

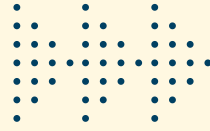
2022-23 ANNUAL REPORT

During 2022-23 our focus has been on consolidation whilst continuing to market the town and invest further in improving how Weymouth looks and performs economically.

Since the last Annual Report, the BID Team have undertaken some great projects which can be seen in the detail of this report.

WE ARE WEYMOUTH

CHAIR YEARLY REPORT



CHRIS TRUSCOTT

During 2022 we continued with our delivery whilst also going to ballot. During this time, we met with many of you to determine your views on what had gone well during the BID 2 term and what your priorities were ahead of the ballot. We listened to your feedback and many ideas were generated which then formed part of the BID 3 business plan, being delivered from September 2023. You agreed with the plan and voted yes with a majority of 73% recognising that together we are stronger.

Weymouth BID Board are levy paying, local business owners who want to see Weymouth thrive and tackle issues head-on. The board is committed to creating an effective and efficient BID and values the input of levy payers; completely focused on delivering a better future for the town.

Our decisions to improve, market and shape the town are critical to the success of the town and our members, and as always, the BID continues to act as a strong representative voice for businesses in times of uncertainty and change. The challenges we all face, make the need for Weymouth businesses to work together as a Business Improvement District to shape the trading environment more important than ever, and this year has seen us tackling some major issues to shape the town.

There have been many notable achievements throughout the last year with the continuation of existing projects as well as the introduction of several new initiatives. Many of the projects we had implemented in the previous year such as the September Dusk 'til Dark event, hanging flower baskets, crime reduction partnership and the BID Ranger, were key areas you wanted the BID to continue, as well as marketing the town to a wider demographic to encourage visitors to the town. During 22/23 we delivered on this and many other projects which are detailed in the report.

I am proud that we can and do represent you and your views and would encourage any members that want to constructively engage with the BID to help deliver positive improvements for our town to get in touch with any of the operational team or board members. We will continue to collaborate closely with our partners, to represent and where appropriate challenge and we can only do this with your productive engagement and involvement.

I would like to take this opportunity to recognise the efforts of our board members, who devote a considerable amount of unremunerated time with the sole focus of making a positive difference to the area in which we all operate, and to welcome three new Board Directors to the team, Natalie Steadman owner of Weymouth Fancy Dress shop on the Esplanade, Eric Tavernier owner of Les Enfants terribles on Custom House Quay and Hayley Moore owner of The Flamingo Room in St Thomas Street. We also are saying goodbye to two board members; Ian Ferguson who has been a board member across the BID's first and second term and was vice chair of the board for 2 years. Ian was pivotal in ensuring BID 2 was elected and to whom we owe a debt of gratitude for the years of service to the town, and Mikey Johnson a recent board member, Loss Prevention Manager, at the Range who has moved to Southampton. I very much look forward to working with the new Board, and hope that any members who wish to drive positive change for our town, will offer to volunteer, in order that we can be truly representative of the BID demographic and deliver a long-term strategy for the town.

Chris Truscott

Chair of The Board



The role of the Board is simple – to listen to the wide range of views from members, influence and make decisions which will benefit the many and not the few and this is a principle that we will uphold.

MARKETING WEYMOUTH

2022

2023



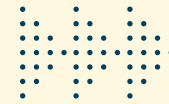
This year's campaigns - We Are Celebrating, We Are Award Winning and We Are Greener have generated a combined reach of over **133 million** through a mix of online, broadcast and print PR. We have generated over **250** separate articles and key news features promoting Weymouth and its businesses, including national coverage of the dinosaur trail on CBeebies, The Sunday Times Best Beach coverage and features in the i newspaper, The Daily Mirror, Great British Food Magazine, OK! Magazine, Hello magazine, The Sun, The Times, The Telegraph and Independent, to name a few.

The We Are Weymouth brand has provided the base for a strong digital offer, through our social media channels and our We Are Weymouth website. Working in partnership with 'Love Weymouth' and 'Visit Weymouth/Dorset', our digital reach has grown significantly to **156k** followers with over **25million** reach this year; a fantastic tool to promote Weymouth.

Events are a great way to help drive footfall throughout the entire year, and we're pleased to have sponsored or organised a number of fantastic events in different areas of the town, attracting a wide demographic of customer to help drive footfall especially during the quieter months.

We have listed over **150** gigs and events on our websites this year and continue to promote local businesses in our 'What's On' and 'Things To Do' guides to both locals and visitors to the town.

MARKETING WEYMOUTH



KEY EVENTS

SPONSORED or delivered

Dusk 'til Dark Illuminations,
Beach Motocross,
Pirate Festival,
Elf World Record Attempt,
Steampunk Weekend,
Dinosaur trail,
Wessex Folk Festival,
Beach Volleyball
Championship,
Fayre In the Square,
SQUIB championship
and more.



133 MILLION
Combined marketing reach
through online, print,
broadcast and PR campaigns
not including digital



Strong digital
presence
through the We Are
Weymouth and Love
Weymouth website
and social media
channels

**25.8
MILLION
REACH**

*combined reach on social
media and websites:
We Are Weymouth
Visit Weymouth
Loving Weymouth and Portland



£3.26M
advertising
value equivalent

700 'customers' on our
CRM to target and invite
to events and trails

Accommodation information
leaflets produced to send to
visitor enquiries



20,000
Maps produced
with 3 trails on
reverse



400
families took
part
Installation and
marketing of a
dinosaur trail across
Weymouth

Marketing Weymouth is about increasing national awareness of all the town has to offer; increasing footfall and potential repeat visits, building on the legacy of our 2021/22 campaigns.

IMPROVING WEYMOUTH



2022

2023



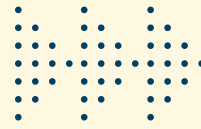
Our improve focus aims to deliver higher standards for Weymouth, tackling long-standing issues that impact people's experience of the town and ensure a brighter, safer and more welcoming town for those who live, work and visit here.

This year, not only did we provide **220** hanging baskets, but we also continued to upkeep the boat planters in Swannery Walk and Custom House Quay.

We've listened to businesses concerns around crime and antisocial behaviour and are working more closely with Pubwatch as well as retailers to ensure communication channels with police are up to date through constant use and monitoring of the DISC reporting platform. This has enabled a more robust, GDPR compliant system, ensuring banning orders and known offenders are profiled. We are continuing with the BID Ranger service, which has returned over **£17K** worth of goods to local retailers and been instrumental in **44** arrests.

- We engaged a contractor to undertake the removal of graffiti from private buildings and have applied for PCC funding to undertake graffiti led projects throughout the town.
- We installed large maps in key sites throughout the town and complemented this with 20,000 maps incorporating a trail leaflet.
- In Feb 2023 we undertook a 'Dinosaur Trail' and installation with over 400 families taking part which enhanced the area and gave people a reason to visit in a traditionally quiet period.
- We expanded the heritage trail to Bowleaze and it now spans the entire BID geography with 18 slabs to date installed in the town and a final phase in 2024.

IMPROVING WEYMOUTH



220

Installed, maintained
and watered
220 hanging baskets
for businesses throughout
the town centre and boat
planters along
Swannery Walk and the
harbour



1195
BUSINESS
VISITS

Continued the BID Ranger service and worked closely with partners to help
reduce the impact of crime and anti-social behaviour on businesses



179
SIGNED UP
TO DISC
PLATFORM

Reported a number of public-realm
issues such as graffiti, overflowing
bins, fly-posting, street cleansing,
trip hazards, broken windows, to
the appropriate authorities



REGULAR
SUPPORT TO
NTE THROUGH
PUBWATCH



427
SHOPLIFTING
INTERVENTIONS



6
NEW HERITAGE
SLABS
installed.
Trail totalling 18

Bunting for
St Alban street
as well as town
dressing
for the
Coronation



63% Thefts

STOLEN
GOODS
RETURNED



44
Arrests

937

incidents
reported
on DISC

Improving Weymouth is about ensuring that
Weymouth looks attractive, and is cleaner, safer
and has a plethora of information.

Improving is about taking pride in our streets.

SHAPING WEYMOUTH



2022

2023



To ensure the security of the future of Weymouth as a vibrant coastal town it is important that the BID provides a strong, unified voice to champion your interests.

As your BID, we have provided a strong voice to directly represent your interests and lobby for the changes you want to see.

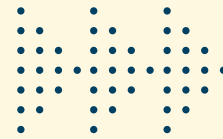
This year we have sought your voice and communicated on matters such as:

- The migrant barge
- Parking charges
- The Neighbourhood Plan,
- Coaches in Spring Road
- Weeding in Hope Square
- Cruise ships passenger information
- The Seafront Masterplan and
- The Flood and Coastal Erosion Plan

We can make a difference and be the conduit between the business community, Weymouth Town Council and Dorset Council to ensure that projects are managed in line with baseline agreements, and we play a proactive part in any consultation process providing a strong unified voice to champion your interests.



FINANCE AND GOVERNANCE



- We attend regular meetings with other BIDs and collaboratively lobby government and share best practice.
- We promised to be transparent; all financial reports, tendering opportunities, meeting agendas and minutes are available on our website.
- We have worked to obtain feedback and suggestions from businesses via in-person meetings, events, newsletters and surveys.

The BID financial year for 22/23 ran from 1st September – 31st August.

A complete set of full accounts are available to view on the website.

Note



This next financial year will only run for **7 months** from September 1st 2023 until March 30th 2024. Therefore your levy bill with this report is only 7/12ths of a normal year

The new financial year will commence from April 2024 for a FULL year and your levy will reflect this.

	2022	2023
Income		
		Levy Income £286,920
Expenditure		
		Improve Projects £83,751
		Marketing & Events £82,541
		Advertising & PR £52,757
		Staff Costs £56,906
		General Office & Admin £44,809

**The figures have been prepared based on the unaudited books and records. The full audited accounts as at 31st August 2023 will be made available online at www.weymouthbid.co.uk once they have been independently examined and approved by our auditors.

PRIORITIES & VISION

✓ Improve the look, feel and safety of the town

✓ Attract people to spend money in the town all year round

✓ Provide a strong and unified voice to promote your interests

Weymouth levy payers overwhelmingly voted YES in the 2023 ballot. With a 73% positive vote by number and an 80% positive vote by RV.

We Are Weymouth (BID) is set to be in place for the next 4yrs 7 months, continuing its vital work to improve, market and shape the town of Weymouth.

Thankyou for believing in the value of the BID and supporting the work we do for the town.

Market
Improve
Shape



WE ARE WEYMOUTH
Your Business Improvement District



We will continue to ask your opinions on the things that matter to you via our newsletter, Facebook and through the AGM. It is vitally important that you take a moment to **'Have your say'**. so please complete the questionnaire here:

Scan Me



EVENTS



PROMOTION



TRAILS

ARTS & HERITAGE



PRESS TRIP OPPORTUNITIES

GIG GUIDE

WE GIGS & MORE @ The Belvedere In February

[Facebook](#)
[Twitter](#)
[Instagram](#)

Venue: The Belvedere

February 2, 2023 - February 28, 2023

Weymouth Dinosaur Trail Activities

[Facebook](#)
[Twitter](#)
[Instagram](#)

Venue: Various

February 12, 2023 - March 26, 2023

Menopause The Musical 2

[Facebook](#)
[Twitter](#)
[Instagram](#)

Venue: Cineworld Weymouth

February 24, 2023 - March 2, 2023

Open Mic Night at Duke of Cornwall

[Facebook](#)
[Twitter](#)
[Instagram](#)

Venue: The Duke of Cornwall

March 2, 2023

Thursday's Tea at 2pm

[Facebook](#)
[Twitter](#)
[Instagram](#)

Venue: Weymouth Manor

March 2, 2023

THE NEXT 7 MONTHS

This next financial year is only 7/12- your bill will reflect this

During the ballot we gained your views on what our priorities should be.
Your views were clear:

Driving visitors and locals to Weymouth to enhance the economy during autumn and winter months through events, trails, competitions and media promotion.

Marketing campaigns to increase awareness of the town in the national press.

Working on a campaign entitled 'Dog Friendly: Child Friendly', endeavouring to address the dog fouling in Bowleaze and on Greenhill beaches.

Launching 'Food Fortnight' and 'Wellness Week'.

Delivering and marketing events, partnering with other organisations, putting Weymouth on the map as a destination for year-round events, and providing a legacy for the town for years to come.

Ensuring a high-profile Ranger service to help reduce the impact of crime and anti-social behaviour on businesses,

Developing the Business Crime Reduction Partnership within Pubwatch, Shopwatch and Hotelwatch.

Championing the views of businesses with local and national government to ensure that consideration is given to the impact of decisions for the town and business community.

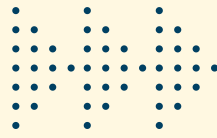
Ensuring a BID presence at meetings regarding the regeneration, development and strategy for the town.

Expanding the heritage trail, installing additional slabs this year and continuing to market Weymouth's heritage.

Promoting gigs, events and businesses through digital channels and journalist visits.



COMMUNICATION



Our primary focus is to represent you, delivering a robust strategy and being unafraid to deliver bold initiatives to ensure that we maximize opportunities throughout the town.

If you want to be involved in town wide initiatives such as: Trails, PR opportunities, hanging baskets, campaigns, events and more, please take a moment to register to receive the newsletter and follow us on social media

www.weareweymouth.co.uk/newsletter-sign-up/

How we communicate with you

The Annual report (Sept)

The AGM (Nov)

F: We Are Weymouth Business

Newsletters via Email

P.R Newswire via Email

DISC alerts via the app

Blogs on the Weymouth BID website



How we communicate with the Public

F: We Are Weymouth UK

News & Listings on the
We Are Weymouth website

Loving Weymouth

Visit Dorset





Dusk til Dark

Sept 22-23

Look out for

October 6-8 Pirates
Halloween trail October
5 weeks of Christmas events
NYE initiatives

THE BOARD



Chris Truscott	Chair	McDonalds
Jonathan Oldroyd	Vice Chair	The Gloucester Hotel
Graham Perry	Board member	The Bridge Fair Trade Shop
Lynne Fisher	Board member	St John's Guesthouse
Cllr. Jon Orrell	Board member	Weymouth Town Council
Tamsin Mutton McKnight	Board member	Weymouth SEALIFE Park
Jye Dixey	Board member	The William Henry Pub
Natalie Steadman	Board member	Weymouth Fancy Dress Shop
Eric Tavernier	Board member	Les Enfants Terribles Restaurant
Hayley Moore	Board member	The Flamingo Room



OPERATIONS TEAM

Dawn Rondeau	Chief Operations Officer
Kelly Davies	Operations Assistant

THE TIMES THE SUNDAY TIMES

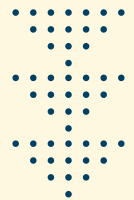
Weymouth is the Times and Sunday Times Beach of the Year 2023

Why Weymouth in Dorset is the UK's best beach in 2023

For our 15th annual best beach guide, we asked you to share recommendations. After a thorough inspection, one surprising seaside resort in England came out on top



THANK YOU.



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