



**BUSINESS PLAN
2023-2028
Term 3**

Your Business Improvement District (BID)

YOUR CHANCE TO TAKE CONTROL OF YOUR TOWN

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 we all face, 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 your priorities.

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.

This is a plan aimed at building a BID that can successfully navigate challenges that develop during its delivery.

Chris

Chris Truscott
Chair

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 the BID for a further term.

Andy
Owner, PlayYard

YOUR VIEWS HELP SHAPE OUR PLAN

Over the past year, we sought to engage with businesses to help us understand your priorities, and ensure that the BID was best placed to support you.

We did this through:

- The Have Your Say Survey
- Online Questionnaires
- Meet The Team Events
- Business Visits
- Steering Groups
- Sector & Theme Meetings
- Meeting the Chief Operations Officer

OUR PRIORITIES

Improve the look, feel and safety of the town

Attract people to spend money in the town all year round

Provide a strong and unified voice to promote your interests



Dawn Rondeau
Chief Operations Officer

H I G H L I G H T S

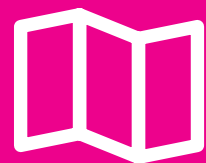
Improved safety and security

by piloting the BID Ranger service, and supporting the CSAS patrol scheme, providing a visible presence on the streets.



Heritage trail

developed for the town.



Removed graffiti

from private property around the town.



Supported the station gateway improvements

working with stakeholders to enhance the area and gaining funding for CCTV improvements to improve safety in the area.

Delivered a packed Christmas events programme

including the Elf World Record Attempt & Lights Switch On, Steampunk Weekend, Nativity Trail and more.



Sponsored year-round events

to drive spend and footfall throughout the year, such as the Dusk 'til Dark Illuminations, Beach Motocross, Pirate Fest, Wessex Folk Festival, Fayre In The Square, Beach Volleyball Championships and more....



Purple Flag Status

working with partners to maintain Purple Flag status, promoting Weymouth's safe and vibrant night-time economy

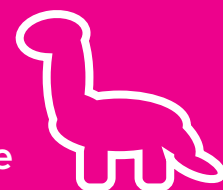


Introduced DISC

sharing information about offenders

Dinosaur trail

Driving footfall and celebrating our heritage



Improved wayfinding

by installing maps and printing over 50,000

map pads for distribution to local businesses and cruise ship passengers.

Lobbied national government to provide support to businesses



Arts Mural Trail

Delivered in collaboration with Weymouth Town Council, enhancing the look and feel of the town by installing giant, vibrant murals on buildings throughout the town.

Part-funded the Weymouth Information Shop

providing a place for visitors and locals alike to receive a range of in-person information about the town.



Developed a strong online presence for Weymouth



through the We Are Weymouth website, social media channels and by collaborating

with Loving Weymouth & Portland and Visit Dorset, promoting Weymouth as a year-round destination, reaching 46 million in 2022.

National TV and Press Coverage

with 400 features in prestigious publications and broadcasts, such as ITV's *This Morning* programme.



Installed over 250 hanging baskets and planters



brightening up the town centre, working with partners to obtain the prestigious Britain in Bloom Award.



Represented businesses

in key decisions that had an impact on the business community and the town, such as parking policy changes, highways issues, and the emerging Neighbourhood Plan.

LIFE WITHOUT WE ARE WEYMOUTH BID

Through the collective support of businesses in the BID, the next term will see a shared investment of over £1.6 million pounds within Weymouth. This investment is not possible without businesses voting 'yes' for a BID. Without the BID, the town will lose out on key services that help improve Weymouth and drive footfall and spend.

- ✖ **You will lose** funding for events that drive footfall out of season, such as the Pirate Fest, Steampunk Weekend, Elf World Record Attempt & Christmas Lights Switch On, Beach Volleyball, Motocross, Fayre in the Square and Wessex Folk Festival.
- ✖ **You will lose** financial support for art and culture projects such as the heritage trail, the arts mural trail and dusk 'til dark illumination events.
- ✖ **You will lose** installations such as the Dinosaur Trail, Christmas trees and bunting.
- ✖ **You will lose** other placemaking enhancements such as hanging baskets, Britain in Bloom and graffiti removal.
- ✖ **You will lose** a voice for businesses in the town to lobby the local authorities and other agencies on issues such as; parking, street cleansing, bins, the park and ride and public transport.
- ✖ **You will lose** the opportunity for anyone to stand up for the business community in guiding the neighbourhood plan and challenging Weymouth and Dorset Council about decisions affecting businesses in the town.
- ✖ **You will lose** wayfinding signage around the town and map pads for visitors.
- ✖ **You will lose** funding towards tourism initiatives.
- ✖ **You will lose** a strong marketing presence which helps to promote the town.
- ✖ **You will lose** the Weymouth Business Crime Reduction Partnership, the DISC intelligence system and our back office Crime Hub.
- ✖ **You will lose** the BID Ranger, retrieving goods, and ensuring you feel safer.



IMPROVING WEYMOUTH

With Government funding under pressure, we need to work together to protect our jobs and businesses and support 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, driving standards higher whenever and wherever possible.

- **Patrol Service** - providing support to businesses in tackling crime and anti-social behaviour around the town.
- **Crime Reduction** - providing businesses access to DISC, our secure online reporting and intelligence platform.
- **Safe Night-Time Economy** - supporting schemes and proposals that support Weymouth's safe and vibrant night-time economy.
- **Graffiti Removal** - working with property owners to clear graffiti that blights our town.
- **Public Realm Enhancements** - supporting initiatives to develop the public realm, such as murals and heritage trails.
- **Maintaining Standards** - acting as a conduit between businesses and responsible authorities, ensuring baseline services are delivered.
- **Wayfinding** - promoting footfall throughout the whole BID area with maps and digital information.
- **Arts, Culture and Heritage** - working with organisations to enhance the appeal of Weymouth.

The support of the BID Rangers is really good for us, and the hanging baskets the BID put around the town look really pretty, so we'll be voting yes.

Felicity
Owner, Limelight Boutique

MARKETING WEYMOUTH

You told us that you wanted to see continued marketing initiatives, gaining coverage of the town on both a local and national level. Through a strong digital and physical marketing presence, we will continue to promote Weymouth as a year-round destination, and support initiatives that drive footfall and spend.

- **Marketing Campaigns** - celebrating Weymouth and promoting the town to a local and national audience.
- **Events** - delivering and sponsoring a calendar of events that drive year-round footfall and spend.
- **Strong Digital Presence** - delivering a platform to promote Weymouth through all media channels.
- **Promotion of Events** - promoting a calendar of events and activities through our online presence.
- **Maps & Guides** - producing maps and guides to showcase Weymouth's offer to visitors.

The BID has helped raise our national and local profile through their contacts with the national and regional press.

They have arranged for journalists to visit, try our 'Fish & Chips' and write about them in media outlets.

One such press visit led to the most visitors to our website in a single day after the article was published. All from one piece in the Guardian Newspaper.

We wholeheartedly support Weymouth BID and we will be voting yes.

Paul
Owner, Fish 'n' Fritz



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 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 BID term 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
 - 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.

“ They have been really helpful to us. They listen to our concerns about the local town and also encourage us to think of ideas and ways to promote Weymouth in general, so that means this year my vote for Weymouth BID will be yes.

Daisy
Owner, Picknics



THE BUDGET

Your annual BID levy, when combined with that from other businesses, will **generate an investment of over £1.6 million in Weymouth.** This investment in the town would not be possible without the BID.

The BID will use these funds wisely, to make a positive difference in Weymouth.

“ It doesn’t cost us an awful lot. Three hundred thousand pounds spent on the town - we’d be foolish not to have it.

Shaun
Owner, Gunz Barbers



	Year 1*	Year 2	Year 3	Year 5	Year 5	Total
Levy Charged	£210,000	£360,000	£360,000	£360,000	£360,000	£1,650,000
Levy Collection (post-fees)	£204,000	£350,000	£350,000	£350,000	£350,000	£1,604,000
Expenditure						
Improve	£44,000	£100,000	£102,000	£104,000	£106,000	£456,000
Market	£57,000	£84,000	£85,000	£86,000	£87,000	£399,000
Advertising & PR	£30,000	£51,000	£51,000	£52,000	£52,000	£236,000
Staff Costs	£38,000	£65,000	£67,000	£69,000	£71,000	£310,000
General Office & Admin	£19,000	£33,000	£34,000	£35,000	£36,000	£157,000
Contingency	£6,000	£10,000	£10,000	£10,000	£10,000	£46,000
Total	£194,000	£343,000	£349,000	£365,000	£362,000	£1604,000
Surplus/Deficit	£10,000	£7,000	£1,000	-£6,000	-£12,000	£0
Accumulative		£17,000	£18,000	£12,000	£0	£0

*Year 1 runs between 1st September 2023 until 1st April 2024, totalling 7 months.

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 solution measurements available that will give levy payers the best indication of our success:

- Retail unit occupancy rate
- Crime statistics
- BID Ranger statistics
- Visitor feedback
- Post-event surveys
- Business feedback
- Project completion
- Media coverage
- Website visits
- Social media engagement

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 performance.

“**We will be voting yes for the BID because we have ambitions over the next few years to improve Nothe Fort, and to improve the social and economic wellbeing of Weymouth.**

We can’t do this on our own – we have to collectively work together, and the BID gives us the confidence, focus and direction to do that.

Mary-Anne Edwards
General Manager, Nothe Fort

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.

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.

THE TEAM

Board of Directors

CHAIR
Chris Truscott
McDonald’s

VICE-CHAIR
Jonathan Oldroyd
Gloucester House

Ian Ferguson
Weyline, Bee Cars, Street Cars

Tamsin Mutton-McKnight
Weymouth SEA LIFE Adventure Park

Graham Perry
The Bridge Fair Trade Shop

Lynne Fisher
St John’s Guest House

Mikey Johnson
The Range

Jye Dixey
JD Wetherspoon

Councillor Jon Orrell
Weymouth Town Council

GOVERNANCE AND TRANSPARENCY

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.

- The operating costs of running the BID will be signed off every year by the Board.
- Monthly accounts will be published online and will include year to date and year end forecast against budget.
- Procurement processes ensure transparency, best value and impartiality.
- All projects requiring funding will be submitted in writing and published online prior to the Board meeting in which they will be discussed.
- 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.
- All minutes, reports and decisions will be made available on the website.



“**I can’t imagine why anyone in these challenging times would dare to roll the dice and decide not to have the BID in their corner. It’s our only chance of survival.**

No one else will pick up the work in the town.

Kerry
Tattoo Morningstar

LEVY RULES

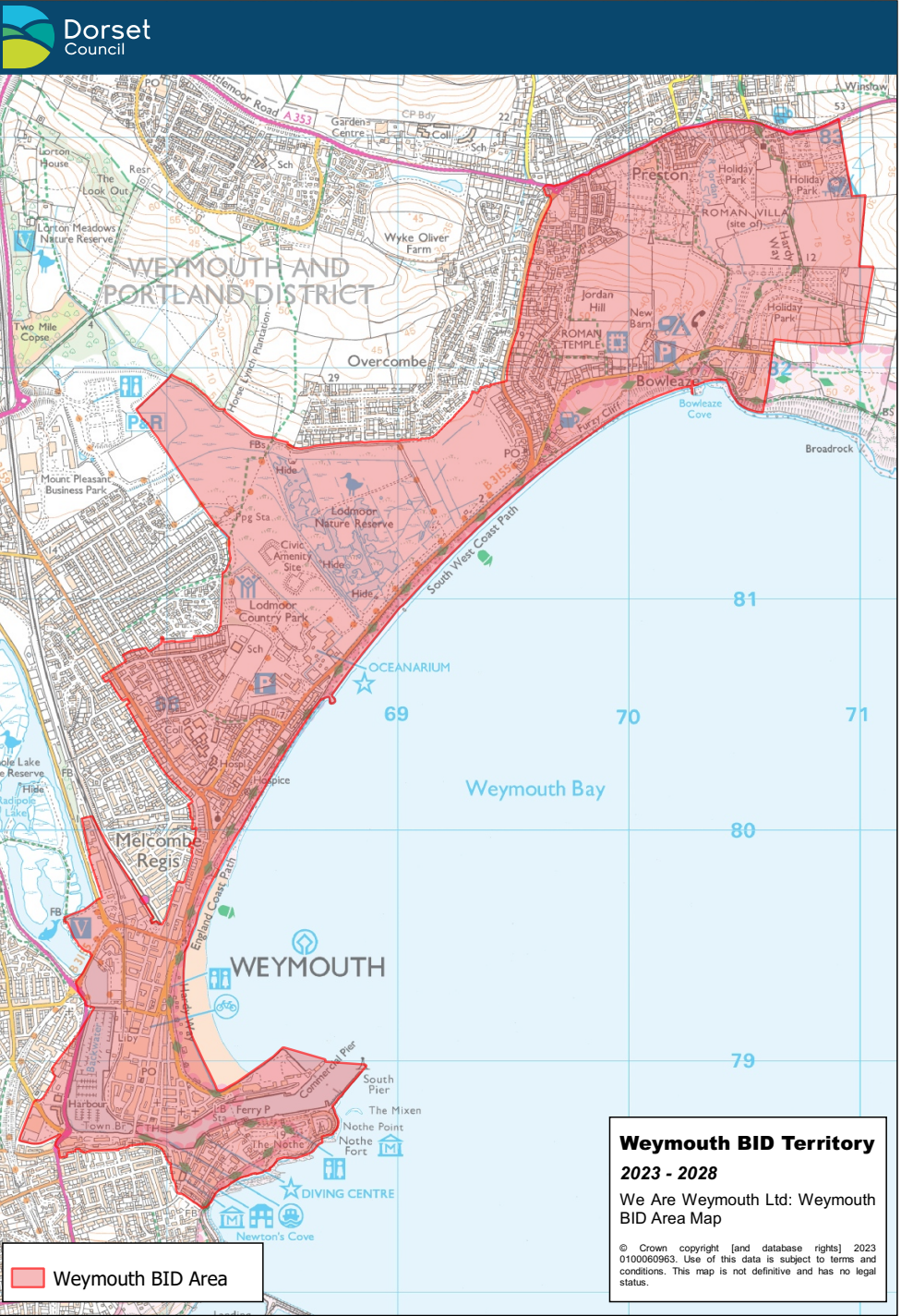
1. The BID levy will apply to all persons or organisations liable to pay the non-domestic rates for eligible hereditaments located within the BID Area. The levy will be applied to all eligible non-domestic properties or hereditaments with the rateable value (RV) of £6,000 and above within the BID area. Non-domestic properties or hereditaments within the BID area with a rateable value below £6,000 will be exempt from the BID levy.
2. The BID levy for each property or hereditament will be calculated at 1.5% of the current rateable value. The BID Levy will be calculated using the Local Non-Domestic Rating List as at 1 April 2023. Any adjustments to the valuations or liable party will be made from the effective date it is registered. From 1 April 2026, the Levy will be calculated using the most up-to-date list as of that date. Any adjustments to the valuations or liable party will be made from the effective date it is registered.
3. The following premises will be exempt from paying the BID levy and therefore not be eligible to vote: Hospitals and NHS facilities (inc. Doctors and Dentists), Hospices, Places of worship, Local authority funded schools, Non-trading organisations such as charities without a shop frontage, workshops and community halls, Membership clubs or organisations not accessible to the public.
4. Unoccupied and part-occupied premises will be liable for the full levy. In the case of vacant premises, the liability rests with the landlord or ratepayer.
5. Non-domestic rate payers in the BID area with a hereditament under the threshold can opt to make a voluntary contribution of 1.5% of the minimum RV if they wish to become a member of the BID, as can exempt hereditaments, and those outside of the BID area.
6. 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 BID 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.
7. Any business whose rateable value changes due to alterations will be charged at the new rate on the next chargeable day.

8. Where a property is vacant, undergoing refurbishment or being demolished, the owner will be entitled to vote and obliged to pay the levy with no void period.
9. **There will be no increase in the levy rate of 1.5% over the term of the BID.**
10. The BID Proposer and BID Body is We Are Weymouth Ltd. If the BID ballot is successful then We Are Weymouth will commence on 1 September 2023 and end on 31 March 2028.
11. 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 BID Levy is a statutory charge, and the Local Authority is obliged to use the same powers of enforcement for debt recovery that are used for non-payment of Business Rates.
12. The annual amount payable for a chargeable period will be due in one payment within the payment period specified on the invoice.
13. The BID levy will not be affected by the Small Business Rate Relief scheme introduced in April 2005.
14. 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.
15. 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.

BID AREA

The following roads, in either whole or part, are included in the Weymouth BID area:

Admirals Quarter	Fisherbridge Road	Maiden Street	St Thomas Street
Albert Street	Forehill Close	Maple Close	Stanley Street
Alexandra Gardens	Frederick Place	Market Street	Sunningdale Rise
Barrack Road	Furzy Close	Melcombe Avenue	Swannery Walk
Bath Street	Gloucester Mews	Mitchell Street	Tallidge Close
Belle Vue	Gloucester Street	Mulberry Terrace	The Esplanade
Belmont Street	Governors Lane	New Bond Street	The Nothe
Bond Street	Grange Road	New Street	The Quay
Bowleaze Coveway	Great George Street	Newberry Gardens	Trinity Road
Brookside Close	Great Western Terrace	Newstead Road	Trinity Street
Brunswick Terrace	Greenhill	Newtons Road	Turton Street
Caroline Place	Greenhill Esplanade	North Quay	Upwey Street
Cedar Drive	Halstock Close	Nothe Parade	Victoria Street
Chalbury Lodge	Hazel Drive	Oakbury Drive	Waterloo Place
Chapelhay Street	Helen Lane	Overcombe Corner	Wellington Court
Church Passage	High Street	Overcombe Drive	Wesley Street
Church Road	High West Street	Park Lane	West Street
Clifton Place	Hill Lane	Park Street	Westbourne Road
College Lane	Holcombe Close	Preston Road	Westerhall Road
Commercial Road	Hope Square	Queen Street	Westham Bridge
Coombe Avenue	Hope Street	Radipole Court	Westham Road
Cove Passage	Hope Street South	Radipole Park Drive	Westwey Road
Cove Row	Horsford Street	Radipole Terrace	Weymouth Bay Ave.
Cove Street	Horyford Close	Ricketts Close	Weymouth Way
Cranford Avenue	John Street	Ringstead Crescent	William Street
Crescent Street	Jubilee Close	Sandbourne Road	Willow Crescent
Custom House Quay	Kellaway Court	School Street	Wingreen Close
Dale Avenue	King Street	Sea Wall Walkway	Wooperton Street
Deansleigh Close	Kings Roundabout	South Parade	Yew Tree Close
Dorchester Road	Lennox Street	Spring Road	
East Street	Lodmoor Hill	Springrove Court	
Edward Court	Lodmoor Way	St Alban Street	
Edward Street	Look Out	St Edmund Street	
Elm Close	Love Lane	St Georges Avenue	
Ferndale Road	Lower St Alban Street	St Leonards Road	
Fernhill Avenue	Lower St Edmund Street	St Mary Street	
Fisherbridge Close	Lynmoor Road	St Nicholas Street	



Weymouth BID 2023-2028
YOUR CHANCE TO TAKE CONTROL OF YOUR TOWN



I am voting to:

- ☒ Promote Weymouth locally and nationally, all year-round
- ☒ Continue having great events that drive footfall and spend
- ☒ Have a patrol service to tackle crime and anti-social behaviour
- ☒ Have a strong media presence promoting Weymouth
- ☒ Improve the look and feel of the town
- ☒ Continue the Weymouth Business Crime Reduction Partnership
- ☒ Promote arts, culture and heritage
- ☒ Maintain standards throughout the town
- ☒ Promote a safe night-time economy
- ☒ Have a strong, unified voice representing businesses
- ☒ Have a combined investment of over £1.6 million in Weymouth