



Board Meeting Agenda

Date: 22nd February 2023

Time: 11:00

Location: Pilgrim House

Item		Time
BOA2601- 1	Welcome	11.00
BOA2601-2	Apologies for Absence	11.05
BOA2601-3	Declaration of Interest	11.10
BOA2601-4	Observers	11.15
BOA2601-5	Matters Arising from Previous Minutes	11.20
BOA2601-6	Governance a. Levy update	11.25
BOA2601-7	Finance Report a. Updates and budgets	11.30
BOA2601-8	Marketing and Events a. ITB and LWP reports only b. No subcommittee this month	
BOA2601-9	Improve a. No subcommittee this month	
BOA2601-10	Funding applications a. Volleyball	11:35
BOA2601-11	BALLOT a. Schedule b. Canvassing c. Campaign	11:45
BOA2601- 12	Date of next and subsequent meetings Mar 22nd 11am & March 31st 2pm	12:55

BID Board Meeting

Date: 26th January 2023
Time: 11:00am
Venue: Pilgrim House
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
Tamsin Mutton Mcknight (TMM), Merlin / SEA LIFE
Ian Ferguson (IF) Weyline
Jye Dixey (JD) The William Henry, JD Wetherspoons
Mikey Johnson (MJ), The Range
Helen Heanes, Dorset Council
Cllr Jon Orrell, Dorset Council

In Attendance: Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth

Observers: None

Minutes

BOA/2301/1 WELCOME

The Chair opened the meeting and welcomed members.

BOA/2301/2 APOLOGIES FOR ABSENCE

Apologies for absence: Peter Vowles, Cllr Hughes, Cllr Worth

BOA/2301/3 DECLARATIONS OF INTEREST

No declarations of interest

BOA/2301/4 OBSERVERS

No observers present.

BOA/2301/5 MINUTES OF THE LAST MEETING

D1 - The minutes were approved as an accurate and true reflection of the November board meeting

BOA /2301/6 GOVERNANCE

there was no movement on levy collection since the last board the matter of a letter from councillor O'Leary was discussed regarding Greenhill gardens.

D1 - It was agreed that Greenhill gardens was due the money due to the rules on governance and that a meeting to discuss this rationale and future levy collection was advised the board agreed that they are liable

A1 - DR and Cllr JO meet with Greenhill gardens.

BOA/2301/7 FINANCE

DR presented the Finance Report to the board. There were questions regarding available drawdown.

DR outlined that with a yes vote unless there was more income from outstanding levies imminently there wasn't much for additional projects.

DR explained that as the commitment was to the Ranger until the end of August, plus our commitments for hanging baskets and activate it would only leave 20K for additional projects during this period. If we had a NO vote the ranger would cease as would the September activate and therefore there would be enough to pay for the full amount for hanging baskets and winding up of the BID.

DR highlighted that there will be future funding requests, and these were itemised in an e-mail which all board members received.

D1 - It was agreed that there still are reserve funds for any future requests to be considered to the value of £20K to support projects such as the folk festival, fayre in the square & volleyball and the funding application at today's board meeting.

BOA/2301/8 MARKETING

There were no questions regarding the marketing subcommittee reports.

A discussion regarding future campaign post ballot was undertaken with titles such as We Are Improving, We Are Caring, We Are Protecting, We Are Preserving as strap lines.

It was agreed to reverse engineer the campaign and for ITB to identify what green sustainable projects and initiatives like RSPB, recycling crabline, recycling camping and environmentally friendly B&B's and accommodation providers and sustainable fishing trips looked like and create an itinerary around this that they could deliver and create a campaign title around the findings.

A discussion about the limitations of every campaign being 'we are...' makes titles harder and it was suggested that In The Bag come up with some campaign strategies titles and content in line with national initiatives.

The board liked the idea of the plastic recycling fish and HH suggested that in April this project could potentially apply for UK shared prosperity fund as part of the improvement to the town.

A1 - DR and HH to maintain contact and ensure grant application for shared prosperity fund undertaken.

DR highlighted that we are Weymouth was expected to receive a commendation at the Dorset tourism awards tonight for its programme of activities at Christmas

DR informed the board regarding the dinosaur installation and the heightened concerns around vandalism.

DR shared that the installations would be at Lookout café, Palm house, the Royal hotel, Nautico lounge and Nothe Tavern with 24 businesses engaging either on the trail, with installations or workshops.

The board requested a post on we are Weymouth business and in the newsletter encouraging businesses to sponsor prizes in return for heightened PR.

A2 - DR action post on prizes re Dinosaur project

BOA/2301/9 IMPROVE

JO brought up the matter of the PCCO grant fund which last time we gained grant funding for installing CCTV in the train station there were suggestions that this money could be put towards some form of crime prevention for hoteliers whether a radio system such as hotel watch or another form of support of disc sign up for non-levy payers.

JO updated on PCCO grant fund and what was happening as the police seem to want to run hotel watch which was a new development

A1 - JO to bring updates to improve subcommittee re PCCO grant fund

Concerns were raised at CSAS are aware that there are no funds to support them at the present moment date are confirmed a letter had been sent via e-mail but further clarification in writing was requested

A2 - DR to send letter recorded delivery to John Newcombe

GP brought up the matter of a visitor leaflet highlighting the heritage trail the sculpture trail the mural trail and other things to do in the town including the town map Dawn suggested working with Weymouth town council on a joint initiative as they are looking to deliver something similar and perhaps this is a tourism initiative which would be useful not only in Weymouth but to be distributed further afield.

A3- DR meet with WTC ref joint tourism flyer

There were no updates on the slabs as this is due for installation in February

D1 - The board voted and agreed unanimously to support the improve project of hanging baskets to the value of 20K

BOA/2301/10 FUNDING APPLICATIONS

SQUIB - Andrew Mercer presented to the board an application for the national championships for SQUIB racing for 4K to deliver a programme of events for the last week of

June with we are Weymouth as the headline sponsor. Jye asked about the legacy for SQUIB racing and Andrew advised that this could be a sport that could be promoted more post the event.

The board discussed the request but due to financial restraints were unable to agree 4K however did still want to support the event and

D1 - The board were unanimous in agreeing 2K for the SQUIB

Chris suggested that Dawn speak to Andrew about access to funding from the council.

A1- DR speak to AM ref WTC funds

BOA/2301/11 BALLOT

Discussion ensued with regards the ballot schedule lawyers flyers campaign and C.Boyd a levy payer with experience in ballot process attended to advise.

The board agreed to support the operations team by being visible wherever possible and that a pack would be preferable including key dates the flyer once completed a badge information sheets plus when to deliver it was suggested that a 'how to vote sheet' would also be appreciated including badges and pens.

A1 - DR to action ballot packs

Decision and Action Log

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Date: 26th January 2023

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Projection for 2022-23

Updated @ Feb23

Cash in Hand

Bank & Cash

b/f @ 31/08/2022

100,796

Debtors balances expected

	Gross Debtor	Provision for bad debts	
Levy Debtors b/f (net of provision)	56329	-44700	11,650
VAT Debtor			8,058
Prepayments			24,423

Potential Income

22-23 Levy

Actual now collected

255,376

Creditors per y/end

As at Aug22

-

10,432

Accruals considered

Hanging baskets not billed until Oct22

-

13,601

Estimated Overheads

22-23

-

99,412

Funding Agreed

Marketing

-

49,850

Improve

-

116,945

Outsourced Marketing- LWP

-

18,000

Outsourced campaigns and marketing ITB

-

33,000

Ballot

-

15,000

44,063

in the bag

Monthly Report
January 2023



in the bag

MONTHLY REPORT

We Are Weymouth (BID) | January 2023

Coverage

Link to coverage:

<https://www.dropbox.com/sh/o4vr8e8252pqnxj/AABJU5WWWhDadpxa7GyB-piTua?dl=0>

Date	Publication		Reach	AVE
01.01.23	Dorset Magazine	Print	12,000	£776.25
01.01.23	Dorset Magazine	Print	12,000	£688.50
07.01.23	Sardines (Web)	https://www.sardinesmagazine.co.uk/magazine_article/contents-35/	0	£23.00
09.01.23	Exploring Dorset	https://exploringdorset.co.uk/whats-on-in-dorset-in-february/		
12.01.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23241016.weymouth-civic-society-looking-nominations-awards/	43,436	£353.00
17.01.23	Wessex Folk Festival	https://www.wessexfolkfestival.com/sponsors/		
25.01.23	Group Travel World (Web)	https://www.grouptravelworld.com/weymouth-heads-back-to-the-jurassic-era/	0	£42.00
27.01.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23280994.10th-dorset-tourism-awards-tank-museum-wareham/	43,436	£353.00
27.01.23	Bridport News (Web)	https://www.bridportnews.co.uk/news/23280997.10th-dorset-tourism-awards-tank-museum-wareham/	483	£62.00
27.01.23	Bournemouth Daily Echo (Web)	https://www.bournemouthecho.co.uk/news/23280546.dorset-tourism-awards-2022-2023-winners-full/	118,482	£3,180.00
28.01.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/pets/23281732.dorset-tourism-awards-2022-2023-winners-react/	43,436	£353.00
28.01.23	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/revealed-winners-dorset-tourism-awards-115600246.html?guccounter=1	993,472	£26,667.00
28.01.23	Yahoo! Movies	https://uk.movies.yahoo.com/movies/very-proud-hospitality-businesses-celebrate-050000129.html		
29.01.23	Sunday Mirror	Print	371,540	£1,050.84
29.01.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23278679.po	43,436	£353.00

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | January 2023

		pular-weymouth-dinosaur-trail-set-make-long-awaited-return/		
29.01.23	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/very-proud-hospitality-businesses-celebrate-050000129.html	993,472	£26,667.00
29.01.23	AirFM	https://air1072.com/featured/weymouths-dinosaur-trail-returns/		
29.01.23	Dorset Biz News	https://www.dorsetbiznews.co.uk/gallery-explosive-night-as-the-tank-museum-plays-host-to-the-tenth-dorset-tourism-awards/		

Total reach for January: 2,675,193

Total Advertising Value Equivalent for January: £60,568.59

Chasing coverage

- Chased all press trips for coverage publication date:
 - The Sun
 - British Muslim Magazine - due to go into print for winter edition out soon

We Are Award-Winning

- Completed We Are Award Winning planner and shared with marketing team
- Drafted We Are Award Winning launch press release and circulated for sign off
- Circulated We Are Award Winning press release to key targets
- Drafted We Are Award Winning press trip invite and circulated to key targets
- Refreshed list of vloggers for 2023 and began pitching in (focus on award-winning elements)
 - Invited Walk With Me Tim to visit Weymouth
- Liaised with Travel Editor at Mail on Sunday to discuss press trip for Award-Winning - not booked in yet
- Liaised with freelancer Rudolf Abraham about press visit focusing on walking/outdoors and families - hoping to get booked in
 - <https://www.rudolfabraham.co.uk/>

We Are Weymouth Marketing Strategy

- Liaised with Dorset Living to arrange interview opportunity with Dawn Rondeau - follow up

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MONTHLY REPORT

We Are Weymouth (BID) | January 2023

- Drafted Dinosaurs are back press release and circulated for sign off
- Circulated dinosaurs are back press release to key media contacts
- Pitched dinosaurs into the i newspaper for family days out round up
- Pitched Weymouth activities into the i newspaper for roundup
- Liaised with the Echo to provide comment on empty shops in the town
- Liaised with the Echo to provide comment on Tourist Information Centre
- Pitched dinosaurs into Chat! Magazine
- Pitched dinosaurs into ITV National news
- Pitched dinosaurs into BBC News south
- Added dinosaurs to Visit Dorset website
- Liaised with West Dorset Magazine to provide extra info on dinosaurs
- Liaised with Daisy Price (ITV This Morning) to discuss visiting Weymouth - not this time but in the future
 - Liaised with The Gresham to book her in
- Sent Daily Express opportunity to Litter Free Dorset on beach cleans
- Liaised with Richard Slee at ITV Meridian - if we send footage of dinosaur launch he might be able to include at end of news

Social Media

- Completed We Are Award Winning content creation
- Scheduled We Are Award Winning posts for February
- Scheduled 'Business of the Week' for February
- Posted coverage on social media where relevant
- Shared Rise & Shine info on social media
 - Followed up with Jye on actions from Rise & Shine meeting

Advertising

- Liaised with Dorset Echo to discuss map opportunity - asked to wait until Dawn was back from hols

AOB

- Drafted PR Newswires
- Uploaded images to Mastershare
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Published press releases on WAW website and BID website

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | January 2023

- WAW Marketing subcommittee meeting
- Shared Group Travel World coverage with key participants
- Feedback on levy payer leaflet
- Circulated Google Analytics logins to Andy Cooke
- Shared Hootsuite login details

Upcoming activity

Book in press trips for We Are Award Winning

Big push around Dinosaurs and within 1hr of Weymouth

Planning for spring campaign on green/sustainability

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. JANUARY 2023

KEY SOCIAL MEDIA STATS JANUARY 2023 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 70,695 (70,564)

Monthly total Social Media visits to profile pages:- 5,300 (10,200)

171 (306) daily visits to Facebook profile page

Cumulative Facebook post reach 829,300 (1,480,900)

Instagram Followers 15,690 (15,662)

Instagram total post reach 69,595 (119,880)

Instagram reels views 47,082 (37,264)

Total Social Media Reach 898,895 (1,600,780)

Facebook Account Reach 226,200 (436,200)

Instagram Account Reach 16,900 (24,000)

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
£5,394 (£9,600.00)**

The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 9,610 at month end an increase of around 260 month on month. Engagement rates continue to grow and we have started to encourage the posting of business recommendations.

WEBSITE STATS NOVEMBER 2022

December user sessions 8,500 (12,200)

Events listings have been regularly updated and total number listed as of today stands at 184 up by 60 on same point in January. There will be more added by month end

Unbranded events listings continue to be embedded in weareweymouth.co.uk

Unfortunately there has been a delay with the 2023 QR Code Events Poster but we will start distributing by end February for to accommodation providers etc

We continue to maintain and build the GIG guide at <https://www.love-weymouth.co.uk/love-weymouth-gig-guide/> .

YOUTUBE STATS DECEMBER 2022

Youtube Subscribers – 1,075 (1,070)

Youtube Video Views – 1,400 (1,200)

Youtube Minutes Viewed – 2,940 (2,334)

GENERAL

DURING JANUARY THERE WAS VARIOUS PROMO ACTIVITY FOR THIS MONTHS DINOSAUR TRAIL

A PROJECT WAS STARTED TOWARDS END JANUARY TO CREATE 18 VOX POPS TO ENCOURAGE YES VOTES FOR BID 3. AS OF TODAY 10 HAVE BEEN COMPLETED AND 4 MORE ARE PLANNED FOR PRODUCTION OVER NEXT FEW DAYS.

OVERALL JANUARY ONLINE WAS A QUIET MONTH AS EXPECTED. WE ARE NOW STARTING TO SEE FEBRUARY GROWTH BUILDING

ANDY COOKE 13/02/2023

APPLICATION FOR FUNDING



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

PROJECT / ACTIVITY NAME	
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YOUR DETAILS

First Name:	
Surname:	
Role:	
Email:	
Telephone Number:	
Address:	

YOUR ORGANISATION

Organisation Name:			
Registered Address:			
Organisation Type:	Charity <input type="checkbox"/>	Community Interest Company <input type="checkbox"/>	
	Limited Company <input type="checkbox"/>	Charitable Incorporated Organisation <input type="checkbox"/>	
	Sole Trader <input type="checkbox"/>	Partnership <input type="checkbox"/>	
	Other (please state) <input type="checkbox"/>		
VAT Status:	Not VAT Registered <input type="checkbox"/>	VAT Registered <input type="checkbox"/>	
Company/Charity/UTC Number:			
Telephone Number:			
Address:			

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

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THE PROJECT/ACTIVITY	
Start Date:	
End Date:	
Is this a new project/activity?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Please provide a summary of your project/activity:	
Who is your project/activity aimed at?	
How will your project/activity benefit Weymouth, including the business community?	
Is this application for an event?	Yes <input type="checkbox"/> No <input type="checkbox"/>
If your application is for an event, please provide a copy of your Event Management Plan and an event schedule with your application.	

OUTCOMES AND MONITORING

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

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

Outcomes - Detail		Outcomes – Monitoring and Evaluation
Ex.	The event will attract visitors to the town outside of the peak season.	<ul style="list-style-type: none"> - Attendees will be asked to pre-register and provide an email address - Attendees will be surveyed post-event - Attendance figures will be collected - Social media post reach will show potential
1.		
2.		
3.		

Positive Economic Impact

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

FUNDING

How much will the project/activity cost?	£				
How much are you requesting from We Are Weymouth BID?	£				
Have you <u>received</u> any other funding for this project? If yes, state the source(s) and amount(s)	Yes <input type="checkbox"/> No <input type="checkbox"/> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 75%;">Source(s)</th> <th style="width: 25%;">Amount(s)</th> </tr> </thead> <tbody> <tr> <td style="height: 40px;"></td> <td></td> </tr> </tbody> </table>	Source(s)	Amount(s)		
Source(s)	Amount(s)				
Have you <u>submitted</u> any other funding applications for this project? If yes, state the source(s) and amount(s)	Yes <input type="checkbox"/> No <input type="checkbox"/> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 75%;">Source(s)</th> <th style="width: 25%;">Amount(s)</th> </tr> </thead> <tbody> <tr> <td style="height: 40px;"></td> <td></td> </tr> </tbody> </table>	Source(s)	Amount(s)		
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Sustainability
 Please describe how you will build resilience into the project. Grants will rarely be awarded on an ongoing basis; therefore, you will need to describe how the project will be funded in the future, if necessary.

Please provide a breakdown of expenditure below (excluding VAT)

Item	Description	Cost

BUSINESS ENGAGEMENT

Please provide details of five local businesses you have consulted who support your application:

Are there any businesses that may be adversely affected by your project?

If so, what steps have you taken to mitigate this?

As part of your application, please outline how you intend to use local businesses to deliver services (e.g. printing, PA hire, security etc.)

DECLARATION

By submitting this application, I certify that:

- I am authorised to make this application on behalf of the organisation
- The information provided is correct and I will notify We Are Weymouth of any subsequent changes
- I have read the 'Information for Applicants' document, and agree to all funding terms and conditions set out in the document
- I understand that additional terms may be imposed by the BID, which will be detailed in the offer letter once a decision has been made by the BID
- I understand that should I/we fail to comply to, or agree with the terms set out in the Information for Applications document, or any additional terms set by the BID board, funding will not be provided or may need to be returned to the BID.

Signature

Tick box if submitting electronically

Name

Date