



## Board Meeting Agenda

Date: 30<sup>th</sup> November 2022

Time: 11:00

Location: Teams

Item		Time
<b>BOA2204- 1</b>	Welcome	11.00
<b>BOA2204- 2</b>	Apologies for Absence	11.05
<b>BOA2204- 3</b>	<b>Declaration of Interest</b>	11.10
<b>BOA2204- 4</b>	<b>Observers</b>	11.15
<b>BOA2204- 5</b>	<b>Matters Arising from Previous Minutes</b>	11.20
<b>BOA2204- 6</b>	<b>Governance</b> a. Levy update	11.25
<b>BOA2204- 7</b>	<b>Finance Report</b> a. Update and budgets	11.35
<b>BOA2204- 8</b>	<b>Marketing and Events</b> a. ITB and LWP Oct subcommittee reports incl.	11:55
<b>BOA2204- 9</b>	<b>Improve</b> a. Oct subcommittee minutes incl. for discussion b. Ranger extension 3 months	12:05
<b>BOA2204-10</b>	<b>Funding applications</b> a. SQUIB b. Activate c. WTC Flyer and roundel ads	12:15
<b>BOA2204-11</b>	<b>BALLOT</b> a. Update b. Next steps	12:45
<b>BOA2204- 12</b>	<b>Date of next and subsequent meetings</b> <b>Dec TBC</b>	12:55
	<b>AOB</b>	13:00

## BID Board Meeting

**Date:** Thursday 27<sup>th</sup> October 2022  
**Time:** 11:00am  
**Venue:** Microsoft Teams  
**Present:** Chair: Chris Truscott (CT), McDonald's  
Vice Chair: Jonathan Oldroyd (JO), Gloucester House

Graham Perry (GP), The Bridge Fair Trade Shop  
Lynne Fisher (LF), St John's Guest House  
Cllr Jon Orrell (CJO), Weymouth Town Council (joined at 12:17)  
Jye Dixey (JD), William Henry - Wetherspoons  
Tamsin Mutton Mcknight (TMM), Merlin / SEA LIFE

**In Attendance:** Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth  
Melanie Mitten (MM), We Are Weymouth Bookkeeper  
Thomas Ridder (TR), Albert Goodman Accountants

**Observers:** Cllr Rob Hughes, Dorset Council  
Peter Vowles, Weymouth College

## Minutes

### **BOA/2210/1 WELCOME**

The Chair opened the meeting and welcomed members.

### **BOA/2210/2 APOLOGIES FOR ABSENCE**

Mikey Johnson, The Range  
Ian Ferguson, Weyline  
Cllr Jon Worth, Dorset Council  
Helen Heanes, Dorset Council

### **BOA/2210/3 DECLARATIONS OF INTEREST**

No declarations of interest were made.

### **BOA/2210/4 OBSERVERS**

CT welcomed observers to the meeting.

**BOA/2210/5                    MINUTES OF THE LAST MEETING**

TMM wasn't listed as being present, however was present. This is noted.

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

**BOA/2210/6                    GOVERNANCE****BOA/2210/6/A                LEVY UPDATE**

DR updated that there had been an administrative error by Dorset Council which has caused issues with the collection process for 2022-2023, with 50 invoices being wrong and all having incorrect payment details. DR informed board that a direct dial arrangement had been made in order that levy payers can sort payments

**BOA/2210/6/B                AGM UPDATE**

DR reminded that the AGM will be held on 15<sup>th</sup> November at Weymouth SEA LIFE Adventure Park.

CT sought re-assurance that obligations surrounding directorship nominations etc. had been complied with. DR confirmed this had been undertaken.

A1 – DR to circulate calendar invite to board members

**BOA/2210/7                    FINANCE REPORT****BOA/2210/7A                UPDATE AND BUDGETS**

DR presented the year end for the last financial year, and a revised report format for the Board.

TR and MM were in attendance for any questions on the report. No questions on the year end accounts were raised by the Board.

*Thomas Ridder (Albert Goodman Accountants) left the meeting.*

CT asked members about the revised report format, designed to enhance visibility and handle accruals, and asked the Board for feedback.

GP highlighted the immediacy of needing to understand spend and balance, including ringfenced funds, for the remainder of this BID term, to help inform decision making.

MM advised she is working with DR and GP to find an appropriate report format. The board felt this was helpful, however required enhanced visibility/projections on sunk costs.

A1 – DR to arrange a meeting with CT, JO, GP and MM to discuss financial reporting

**BOA/2210/8                    MARKETING AND EVENTS****BOA/2210/8/A                ITB & LWP AUG & SEPT SUBCOMMITTEE REPORTS**

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

**BOA/2210/8B                MINUTES OF SUBCOMMITTEE INC FOR DISCUSSION**

DR updated that there had been an interest in filming the event by a national TV broadcaster. CT asked that we use this to support event promotion. DR advised she is liaising with our PR agency.

Poppy project has received good press, with coverage via the BBC yesterday. JD advised that there's been community enthusiasm for the project, and that the Mayor and TV coverage have been secured for the opening. DR thanked JD for his hard work in leading on this project.

#### **BOA/2210/8C          DINOSAURS**

DR talked about building upon last year's dinosaur trail, providing a more interactive trail for 2023.

CT was supportive of the project, however, asked that we need to consider our financial position prior to agreement.

JD asked questions about the financial year of the BID and how projects are apportioned, and the potential impacts of depressed levy income, which were answered by CT.

TMM highlighted that there are three sections within the proposal – the launch event, the trail and enhanced activities. TMM asked that the board consider committing to the trail and decide on enhanced commitments based upon available budget.

JO raised concerns surrounding liability and insurance of the assets throughout the town.

#### **A1 – DR to check insurance cover regarding installations**

CT proposed a vote to undertake the trail, at a cost of £10,000, subject to clarification on insurance/liability etc., and the consideration of future activity once the financial position has been clarified. AGREED unanimously.

#### **D1 – To allocate £10,000 for the dinosaur trail, subject to satisfying conditions around liability**

LF advised that we may also wish to consider managed (staffed) activity, rather than a static installed trail, to mitigate risk. There were concerns re pricing on staff. DR will consider pricing this if issues with insurance and liability.

#### **BOA/2209/9          IMPROVE**

#### **BOA/2210/9/A          MINUTES OF IMPROVE SUBCOMMITTEE**

The minutes were received by the board.

LF requested an update on the train station improvements. Discussions are ongoing but decisions need multiple personnel from SWR GWR and CRP to make decisions.

#### **BOA/2210/9/B          BID RANGER DISCUSSION**

DR updated that the Board agreed a BID Ranger pilot to run until the end of December and proposed extending the service until re-ballot. DR indicated that there may also be a funding request from CSAS in the coming months. DR advised that the feedback from levy-payers both in-person and through social media on the Ranger scheme has been very positive.

CT agreed that the BID Ranger has been highly visible, and shown a physical benefit to businesses within the levy-paying area, however, requested that we wait until clarity on the financials.

JD raised concern about the current model and thought that a partnership approach may be better. GP highlighted that we had tried to have a closer partnership before with CSAS, however this hasn't been fruitful, which is why the BID Ranger pilot was introduced.

DR asked the board to consider that once we look to a new BID term, that a tender is developed, open to any competent organisation, detailing OUR requirements for the service.

JO highlighted that whilst the Rangers have been effective, there are concerns around management costs of the project, and that this may be better invested in attracting staff to provide the service.

CT summarised that we are paying higher management costs for the BID Ranger service, however that we have tried to work more closely with CSAS before, with little return demonstrated by the service manager. If we consider future working, we need to look at one model that works well, and that we consider a tender proposal for the future. Initial discussion will be undertaken by the Improve Subcommittee, JD requested to be part of the discussion.

#### **BOA/2210/9/C          XMAS TREES**

DR advised that this year, the BID intends to install a Christmas Tree in the Train Station forecourt and would like to enhance the feel around the Harbourside by illuminating current trees and boats. DR requested that £2,500 is allocated from the Improve budget to pay for the enhancements.

LF asked whether we can install additional trees on the Town Bridge. DR updated that works will be taking place until the end of November. JO requested that DR contacted Dorset Council to ask whether they would consider funding the trees on the Town Bridge in future years.

A1 – Agreed to move £2,500 from the Improve budget to the Christmas budget to pay for additional activity surrounding lights/trees

A2 – DR to contact Harbour Master regarding trees on the Town Bridge

*Cllr Jon Orrell joined the meeting at 12:17.*

#### **BOA/2210/10          FUNDING APPLICATIONS**

##### **BOA/2210/10/A          NTE TRAINING**

DR presented the report to offer training for the night-time economy to support the safety of vulnerable women and girls.

JD expressed concern around engagement and advised that larger organisations may not wish to participate as such training may be provided in-house and suggested engaging with PubWatch to ascertain what they're looking for and whether the project would help them.

JO highlighted that the Safer Streets Fund has allocated funds for training through Paragon and requested that we check whether any work is already being undertaken.

##### **BOA/2210/10/B          WEYMOUTH SAILING CLUB**

DR presented a funding request from Weymouth Sailing Club, a BID levy-payer with 3 hereditaments, to bring a sailing event to Weymouth for a week, which is estimated to bring 600 people to the town. The request is for £7,000. If BID funding wasn't provided, the event would be

smaller and wouldn't attract national coverage. The supplier can also look to find additional sponsors, to reduce our input.

JD expressed concern about the investment vs return, with only 600 people coming to the town. JO and GP highlighted that there was not much mention in the application surrounding marketing and wanted to check that all businesses involved in the project were BID levy-payers. GP suggested that should the event go-ahead, we offer marketing support.

JO declared he was previously a member of Weymouth Sailing Club, and that the club is used to holding national events, however, suggested that match-funding may be a better approach.

There was no desire from the BID to support the proposal in the current form, however, there was majority decision from the board to support with marketing and to invite the applicant to the next board meeting to get a better understanding of the application.

A1 – DR to invite the applicant to the November board meeting

BOA/2210/10/C      ACTIVATE

DR presented that there was an agreement by the board to continue to support a Dusk 'til Dark event, provided by Activate Performing Arts. This year is also the *Inside Out Dorset* festival, and it is proposed that the festival is launched in Weymouth, with enhanced activity in the town over two days.

CT asked that we need to better understand the financial position of the BID prior to agreement, and that the project would fall within a BID 3 term, if successful. DR highlighted that funds would need to be paid prior to BID 3 to enable the event to go-ahead.

CT summarised that there is an appetite to support the event, and the previous events have been very well received by the town, however, we need to confirm financial commitments first, and bring back to the November board meeting for discussion.

A1 – DR to include Activate in the November agenda

**BOA/2210/11      BALLOT**

BOA/2110/11/A      UPDATE

DR advised that steering groups have taken place, which has been very positive. Businesses wanted enhance visibility on Return on Investment, and there is still confusion on the We Are Weymouth and Weymouth BID names, and that we should refer to ourselves as We Are Weymouth BID.

Levy-payers highlighted a desire to support partnership working between Dorset Council and Weymouth Town Council and facilitate discussion around matters of concern. Businesses felt that the shape element was a high priority, strongly supported events, and wanted priority to projects such as the Ranger service.

Businesses are concerned about navigating the next twelve months, however very much valued the work that the BID does, however, that the work needs to be more visible.

The group said they would like to have better visibility of board members.

**BOA/2110/11/B      NEXT STEPS**

DR is working through a checklist, which needs to be sent to Dorset Council by 15 November 2022. It was highlighted that whilst this work is underway, additional discussion is needed surrounding financials.

GP enquired about including additional businesses in the BID area, DR informed the BID that landlords (Empty properties) would be charged in the New Bid term as well as extending to Asda and all businesses within the BID geography.

CT asked DR to come to the Board if additional support is required by the Board.

**BOA/2210/12      DATES OF FUTURE MEETINGS**

30<sup>th</sup> November

December – TBC

**BOA/2209/13      AOB**

CT announced that Zach is leaving the BID at the end of November/beginning of December. DR has been investigating options to get additional fixed term contracted support in for the coming months. CT asked the Board to be supportive of DR during this time, understanding the workload and time pressures and offering support where possible.

DR left the meeting

The Board then held a confidential discussion.

## Decision and Action Log

**Meeting:** BID Board Meeting  
**Date:** Thursday 27<sup>th</sup> October 2022

### **BOA/2210/5 MINUTES OF THE LAST MEETING**

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

### **BOA/2210/6 GOVERNANCE**

BOA/2210/6/B AGM UPDATE

A1 – DR to circulate calendar invite to board members

### **BOA/2210/7 FINANCE REPORT**

BOA/2210/7A UPDATE AND BUDGETS

A1 – DR to arrange a meeting with CT, JO, GP and MM to discuss financial reporting

### **BOA/2210/8 MARKETING AND EVENTS**

BOA/2210/8D DINOSAURS

A1 – DR to check insurance cover regarding installations

D1 – To allocate £10,000 for the dinosaur trail, subject to satisfying conditions around liability

### **BOA/2209/9 IMPROVE**

BOA/2210/9/C XMAS TREES

A1 – Agreed to move £2,500 from the Improve budget to the Christmas budget to pay for additional

A2 – DR to contact Harbour Master regarding trees on the Town Bridge

BOA/2210/10/B WEYMOUTH SAILING CLUB

A1 – DR to invite the applicant to the November board meeting

BOA/2210/10/C ACTIVATE

A1 – DR to include on Activate on the November agenda



# Draft Financial Overview

WE ARE WEYMOUTH LIMITED

For the 3 months ended 30 November 2022

	NOTE	ACTUAL COST TO DATE	BUDGET PROJECTION 2022-23	BUDGETED UNSPENT
<b>Income</b>				
<b>Levy Income</b>				
BID Levy Income 2021-22		896	-	(896)
BID Levy Income 2020-21		1,742	-	(1,742)
BID Levy Income 2022-23		109,570	232,931	123,361
<b>Total Levy Income</b>		<b>112,208</b>	<b>232,931</b>	<b>120,723</b>
<b>Projects and Events</b>				
Improve		32,264	81,579	49,315
Marketing		25,658	49,850	24,192
BID Marketing & PR		12,987	51,000	38,013
<b>Total Projects and Events</b>		<b>70,909</b>	<b>182,429</b>	<b>111,520</b>
<b>Organisation Management</b>				
Staff Costs		18,945	-	(18,945)
BID Management		15,942	108,912	92,970
<b>Total Organisation Management</b>		<b>34,887</b>	<b>108,912</b>	<b>74,025</b>
<b>Surplus / (Deficit) in the year</b>		<b>(19,246)</b>	<b>(108,260)</b>	<b>(89,014)</b>

# Improve and Marketing Events and Projects

## WE ARE WEYMOUTH LIMITED

For the period 1 September 2022 to 28 November 2022

	ACTUAL SPEND TO DATE	2023 BUDGET 2022-23	APPROVED UNSPENT	
<b>Improve</b>				
Arts Mural Trail	-	3,250	3,250	↑
BID Ranger Sep-Dec22	8,118	24,599	16,481	↑
Britain In Bloom	50	-	(50)	↓
Christmas Trees and Lights	-	2,500	2,500	↑
Crime Reporting Project	-	3,760	3,760	↑
Dino Trail	-	10,000	10,000	↑
Dusk Til Dark Sep22	20,336	20,000	(336)	↓
Hanging Baskets 2022	(321)	-	321	↑
Heras Fencing	66	-	(66)	↓
Heritage Paving Slabs 2122	1,942	10,000	8,058	↑
Levy Payer Engagement	-	4,970	4,970	↑
Maps	348	-	(348)	↓
Weymouth Beach Motocross 2022	1,725	2,500	775	↑
<b>Total Improve</b>	<b>32,264</b>	<b>81,579</b>	<b>49,315</b>	
	ACTUAL SPEND TO DATE	2023 BUDGET 2022-23	APPROVED UNSPENT	

## Marketing

Pirates - Oct2022	9,500	9,500	-	—
Christmas 2022-23	16,158	40,000	23,842	↑
Primary Times Jubilee	-	350	350	↑
<b>Total Marketing</b>	<b>25,658</b>	<b>49,850</b>	<b>24,192</b>	
	ACTUAL SPEND TO DATE	2023 BUDGET 2022-23	APPROVED UNSPENT	

## Advertising & PR Contracts

Advertising & PR Expenses	482	-	(482)	↓
Loving Weymouth & Portland	4,500	18,000	13,500	↑
Outsourced Marketing Campaign	8,000	33,000	25,000	↑
<b>Total Advertising &amp; PR Contracts</b>	<b>12,982</b>	<b>51,000</b>	<b>38,018</b>	

# in the bag

**Monthly Report**  
**October 2022**



# in the bag

MONTHLY REPORT

We Are Weymouth (BID) | October 2022

## Coverage

Link to coverage:

<https://www.dropbox.com/sh/rumv53qilt4l1o9/AAAt24lidyOX3yiNDWxuiOY8a?dl=0>

Date	Publication		Reach	AVE
01.10.22	The Christmas Magazine	Print		
01.10.22	Dorset Echo	Print	10,196	£957.06
01.10.22	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/22977466.weymouth-beach-motocross-gearing-up-race-spectacle/">https://www.dorsetecho.co.uk/news/22977466.weymouth-beach-motocross-gearing-up-race-spectacle/</a>	43,436	£353.00
03.10.22	Table Reads	<a href="https://thetableread.co.uk/dusk-til-dark-event-brings-the-arts-to-local-weymouth-community/">https://thetableread.co.uk/dusk-til-dark-event-brings-the-arts-to-local-weymouth-community/</a>		
05.10.22	Dorset Echo	Print	10,196	£971.10
05.10.22	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/23019519.weymouth-pirate-fest-2022-celebrate-rich-maritime-history/">https://www.dorsetecho.co.uk/news/23019519.weymouth-pirate-fest-2022-celebrate-rich-maritime-history/</a>	43,436	£353.00
03.10.22	Dorset Live (Web)	<a href="https://www.dorset.live/whats-on/whats-on-news/pirates-descend-upon-weymouth-huge-7657679">https://www.dorset.live/whats-on/whats-on-news/pirates-descend-upon-weymouth-huge-7657679</a>	0	£10.00
09.10.22	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/23034650.weymouth-awarded-purple-flag-status-fifth-year-row/">https://www.dorsetecho.co.uk/news/23034650.weymouth-awarded-purple-flag-status-fifth-year-row/</a>	43,436	£353.00
09.10.22	Planet Radio (Web)	<a href="https://planetradio.co.uk/greatest-hits/dorset/news/weymouth-beach-motocross-returns/">https://planetradio.co.uk/greatest-hits/dorset/news/weymouth-beach-motocross-returns/</a>	236,253	£6,342.00
10.10.22	Dorset Echo	Print	10,196	£2,515.50
10.10.22	Dorset Echo	Print	10,196	£954.72
11.10.22	Sardines (Web)	<a href="https://www.sardinesmagazine.co.uk/magazine_article/your-news-weymouth-goes-underwater/">https://www.sardinesmagazine.co.uk/magazine_article/your-news-weymouth-goes-underwater/</a>	0	£23.00
13.10.22	Dorset Echo	Print	10,196	£975.78
14.10.22	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/23046630.pirate-festival-weekend-weymouth-2022-starts-today/">https://www.dorsetecho.co.uk/news/23046630.pirate-festival-weekend-weymouth-2022-starts-today/</a>	43,436	£353.00
14.10.22	Yahoo! UK and Ireland (Web)	<a href="https://uk.news.yahoo.com/display-see-thousands-poppies-made-040000491.html">https://uk.news.yahoo.com/display-see-thousands-poppies-made-040000491.html</a>	993,472	£26,667.00
14.10.22	Dorset Echo	Print	10,196	£943.02

# in the bag

MONTHLY REPORT

**We Are Weymouth (BID) | October 2022**

15.10.22	Dorset Echo	Print	10,196	£973.44
16.10.22	BBC South Today	Broadcast	500,000	
17.10.22	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/23055916.hundreds-elves-storm-weymouth-world-record-attempt/">https://www.dorsetecho.co.uk/news/23055916.hundreds-elves-storm-weymouth-world-record-attempt/</a>	43,436	£353.00
17.10.22	Planet Radio (Web)	<a href="https://planetradio.co.uk/greatest-hits/dorset/news/weymouth-scores-silver-in-britains-biggest-garden-competition/">https://planetradio.co.uk/greatest-hits/dorset/news/weymouth-scores-silver-in-britains-biggest-garden-competition/</a>	236,253	£6,342.00
18.10.22	Dorset Echo	Print	10,196	£858.78
18.10.22	Dorset Echo	Print	10,196	£947.70
18.10.22	Bridport News (Web)	<a href="https://www.bridportnews.co.uk/news/23056060.dorset-police-weymouth-bid-launch-business-crime-strategy/">https://www.bridportnews.co.uk/news/23056060.dorset-police-weymouth-bid-launch-business-crime-strategy/</a>	483	£62.00
18.10.22	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/23056039.dorset-police-weymouth-bid-launch-business-crime-strategy/">https://www.dorsetecho.co.uk/news/23056039.dorset-police-weymouth-bid-launch-business-crime-strategy/</a>	43,436	£353.00
23.10.22	Daily Express (Web)	<a href="https://www.express.co.uk/travel/activity/1686626/weymouth-watersports-sailing-fliteboarding-travel-activities-thrill-seekers-uk-latest">https://www.express.co.uk/travel/activity/1686626/weymouth-watersports-sailing-fliteboarding-travel-activities-thrill-seekers-uk-latest</a>	7,339,450	£197,006.00
23.10.22	Best Travel Tale (Web)	<a href="https://besttraveltale.com/active-travel/discover-one-of-the-uks-best-destinations-for-watersports-weymouth/">https://besttraveltale.com/active-travel/discover-one-of-the-uks-best-destinations-for-watersports-weymouth/</a>	0	£72.00
23.10.22	Independent Eagle (Web)	<a href="https://www.independenteagle.com/watersports-in-weymouth-discover-one-of-the-uks-best-destinations-for-thrill-seekers/">https://www.independenteagle.com/watersports-in-weymouth-discover-one-of-the-uks-best-destinations-for-thrill-seekers/</a>	0	£23.00
26.10.22	BBC (Web)	<a href="https://www.bbc.com/news/uk-england-dorset-63383667">https://www.bbc.com/news/uk-england-dorset-63383667</a>	9,724,171	£261,016.00
28.10.22	BBC Radio Solent	Broadcast	205,000	
29.10.22	Amazing Destinations Magazine	<a href="https://issuu.com/amazingdestinationsmag/docs/ad-autumn-2022">https://issuu.com/amazingdestinationsmag/docs/ad-autumn-2022</a>		

Total reach for September: 19,587,462

Total Advertising Value Equivalent for September: £509,778.10

Total reach for 2022: 45,638,860

Total Advertising Value Equivalent for 2022: £1,522,755.53

# in the bag

MONTHLY REPORT

**We Are Weymouth (BID) | October 2022**

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## *We Are Active*

- Chased all press trips for coverage publication date:
  - The Sun
  - Group Travel Magazine - November
  - British Muslim Magazine
- Liaised with levy payers and activities providers to share coverage
- Signed off images in Amazing Destinations magazine

## *We Are Celebrating*

- Completed We Are Celebrating planner and began press release strategy
- Drafted Christmas launch press release and circulated for sign off
- Circulated Christmas launch press release to national and local media contacts
- Liaised with Dorset Live to share Pirates content for social and online
- Added Pirates event to Visit Dorset events page
- Pitched Christmas press release into Yours magazine for feature on things to do at Christmas - asked for info on the Nativity Trail
- Liaised with BBC South Today to arrange for footage to be sent over for round up of Pirates - coverage appeared
- Pitched Christmas events into That's Life for spread on attractions and accommodation
- Liaised with Open Mike Productions - producers of Channel 4's 'The Last Leg' to discuss potential filming at Elf World Record Attempt
  - Celebrity presenter to dress up as an Elf and join in
  - Have shared schedule for the day to hopefully confirm attendance

## *We Are Weymouth Marketing Strategy*

- Liaised with marketing subcommittee regarding vloggers - will research key targets to approach for Weymouth reviews
- Liaised with Small Business Saturday to see how Weymouth can participate
- Looked at 2023 Year of The Coast to investigate how Weymouth can participate - emailed contact

## *We Are Weymouth Public Relations*

- Meeting with Jye Dixey regarding poppy art installation
- Drafted poppy press release and circulated for sign off
- Circulated poppy press release to key media contacts - local and national

# in the bag

## MONTHLY REPORT

### **We Are Weymouth (BID) | October 2022**

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- Liaised with ITV for potential filming of poppy installation
- Liaised with Weymouth Town Council to arrange for poppy info to be shared on WTC social media
- Liaised with BBC Online to share poppy information and photography - coverage appeared
- Pitched poppies into Channel 5 News for request for feel good stories
- Pitched poppies into ITN for end of news 'feel good round-ups'
- Liaised with BBC Radio Solent to arrange for poppies interview - coverage appeared
- Circulated BID Rangers press release to local media - liaised with ITV Meridian on filming but cancelled last minute
  - Liaised with local business owners to ask to be on camera
- Drafted and circulated Britain in Bloom press release and circulated to key media for sign off
  - Liaised with the Dorset Echo
  - Liaised with Dorset Magazine

#### *Social Media*

- Scheduled 'Business of the Week' for November
- Scheduled poppy posts

#### *Advertising*

- Continued to Liaise with the Dorset Echo on potential advertising opportunities
  - Staycation
  - Map
- Booked full page advert with Dorset Magazine for Christmas
  - Zach to provide advert
  - Liaised with Dawn and Anja to sort outstanding advert invoices
- Attended advertising meeting at WAW office
- Liaised with Bauer Media to discuss We Are Celebrating
  - Booked radio advertising and shared press release for scripts

#### *AOB*

- Drafted weekly PR Newswires
- Phone calls with BID team
- Marketing subcommittee Zoom
- Circulated monthly reports to WAW team

# in the bag

MONTHLY REPORT

**We Are Weymouth (BID) | October 2022**

---

- Published press releases on WAW website and BID website

*Upcoming activity*

Events push - Poppies and Christmas



## LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. OCTOBER 2022

### KEY SOCIAL MEDIA STATS OCTOBER 2022 ( FACEBOOK & INSTAGRAM) (N.B. INCLUDES DATA 29/30 SEPT NOT INCLUDED IN PREVIOUS REPORT))

Facebook Page Followers:- 70,110 (70,058)

Monthly total Social Media visits to profile pages:- 7,729 (13,074)

257 (439) daily visits to Facebook profile page

Cumaltive Facebook post reach 980,000 (1,148,423)

Instagram Followers 15,610 (16,012) ... October Instagram outage caused issues and drop in followers

Instagram total post reach 54,000 (129,859)

Instagram reels views 12,100 (9,000)

Total Social Media Reach 1,034,400 (1,278,282)

Facebook Account Reach 138,700 (145,600)

Instagram Account Reach 15,500 (18,700)

18,000 (25%) of our Facebook followers live within 50 miles of Weymouth with approx 15,000 in the Weymouth/Portland/Dorchester area

**Value of Social Media reach based on average boosted post cost of £6.00 CPM  
£6,206.00 (£7,669.00)**

**The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 8,900 at month end an increase of around 500 month on month. Engagement rates are growing well and we plan to start encouraging the posting of business recommendations in the new year**

**Throughout October advanced promo posts were made on both Facebook and Instagram for Beach MotoX, Pirate Festival and as we approached month end**

**Christmas events. Business of the week posts were shared. Visits to upcoming events and gig listings were encouraged on multiple posts.**

### **Beach MotoX**

6 Facebook posts total reach 79,200

### **Weymouth Pirate Festival**

13 Facebook posts total reach 230,400

35,800 views of Pirate Festival video

Video shot and submitted to BBC Spotlight news of Pirate Parade

In November there will be a high concentration of Christmas events posts

## **WEBSITE STATS OCTOBER 2022**

October user sessions 20,800 (24,800)

Events listings have been regularly updated and total number listed as of today stands at 203

Unbranded events listings are now embedded in [weareweymouth.co.uk](http://weareweymouth.co.uk)

Events QR code poster 272 click throughs so far. The events page link is also shown on the poster it's more than likely that many not familiar with QR codes are simply accessing direct from their browser. We'll produce and distribute a 2023 version during January 2023

We continue to maintain and build the GIG guide at <https://www.love-weymouth.co.uk/love-weymouth-gig-guide/>. As the guide becomes better known a growing number of venues are regularly advising gig details.

Cineworld weekly movie listings are now available on the events list

Press releases for Purple Flag, Beach MotoX, Pirates Festival, Christmas Events and Seafront Masterplan have been published on the site and shared to social media channels

## **YOUTUBE STATS OCTOBER 2022**

Youtube Subscribers – 1,068 (1,060)

Youtube Video Views – 1,900 (2,000)

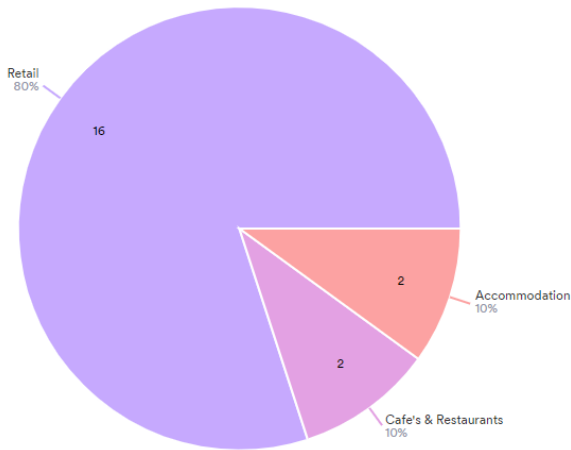
Youtube Minutes Viewed – 3,510 (3,840)

**ANDY COOKE 08/11/2022**

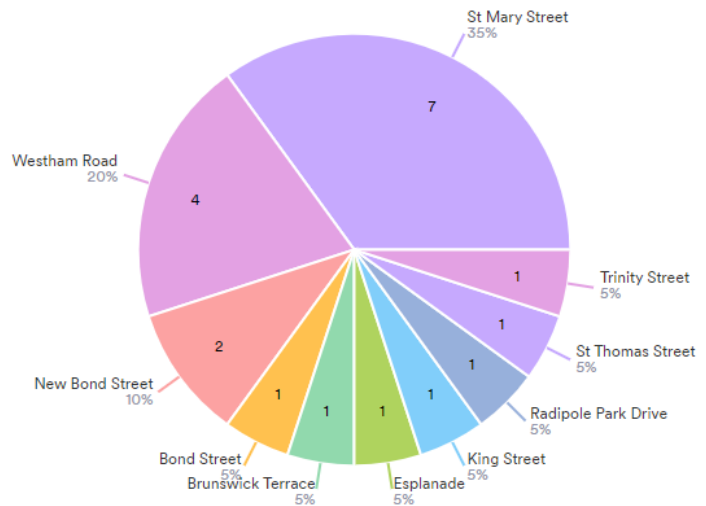
## Proposal 3mth extension of BID Ranger with SWL

### Benefits:

#### Support from Business community



#### Demographic of responses:



85% of businesses who responded wanted to see the BID Ranger scheme continued



## Some Levy Payer feedback:

---

We have greatly appreciated having the presence of the rangers in town, and I feel this has made a strong positive effect cracking down on antisocial behaviour/shoplifting. The use of the radio link/disc is a very affective way of keeping tabs on known shoplifters/troublemakers, to reduce any further incidents. I'm sure the majority of stores will agree with me when I say, this scheme should be carried on throughout the year, as it makes Weymouth feel like a safer place for locals and holiday makers.

---

It is reassuring for customers in the town to see uniform presence and improves the overall safety feel of our town. Team Members have built a rapport with the Rangers and feel there is another level of support close at hand

---

I have had to contact the rangers several times and they have been amazing! They have regularly engaged with me whilst out and about and it has been really great to see so many people talking to them. I would be sad to see them go.

---

I feel that the rangers are on the whole, a great addition to Weymouth. They are friendly and courteous whenever they have been in my shop. They have always visited shortly after any reports of theft from my store.

---

Bid rangers have provided a positive impact in the town. Making fast contact with the police possible

---

He has tried hard to get stuck in and communicates well with our shop. Always happy, worth keeping on

---

This service has been invaluable to Weymouth and cutting our theft and anti social behaviour hugely Always there to support the business Makes regular contact with us It would be a great shame to lose this service as their presence alone helps

---

The rangers are acting as free security to a few businesses. They only have the powers of a member of the public. They neither fulfill an effective security role or tourist information advisor role. The police are tax payer funded service that should and generally do provide a professional policing service. The ranger scheme is poor and should not be funded by the BID

---

Don't think I've seen them

---

When I report any incidents the store receives a visit from the bid ranger to check in. Also regular visits to chat about any concerns and the rangers are friendly, helpful and gives some assurance there is support in the town

---

When we were burgled earlier this year, the BID ranger popped down and gave advice about security at the guest house - very helpful. Sadly his expectations regarding the Police response/actions we could expect were a little optimistic. Bearing in mind our experience of Weymouth Police over the past year I think it is essential the BID Ranger is kept onboard.

---

Cost for 3 months extension 13wks until 16<sup>th</sup> April - **£13,366.08**

based on a 1 man 7-day service 10-6pm

includes physical manpower, GPS lone-working Mapping, Licensing / ACS, Training, input to DISC, attendance at WCRP, reports, Insurance, Body Cam Stab Vest PPE, Uniform

# InsideOut

DORSET

7-9 The Little Keep  
Barrack Road  
Dorchester DT1 1SQ  
01305 260954

info@activateperformingarts.org.uk

activateperformingarts.org.uk



## Inside Out Dorset 2023 – Outline Proposal for Weymouth event

Activate Performing Arts propose opening the 2023 edition of their Inside Out Dorset festival in Weymouth. The free-to-attend international festival of extraordinary events in extraordinary places, which will run from 15th – 24th September, and takes place across the Dorset and BCP areas, will launch with two spectacular performances across two nights in Weymouth town centre. This event will build on the success of previous shows in Weymouth, including the 2021's Sense of Unity and 2022's Peixos.

On the evenings of Friday 15th and Saturday 16th September, Weymouth will be the stage for Les Tambours de Feu by Basque theatre company Deabru Beltzak. Formed in 1996 in Bilbao, Spain, Deabru Beltzak are one of the most popular and in-demand street theatre groups in the world. Les Tambours de Feu features Aker, the spirit of the witches' sabbath and his band of drummers – a thrilling night! This vibrant street performance is inspired by historic Spanish celebrations, and mixes drumming, pyrotechnics and special effects. This short film gives a taste of the performance:  
[https://www.youtube.com/watch?v=Igl\\_6POu47Y](https://www.youtube.com/watch?v=Igl_6POu47Y)

Activate are working closely with the artists on the route the show will take. Audiences will be encouraged to search for the performers, rather than just waiting for them to pass by. We are also exploring the possibility of a spectacular entrance and/or exit, the drummers travelling by boat through Weymouth's historic harbour. This allows to bring audiences to a different part of the town than those we have recently worked in.

The event will have a wide-ranging community reach, as well as generating significant economic impact for the town. The performances will attract an estimated 7,000+ audience over the two nights, and up to 200 people will be reached through the engagement programme (subject to funding).

In the last 2 years, Activate has worked with a number of communities in Weymouth, through both the Dorset Holiday Activities & Food programme, as well as through our relations with Weymouth Library, Top Club Littlemoor and others. We are also exploring opportunities with Abri Homes, a housing association supporting residents in Weymouth.

We are delighted to continue our relationship with We Are Weymouth, the Business Improvement District for the town. Activate have worked with the BID since 2017, exploring ways to support Weymouth businesses through increasing

BROUGHT TO YOU BY

**activate**  
performing arts



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



footfall, and new ways of engaging the local community, such as recent window displays made by residents working with an artist.

Likewise, we are equally happy to continue working with Weymouth Town Council. Events such as this help support the Council's Vision and Values, as set out in the Corporate Plan, including improving the well-being of the people of Weymouth and providing opportunities for economic success in the area.

We are currently in the process of fundraising for the 2023 festival. As elsewhere, the uncertain economic situation has seen costs in our sector rising, and in order to bring this free-to-attend event to Weymouth, we will need to achieve the income target set out below.

EXPENDITURE	Artistic	15000
	Engagement	3000
	Production	28000
	Marketing	10000
	Staff	11000
	Overheads	2100
	<b>TOTAL</b>	<b>69100</b>
INCOME	BID	20000
	WTC	20000
	Activate via ACE	20000
	DC	4700
	Trusts & Foundations	3000
	Basque Government	1400
	<b>TOTAL</b>	<b>69100</b>
	Diff	0

Activate believe in protecting the environment and our planet's precious natural resources. We are committed to providing a quality service in a way that ensures safe and healthy workspaces, events and gatherings for participation, and minimising our impact on the environment. We monitor our carbon emissions annually, using the Julie's Bicycle toolkit, and offset our emissions responsibly whilst at the same time working to reduce them.



Audience travel is one of the largest contributing factors to our carbon footprint. Through our pre-event marketing and communications, we encourage people attending to carshare or use other, more sustainable forms of transport. The proposed show, Les Tambours de Feu, uses pyrotechnic effects. These are not on the scale of a more traditional firework show, but we will work closely with both the artists and any pyrotechnician to ensure the highest possible environmental standards are reached.

**Activate Performing Arts' mission & values**

Live performance has the power to fire the imagination, uplift and connect us. It creates moments that touch hearts and minds like nothing else. It makes memories that last lifetimes.

For over 30 years, we've been promoting, supporting and producing some of the most extraordinary events in the UK. We've brought live performance to unexpected places – town centres, village squares, beaches and hilltops – for everyone to enjoy.

In everything we do, we have just two rules: Anything's possible. And everyone's invited.







## **Weymouth BID Business Proposal**

**2023-2028**

### **What is a BID?**

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.

The BID programme is funded by the businesses themselves through a levy on business rateable value.

A BID operates for a period of no longer than 5 years. All eligible businesses are invited to participate in a ballot to approve the BID programme.

For the BID to go ahead, two conditions must be met; over 50% of businesses must vote in favour. Those businesses that vote 'yes' must represent more than 50% of the rateable value (RV) of all votes cast.

The process is controlled by the Local Authority to ensure that the process and result is democratic.

### **When do you vote?**

In March 2023, along with all eligible businesses in the Business Improvement (BID) area, you will be invited to vote on whether you would like to see the proposals detailed in this Business Plan delivered over the next five years

**This is your chance to take control of your town. Vote YES.**

Statement

Life without the BID

We Are Weymouth achievements 2018-2023

The Business Plan for 2023-2028

Your priorities and our promise

Marketing Weymouth

Improve Weymouth

Shaping Weymouth

Weymouth BID area

Support and governance for our levy payers

The finances

The budget

Our performance and evaluation

Our team

Your vote counts

2018-2023 has not been without its' challenges at a national and local level where for over 2 years we were not only forced into mandatory lockdown by Central Government, but a new society emerged post covid. Today's society has been unequivocally affected by COVID and now the energy crisis has impacted on business further. We Are Weymouth - BID are passionate about supporting our town to trade out of these difficult times and recognize the unprecedented challenges presented to all of our businesses.

In 2018 we set out to deliver improvements, sponsor events and shape the town. We instigated improvements and Christmas initiatives, sponsored a number of events and started to shape the future of Weymouth, but just as BID 2 commenced these plans were thwarted by the nation going into lockdown, where hospitality and events were the first to close and the last to open. However, we also understood the immediacy and significance of these challenges to all members as the entire country entered a prolonged period of social restrictions and decreased mobility; therefore, we put all our energy into informing you of grants, campaigning to the Housing, Communities and Local Government Committee on Supporting our high streets during and after COVID-19, working with Dorset Council and Weymouth Town Council to keep you abreast of business support, grants and loans available and launched the We are Open campaign as soon as restrictions were lifted.

We emerged with new management and a new operational team who quickly took the reins and delivered on 3 National campaigns each year in addition to delivering legacy events and significant improvements to the town.

We have reviewed our strategy and have found that it is not only still relevant, but even more critical to the success of the town and our members.

Our primary focus is still to represent you, delivering a robust strategy and being unafraid to deliver bold initiatives to ensure that we maximize opportunities throughout the town.

We continue to work closely with our partners at the local authorities, and all other stakeholders to represent and where appropriate challenge and we can only do this with your productive engagement and involvement.

The challenges of COVID, make the need for Weymouth businesses to work together to shape their trading environment more important than ever. Weymouth BID has a new and diverse Board who are committed to creating an effective and efficient BID. A BID that learns lessons from the past. A BID that values the input of levy payers and is completely focused on delivering a better future. This is your BID. It is shaped by your input. In the creation of this plan, we have consulted widely with businesses in the BID area, to find out what you want to see happen.

Over the next few pages, you will read about our plan for the town.

Your investment in the Business Improvement District is vital to target resources into the town.

Over the next five years, the objective of Weymouth BID is to:

1. Improve the look, feel and safety of the town.
2. Attract people to spend money in the town all year round.
3. Provide a strong and unified voice to promote your interests.

This is a 5-year plan aimed at building a BID that can successfully navigate challenges that develop during its delivery. Please vote YES to help create the trading environment we all want.

## Life without We Are Weymouth BID

YOU WILL LOSE funding for EVENTS to drive footfall out of season: Pirate Festival, Steampunk, Elf world record, Volleyball, Motocross, Fayre in the Square and Wessex Folk Festival

YOU WILL LOSE financial support for art and culture projects such as the heritage slabs, the heritage flyer, the arts mural trail, or the Dusk Til Dark performance



YOU WILL LOSE installations such as Dinosaurs, Christmas trees, bunting, or other place making such as hanging baskets, Britain in Bloom and improvements such as graffiti removal



YOU WILL LOSE a voice for businesses in our town to lobby the local authorities and other agencies on parking, street cleansing, bins, park and ride, public transport

YOU WILL LOSE the opportunity for anyone to stand up for the business community guiding the Neighbourhood plan and challenging Weymouth and Dorset Council about decisions affecting the businesses in the town

YOU WILL LOSE town maps, tear off maps for Visitors AND funding toward tourism initiatives

YOU WILL LOSE funding for the Weymouth Crime Reduction Partnership and the associated offender profiling supporting the town radio system

YOU WILL LOSE the BID Ranger; retrieving goods, ensuring you feel safer and working in collaboration with Dorset Police and the community safety team to ensure a proactive response to business concerns



## We Are Weymouth BID achievements 2018-2023

Weymouth BID's aim has been to improve the customer experience and make Weymouth an attractive and safe destination all year round through investing in marketing and working on national initiatives such as

- Britain in Bloom
- Purple Flag
- Weymouth's Crime reduction partnership

We continued to work with the Wayfarers pre covid (an Olympic legacy) and then chose to part-fund the development of the Weymouth Information shop, providing our Wayfarers to the scheme greeting visitors to the town.

We produced over 30,000 branded maps and signs every year whilst enhancing the 'We are Weymouth' brand in all forms of social media.

We Are Weymouth—BID has engaged and sponsored a variety of events including

- Dundu puppet and the world beaters
- Dusk Til Dark - Sarruga Fish
- Elf world record attempts,
- Steampunk weekends,
- Nativity Trails,
- Santa
- Dolmen Pirate Festival
- Volleyball championships
- Motocross
- Fayre in the Square
- Wessex Folk Festival



The development of 'We are Weymouth' has established itself as a visitor brand

2021/22

20,000 maps 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>£390K</b> advertising value equivalent
<p align="center"><b>Key town events</b></p> <p align="center">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...</p>			
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	

Stuff to do with LWP & ITB

Still in draft



## Stand out moments 2018-2023

We have

- Agreed 3 FREE parking days during the Christmas period with Weymouth Town Council and Dorset Council .
- Challenged local government on its parking strategy, ensuring your views are heard and considered in development of the town.
- Undertaken Shop and business wrapping on empty units to enhance the town.
- Installed 12 heritage slabs, highlighting our key places of interest with an ongoing improvements plan.
- Implemented and installed the hanging basket scheme including circa 300 baskets per year and additional flowers, boats and planters.
- Entered Britain in Bloom and won gold for the town in our first year.
- Installed a Dinosaur trail in the shoulder months encompassing the BID geography.
- Funded The Arts Mural trail and ensured it spanned Bowleaze to Nothe.
- Covered heras fencing in Brewers Quay to ensure entry to the town via this route had a café culture feel and did not feel wholly like a building site.
- Delivered Feast and numerous smaller events such as QR code trails.
- Lobbied national government on grants during covid and support due to the energy crisis.
- Taken part in Purple Flag to ensure the safer running of the town is recognised.
- Instigated and delivered Weymouth's Crime reduction partnership.
- Employed BID Rangers to maintain a secure presence for retailers and retrieve stolen goods.
- Ensured the promenade railings painted.
- Requested additional street cleansing and worked with waste management and highways on increased litter removal and bin collections during peak periods.
- Removed graffiti.
- Funded and distributed a heritage trail for the town.
- Campaigned to extend 2hr car parking to 3hrs in the town.
- Introduced CCTV into the train station.
- Paid for the station electricity point to place a Christmas tree in the Station square.
- Installed Christmas tree in the station and Christmas lights in Hope Square.
- Worked with Weymouth Town Council to ensure lighting in St Alban Street.
- Lobbied national government on grants and support post COVID.
- Lobbied National government on measures to support businesses to trade during the energy crisis.

**In short, the BID has provided support and opportunities that would have been far more costly to access alone, and I have no difficulty in unequivocally recommending We Are Weymouth BID for a further term! Andy - Playyard**

**2 hanging baskets a year**

**Graffiti removal**

**Shop wrapping**

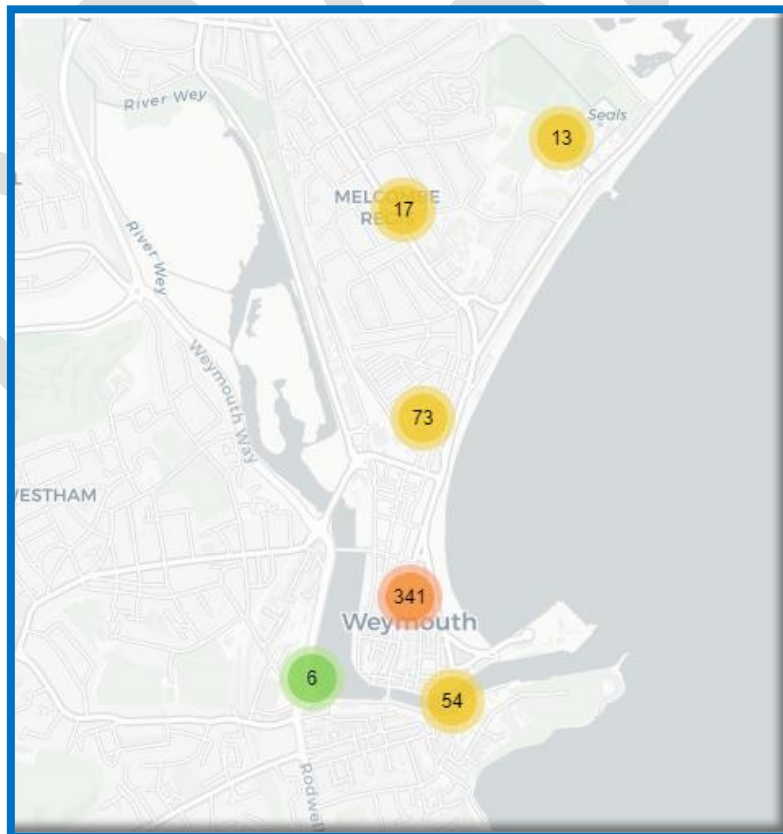
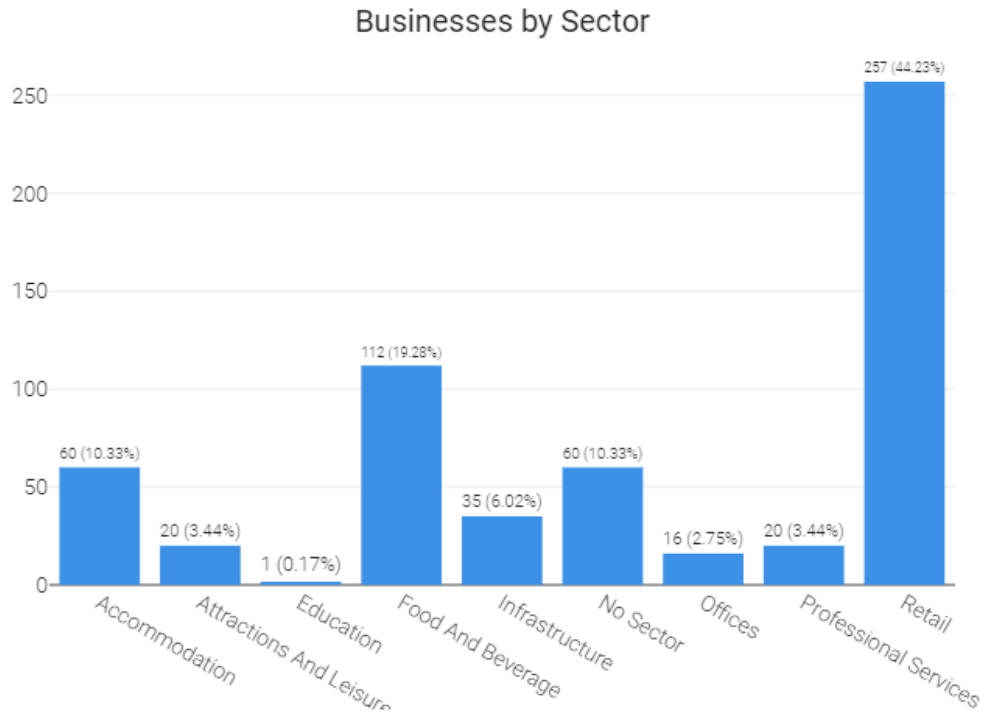
**Promotion of my business on the we are Weymouth website and on LWP and giving access to thousands of potential customers via their website**

**Tear off maps**

**Not forgetting all the events run in the town, increasing my chances to market to a new customer. - these are just a few of the services that I have used in the last couple of years. Perhaps surprisingly, this makes the Annual Levy very good value indeed!**



We Are Weymouth breakdown ( current data this will be updated once area agreed with DC )





## **Building the Business Plan for 2023-2028**

The plan has been informed by you the levy payer.

Before we highlight the themes and programmes that will be delivered over the next five years, we want to tell you how we selected them.

Over the past year We Are Weymouth BID has sought your views on BID priorities through the following means:

- Cream teas
- Suggestion boards
- Attendance at guest house and licensing meetings
- Instigation and delivery of crime reduction partnership members meetings
- Online questionnaires
- AGM forum Q&A
- Surveys via Facebook, newsletters, in person meetings
- One to one business meetings with over 50 businesses across the geography of the BID
- Telephone survey of over 250 businesses
- Communication via social media We Are Weymouth business
- Newsletters

## **Marketing Weymouth**

You told us that alongside physical improvements you wanted to see:

- Continued targeting of marketing initiatives to gain national and local coverage for the town.
- External creativity supported, encouraged and made easier to deliver within the town; a key role for the BID.
- The 'We are Weymouth' brand used as a platform from which to reach people and encourage them to make a positive decision to spend time and money in Weymouth.
- Encouragement of interested parties to work with us to create a compelling, year-round events programme.
- BID supporting organisations delivering events, liaising with the Councils and securing permissions from the police, council and harbour master.
- Promotion of events, "gigs" and activities both locally and nationally.
- We Are Weymouth BID continuing to deliver the Christmas programme
- Our continued dedication to playing a key role in encouraging people to come to the town.
- Marketing communication, maximising Weymouth's visibility so that the full offer of the town is seen by visitors.
- Continuation of campaigns to drive positive journalism for the town in the national media.
- The BID board to be representative of both independents and multiples and your voice heard by regular consultation.

In summary our focus will be:

- Continue to build on the robust brand and marketing strategy.
- Manage the 'We Are Weymouth' website and associated social media.
- Build annual events plan through coordinating with event organisers.
- Work closely with relevant bodies to market Weymouth.
- Create marketing solutions that complement and enhance the work of others.

Work with levy payers to develop local initiatives to increase retail and tourism footfall

## **Improving Weymouth**

With Government funding under pressure nationally and locally, we need to work together as a business community to protect our jobs and businesses, challenge government to support our high streets and ensure that all sectors within the BID area are represented at a local level in decision making for our town.

Part of Improving Weymouth both now and for the future is by investing time and money into projects which not only enhance the aesthetic appeal of the town but ensures that people take a pride in the town as we continue to put Weymouth on the map for all the right reasons, driving standards higher whenever and wherever possible.

### **As your BID we will:**

- Continue to develop the crime reduction partnership to affect changes making Weymouth a safer place 24/7.
- Fund and support the DISC crime reduction initiative that gives businesses the facility, together with partner agencies such as the police force, to tackle crime and disorder.
- Promote proposals that support a safer night-time economy.
- Fund initiatives, such as rangers, focussed on the recovery of goods and leading to the apprehension of offenders frequenting levy paying businesses.
- Be an active conduit between Weymouth Town Council and Dorset Council in delivery of improvements for the town
- Support selected initiatives to help deliver enhancements and ongoing maintenance. for example: graffiti removal, mural trails and place-making initiatives.
- Communicate priorities to Weymouth Town Council and Dorset Council to ensure that projects are managed in line with baseline agreements.
- Encourage the discovery of the entire BID area through wayfinding initiatives such as maps, signage and information dissemination.
- Work with local groups to develop and fund 'improve' initiatives that drive footfall to the town.
- Build on the arts, culture and heritage of our town by supporting projects which enhance the appeal of Weymouth.
- Provide information and guidance on grants, schemes and training programmes.
- Be part of the bidding process to fund improvements in our area.
- Support initiatives to drive economic growth and job opportunities in the town.

## Shaping Weymouth

To ensure the security of the future of Weymouth as a vibrant coastal town it is important that the BID provides a strong, unified voice to champion your interests.

We recognise that there is a network of government institutions and other bodies who have the responsibility, as well as the power and resources, to make positive improvements in the Weymouth BID area; therefore, as your BID, we will continue to provide a strong voice to directly represent your interests and lobby for the changes you want to see.

There are a number of specific, existing and developing areas that we are already taking part in which will continue to develop and will affect the shape and feel of the town over the next five years such as the Neighbourhood Plan, the Seafront Masterplan and The Flood and Coastal Erosion Plan; We will survey you, share your concerns and ascertain your perspective to ensure your views are heard.

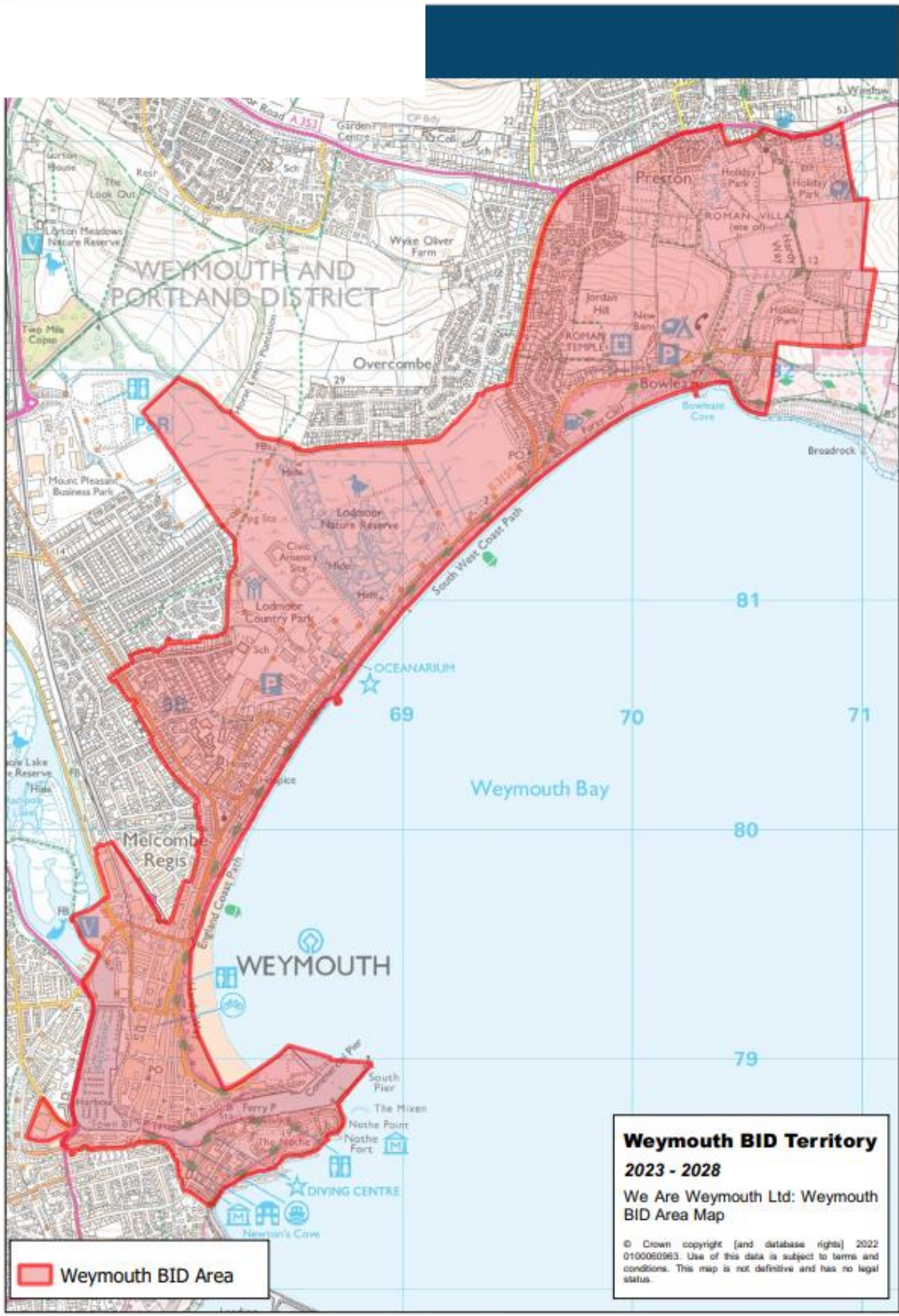
We believe that we can make a difference and be the conduit between you as the business community, Weymouth Town Council and Dorset Council in communicating priorities on matters such as

- Parking,
- Transport,
- Economic growth,
- Investment and development,
- Licensing,
- Conservation and
- Highways

to ensure that projects are managed in line with baseline agreements, and we play a proactive part in any consultation process providing a strong unified voice to champion your interests.

We will make every endeavour to unite Dorset Council and Weymouth Town Council in making decisions that have a positive impact on the business community with a focus on economic growth.

# WEYMOUTH BID AREA MAP (same as last time but including Preston Rd, Jubilee close and Asda, Newstead rd.)



# WEYMOUTH BID AREA (unsure if correct as has to include all bid area map please remember this is

a work in progress!)

(LOWER) DORCHESTER RD	GLOUCESTER MEWS	OSMINGTON HILL
ALEXANDRA GARDENS	GLOUCESTER STREET	OVERCOMBE CORNER
AVENUE RD	GLOUCESTER STREET	PARK STREET
BARRACK ROAD	GOVERNORS LANE	PAY AND DISPLAY CAR PARK
BOND STREET	GRANGE RD	PRESTON ROAD
BOWLEAZE COVEWAY	GREAT GEORGE STREET	QUEEN STREET
BREWERS QUAY	GREAT GEORGE STREET	RADIPOLE PARK DRIVE
BRUNSWICK TERRACE	GREENHILL	RANELAGH RD
CARLTON RD	HIGH WEST STREET	SCHOOL STREET
CARLTON ROAD NORTH	HOPE SQUARE	ST ALBAN STREET
CAROLINE PLACE	JUBILEE CLOSE	ST EDMUND STREET
COBURG PLACE	KING STREET	ST EDMUND STREET
COBURG PLACE	LENNOX STREET	ST GEORGE'S AVENUE
COMMERCIAL RD	LITTLEMOOR RD	ST JOHN'S COURT
COMMERCIAL ROAD	LODMOOR COUNTRY PARK	ST MARY STREET
COOMBE AVANUE	LOWER ST ALBAN STREET	ST MARY STREET
COVE PASSAGE	LOWER ST EDMUND STREET	ST NICHOLAS STREET
COVE ROW	MAIDEN STREET	ST THOMAS STREET
COVE STREET	MARKET STREET	THE ESPLANADE
CRANFORD AVENUE	MELCOMBE AVENUE	TRINITY ROAD
	MELCOMBE REGIS CAR	
CRESCENT STREET	PARK	WESTERHALL ROAD
CUSTOM HOUSE QUAY	NEW BOND STREET	WESTHAM RD
EAST STREET	NEW STREET	WESTWEY ROAD
EDWARD STREET	NEWBERRY GARDENS	
FREDERICK PLACE	NORTH QUAY	
GLENDINNING AVENUE	NOTHE PARADE	

# GOVERNANCE

We Are Weymouth Ltd represents over 700 businesses within the specified BID area.

All eligible businesses within the BID area will financially support the delivery of this business plan via a levy charged every year.

The BID levy will apply to all persons or organisations liable to pay the non-domestic rates for eligible hereditaments located within the BID Area. The levy will be applied to all eligible non-domestic properties or hereditaments with the rateable value of £6,000 and above within the BID area. Non-domestic properties or hereditaments within the BID area with a rateable value below £6,000 will be exempt from the BID levy.

The BID levy for each property or hereditament will be calculated at 1.5% of the current rateable Value.

For example

Rateable Value Levy @1.5% = BID Levy amount (per annum)

£6,000 @1.5% = £90

£15,000 @ 1.5% = £225

£1,000,000 @ 1.5% = £15,000

The following premises will be exempt from paying the BID levy and therefore not be eligible to vote.

1. Hospitals and NHS facilities
2. Hospices
3. Places of worship
4. All departments or agencies of National Government do we want to include these?
5. Local authority funded schools

Unoccupied and part-occupied premises, charities or not-for-profit organisations in the BID area will be liable for the full levy. In the case of vacant premises the liability rests with the landlord or ratepayer.

Non-domestic rate payers in the BID area with a property or hereditament under the £6,000 RV threshold can opt to make a voluntary contribution of 1.5% of the minimum rateable value threshold if they wish to become a member of the BID as can those exempt hereditaments with a rateable value of £6,000 or above who wish to become a member of the BID, based on 1.5% of the rateable value of the property. Businesses outside of the BID area can also join as voluntary members by making the same contribution with a minimum amount of 1.5 % of £6K RV.

The BID levy must be paid by any new ratepayer occupying an existing eligible non-domestic rateable property within the BID area up until the end of the five-year term, even if they did not vote in the ballot. Any new rateable businesses hereditament created during the lifetime of the BID and situated in the BID area will be obliged to pay the levy on the next chargeable day.

Any business whose rateable value changes due to alterations will be charged at the new rate on the next chargeable day.

Where a property is vacant, undergoing refurbishment or being demolished, the property owner will be entitled to vote and obliged to pay the levy with no void period.

There will be no increase in the levy rate of 1.5% over the term of the BID.

If the BID ballot is successful then the BID will commence on September 1st 2023. On that date all eligible non-domestic ratepayers will become liable to pay the levy.

Dorset Council as the Local Authority will raise the BID levy invoices and payment will be made to them. These receipts will be held in a ring-fenced account and then paid direct to We Are Weymouth Ltd. The Local Authority will be responsible for collecting the levy and managing any non-payments. The Local Authority is obliged to use the same powers of enforcement for debt recovery that are used for non-payment of Business Rates. Non-payment could result in court action being taken.

The annual amount payable for a chargeable period will be due in one payment within the payment period specified on the invoice.

The BID levy will not be affected by the Small Business Rate Relief scheme introduced in April 2005.

Dorset Council is obliged under BID regulations to collect the levy on behalf of We Are Weymouth Ltd. The BID Levy is calculated on a daily rate and payable annually in advance. The charging periods will be:

Billing year / Charging Period	Dates	BID time period
2023/24	1 Sept 2023 to 31 March 2024	7 months
2024/25	1 April 2024 – 31 March 2025	12 months
2025/26	1 April 2025 – 31 March 2026	12 months
2026/27	1 April 2026 – 31 March 2027	12 months
2027/28	1 April 2027 – 31 March 2028	12 months

Full liability rests with the non-domestic ratepayer of the premises. The levy is payable in full within the timescales provided on the invoice issued by Dorset Council. No refunds will be given with the exception of a levy payer ceasing to be liable during the Charging Period. Then the BID levy will be apportioned to the day that their liability ends. The local authority can then issue a refund for any overpayment and issue a Demand Notice to the new BID levy payer for the remainder of the chargeable period.

The BID Levy is a statutory charge and we are obliged to ensure collection of the levy; this may mean debt recovery action is taken in the event of non-payment



## **Support for our levy payers**

By voting 'Yes', you will have authorised We Are Weymouth BID to represent you and your business, and to work on your behalf for the BID term. We acknowledge that your trust comes with the responsibility to always operate in an honest and appropriate way with consistent and transparent governance over the entire BID period.

Our commitment to you is to follow our Memorandum and Articles of Association; to change governance arrangements only if absolutely necessary and only then with your permission; to provide full transparency of plans and proposed investments; and provide you with the opportunity to comment and engage with us.

It's your BID. And we won't forget it.

### **Finances**

- The operating costs of running the BID will be signed off every year by the Board.
- Full visibility of the costs and associated roles will be provided regularly to all levy payers on our website.
- All projects requiring funding will be submitted in writing three months in advance of the project and published online prior to the Board meeting in which they will be discussed.
- Monthly accounts will be published online and will include year to date and year end forecast against budget

## **Communication and engagement**

- We will engage with levy payers via surveys, regular newsletters, updates and informal meetings.
- We will inform all parties via Facebook and the website ([www.weymouthbid.co.uk](http://www.weymouthbid.co.uk)) about key initiatives.

### **Democratic process**

- All levy payers will have the opportunity to become members.
- 50% of the board will stand for re-election or be replaced at each AGM.
- Directors will be nominated and elected by members at the AGM.
- A procurement process will be introduced to ensure transparency, best value and impartiality.
- All minutes, reports and decisions will be made available on the website.

Baseline agreements will be put in place to ensure current levels of service provision by Dorset and Weymouth authorities are maintained, it is absolutely crucial to understand that money raised through a BID will not be used to subsidise or replace the statutory services currently provided by those authorities.

### **Dorset Council:**

- Will provide information relating to their service provisions in Weymouth to allow the drawing up of Baseline Agreements.
- Conduct the BID ballot (As per the BID Regulations).
- Administer the levy collection, including enforcement action for the non-payment, of the BID levy (As per the BID Regulations)

The Budget **Note:** appx still being determined

Income	Year 1 (7/12) sept-apr	Year 2 apr-mar	Year 3 apr-mar	Year 4 apr-mar	Year 5 apr-mar	Total
LEVY charged	210,000	360,000	360,000	360,000	360,000	1,800,000
Actual Levy collection**	189,000	324,000	324,000	324,000	324,000	1,620,000
<b>EXPENDITURE</b>						
IMPROVE	35,000	100,000	90,000	80,000	60,000	400,000
MARKET	60,000	60,000	60,000	70,000	85,000	300,000
ADVERTISING AND PR	30,000	50000	50000	50000	50000	250,000
STAFF COSTS	40,000	72,000	75,700	79,000	82,000	348,700
GENERAL OFFICE AND ADMIN	24,000	42000	43000	45000	47000	216,500
<b>TOTAL</b>	<b>189,000</b>	<b>324,000</b>	<b>318,700</b>	<b>324,000</b>	<b>324,000</b>	<b>1,515,200</b>

\*\*A minimum collection rate of 90% has been assumed based on current economic trends and high street changes.

The We Are Weymouth BID Board will have delegated authority to move funds between themes, subject to the democratic process set out in the Memorandum and Articles of Association.

## Our Performance & Evaluation

You will want to know how well we are delivering on our objectives and ensuring a return on your investment in the BID area. We will use the most cost-effective solutions measurements available that will give levy payers the best indication of our success:

- Retail unit occupancy rate – changes year on year
- Car park usage – track usage by month
- Crime statistics – review numbers with Local Authority
- BID Ranger statistics
- Visitor feedback – informal and formal feedback via website and social media
- Post Event surveys
- Levy payer feedback – regular review informally and formally

We Are Weymouth holds British BIDs accreditation, demonstrating that we meet high quality standards expected of a BID. We will seek to maintain this accreditation over the 2023-2028 period which will be an excellent measure of our ongoing performance.

We will look to use news and statistics linked to our major themes to promote the success of our town:

### Improvement and Shaping Weymouth

- Investment in the town
- Projects identified and resolved

## Marketing Weymouth

- Media coverage
- Website visits
- Engagement levels via social media
- Events evaluation

## Who are We Are Weymouth

### BOARD OF DIRECTORS – PLEASE CHECK YOUR BIT IS CORRECT

#### Chris Truscott, CHAIR

Owner of 3 McDonald's franchises in Weymouth and one in Dorchester. Formerly working at director and senior commercial levels across premier global food and non-food FMCG businesses such as Mars, Coca-Cola, Pernod Ricard and Carnival UK.

#### Jonathan Oldroyd, VICE-CHAIR

Experienced hotelier and owner of Gloucester House, in Weymouth. Accomplished Director with a demonstrated history of working in the hospitality industry. Skilled in Events, Weddings & Conferences, Rooms Management, Food & Beverage, Budgeting, Sales, and Hotel Management. Sits on the Improve Sub-committee

#### Ian Ferguson

Owner of 3 Weymouth based taxi firms - Weyline Taxis, Beecars, Streetcars, plus Nicky's taxis on Portland. In business since the early eighties primarily in the Private Hire / Taxi industry. Lives and works in Weymouth and volunteers at the Veterans Hub and the Lantern Trust. Was Vice Chair for the BID for 4yrs.

#### Tamsin Mutton-Mcknight

General Manager of SEA LIFE Centre Weymouth. Sits on the Marketing Sub-committee **need more form Tamsin please**

#### Graham Perry

Director of the Civic Society as well as owner of Bridge Fair Trade Shop, run by the Fairbridge Trust, a charity which in addition to promoting Fair Trade goods, raises money for the relief of poverty locally and overseas. Grew up and lives in Weymouth. Sits on the Improve Sub-committee

#### Lynne Fisher

Owner of Award-winning local B&B St John's Guest House on Dorchester Road for five years, Previously owner of a Limited company providing consultancy services in Healthcare, as well as a Programme Manager and Business Relationship Manager within healthcare and BT. Sits on the Marketing Sub-committee

Mikey Johnson

Area Loss Prevention Manager for The Range having worked as an event medic, Business Warden, Pub Manager, as well as delivering security services for the Night-Time Economy, City Councils, Retailers and Events prior to his current role. Sits on the Improve Subcommittee

Councillor Jon Orrell

GP in Weymouth and serves as Weymouth Town and Dorset councillor with a passion for the environment. [More please Jon](#)

Jye Dixey

General Manager William Henry Public house - JD Wetherspoon, former festival organiser and pub manager with extensive experience in running Live music events, delivering and marketing campaigns. Sits on the Marketing Sub-committee

## OPERATIONS TEAM

Dawn Rondeau - Chief Operations Officer (Full-time 2yrs)

17years' experience as a strategic business advisor and career consultant with a demonstrable history in the retail sector with over 12 years in senior management roles including business development in public, private and third sectors. UK Top 15 Businesswoman 2020/21 and in 2018 Business Advisor of the Year

Kelly Davies - Administration Assistant (Part-time 4yrs)

Born and lives in Weymouth, spent 10years in Brighton working in the theatre, a background in the arts within fundraising, former fine arts student.

Melanie Mitten – Bookkeeper (Part-time 10yrs)

Lived and works in Weymouth since 2004, with previous experience in finance of working with WPBC and the diocese of Salisbury.

## PARTNERS

Martin Kirby / SWL Security - BID Ranger

Pippa Kermani / In the Bag PR - Marketing & PR

Andy Cooke / Love Weymouth - Digital Marketing Support

Dominique Wallace - Thirty 12 events – Event management support

Albert Goodman – Auditors

## Your vote counts

Ballot papers will arrive from 28th February 2023 giving YOU the chance to vote for a stronger future for our town.

Ballot papers must be returned by 5pm on 28th March 2023 to be counted.

Two simple requirements are needed for We Are Weymouth BID to deliver its plan:

The majority of businesses vote in favour as well as Votes in favour represent more than 50% of the rateable value of all votes cast.

**Your VOTE Matters**

**VOTE YES**