



## Board Meeting Agenda

**Date:** 26<sup>th</sup> April 2023

**Time:** 11:00

**Location:** TEAMS

Item		Time
<b>BOA2601- 1</b>	<b>Welcome</b>	11.00
<b>BOA2601-2</b>	<b>Apologies for Absence</b>	11.05
<b>BOA2601-3</b>	<b>Declaration of Interest</b>	11.10
<b>BOA2601-4</b>	<b>Observers</b>	11.15
<b>BOA2601-5</b>	<b>Matters Arising from Previous Minutes</b> (Feb no March meeting)	11.20
<b>BOA2601-6</b>	<b>Governance</b> (10mins) a. Levy update b. Discuss Greenhill & Café c. New Directors	11.25
<b>BOA2601-7</b>	<b>Finance Report</b> (15mins) a. Updates and budgets	11.35
<b>BOA2601-8</b>	<b>Marketing</b> (15mins) a. ITB and LWP reports Feb & Mar b. We are Greener campaign update. c. Flyers maps leaflets budget d. Christmas budget e. Subcommittee - None this month - next meetings 04/05 08/06 06/07	11:50
<b>BOA2601-9</b>	<b>Improve</b> (15mins) a. We are Greener – whale, poppies and art install update b. Slabs budget c. Britain in bloom decision and hanging baskets d. Subcommittee - None this month – next meetings 02/05 06/06 04/07	12:10
<b>BOA2601-10</b>	<b>Funding applications</b> (25mins) a. FITs b. Next month possible – CSAS, WIS, Carnival 2024, Pirates	12:30
<b>BOA2601- 12</b>	<b>Date of next and subsequent meetings</b> 24 <sup>th</sup> May    28 <sup>th</sup> June    16 <sup>th</sup> July	12:55

# BID Board Meeting

**Date:** 22<sup>nd</sup> February 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  
Cllr Jon Orrell, (Cllr JO) Dorset Council

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

## Minutes

### **BOA/2302/1 WELCOME**

The Chair opened the meeting and welcomed members.

### **BOA/2302/2 APOLOGIES FOR ABSENCE**

Apologies for absence: Mikey Johnson (MJ), The Range

### **BOA/2302/3 DECLARATIONS OF INTEREST**

No declarations of interest

### **BOA/2302/4 OBSERVERS**

No observers present.

### **BOA/2302/5 MATTERS ARISING FROM PREVIOUS MINUTES**

Error on January minutes corrected; Cllr J Worth changed to Cllr J Orrell

### **BOA/2302/6 GOVERNANCE**

- a. Levy Update

Collections continuing (over 90%) despite the demise of some of the larger multiples.

### **BOA/2302/7 FINANCE REPORT**

- a. Updates & Budgets

£4k more in this month. Still able to fund some projects but cannot commit to anything until post the ballot result

#### **BOA/2302/8    MARKETING & EVENTS**

- a. ITB & LWP Reports only No questions were posed
- b. No Subcommittee this month

#### **BOA2302/9    IMPROVE**

- a. No Subcommittee this month
- b. Murals

The board voted on whether to extend trail to 10 with possible mural behind Fish & Fritz. The board voted for murals to stay at 9 until post-ballot, 8 voted in favour with one abstention. Suggestions around incorporating DC mural artwork behind Pavilion into trail.

A1 – Further Mural discussion needed.

#### **BOA2302/10    FUNDING APPLICATIONS**

- a. Volleyball

Cllr JO left the room due to a conflict of interest.

Graham Sawyer and Pete Bennett volunteers from Weymouth Volleyball presented to the Board who discussed the application. Many questions were posed to the applicants with concern shown over the lack of business sponsorship and ideas were made regarding gaining further revenue.

A1 – DR to work with the team to improve business sponsorship.

D1 – The Board voted and the remaining board members were unanimous in agreeing to a maximum of £5k volleyball sponsorship with a declining commitment as further Business sponsorship secured.

Cllr JO returned to the room.

#### **BOA2302/11    BALLOT**

- a. Schedule
- b. Canvassing
- c. Campaign

The Board discussed the pending ballot and left the meeting with packs to canvas and gain a view on yes/no perspective.

Notice of ballot has been received. Ballot papers are being sent on 28<sup>th</sup> February. Result day is 31<sup>st</sup> March.

#### **BOA2302/12    DATE OF NEXT & SUBSEQUENT MEETINGS**

31<sup>st</sup> March 11am in person Pilgrim House

## Projection for 2022-23

Updated @ Mar23

Opening Year position				120,894
Potential Income	22-23 Levy	Actual now collected		255,376
Estimated Overheads	22-23		-	99,412
Loving Weymouth & Portland	£1500*12 retainer Sep22 - Aug23		-	18,000
Outsourced Marketing	(In the bag)			
	£1500*12 Sep22-Aug23	18000		
	3x Campaigns	15000	-	33,000
Additional bills from Newsquest			-	1,500
Ballot			-	15,000
<u>Funding Agreed</u>				
Marketing	See detail sheet		-	49,850
Improve	See detail sheet	Agreed as @ Mar23 (inc volleyball)	-	121,945
	Potential Additional Spend with Yes Vote	To Aug23 - Agreed	-	19,535
		Amount available to Yend		<u><u>18,028</u></u>



# in the bag

Monthly Report  
February 2023



# in the bag

MONTHLY REPORT  
We Are Weymouth (BID) | February 2023

---

## Coverage

Link to coverage:

<https://www.dropbox.com/sh/v753oklc7xb44s2/AACGtjcePaqj8lnKf-o3eTMta?dl=0>

Date	Publication		Reach	AVE
31.01.23	Dorset Echo	Print	10,196	£353.34
01.02.23	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/23286071.campaign-launched-honour-weymouths-award-winning-businesses/">https://www.dorsetecho.co.uk/news/23286071.campaign-launched-honour-weymouths-award-winning-businesses/</a>	43,436	£353.00
10.02.23	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/23311431.dinosaur-trail-weymouth-2023-need-know/">https://www.dorsetecho.co.uk/news/23311431.dinosaur-trail-weymouth-2023-need-know/</a>	43,436	£353.00
10.02.23	The West Dorset Magazine	Print	0	£1077.00
11.02.23	The Sun	Print	1,217,029	£7277.40
11.02.23	Dorset Echo	Print	10,196	£760.50
12.02.23	BBC Spotlight	Broadcast	300,000	
13.02.23	Scottish Sun Online	<a href="https://www.thescottishsun.co.uk/money/10217369/cheap-ways-entertain-kids-half-term-holidays/">https://www.thescottishsun.co.uk/money/10217369/cheap-ways-entertain-kids-half-term-holidays/</a>	40,640	£1,091.00
13.02.23	The Sun Online	<a href="https://www.thesun.co.uk/money/21374430/cheap-ways-entertain-kids-half-term-holidays/">https://www.thesun.co.uk/money/21374430/cheap-ways-entertain-kids-half-term-holidays/</a>	6,793,685	£182,356.00
14.02.23	The Sun	Print	1,217,029	£115,070.00
20.02.23	BBC Newsround	Broadcast	4,219,500	£21,098.00
01.03.23	Dorset Magazine	Print	12,000	£1652.40

Total reach for January: 13,907,147

Total Advertising Value Equivalent for January: £331,441.64

Total reach for 2023: 16,582,340

Total Advertising Value Equivalent for 2023: £392,010.23

# in the bag

## MONTHLY REPORT

### We Are Weymouth (BID) | February 2023

---

#### *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*

- Pitched We Are Award-Winning into Daily Express for feature on UK staycations
- Pitched We Are Award-Winning into Daily Mail for feature on UK staycations
- Liaised with The National Post to discuss press trips - will not cover travel to and from Weymouth
- Refreshed list of vloggers for 2023 and began pitching in (focus on award-winning elements)
  - Invited Walk With Me Tim to visit Weymouth - arranging for the spring and hopefully in line with SQUIB championships - liaised with Jye on this also
  - Liaised with Emily Luxton to begin arranging press visit for her blog
- Pitched We Are Award-Winning into freelancer Kate Willis (writes for the guardian) about Weymouth and the importance of BIDS
- Liaised with The Sun to follow up on arranging family press trip

#### *We Are Weymouth Marketing Strategy*

- Liaised with Dorset Living to arrange interview opportunity with Dawn Rondeau - follow up
- Circulated dinosaur launch press call to local and national media
  - Added to Greatest Hits Radio News bulletin
  - Chesil Radio keen to attend
  - Wave 105 FM added to news bulletins
- Circulated dinosaur rushes to BBC Spotlight and ITV Meridian - featured on BBC (and sent onto BBC Newsround)
- Circulated Dangerous Games information to Arts press list
- Pitched dinosaurs into The Sun - 2 pieces of coverage for the trail in The Sun and on The Sun Online
- Pitched Dawn in for METRO opportunity on women going above and beyond
- Pitched Weymouth & Portland Litter Project into the Express for feature on beach cleans
- Liaised with SQUIB organisers to ask for a phone call to discuss marketing

#### *Social Media*

- Completed We Are Award Winning content creation
  - Added in Seabeats

# in the bag

## MONTHLY REPORT

We Are Weymouth (BID) | February 2023

---

- Added in the Royal Oak Dorchester Rd
- Scheduled We Are Award Winning posts for February
  - Completed for March
- Scheduled 'Business of the Week' for February
  - Completed for March (included Chic)
- Posted coverage on social media where relevant
- Shared Rise & Shine info on social media
  - Followed up with Jye on actions from Rise & Shine meeting
- Shared Dangerous Games theatre experience on WAW social media

### *Advertising*

- Liaised with Dorset Echo to discuss map opportunity - declined for 2023, confirmed that we're waiting on ballot announcement
- Liaised with Dorset Magazine to discuss Easter advertising - declined and explained about ballot

### *AOB*

- Drafted PR Newswires
  - Liaised with Dawn about ITBPR sending out newswire
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Confirmed BBC Newsround stats and shared with team
- Attended BID office for monthly catch up (and to help move offices!)

### *Upcoming activity*

Book in press trips for We Are Award Winning

Planning for spring campaign on green/sustainability

Ballot PR push



## **LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. FEBRUARY 2023**

### **KEY SOCIAL MEDIA STATS FEBRUARY 2023 ( FACEBOOK & INSTAGRAM)**

Facebook Page Followers:- 70,910 (70,695)

Monthly total Social Media visits to profile pages:- 8,900 (5,300)

317 (171) daily visits to Facebook profile page

Cumulative Facebook post reach 1,192,900 (829,300)

Instagram Followers 15,710 (15,690)

Instagram total post reach 85,540 (69,595)

Instagram reels views 36.58 (47,082)

Total Social Media Reach 1,278,440 (898,895)

Facebook Account Reach 419,900 (226,200)

Instagram Account Reach 13,800 (16,900)

**Value of Social Media reach based on average boosted post cost of £6.00 CPM  
£7,668.00 (£5,394.00)**

**The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 9,950 at month end an increase of around 300 month on month. Engagement rates continue to grow.**

### **WEBSITE STATS FEBRUARY 2022**

February user sessions 13,200 (8,500)

Events listings have been regularly updated and total number listed as of today's date stands at 274. The gig guide continues to grow. Daily access to events main

listing is growing well averaging 140 users a day at weekends and 85 a day rest of the week. Gig guide averages around 50 users a day.

Unbranded events listings continue to be embedded in [weareweymouth.co.uk](http://weareweymouth.co.uk)

100 2023 QR Code Events posters were distributed to hotels and guest houses end February. These being a simple update of the 2022 poster. Additionally a further 100 were delivered to The Royal Hotel to be included in their room browsers

## **YOUTUBE STATS FEBRUARY 2023**

Youtube Subscribers – 1,080 (1,075)

Youtube Video Views – 1,300 (1,400)

Youtube Minutes Viewed – 2,500 (2,940)

## **GENERAL**

**DURING FEBRUARY THERE WAS VARIED PROMO ACTIVITY FOR THE MONTHS DINOSAUR TRAIL WITH PRESS RELEASES PUBLISHED TO WEBSITE, POSTS ON FACEBOOK AND VIDEO CREATED FOR FACEBOOK AND INSTAGRAM**

**WE SPEND A DAY FILMING ON THE DINOSAUR LAUNCH DAY. VIDEO WAS SUBMITTED TO BBC SPOTLIGHT AND FEATURED ON THE LATE NEWS BROADCAST. THE VIDEO WAS ALSO PICKED UP AND BROADCAST NATIONAL ON CBBC NEWSROUND A WEEK OR SO LATER**

**DINOSAUR INSTALLATIONS AROUND THE TOWN WERE PHOTOGRAPHED**

**12 BID YES VOTE VOX POPS WERE FILMED AND EDITED DURING FEBRUARY AND A FURTHER 12 IN MARCH .**

**INCLUDED IN THE FACEBOOK REACH FIGURE FOR FEBRUARY IS A 100,000 REACH FOR A POST ON 28 FEBRUARY ANNOUNCING WEYMOUTH BEACH'S SUCCESS IN THE TRIP ADVISOR TRAVELLERS CHOICE AWARD. SUBSEQUENT TO THIS DURING THE FIRST TWO WEEKS OF MARCH THIS POST PICKED UP MOMENTUM ACHIEVING A TOTAL REACH OF 2,018,000 AS OF TODAY. WHICH WILL BE REFLECTED IN THE REPORT FOR MARCH.**

**ANDY COOKE 28/03/2023**

# LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. MARCH 2023

## KEY SOCIAL MEDIA STATS MARCH 2023 ( FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 71,270 (70,910)

Monthly total Social Media visits to profile pages:- 13,500 (8,900)

406 (317) daily visits to Facebook profile page

Cumulative Facebook post reach 3,149,000 (1,192,900) \*

Instagram Followers 15,805 (15,710)

Instagram total post reach 113,000 (85,540)

Instagram reels views 20,200 (36,580)

Total Social Media Reach 3,262,00 (1,278,440)

Facebook Account Reach 1,900,000 (419,900)

Instagram Account Reach 14,400 (13,800)

March high Facebook reach was due to an end Ferbruary post about Weymouth Beach's Tripadvisor Travelers Choice Award that achieved a total reach of 2,020,000 ,1,900,000 of which were in March

Post overview



**Drum Roll Please 🥁 ...**  
**Fantastic news Weymouth B...**  
Post · 28 February 2023 08:00

Facebook post reach @  
**2,020,720**

**Value of Social Media reach based on average boosted post cost of £6.00 CPM  
£18,894.00 (£7,668.00)**

**The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 10,300 at month end an increase of around 350 month on month. Engagement rates continue to grow.**

## **WEBSITE STATS MARCH 2023**

February user sessions 21,600 (13,200)

Events listings have been regularly updated and total number listed as of today's date stands at 257. The gig guide continues to grow. Daily access to events main listing averaged 120 over the month. Gig guide averages around 35 users a day.

Unbranded events listings continue to be embedded in [weareweymouth.co.uk](http://weareweymouth.co.uk)

100 2023 QR Code Events posters were distributed to hotels and guest houses end February. These being a simple update of the 2022 poster. Additionally a further 100 were delivered to The Royal Hotel to be included in their room browsers. There was a very low rate of QR code usage during the month of 31 this compares favourably with June figure from 2022 of 55 though. The actual URL printed on the poster has been simplified and as QR code usage is still not mainstream we can assume that there are also more accesses to the list from users simply typing the address into browsers. This stacks up with the increase overall of access to events details.

## **YOUTUBE STATS FEBRUARY 2023**

Youtube Subscribers – 1,080 (1,075)

Youtube Video Views – 1,350 (1,300)

Youtube Minutes Viewed – 2,600 (2,640)

Activity on Youtube low during month as no new content was added due to work on BID Ballot videos

## **GENERAL**

**DINOSAUR TRAIL WAS PROMOTED DURING MARCH ON WEBSITE AND SOCIAL MEDIA BUT OUR MAIN ACTIVITY DURING MONTH WAS WORKING ON A FURTHER 14 BALLOT VOX POPS AND GENERAL ACTIVITY DURING BALLOT PERIOD**

**ANDY COOKE 19/04/2023**

# in the bag

**Monthly Report**  
**March 2023**



# in the bag

MONTHLY REPORT  
We Are Weymouth (BID) | March 2023

---

## Coverage

Link to coverage:

<https://www.dropbox.com/sh/v753oklc7xb44s2/AACGtjcePaqj8lnKf-o3eTMta?dl=0>

Date	Publication		Reach	AVE
01.03.23	Dorset Magazine	Print	12,000	£1,652.40
01.03.23	British Muslim Magazine	Print	35,000	n/a
01.03.23	British Muslim Magazine	Online	65,000	n/a
21.03.23	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/23397857.1ast-chance-visit-weymouth-dinosaur-trail/">https://www.dorsetecho.co.uk/news/23397857.1ast-chance-visit-weymouth-dinosaur-trail/</a>	43,436	£353.00
21.03.23	Dorset Echo	Print	10,196	£376.74

Total reach for March: 165,632

Total Advertising Value Equivalent for March: £2382.14

Total reach for 2023: 16,735,972

Total Advertising Value Equivalent for 2023: £392,739.97

## Chasing coverage

- Chased press trips for coverage publication date:
  - The Sun

## We Are Award-Winning

- Pitched We Are Award-Winning into Daily Express for feature on UK staycations - booked in
  - View on the Terrace
  - Oliveto
  - Hatch
  - PlayYard
  - Vinolo
  - SEALIFE Centre



# in the bag

## MONTHLY REPORT

### We Are Weymouth (BID) | March 2023

---

- Nothe Fort
  - Liaised with Walk With Me Tim to confirm press trips, waiting on dates to book
  - Followed up with Emily Luxton to get her visit booked in
  - Pitched arts press trip to the Guardian - will follow up
  - Pitched sailing press trip into The Times - will follow up
    - Liaised with Sail Tortuga to offer a sailing trip
  - Liaised with the Daily Mirror to arrange press trip - offering one of the holiday parks
  - Liaised with the Scottish Sun to arrange press trip - organising
  - Liaised with The Sun to follow up on arranging family press trip
  - Pitched Weymouth into Curve Media for filming locations - will follow up
  - Liaised with Fabulous Magazine to discuss press trip - looking for boutique accommodation - awaiting feedback from journalist
  - Pitched Arts story in METRO - focus on Dusk Till Dark and trails
  - Pitched Weymouth into Dom Tulett (award-winning freelance journalist) - he's pitching out, will follow up
  - Pitched Weymouth into the Daily Mail for press trip request

#### *We Are Weymouth Marketing Strategy*

- Drafted alert around English Tourism Week and circulated to key media contacts
- Liaised with Dorset Living to arrange interview opportunity with Dawn Rondeau - follow up
- Circulated Dangerous Games information to Arts press list and added to social media
- Added Dangerous Games to Visit Dorset events listings
- Drafted Heritage Slabs press release and circulated to Graham Perry for sign off
- Circulated Heritage Slabs press release to key media contacts
- Liaised with the Echo on Investment Zones - declined to comment
- Drafted Successful and Unsuccessful ballot press releases and circulated for sign off
- Pitched Dawn Rondeau into Pick Me Up! Magazine for feature on building Weymouth up
- Pitched Dawn Rondeau into METRO for feature on women in business

#### *Social Media*

- Began We Are Greener content creation
- Scheduled 'Business of the Week'
  - Completed for March and into April
- Posted coverage on social media where relevant
- Shared Dangerous Games theatre experience on WAW social media

# in the bag

MONTHLY REPORT  
**We Are Weymouth (BID) | March 2023**

---

## *Advertising*

- Liaised with Primary Times to discuss advertising - declined until after the ballot
- Reviewed advertising opportunity for National Geographic - for review after the ballot

## *AOB*

- Drafted PR Newswires
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Attended BID office for ballot decision
- Liaised with British Muslim Magazine to confirm coverage - shared with participants

## *Upcoming activity*

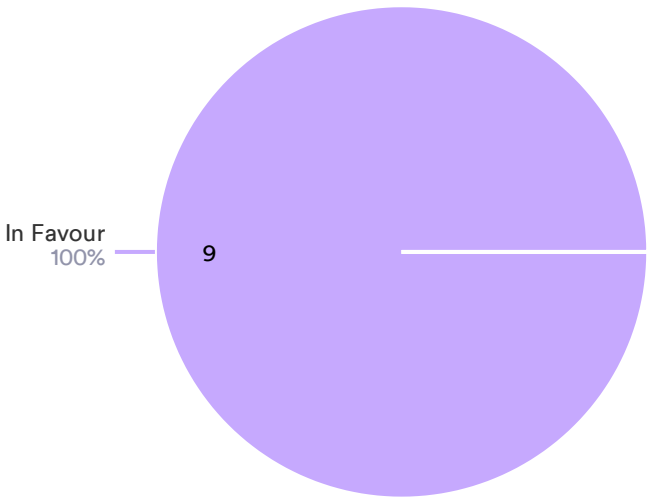
Book in press trips for We Are Award Winning  
Planning for spring campaign on green/sustainability  
Creation of We Are Greener social media content  
Build sustainability and social affairs press lists

# **funding applications**

March 2023

Vote for Activate - Do you agree to support activate Dusk til Dark for £20K

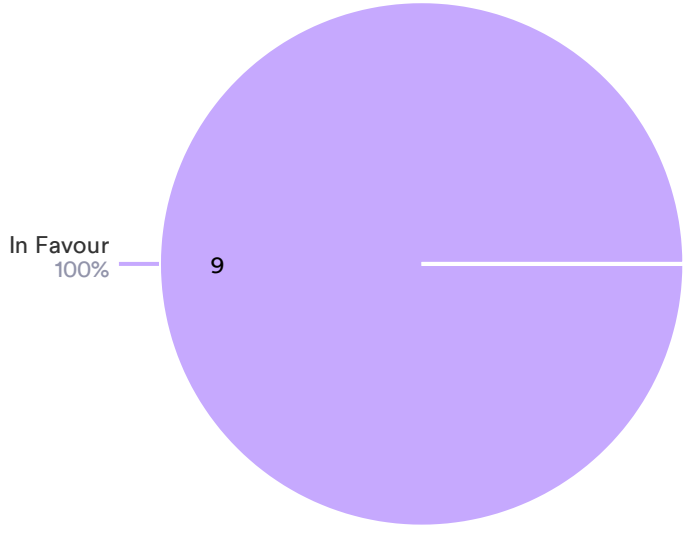
9 Responses



● In Favour

Vote to support the Wessex folk festival in some capacity

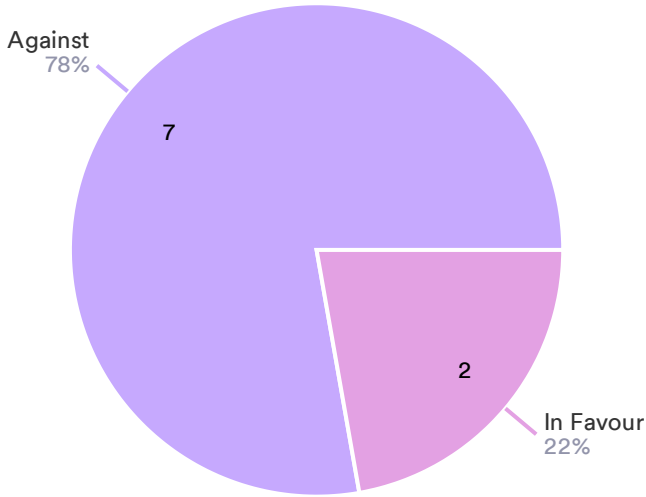
9 Responses



● In Favour

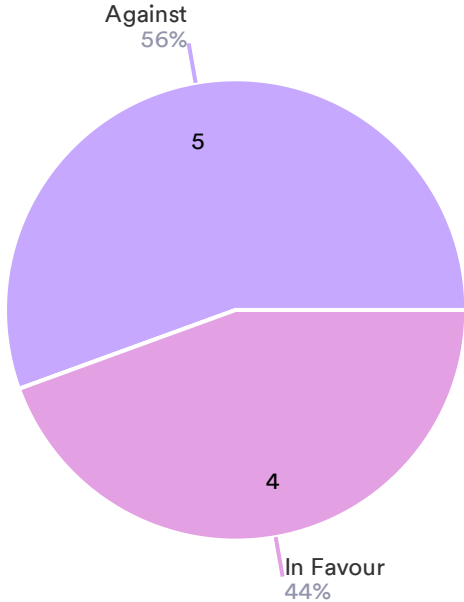
## Vote to support the Wessex folk festival for the full amount of £6K

9 Responses



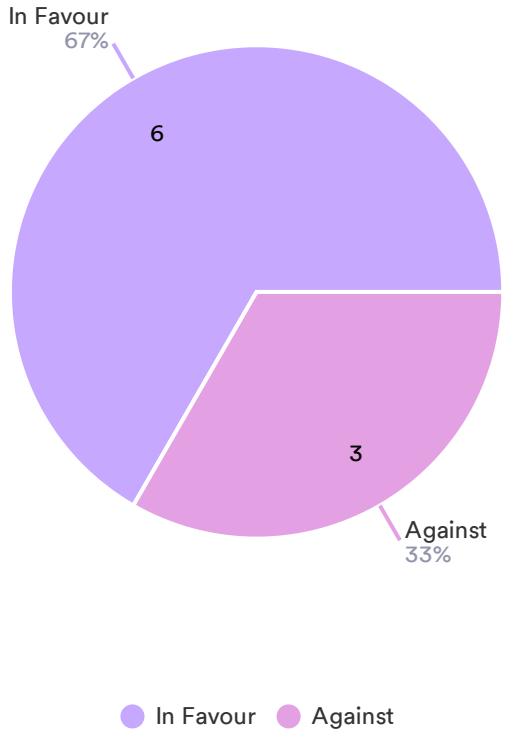
## Vote to support the Wessex folk festival to the value of £4,250 for stage, PA and printing of programmes, flyers, posters and badges

9 Responses



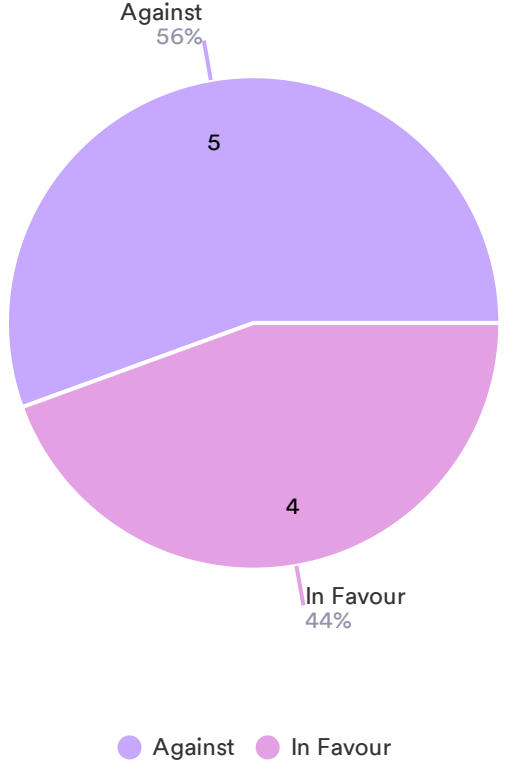
Vote to support the Wessex folk festival for half the amount requested at £3K for stages and PA

9 Responses



Vote to support the Wessex folk festival for quarter of their request to the value of £1500 to be spent on the stages

9 Responses

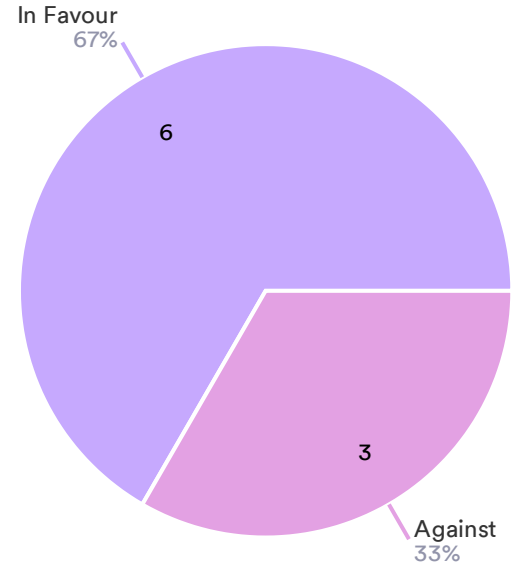


## Wessex Folk festival actual responses

Vote to supp... ▾	Vote to suppor... ▾	Vote to support t... ▾	Vote to suppor... ▾
Against	Against	In Favour	Against
Against	Against	Against	In Favour
In Favour	In Favour	Against	Against
In Favour	In Favour	In Favour	In Favour
Against	Against	In Favour	Against
Against	Against	In Favour	In Favour
Against	In Favour	Against	Against
Against	Against	In Favour	Against
Against	In Favour	In Favour	In Favour

Suggest they approach Weymouth town council for their £2K community grant to assist with any shortfall

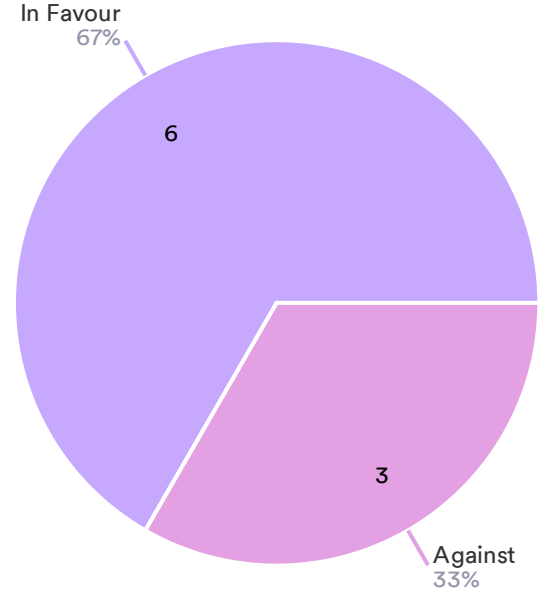
9 Responses



● In Favour ● Against

Agree to support Fayre in the Square event in some capacity

9 Responses

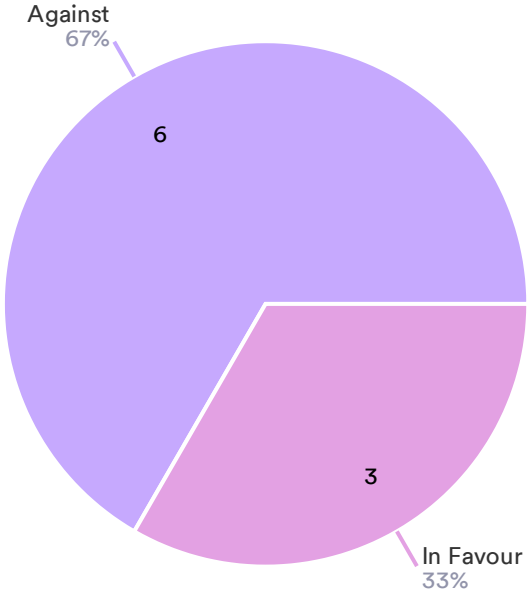


● In Favour ● Against



### Agree to the whole amount of £2850

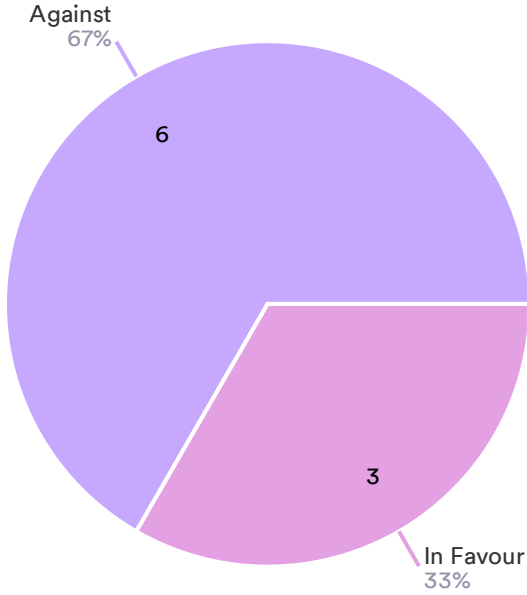
9 Responses



● Against ● In Favour

### Agree to some of the amount to the value of £1750 for the stage

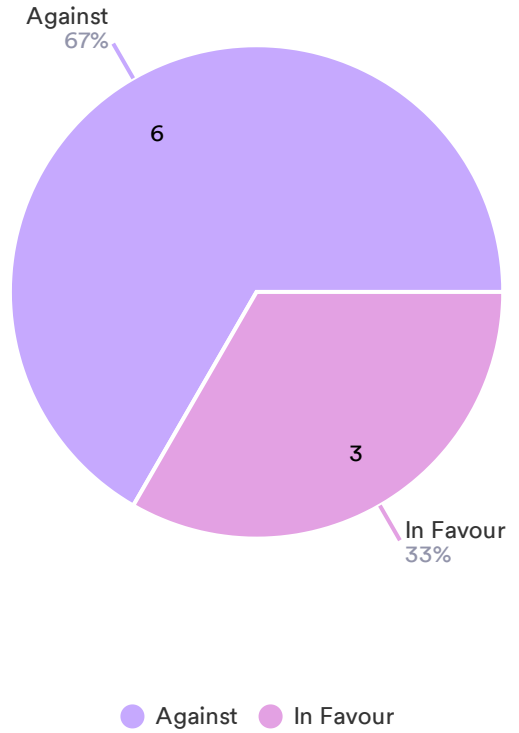
9 Responses



● Against ● In Favour

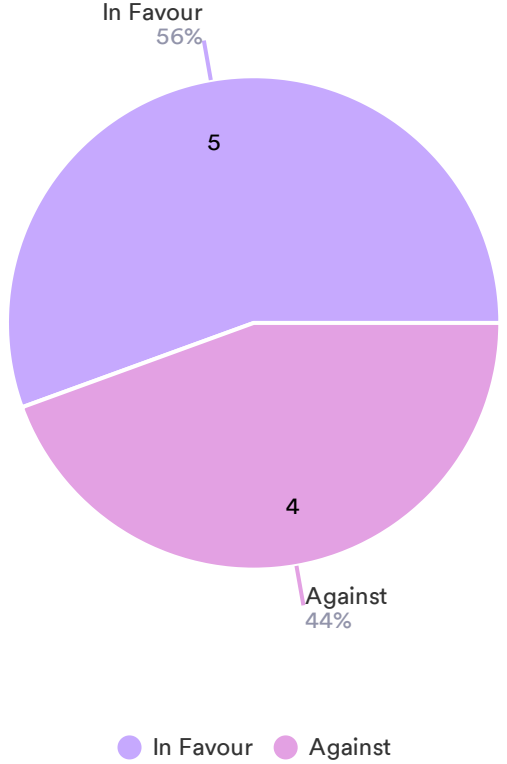
## Agree to some of the amount to the value of £700 for the sound engineer

9 Responses



## Suggest they approach Weymouth town council for their £2K community grant to assist with any shortfall

9 Responses



### Fayre in the square actual responses

Agree to sup... ▾	Agree to the... ▾	Agree to some ... ▾	Agree to some of t... ▾
In Favour	Against	In Favour	Against
In Favour	Against	In Favour	In Favour
In Favour	In Favour	Against	Against
In Favour	In Favour	In Favour	In Favour
In Favour	Against	Against	In Favour
Against	Against	Against	Against
Against	Against	Against	Against
In Favour	In Favour	Against	Against
Against	Against	Against	Against

Board members who voted

9 Responses

Data	Responses
Mikey Johnson	1
Chris Truscott	1
Jonathan Orrell	1
ian ferguson	1
Jonathan Oldroyd	1
Lynne Fisher	1
Jye Dixey	1
Tamsin Mutton-McKnight	1
Graham Perry	1



**Thank You!**

funding applications