

## BID Board Meeting

**Date:** Wednesday 27<sup>th</sup> July 2022  
**Time:** 11:00am  
**Venue:** Microsoft Teams  
**Present:** Vice Chair: Jonathan Oldroyd (JO), Gloucester House

Ian Ferguson (IF) Weyline Taxis  
Graham Perry (GP), The Bridge Fair Trade Shop  
Lynne Fisher (LF), St John's Guest House  
Cllr Jon Orrell (CJO), Weymouth Town Council  
Jye Dixey (JD), William Henry - Wetherspoons  
Mikey Johnson (MJ), The Range

**In Attendance:** Dawn Rondeau, Chief Operations Officer, We Are Weymouth  
Zach Williams, Operations Assistant, We Are Weymouth (joined at 12:10)

**Observers:** Helen Heanes, Principal Economic Development Officer, Dorset Council  
Sarah Barnett Head of Business Development, Weymouth College

## Minutes

### **BOA/2207/1 WELCOME**

The vice-chair opened the meeting and welcomed members and observers, including introducing Mikey Johnson from The Range who attended his first meeting as a Director of We Are Weymouth.

### **BOA/2207/2 APOLOGIES FOR ABSENCE**

Chris Truscott (CT), McDonald's  
Tamsin Mutton McKnight (TMM), Merlin / SEA LIFE  
Cllr Rob Hughes (CRH), Dorset Council

### **BOA/2207/3 DECLARATIONS OF INTEREST**

No declarations of interest were made.

### **BOA/2207/4 OBSERVERS**

The vice-chair welcomed Helen Heanes from Dorset Council and Sarah Barnett from Weymouth College to the meeting.

### **BOA/2207/5 MINUTES OF THE LAST MEETING**

#### **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.

DR noted that Cllr Rob Hughes was incorrectly listed as Cllr Bob Hughes on the minutes.

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

A1 - Confidentiality Agreement – ZW to arrange a meeting with GP to revise agreement

## **BOA/2207/6                      GOVERNANCE**

### **BOA/2207/6/A                  LEVY UPDATE**

DR provided an update on 2020-2021 and 2021-2022 levy collection. Legal action is underway.

DR has met with Jon Bird from Dorset Council to ascertain the levy collection process for 2021-2022.

### **BOA/2207/6/B                  DATA PROTECTION POLICY**

DR introduced the revised data protection policy for comment by the Board.

MJ asked to ensure that the policy references the protocols surrounding DISC.

A1 – ZW to ensure that policy incorporates DISC elements

GP enquired as to the status of the Complaints Policy.

A2 – Operations Team to bring Complaints Policy to next Board Meeting

## **BOA/2207/7                      FINANCE REPORT**

The financial report was received by the board, and JO provided an overview of the headlines, with significant movement since the previous months report due to a number of invoices being paid.

JO advised the board that there may be a need to look at the resilience of the accounting process in the future.

JO asked for clarity around costs for a new BID term, which DR provided.

A1 – DR, GP, CT and JO to look at resilience and presentation of accounts

IF advised he is still a signatory on the account and happy to continue as a backup if needed.

## **BOA/2207/8                      MARKETING AND EVENTS**

DR advised there was no subcommittee meeting this month due to absence, so there are no minutes to receive.

DR gave a brief update about the Dusk 'til Dark Illuminations and Pirate Parlay.

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DR provided an update on the Digital Marketing Support Tender advertised on Linked-In Facebook and our website. Only one response was received by our current supplier, Get Away Digital.

D1 - The Board agreed unanimously to award the digital contract to GetAway Digital, with a re-tender process being undertaken for BID3.

BOA/2207/8/A            IN THE BAG AND LOVING WEYMOUTH AND PORTLAND REPORTS

The reports were received by the Board. There were no questions

**BOA/2207/9            IMPROVE**

BOA/2207/9/A            MINUTES OF IMPROVE SUBCOMMITTEE

The minutes were received by the board, there were no questions.

BOA/2207/9/B            HERITAGE FLYER

DR provided the costs around the Heritage Flyer.

D1 - The Board agreed unanimously in favour of spending a maximum of £2890 for the printing and distribution of the flyer.

BOA/2207/9/C            RANGER UPDATE

DR provided an update on the ranger scheme.

MJ explained that the value of stock recovered by businesses can generally be multiplied by 10 due to the administration time and costs by the business of reporting, recovering, transporting and re-merchandising stock to a store.

JO asked about the original resources for the summer. DR provided an update on the shift pattern and ongoing recruitment.

BOA/2207/9/D            CSAS UPDATE

DR provided an update on CSAS following the last meeting, with the responses being provided in the board pack. The Board shared views surrounding the CSAS scheme.

**BOA/2207/10            FUNDING APPLICATIONS**

BOA/2207/10/A            LODMOOR PALLADIUM

The Board discussed the application received by Made to Measure Productions for their pop-up venue, the Lodmoor Palladium, situated at Lodmoor Country Park, and associated events.

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The Board liked the idea of more pirate themed activities, drawing on Weymouth's heritage, however had concerns about the time of year and the management and allocation of a ticket offer. The board agreed that Summer was not the usual time to support events. JD highlighted that in the light of it being a 'wet-weather' attraction it could be a platform to build upon for future years and perhaps we should work with businesses such as this who are improving the 'Weymouth-offer'. It was agreed that the event promotes some of the Lodmoor based businesses and as a board they would support this new initiative but at a reduced amount preferring to provide funding *and* support towards marketing the event, and cross-promote future events such as the October Pirate Festival, to encourage people to visit Weymouth at a different time of the year. The board requested that the Operations team forge a relationship with Lee and his team to actively progress opportunities for Christmas.

D1 – The Board agreed unanimously to support the Lodmoor Palladium / Pirates Ahoy! events to a value of £4,000, and provide marketing support through We Are Weymouth channels, on the proviso that as well as the standard funding terms and conditions, the applicant agrees to promote the *Pirate Festival* event, and discuss opportunities for Christmas with the BID.

#### **BOA/2207/10/A      WEYMOUTH BEACH MOTOCROSS**

The Board discussed the application received by the Lions Club relating to the Weymouth Beach Motocross. The Board felt that the event had a positive economic impact on the town, however, also indicated the desire to build on this event for future years, to promote a weekend of activity and encourage overnight stays.

D1 – The Board agreed unanimously to support the Lions Club with the Weymouth Beach Motocross event, to a value of £2,500, subject to the standard funding terms and conditions being followed.

#### **BOA/2207/11      BALLOT**

The Board had discussions surrounding the ballot and levy rules for a new BID term.

#### **BOA/2207/12      DATES OF FUTURE MEETINGS**

Aug cancelled    28th Sept    Oct 26th    Nov 30th    Dec TBC

#### **BOA/2207/13      AOB**

IF requested that we move to in-person meetings LF requested they be hybrid meetings for those who are unable to attend with some online meetings scheduled during peak times.

D1 - All agreed for next board to be in-person for September

## Decision and Action Log

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