



Board Meeting Agenda

Date: 19th July 2023

Time: 11:00-13:00

Location: Pilgrim House

Item		Time
BOA2405 -1	Welcome	11.00
BOA2405-2	Apologies for Absence	11.05
BOA2405-3	Declaration of Interest	11.10
BOA2405-4	Observers	11.15
BOA2405-5	Matters Arising from Previous Minutes	11.20
BOA2405-6	Governance (10mins) a. Levy update	11.25
BOA2405-7	Finance Report (15mins) a. Updates and budgets	11.35
BOA2405-8	Marketing (20mins) a. ITB and LWP reports b. Subcommittee report c. Digital contract d. PR & marketing contract	11:50
BOA2405-9	Improve (15mins) a. Ranger contract	12:10
BOA2405-10	Funding applications a. Pirates (already budgeted for)	12:25
BOA2405-11	Shape DR update	12:35
BOA2405-12	AOB Markets	12:40
BOA2405-13	Date of next and subsequent meetings Aug no meeting Sept 28 (in person) Oct 19- Online Nov 29th (in person) Dec TBD Subcommittees Improve 1 st Tues of month Marketing 1 st Thurs of month unless pre-arranged	12:55



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BID Board Meeting

Date: 28th June 2023
Time: 11:00am
Venue: Pilgrim House
Present: Chair: Chris Truscott (CT), McDonalds
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
Cllr Jon Orrell, (CJO) Dorset Council

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

BOA/2405/1 WELCOME

Welcome from Chair: Chris Truscott

BOA/2405/2 APOLOGIES FOR ABSENCE

Ian Ferguson (IF), Weyline
Jye Dixey (JD) The William Henry, JD Wetherspoons
Cllr Rob Hughes, Dorset Council
Peter Vowles, Weymouth College
Helen Heanes (HH), Dorset Council - only available to attend online which we were unable to facilitate on this occasion.

BOA/2405/3 DECLARATION OF INTEREST

No declarations of interest

BOA/2405/4 OBSERVERS

None

BOA/2405/5 MATTERS ARISING FROM PREVIOUS MINUTES

No matters arising from previous minutes

BOA/2405/6 GOVERNANCE

a. Levy update

Over 90% of levy payers up to date with some outstanding including businesses which have gone into liquidation.

A1 - DR to encourage DC to provide update on court proceedings.

DR shared detail on new BID term where 675 businesses were accounted for in the new business plan as levy payers. Due to rates review instigated by DC, 32 businesses have increased in their rates and 48 businesses now below the threshold therefore this affects budgets for new term. DR working on what this means and will bring to next board meeting.

b. New Directors

Eric Tavernier was voted onto the board unanimously, however the board requested DR discuss his ability to attend given the time of day within his restaurant.

DR informed board that IF felt that the timing was right to step down having been a board director for many years. The board wanted to publicly acknowledge all that Ian had done not only as a levy payer but a director and vice chair for many years and wished Ian all the best.

c. Procurement

DR informed the board that the Digital, PR & Marketing, and Ranger contracts had been published with a deadline of Friday.

D1 - The board agreed that subcommittees should critique contractual applications prior to submission to the board for the next board meeting.

There was discussion about whether CSAS wanted to apply. DR informed board that John Newcombe had expressly said that he did not want to apply for the ranger contract as did not want to be accountable to the BID or deliver on retail crime as their remit was ASB.

The board asked DR to engage with the brief holder in the cabinet on whether this was a Dorset council perspective and whether Weymouth Town Council and BID could work in partnership on this matter.

A2 - DR to arrange meeting with Cllr Laura Beddows

BOA/2405/7 FINANCE REPORT

a. Updates & Budgets

Further £8K had come in this month with no major adjustment to the cash flow forecast.

CT asked board to consider DR's request to commence recruitment for a member of staff now rather than in September in order that an employee commence sept rather than near Christmas. The board unanimously agreed. DR to advertise position on indeed with a salary of £11.50 an hour and to advertise the position between 20 to 30 hours per week. _

A1- DR to share Operations Assistant job description with board.

D1 - Unanimous decision to recruit via indeed for additional member of staff.

BOA/2405/8 MARKETING

a. ITB and LWP reports

No further questions on reports

b. DR Update

DR opened a discussion about voluntary levy payers as per the business plan and it was agreed that the £6000 threshold with £90 contribution was the minimum payment which would give voluntary levy payers access to DISC, the website, social media and campaigns further discussion as to businesses outside of the BID geography wishing to become levy payers is still necessary.

DR presented the fact that we could offer a commercial listing on our website for attractions only with a one-hour drive, this needs further discussion and more scrutiny.

DR informed board of the Dust 'til Dark media campaign and that the marketing committee are looking at campaign titles for the Autumn. DR asked the board about the potential Pirate and Halloween projects. The board felt that a Pirate weekend from Friday to Sunday was more impactful than a weeklong pirate event especially as children were in school during this period, but money had to be managed more carefully this year and possibly led by the BID pushing pirate activities into local businesses wherever possible. The board felt a longer Halloween trail might be better than 2 trails and would lighten the workload for DR. It was agreed that a trail for Halloween would be a positive inclusion for the town and that we should highlight any Halloween events already being undertaken and not deliver on something new.

A1- DR follow-up Pirates

A2- DR pursue Halloween activities and trail.

BOA/2405/9 IMPROVE

a. Community & Culture Project Fund

DR gave a rundown on the community and culture project fund as to whether the board wished for her to proceed with the application given our part of the commitment over the next year would be £8K with £2K upfront cost in this financial year.

D1 - The board voted and were unanimous in their decision to proceed with culture and community grant for £5K and the board's additional financial commitment of £2K.

b. Operation Relentless Community Fund

DR presented to the board the operation relentless community fund and the board were in full agreement that we should apply for the money to deliver on graffiti projects within the town.

D2 - Decision to proceed with op relentless grant for £5K.

BOA/2405/10 FUNDING APPLICATIONS

a. Deferred until September

All funding applications deferred until September however DR informed the board that Weymouth Information Shop had just applied and that we should be mindful that the Carnival, CSAS and Motocross may be applying.

GP suggested a meeting regarding projections and budgets on finance be forthcoming. CT agreed discussion required before the next board meeting in order that we can discuss whether funds are available to support future funding applications.

DR indicated that a meeting was already scheduled for Tuesday for CT, JO, GP, Mel and herself and that this would be an agenda item.

A discussion around whether we should support WIS is needed prior to the September board meeting. Possibly for the subcommittee to agree on. GP suggested Weymouth Museum or Pavilion might be a better partner.

A1- DR to prepare rough budgets to be presented to board meeting in July

BOA/2405/11 SHAPE

DR updated the board with regards the barge. There had been a meeting with the Home Office, Portland Port and Levy Payers since the last board meeting. Levy Payers voices had been heard and the Port were communicating regularly with DR to disseminate any updates.

D1 - all agreed that we should discourage discussing the barge in the public domain order to minimise impact on visitors' affecting the season's visitor economy.

DR advised on the traffic jams for coaches in Spring Rd for cruise passengers and that she had been in discussion with Dorset Council and Portland Port; the situation had currently been mitigated with further discussion for long term plans agreed.

DR advised the board about the increased parking charges. DR had met with Cllr Ray Bryan and they had acknowledged the BID's request to look at short medium- and long-term strategy. A board discussion ensued, and all agreed that the approach of meeting with the portfolio holder for parking (which was imminent) was a positive step forward however not all car parks in Weymouth had been affected by the increase and a proportion of the community was still not aware of permits.

GP highlighted that in 2017 car parks were £16/day and that £15 wasn't an increase on 2017. TMM did advise that there had been an increase in visitors only paying for 4hrs at Sealife and therefore not lingering, and that the parking increase had had an effect. Resolution of the situation must be managed with the reminder that no one scheme will suit everyone. NS outlined that locals were still not aware of parking permits and a raised awareness campaign would be fruitful.

A1- DR to take Cllr Ray Bryan to meet with board members to identify issues.

A2 - DR to highlight permits again within the newsletter.

There were no updates on the neighbourhood plan, but it was acknowledged that GP and DR had attended and had fought against building on car parks. The plan is now with WTC and DC to pursue.

GP highlighted lack of bins in hope square. DR had already been in communication with DC in 2022 and they assured BID that if there was evidence, they would re-install bins should there be a proven case.

A3 - DR to follow up DC with evidence to present to waste management team.

BOA/2405/12 DATE OF NEXT & SUBSEQUENT MEETINGS

July 19th

None in august

Sept 28th

October 19th

Dec tbc

A mix of teams in-person and hybrid

Decision and Action Log

BOA/2405/6 GOVERNANCE

A1 - DR to encourage DC to provide update on Levy Payer court proceedings

D1 - The board agreed that subcommittees should critique contractual applications prior to submission to the board for the next board meeting.

A2 - Dawn to arrange meeting with Cllr Laura Beddows re CSAS and BID Ranger contract

BOA/2405/7 FINANCE REPORT

A1- DR to share job description with board and to advertise position on indeed with a salary of £11.50 an hour and to advertise the position between 20 to 30 hours per week.

D1 - Unanimous decision to recruit via indeed for additional member of staff now

BOA/2405/8 MARKETING

A1- DR follow-up Pirates

A2- DR pursue Halloween activities and trail

BOA/2405/9 IMPROVE

D1 - The board voted and were unanimous in their decision to proceed with culture and community grant for £5K and the boards additional financial commitment of £2K

D2 - Decision to proceed with op relentless grant for £5K - unanimous

BOA/2405/10 FUNDING APPLICATIONS

A1- DR to prepare rough budgets to be presented to board meeting in July

BOA/2405/11 SHAPE

D1 - all agreed that we should discourage discussing the barge in the public domain order to minimise impact on visitors' affecting the season's visitor economy.

A1- DR to take Cllr Ray Bryan to meet with board members to identify issues around parking charges

A2 - DR to highlight permits again within the newsletter

A3 - DR to follow up DC with evidence to present to waste management team

Board Financial Report

WE ARE WEYMOUTH LIMITED
For the year ended 31 August 2023

Prepared by Melanie Brind

Financial Report Year to Date

WE ARE WEYMOUTH LIMITED

For the year ended 31 August 2023

	NOTE	ACTUAL TO DATE	2023 YEAR 1 BUDGET	2023 APPROVED FUNDING	TOTAL BUDGETED AND APPROVED FUNDING	TOTAL BUDGETED LESS ACTUAL SPEND TO DATE
INCOME						
BID Levy Income 2021-22	1	26,886.25	-	-	-	(26,886.25)
BID Levy Income 2020-21		1,531.84	-	-	-	(1,531.84)
BID Levy Income 2022-23		258,502.00	-	-	-	(258,502.00)
IMPROVE						
Levy Payer Engagement		-	-	4,970.00	4,970.00	4,970.00
Dino Trail		10,215.00	-	-	-	(10,215.00)
Arts Mural Trail		132.92	-	3,250.00	3,250.00	3,117.08
VolleyBall		3,011.00	-	-	-	(3,011.00)
Jurassic Coast Trust		-	-	300.00	300.00	300.00
Outsourced Marketing Campaign		30,000.00	-	11,050.00	11,050.00	(18,950.00)
Land Train Promotion		-	-	3,500.00	3,500.00	3,500.00
Conference		-	-	400.00	400.00	400.00
Christmas 2022-23		41,394.02	-	40,000.00	40,000.00	(1,394.02)
Britain In Bloom		50.00	-	-	-	(50.00)
Website Work		11.11	-	-	-	(11.11)
Dusk Til Dark Sep22		20,336.00	-	20,000.00	20,000.00	(336.00)
Weymouth Beach Motocross 2022		2,125.00	-	2,500.00	2,500.00	375.00
Heras Fencing		65.80	-	-	-	(65.80)
Hanging Baskets 2022		(320.50)	-	-	-	320.50
Maps		1,292.00	-	-	-	(1,292.00)
BID Ranger Sep-Dec22		36,867.29	-	24,599.00	24,599.00	(12,268.29)
Heritage Paving Slabs 2122		7,675.85	-	4,268.00	4,268.00	(3,407.85)
Car Park Monoliths		-	-	20,000.00	20,000.00	20,000.00
Loving Weymouth & Portland		15,000.00	-	18,000.00	18,000.00	3,000.00
Total IMPROVE		167,855.49	-	152,837.00	152,837.00	(15,018.49)
MARKETING						
Advertising		2,026.73	-	-	-	(2,026.73)
PR		1,029.71	-	-	-	(1,029.71)
Website		132.00	-	-	-	(132.00)
Approved Marketing Funding Applications	3	10,175.00	-	-	-	(10,175.00)
Total MARKETING		13,363.44	-	-	-	(13,363.44)
MANAGEMENT						
Staff Costs		48,640.60	-	-	-	(48,640.60)
Premises		9,104.14	-	-	-	(9,104.14)
Legal and Professional		15,920.00	-	-	-	(15,920.00)
General Administrative Costs		16,013.54	-	-	-	(16,013.54)
Finance Charges		99.05	-	-	-	(99.05)
Management Budget		-	-	70,000.00	70,000.00	70,000.00

	NOTE	ACTUAL TO DATE	2023 YEAR 1 BUDGET	2023 APPROVED FUNDING	TOTAL BUDGETED AND APPROVED FUNDING	TOTAL BUDGETED LESS ACTUAL SPEND TO DATE
Electric - Street Stand		765.55	-	-	-	(765.55)
Total MANAGEMENT		90,542.88	-	70,000.00	70,000.00	(20,542.88)
LEVY COLLECTION						
Levy Collection costs		-	-	4,000.00	4,000.00	4,000.00
CONTINGENCY						
Contingency		-	-	6,000.00	6,000.00	6,000.00
Operating Surplus / (Deficit)		15,158.28	-	(232,837.00)	(232,837.00)	(247,995.28)

1. Levy Income

The latest levy information from the council confirms £2906 is currently available for the BID to draw. 99% of the levy has been collected by the council and only £4914 remains unpaid to them by levy payers. No updated information has been received since the last report.

	NOTE	ACTUAL TO DATE	2023 YEAR 1 BUDGET	2023 APPROVED FUNDING	TOTAL BUDGETED AND APPROVED FUNDING	TOTAL BUDGETED LESS ACTUAL SPEND TO DATE
2. Approved Improve Funding Applications						
3. Approved Marketing Funding Applications						
Other Small Events		500.00	-	-	-	(500.00)
Total Approved Marketing Funding Applications		500.00	-	-	-	(500.00)

Cashflow Summary Report

Draft - Prepared Jul23

Projected Cashflow for 7/12 Sep23 - Mar24

	BF	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	
Income		1% 1,887	40% 75,471	86% 86,791	88% 4,000	90% 3,600	95% 6,681	99% 7,246	new figure £188,676.30
Overheads		-9,127	-7,378	-10,139	-15,130	-7,382	-7,383	-9,134	
Ad & PR		-170	-170	-170	-170	-170	-170	-170	
O/s Mktng		-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	
Events & projects		-37,984	-21,264	-14,524	-24,464	-16,464	-4,464	-4,464	
Liabilities			4,062			-26,086			
Estimated Bank Balance	52,635	3,641	50,762	109,119	69,755	19,654	10,718	596	

grants 10,000
 outstanding to collect 59,000

22/23 11000
 21/22 7000
 20/21 1000
 19000

in the bag

Monthly Report
June 2023



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | June 2023

Coverage

Link to coverage:

https://www.dropbox.com/sh/wsbs89j6cxsf0z7/AADhw_GVgg0jrKadh06hVOOza?dl=0

Date	Publication		Reach	AVE
03.06.23	iNews (Web)	https://inews.co.uk/inews-lifestyle/travel/things-to-do-britain-coast-beach-2380013	1,609,658	£43,206.00
12.06.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23580873/portland-port-decided-not-attend-meeting-berge/	43,436	£353.00
12.06.23	Dorset Echo	Print	10,196	£973.44
16.06.23	The West Dorset Magazine	Print		£951.00
20.06.23	Bridport Nub News (Web)	https://bridport.nub.news/news/local-news/national-sailing-championships-come-to-weymouth-this-weekend-188857	0	5
20.06.23	Dorchester Nub News (Web)	https://dorchester.nub.news/news/local-news/national-sailing-championships-come-to-weymouth-this-weekend-188858	0	121
23.06.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23607420/fleet-will-race-weymouth-harbour-sunday/	43,436	£353.00
10.07.23	Pick Me Up!	Print	121503	3543.84
23.06.23	HELLO Magazine (Web)	https://www.hellomagazine.com/travel/495927/most-beautiful-uk-seaside-towns/	197,796	£5,309.00

Total reach for June: 2,026,025

Total Advertising Value Equivalent for June: £54,815.28

Total reach for 2023: 38,151,598

Total Advertising Value Equivalent for 2023: £969,293.49

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | June 2023

Chasing coverage

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

We Are Award-Winning

- Liaised with Walk With Me Tim and have booked The Rembrandt for his visit
 - Itinerary complete - visiting 5th & 6th July
- Chased blogger Emily Luxton to get her visit booked in - need accommodation
- Pushed the Times 2023 Beach Guide campaign to encourage voting for Weymouth Beach
- Liaised with The Sunday Times for Britain's Best Beach
 - Suggested key locations
 - Shared photography and footage from Andy
 - Arranged for spokespeople to attend
 - Dawn Rondeau
 - Jane Biscombe
 - Melanie (Weymouth Donkeys)
 - Rossi's
 - Sandworld - unavailable
 - Arranged for props
 - Full day of filming - 10am to 6pm
- Drafted Britain's Best Beach campaign press release to send out if we win

We Are Greener

- Liaised with The Sun to arrange a press trip - staying with Gloucester House Hotel - had to cancel due to family emergency, we are rescheduling
- Liaised with Weymouth Climate Hub to coordinate approaches for We Are Greener
- Followed up with HELLO Magazine online to confirm coverage
- Pitched Weymouth campsites into The Times for feature on best glamping spots
 - This was shared with levy payers on social media channels
- Liaised with Bella magazine for family press trip
 - Need to arrange accommodation

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | June 2023

We Are Weymouth Marketing Strategy

- Liaised with Dorset Living to arrange interview opportunity with Dawn Rondeau - follow up
- Pitched Sandworld into Pick Me Up! Magazine for feature on sandcastles - coverage has appeared and we shared with SandWorld
- Circulated Squib release to key local media contacts and sailing publications
 - Circulated race photography to Practical Boat Owner for championship update in August
 - Liaised with Greatest Hits Radio to feature on radio - unable to send journalist
- Circulated Squib footage and press release to local broadcast
- Pitched Weymouth accommodation options, Weymouth dining options and Weymouth attractions to journalist from The Times
 - Arranged for her to visit and try a few things
- Monitored poppy updates in order to draft press release when workshops for poppy-making are confirmed

Social Media

- We Are Greener content creation - scheduled in
- 'Business of the Week' content creation
- Posted coverage on social media where relevant
- Shared HELLO Magazine coverage and tagged levy payers
- Rembrandt apprentice of the year post

Advertising

- Emailed LocaliQ to ask about potential advertising for Christmas Window display prize - awaiting response from Nick - will chase

AOB

- Drafted PR Newswires
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Circulated coverage to featured levy payers
- Uploaded press releases to BID websites

Upcoming activity

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | June 2023

Campaign to get businesses to sign up to pledge

Volleyball & Activate push

Draft planters press release

Poppy workshops

Autumn/winter campaign planning - thoughts on campaign names:

We Are Joyful

We Are Excited

We Are Festive

We Are Merry

We Are Entertaining

We Are Performing

We Are Immersive

We Are Captivating

We Are Vibrant

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. JUNE 2023

KEY SOCIAL MEDIA STATS JUNE 2023 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 72,400 (71,870)

Monthly total Social Media visits to profile pages:- 15,500 (17,100)

480 (551) daily visits to Facebook profile page

Cumulative Facebook post reach 2,225,100 (1,807,300) *

Instagram Followers 16,157(15,998)

Instagram total post reach 136,100 (156,680)

Instagram reels views 42,000 (40,000)

Total Social Media Reach 2,361,200 (1,788,000)

Facebook Account Reach 871,000 (472,000)

Instagram Account Reach 23,100 (26,300)

**Value of Social Media reach based on average boosted post cost of £6.00 CPM
£14,167.20 (£10,842.00)**

The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 13,200 at month end an increase of around 1,750 month on month. Engagement rates continue to grow. At current rate of growth we're pretty much on target for this to be the dominant Weymouth focused group within the next 12 months this number of members having signed up in just 10 months.

June was a very low start on Facebook over the first two weeks with numbers well down on previous month. This can more than likely be attributed to the number of bank holidays in May compared to June but there. We did some simple comparisons with other key pages like Visit Dorset and Love Bournemouth and although we had no access to their reach it was apparent that their reach had

fallen during then same period. From the end of the second week of June though our Facebook numbers increased dramatically. Although there is no real way of confirming it there is a suspicion that our Facebook insights may have been lagging during these two weeks and they started to re-adjust in the second half of the month. The large increase in culumative post reach compared to May can be attributed to one individual post that reached over 500,000 which although happens from time to time is not a regular monthly occurrence.

Additional activities during the month included:-

- 1. Photographing the Squib Championships, Filming the Squibs and creating an edit to send to BBC Spotlight.**
- 2. Photography and video over the weekend of the Wessex Folk Festival**
- 3. Photography at Civic Society Awards**
- 4. Photography of baskets and planters when first established, more to be done in the coming week**
- 5. We are greener video with Weymouth College.**
- 6. Filming and draft edit of Poppy Making Video**
- 7. Woith mentioning although not a June activity that there is now a LoveWeymouth account on Threads, the new Meta rival to Twitter, started on the launch date 5 July, as of date of this report it has 974 followers.**

WEBSITE STATS JUNE 2023

June user sessions 29,000 (41,000)

June website visits were down on May in the main due to lack of bank holidays in the month Events listings have been regularly updated during June and total number listed as of today's date stands at 299 with more to be added over next few days. The gig guide continues to grow with 151 gigs listed as of date of this report. Daily access to events main listing averaged around down to around 110 a day down from the May figure of 150 mainly due to lack of bank holidays over the month. Gig guide averages around 50 users a day slightly up on May

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

YOUTUBE STATS JUNE 2023

Youtube Subscribers – 1,100 (1,092)

Youtube Video Views – 2,200 (1,200)

Youtube Minutes Viewed – 3,408 (3,060)

ANDY COOKE 13/07/2023

MARKETING SUBCOMMITTEE

Informal Marketing Subcommittee

Date: Friday 7th July 2023
Time: 12pm
Venue: Microsoft Teams
Present: Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth Weymouth
Lynne Fisher -St John's Guesthouse
Jye Dixey (JD) – JD Wetherspoons
Andy Cooke (AC), Loving Weymouth and Portland
Pippa Gibb (PG), In the Bag PR

MAR/2307/1 APOLOGIES FOR ABSENCE

Tamsin Mutton-McKnight (TMM), SEA LIFE

MAR/2307/2 ACTIONS FROM PREVIOUS MINUTES

DR updated subcommittee on progress with fish projects especially as they impact on activate poppies and art installations, utilising the plastic from recycling.

A1 - DR to investigate find out if the grant application for the fish project has been successful

DR in process of gaining licences for chestnuts and mulled wine stands for christmas.

There has been a positive response from Steam Machines, a voluntary enthusiasts group. DR awaiting feedback as to whether this local steam engine group want to facilitate steampunk on 2nd of December.

DR hasn't spoken to Winchester BID regarding Christmas markets but as markets are a general subject or on the 19th of July board meeting, perhaps we can discuss this.

DR is also sending out survey to levy payers in respect of markets, the ice rink and other suggestions for Christmas in order to ascertain levy payer feedback prior to project planning for 2024.

A2 - DR take further proposal regarding voluntary levy payers and advertising to the board for 19th.

MAR/2307/3 UPDATE FROM LWP

LWP gave background on report including success of June with 2M reach of which the ferryboat post reached 500,000 and large interaction on both LWP and WAW sites.

JD discussed pushing Instagram. AC suggested JD look at LWP page and PG agreed further work required on Instagram which has a specific following. PG agreed to look into influencers with good engagement rather than high following.

AC informed meeting of new 'Trends' platform Live Today and that he had already engaged with 600 followers on this new platform.

DR highlighted the success of the recent Best Beach campaign with 80,000 people engaging with LWP and WAW through the campaign and improving chance of Weymouth receiving Best Beach status by the Times newspaper.

PG informed committee that the Times newspaper had not only done a whole day's videoing with PG and DR but had sent photographers to photograph key places in the town and beach this week, issue will be on 14th July if we are successful.

DR encouraged as much positive posts and features in coming weeks to drown out barge and parking noise.

A1 - DR to encourage levy payers to post positive info and share posts to increase Weymouth noise on positive news.

Discussion ensued with regards negative comments on positive articles e.g. a positive feature about the beach followed by negative comments from locals indicating that this will all change when the barge arrives.

D1 - All agreed that the status should be to remove fake facts rumours rants prejudice and sales on all pages with no exceptions however removing all comments could prove counterproductive.

A2 - DR to talk to Dorset Echo about the negative impact of constant negative stories when there is so much to celebrate.

MAR/2307/4 UPDATE FROM ITB

ITB highlighted reports noting that Countryfile had shown an interest in our events particularly activate in Sept and would be happy to feature future videos promoting upcoming events.

PG informed us that current PR was imminent on The Times Best Beach, planters and baskets, poppies, volleyball, and the September activate event.

ITB admitted that they had been pivotal in the visit of David Attenborough for a documentary being issued in 2025 entitled The Blue Ocean to be seen on Netflix and that the current visit was not to do with this but rather a feature by the BBC.

PG informed us that Weymouth had been featured on the documentary as a great example of sustainable fishing.

PG also highlighted that Sky News would be running with The Times best beach once video footage was available and that we would be given the information as soon as it was going to be made public.

A1 - DR and JD to issue a list of the forthcoming poppy workshops in the summer holidays in order that events could be set up on Facebook and people could attend this. It would be a good opportunity to ask businesses if they would like to have poppy workshops in newsletter and to do a feature with the video for people who wished to make poppies at home.

PG informed group that the upcoming posts would be about a circular economy with regards that we are greener campaign.

A2- DR and AC to supply photos of planters and hanging baskets for paper for coming press release and any video off photos of volleyball post the event

MAR2307/5 AUTUMN CAMPAIGNS

DR asked the group to discuss the autumn campaign Pippa said ideas and the final consensus was that our autumn campaign should be **WE ARE MORE.... *Than a beach*** but to review if this didn't work from a Press perspective

Christmas & NYE

A1 - DR gave update on xmas and will send an email to Pubs to engage ref NYE: themed bars.

PG & AC left the meeting

MAR2307/6 TENDERS

Tenders were discussed in detail.

D1 – unanimous decision that we continue using the current providers, which provided good value for money, local knowledge and support for DR with current staffing, provided that the full board consented.

The subcommittee were thrilled that ITB had reduced their price and questioned AC. Request to review his in 12mths needing a price to budget.

A1 - DR to follow this up ahead of full board meeting.

D2 - The subcommittee agreed to meet to discuss post contracts awarded to decide on future of marketing and LWP integration within WAW team, discussions to commence in the Autumn.

AOB

DR informed the subcommittee that JD would be moving to Improve subcommittee as all his ideas were improve related and that Jon and Graham were looking forward to welcoming him to that group, whilst the Marketing committee will be welcoming new board member Natalie to their meetings.

Decision & Action Log

MAR/2307/2

A1 - DR to investigate find out if the grant application for the fish project has been successful

A2 - DR take further proposal regarding voluntary levy payers and advertising to the board for 19th July

MAR/2307/3

A1 - DR to encourage levy payers to post positive info and share posts to increase Weymouth noise on positive news.

D1 - All agreed that the status should be to remove fake facts, rumours, rants, prejudice and sales on all pages with no exceptions however removing all comments could prove counterproductive.

A2 - DR to talk to Dorset Echo about the negative impact of constant negative stories when there is so much to celebrate.

MAR/2307/4

A1 - JD to issue a list of the forthcoming poppy workshops in the summer holidays for promotion.

MAR2307/5

A1 - DR send an email to Pubs to engage ref NYE: themed bars.

MAR2307/6

D1 - All agreed to continue using the current provider provided that the full board consented.

A1 - DR to follow this up ahead of full board meeting (ITB & LWP contracts)

D2 - The subcommittee agreed to meet to discuss post contracts awarded to decide on future of marketing and LWP integration within WAW team, discussions to commence in the Autumn.