020-2021 collection.

CT raised concerns that recovery proceedings for 2021-2022 collection have not yet commenced and suggested that this process is underway no later than the end of June 2022.

CT asked that the BID have visibility on the wording of such letters prior to distribution.

A1 – DR & ZW to arrange a meeting with Dorset Council to discuss levy-collection

BOA/2205/7 FINANCE REPORT

The financial report was received by the board, and CT provided an overview of the headlines.

CT, JO, GP and DR have been meeting to discuss budgeting, with the view of increasing allocation on the Improve objective, to help bring tangible improvements to the town.

BOA/2205/8 MARKETING AND EVENTS**BOA/2205/8/A IN THE BAG PR AND LOVING WEYMOUTH AND PORTLAND REPORTS**

The reports from In The Bag PR and Loving Weymouth and Portland were received by the board, no questions were raised. CT requested reports focused on ROI per month.

BOA/2205/8/B D INOSAUR REPORT AND UPDATE

DR provided an update on the success and learning opportunities from the dinosaur trail and referred to her report. The Board had an appetite for a similar event/trail in 2023, however would like to consider the timing, additional activities and linking-up with other organisations to provided added value.

BOA/2205/8/C JUBILEE UPDATE

DR updated that the bunting as part of the Jubilee placemaking activity has been well received by businesses. The team will be installing themed bollard covers throughout the town at the end of the week and will be encouraging businesses to share photos on social media, with a view to Christmas bunting later in the year.

BOA/2205/8/D WEBSITE UPDATE

ZW provided an update on the refreshed We Are Weymouth website. Discussions were had on methods to make sure content is kept up-to-date, and solutions identified working closely with LWP to populate events. The website is due to be live in the next two weeks.

A1 - DR request reports form ITB with a focus on ROI per month.

A2 – ZW to complete website by mid-June

BOA/2205/9 IMPROVE**BOA/2205/9/A GRAFFITI**

ZW has undertaken an audit of graffiti around the town.

Dorset Council have agreed to remove graffiti on this list from their property. A quote has been obtained from CC Infrastructure Services for the removal of graffiti on private property.

ZW said that should the BID wish to proceed, a piece of work would need to be undertaken to identify the property owners to obtain consent and to decide whether the work should be undertaken during the daytime or night-time, and the pros and cons of each.

JO requested a copy of the audit is shared with the Board prior to commissioning CC Infrastructure Services, to understand the scope of removal and identify any potential gaps.

ZW advised it may be beneficial to undertake such removal on at least an annual basis prior to the summer season to remove additional graffiti.

D1 – The Board agreed unanimously to spend up to £820 on conducting graffiti removal from private property

A1 – ZW to speak to other BIDs to understand the pros and cons of working periods

A2 – ZW to send audit list to board members

A3 – Operations Team to work to identify property owners and obtain consent

BOA/2205/9/B BRITAIN IN BLOOM

DR provided an update on Britain in Bloom and advised that baskets still require additional nurturing in their nursery prior to being installed throughout the town. The board agreed with this, and it is anticipated that the baskets will be installed in the first half of June. Communication has

been sent to participants to this effect.

BOA/2205/9/C RANGER PILOT

DR advised that The Operations Team has conducted a tender exercise for the supply of a Town Ranger service for a pilot period between June 2022 and January 2023.

Responses and interviews were undertaken with two applicants, Real World Services and SWL Security Services, and copies of each organisation's response were received by the board in the board pack.

The pros and cons of using both providers was discussed with SWL Security Services demonstrating a greater understanding and experience of working with BID's and delivering best value financially whilst Real World services being based in Weymouth had local knowledge. Nevertheless the fact that with SWL the Ranger would be instructed by the BID team and we would have direct responsibility for their day to day delivery as a stand alone project rather than an extension of Real world, working closely with CSAS and the police as in other towns, tipped the vote in favour of SWL.

D1 – The Board agreed unanimously to appoint SWL Security Services to deliver the pilot

BOA/2205/10 FUNDING APPLICATIONS**BOA/2205/10/A WEYMOUTH TOWN COUNCIL PLAY PARK EQUIPMENT**

A request was received by Weymouth Town Council to install a swing and bench as part of a larger project in the play park on Swannery Walk.

Members discussed the application, however, felt that more clarity was needed from Weymouth Town Council around the proposal, and any implications of wider agreements before being able to fully consider the application.

D1 – The application was deferred to allow for additional information to be sought

A1 – DR to seek additional information from Weymouth Town Council

BOA/2205/11 BALLOT

DR provided an update on the ballot process and the timelines involved. DR will be working with the board, Dorset Council and British BIDs in preparation for a ballot for a new BID term.

BOA/2205/12 ANY OTHER BUSINESS**BOA/2205/12/A REVISED FUNDING APPLICATION FORM**

DR asked members for feedback on the revised funding application form and supporting Information for Applicants document.

CT asked that the documents are updated to ensure that where assets are purchased, a clause is inserted about ensuring that the agreement is on a maintain and repair basis and that if an event, they will ensure the venue is left in at least a good condition as it was found.

DR added that we also feel it is right to evidence business support for applications and ensure that the businesses consulted by the applicant are BID levy-payers.

A1 - DR/ZW to alter funding forms to reflect changes outlined in discussions

BOA/2205/12/B HERAS / PLACEMAKING AT HOPE SQUARE

DR advised that we are looking to enhance the look and feel around Hope Square during the works at Brewers Quay and are looking to design and supply decorative covers for the Heras fencing surrounding the site.

CT asked whether we consider asking businesses to sponsor a banner, DR expressed concern ref promotion of the town rather than specific businesses.

DR is working with Dorset Council to enhance the cruise ship drop-off point at the back of Hope Square to enhance the immediate appeal of the area, having petitioned them to mow grass and work with private owners to manage hoarding.

A1 – DR to present proposal ref HERAs fencing to board via email

BOA/2205/12/C BINS

DR has been in communication with officers from Dorset Council and CJO regarding the recent removal of bins from the town, the negative impact this is having, and to find a way forward.

CJO advised he has met with Laura Miller, Portfolio Holder for Culture, Communities and Customer Services to discuss the matter.

CT advised the BID to write an open letter about the issue.

A1 – DR to write an open letter to Dorset Council

BOA/2205/12/D STATION GATEWAY PROJECT

DR expressed concern about the timescale of the station gateway project, as several deadlines have been missed.

CT advised the BID to write an open letter about the issue, expressing the importance for this to be finished before the summer season

A1 – DR to write an open letter to Dorset Council

BOA/2205/12/E PARKING

DR and CJO are working to find a solution to resolve some of the parking issues faced by hoteliers, from alternative sources, whilst putting pressure on DC with regards the impact on the economy of parking changes.. DR has been directly working with the portfolio holders for economic regeneration and Tourism Cllr Tony Ferrari and parking with Cllr Ray Bryan to identify ways to prevent negative impact.

Decision and Action Log

Meeting: BID Board Meeting
Date: Wednesday 25th May 2022

BOA/2205/5 MINUTES OF THE LAST MEETING

D1 - The amendment above was acknowledged and the minutes of the April board meeting were approved as a true and accurate record

BOA/2205/6 GOVERNANCE

LEVY UPDATE

A1 – DR & ZW to arrange a meeting with Dorset Council to discuss levy-collection

BOA/2205/8 MARKETING AND EVENTS

BOA/2205/8 ITB

A1 - DR request reports form ITB with a focus on ROI per month.

BOA/2205/8/D WEBSITE UPDATE

A2 – ZW to complete website by mid-June

BOA/2205/9 IMPROVE

BOA/2205/9/A GRAFFITI

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BOA/2205/9/C RANGER PILOT

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BOA/2205/10 FUNDING APPLICATIONS

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BOA/2205/10/A WEYMOUTH TOWN COUNCIL PLAY PARK EQUIPMENT

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BOA/2205/12 ANY OTHER BUSINESS

BOA/2205/12/A REVISED FUNDING APPLICATION FORM

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BOA/2205/12/B HERAS / PLACEMAKING AT HOPE SQUARE

A1 – DR to present proposal to board via email

BOA/2205/12/C BINS

A1 – DR to write an open letter to Dorset Council

BOA/2205/12/D STATION GATEWAY PROJECT

A1 – DR to write an open letter to Dorset Council



Application for Membership of We Are Weymouth Limited

Section 1 - Business Information

Legal Entity Name

CDS Superstores International

Business Rates Reference Number

[REDACTED]

Trading Name

The Range

Correspondence Address

10 New Bond Street
Weymouth, DT4 8LY

Email

[REDACTED]

Phone Number

[REDACTED]

Section 2 - Nominated Representative's Information

Name

Mikey Johnson

Email

[REDACTED]

Phone Number

[REDACTED]

Position

Area Loss Prevention Manager

Section 3 - Declarations

Please confirm the following statements

- I confirm that we would like to become a member of the We Are Weymouth Limited, Company No: 09928179, a private company limited by guarantee.
- I confirm that I have read and understood the Articles of Association for We Are Weymouth Limited and agree to the conditions of membership.

I confirm that I am not a "Local Authority Person" as defined within the Articles.

I confirm I am authorised to make this application for membership.

Your Name

Mikey Johnson

Role

Area Loss Prevention Manager

Signature

A handwritten signature in black ink, consisting of a stylized 'M' and 'J' enclosed within a triangular shape.



Annual Agreements for BID Board Members

These agreements are made between **We Are Weymouth Limited of Leanne House, 6 Avon Close, Weymouth, DT4 9UX** and BID Board Member (named below); referred to collectively as the Parties.

Name Mikey Johnson

I agree to comply with the We Are Weymouth Code of Conduct for BID Board Members.

Yes

I agree to comply with the We Are Weymouth Confidentiality Agreement for BID Board Members.

Yes

I confirm I have provided a full and complete record of my business interests.

Yes

Signature

A handwritten signature in black ink, appearing to read 'MJR'.

Date Monday, May 16, 2022

Code of Conduct for BID Board Members

Respect for the communities we work with and serve. Integrity in our actions. Responsibility for our decisions and their consequences.

We are committed to:

- Maintaining confidentiality with all sensitive information;
- Acting honestly, truthfully and with integrity and impartiality in all our transactions and dealings;
- Avoiding conflicts of interest;
- Appropriately handling actual or apparent conflicts of interest in our relationships;
- Treating every individual with dignity and respect;
- Treating our employees with respect, fairness and good faith and providing conditions of employment that safeguard their rights and welfare;
- Acting responsibly toward the communities in which we work and for the benefit of the communities that we serve;
- Being responsible, transparent and accountable for all of our actions; and
- Improving the accountability, transparency, ethical conduct and effectiveness of We Are Weymouth Limited.

Name Mikey Johnson

Signature 

Date Monday, May 16, 2022

Confidentiality Agreement for BID Board Members

1. INTRODUCTION

The Parties enter into a non-disclosure agreement in line with the terms set out within this Agreement.

We Are Weymouth is defined as:

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.

A BID Levy Payer is a person or business within the defined BID area that pays the levy fee and is an automatic member of We Are Weymouth Limited through the payment of the fee.

We Are Weymouth Limited will be party to certain business discussions including the consideration of tenders, levy payer information and on occasions time limited embargoed information.

These discussions or information may lead a BID Board Member to consider and or be in receipt of Confidential Information.

The Parties enter into this Agreement to protect that Confidential Information.

2. DEFINITIONS

CONFIDENTIAL DOCUMENTATION means a document or other item that contains Confidential Information.

CONFIDENTIAL INFORMATION means- Any information relating to the tenders, BID Levy payers or embargoed information which is not publicly available including, but not limited to, any information specifically designated as confidential, any information supplied by any third party in relation to which a duty of confidentiality arises or is owed and any other information which should otherwise be reasonably regarded as possessing a quality of confidence or as having commercial value in relation to the tenders, or any information relevant to any other BID business which is not in the normal course of practice placed into the public domain.

3. WE ARE WEYMOUTH LIMITED OBLIGATIONS AND EXCEPTIONS TO OBLIGATIONS

We Are Weymouth Limited will maintain Confidential Information in confidence by taking such measures as it takes to protect its own Confidential Information of like kind, and in any event a reasonable level of care.

We Are Weymouth Limited will use Confidential Information solely in the processing of BID applications unless otherwise authorised.

4. BID BOARD MEMBER'S OBLIGATIONS

BID Board Member will not communicate, disclose or make available all or any part of the Confidential Information to any third party;

BID Board Member will not directly or indirectly use or permit others to use the Confidential Information other than for the purpose of considering tenders, .contracts and levy payer information.

BID Board Member will not make any announcement or disclosure in connection with the Confidential Information without a formal request in writing to the Board for written consent of We Are Weymouth Limited. Board.to disclose the confidential information. Any approval would have to be formally agreed at a full Board Meeting by simple majority

The BID Board Member will take all measures necessary to secure the confidentiality of the Confidential Information including;

- Keeping all Confidential Information and all information generated based on the Confidential Information separate from all other documents and records;
- Keeping all documents and any other material bearing or incorporating any of the Confidential Information separate from all other documents and records;
- Not using, reproducing, transforming or storing any of the Confidential Information externally or transmitting it in any form without the written consent of We Are Weymouth Limited as indicated above.
- Obtaining from employees having access to the Confidential Information their undertaking to maintain the same as confidential and taking such steps as may be reasonably necessary to enforce such obligations.

BID Board Member must consider email communication of confidential information in the same way and consider this when sending emails

5. EXCEPTIONS TO OBLIGATIONS

The obligations of confidentiality and non-use will not apply with respect to the following;

Information which is generally available to the public at the time of disclosure other than as a result of a breach of this Agreement

6. GENERAL

This Agreement does not create any agency or partnership relationship other than that already in existence.

Should either Party cease to continue to be involved in the BID or on the cessation of the BID the obligations of each Party shall nevertheless continue without limit as to time.

The failure by either party to enforce at any time any one or more terms of the terms of this Agreement shall not be a waiver of them or the right at any time subsequently to enforce all terms and conditions of this Agreement.

The Parties agree that damages may not be a sufficient remedy to any breach of the terms of this Agreement and that as a result injunctive or other equitable relief may be obtained in respect of any breach or anticipated breach.

This Agreement contains the entire understanding between the Parties regarding its subject matter. Any additions or modifications to this Agreement must be made in writing and signed by each Party.

The rights, duties and obligations of the Parties and the validity, interpretation, performance and legal effect of this Agreement shall be governed and determined by the Laws of England and Wales and the Parties hereby submit to the exclusive jurisdiction of the English Courts.

The Parties have read this document and agree to it. This document has been entered into as a Deed and is delivered and takes effect at the date on which it is signed by the BID Board Member.

Name Mikey Johnson

Signature 

Date Monday, May 16, 2022

Register of Interests for BID Board Members

As a Director of We Are Weymouth Limited you must provide a register of interests that shows your business interests and connections with organisations that may come into contact with We Are Weymouth Limited.

This document will remain in the We Are Weymouth office and will be available for inspection by Levy Payers to ensure We Are Weymouth is seen as open and transparent in its dealings and use of the levy fee.

With respect to yourself and any spouse or partner, please confirm:

Whether you are employed	Yes
If you have a financial interest in any local business	No
Any shareholdings that exceed 1% of the share capital in any business that does business within Weymouth and Portland	No
Interests in any contracts with We Are Weymouth Limited Interests in commercial property in Weymouth and Portland	No
Positions of control or management in public bodies or not-for-profit organisations	No
Membership of a political party or other political group	No

Name Mikey Johnson

Signature 

Date Monday, May 16, 2022



Knowledge & Skills Audit

Getting the right mix of skills, experiences and qualities is a key ingredient in building an effective board of stakeholders.

A skills audit is a tool to help your board identify why they have become a member and what skills, knowledge or experience they can contribute to the board.

Why is an audit useful?

Existing members of your board may possess a range of skills or knowledge that may never have been identified or called upon by the organisation.

Prospective new members can be recruited on the basis of what they can bring to the board, complementing and enhancing what is already there and increasing the diversity of both skills and perspectives.

The ideal board member would have every desirable skill and quality, but in the real world we each have only a selection.

If we know what qualities we possess ourselves, and what qualities others possess, we can pool our talents.

This is not a competition

Everyone on the board/ steering group does not need the same skills.

Some skills are useful to have in several people, whereas others may need only one person to make them available.

Skills can be gained through a qualification, experience or a combination of both.

The matrix can highlight missing or depleted skills in the team, and can be used to plan best use of any training budget available.

WE ARE WEYMOUTH BOARD MEMBERS SKILLS AUDIT

It was agreed at the Board Meeting held on the 12th February 2014 that it would be useful to have a clear idea of the skills that each board member brings to the table.

Please complete this form and return it to dawnrondeau@weareweymouth.co.uk

Name: Mikey Johnson

What is your professional background? (Include any IT, marketing, HR, accounting, event management, retail or tourism experience)

Area Loss Prevention Manager – The Range
SIA Door Supervisor – Synergy Security & The Edge Southampton
Group Scout Leader / Trustee – 9th Southampton City Scout Group

What experience if any do you have of Board Membership include any officers roles you have held.

Non on a board Membership however I have held a few roles on charity trustee executive committees.

1 Specific to We Are Weymouth Limited. Do you have:

Knowledge of an area of the Business Plan specifically.

Details N/A

Knowledge of the local voluntary sector.

Details N/A

Knowledge of the local statutory agencies.

Details N/A

Knowledge of regional/national policy concerning Town Centre etc.

Details N/A

What area of the Business Plan or whole plan are you particularly interested in? i.e, marketing, events, regulations etc

Crime and the prevention of crime

What skills do you have that will assist in the above areas?

12 years of working across all sectors of the security industry with a high understanding of the retail, student, events, city centre and nighttime economy expectations.

Do you have anything you wish to contribute to the Board not mentioned above either in terms of experience, knowledge or skills?

What is it you specifically feel you can contribute to the Board?

2 Partnership Working

Knowledge of partnership working in general
Details

Campaigning
Details

Community Development
Details

3 Management/Organisation

General Management
Details

Financial Management
Details

Project Management
Details

Monitoring and Evaluation
Details

Business Planning
Details

Any other comments?

Signed M Johnson

Dated 05/05/2022

Please return to: dawnrondeau@weareweymouth.co.uk



APPLICATION FORM

WE ARE WEYMOUTH LTD BOARD MEMBER

Name: Mikey Johnson	WAW Business Name and address The Range 10 New Bond Street Weymouth Dorset DT4 8LY
Any Previous names:	E Mail: [REDACTED]
Tel: Mob: [REDACTED]	Correspondence Address: [REDACTED]
Business Sector: Retail Loss Prevention	

Why you wish to stand:

To help support the development of the town becoming a more save safe, secure and welcoming environment to be for its visitors, local and businesses.

Have you completed the skills audit form as part of this nomination YES

I confirm that I wish to apply to join We Are Weymouth Management Board. I also acknowledge that if accepted I will complete all the relevant forms including a register of interest.

Signed: M Johnson

Date:05/05/2022

BID Admin: Date Application Received: Checked and confirmed as correct:

Your membership of the Board will be as a co-opted director until such time as your appointment is approved by the ordinary members of We Are Weymouth, at the AGM.

Balance Sheet

WE ARE WEYMOUTH LIMITED

As at 31 May 2022

	31 MAY 2022	31 AUG 2021
Fixed Assets		
Tangible Assets	542	193
Total Fixed Assets	542	193
Current Assets		
Debtors	85	14,417
Cash at bank and in hand	224,330	140,615
Prepayments and accrued income	2,101	16,647
VAT	8,324	8,229
Total Current Assets	234,840	179,907
Creditors: amounts falling due within one year		
Supplier Accounts Payable	607	17,802
Accruals	-	3,080
Total Creditors: amounts falling due within one year	607	20,882
Net Current Assets (Liabilities)	234,232	159,025
Total Assets less Current Liabilities	234,774	159,218
Net Assets	234,774	159,218
Capital and Reserves		
Current Year Earnings	75,556	52,917
P&L Reserve - Retained Earnings	159,218	106,302
Total Capital and Reserves	234,774	159,218

Draft Financial Report Year to Date

WE ARE WEYMOUTH LIMITED

For the 9 months ended 31 May 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	34,910	-	162,100	162,100	127,190
Improve Funding Pot		-	110,000	(162,100)	(52,100)	(52,100)
Total IMPROVE		34,910	110,000	-	110,000	75,090
MARKETING						
PR		3,165	-	-	-	(3,165)
Marketing Tender / Website Costs		1,638	-	-	-	(1,638)
Approved Marketing Funding Applications	3	80,193	-	156,650	156,650	76,457
Marketing Funding Pot		-	105,000	(156,650)	(51,650)	(51,650)
Total MARKETING		84,997	105,000	-	105,000	20,003
MANAGEMENT						
Staff Costs		52,209	-	-	-	(52,209)
Premises		4,507	-	-	-	(4,507)
Legal and Professional		13,630	-	-	-	(13,630)
General Administrative Costs		7,986	-	-	-	(7,986)
Finance Charges		62	-	-	-	(62)
British BIDs		-	-	9,500	9,500	9,500
Management Budget		-	70,000	-	70,000	70,000
Total MANAGEMENT		78,394	70,000	9,500	79,500	1,106
LEVY COLLECTION						
Levy Collection costs		-	4,000	-	4,000	4,000
CONTINGENCY						
Contingency		-	6,000	-	6,000	6,000
Operating Surplus / (Deficit)		75,556	-	(9,500)	(9,500)	(85,056)

1. Levy Income

The levy information from the council, received 8th June 2022, confirmed an amount available to draw of £5815.13. The council will be invoiced for this during June.

	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						
Dusk Til Dark		-	-	20,000	20,000	20,000
Conference		-	-	4,000	4,000	4,000
Levy Payer Engagement		165	-	5,500	5,500	5,335
Jubilee Bunting		3,432	-	5,000	5,000	1,568
BID Ranger		-	-	35,000	35,000	35,000
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		13,632	-	28,300	28,300	14,668
Harbour Signage 2020		942	-	-	-	(942)
Heritage Paving Slabs 2021		1,695	-	-	-	(1,695)
Heritage Paving Slabs 2122		5,700	-	10,000	10,000	4,300
Jurassic Coast Trust		600	-	900	900	300
Maps		-	-	4,000	4,000	4,000
Shop Wrapping		3,827	-	3,800	3,800	(27)
Tourist Info Match Funding		2,000	-	2,000	2,000	-
Total Approved Improve Funding Applications		34,910	-	162,100	162,100	127,190
	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		34,978	-	40,000	40,000	5,022
Christmas 2023		-	-	40,000	40,000	40,000
Land Train Project		4,000	-	4,000	4,000	-
Land Train Promotion		-	-	3,500	3,500	3,500
Loving Weymouth & Portland		11,250	-	14,400	14,400	3,150
Motocross		1,800	-	1,800	1,800	-
NYE 2019-20 Fireworks		3,750	-	-	-	(3,750)
Oct19 Half Term Workshops		536	-	-	-	(536)
Primary Times Jubilee		-	-	350	350	350
QR Code Trail		853	-	-	-	(853)
Outsourced Marketing Campaign		17,850	-	40,000	40,000	22,150
Visit Dorset Weymouth Entry		-	-	2,600	2,600	2,600
Website Work		-	-	1,500	1,500	1,500
Weymouth Town Council Flyer		2,500	-	2,500	2,500	-
Total Approved Marketing Funding Applications		80,193	-	156,650	156,650	76,457

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE

JUNE 2022
































































KEY FACEBOOK STATS MAY 2022

Total Page likes – 61,180
Total Followers – 68,110
Posts total reach - 1,961,000.00
Number of posts - 77
Average post reach - 25,500.00
Videos posted in month 10
Total video views in month 179,000
Total minutes of video viewed in month 48,100

KEY BID RELATED INITIATIVES POSTS

28/5 Fayre in the Square 46,000 reach
27/5 Place creation 35,000 reach
17/5 Business of week 26,000 reach
29/5 Fayre in the Square 24,000 reach
21/5 Fayre in the Square 21,100 reach
30/5 Place making 18,000 reach
20/5 Fayre in the Square 17,900 reach
24/5 Business of the Week 14,700 reach
27/5 Fayre in the Square 10,600 reach
9/5 Information Shop 9,900 reach

Loving Weymouth & Portland continues to steadily build follower numbers and a high level of reach and engagement as can be seen in the key seaside destinations table that follows on next page.

1		VisitEngland	329.3K 	▲100%	19	13.3K 	
2		I Love Blackpool	131.6K 	▲100%	15	229K 	
3		Love Bournemouth	96.4K 	▲100%	6	13.3K 	
YOU		Loving Weymouth & Por...	61.2K 	▲100%	23	29.7K 	
Keep up with the Pages you watch.				Get More Likes			
5		The English Riviera	50.9K 	▲100%	2	33.2K 	
6		Visit Southend	37.3K 	▲100%	11	3.8K 	
7		Visit-Dorset	33.7K 	▲100%	6	2.4K 	
8		Love Newquay	32.2K 	▲100%	1	70 	
9		Love Poole	31.5K 	▲100%	5	6.3K 	
10		Love Lyme Regis	30.8K 	▲100%	2	96.8K 	
11		VisitBrighton	29.6K 	▲100%	5	4K 	
12		Everything Great Yarmo...	25.9K 	▲100%	12	985 	
13		We Are Weymouth UK	25.9K 	▲100%	6	4.4K 	
14		Visit Eastbourne	20.4K 	▲100%	7	3.7K 	
15		Skegness_official	18.9K 	▲100%	2	2.7K 	
16		Visit Southport	13.4K 	▲100%	0	4K 	
17		Visit Thanet- Margate, B...	10K 	▲100%	7	812 	
18		Visit Weymouth	5.3K 	▲100%	0	1.4K 	
19		Visit St Ives	4.3K 	▲100%	8	127 	
×		Visit Minehead	2.9K 	▲100%	5	2.6K 	
21		Visit Swanage	1.3K 	▲100%	0	1 	

KEY INSTAGRAM STATS MAY 2022

Total Followers – 14,740

Posts total reach – 301,000

Number of posts - 35

Video views – 85,000

KEY WEBSITE STATS MAY 2022

Number of events added to listings 58

Signed up levy businesses 175

Visitor sessions 28,700

WAW related news items published on site

30/5 Wessex Folk Festival

7/5 Information Shop

Andy Cooke 6/6/22

Marketing Subcommittee

Date: Thursday 9th June
Time: 11:00am
Venue: Microsoft Teams
Present: Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth
Zach Williams (ZW), Operations Assistant, We Are Weymouth
Lynne Fisher (LF), St John's Guest House
Tamsin Mutton-McKnight (TMM), SEA LIFE Weymouth
Pippa Gibb (PG), In the Bag PR
Andy Cooke (AC), Loving Weymouth and Portland

Minutes

MAR/2206/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

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

MAR/22062 IN THE BAG PR REPORT

ITB discussed the contents of the report. Figures for coverage can be found in the report, total reach for May was almost 7 million people. ITB gave a round up of press trips booked in.

ITB have started working on the We Are Active campaign and sourcing local photographers. Logo created and shared on screen with the committee.

A1 – ITB to share Press Release for sign off

A2 – ITB to contact Sarah Hudspith from WTC re communications around Arts Mural Trail

MAR/2206/3 LOVING WEYMOUTH AND PORTLAND REPORT

LWP discussed the contents of the report. Social media reach for May was around 2.3 million.

A1 - ITB to share schedule of Business of the Week with LWP

LWP have produced a QR code leaflet, with link to events listing for distribution to local hoteliers. WAW logo to be added to leaflet and stats/data to be shared with WAW.

MAR/2206/4 TOURISM UPDATE AND VISITOR EXPERIENCE

Weymouth Information Centre due to send visitor stats.

DR meeting Visit Dorset to discuss Weymouth promotion opportunity.

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MAR/2206/5 WEBSITE

Website update was presented by ZW and LWP.

Good progress is being made on the website refresh and integrating events with LWP.

A1 – website screen shots to be sent to TMM and LF for feedback

MAR/2206/6 DR UPDATE ON EVENTS & ACTIVITIES

- **Surruga** - 23rd & 24th Sept. Two potential routes under discussion. Fish creative workshops taking place with potential for shop window displays. Advertising budget to be discussed.
- **Jubilee** – DR thanked everyone for their involvement.
- **Food Fortnight** – Dorset food & Drink would like to run a food/drink tasting event in local businesses in Oct and may want support with flyers/advertising and PR.
- **Pirate Event** – Proposed date 15th Oct, funding application pending.
- **Dinosaur Selfie Competition** – ITB will do a press release
- **Christmas** – DR introduced Dominique to the committee form Thirty 12 events as the lead on Christmas. Dominique will be presenting updates at future meetings. DR gave an overview of Christmas events including Steampunk weekend, elf world record and light switch on. DR suggested replicating Jubilee for Christmas with fairy lights and Bunting for every business plus providing a spectacle in the harbour on the boats, our USP.

D1 – TMM and LF agreed to bunting for businesses and fairy lights on boats in the harbour in place of Christmas Trees either side of the harbour.

MAR/2206/7 ANY OTHER BUSINESS

Dinosaur trail to discuss return next year, possibly February as young farmers in town in March but further discussion needed as to pricing viability etc. DR to investigate options.

Marketing Subcommittee

Date: Thursday 9th June 2022

Decision and Action Log

MAR/2206/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

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

MAR/2206/2 IN THE BAG PR REPORT

A1 – ITB to share Press Release for sign off

A2 – ITB to contact Sarah Hudspith from WTC re communications around Arts Mural Trail

MAR/2206/3 LOVING WEYMOUTH AND PORTLAND REPORT

A1 - ITB to share schedule of Business of the Week with LWP

MAR/2206/5 WEBSITE

A1 – website screen shots to be sent to TMM and LF for feedback

MAR/2206/6 DR UPDATE ON EVENTS & ACTIVITIES

D1 – TMM and LF agreed to bunting for businesses and fairy lights on boats in the harbour in place of Christmas Trees either side of the harbour.

in the bag

Monthly Report
May 2022



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | May 2022

Coverage

Link to coverage:

https://www.dropbox.com/sh/1ozs6sqokwvcnmp/AAyNlnDGtTKKfpR_NL-o0Bya?dl=0

Date	Publication	Source	Reach	AVE
24.04.22	Yahoo! UK and Ireland (Web)	https://uk.sports.yahoo.com/news/further-10-000-recommended-council-230100241.html	1,030,766	£88,340.00
24.04.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20088023.extra-10-000-recommended-weymouth-council-arts-event/	43,436	£353.00
27.04.22	Dorset Echo	print	10,196	£133.38
27.04.22	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/part-free-trail-around-weymouth-040000641.html	1,030,766	£88,340.00
28.04.22	Dorset Live (Web)	https://www.dorset.live/news/dorset-news/24-hour-mcdonalds-weymouth-gateway-7011989	0	£10.00
29.04.22	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/mcdonalds-24-hour-bid-boss-133030217.html	1,030,766	£88,340.00
29.04.22	Dorset Echo	print	10,196	£989.82
30.04.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20095149.take-part-free-trail-weymouth-mark-queens-jubilee/	43,436	£353.00
30.04.22	The Daily Telegraph	print	248,288	
30.04.22	The Daily Telegraph	https://www.telegraph.co.uk/family/life/30-fun-family-days-free/	1,136,292	£76,727.00
05.05.22	Dorset Echo	Print	10,196	£198.90
05.05.22	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/tourist-information-centre-returns-weymouth-230100482.html	1,030,766	£39,596.00

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | May 2022

07.05.22	Dorset Echo	Print	10,196	£107.64
13.05.22	The i newspaper	https://inews.co.uk/inews-lifestyle/may-half-term-2022-adventurous-days-out-from-forest-bathing-to-go-karting-1628112	37,101	
16.05.22	Dorset Echo	Print	10,196	£102.96
20.05.22	Richard Drax (Web)	https://www.richarddrax.com/news/diary-more-jobs-new-macdonalds-franchise-opens-weymouth		
23.05.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20159764.weymouth-hospitality-hopeful-jubilee-bounce-business/	43,436	£353.00
24.05.22	Dorset Echo	Print	10,196	£936.00
24.05.22	Dorset Echo	Print	10,196	£194.22
24.05.22	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/everybodys-support-weymouth-hospitality-hopeful-230100043.html	993,472	£26,667.00
26.05.22	Planet Radio (Web)	https://planetradio.co.uk/greatest-hits/dorset/news/new-hub-information-weymouth/	236,253	£6,342.00
29.05.22	British Travel Journal	https://britishtraveljournal.com/cream-of-the-crop/		

Total reach for May: 6,976,150

Total Advertising Value Equivalent for May: £418,083.92

Total reach for 2022: 16,386,834

Total Advertising Value Equivalent for 2022: £868,225.84

We Are Exploring

- Followed up with the i newspaper to provide facts and photography post press trip - spoke to Waterside and Peppina to get photography
- Followed up with Great British Food to provide facts and photography post press trip
- Liaised with OK! Magazine to arrange itinerary for visit to Weymouth
 - Visited Halls Kitchen to catch up with Jason on press trip
 - Liaised with Chef Eric to book in press trip lunch
 - Liaised with Jason at Out There to discuss press trip opportunities
 - Liaised with Cove Gallery to discuss arranging for journalist to visit (Billie Eilish connection)
 - Confirmed Amazing Destinations press trip accommodation - Gloucester House

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | May 2022

We Are Active

- First draft of We Are Active logo:



- Arranged We Are Active photo shoot - has been postponed (need to re-think)
- Calls to Weymouth College to discuss using photography showing students taking part in activities - haven't made contact yet
- Pitched Weymouth activities into the i newspaper - featured
- Drafted We Are Active press list - focus on travel, outdoor activities, walking, cycling, water sports
- We Are Active planning saved here:
https://weymouthbiduk-my.sharepoint.com/:f:/g/personal/marketing_weymouthbid_co_uk/Eh7r1TMnGxpHrOlqMFLFa14BL83V2ZOw_mTI_dA0P9HTiQ
- Circulated i newspaper coverage to The OTC as featured
- Pitched activities in Weymouth into Escapism magazine for feature on summer destinations

We Are Weymouth Marketing Strategy

- Amended Weymouth Tourist Shop press release
 - Further amends following call with Dorset Volunteer Centre
- Circulated Weymouth Tourist Shop press release to key media contacts
- Created Marketing Strategy presentation for drop-in event at the Palm House

We Are Weymouth Public Relations

- Chased Dorset Magazine to confirm coverage of Heritage Slabs press release
- 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

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | May 2022

- Liaised with London Unattached to discuss press trip opportunities - decided to focus on nationals / lifestyle
- Liaised with Chris at the Dorset Volunteer Centre to discuss distribution of press release - tourist information shop
- Liaised with Motor Caravanning and Campervan to discuss press opportunities (small audience)
- Liaised with the Dorset Echo to arrange for a quote from Dawn to be included on a piece about the upcoming holiday season - drafted quote and sent to Dawn for sign off
- Pitched Jubilee activities from The Nothe Fort into the i newspaper for Jubilee round up
- Pitched family activities for the summer at The Nothe Fort into The Sun/Daily Mirror for round up feature
- Pitched cleaning hacks from St John's Guest House into Express.co.uk for feature on cleaning top tips
- Pitched crabbing bins initiative into METRO (as well as other activities along the beach) for feature on plastic free beach locations]
- Liaised with BBC 3 producer to discuss potential filming opportunity in Weymouth

Social Media

- Scheduled 'Business of the Week' for May - will schedule June's
- Created 'Best of the Best' posts for both St John's Guest House and A View from The Terrace - shared on social
- Completed We Are Exploring posts and scheduled on social media

Advertising

- Continued to Liaise with the Dorset Echo on potential advertising opportunities

AOB

- Drafted weekly PR Newswires
- Phone calls with BID team
- Marketing subcommittee Zoom
- Circulated monthly reports to WAW team
- Liaised with WAW team to arrange Sharepoint access - transfer of docs began
- Attended We Are Weymouth information drop in and spoke to levy payers about the power of PR

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | May 2022

- Presentation saved here:
https://weymouthbiduk-my.sharepoint.com/:b:/g/personal/marketing_weymouth_bid_co_uk/EUmtNS1kZ1BKsQA2zmlJUegB0Swfp8gVyMTFnIFFzUTHwQ
- Circulated SCUBA coverage to participating levy payers
- Circulated feedback from Great British Food press trip to WAW team:
 - *“Just a little note to say thanks so much for organising such a fantastic trip. We had a wonderful time, and were so impressed with the food at Catch. Crab House Cafe is a real highlight too!
Please can you send me some high res images of the different places featured in the itinerary? It would also be great to have a couple of Weymouth specific shots, especially coastline and harbour.
What a lovely part of the world!”*

Upcoming activity

Content creation for We Are Active

Photo shoot for We Are Active

Research stats for We Are Active - benefits of being outside, by the coast, on the water

We Are Active planner

Launch We Are Active

Improve Subcommittee

Date: Wednesday 8th June 2022

Time: 11:00am

Venue: Microsoft Teams

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

Apologies: Helen Heanes (HH), Principal Economic Development Office, Dorset Council
Will Holmes (HH), Resort Manager, Weymouth Town Council

Minutes

IMP/2206/1 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/2206/2 GRAFFITI & WASTE DISPOSAL

Dorset Waste Partnership have agreed to clean public assets. ZW is liaising to arrange cleaning private assets.

DR met with Dorset Waste Partnership regarding the removal of bins near Weymouth Train Station. DWP will continue to monitor the situation and have agreed to reinstate the bins in new locations due to station redevelopment if litter continues to be an issue.

A1 DR – to email Stephen Booth regarding the ongoing works at the train station.

A2 – DR to discuss maintenance of green areas (inc Chapelhay) at next meeting with Dawn Heath.

A3 – GP to send DR image of Chapelhay slope

IMP/2206/3 WEYMOUTH MAPS AND MONOLITHS

Maps are near completion, printing quotes for map pads were shared with the committee. The committee agreed that the map should be shared with levy payers via the newsletter to check for any inaccuracies.

Tear off maps are running out so print window imperative.

As neither WTC or DC want to own the monolith assets and on reflection they are a huge outlay, it was discussed regarding implementing a map such as in Dorchester affixed near payment machines. ZW showed picture. JO and GP agreed this was a better use of the money agreed to be

spent and advised proceeding with this across all car parks. Ready for agreement at next improve and for install prior to the summer.

All existing maps on phone boxes will be replaced, along with new locations Quotes will be presented to the Board for sign off.

IMP/2206/4 HERITAGE PAVING SLABS

Locations to be confirmed by end of July, installation planned for February 2023.

GP gave an update on potential locations and will present information at the next Board Meeting.

IMP/2206/5 JUBILEE FLAGS AND BOLLARDS

Jubilee flags and bollards were a success, and a good opportunity to engage with levy payers. We advised businesses to reuse their bunting for Armed Forces Day and various other events throughout the year.

Bollard covers will be removed and given to SSAFA for repurposing June 24th.

IMP/2206/6 BREWERS QUAY

DR met with owner who assured her that the hoarding will be installed over the next few weeks.

DR shared an on-screen image of proposed fencing covers. The committee all support the proposal for fencing covers. Quote will be presented to the Board via email jotform for sign off.

IMP/2206/7 HANGING BASKETS & BIB

DR requested with contractor that the hanging baskets are installed no later than 16/17th June.

Stress testing revealed some issues with wooden surround installs which the team are working to resolve by looking at alternative solutions, different fixings, higher fixings requiring new permissions and lighter baskets all being the preference to floor standing alternatives.

IMP/2206/8 SHOP WRAPS

A1 - ZW to apply to owner to shop wrap the old hostel on Commercial Road/Kings Street

A2 – ZW to investigate building ownership and present shop wrap quotes to the Board

IMP/2206/9 WEYFARERS

DR has been working with the volunteer centre to release management of the 12 volunteers to the ambassador scheme as trialled in 2021. After several discussions with the Weyfarers, It was

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decided that they would now be managed by Dorset Volunteer Centre but may wish to help us with specific projects outside the summer season.

IMP/2206/10 ARTS MURAL TRAIL

Work on the trail has started with the aim for completion before end of July. ZW is working alongside WTC on producing the trail leaflet. DR is working with the management team to ensure all comms and delivery are on track

GP fed back that as a business owner, contact regarding the trail has been limited.

A1- DR to feedback to WTC regarding the limited contact with businesses involved.

IMP/2206/11 DISC & WCRP

ZW – DISC is going well, sign up is primarily retail at present.

ZW met with Sgt Sam Goome and PC Bryce Scott Jones; arranging a meeting with businesses when the BID ranger commences to discuss the importance of reporting locally.

A1 – BID team to meet Jamie Craige from The Closet to discuss night-time economy, after positive interaction when collecting bunting from the team.

IMP/2206/12 RANGER

DR/ZW –meeting with SWL Security to discuss requirements.

The BID Ranger will be announced/introduced to levy payers once confirmed.

IMP/2206/13 ANY OTHER BUSINESS

A1 - DR & GP to meet to discuss Levelling Up fund

JO noted that the Weymouth Information Shop seemed to be closed over the bank holiday weekend.

A2 – DR to investigate WIS opening times

Improve Subcommittee

Date: Wednesday 8th June 2022

Decision and Action Log

IMP/2206/1 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/2206/2 GRAFFITI & WASTE DISPOSAL

A1 DR – to email Stephen Booth regarding the ongoing works at the train station.

A2 – DR to discuss maintenance of green areas (inc Chapelhay) at next meeting with Dawn Heath.

A3 – GP to send DR image of Chapelhay slope

IMP/2206/8 SHOP WRAPS

A1 - ZW to apply for planning to shop wrap on Commercial Road/Kings Street

A2 – ZW to investigate building ownership and present quotes to the Board

IMP/2206/10 ARTS MURAL TRAIL

A1- DR to feedback to WTC regarding the limited contact with businesses involved.

IMP/2206/11 DISC & WCRP

A1 – BID team to meet Jamie CraigE from The Closet

IMP/2206/13 ANY OTHER BUSINESS

A1 - DR & GP to meet to discuss Levelling Up fund

A2 – DR to investigate WIS opening times



We Are Weymouth Limited

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

☎ 01305 779410 ✉ info@weareweymouth.co.uk

🌐 www.weymouthbid.co.uk

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APPLICATION FOR FUNDING



Please ensure that you have read the *Information for Applicants* document before completing this application.

PROJECT / ACTIVITY NAME	Summer Art Series (Internship Programme)
--------------------------------	--

YOUR DETAILS

First Name:	Christopher
Surname:	Wells
Role:	Director (Series Facilitator)
Email:	[REDACTED]
Telephone Number:	[REDACTED]
Address:	ITSA House, 11 St Nicholas Street, Weymouth, Dorset, DT4 8AA

YOUR ORGANISATION

Organisation Name:	ITSA Studio Ltd		
Registered Address:	Ground Floor, 11 St Nicholas Street, Weymouth, DT48AA		
Organisation Type:	Charity <input type="checkbox"/> Limited Company <input checked="" type="checkbox"/> Sole Trader <input type="checkbox"/> Other (please state) <input type="checkbox"/>	Community Interest Company <input type="checkbox"/> Charitable Incorporated Organisation <input type="checkbox"/> Partnership <input type="checkbox"/>	
VAT Status:	Not VAT Registered <input checked="" type="checkbox"/>	VAT Registered <input type="checkbox"/>	
Company/Charity/UTC Number:	CH # 136 040 38		
Telephone Number:	+44 (0) 7866 492 313		
Address:	Ground Floor, 11 St Nicholas Street, Weymouth, DT4 8AA		

Please summarise what your organisation does (max. 150 words):

ITSA Studio is an artistic hub and new media platform situated in the heart of Weymouth. An innovative office for artists of all mediums to create and collaborate.

Home to both Saint Nics Studio and Saint Nics Gallery we offer a creative environment dedicated to the development of original content.

Saint Nics Gallery provides our visual and installation artists an opportunity to showcase their work.

THE PROJECT/ACTIVITY	
Start Date:	01/08/22
End Date:	31/08/22
Is this a new project/activity?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Please provide a summary of your project/activity:	
<p>The project, Summer Art Series, will host a programme of showcases highlighting different positive aspects of local Art. Providing a platform for local artistic talent to share their work and philosophy and providing a wet weather venue during the summer months for visitors and locals. The order outlined below is illustrative.</p> <ul style="list-style-type: none"> - Business & Art (5th & 6th August) - Art with a Message (12th & 13th August) - Life in Art (19th & 20th August) - Keeping Art Affordable (26th & 27th August) <p>Each showcase will take place on a separate weekend (Friday evening and full day Saturday). ITSA Studio is requesting resources from the BID to fund an Internship programme for four interns. The Internship programme will focus on marketing, project management and project reflection.</p>	
Who is your project/activity aimed at?	
<p>The project has two core audiences; those looking for a platform to learn, create and promote their original artwork and those looking to view, engage and purchase said work. The Internship programme will focus on developing both audiences.</p>	
How will your project/activity benefit Weymouth, including the business community?	
<p>As above the series will provide a platform for existing artists, many of which are self-employed commercial artists. The series is also intended to act as a catalyst for footfall into town.</p> <p>The Internship programme that will be supporting the series aims to directly benefit four young people to learn from a public facing project management experience that will benefit them in their future careers.</p>	
Is this application for an event?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<p>If your application is for an event, please provide a copy of your Event Management Plan and an event schedule with your application.</p>	

OUTCOMES AND MONITORING

Successful grant holders must undertake monitoring and evaluation activities to demonstrate the success of and any learning from the project. Outcomes must be monitored and evaluated.

In advance of your application/project, you should consider how you will monitor it. Will you need to collect data to help with this, and what data do you need? How will people provide feedback? How will you measure the impact of your project?

Outcomes - Detail		Outcomes – Monitoring and Evaluation
Ex.	The event will attract visitors to the town outside of the peak season.	<ul style="list-style-type: none"> - Attendees will be asked to pre-register and provide an email address - Attendees will be surveyed post-event - Attendance figures will be collected - Social media post reach will show potential
1.	Direct work experience for four young people.	<ul style="list-style-type: none"> - Candidates will be interviewed on their initial views to the project. - Interns will be supported throughout the process in their personal development. - Interns will go through an exit interview process to share their views.
2.	The series will provide a wet weather option during the summer.	<ul style="list-style-type: none"> - Footfall will be measured and recorded. - Project management will reflect on the successes and opportunities to improve on each of the different showcase during the series.
3.	The series will provide a platform for artists.	<ul style="list-style-type: none"> - Artist interviews will be conducted post event to determine successes and opportunities to improve.

Positive Economic Impact

Please detail how your project will provide a positive economic impact to Weymouth businesses, for example by increasing footfall and spend:

As noted above the project is intended to increase footfall by providing a diversity of options during the month of August.

FUNDING				
How much will the project/activity cost?	£9,000.00			
How much are you requesting from We Are Weymouth BID?	£3,500.00			
Have you <u>received</u> any other funding for this project? If yes, state the source(s) and amount(s)	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
	<table border="1"> <thead> <tr> <th>Source(s)</th> <th>Amount(s)</th> </tr> </thead> <tbody> <tr> <td>NA</td> <td>NA</td> </tr> </tbody> </table>	Source(s)	Amount(s)	NA
Source(s)	Amount(s)			
NA	NA			
Have you <u>submitted</u> any other funding applications for this project? If yes, state the source(s) and amount(s)	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
	<table border="1"> <thead> <tr> <th>Source(s)</th> <th>Amount(s)</th> </tr> </thead> <tbody> <tr> <td>NA</td> <td>NA</td> </tr> </tbody> </table>	Source(s)	Amount(s)	NA
Source(s)	Amount(s)			
NA	NA			

Sustainability

Please describe how you will build resilience into the project. Grants will rarely be awarded on an ongoing basis; therefore, you will need to describe how the project will be funded in the future, if necessary.

Viability of the series as an ongoing concern is a the forefront of the project's strategy. The series organizers will be assessing and reviewing multiple commercial income streams including but not limited to: bar sales, paid for classes, sale of refreshments, sponsorship.

Please note the first two items below: intern pay and intern costs relate to the funding requested by the Weymouth BID (total £3,500). These costs will be directly invoiced from the relevant parties and total £3,500.

Additional costs for the operational running of each showcase will be funded by TSA Studio. Showcase budgeted costs below are whole number items. Each item will be given a budget (max £1,250) and responsibility for hosting a single showcase including working within below outlined budget (total £5,000) to be funded by TSA Studio plus an additional £500 for general series costs. For the avoidance of doubt, these costs will be funded by TSA Studio.

Proof of concept following the event will provide us with a better understanding of how financially viable an independent programme would be.

Please provide a breakdown of expenditure below (excluding VAT)

Item	Description	Cost
Intern Pay	The internship programme is a paid programme (£500 per intern)	£2000
Intern Costs	Costs for intern programme supervision (£375 per intern, including £500 for programme supervisor and £250 per intern mentor)	£1500
Showcase costs	Consumable costs (£500 per showcase)	£2000
Showcase costs	Staffing (£250 per showcase)	£1000
Showcase costs	Entertainment Costs; Music, lectures etc. (£250 per showcase)	£1000
Showcase costs	Non consumable costs i.e. class materials (£250 per showcase)	£1000
Series costs	Marketing & materials for series	£500

BUSINESS ENGAGEMENT	
Please provide details of five local businesses you have consulted who support your application:	Saint Nics Hair & Style Lounge (St Nicholas Street) Naughty Fork Desserts (St Mary's Street) Art Asylum (Crescent Street) Stuart Wiltshire Glass (St Nicholas Street) Chatworth Hotel (The Esplanade)
Are there any businesses that may be adversely affected by your project? If so, what steps have you taken to mitigate this?	NA
As part of your application, please outline how you intend to use local businesses to deliver services (e.g. printing, PA hire, security etc.)	Where possible all outsourced services will be provided by local businesses. This will include opportunities for self employed artists, musicians, event staff, printed marketing materials, food truck catering etc.

DECLARATION

<p>By submitting this application, I certify that:</p> <ul style="list-style-type: none"> I am authorised to make this application on behalf of the organisation The information provided is correct and I will notify We Are Weymouth of any subsequent changes I have read the 'Information for Applicants' document, and agree to all funding terms and conditions set out in the document I understand that additional terms may be imposed by the BID, which will be detailed in the offer letter once a decision has been made by the BID I understand that should I/we fail to comply to, or agree with the terms set out in the Information for Applications document, or any additional terms set by the BID board, funding will not be provided or may need to be returned to the BID. 	
Signature Tick box if submitting electronically	<input checked="" type="checkbox"/>
Name	Christopher Wells
Date	29th May 2022

a) Parks, Open Spaces, Cemeteries, Allotments and Play Areas

<p>Number of Staff & Equipment</p>	<p>The service has a total of 21 staff to deliver management and operations for the Parks, Gardens, Open Spaces, Cemeteries, Allotments and Play Areas as a whole.</p> <p>Associated full range of grounds and parks maintenance equipment, vehicles, plant, machinery and consumables.</p>
<p>Specification</p>	<p>The provision of a wide range of high-quality facilities that are safe and secure to all in the community. The role of the service is to deliver an urban environment that is of appeal to all sectors of the community and visitors to the town. Environmental sustainability, providing opportunities for education, health and exercise and ensuring equal access for all are also key.</p> <p><u>Service Priorities:</u></p> <ul style="list-style-type: none"> • Retaining Green Flag status at Greenhill and Sandsfoot Gardens; ensure that we meet the key judging criteria for the Green Flag Award: <ul style="list-style-type: none"> ○ A welcoming place ○ Healthy, safe and secure ○ Clean and well maintained ○ Sustainability ○ Conservation and heritage ○ Community involvement ○ Marketing ○ Management • Heritage Lottery Fund application for Radipole Park and Gardens; • Tumbledown Farm; • Wyke Cemetery Extension; • Implementation of the Marsh Masterplan; • Annual Audit of Parks, Gardens and Play Areas; • Health, Safety and Welfare of Users and Visitors to Parks and Open Spaces. <p><u>Responsibilities:</u></p> <p>With the area of the BID the service is specifically responsible for the management, delivery, planning, repairs and maintenance of Greenhill Gardens, Nothe Gardens, Bowleaze Cove way open Space, Lodmoor Country Park (play and events area), St John's Gardens, Melcombe play area and seafront flowerbeds (including Preston Promenade). This includes:</p> <ul style="list-style-type: none"> • Seafront bedding / planning; • Litter and refuse (Parks & Open spaces); • Street furniture within associated areas; • All associated buildings, structures and lighting within parks, gardens, open space etc areas;

Performance Measure	Service measures and actions in accordance with Corporate priorities, service quality standards, Parks strategy and plans where applicable and achieving the service priorities on an annual basis. Manager monitors finance, performance, compliments and complaints.						
Non-Compliance Procedure	Via management monitoring, inspections and customer feedback. Green Flag Gardens externally audited / judged – this can include improvement / performance notification/s. Contractors can be issued with rectification / default notices where applicable.						
Existing Value of Contract	<p>N/A</p> <p>Overall Service Budget - 2019/20 financial year: -</p> <table> <tr> <td>Expenditure</td> <td>£ 1,323,022</td> </tr> <tr> <td>Income</td> <td>- £ 225,684</td> </tr> <tr> <td><u>Net Budget</u></td> <td><u>£ 1,097,338</u></td> </tr> </table> <p>The main contract forming part of this budget relates to vehicle leasing.</p> <p>A copy of the Councils budget is available at www.weymouthtowncouncil.gov.uk</p>	Expenditure	£ 1,323,022	Income	- £ 225,684	<u>Net Budget</u>	<u>£ 1,097,338</u>
Expenditure	£ 1,323,022						
Income	- £ 225,684						
<u>Net Budget</u>	<u>£ 1,097,338</u>						

b) Decorative including Christmas lighting

Number of Staff & Equipment	<p>Forms part of Senior Buildings Services Engineer post.</p> <p>Weymouth Town Council maintains the following tranches of external lighting: -</p> <p>Weymouth Esplanade</p> <p>The area extends from adjacent to the Pavilion Theatre to the Sluice Gardens (Groyne) at Lodmoor, the areas include the Esplanade, Sir Henry Edwards Statue, Greenhill, access routes between Esplanade Greenhill and Preston Road.</p> <ul style="list-style-type: none"> • New Seafront Artistic Lighting (28 columns) • Monument and Clock Lighting which includes American war Memorial, Cenotaph, Anzac Memorial, Jubilee Clock. • Victorian Shelter Lighting (7 shelters) • Laser Lighting inclusive of encapsulates (7) • Palm Tree Lighting (30 lights) • Victorian Lighting Columns (21) 8 metre
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	<ul style="list-style-type: none"> • King Statue Lighting <p>Pier Bandstand Art Deco Lamp Columns</p> <p>Town Centre Lighting Weymouth Town Council is responsible for the following installations for festive and town centre lighting, the installations vary from festive road crossings, festoon lighting and tree lighting.</p> <p>Christmas Lighting is installed annually in following Streets; St Thomas Street, St Mary’s St and St Edmund St, Lower Bond St, Bond Street, St Alban St (between St Thomas and St Mary St).</p> <p>The majority of the lighting is high level and includes anchor points that supports the catenary infrastructure.</p> <p>Parks Lighting WTC maintains lighting in the: -</p> <ul style="list-style-type: none"> • Nothe Gardens (13 columns) 5 metre • Greenhill Gardens (8 columns) 5 metre, plus step amenity Lighting • Sluice Gardens Lighting • Sandsfoot Gardens – Castle lighting 						
Specification	<p>Management, maintenance and replacement of seafront, Town and Christmas light installations as identified above.</p> <p>Advice and guidance to organisations wishing to enhance / develop lighting schemes within the Weymouth area.</p>						
Performance Measure	<p>Compliance, low energy, quality, affordability reliability, longevity and ease of maintenance.</p> <p>This is measured by regular monitoring, inspections, complaints, consultation with associated stakeholders.</p>						
Non-Compliance Procedure	<p>Management, monitoring, correct specification and testing / maintenance.</p>						
Existing Value of Contract	<p>Overall Service Budget - 2019/20 financial year: -</p> <table border="0"> <tr> <td>Expenditure</td> <td>£ 46,151</td> </tr> <tr> <td>Income</td> <td>£ - .</td> </tr> <tr> <td><u>Net Budget</u></td> <td><u>£ 46,151</u></td> </tr> </table> <p>The main contracts forming part of this budget relates to the installation of the annual Christmas lights and maintenance of all lighting installations.</p>	Expenditure	£ 46,151	Income	£ - .	<u>Net Budget</u>	<u>£ 46,151</u>
Expenditure	£ 46,151						
Income	£ - .						
<u>Net Budget</u>	<u>£ 46,151</u>						

	A copy of the Councils budget is available at www.weymouthtowncouncil.gov.uk
Boundary Area	As detailed above.