

WE ARE WEYMOUTH

# ANNUAL REPORT

2021 - 2022



Inside Out Dorset, produced by Activate. Picture: Brent Jones

# CHAIR'S REPORT

2021-2022 has presented many challenges and opportunities for our members and We Are Weymouth, with the boom of tourists during the Summer season and record numbers of Britons on a 'staycation' in Weymouth followed by new restrictions in the Autumn, just as businesses were seeing some signs of recovery. We recognised the unprecedented challenges presented to businesses and sought to create a bigger impact within the business community.

In 2020-21 we reviewed our strategy and found that it is not only still relevant, but even more critical to the success of the town and our members. As always, the BID continues to act as a strong representative voice for businesses in times of uncertainty and change.

There have been many notable achievements throughout the last year with the continuation of existing projects as well as the introduction of several new initiatives. I know that not all levy payers agree with every initiative, but the role of the Board is simple - to listen to the wide range of views from members, influence and make decisions which will benefit the many and not the few and this is a principle that we will uphold.

I am proud that we can and do represent you and your views and would encourage any members that want to constructively engage with the BID to help deliver positive

improvements for our town to get in touch. We will continue to collaborate closely with our partners, to represent and where appropriate challenge and we can only do this with your productive engagement and involvement.

Since the last Annual Report, the Operations Team have undertaken some great projects which can be seen in the detail of this report. During 2021-22 our focus has been to continue to market the town whilst ensuring we invest in further improving how Weymouth looks and performs economically.

I would like to take this opportunity to recognise the efforts of our board members, who devote a considerable amount of unremunerated time with the sole focus of making a positive difference to the area in which we all operate, and to welcome three new Board Directors to the team. I very much look forward to working with the Board, and hope that any new Board members who wish to drive positive change for our town, will offer to volunteer, in order that every sector of our business community is represented and to ensure that we can deliver long-term meaningful improvements for all.

**Chris Truscott**  
Chair of the Board





# MARKETING WEYMOUTH

A fundamental part of the Business Plan was marketing the town to increase footfall and potential repeat visits, building on the legacy of our 2021 campaigns.

This year's campaigns - We Are Active, We Are Celebrating, and We Are Exploring, have generated a combined reach of over 16 million through a mix of online, broadcast and print PR, with 63 separate articles and key news features promoting Weymouth and its businesses, including national coverage of our Elf World Record Attempt on ITV's This Morning programme, and features in the i newspaper, Great British Food, OK! Magazine, The Sun, Telegraph and Independent, to name a few.

The We Are Weymouth brand has provided the base for a strong digital offer, through our social media channels, and our We Are Weymouth website. Working in partnership with Love Weymouth, our digital reach has grown significantly and provides a fantastic tool to promote Weymouth.

Events are a great tool to help drive footfall throughout the entire year, and we're pleased to have sponsored or organised a number of fantastic events in different areas of the town, attracting a wide demographic of customers.

<b>20,000 maps</b> produced and distributed to visitors	Bunting for businesses and town dressing for the <b>Jubilee Celebrations</b>	Installation and marketing of a <b>dinosaur trail</b> across Weymouth	Advertising Weymouth through the <b>railway</b> network
<b>National print and TV coverage</b> promoting Weymouth	<b>16 million</b> combined marketing reach through online, print, broadcast and PR campaigns		<b>c.£390K</b> advertising value equivalent
<b>Key town events</b> supporting or organising events to drive footfall to the town including the <i>Dusk 'til Dark Illuminations, Wessex Folk Festival, Beach Volleyball Championship, Beach Motocross, Pirates Ahoy!, Elf World Record Attempt &amp; Christmas Lights Switch On, Steampunk Weekend</i> and more...			
Accommodation information and <b>heritage trail</b> leaflets produced	Part-fund the <b>Weymouth Information Shop</b>	<b>Strong digital presence</b> through the We Are Weymouth and Love Weymouth website and social media channels	

# IMPROVING WEYMOUTH

Our improve focus aims to deliver higher standards for Weymouth, tackling long-standing issues that impact peoples experience of the town.

This year, not only did we provide 250 hanging baskets, we managed to secure funding from central government to enhance areas such as the Swannery Walk and Custom House Quay with additional planters.

We've listened to businesses concerns around crime and anti-social behaviour. We've created the Business Crime Reduction Partnership, introduced DISC, and piloted a BID Ranger service, which has undertaken over 900 business engagements and recovered thousands of pounds of stolen property to businesses, and engaged for a contractor to undertake the removal of graffiti from private buildings.

The Arts Mural Trail has been jointly funded by We Are Weymouth BID and Weymouth Town Council, and has really brightened up areas across the whole town.

Along the South Harbourside, we've worked closely with private sector and local authorities to install bright fencing covers which promote Weymouth's offer, enhancing the cafe culture feel of the area and providing a more appealing welcome to cruise ship passengers and wider visitors.

Installed and maintained **250 hanging baskets** for businesses throughout the town centre and planters along Swannery Walk

Created the **Business Crime Reduction Partnership** and introduced DISC

Reported a number of public-realm issues such as graffiti, overflowing bins, fly-posting, street cleansing, trip hazards etc. to the appropriate authorities

Piloted a **BID Ranger service** and worked closely with partners to help reduce the impact of crime and anti-social behaviour on businesses

Part funded the Community Safety Patrol Officers (CSAS)

Jointly part-funded the new **Arts Mural Trail** bringing a new dynamic to the town and many photo opportunities

**Enhancing** the Hope Square area, where cruise ship passengers arrive, through place-making enhancements and liaison with the private sector & Dorset Council

**Removed graffiti** from private buildings around the town

Installed six additional **heritage paving slabs**

Worked with partners to help obtain **Purple Flag status** demonstrating Weymouth's safe and vibrant night-time economy

# SHAPING WEYMOUTH

Shaping Weymouth is about ensuring that businesses are represented in key decisions. We've sought to involve, survey and represent businesses throughout the year, and will continue to do so.

Raising your concerns about the recent changes to parking and the impact on businesses in Weymouth	Working in partnership to maintain Purple Flag status	Ensuring the Welcome Back Fund was well-spent
Engaged with businesses and fed your views in to Weymouth's Neighbourhood Plan, shaping the future of the town	Ensured that important consultations and information was highlighted to businesses for their input	
Part-funded and sat on the multi-agency committee for the new station gateway development	Discussed the current situation and plans for the Park and Ride	Represented the voice of businesses at meetings

## FINANCE AND GOVERNANCE

We attend regular meetings with other BIDs and collaboratively lobby government and share best practice.

We promised to be transparent, and all financial reports, tendering opportunities, meeting agendas and minutes are available on our website.

We have worked to obtain feedback and suggestions from businesses via in-person meetings, events, newsletters and surveys.

The BID financial year runs from 1st September – 31st August each year. A complete set of full accounts are available to view on the website.

The P&L below is unaudited and purely a set of management accounts. The full audited accounts will be made available online at [www.weymouthbid.co.uk](http://www.weymouthbid.co.uk) once they have been examined and approved.

Income	
Levy Income	£283,625
Expenditure	
Improve Projects	£101,596
Marketing & Events	£65,517
Advertising & PR	£52,598
Staff Costs	£70,173
General Office & Admin	£39,310
<b>Balance for Year</b>	<b>-£45,270*</b>

\* Overspend on projects committed during COVID but delivered during this financial year and additional projects taken from reserves

# THE NEXT 12 MONTHS

We surveyed businesses to find out your key priorities. Therefore, our main focuses for the next 12 month will be:

- ▷ Driving visitors and locals to Weymouth to enhance the economy during autumn and winter months
- ▷ 3 - 4 national marketing campaigns to increase revenue
- ▷ Delivering and marketing events, partnering with other organisations, putting Weymouth on the map as a destination for year-round events
- ▷ Ensuring a high-profile Ranger service to help reduce the impact of crime and anti-social behaviour on businesses, and developing the Business Crime Reduction Partnership
- ▷ Entering Britain in Bloom, installing further hanging baskets and planters throughout the town, with a focus on the improvements to Radipole Gardens, Jubilee Sidings, King Street, Westham Road the Swannery
- ▷ Installing maps throughout the town centre and continuing to produce tear-off maps for businesses and visitors
- ▷ Championing the views of businesses with local and national government to ensure that consideration is given to the impact of decisions for the town and business community
- ▷ Ensuring a BID presence at meetings regarding the regeneration, development and strategy for the town
- ▷ Expanding the heritage trail, installing additional slabs this year and continuing to market Weymouth's heritage
- ▷ Ensure we build a sustainable economy through events and improvements which provide a legacy for the town for years to come

We will continue to consult and engage with businesses throughout the year, and ask that if you haven't already done so, that you please complete our Have Your Say Questionnaire, and attend our Annual General Meeting, so that we can understand your priorities, listen to your suggestions and share knowledge and expertise. Please visit [www.weymouthbid.co.uk](http://www.weymouthbid.co.uk) to complete the survey and to find details of our AGM in due course.

We also want to make sure that we have up-to-date contact details on file for key contacts within businesses, both at a local and national level, if appropriate. This ensures we are able to contact you and include you in important correspondence, surveys and news from the BID.

If you would like to receive these communications, please email [info@weareweymouth.co.uk](mailto:info@weareweymouth.co.uk)

# WE ARE WEYMOUTH BID

## BOARD OF DIRECTORS

**Chris Truscott** CHAIR  
McDonald's

**Jonathan Oldroyd** VICE-CHAIR  
Gloucester House

**Ian Ferguson**  
Weyline Taxis

**Tamsin Mutton-McKnight**  
SEA LIFE

**Graham Perry**  
Bridge Fair Trade Shop

**Lynne Fisher**  
St John's Guest House

**Mikey Johnson**  
The Range

**Councillor Jon Orrell**  
Weymouth Town Council

**Jye Dixey**  
JD Wetherspoon

## OPERATIONS TEAM

**Dawn Rondeau**  
Chief Operations Officer

**Zach Williams**  
Operations Assistant

**Kelly Davies**  
Administration Assistant


## PARTNERS

**Martin Kirby / SWL Security**  
BID Ranger


**Pippa Kermani / In the Bag PR**  
Marketing & PR

**Andy Cooke / Love Weymouth**  
Digital Marketing Support

## CONTACT US


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 [info@weareweymouth.co.uk](mailto:info@weareweymouth.co.uk)

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Weymouth, DT4 8TU

 We Are Weymouth Business

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 [www.weymouthbid.co.uk](http://www.weymouthbid.co.uk)



## HAVE YOUR SAY

We would like to hear your views about the BID, and understand what services are most important to your business. To take part, scan the QR code or visit [www.weymouthbid.co.uk/hys22](http://www.weymouthbid.co.uk/hys22)

