



Board Meeting Agenda

Date: 28th Sept 2022

Time: 11:00

Location: Hybrid

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. Levy update b. AGM date	11.25
BOA2204- 7	Finance Report a. New Format to discuss b. Update and budgets	11.35
BOA2204- 8	Marketing and Events a. ITB and LWP Aug & Sept subcommittee reports incl. b. Minutes of Sub Committee incl. for discussion c. Pirates d. Poppies e. Dinosaurs	11.45
BOA2204- 9	Improve a. Aug & Sept subcommittee minutes incl. for discussion b. Bid ranger update c. Weymouth Information Shop d. Green agenda	12:05
BOA2204-10	Funding applications	
BOA2204-11	BALLOT a. Update b. Have your say feedback c. Next steps	12:25
BOA2204- 12	Date of next and subsequent meetings Oct 26 th Nov 30 th Dec TBC	12:45
	AOB	12:50

BID Board Meeting

Date: Wednesday 27th 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

Meeting: BID Board Meeting
Date: Wednesday 27th July 2022

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

A1 – ZW to ensure that policy incorporates DISC elements

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

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

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

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Balance Sheet

WE ARE WEYMOUTH LIMITED As at 31 August 2022

	31 AUG 2022	31 AUG 2021
Fixed Assets		
Tangible Assets	875	193
Total Fixed Assets	875	193
Current Assets		
Debtors	172	14,417
Cash at bank and in hand	101,017	140,615
Prepayments and accrued income	2,020	16,647
VAT	6,799	8,229
Total Current Assets	110,008	179,907
Creditors: amounts falling due within one year		
Supplier Accounts Payable	2,643	17,802
Accruals	3,500	3,080
Expenses Control Account	93	-
Total Creditors: amounts falling due within one year	6,236	20,882
Net Current Assets (Liabilities)	103,772	159,025
Total Assets less Current Liabilities	104,647	159,218
Net Assets	104,647	159,218
Capital and Reserves		
Current Year Earnings	(54,572)	52,917
P&L Reserve - Retained Earnings	159,218	106,302
Total Capital and Reserves	104,647	159,218

Draft Financial Overview

WE ARE WEYMOUTH LIMITED

For the year ended 31 August 2022

	NOTE	ACTUAL PAID TO DATE	BOARD APPROVED FUNDING	BUSINESS PLAN BUDGET YR4	BUDGETED AND APPROVED UNSPENT
Income					
Levy Income	1	283,626	-	295,000	11,375
Projects and Events					
Improve		107,820	186,390	-	78,570
Marketing		117,242	165,150	-	47,908
Total Projects and Events		225,062	351,540	-	126,478
Organisation Management					
BID Marketing & PR		3,723	-	-	(3,723)
BID Management		99,912	-	80,000	(19,912)
British BIDs		9,500	9,500	-	-
Total Organisation Management		113,135	9,500	80,000	(23,635)
Surplus / (Deficit) in the year		(54,572)	-	-	-

1. Levy Income

The levy information from the council, received 31st August 2022, confirmed an amount available to draw of £468.69.

Improve and Marketing Events and Projects

WE ARE WEYMOUTH LIMITED

For the year ended 31 August 2022

	ACTUAL SPEND TO DATE	2022 APPROVED FUNDING	APPROVED UNSPENT	
Improve				
Arts Mural Trail	16,750	20,000	3,250	↑
BID Ranger	6,242	35,000	28,758	↑
Britain In Bloom 2021	97	-	(97)	↓
Britain In Bloom	159	-	(159)	↓
Car Park Monoliths	-	20,000	20,000	↑
Crime Reporting Project	3,760	3,500	(260)	↓
CSAS Officers 2020-21	20,000	20,000	-	—
Conference	-	400	400	↑
Dusk Til Dark	10,336	20,000	9,664	↑
Graffiti	108	100	(8)	↓
Hanging Baskets 2022	13,638	28,300	14,662	↑
Harbour Signage 2020	942	-	(942)	↓
Heras Fencing	2,085	2,500	415	↑
Heritage Flyer	2,678	2,890	213	↑
Heritage Paving Slabs 2021	1,695	-	(1,695)	↓
Heritage Paving Slabs 2122	5,700	10,000	4,300	↑
Jubilee Bunting	3,438	5,000	1,562	↑
Jurassic Coast Trust	600	900	300	↑
Levy Payer Engagement	527	5,500	4,973	↑
Maps	4,114	4,000	(114)	↓
Shop Wrapping	7,915	3,800	(4,115)	↓
Small Projects	37	-	(37)	↓
Tourist Info Match Funding	2,000	2,000	-	—
Weymouth Beach	-	2,500	2,500	↑
Weymouth Gateway Match Funding	5,000	-	(5,000)	↓
Total Improve	107,820	186,390	78,570	

	ACTUAL SPEND TO DATE	2022 APPROVED FUNDING	APPROVED UNSPENT	
Marketing				
Beech Volleyball	6,371	6,000	(371)	↓
Christmas Events	35,133	40,000	4,867	↑
Christmas 2023	2,850	40,000	37,150	↑
Fayre In The Square - The Rotary	319	-	(319)	↓
FITS - Fayre in the Square	4,530	4,500	(30)	↓
Land Train Project	4,000	4,000	-	—
Land Train Promotion	-	3,500	3,500	↑
Lodmoor Paladium	4,000	4,000	-	—
Loving Weymouth & Portland	15,000	14,400	(600)	↓
Motocross	1,800	1,800	-	—
NYE 2019-20 Fireworks	3,750	-	(3,750)	↓
Oct19 Half Term Workshops	536	-	(536)	↓
Outsourced Marketing Campaign	28,950	40,000	11,050	↑
Primary Times Jubilee	-	350	350	↑
QR Code Trail	1,352	-	(1,352)	↓
Town Centre Maps	26	-	(26)	↓
Visit Dorset Weymouth Entry	2,500	2,600	100	↑
Website Work	1,682	1,500	(182)	↓
Weymouth Town Council Flyer	2,500	2,500	-	—
Total Marketing	115,297	165,150	49,853	

Marketing Subcommittee

Date: Thursday 4th August 2022
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
Jye Dixey (JD) – JD Wetherspoons
Tamsin Mutton-McKnight (TMM), SEA LIFE Weymouth
Pippa Gibb (PG), In the Bag PR
Andy Cooke (AC), Loving Weymouth and Portland

Minutes

MAR/2208/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

D1 - The minutes of the 9th June Marketing Subcommittee were agreed as a true and accurate record.

MAR/2208/2 IN THE BAG PR REPORT

The report was received.

PG gave a brief update of the report including the Great British Food piece highlighting a staycation in Weymouth which featured six levy paying businesses.

ITV filming about Weymouth's Olympic legacy featuring DR will be airing today as part of our We Are Active campaign.

Various press trips booked over the coming weeks.

DR briefly explained the agreement we have with SW Rail for 2,500 posters to be displayed across the network, free of charge.

A1 - PG to email TMM Group Travel and The Express press trip dates to arrange behind the scenes tours at SEALIFE as part of the itinerary.

MAR/2208/3 LOVING WEYMOUTH AND PORTLAND REPORT

The report was received.

Engagement seems to have slowed slightly since the Queens Platinum Jubilee although overall reach is almost on par with June at just under 2million.

40,000 minutes of Weymouth footage viewed this month.

38 new events added to the website over the last month.

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150 events posters distributed to hotels and guest houses. AC has spoken to some of the independent pubs about displaying the posters.

DR suggested ITB including gig guides into press trip itineraries.

MAR/2208/4 TOURISM UPDATE AND VISITOR EXPERIENCE

- **Visit Dorset**

DR has been working with Visit Dorset on updating their website. DR shared the website on screen. We have x4 available spots on the front page of the website a year.

DR has requested the Nothe Fort ask customers where they heard about them to find out what channels they are using and if the August Nothe Fort highlight has been useful.

- **SW Rail**

Keen to get involved and help with providing information/display leaflets for visitors as a permanent feature.

Next Tourism Forum to take place in September.

MAR/2208/5 WEBSITE

The new website is live; events, accommodation have been populated, we are in the process of updating business information and will be updating retailers on an ongoing basis.

MAR/2208/6 DR UPDATE ON EVENTS & ACTIVITIES

The We Are Active campaign will be coming to an end soon, we are now moving into the We Are Celebrating Campaign.

Dusk til Dark, Sep

DR shared the Dusk til Dark event plan on screen and so far, we've had over 1,000 responses on WAW Facebook event page. Workshops in the community have taken place, large posters for shop windows have been printed. Route: Westham road, around Kings Statue/Esplanade and finishing at the Pavilion.

Food Fortnight, Oct

DR – Dorset Food and Drink proposed to host and deliver this event, DR to investigate if occurring
A1 – Committee agreed to work with Dorset Food and Drink to support with marketing and offers.

Pirate Events, Oct

Marketing is going well for this event. The organisers are working alongside Harbourmaster to bring a pirate ship into the harbour. They will be offering bespoke experiences on the ship.

Potential issue with an archaeological dig taking place in the proposed car park. DR in conversation with Mark Vine and Cllr Ferrari. Pirate Ahoy to do help promote this event.

Christmas

Christmas event A5 flyers are currently being designed and Dominique is working with businesses to gain agreement for workshops.

Steampunk, 2nd-4th Dec

Weymouth College to bring Fashion Show to Royal Hotel on the Friday evening in aid of Weldmar. Market at Nothe Fort on Saturday daytime. Steampunk variety event at Weymouth Pavilion on Saturday evening and promenade event on Sunday.

Elf World Record

Contacting Guinness World Record proving harder than anticipated, fee for adjudicator to be discussed with the board. The committee discussed the benefits of holding a world record, the logistics and legacy and agreed that we need to provide a reason to attend and GWR would capture imagination, plus give marketable activity for future efforts as a destination to grow the Elf concept. Further discussion needed at the September board meeting.

Nativity/Workshops/Santa

Nativity events tbc. Santa will be arranged via The Rotary Club. Elf letter writing workshops to take place in Cineworld. WTC will be organising the annual pudding run.

MAR/2208/7**FEB INITIATIVES**

Suggested We Are Award Winning campaign for the new year to feature award winning local businesses and advice on how to win awards. Call out on Facebook and newsletter for businesses to get in touch.

DR asked the committee about the dinosaur installations and whether to progress in 2023. The group felt it was received well and could become an important yearly event but time scales and pricing needed to be gained and a launch event improving on 2022 would deliver a better return for businesses. TMM suggested moving the dinosaurs mid hire to create a find the dinosaur experience. DR shared concerned about security and damage and the committee asked DR to investigate.

A1 - DR to explore another Dino trail or similar for half term

MAR/2208/8**MARKETING BID ACTIVITIES, LEVY PAYER ENGAGEMENT & SUCCESS STORIES**

DR – currently preparing packs; gathering success stories, quotes, pictures etc. Attempting to engage with levy payers and give them plenty of opportunity to meet us.

D1 – it was agreed that no comments should be removed from Facebook (unless obscene language used) but only misinformation should be replied to.

ZW – would like to do some situational portraits and videos with board members. All board members present agreed.

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MAR2208/9 SEPT BREAKFAST MEETING

Scheduled at EBIKE Café for 2nd September 7.30am – 9am.

MAR2208/10 ANY OTHER BUSINESS & FUTURE MEETING DATES

JD – Suggested looking at a potential tie-in with military events in November perhaps a poppy based installation to create a national phenomena like the tower of London ideas with numerous photographic opportunities

Next meeting: 8th September, 11am

Marketing Subcommittee

Date: Thursday 4th August 2022

Decision and Action Log

MAR/2208/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

D1 - The minutes of the 9th June Marketing Subcommittee were agreed as a true and accurate record.

MAR/2208/2 IN THE BAG PR REPORT

A1 - PG to email TMM Group Travel and The Express press trip dates to arrange behind the scenes tours at SEALIFE as part of the itinerary.

MAR/2208/6 DR UPDATE ON EVENTS & ACTIVITIES

A1 – Committee agreed to work with Dorset Food and Drink to support with marketing and offers.

MAR/2208/7 FEB INITIATIVES

A1 - DR to explore another Dino trail or similar for half term

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in the bag

Monthly Report
Aug 2022



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | Aug 2022

Coverage

Link to coverage:

<https://www.dropbox.com/sh/i6w8030bqsvfshp/AABaJ824MqGB1CvEPVpG8RbSa?dl=0>

Date	Publication		Reach	AVE
01.08.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20591395.weymouth-police-called-male-drinking-near-edge-multi-storey-car-park/	43,436	£353.00
02.08.22	Outdoor Arts	https://outdoorartsuk.org/festival-listing/dusk-til-dar-k-illuminations-peixos/		
04.08.22	FilmJuice	https://www.filmjuice.com/news/summer-panto-is-here-news/		£18.00
04.08.22	ITV Meridian	Broadcast	342,000	
05.08.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/localnews/weymouth/20601641.appearance-brewers-quay-site-improved-colourful-banners/	43,436	£353.00
05.08.22	Dorset Echo	Print	10,196	£652.86
06.08.22	i (The paper for today)	Print	141,223	£10,434.16
06.08.22	iNews (Web)	https://inews.co.uk/inews-lifestyle/travel/weymouth-retro-seaside-resort-britain-best-beaches-1780594	1,609,658	£43,206.00
10.08.22	The American	https://www.theamerican.co.uk/pr/diary-dates?search=Pirate%20Fest		
10.08.22	Hull Echo	https://hullecho.wordpress.com/2022/08/10/avast-ye-calling-all-pirates-for-a-bottle-of-rum/		
12.08.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20623128.pirate-fest-take-weymouth-town-centre-october/	43,436	£353.00
12.08.22	Dorset Echo	Print	10,196	£961.74
13.08.22	ents24	https://www.ents24.com/weymouth-events/lodmoo-r-palladium/pirates-ahoy-weymouths-famous-summer-panto/6545924		
13.08.22	Exploring Dorset	https://exploringdorset.co.uk/whats-on-in-dorset-in-august/		

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | Aug 2022

13.08.22	InDorset	https://indorset.com/events/lodmoor-palladium-pirates-ahoy/		
13.08.22	Resort Dorset	https://www.resortdorset.com/events/Weymouth/7910/Summer+Panto%3A+Pirates+Ahoy!/		
15.08.22	OK! Magazine	Print	170,231	£19,873.77
16.08.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20660515.weymouth-becomes-giant-canvas-new-mural-trail/	43,436	£353.00
16.08.22	Dorset Echo	Print	10,196	£603.72
19.08.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20675155.dusk-til-dawn-return-weymouth-featuring-9ft-illuminate-d-fish/	43,436	£353.00
20.08.22	Dorset Echo	Print	10,196	£973.44
23.08.22	Dorset Live (Web)	https://www.dorset.live/news/dorset-news/brewers-quay-weymouth-sold-plans-7500681		£10.00
23.08.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20718397.brewers-quay-building-weymouth-sold-new-developer/	43,436	£353.00
24.08.22	Dorset Echo	Print	10,196	£994.50
26.08.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20778943.public-urged-stay-away-following-sad-harassment-distressed-dolphin-weymouth-beach/	43,436	£353.00
27.08.22	The Arts Society	https://theartsociety.org/arts-news-features/4-brilliant-things-do-september%E2%80%A6		
28.08.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20812834.rescuer-tells-efforts-keep-dolphin-near-weymouth-safe/	43,436	£353.00
30.08.22	Dorset Mumbler	https://dorset.mumbler.co.uk/event/dusk-to-dark-weymouth/		
30.08.22	Wonderful Weymouth	https://wonderfulweymouth.co.uk/events/dusk-til-dark/		

Total reach for August: 2,661,580

Total Advertising Value Equivalent for August: £80,534.19

Total reach for 2022: 24,129,338

Total Advertising Value Equivalent for 2022: £978,867.07

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | Aug 2022

We Are Active

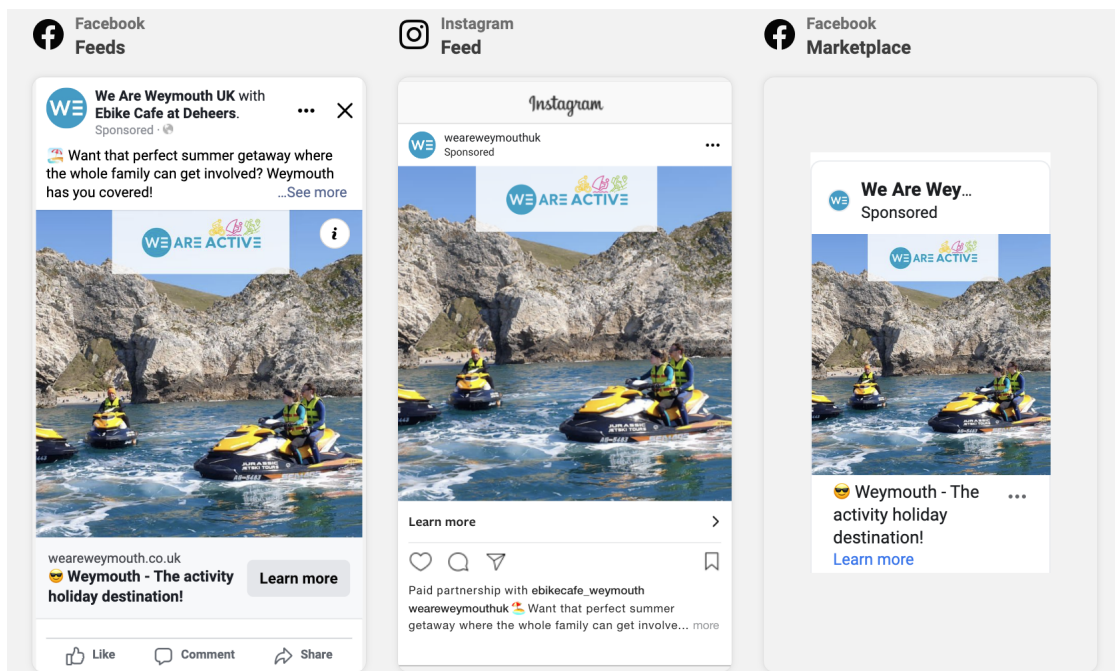
- Liaised with The Sun to book in family press trip to Waterside
 - Arranged paddleboarding
 - Fish & Chips
 - Kids activities at Waterside
 - Arts Mural Trail
 - SEALIFE Centre visit
- Liaised with Waterside to confirm The Sun itinerary and bookings
- Liaised with Group Travel Magazine to arrange press trip to Weymouth for We Are Active
 - Staying at The Royal Hotel
 - Confirmed sailing and paddle boarding
 - Booked Les Enfants Terribles
 - Fish & Chips
 - Arts Mural Trail
 - SEALIFE centre visit
- Liaised with Express.co.uk to arrange press trip for We Are Active
 - Staying at The Gresham House Hotel in September
 - Arranged paddle boarding and sailing
 - Les Enfants Terribles
 - PlayYard
 - Hatch on the Harbour
 - Arts Mural Trail
- Liaised with Amazing Destinations to arrange press trip for We Are Active
 - Staying at Gloucester House Hotel
 - Boat ride in the Bay
 - Fish & Chips
 - Catch at The Old Fish Market
 - SEALIFE Behind the scenes tour
 - Arts Mural Trail
- Liaised with Action Packed Travel podcast to discuss a visit to Weymouth - trying to organise accommodation - looking to September
- Liaised with British Muslim Magazine journalist and Gresham House Hotel throughout press trip to iron out some issues
 - Visited Gresham House Hotel after press trip and took some flowers and bottle of wine as a thank you

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | Aug 2022

- Followed up with British Muslim Magazine to confirm publication date
- Liaised with Parenting Without Tears to discuss activities for an upcoming visit - offered paddleboarding and suggested Arts Mural Trail
- Liaised with Jurassic Watersports to discuss potential press trip collaboration
- Liaised with Weymouth Bay Rib Charter to arrange for Amazing Destinations to have a boat ride
- Liaised with Jurassic Jet Skis to discuss jet ski sessions for journalists - fully booked
- Liaised with Adventure4All to book in journalist paddle boarding
- Liaised with ITV to acquire clip of ITV Meridian coverage - shared on social media
- Liaised with The OTC to book in journalist paddle boarding
- Liaised with SEALIFE Centre to book journalists in for visits
- Liaised with Andrew Simpson Centre to book in sailing sessions for journalists
- Targeted social media advertising campaigns running for We Are Active
 - Stories, reels, posts
 - Surrey, Kent, Hampshire, Wiltshire, East/West Sussex



- Liaised with the i newspaper to supply photography for feature:

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | Aug 2022

itravel 7

Take me to the beach Weymouth

This Jurassic Coast gem has glorious views, traditional seaside larks, fun parks, a former naval fort – and Tutankhamun's tomb (the sand version). By **Amy Burns**

TRAVEL ESSENTIALS

When to go

About halfway along the breath-taking Jurassic Coast in South Dorset, Weymouth is a traditional seaside resort with an award-winning sandy beach and historic harbour. This year, the town is celebrating the 20th anniversary of the Jurassic Coast being awarded Unesco World Heritage status.

Weymouth Beach is one of the best in the country, according to the environmental charity Keep Britain Tidy, which named it among the winners of its Blue Flag and Seaside Awards for summer 2022.

During the London 2012 Olympics, the harbours at Weymouth and neighbouring Portland hosted the sailing events. To mark 10 years since this sporting achievement, the town has launched a 'We Are Active' campaign to promote the huge range of activities available in the area, from sea swimming and paddleboarding to beach volleyball and eBiking. For more: weareweymouth.co.uk.

How to get there

Weymouth is easy to navigate on foot or by bike and you can walk from the train station (served by South Western Railway) to the town centre. If you are staying on the eastern outskirts, the 503 bus will take you from the King's Statue by the main beach. To go further, Jurassic Coaster bus services go all along the coast as well as inland, to key destinations such as Dorchester and Axminster. firstbus.co.uk.

Where to stay

If you are travelling with children, head to the Waterside Holiday Park in Bowleaze Cove. With a mix of luxury caravans (some with hot tubs) and safari tents (also with hot tubs), on-site facilities include two swimming pools, a beach bar and sandy playground, spa, soft play, entertainment venue, restaurant and bar and fish and chip shop. The site also has direct access to the pebble and sand beach at Bowleaze Cove and is right on the doorstep of the Fantasy Island Fun Park. There are five wheelchair-accessible holiday homes at Waterside and a number of dog-friendly properties – dogs are welcome on the beach at Bowleaze Cove all year round. Prices start from £249 on a self-catering basis. watersideholidaygroup.co.uk

If you are looking for a more traditional beachside B&B, dating back to 1750, Gloucester House is located on Weymouth's Georgian terraced seafront. Refurbished last year, it offers unbroken views over Weymouth of all the town centre attractions. Rates from £125 including breakfast. gloucesterhouseweymouth.co.uk

DAY ONE

Up with the sun

The Lookout (from 9.30am daily, facebook.com/TheLookoutweymouth) is a cliff-top café with glorious views over Bowleaze Cove and to Preston beach beyond. It serves strong, barista-brewed coffee, a range of lunch and brunch options and a good selection of cakes. Take it to one of the picnic benches outside to make the most of that view.

Souvenir hunting

The shops along the main beach promenade are stocked full of buckets, shovels and sticks of rock. Art lovers should head to Cove Gallery in Trinity Street (covegallery.co.uk) for original paintings, prints and glassware by a host of local artists and makers.

What you really want to buy from the seaside, though, is fresh fish. So head around the harbour to Custom House Quay to Weyfish (weyfish.com), the harbourside fishmonger based in the historic Old Fish Market, where you can browse counters full of fresh Dorset seafood, landed daily on the quayside.

Don't miss

Weymouth puts its abundance of golden sand to good use at sculpture park Sand World, which sits in the grounds of Lodmoor Country Park (sandworld.co.uk). A recreation of the Queen's head and the tomb of Tutankhamun are among the highlights. Older children (and adults) can take part

in a workshop, while younger ones will enjoy playing in the giant sand pits.

Dinner reservation

Situated on the Esplanade on Weymouth seafront, Rockfish (therockfish.co.uk) prides itself on offering sustainably caught, fresh local fish landed that day from the Devon and Dorset coastline. Although a chain, all of its outlets are found in coastal locations to ensure they are serving the freshest fish from the nearest waters. The welcome here is warm and knowledgeable. Staff will come and write on your tablecloth exactly what is available that day, depending on what has been caught.

Time for a sundowner

An unassuming little beachside café that you could easily dismiss, Café Oasis (cafoasis.co.uk) combines great drinks with even better views. Situated halfway up the hill heading back towards Bowleaze Cove, on a sunny day it feels like a tropical paradise, while on a windy one, it's a slice of breathtaking British beauty. It is also a great spot from which to watch active watersporters.

DAY TWO

Hit the beach

There are more than 20 beaches in Weymouth, so you really are spoilt for choice, but the most obvious choice is Weymouth Beach – a huge, arching sandy beach overlooked by a Georgian

seafront smack bang in the town centre. While the crowds do flock here, it is so big and long that you can always find yourself a roomy spot and the waters are clean and clear with easy sloping access – making it ideal for swimming (when it's warm enough).

A charming feature of Weymouth Beach is the old-fashioned pastimes such as donkey rides, pedalo boats, a land train and Punch and Judy shows, which are regularly held on the sand. Public toilets are plentiful and there is wheelchair access to the sand. Limited numbers of beach wheelchairs are available to hire. RNLI lifeguards patrol the beach between May and September.

Time to relax

Located at the entrance to Weymouth Harbour, Nothe Fort offers 360-degree views across Dorset's Jurassic Coast – and a whistle-stop history tour. Built between 1860 and 1872, the fort was designed to protect the naval harbour at Portland. The museum explores how advances in military technology allowed the fort until it was decommissioned in 1956. Explore the maze of underground passages and march around the parade ground... unless, as when we were there, there is an artillery re-enactment taking place – in which case you'll need to stand back and cover your ears! From £9.55, under-fives free. nothefort.org.uk

Lunch break

Located just outside the fort, the friendly, traditional Nothe Tavern (facebook.com/thenothetavern) promises a warm welcome from proprietors Paul and Sonia (relative newcomers to Weymouth, who moved here to take over the Nothe) and resident dog Bodhi. Sunday lunches are generous and the views across the harbour unrivalled. Look out for live music and weekly quizzes too.

Have a treat

You can't visit the seaside and not have an ice cream, so head to Ross's on the Esplanade (above). This Italian parlour (facebook.com/rossisicecreamweymouth) was established in 1937 and is currently run by the third generation of the Figliolini family. On hot days, expect queues to snake down the street outside – but it's worth the wait.

THREE THINGS YOU MIGHT NOT KNOW ABOUT WEYMOUTH...

- 1) The seafront Jubilee Clock was a gift from Sir Henry Edwards MP to commemorate Queen Victoria's Golden Jubilee in 1887.
- 2) The port of Melcombe Regis, on the north shore of Weymouth Harbour, was one of the first points of entry of the Black Death into England, in the summer of 1348.
- 3) Architect Sir Christopher Wren was the Member of Parliament for Weymouth in 1702, and controlled nearby Portland's quarries from 1678 to 1717. When he designed St Paul's Cathedral, Wren had it built out of Portland Stone from his quarries.

- Liaised with Rockfish to acquire photography for feature
- Liaised with freelancers to discuss press trip opportunities for We Are Active - waiting on commission confirmation

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | Aug 2022

- Liaised with Social Media expert to plan targeted social media campaigns
 - Stats now being collated

We Are Weymouth Marketing Strategy

- Drafted Pirate Fest press release and circulated for sign off
- Circulated Pirate Fest press release to key media
- Drafted Peixos launch press release and circulated to partners for quotes and sign off
- Circulated Peixos launch press release to key media contacts
- Liaised with Made to Measure Productions to discuss Pirate's Ahoy! marketing support
- Drafted Pirates Ahoy! Press release and circulated to key media contacts
- Set up targeted social media advertising push for Pirate's Ahoy! event
- Drafted Purple Flag press release and circulated for sign off (on hold until Council receive confirmation of award)

We Are Weymouth Public Relations

- Liaised with Fabulosa to discuss joint promotion - free samples for guest houses and hotels in exchange for social media content promoting Weymouth
 - Contacted Dream Cottages to discuss participation - awaiting feedback
- Liaised with the Dorset Echo to provide comment on Heras Fence covering
- Pitched Peixos press release into The Independent for feature on the arts and community
- Pitched Pirates Ahoy! Into Evening Standard for feature on summer holiday activities for kids
- Liaised with Dorset Council to discuss Arts Mural Trail photo call - looking for a photographer
- Circulated Arts Mural Trail press release to key media contacts
- Liaised with Hull Echo to supply high res images for Pirate Fest
- Liaised with Dorset Society to supply high res images for Pirate Fest - hopefully in events diary for October
- Pitched Weymouth Christmas events into HomeStyle magazine
- Pitched Weymouth fish & chip shops into Travel Awaits for feature on best fish & chips in the UK
- Shared the i newspaper coverage with levy payers and on social media
 - Rail and buses
 - Waterside
 - Bowleaze Cove

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | Aug 2022

- Fantasy Fun Island
- Gloucester House
- The Lookout Cafe
- Cove Gallery
- Weyfish
- Sandworld
- Lodmoor Country Park
- SEALIFE Centre
- Nothe Fort
- Rockfish
- Cafe Oasis
- Rossi's
- Nothe Tavern
- Shared OK! coverage with levy payers and on social media
 - Marlboro
 - St Alban Street
 - Roly's Fudge Pantry
 - Hall's Kitchen
 - Les Enfants Terribles
 - EBIKE CAFE @ Deheers
 - Baboo Gelato
- Pitched Peixos into This Morning (not one for them)
- Pitched Peixos into ITV Meridian (don't cover evening/weekends as short-staffed)
- Liaised with a journalist from the Arburturnian and Purbeck Radio about producing a show from the Peixos event
 - I said we could assist but no budget for travel/accommodation
- Pitched Peixos into Time Well Spent magazine for feature on things to do with kids in September
- Pitched Peixos into Pick Me Up! Magazine for events listings

Social Media

- Scheduled 'Business of the Week' for August
- Scheduled We Are Active weekly content

Advertising

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

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | Aug 2022

- Dine Out
- Booked half page in September edition of Dorset Magazine advertising Peixos
 - Submitted artwork

AOB

- Drafted weekly PR Newswires
- Phone calls with BID team
- Marketing subcommittee Zoom
- Circulated monthly reports to WAW team
- Surruga calls with team to discuss September event
- Began pulling together stats for marketing round up
- Liaised with Love Weymouth to discuss Evening Standard use of image

Upcoming activity

Events push - Surruga and Pirates

Stats from past campaigns for Dawn

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE JULY 2022

KEY SOCIAL MEDIA STATS JULY 2022 (FACEBOOK & INSTAGRAM)

Facebook Page Likes:- 61,898 (61,541)

Facebook Page Followers:- 69,144 (70,513)*

Monthly total Social Media visits to profile pages:- 6,300 (6,210)

145 (157) daily visits to Facebook profile page

New Facebook likes 357 (296)

Facebook total post reach 1,673,000

Instagram Followers 15,481

New Instagram followers 326

58 (50) daily visits to Instagram profile

Instagram total post reach 271,077 n(371,700)

Instagram reels views 58,700 (82,874)

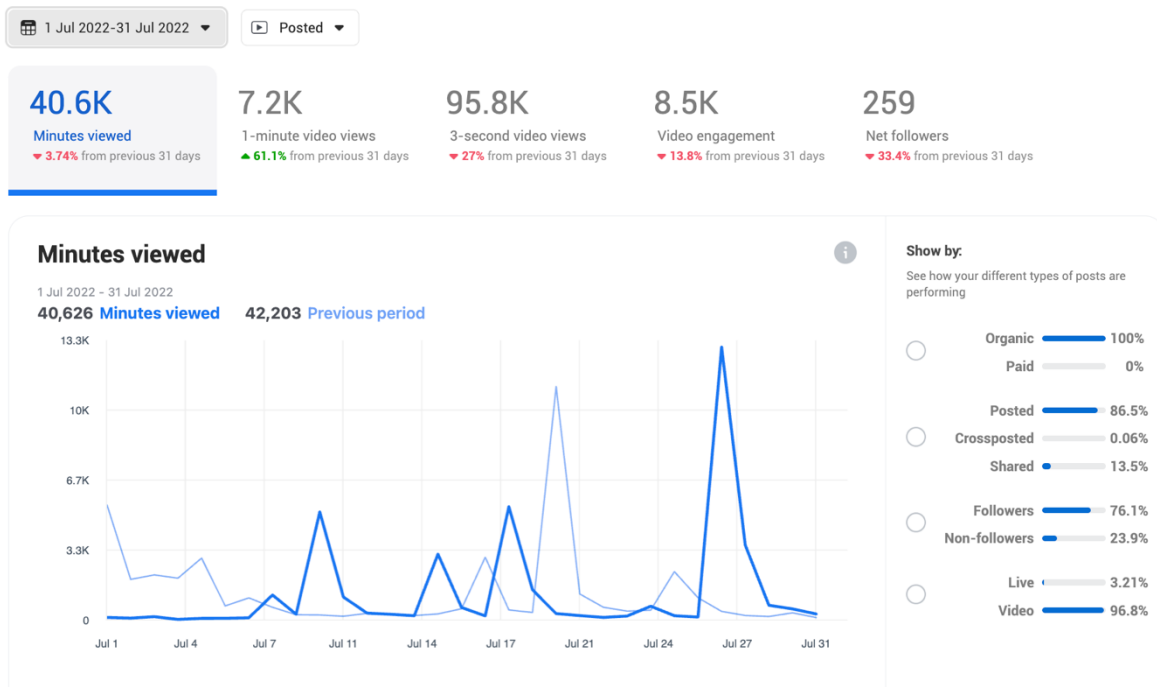
Total Social Media Reach 1,944,077 (2,121,761)

**Value of Social Media reach based on average boosted post cost of £6.00 CPM
£11,664**

**Decrease most likely due to Facebook deleting fake/redundant accounts*

FACEBOOK VIDEO PERFORMANCE

N.B. 30 SECOND VIDEO VIEWS ARE VIEWS BETWEEN 3 SECONDS AND ONE MINUTE. THE MAJORITY OF OUR VIDEOS ARE LESS THAN ONE MINUTE LONG.



WEBSITE STATS JULY 2022

July user sessions 38,200 (33,900)

38 new events added to the listings a number of which cover multiple dates

On average during July 230 events shown on website listings

Unbranded events listings are now embedded in weareweymouth.co.uk

200 Levy Payers now signed up onto website. Engagement with levy payers to build this will commence again in September right now they are just too busy to want to

Events QR code poster 150 have now been delivered. 148 click thrus so far on QR code but seems likely many are simply entering the URL which is on the poster.

Weymouth Info Shop removed the poster in their window and placed it in a somewhat hidden area in shop. Some confusion as to why they did this but they tell me if I can let them have an A3 Version this can go in window. Aim to let them have this this week.

Gig Guide category running now in our events listings but we're holding off creating a bespoke page on website until we get more August gig details. It's a bit of a struggle getting venues to remember to send info but we'll persevere.

SNAPSHOT FACEBOOK PAGES COMPARISON 2 AUG '22

1		VisitEngland	330K 	▲100%	11	4.9K 
2		I Love Blackpool	132.9K 	▲100%	11	22.6K 
3		Love Bournemouth	97.2K 	▲100%	6	16.3K 
YOU		Loving Weymouth & Por...	61.9K 	▲100%	28	47.2K 
5		The English Riviera	51.6K 	▲100%	2	13.8K 
6		Visit Southend	37.7K 	▲100%	14	13.2K 
7		Visit-Dorset	34.1K 	▲100%	4	3.2K 
8		Love Newquay	32.2K 	▲100%	0	25 
9		Love Lyme Regis	32K 	▲100%	2	12.6K 
10		Love Poole	32K 	▲100%	6	16.7K 
11		VisitBrighton	29.8K 	▲100%	8	386 
12		Everything Great Yarmo...	26.1K 	▲100%	2	2.5K 
13		We Are Weymouth UK	26K 	▲100%	7	2.7K 
14		Visit Eastbourne	20.7K 	▲100%	7	874 
15		Skegness_official	19.4K 	▲100%	10	9.1K 
16		Visit Southport	13.5K 	▲100%	0	2.2K 
17		Visit Thanet- Margate, B...	10.1K 	▲100%	11	1.3K 
18		Visit Weymouth	5.8K 	▲100%	0	1.5K 
19		Visit St Ives	4.5K 	▲100%	14	277 
20		Visit Minehead	3K 	▲100%	5	513 
21		Visit Swanage	1.4K 	▲100%	0	0 

ANDY COOKE 06/07/2022

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE JULY 2022

KEY SOCIAL MEDIA STATS JUNE 2022 (FACEBOOK & INSTAGRAM)

Facebook Page Likes:- 61,541

Facebook Page Followers:- 70,513

Monthly total Social Media visits to profile pages:-6,210

157 daily visits to Facebook profile page

50 daily visits to Instagram profile

New Facebook likes 296

New Instagram followers 540

Month's Facebook account reach 612,000

Month's Instagram account reach 239,000

Facebook total post reach 1,673,000

Instagram total post reach 371,700

Instagram reels views 82,874

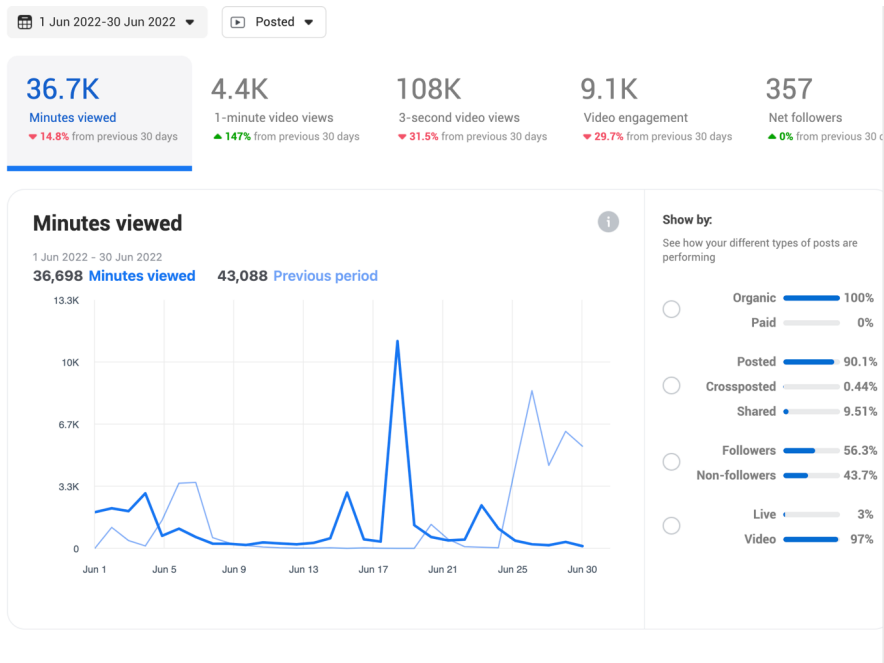
Instagram reels reach 77,061

Total Social Media Reach 2,121,761

**Value of Social Media reach based on average boosted post cost of £6.00 CPM
£12,726**

FACEBOOK VIDEO PERFORMANCE

N.B. 30 SECOND VIDEO VIEWS ARE VIEWS BETWEEN 3 SECONDS AND ONE MINUTE. THE MAJORITY OF OUR VIDEOS ARE LESS THAN ONE MINUTE LONG.



WEBSITE STATS JUNE 2022

June user sessions 33,900

51 new events added to the listings

On average during June 250 events shown on website listings

Unbranded events listing page created for embedding in new We Are Weymouth Website.

200 Levy Payers now signed up onto website, approx. 15 of these to be uploaded over next few days

Events QR code poster created for distribution to accommodation providers and others. 90 posters delivered to date, a further 40 to be delivered this week

Work commenced on creation of a Weymouth Gig Guide to run alongside events listings. Initial meetings with venues have had positive response more meetings scheduled for this week. We aim to have the initial guide up and running 2nd week July.

Ongoing work is in hand to update the look of the site and incorporate Gig Guide

SNAPSHOT FACEBOOK PAGES COMPARISON 6/7/22

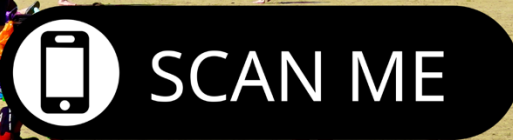
Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1  VisitEngland	329.4K 	▲100%	6	2.6K 
2  I Love Blackpool	132.4K 	▲100%	11	62.6K 
3  Love Bournemouth	96.8K 	▲100%	9	20.5K 
YOU				
4  Loving Weymouth & Por...	61.5K 	▲100%	16	17.8K 
Keep up with the Pages you watch. Get More Likes				
5  The English Riviera	51.3K 	▲100%	2	24.3K 
6  Visit Southend	37.5K 	▲100%	12	3.5K 
7  Visit Dorset	33.9K 	▲100%	6	6.9K 
8  Love Newquay	32.2K 	▲100%	0	27 
9  Love Poole	31.7K 	▲100%	6	7.9K 
10  Love Lyme Regis	31.6K 	▲100%	2	5K 
11  Visit Brighton	29.6K 	▲100%	6	824 
12  Everything Great Yarmo...	26K 	▲100%	2	385 
13  We Are Weymouth UK	25.9K 	▲100%	6	1.9K 
14  Visit Eastbourne	20.5K 	▲100%	7	1.8K 
15  Skegness_official	19.2K 	▲100%	0	3.6K 
16  Visit Southport	13.4K 	▲100%	0	679 
17  Visit Thanet- Margate, B...	10K 	▲100%	6	510 
18  Visit Weymouth	5.6K 	▲100%	0	567 
19  Visit St Ives	4.4K 	▲100%	5	131 
20  Visit Minehead	2.9K 	▲100%	9	2K 
21  Visit Swanage	1.3K 	▲100%	0	3 

EVENTS POSTER

WHAT'S ON 2022

Visit Love-Weymouth.co.uk/whats-on-weymouth/

or scan the QR code below on your phone



ANDY COOKE 06/07/2022

Marketing Subcommittee

Date: Thursday 8th September 2022
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
Jye Dixey (JD) – JD Wetherspoons
Tamsin Mutton-McKnight (TMM), SEA LIFE Weymouth
Pippa Gibb (PG), In the Bag PR
Andy Cooke (AC), Loving Weymouth and Portland

Minutes

MAR/2209/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

D1 - The minutes of the 4th August Marketing Subcommittee were agreed as a true and accurate record.

MAR/2209/2 IN THE BAG PR REPORT

The report was received.

Now in We Are Celebrating campaign.

PG gave a brief update on the contents on the report including current press trips. There have been some challenges securing eateries for journalists, engagement has been fairly low. For the next round of press trips, businesses will be approached on an individual basis with the hope to expand the current list.

PG & JD discussed the potential benefits of using travel bloggers.

A1 - PG to research travel bloggers

DR shared the activate schedule (attached) ITB are currently focusing on press coverage for Dusk til Dark and Pirate event. Targeted advertising for Dusk til Dark due to start next week.

A2 DR to follow up with WTC re support with marketing Dusk til Dark in the community

JD suggested producing quarterly window posters itemising every event we support. A template we fill in with our sponsored events. ZW to price up

A3 Give spare Dusk til Dark poster to JD

MAR/2209/3 LOVING WEYMOUTH AND PORTLAND REPORT

AC gave a brief update on August social media report.

August figures are positive, with a cumulative social media reach of 3.4 million.

Dusk til Dark posts have been well received. AC offered to send BID footage of last year's Activate event to use on social media.

Posts on Pirate Festival have been going well, recent Instagram post received over 8,000 views.

MAR/2209/4 TOURISM UPDATE AND VISITOR EXPERIENCE

DR informed committee about the Weymouth Information Shop opening hours and effectiveness. The group agreed that we are marketing Weymouth and there needs to be a heightened physical presence. JD discussed using comparisons with neighbouring towns and potentially creating a survey to find out why they choose a particular destination. The committee discussed the pros and cons of using surveys/polls to collect data.

AC - a social media benchmarking document is available within the supporting documents of this meeting, with a comparison to 25 other seaside destinations.

A1 AC to send PG a copy of the YouTube video

MAR/2209/5 WEBSITE

No updates

MAR/2209/6 DR UPDATE ON EVENTS & ACTIVITIES

- **Activate** – previously discussed, no further updates
- **Food Fortnight** – no updates from the organisers DR to follow up
- **Pirate Festival** – Original funding application was for just the Saturday; with no additional funding request to BID this has been extended to the whole weekend as the event has received further local sponsorship. Several local businesses are involved. DR working with them on practicalities like road closures etc.
- **Poppies** – Nothe Fort have agreed the go ahead with poppies from the Fort to the Stone Pier. DR has been in discussion with the leader of a local cadet group about making the poppies from recycled materials. Currently researching who will deliver the workshops and how we can get the community involved. JD agree to champion the scheme and support the Ops team with delivery.

D1 – Committee all support poppies providing the cost in under £500, any surplus would need to be agreed with the board.

- **Christmas**

Elf World Record – the committee discussed the pros and cons of Guinness World Record involvement. A decision was not confirmed. Item to be taken to a special meeting as deadline pending to go to vote. The pros/cons document will be shared with all board members prior to the special meeting.

MAR/2209/7 FEB INITIATIVES

- **Dinosaurs** - DR has approached three companies for quotes and delivery, 2 responded. Big Foot events and Creature events. Leeds Jurassic Trail website was shared to the group on screen as an example of the work undertaken by Big Foot events. Prices were included in the meeting pack for discussion. TMM requested that Big Foot events attend the next marketing sub committee to share their vision and thrash out a suitable scheme
- DR has been in discussion with Jurassic Coast Trust who are keen to work with us on the educational side of the trail, she is meeting them this month to discuss.

MAR/2209/8 MARKETING BID ACTIVITIES, LEVY PAYER ENGAGEMENT & SUCCESS STORIES

DR – currently collecting feedback and success stories and finding the best format to engage with levy payers.

DR – Marketing focus is to recognise rising costs and work with British BIDs and Government on how to support businesses.

MAR2209/9 MEETING LEVY PAYERS- IDEAS

No updates

MAR2209/10 ANY OTHER BUSINESS & FUTURE MEETING DATES

A1 Dine for Less Dorset Echo initiative – for further discussion between PG & ZW

Next meeting; 6th October

Marketing Subcommittee

Date: Thursday 9th September 2022

Decision and Action Log

MAR/2209/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

D1 - The minutes of the 4th August Marketing Subcommittee were agreed as a true and accurate record.

MAR/2209/2 IN THE BAG PR REPORT

A1 - PG to research travel bloggers

A2 DR to follow up with WTC re support with marketing Dusk til Dark in the community

A3 Give spare Dusk til Dark poster to JD

MAR/2209/4 TOURISM UPDATE AND VISITOR EXPERIENCE

A1 AC to send PG a copy of the YouTube video

MAR/2209/6 DR UPDATE ON EVENTS & ACTIVITIES

D1 – Committee all support poppies providing the cost in under £500, any surplus would need to be agreed with the board.

MAR2209/10 ANY OTHER BUSINESS & FUTURE MEETING DATES

A1 Dine for Less – for further discussion between PG & ZW

in the bag

Monthly Report
July 2022



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | July 2022

Coverage

Link to coverage:

<https://www.dropbox.com/sh/3e66d46u4ni5iat/AAxSgugbV9VFlqGbRHPmyv6a?dl=0>

Date	Publication		Reach	AVE
01.07.22	Dorset Magazine	Print	12,000	£764.10
04.07.22	Great British Food	Print	41,700	£1,372.80
11.07.22	Yahoo! Sports UK and Ireland (Web)	https://uk.sports.yahoo.com/news/back-beach-weymouth-classic-returns-040000929.html	236,115	£6,338.00
11.07.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/sport/20269351.weymouth-beach-volleyball-classic-2022-town-gears-return-popular-event/	43,436	£353.00
13.07.22	Dorset Councils Online (Web)	https://news.dorsetcouncil.gov.uk/2022/07/13/anti-social-behaviour-awareness-week-kicks-off-with-event-on-weymouth-seafront/	36,883	£990.00
13.07.22	News Anyway (Blog)	https://www.newsanyway.com/2022/07/14/anti-social-behaviour-awareness-week-kicks-off-with-event-on-weymouth-seafront/	862	£23.00
14.07.22	Dorset Echo	Print	10,196	£629.46
18.07.22	Lonely Planet	https://www.lonelyplanet.com/articles/top-things-to-do-in-dorset	1,689,687	
21.07.22	Dorset Echo	Print	10,196	£961.74
21.07.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20292670.weymouth-hoping-success-britain-bloom-contest/	43,436	£353.00
22.07.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20295607.weymouths-1million-train-station-redevelopment-nearing-completion/	43,436	£353.00
23.07.22	Dorset Echo	Print	10,196	£950.04
25.07.22	DorsetBizNews (Web)	https://www.dorsetbiznews.co.uk/biz-briefs-we-are-weymouth-bid-britain-in-bloom-ebike-cafe-deheers-and-fretens/	772	£21.00

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | July 2022

29.07.22	Dorset Live (Web)	https://www.dorset.live/news/dorset-news/brewers-quay-site-latest-fencing-7399030	0	£10.00
01.08.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/20591395.weymouth-police-called-male-drinking-near-edge-multi-storey-car-park/	43,436	£353.00

Total reach for July: 2,222,351

Total Advertising Value Equivalent for July: £13,472.14

Total reach for 2022: 21,570,649

Total Advertising Value Equivalent for 2022: £913,300.40

We Are Active

- Liaised with Graham Hunt to source stock photography of Weymouth and activities - have purchased a further 2 images
 - In the process of arranging shoots of other activities
- Drafted Olympic Legacy press release and circulated for sign off
- Circulated Olympic Legacy press release to key media contacts
- Continued to arrange press trips for the We Are Active campaign
- Liaised with South West Coast Path to access photography - denied due to GDPR
- Circulated Volleyball Classic press release to key media contacts
- Liaised with Group Travel Magazine to arrange press trip to Weymouth for We Are Active
 - Staying at The Royal Hotel
 - Arranging activities for father and daughter
- Pitched Weymouth activities into the i newspaper for feature on water activities
- Liaised with Action Packed Travel podcast to discuss a visit to Weymouth - trying to organise accommodation - looking to September
- Liaised with British Muslim Magazine to arrange press trip
 - Staying at The Gresham House Hotel
 - Borrowing EBIKES and lunch at EBIKE CAFE @ Deheers
 - Paddleboarding with Jurassic Watersports
 - Dinner at Hatch on the Harbour
- Liaised with Express.co.uk to arrange press trip for We Are Active
 - Staying at The Gresham House Hotel in September
 - Activities TBC
- Liaised with Fabulous magazine (The Sun) to arrange a press trip for We Are Active

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | July 2022

- Liaised with the Daily Mirror to arrange a family press trip for We Are Active
 - Contacted Waterside - no response
- Liaised with freelancers to discuss press trip opportunities for We Are Active - waiting on commission confirmation
- Liaised with The Sun to discuss press trip opportunities
- Liaised with ITV Meridian to arrange filming in Weymouth for a 10minute Olympic Legacy piece
 - Interview with Dawn Rondeau
 - Interview with EBIKE CAFE @ Deheers
 - Interview with Weyfish
 - Filming around the town/beach/WPNSA
- Liaised with Social Media expert to plan targeted social media campaigns - waiting for Pixel to be added to the website
- Shared Get Active on Weymouth Beach (WTC) info on social media
- Pitched Weymouth into heart.co.uk for summer experiences
- Pitched Weymouth into Closer for feature on summer experiences
- Pitched Weymouth into MailOnline for request for experiences to feature on social - pitched in We Are Active
- Liaised with Cove Gallery to discuss potential filming opportunity - not available at this time
- Liaised with SEALIFE centre to discuss potential filming opportunity - not available at this time
- Liaised with the Nothe Fort to discuss potential filming opportunity - not available at this time
- Contacted Sandworld to discuss potential filming opportunity - not available at this time
- Liaised with Bibi's Boutique to discuss potential filming opportunity - not available at this time
- Liaised with South Coast Equestrian to discuss working with journalists for We Are Active - they only house horses
- Liaised with Adventure 4 All to discuss working with journalists for We Are Active - not until after the season
- Pitched Adventure 4 All into SheerLuxe for feature looking for paddleboarding experts
- Liaised with Gloucester Hotel to discuss hosting Fabulous Magazine

We Are Weymouth Marketing Strategy

- Meeting with The Dolmen to discuss Pirate Parlay event in October

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | July 2022

- Drafted Pirate Parlay press release and circulated for sign off
- Liaised with Zach on BID Ranger response for social
- Drafted Britain in Bloom press release and circulated for sign off
- Circulated Britain in Bloom press release to local contacts
- Invited local contacts to Britain in Bloom judging tour
- Attended Activate zoom call to plan comms for September event
- Susy Calman's Grand Week by The Sea - Channel 5, Weds 3rd August
- Drafted Surruga launch press release and circulated for sign off - awaiting WTC quote

We Are Weymouth Public Relations

- Shared BBC request for props for new TV show with levy payers
- Liaised with Fabulosa to discuss joint promotion - free samples for guest houses and hotels in exchange for social media content promoting Weymouth
 - Contacted Dream Cottages to discuss participation
- Liaised with The Christmas Magazine to pitch in Christmas events (out in September)
- Liaised with Weymouth Town Council to share Mural Arts Trail updates across social media
- Shared Great British Food coverage with levy payers and on social media
 - Catch at the Old Fish Market
 - Weyfish
 - Fish n Fritz
 - Peppina
 - Vinolo
 - Lookout Café
 - Waterside Holiday Park
- Followed up with OK! Magazine on press trip coverage (due out on 8th August) and shared photography
- Liaised with SEALIFE to acquire photography for press opportunities
- Pitched Chef Eric into BBC Good Food magazine for feature on top tips from French chefs - brief changed halfway through and Eric declined to participate
- Liaised with Dorset Live to provide a quote on the Heras Fencing Covers by WAW

Social Media

- Scheduled 'Business of the Week' for June and July
- Scheduled We Are Active weekly content

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | July 2022

Advertising

- Continued to Liaise with the Dorset Echo on potential advertising opportunities
 - Bournemouth Air Festival
 - Dine Out

AOB

- Drafted weekly PR Newswires
- Phone calls with BID team
- Marketing subcommittee Zoom
- Circulated monthly reports to WAW team
- Liaised with Tracey at The Wadham Guest House to discuss PR opportunities
- Attended We Are Weymouth drop in session at The Royal Hotel
- Surruga calls with team to discuss September event

Upcoming activity

Confirming press trips for We Are Active

Surruga pitching to begin for long leads

Stats from past campaigns for Dawn

Improve Subcommittee

Date: Tuesday 2nd August 2022

Time: 11:00am

Venue: Microsoft Teams

Present: Dawn Rondeau (DR),
Zach Williams (ZW),
Jonathan Oldroyd (JO),
Graham Perry (GP)
Will Holmes (WH), Resort Manager, Weymouth Town Council

Apologies: Helen Heanes (HH), Principal Economic Development Office, Dorset Council

Minutes

IMP/0208/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

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

IMP/0208/2 GRAFFITI & WASTE DISPOSAL

DR - Weymouth Gateway Development opening date is 9th September. We have an agreement with DC that they would install bins if we were to evidence ongoing litter.

A1 - ZW to forward litter evidence images to DR

A2 – DR to request bin installation following recommendation from JO

Graffiti Update from ZW:

The first round of graffiti removal has been completed. There is potential to wrap or paint a large area of white hoarding at the top of St Mary Street, providing we have the permission from Goadsby. An image of the area and mock-up covering was shown to the committee for further discussion.

A3 - ZW to discuss options with Goadsby.

IMP/0208/3 HERAS FENCING UPDATE & FUTURE PLANS

DR - We've had positive feedback about the Heras fencing, but there may be other potential sites.

A1 - DR to contact Parks & Gardens to find out why the steps leading to Nothe Gardens are currently closed.

IMP/0208/4 SHOP WRAP UPDATE & PRICES

DR gave a brief update on the Meech's building. We have been given consent from one of the two owners; we are currently awaiting a response from the second owner.

A1 - ZW to follow up Meech's consent

GP suggested looking at which building most needs wrapping and which buildings could be tidied up with a window display.

A2 - DR Retrieve displays from Hull Gregson Hull previously used at Brenda Dench House

IMP/0208/5 ARTS MURAL TRAIL UPDATE & COMMS

DR – Arts Mural Trail has been very well received; plaques will be installed on completion hopefully by Autumn. We will be printing trail leaflets and producing QR codes with a link to the website.

IMP/0208/6 MINI XMAS TREES, FLAGS & BUNTING

DR discussed installing flags/bunting throughout the town for various occasions.

A1 - ZW and WH to further discuss utilising existing fixings for flags and bunting and joint working with WTC

DR has requested a quote from a local blacksmith regarding flag poles for mini xmas trees along Westham Road, to replace existing poles.

IMP/0208/7 DISC, WCRP & BID RANGER

ZW – Experienced some difficulties with BID Ranger staffing, currently following up with the supplier.

Next step is to collate evidence from businesses and follow up on persistent offenders.

ZW – Purple Flag assessment visit is Friday 5th August.

IMP/0208/8 MAPS & SIGNAGE

DR – Suggested maps will be tailored to each location. Example shared on screen.

GP - Concerns raised over whether each map should only include a limited area.

A1 – ZW to send draft maps to JO & GP for further suggestions

D1 – all agreed to continue with maps in every car park

IMP/0208/9 PARKING

No updates at present

IMP/0208/10 HERITAGE SLABS NEXT STEPS

DR and GP to meet with Ned in September and will be doing a walk-round with highways.

A1 DR to follow up with Ned re slab contents

IMP/0208/11 HANGING BASKETS & BIB UPDATE

DR gave brief update on Britain in Bloom judging day. Results will be announced in October.

IMP/0208/12 CARD & B-PLAN

DR presented three gift card case studies/stats with a request for feedback from the committee.

GP raised concerns about the costs, card expiry date and take up. Alternative options were discussed.

A1 DR to review full costs and send to committee

IMP/0208/13 GREEN AGENDA

GP agreed that we should have a green policy, especially when supporting events.

DR agreed that we could support businesses whilst helping them reduce costs.

JO suggested a purchasing consortium for discounts on various services.

Item to be kept on agenda for further discussion.

IMP/0208/14 ANY OTHER BUSINESS & NEXT MEETING DATE

No other business

Next Meeting: 7th September (revised date)

Improve Subcommittee

Date: Tuesday 2nd August 2022

Decision and Action Log

IMP/0208/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

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

IMP/0208/2 GRAFFITI & WASTE DISPOSAL

A1 - ZW to forward litter evidence images to DR

A2 – DR to request bin installation following recommendation from JO

A3 - ZW to discuss options with Goadbsy.

IMP/0208/3 HERAS FENCING UPDATE & FUTURE PLANS

A1 - DR to contact Parks & Gardens to find out why the steps leading to Nothe Gardens are currently closed.

IMP/0208/4 SHOP WRAP UPDATE & PRICES

A1 - ZW to follow up Meech's consent

A2 - DR Retrieve displays from Hull Gregson Hull previously used at Brenda Dench House

IMP/0208/6 MINI XMAS TREES, FLAGS & BUNTING

A1 - ZW and WH to further discuss utilising existing fixings for flags and bunting and joint working with WTC

IMP/0208/8 MAPS & SIGNAGE

A1 – ZW to send draft maps to JO & GP for further suggestions

D1 – all agreed to continue with maps in every car park

IMP/0208/10 HERITAGE SLABS NEXT STEPS

A1 DR to follow up with Ned re slab contents

IMP/0208/12 CARD & B-PLAN

A1 DR to review full costs and send to committee

Improve Subcommittee

Date: Wednesday 7th September 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 Office, Dorset Council

Apologies: Will Holmes (WH), Resort Manager, Weymouth Town Council

Minutes

IMP/0709/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

D1 - The minutes of the 2nd August Improve Subcommittee were agreed as a true and accurate record.

IMP/0709/2 ARTS MURAL TRAIL UPDATE

Awaiting updates from conservation.

A1 DR to speak to Tony Hurley about phase two of the Arts Mural Trail

IMP/0709/3 WIS

Currently awaiting stats from WIS. The next Tourism Forum is in two weeks.

Discussions are ongoing with Weymouth Train Station and Weymouth Museum about a potential tourism offering.

ZW suggested the use of existing phone boxes as information points and will follow up with BT.

IMP/0709/4 CHRISTMAS TREES

- Large Trees & Fairy Lights

Propose one large tree in the train station and light up the boats in the harbour with fairy lights.

HH ask for confirmation over whether they are council or marina moorings and suggested talking to Boatfolk.

- Mini Trees

Propose to replace the current rusty tree holders along Westham Road. A local blacksmith has agreed to make them, but this does not include installation. Discussions ongoing.

IMP0709/5 DISC

ZW gave a brief update on DISC and BID Ranger.

Working to resolve staffing issues with the contractor but overall feedback about the rangers has been positive with over £2,000 worth of stock recovered to date.

The partnership between the rangers and CSAS team has been effective and the members meeting was a successful start.

Looking at how we can get the rangers to help businesses with the next step, including witness statements and evidence collecting.

The pilot ends at the end of Dec, the decision to continue will be brought to the board meeting at the end of October.

IMP0709/6 WCRP

Discussed under IMP0709/5

IMP0709/7 Ranger

Discussed under IMP0709/5

IMP0709/8 PARKING UPDATE

DR is meeting with Cllr Ray Bryan next week to discuss permits, scratch cards and time restrictions and to give feedback from the business community.

GP discussed issues with the amount of permits verses spaces along south harbourside and whether the permits can be used in the north quay car park.

A discussion was had around the removal of outdoor seating at the end of September following discussions with Dorset Council and local business.

HH left the meeting at 12pm.

IMP0709/9 HERITAGE PAVING SLABS

Meeting with Ned scheduled for 12pm on 9th September.

IMP0709/10 BIB UPDATE

BIB awards take place in October, BID and WTC have been allocated one ticket each and will be attending the event.

IMP0709/11 CARD & B-PLAN

DR introduced a FREE national rail initiative which was included in subcommittee pack about a discount card. Whilst DR still wants to pursue a loyalty card the sub committee felt it better to include in the 5yr plan. GP and JO really liked the Nat.Rail scheme and felt it appropriate to pass on savings to those buying or booking directly to encourage spend. The scheme would be on Nat Rail website, and is used by other BIDs. All agreed DR to instigate

D1 National Rail discount scheme promotions to start soon.

IMP0709/12 GREEN AGENDA

Item to be kept on agenda moving forward as a chance to share suggestions and highlight opportunities for businesses.

Information on solar panels shared in subcommittee pack.

Discussions within the committee included group energy purchasing, insulation, consultancy services, a free audit on energy consumption and challenging conservation policy on secondary glazing in older properties in order to insulate and reduce noise pollution.

DR – this is something we can take to British BIDs as we continue to lobby government on rising energy prices.

A1 – DR to research energy audit providers.

ZW – shared the results from the Energy Impact Survey on screen. Key areas are rising utility bills and costs of supplies and materials.

IMP0709/13 ANY OTHER BUSINESS & NEXT MEETING DATE

A1 DR to find out what's happening to the damaged signage at the train station.

Next meeting date: 4th October – HH sends her apologies for this date.

Improve Subcommittee

Date: Wednesday 7th September 2022

Decision and Action Log

IMP/0709/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

D1 - The minutes of the 2nd August Improve Subcommittee were agreed as a true and accurate record.

IMP/0709/2 ARTS MURAL TRAIL UPDATE

A1 DR to speak to Tony Hurley about phase two of the Arts Mural Trail

IMP0709/11 CARD & B-PLAN

D1 National Rail discount scheme promotions to start soon following support from the subcommittee.

IMP0709/12 GREEN AGENDA

A1 – DR to research energy audit providers.

IMP0709/13 ANY OTHER BUSINESS & NEXT MEETING DATE

A1 DR to find out what's happening with the damaged signage at the train station.