



Board Meeting Agenda

Date: 28th June 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 (20mins) <ul style="list-style-type: none"> a. Levy update b. New Directors c. Procurement 	11.25
BOA2405-7	Finance Report (15mins) <ul style="list-style-type: none"> a. Updates and budgets 	11.45
BOA2405-8	Marketing (15mins) <ul style="list-style-type: none"> a. ITB and LWP reports b. DR update 	12:00
BOA2405-9	Improve (15mins) <ul style="list-style-type: none"> a. Community and culture project fund b. Op Relentless community fund 	12:15
BOA2405-10	Funding applications <ul style="list-style-type: none"> a. Deferred until September 	12:30
BOA2405-11	Shape DR update: Barge, cruise ships, parking, neighbourhood plan	12:35
BOA2405-12	Date of next and subsequent meetings 16 th July - (Aug no meeting) Sept 25 or 27 - Oct 23 or 25 Nov 27 or 19 - Dec 18th inc. Christmas lunch Discussion on future dates regarding teams and in person meetings, with a request for Monday's 11-1pm	12:40

BID Board Meeting

Date: 26th April
Time: 11:00am
Venue: Teams
Present: 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
Jye Dixey (JD) The William Henry, JD Wetherspoons
Cllr Jon Orrell, (CJO) Dorset Council

In Attendance: Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth
Helen Heanes (HH), Dorset Council

BOA/2601/1 WELCOME

Welcome from Vice Chair: Jonathan Oldroyd (JO), Gloucester House

The meeting was chaired by JO

BOA2601/2 APOLOGIES FOR ABSENCE

Chris Truscott (CT), McDonald's
Ian Ferguson (IF), Weyline
Mikey Johnson (MJ), The Range
Cllr Rob Hughes, Dorset Council
Cllr John Worth
Peter Vowles, Weymouth College

BOA/2601/3 DECLARATION OF INTEREST

No declarations of interest

BOA/2601/4 OBSERVERS

None

BOA/26/01/5 MATTERS ARISING FROM PREVIOUS MINUTES

No matters arising from previous minutes
HH confirmed the vote final score was 73% by number in favour of BID 3 term and 83% by rateable value.

BOA/2601/6 GOVERNANCE

a. Levy update

DR shared statistics representing payment of outstanding debt and is awaiting Lloyd Savage from Dorset councils report on legal team and court action.

b. Discuss Greenhill & Café

DC constraint ref income threshold to prevent sale of chalets or increased rental. Unable to raise price to cover levy, is an NFP with no means of additional income now a charity with no shop front.

D1 - changed status, levy not to be collected – Unanimous.

Aunty Vi's Cafe discussed ownership of Weymouth town council after the lease was rescinded. Decision needed on whether to pursue outstanding debt with previous owners now being paid in new financial year by WTC.

D2 - Decision not to pursue – Vote: Unanimous

c. New Directors

D3 - Natalie Steadman was unanimously Co-opted onto the board as a director.

BOA2601/7 FINANCE REPORT

GP gave update concerning cash flow forecast and crunch points projects have to be decided with new proposals prioritised.

Continuous funding of ongoing projects within the town to be agreed on a case-by-case basis with no guarantee of funding.

GP congratulated Ops team add finance on running a tight ship with regards coming to the end of bid term and suggested commitments needed to be made but with caution based on income generation and recouping of old debt.

Staff recruitment was deferred to September due to finance restraints. Board recognised importance of consolidation and planning and supporting DR by understanding that the Autumn is historically a busy time, with planning at a premium during the Summer. Therefore, no new projects which require DR time to be agreed until finances healthier with budget for staffing.

DR confirmed that current commitments included: 'Greener' campaign delivery, artwork for maps and flyers, managing Ranger contract, levy engagement in person and through newsletters, board packs, end of year reports, finance, hanging baskets, managing procurement processes and contracts, staff recruitment, website updates as well as Dusk 'til Dark, Pirates, Poppies, Christmas, NYE.

BOA/2601/8 MARKETING

a. ITB and LWP reports Feb & Mar

No further questions on reports

b. We Are Greener Campaign Update

DR updated on we are greener campaign from a PR perspective, the green pledge and the highlighting of business making positive changes, the campaign will last until August, with ITB scheduling journalist visits based on the 'greener' credentials.

DR informed board that she has applied to Dorset council for funding of a large fish for recycling purposes with the view to not only being a great PR opportunity but also an educational installation where recycling of plastics is highlighted and some of the recycled plastics could be used for the poppy installation and future art projects. (see board pack) Further 'green' projects to be covered at improve subcommittee and will advise board of recycling projects being discussed and partnership opportunities.

DR has budgeted £10K for the whole 'Fish' project including the install at £7K along with additional resources for workshops. DR has asked Dorset council for 7K grant fund. There was discussion about other funding sources and TMM suggested that maybe the town council and perhaps Sealife could also sponsor.

A1 – Recycling projects (inc. fish) to be discussed in more depth at the Improve Subcommittee.

A2- CJO to discuss recycling project funding at services committee.

c. FLYERS

Three Types of flyers were presented to the board details in the board packs. They included the history trail, mural trail as well as double sided maps. Concerns regarding printing were discussed especially from an environmental perspective as well as from a Gen Z perspective. QR codes were discussed as being favourable but nevertheless there was tentative agreement as to promotion further afield to holidaymakers within a 1hr journey. All agreed that local businesses needed literature as a guide to key places of interest.

The board agreed to have a double-sided map and defer further leaflet decisions to subcommittee. The consensus was that as a minimum we need something for people to choose to discover Weymouth perhaps with 3 trails on it including QR codes. Discussed DC contribution and WTC. HH informed board that DC have not got budget and CJO informed board that WTC moving to paperless only.

D1 - Agreed £700 for 20000 double-sided maps Vote: unanimous.

A3 - further investigation into 6dl flyer for further distribution discuss at marketing subcommittee for proposal at board next meeting.

A4 - CJO agreed to discuss contribution towards flyer at next services meeting.

d. Christmas Budget

The Board discussed the forthcoming Christmas budget and the importance of Christmas to the town. The board recognised that services needed to be secured and that £5k was a reasonable request to secure contracts. The board discussed a minimum of 30k was reasonable to budget for Christmas, in the current circumstances, rising to £40k if finances in place.

D2 – Board voted and were unanimous in agreeing to an initial £5K from 21/22 current budget to secure contracts.

BOA2601/9 IMPROVE

a. We Are Greener

Discussed earlier in the meeting.

b. Paving Slabs

A1 - slabs agreed to defer to improve sub-committee to discuss proposal and get pricing before bringing back to board.

c. Britain in Bloom Decision & Hanging Baskets

DR informed board of decision this year not to enter Britain in Bloom, however, to still focus on baskets and improvements, nonetheless. DR based decision on Weymouth town council not having a parks and gardens manager and not yet employed an amenities manager and with BID not recruiting full staff until the new mid-term. The board agreed that this was the right decision.

D1 - Agreed with decision not to take part in Britain in bloom.

BOA2601/10 FUNDING APPLICATIONS

a. FITS

Fayre in the Square stated in their application that they did not need the funding for the venture go ahead therefore the board was struggling with whether to support it or not.

The board felt if levy payers wanted to give to charity that should be something they agree to not something we use levy money. Discussion ensued about a gesture of goodwill with the understanding that this would be the last year that we supported it as the board, with the focus on those who need money and supporting new initiatives, seed funding new projects within the town.

D1 –The board decided unanimously to give FITS £500 as a gesture of goodwill.

b. Next month possible – CSAS, WIS, Carnival 2024, Pirates

DR highlighted the fact that there might be 4 funding applications for April including CSAS, WIS, Carnival 24 and Pirates to consider.

Advised a disclaimer on the funding packs and on our website in respect of the stance that new proposals will be prioritised, and that BID money is not guaranteed for continuous funding of ongoing projects.

BOA2601/12 DATE OF NEXT & SUBSEQUENT MEETINGS

24th May

28th June

16th July

Decisions & Actions log

BOA/2601/6 GOVERNANCE

D1 Ref Greenhill chalets only– changed status, levy not to be collected – Unanimous.

D2 – Ref Greenhill Café - Decision not to pursue - Unanimous

D3 - Natalie Steadman was unanimously Co-opted onto the board as a director.

BOA/2601/8 MARKETING

A1 – Recycling projects (inc fish) to be discussed in more depth at the improve subcommittee.

A2- Cllr Orell to discuss recycling project funding at services committee.

D1 - Agreed £700 for 20000 double-sided maps Vote: unanimous.

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BOA2601/10 FUNDING APPLICATIONS

D1 –The board decided unanimously to give FITS £500 as a gesture of goodwill.

Projection for 2022-23

**Updated @
May23**

Opening Year position

120,894

Income

All Levy collected in the year

Actual now
collected

286,920

Overheads to Mar23

-56,397

BID Renewal

-10,640

Projected Apr23-Aug23

-35,621

Advertising & PR

-3,749

Outsourced Marketing

£1500*12 retainer Sep22 - Aug23

-18,000

£1500*12 Sep22-Aug23

18000

3x Campaigns

15000

-33,000

Funding Agreed

Marketing

-109,381

Improve

-95,599

Amount available to the Year End ONLY

45,428

Projection for 2022-23

**Updated @
May23**

Opening Year position

120,894

Income

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Actual now
collected

286,920

Overheads to Mar23

-56,397

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-10,640

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Advertising & PR

-3,749

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15000

-33,000

Funding Agreed

Marketing

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Improve

-95,599

Amount available to the Year End ONLY

45,428

Projection for 2022-23

Updated @ Apr23

Opening Year position				120,894
Income	All Levy collected in the year	Actual now collected		278,608
Overheads to Mar23			-	56,397
BID Renewal			-	10,640
Projected Apr23-Aug23			-	35,621
Advertising & PR			-	3,749
Loving Weymouth & Portland Outsourced Marketing	£1500*12 retainer Sep22 - Aug23 (In the bag)		-	18,000
	£1500*12 Sep22-Aug23	18000		
	3x Campaigns	15000	-	33,000
<u>Funding Agreed</u>				
Marketing			-	49,475
Improve			-	148,060
	Amount available to the Year End ONLY			<u><u>44,561</u></u>

in the bag

Monthly Report
April 2023



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | April 2023

Coverage

Link to coverage:

https://www.dropbox.com/sh/m0403ns4trx8xat/AAC_r_3HRgp6wrCvQTxsEbHea?dl=0

Date	Publication		Reach	AVE
31.03.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23422775.six-new-heritage-slabs-telling-weymouths-history-added/	43,436	£353.00
31.03.23	Dorset Echo	Print	10,196	£964.08
05.04.23	Dorset Echo	Print	10,196	£730.08
07.04.23	The West Dorset Magazine	Print		£268.00
19.04.23	Planet Radio (Web)	https://planetradio.co.uk/greatest-hits/dorset/news/we-are-weymouth-bid-wins-yes-vote/	236,253	£6,342.00
20.04.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23468642.opening-event-weymouth-railway-station-forecast/	43,436	£353.00
21.04.23	The West Dorset Magazine	Print		£1,661.00
24.04.23	Planet Radio (Web)	https://planetradio.co.uk/greatest-hits/dorset/news/weymouth-train-station-opening/	236,253	£6,342.00
25.04.23	RailAdvent (Web)	https://www.railadvent.co.uk/2023/04/improved-dorset-station-officially-opened.html	5,327	£556.00
28.04.23	Daily Express	https://www.express.co.uk/travel/uk/1763155/the-view-on-the-terrace-review		

Total reach for April: 585,097

Total Advertising Value Equivalent for April: £17,569.16

Total reach for 2023: 17,321,069

Total Advertising Value Equivalent for 2023: £410,309.13

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | April 2023

Chasing coverage

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

We Are Award-Winning

- Liaised with Walk With Me Tim to confirm press trips, waiting on dates to book - July
 - Looking at speaking to The Crown or Fairhaven Hotel
- Followed up with Emily Luxton to get her visit booked in - followed up and booking in now
- Liaised with SEALIFE to arrange BTS tour for Daily Express journalist
- Delivered itinerary and tickets to the View on the Terrace for Daily Express press trip
- Liaised with The Royal Hotel to discuss Walk With Me Tim visit - declined to host

We Are Weymouth Marketing Strategy

- Liaised with Dorset Living to arrange interview opportunity with Dawn Rondeau - follow up
- Circulated We Are Weymouth and We Are Staying press release to key media contacts
- Liaised with the i newspaper to discuss commenting on barge in Weymouth Bay housing refugees - declined to comment
- Pitched We Are Greener into freelancer looking for wellbeing/outdoor summer ideas
- Drafted We Are Greener launch press release and circulated for sign off - sending out on 1st May
- Pitched We Are Weymouth into METRO for a press trip
- Pitched press trips into Bella, Closer, Take a Break, That's Life and Yours - will follow up for dates
- Pitched Weymouth into Tony Naylor (guardian) for foodie visit
- Liaised with Graham Perry to discuss pitch ideas for Nigel Richardson - Telegraph journalist with a focus on history
- Pitched Weymouth into the Daily Mail for press trip opportunity

Social Media

- Began We Are Greener content creation - scheduled in
 - Launched in conjunction with Earth Day
- Scheduled 'Business of the Week'

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | April 2023

- Completed for April and into May
- Posted coverage on social media where relevant

Advertising

- Liaised with Primary Times to discuss advertising
- Liaised with Dorset Magazine to discuss advertising

AOB

- Drafted PR Newswires
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Uploaded press releases to BID websites
- Confirmed Vinolo participation in food fortnight and wellness week

Upcoming activity

Book in press trips for We Are Award Winning

Launch We Are Greener

Campaign to get businesses to sign up to pledge

in the bag

Monthly Report
May 2023



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | May 2023

Coverage

Link to coverage:

https://www.dropbox.com/sh/8z8pz20qhgcc9wy/AABNk5mGr_ufWMR2b5K4VuuBa?dl=0

Date	Publication		Reach	AVE
03.05.23	This England	Print		
05.05.23	The West Dorset Magazine	Print		£392.00
06.05.23	Dorset Echo	Print	10,196	£460.98
10.05.23	Daily Express (Web)	https://www.express.co.uk/travel/articles/1768083/weymouth-dorset-beach-town-stay	7,339,450	£197,006.00
10.05.23	MSN UK (Web)	https://www.msn.com/en-gb/travel/other/weymouth-isn-t-just-buckets-and-spades-enjoy-a-stay-at-one-of-the-uk-s-best-beaches/ar-AA1aYDWT	3,024,868	£81,194.00
15.05.23	Dorset Echo	Print	10,196	£737.10
15.05.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23516458-weymouths-wessex-folk-festival-given-financial-backing/	43,436	£353.00
15.05.23	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/popular-harbourside-festival-wins-financial-040100942.html	993,472	£26,667.00
17.05.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23526784-50-asylum-seekers-set-arrive-portland-bergtune/	43,436	£353.00

Total reach for May: 11,465,054

Total Advertising Value Equivalent for May: £307,163.08

Total reach for 2023: 36,125,573

Total Advertising Value Equivalent for 2023: £914,478.21

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | May 2023

Chasing coverage

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

We Are Award-Winning

- Liaised with Walk With Me Tim and have booked The Rembrandt for his visit
 - Now putting itinerary together
 - Boat trip on Weymouth Bay Rib Charter
- Chased blogger Emily Luxton to get her visit booked in
- Followed up with the Daily Express and successfully arranged for 2 features to be published from the press trip
- Liaised with The Crown, Fairhaven and The Alexandra for potential press trips - all declined

We Are Greener

- Circulated We Are Greener press release to key contacts - sustainability, environment, travel, national and lifestyle
- Pitched We Are Greener press trip into Marie Claire sustainability journalist
- Created We Are Greener badges for businesses that have pledged
- Pitched We Are Greener into Country & Town House for press trip opportunity
- Pitched We Are Greener into Eco Living Magazine
- Liaised with The Sun to arrange a press trip - staying with Gloucester House Hotel
- Liaised with Weymouth Climate Hub to coordinate approaches for We Are Greener

We Are Weymouth Marketing Strategy

- Liaised with Out There media to arrange to pitch in EBIKE Cafe at Deheers to Selling Travel feature on cycling
- Liaised with Dorset Living to arrange interview opportunity with Dawn Rondeau - follow up
- Pitched the Gloucester House Hotel into Woman magazine for feature on boutique hotels - expecting coverage
- Pitched Sandworld into Pick Me Up! Magazine for feature on sandcastles - sent responses to questions and sourced photography - expecting coverage
- Pushed the Times 2023 Beach Guide campaign to encourage voting for Weymouth Beach

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | May 2023

- Pitched Weymouth into Closer magazine for feature on the UK's best beach breaks
- Chased Andrew Mercer on Squib press release - no feedback yet
- Pitched Dusk til Dark into Ideal Home for September/October events round up
- Pitched Weymouth into the i newspaper for coastal events round up
- Pitched historical ideas from Graham Perry into freelancer for the Telegraph (focus on history) will follow up later in the year
- Pitched Weymouth and key locations into HELLO! Magazine for feature on the coast

Social Media

- We Are Greener content creation - scheduled in
- 'Business of the Week' content creation
- Posted coverage on social media where relevant
- Volleyball post
- World Environment Day post
- World Ocean Day post
- Gloucester House Hotel post
- The Times front cover post

Advertising

- Liaised with Primary Times to discuss advertising
- Liaised with Dorset Magazine to discuss advertising
- Liaised with Dorset Echo to discuss advertising
- Liaised with the National Geographic Traveller and the guardian to discuss advertising

AOB

- Drafted PR Newswires
- Phone calls with BID team
- Activate first meeting
- Circulated monthly reports to WAW team
- Circulated coverage to featured levy payers
- Uploaded press releases to BID websites
- Circulated WTC coronation press release to key local contacts
- Circulated info on the Galeon Andalucia to local broadcast
- Feedback on upcoming event posters

Upcoming activity

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | May 2023

Campaign to get businesses to sign up to pledge

Squib and Volleyball push

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. APRIL 2023

KEY SOCIAL MEDIA STATS APRIL 2023 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 71,430 (71,270)

Monthly total Social Media visits to profile pages:- 12,200 (13,500)

370 (406) daily visits to Facebook profile page

Cumulative Facebook post reach 1,590,000 (3,149,000) *

Instagram Followers 15,904 (15,805)

Instagram total post reach 198,000 (113,000)

Instagram reels views 31,800 (20,200)

Total Social Media Reach 1,788,000 (3,262,000)

Facebook Account Reach 349,700 (1,900,000)

Instagram Account Reach 25,100 (14,400)

**Value of Social Media reach based on average boosted post cost of £6.00 CPM
£10,728.00 (£18,894.00)**

The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 10,850 at month end an increase of around 550 month on month. Engagement rates continue to grow.

WEBSITE STATS APRIL 2023

April user sessions 30,400 (21,600)

Events listings have been regularly updated and total number listed as of today's date stands at 308. The gig guide continues to grow. Daily access to events main

listing averaged around 125 over the month. Gig guide averages around 40 users a day.

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

YOUTUBE STATS APRIL 2023

Youtube Subscribers – 1,090 (1,080)

Youtube Video Views – 1,900 (1,350)

Youtube Minutes Viewed – 3,066 (2,600)

ANDY COOKE 17/05/2023

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. MAY 2023

KEY SOCIAL MEDIA STATS MAY 2023 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 71,870 (71,430)

Monthly total Social Media visits to profile pages:- 17,100 (12,200)

551 (370) daily visits to Facebook profile page

Cumulative Facebook post reach 1,807,300 (1,590,000) *

Instagram Followers 15,998 (15,904)

Instagram total post reach 156,680 (198,000)

Instagram reels views 40,000 (31,800)

Total Social Media Reach 1,788,000 (3,262,000)

Facebook Account Reach 472,000 (349,700)

Instagram Account Reach 26,300 (25,100)

**Value of Social Media reach based on average boosted post cost of £6.00 CPM
£10,842.00 (£10,728.00)**

The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 11,450 at month end an increase of around 500 month on month. Engagement rates continue to grow.

WEBSITE STATS MAY 2023

May user sessions 41,000 (30,400)

Events listings have been regularly updated and total number listed as of today's date stands at 286 with another 20+ to be added over next few days. The gig guide

continues to grow. Daily access to events main listing averaged around 150 over the month. Gig guide averages around 45 users a day.

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

YOUTUBE STATS APRIL 2023

Youtube Subscribers – 1,092 (1,090)

Youtube Video Views – 2,200 (1,900)

Youtube Minutes Viewed – 3,060 (2,600)

ANDY COOKE 15/06/2023

MARKETING SUBCOMMITTEE

Informal Marketing Subcommittee

Date: May 4th
Time: 11:00am
Venue: Microsoft Teams
Present: Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth
Tamsin Mutton-McKnight (TMM), SEA LIFE 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/2305/1 NO MINUTES

MAR/2305/2 UPDATE FROM ITB

PG discussed greener campaign. PG advised Marie Claire interested highlighting slow travel.

MAR/2305/3 UPDATE FROM LWP

AC has been visiting businesses who have signed pledge to do 30 sec videos.

JD asked who will be recycling bottles if we go ahead with the fish project.

A1 - DR to investigate source of recycling bottles for fish project

MAR2305/4 AUTUMN CAMPAIGNS

All present to consider branding and marketing as this is our event period for the town as we look to support Activate, Pirates, Elves, Christmas and New Years Eve.

a. Christmas

DR asked the committee for their thoughts on the delivering Christmas events on a smaller budget. All agreed for DR to continue relationship with thirty12 events who had done all the procurement, paperwork for the SAG, road closures and bookings for stage, PA, acts and Elf trail last year.

DR has already reduced spend across all four weeks by being more focused on the theme rather than on overarching activities e.g. elves only present for the elf weekend and each weekend's theme being truly representative.

DR also suggested encouraging levy payers to engage more in activities that we can promote using The Hotel Rembrandt as an example who want to hold an elf party on the Friday night and The Closet who want to hold an elf party on the Saturday night; these are the type of ventures we want to encourage.

JD requested we investigate additional activities such as a Christmas market and an ice rink.

DR advised of the history with the ice rink; all agreed that should a commercial entity come to town who were paying, and the bid were not, then perhaps this would add to our offer. Markets still need further discussion, but all agreed that roasted chestnuts, mulled wine would be a really good addition and that if we could encourage that for every weekend and

LF suggested bringing steam machines to town for the steampunk as Pool BID had during the past month. DR asked LF to investigate this possibility to enhance our steampunk Christmas.

A1 – DR enquire as to traders for mulled wine and chestnuts and help them to apply for trading licences

D1 - All agreed for DR to continue relationship with thirty12 events

A2 - LF to investigate steam machines to enhance our steampunk christmas

JD asked us how Winchester, Exeter and Bournemouth all run Christmas markets, yet they all have bids, how do they overcome it? Dawn suggested she talk to Winchester but subcommittee need to decide on whether this is something that we deliver as do not want to detract from retailers who pay a bid levy who pay their rates who could be undercut by markets.

A3 - DR to talk to Winchester BID

TMM suggested we go big for Elf and Steampunk and encouraged people within businesses to make an offer to enhance the Christmas activities.

TMM felt that we should upweight the events that are successful such as the elf and steampunk and not spend too much money or resources on the other two weekends.

DR is investigating pyrotechnics and larger local bands now with thirty12.

DR advised that both the Santa's weekend and the nativity weekend do not cost more than £3000 in total, and that this year would be more cost effective as the Santa outfit, trees for the grotto etc had been purchased for future use. Dawn to investigate Fantasy Island, The Range, and whether Play Yard, Nook etc will doing anything specific for Christmas this year in order for us to promote them rather than us investing money.

A4 - Dawn to investigate local offer for Christmas promo

DR advised the committee that she had been in discussions with Weymouth town council regarding their lights and that all Christmas trees that could be repurposed year on year such as LED's were in discussion now for Bond Street.

A5 - DR investigate using repurposed LED Christmas trees for the train station

DR suggested investing in Christmas trees instead of paying £3000 for one that is returned every year, we could buy a new tree every year and thus have an impact on the town with one this year at the train station and the following year one in hope square, and WTC to purchase more for the whole town.

DR has also been supplied with information regarding a supplier who can deliver small Christmas trees for Weston Rd as this would make such a difference to that part of town.

b. SQUIB Update

PG to work with AC on joint Facebook page to encourage footfall to the town for July.

DR suggested that not only for Squib but Wessex Folk Festival, Volleyball and all others there needed to be a media strategy.

Dawn highlighted working with Activate last year and how that had been really successful and that this should be the model for all events that we sponsor inviting Andrew from Squib, Graham from volleyball, David from Wessex Folk Festival and Taloch from Pirates to attend meetings.

A6 - Dawn to book strategy meeting with Andy and Pippa

c. Website Update

AC is currently updating photographs for the website and will continue to do videos for events. This will include businesses who have taken the pledge to do vox pops as we did for our ballot campaign. D2 - The subcommittee discussed advertising on our website, and after much discussion it was agreed that if someone wanted to become a levy payer, they would have to be within the BID geography, pay the minimum amount (as in our business plan) and would get a listing on our website and events listing.

D2 – DR take proposed voluntary levy payer scheme to the board.

The Subcommittee agreed that businesses (outside the BID area) could not become levy payers as this would devalue being part of the BID. However, attractions that wanted to advertise that were within an hour's drive such as Dorchester, Portland and Abbotsbury gardens etc, would be good to look at, as an advertising proposal and discuss at another subcommittee.

A7 - DR to look into the pricing strategy around advertising in more detail to bring as a proposal to the board.

d. Poppies

JD will be leading on poppies for this year working with community groups. Dawn reiterated that currently no budget for this and any budget would need to be ratified by the board. DR gave the marketing subcommittee the opinion from the improve regarding not pushing for PR this year unless it is an outstanding installation and perhaps waiting until 2024. JD will be pushing ahead with a meeting of all partners delivering poppies this month

e. NYE update

The subcommittee discussed New Year's Eve and how to make it an inclusive, big party atmosphere for the whole town.

The history of New Year's Eve was discussed and future proofing. All agreed that New Year's Eve needed to be a bigger event and that Weymouth had been known for its New Year's Eve party.

Since covid, some individual businesses had tried to capitalise, and this has had a negative effect. Our remit is to get businesses to work together to put on a big New Year's Eve party, encourage a signup sheet and to visit businesses to encourage them to sign up to fancy dress.

It was suggested that perhaps panto 'stay breaks' and New Year's Eve 'stay breaks' would also impact on accommodation and perhaps this could be the norm for all of our weekends where businesses agreed to offer package deals for people staying who are coming for events.

AOB

DR asked marketing to start to think of new initiatives for 2024 BID Term 3 to develop a plan moving forward and to bring to the board. JD asked why we weren't emulating St Ives with their Tate modern in the town. PG suggested probably St Ives had better connections and suggested we develop our links with the JCT for the dinosaurs and the museum they want to bring to Dorset. JD said we should look at this but should try to go bigger. DR suggested all board members reviewed connection for future planning to bring to next meeting.

Decision & Action Log

MAR/2305/3

A1 - DR to investigate source of recycling bottles for fish project.

MAR2305/4/A

A1 – DR enquire as to traders for mulled wine and chestnuts and help them to apply for trading licences.

D1 - All agreed for DR to continue relationship with thirty12 events.

A2 - LF to investigate steam machines to enhance our steampunk Christmas

A3 - DR to talk to Winchester BID

A4 - Dawn to investigate local offer for Christmas promo'.

A5 - DR investigate using repurposed Christmas trees for the train station.

MAR2305/4/B

A6 - Dawn to book Strategy meeting with Andy and Pippa

MAR2305/4/C

D2 – DR take proposed voluntary levy payer scheme to the board.

A7 - DR to look into the pricing strategy around website advertising in more detail to bring as a proposal to the board.

Community and Culture Project Fund Round 5

About the fund

The Community and Culture Project Fund provides small grants to organisations who want to start new activities and events that benefit the local community.

The fund is for 'not for profit' community groups including:

- museums
- arts
- heritage
- physical activity
- sport
- play

We prioritise applications that supports residents and those groups that are [marginalised, disadvantaged or hard to reach](#).

[Find out more about Dorset communities from Dorset Insights](#).

Eligibility

To be eligible, you must:

- [meet our criteria](#)
- support us to [meet our core priorities](#)
- meet at least one of our [cultural strategy outcomes and priorities](#)

How much funding you'll get

The fund is a small project grant, funding up to 80% of total project costs.

Grants are from £1,000 to £5,000.

As we expect demand for funding to be very high, the amount you're awarded might be less than you apply for.

After you apply

Our grants team will assess your application and make recommendations for the grant panel. They then decide whether your application will be awarded funding.

Key dates

- applications close at midnight on Sunday 7 July 2023
- grant panel meets July 2023

- notifications of awards by end of July 2023
- decision letters distributed end of July 2023

Get help with your application

Help writing your application

The Arts Development Company can offer advice and support with your application if you:

- are new to writing applications for cultural projects
- have a good project idea but need help with developing it ready for funding

They also offer a bid writing service if you do not have the expertise within your organisation.

Email: hello@theartsdevelopmentcompany.org.uk

Phone: 01305 228528

Help to complete the online form

Call our Digital Dorset Hotline on 01305 221048 for help completing the online form.

They are available from 10am to 12 noon on weekdays (except bank holidays). At other times, please leave a message and they will get back to you.

Help with governance or policies

If you need help with your governance, policies or how to make the case for your project, email Community Action Network (CAN) at hello@can100.org or [visit the CAN website](#) for more details of their support and training for the sector.

Projects we've funded

We helped fund the [In Jolly Good Company gardening group](#) for people with dementia in Dorset, who help people find friendship and community.

The [Magnificent Mills project](#) highlights the positive impact cultural funding had in providing high quality art experiences for young people.

Contact us

Contact us if you'd like to discuss your project ideas before applying:

- communities@dorsetcouncil.gov.uk (non-cultural applications)
- LeisureWDWP@dorsetcouncil.gov.uk (cultural applications)

Improve Subcommittee

Date: 3rd May 2023
Time: 11:00am
Venue: Pilgrim House
Present: Dawn Rondeau (DR),
Jonathan Oldroyd (JO),
Graham Perry (GP)

IMP/2305/1 NO MINUTES

IMP/2305/2 CSAS/ BID RANGERS

Subcommittee agreed the importance of CSAS and discussed transparency reference BID Ranger contract. Advised to speak to SWL and John Newcombe ref forthcoming Ranger contract. Subcommittee agreed support with Crime reduction partnership and DISC currently delivered by SWL is an important part of the service that any contractor would be expected to maintain if they won. Part of procurement must outline expectation to be badged as a BID Ranger for visibility and deliver on our KPI's. JO showed concern as to the time on the street vs office time spent with CSAS figures.

A1 – DR speak to SWL and John Newcombe ref forthcoming Ranger contract

IMP/2305/3 WCRP

DR advised launching a retail-only crime reduction partnership meeting in partnership with the police being fed by SWL in order to increase subscriptions to DISC and more use of system to provide reports for police.

JO advised that the logo on the DISC platform had changed rather than the crime reduction partnership.

A2 - DR to ask (when having DISC training) how to put this back to a Weymouth recognised logo.

IMP/2305/4 PUBWATCH

DR advised group she was now attending pub watch and they were going to sign up to DISC and is now attending monthly to grow connection with the NTE.

IMP/2305/5 WAYFINDING

Subcommittee discussed the importance of wayfinding and maps, given the issue with assets. DR suggested temporary installs such as on derelict buildings and on WTC property. JO suggested a removable sticker saying you are here with an arrow would be a really good investment and then if the maps needed to be moved, they could be reused.

JO suggested QR code on maps leading people to a portable map and trails on the website. DR advised that the map already has this linking to the front page of the website. DR advised that a map was being installed on front page of website in order that people who scanned the code could go to the portable version. DR to input more trails onto the 'things to do' listing. Andy Cook is taking more photos to make website UpToDate and more vibrant.

A1 - DR to investigate cost of maps to be installed across the town.

IMP/2305/6 SLABS

Subcommittee discussed slabs and GP felt this should be the last installation finalising the trail between Brunswick Terrace and the Roman temple.

IMP/2305/7 TRAILS

Subcommittee to decide on future trails. GP suggested a trail with pictures of Weymouth as it was for installation in streets such as St. Albans Street, St. Mary's Street, and the Esplanade to show how it used to look with photographs on plaques.

A1 - GP to investigate and DR to price up to commence 2024 in BID3

IMP/2305/8 POPPIES

Subcommittee discussed poppies with concern showed about impact as to whether it could be an installation this year without PR to have a bigger installation in 2024.

Subcommittee suggested using funds to engage an artist creator who could map out how the poppies could be installed in a more impressive installation.

A1 - Dawn to chat with Mary-anne re Poppy installation

IMP/2305/9 TOURISM AND VISITOR INFORMATION

DR discussed the Information Shop. GP suggested the collaboration between Weymouth Museum and the Information Shop could be a good way forward.

A1 - GP to discuss with Weymouth Museum as museum has staff at weekends when the information shop does not seem to

IMP/2305/10 PLACE-MAKING

DR asked SC about place improvements applauding the installation of bunting as a quick win with impact that did not need planning permission - suggested perhaps colour schemes each year for the town particularly along the Esplanade to encourage a vibrant unified look. Committee also discussed roll up banners might worth investigating as a removable installation for empty shops to share some of the history and maps as well as events in empty properties.

IMP/2305/11 QR TRAIL

A1 - Dawn discussed the escape QR code trail and will investigate further to bring to the subcommittee once there are more funds available.

IMP/2305/12 HANGING BASKETS

JO and GP discussed the hanging baskets and said that the onus needed to be not on the fact that we are giving levy payers baskets rather than we are decorating the town. We are asking levy payers if we can use their buildings thus turning the expectation round on levy payers expecting something individually for their money and creating a more floral town focussing on improving places with the hanging baskets as a scheme rather than ad hoc basis.

IMP/2305/13 RECYCLING

The subcommittee discussed the installation of the recycling fish and that this would be a great improve installation for the town and to look at utilisation of the plastic once collected.

IMP/2305/14 PUNCH & JUDY

GP showed concern about Punch & Judy and advised that he would investigate whether it was still going to be available and if there were any funds to encourage it not to disappear from the town.

Decision & Action Log

IMP/2305/2

A1 – DR speak to SWL and John Newcombe ref forthcoming Ranger contract

IMP/2305/3

A1 - DR to ask (when having DISC training) how to put this back to a Weymouth recognised logo.

IMP/2305/5

A1 - DR to investigate prices for maps installed across the town.

IMP/2305/7

A1 - GP to investigate and DR to price up to commence 2024 in BID3

IMP/2305/8

A1 - Dawn to chat with Mary-anne re Poppy installation

IMP/2305/9

A1 - GP to discuss with Weymouth Museum as museum has staff at weekends when the information shop does not seem to

IMP/2305/11

A1 - Dawn discussed the escape QR code trail and will investigate further to bring to the subcommittee once there are more funds available.

OPERATION RELENTLESS COMMUNITY FUND - ANTI SOCIAL BEHAVIOUR

The Grant Scheme has been established as a funding source for organisations to deliver projects and initiatives that meet one or more of the Police & Crime Plan priorities.

The Police and Crime Commissioner (PCC) Grant Scheme is a financial resource provided by the PCC to support activities in Dorset that contribute to the delivery of the Police and Crime Plan 2021-2029.

The Plan concentrates on six key themes:

1. Cut Crime and Anti Social Behaviour (ASB)
2. Make Policing More Visible and Connected
3. Fight Violent Crime and High Harm
4. Fight Rural Crime
5. Put Victims and Communities First
6. Make Every Penny Count

Grants of between £100 and £5,000 are available, and applicants must evidence how they will contribute to a reduction in ASB and/or increase public feeling of safety/reassurance.

OP RELENTLESS COMMUNITY FUND – TO REDUCE ASB

The PCC is delighted to launch the third round of the scheme.

Tackling ASB is a key priority of the PCC therefore the purpose of the scheme is to support local projects and initiatives that reduce ASB and increase public feeling of safety in areas disproportionately affected by ASB.

This grant scheme is open from 17 May 2023 and closes on 30 June 2023.

WHO CAN APPLY?

- Applications from Community Groups and Charitable Organisations are welcomed
- Community Interest Companies are also welcome to apply to the fund
- Organisations that have previously been in receipt of PCC Funds providing the application is unrelated to the previous PCC-funded project.

Please Note: Any funding received through this process is to be ring-fenced and must not form a part of any profits.



HOW TO APPLY

The application form and other associated documentation can be downloaded from these pages. Hard copies are also available upon request.

Applications are preferably to be made via e-mail to PCCGrants@dorset.pnn.police.uk; however we also accept applications via post.

HOW MUCH FUNDING CAN BE APPLIED FOR?

Applications from £100 up to a maximum of £5,000 will be considered.

FUNDING TERM

Organisations can request to deliver projects for a period of up to 12 months.

WHAT ARE THE FUNDING CRITERIA

Decision making regarding all Grant applications will adhere to the following four principles:

- (i) **Specificity:** Initiatives must deliver outputs and outcomes relating to the purpose of the round.
- (ii) **Deliverability:** Projects employing either innovative or proven approaches which are likely to address and deliver the desired outcomes of the funding within the grant period.
- (iii) **Working in partnership:** Priority will be given to applications from consortia of providers or partnerships between VCSE sector and private / public sector partners. Projects involving co-production with other agencies and/or with users of the service, will also be prioritised.
- (iv) **Sustainability:** Priority will be given to initiatives that have clear exit plans for sustainability or are self-sustaining.

WHAT CAN BE FUNDED?

Projects and Initiatives that:

- Address and deliver the desired outcome for the round (Reducing Anti-social Behaviour and/or increase feelings of public safety).
- Deliver a real, lasting difference to the area.
- Have a local focus.
- Can be delivered within the grant term.

WHAT CAN'T BE FUNDED?

Projects and Initiatives that:

- Do not contribute to the purpose of the round.
- Are based or delivered outside of Dorset.
- Require ongoing funding.
- Require ongoing staff costs (including salaries of permanent or fixed term staff).
- Expenditure for an item or service that has already been ordered or paid for.
- Have already been funded from a different source.
- Items or services that will only benefit one individual.
- Initiatives that directly or indirectly bring profit to the organisation
- Loan repayments, topping up of accounts or transferring money to another group.
- Fundraising activities for your organisation or others.
- Used vehicles/routine repairs and maintenance.

CCTV APPLICATIONS

Applications for Closed Circuit Television (CCTV) can be considered for funding, however; any scheme must:

- comply with all elements of the Surveillance Camera Code of Practice [Surveillance Camera Code of Practice \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/444444/surveillance-camera-code-of-practice.pdf).
- comply with subject access requests
- comply with the General Data Protection Regulations and the Data Protection Act 2018
- benefit more than one individual / household
- be professionally installed

HOW WILL APPLICATIONS BE ASSESSED?

Applications will be assessed against the criteria outlined above and evaluated by a panel of staff from the Office of the Police and Crime Commissioner (OPCC).

Applications that meet the criteria will be short-listed and provided to the PCC for final approval.