



Board Meeting Agenda

Date: 30th Nov 2023

Time: 11:00 -12:00

Location: Pilgrim House

Item		Time
BOA2809 -1	Welcome	11.00
BOA2809 -2	Apologies for Absence	11.05
BOA2809-3	Declarations of Interest	11.10
BOA2809-4	Observers	11.15
BOA2809-5	Matters Arising from Previous Minutes	11.20
BOA2809-6	Governance a. Levy update	11.25
BOA2809-7	Finance Report a. Updates and budgets	11.30
BOA2809-8	Marketing a. ITB and LWP Sept reports b. Subcommittee report	11:40
BOA2809-9	Improve Next meeting 5th Dec	11:50
BOA3011-10	Shape WNP	11:55
BOA2809-13	• AGM	12:00

BID Board Meeting

Date: 19th October 2023
Time: 11:00am
Venue: On Line
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
Jye Dixey (JD) The William Henry JD Wetherspoon
Hayley Moore (HM) The Flamingo Room.
Cllr Jon Orrell, (CJO) Dorset Council

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

BOA/1910/1 WELCOME

CT welcomed everyone and thanked GP for standing in for him and JO in his absence at the last board meeting.

BOA/1910/2 APOLOGIES FOR ABSENCE

Apologies from Cllr Rob Hughes (CRH), Cllr Jon Worth (CJW), Peter Vowles (PV)

BOA/1910/3 DECLARATION OF INTEREST

No declarations of interest were made.

BOA/1910/4 OBSERVERS

Helen Heanes (HH) from Dorset Council

BOA/1910/5 MATTERS ARISING FROM PREVIOUS MINUTES

No matters arising from previous minutes.

BOA/1910/6 GOVERNANCE

(a) Levy Update

There is still the potential collection of the historic debt of 85% despite many businesses being dissolved. We are on target this financial year with 40% collection to date and a hoped 70% collection by the end of November.

Dorset Council new BID team are actively working on collection.

(b) AGM

All forms received by Board members. AGM notice to be sent out this Monday to members and levy payers to ensure that there is the minimum 21 days. It will also be posted on the website.

BOA/1910/7 FINANCE REPORT

(a) Updates & Budgets

Board acknowledged that should the historic debt not be successfully collected then in April there will be a deficit of £11,000, fulfilling the approved and non-approved budgets. Therefore, non-approved projects will have to be re-assessed. CT, JO, GP DR and Mel (Bookkeeper) to meet this week to discuss. DR meeting with Mel on Tuesday to critique income and expenditure.

BOA/1910/8 MARKETING

(a) ITB and LWP Sept Records

DR reports there is Halloween, FEAST and Christmas Events currently being undertaken with good response to all.

(b) Subcommittee report

No Questions

(c) Revolting artists FUNDING REQUEST – previously met with Marketing S/C (see report) summary: Revolting Artists hope to bring a cultural event to Weymouth to put it on the map. Their initial event in 2023 was a one off but received good feedback therefore this is now being pursued as a viable offer for the town and they put a good case forward answering queries that were raised. The marketing SC had suggested a drip feed monetary solution. CT concurred that in principal if there was money in the budget (TBD at the finance meeting) were the board in favour of supporting the Revolting artists application to a maximum of £9k over 3 years with £4K in this financial year.

This was put to vote in principal and was voted in favour unanimously.

BOA/1910/9 IMPROVE

(a) Carnival update

DR and Improve committee had a meeting with the Carnival Committee but found that they are not near putting a suggestion to vote to the board, but this is on-going and we are still in discussions with them.

BOA1910/10 FUNDING APPLICATIONS

(a) CSAS

DR has previously held discussions with CSAS, regarding funding. DR has also met with Cllr Laura Beddows to understand why CSAS aren't interested in the Ranger contract. The Board of Directors have committed funds to the Ranger scheme which is designed to support the stated needs from our members and do not have the additional funds for this project. The board believe that a better solution would be to streamline the community safety and ranger schemes to tackle ASB, shoplifting and petty crime and to seek to understand why this was not a possibility.

The board agreed that should an integrated CSAS/Ranger scheme be forthcoming, and one where we had an active input into the process and their direction/priorities, then the Board would be happy to consider a revised application. CT, DR, Jane Biscombe (JB) and Cllr David Harris had met on Monday and a meeting for CT, DR, JB and Graham Duggan is being arranged to push this discussion forward.

The funding application was put to vote as to whether the board would support the scheme as it stood. Whilst there was acknowledgment of the work of CSAS in terms of addressing ASB, the board agreed that in its current format and with funding tight they could not support the CSAS Patrols partnership scheme as presented in this application. The board voted unanimously against the funding application.

BOA/1910/11 SHAPE

DR reported that she is attending regular meetings with members of the multi-agency forum regarding the Bibby Stockholm, keeping up to date with any issues or messages that we need to keep businesses and the Board informed about.

Parking issues is still on-going. DR to find an opening for be able to talk to Cllr Ray Bryan.

Economic Development: with regard to re-generation of the town, DR is scheduled to attend a number of meetings with Arts Dev Co., DC and WTC to look at proposals for the town.

BOA/1910/12 AOB

GP asked if the Arts Development was discussed with DR & CT at the town council meeting. DR advised that it was covered with various subjects, and CT believes that there is an opportunity for BID to take the lead and drive forward with the council.

BOA/1910/13 DATE OF NEXT & SUBSEQUENT MEETINGS

Nov 30th Board 11-12. AGM 12– 1. pm - Pilgrim House

Dec 20th Christmas Lunch venue TBD

ACTIONS & DECISIONS LOG

BOA/1910/11 SHAPE

HH to advise DR on how to pursue contact Cllr Ray Bryan

BOA1910/10 FUNDING APPLICATIONS

CT & DR to make a meeting with Graham Duggan regarding CSAS and council.

BOA/1910/7 FINANCE REPORT

DR & CT to arrange an interim finance meeting.

Weymouth BID Finance Update as at 01 November 2023

2016/17 *****all payments due collected*****

2017/18 *****all payments due collected*****

2018/19

Initial Invoices Raised	301,176.00
Credit Notes Issued	(21,111.50)
Replacement Invoices	16,976.25
Voluntary Contribution Invoices	0.00
Write Offs	(4,594.75)
Total Amount Due to be collected by WPBC	292,446.00
Outstanding Invoices	(1,091.25)
Stage payments already made	(291,354.75)
Balance Available	0.00
Payments Received	99.6%

2019/20

Initial Invoices Raised	284,025.00
Credit Notes Issued	(12,696.75)
Replacement Invoices	1,553.25
Voluntary Contribution Invoices	0.00
Write Offs	0.00
Total Amount Due to be collected by WPBC	272,881.50
Outstanding Invoices	(1,362.61)
Stage payments already made	(271,518.89)
Balance Available	0.00
Payments Received	99.5%

2020/21

Initial Invoices Raised	288,854.25
Credit Notes Issued	(6,200.25)
Replacement/New Invoices	3,134.47
Voluntary Contribution Invoices	0.00
Write Offs	(150.00)
Total Amount Due to be collected by DC	285,638.47
Outstanding Invoices	(16,614.00)
Stage payments already made	(269,024.47)
Balance Available	0.00
Payments Received	94.2%

2021/22

Initial Invoices Raised	290,702.75
Credit Notes Issued	(3,422.25)
Replacement/New Invoices	1,400.25
Voluntary Contribution Invoices	0.00
Write Offs	(543.75)
Total Amount Due to be collected by DC	288,137.00
Outstanding Invoices	(9,361.75)
Stage payments already made	(278,775.25)
Balance Available	0.00
Payments Received	96.8%

2022/23

Initial Invoices Raised	296,059.50
Credit Notes Issued	(7,023.75)
Replacement/New Invoices	5,676.75
Voluntary Contribution Invoices	0.00
Write Offs	(1,653.75)
Total Amount Due to be collected by DC	293,058.75
Outstanding Invoices	(17,406.30)
Stage payments already made	(275,555.45)
Balance Available	97.00
Payments Received	94.1%

2023-24 (now raised in Academy not SAP)

Initial Invoices Raised	187,716.94
Credit Notes Issued	0.00
Replacement/New Invoices	0.00
Write Offs	0.00
Total Amount Due	187,716.94
Outstanding Invoices	(79,843.79)
Total amount paid	107,873.15
Stage Payments already made	(73,800.06)
Balance Available	34,073.09
Percentage of Payments Received	57.5%

Cashflow Summary Report

Draft - Reviewed 14/11/2023

Projected Cashflow for Sep23 - Mar24

BF	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	£225,260
Cumulative % Collected for 23-24		39%	61%	70%	75%	80%	85%		
Collected Prev Yrs	17,983	2,142							£187,717 Net Billable
Income Projection (Inc VAT)		88,487	41,004	28,191	11,263	11,263	11,263	191,471	211,596 £225,260 Gross Billable
									£33,789 15% assume not collected
Overheads	-9127	-7378	-10979	-15130	-7382	-7383	-9134	-7384	-73,897 £ 28,158 ExVAT not collected
Ad & PR	-306	-306	-1506	-306	-306	-305	-305	-305	-3,645 £191,471 Net after not collected
O/s Mktng & PR	-4800	-4800	-4800	-4800	-4800	-4800	-4800	-4800	-38,400
Marketing Events & projects Approved	-28200	-4920	-5120	-24120	-120	-120	-720	-120	-63,440
Improve Events & projects Approved	-4284	-8684	-30844	-4284	-4284	-4284	-4284	-4284	-65,232
Marketing Events & projects Not Approved	-3120	0	0	0	0	0	0	0	-3,120
Improve Events & projects Not Approved	-6600	0	-2400	0	0	0	-12000	-12000	-33,000
Liabilities (VAT)		5236			-8950			1830	-1,884
Estimated Bank Balance	75,000	36,546	106,323	91,678	71,229	56,650	51,021	31,041	3,978 £3,978

Levy income:

Gross billable inSeptember:	£187,717
Collection fees	-£6,000
Net Collectable in period	£181,717
VAT element	£36,343
Net levy income:	£218,060

Allow 15% not rec'd in 7 months	-£28,158
Gross Levy Income	-£28,158

in the bag

Monthly Report
October 2023



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | October 2023

Coverage

Link to coverage:

<https://www.dropbox.com/scl/fo/q33slhadclnp04siet2bl/h?rlkey=w2lfcv7nr14ruqq3k35myj9yn&dl=0>

Date	Publication		Reach	AVE
29.09.23	Dorset Eye	https://dorseteye.com/the-pirates-are-back-in-weymouth/		
05.10.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23831303.weymouth-pirate-festival-set-get-underway-soon/	43,436	£353.00
06.10.23	BBC (Web)	https://www.bbc.co.uk/news/uk-england-dorset-67015284	9,724,171	£261,016.00
06.10.23	Resort	https://www.resortdorset.com/events/Weymouth/8282/Weymouth+Pirate+Festival/		
09.10.23	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/pictures-pirates-drop-anchor-weymouth-230000742.html	993,472	£26,667.00
31.10.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23888517.weymouth-feast-festival-returns-town-centre/	43,436	£353.00

Total reach for October: 10,804,515

Total Advertising Value Equivalent for October: £288,389.00

Total reach for 2023: 128,662,124

Total Advertising Value Equivalent for 2023: £5,220,545.14

We Are Greener

- Liaised with eco/sustainability journalist to pitch out eco press visit to Weymouth - also working with Visit Dorset to offer a more rounded feature

We Are Captivating

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | October 2023

- Pitched pirate images out to Sarah Ingham - freelance picture editor for the nationals (very keen to see elves images)
- Pitched pirates into BBC South
- Circulated roundup We Are Captivating press release to key media targets
- Arranged interviews for Pirates on:
 - BBC Radio Solent Dorchester
 - GHR
- Recorded interviews and shared with WAW team
- Drafted FEAST Fortnight press release and circulated to key media contacts - coverage in
- Pitched Captivating into Dorset Magazine - coverage confirmed for December edition
- Pitched elves into The Last Legg for filming opportunities
- Liaised with What's On Cardiff to discuss press visit for Captivating
 - Need buy in from levy payers
- Drafted Elves launch alert for broadcast and had good responses from:
 - ITV Meridian - interested in filming elf workshops
 - ITN - feeding back after Christmas editorial meeting
 - GB News - Neil Oliver Show
 - ITV This Morning (unlikely to cover again)
 - GHR - arranging pre recorded interview with Dawn
- Pitched Steampunk into MailOnline for feature on quirky Christmas events

We Are Weymouth Marketing Strategy

- Liaised with Dorset Living to arrange interview opportunity with Dawn Rondeau - still chasing Dawn for answers
- Liaised with the Dorset Echo to provide comment from Dawn on shops leaving and opening in the town
- Pitched artwork from Cove Gallery into the Daily Express for PR Newswire opportunity
- Autumn/winter PR push for press visits to Weymouth - cosy by the coast - can incorporate FEAST during visits

Social Media

- We Are Captivating content creation - began scheduling on social media
- 'Business of the Week' content creation - scheduled in
- Posted coverage on social media where relevant
- Feedback to Dawn on scam messages

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | October 2023

- Spent time with Facebook support trying to link Instagram and Facebook accounts - need to raise and admin dispute to regain control

Advertising

- Liaised with LOCALiQ about upcoming advertising opportunities - negotiated deals, confirmed dates and submitted artwork provided by Dawn
 - Staycation
 - Christmas
 - FEAST
- Liaised with Dorset Magazine to discuss upcoming advertising opportunities
 - Declined for foreseeable future due to budget constraints

AOB

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

Upcoming activity

We Are Captivating

2024 planning

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. OCTOBER 2023

KEY SOCIAL MEDIA STATS OCTOBER2023 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 74,860 (74,414)

Monthly total Social Media visits to profile pages:- 16,825 (15,900)

Daily visits to Facebook profile page 519 (503)

Cumulative Facebook post reach 1,740,980 (1,694,670)

Instagram Followers 16,440 (16,420)

Instagram total post reach 89,550 (106,000)

Instagram video views 33,600 (28,900)

Total Social Media Reach 1,830,530 (1,800,670)

Facebook Account Reach 509,100 (517,700)

Instagram Account Reach 15,200 (15,700)

**Value of Social Media post reach based on average boosted post cost of £6.00 CPM
£10,440.00 (£10,800.00)**

The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 19,800 at month end an increase of around 1,500 month on month. Engagement rates continue to grow. We've worked hard to keep this as a group that maintains a generally positive attitude towards Weymouth with strong user engagement, encouraging the posting and comment of positive visitor experiences. It's important that the group isn't seen as a free advertising platform for business as this can seriously degrade the user experience. We want businesses to join and engage but will generally delete any content uploaded which is advertorial or self promoting, probably not popular with some but helps keep engagement higher than many groups that have an uncontrolled attitude to advertising. The group is also a very good source of user generated content that we can share to our main LWP page and Instagram account. We're still confident this group can become the largest local group targeted in the main towards visitors over the coming months. Overall October has stayed constant compared to September helped by Pirates, Beach Motocross and Halloween events.

THREADS

Whilst still low key Threads still shows promise and continues to grow subscribers up by 75 to 1,506 by month end.

WEBSITE STATS OCTOBER 2023

September user sessions 23,320 (36,100)

Events in the events and gig guide were regularly added with on average 200 events showing throughout the month. *We are now starting to add more Christmas and New Year events.* As we approach the festive season we will be trying to encourage more venues with live music to contribute to the Gig Guide

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

YOUTUBE OCTOBER 2023

Youtube Subscribers – 1,095 (1,095)

Youtube Video Views – 1,580 (1,600)

Youtube Minutes Viewed – 2,050 (2,184)

YouTube activity was limited during the month. Were now working on creating content for the channel from footage shot this season.

GENERAL

PHOTO AND VIDEO

On all three days of the Pirate Festival we were out taking photos and video. Facebook live videos were streamed to booth We Are Weymouth UK and Loving Weymouth and Portland during the Parade on the Saturday and Acoustic Music from the TS Moonfleet on the Sunday

Stats specific to We Are Weymouth Events / Promotions

<u>EVENT/PROMO</u>	<u>Instagram/Facebook Total Reach</u>	<u>Insta/Facebook Total Video Views</u>
<i>Dusk Til Dark July, Aug, Sept</i>	<i>606,000</i>	<i>55,800</i>
<i>Pirate Festival Sept, October</i>	<i>382,000</i>	<i>125,000</i>
<i>Witch Hunt</i>	<i>37,200</i>	
<i>Feast</i>	<i>109,300</i>	

ANDY COOKE 02/11/2023

Marketing Subcommittee

Date: Thurs 9th November
Time: 11am
Venue: Microsoft Teams
Attendees Dawn Rondeau (DR), We Are Weymouth
Tamsin Mutton-McKnight (TMM), SEA LIFE
Andy Cooke (AC), Loving Weymouth and Portland
Sophie Kermani, (SK) In the Bag PR
Apologies: Lynne Fisher (LF) St John's Guesthouse

ITB, no questions on report, SR informed that live TV were attending elf weekend. DR informed that the peak imagery times were 11:30 and 5pm SK advised that GB news wanted a LIVE at the end of a news segment at 6:45pm for a light-hearted Christmas piece, and DR said Nautico or Range were only places at 6:45 available, we can get 'elves in background to improve visuals. DR advised SK speak with Dominique about the elf team attending being available. Anita being voice of BID for this feature, as Kelly supporting mayor and primary times winner. SK asked if any budget for Facebook paid ads on s/media. DR said possibly £50 in budget. DR advise. DR highlighted that the staycation deal included a full page (as requested by TMM) in Bournemouth echo on Weymouth Christmas as well as a full page in Dorset echo. DR asked SK to get info on when they went in so we can keep info and online details and share pages.

LWP- no questions. AC attending all events. AC attending Nothe fort getting pics today for S/media and will attend the ceremony for a LIVE on Fcbk; DR asked if AC could list all the separate events for the Christmas weekends on event 'what's on'.

AUTUMN CAMPAIGNS UPDATE-

Dusk til dark stats were discussed and the positive response 70% wouldn't have visited town if event not on. 93% want the event to continue. DR outlined the rationale behind the negative responses and that this feedback had been discussed with Activate for future events, namely having a 'route', sticking to the route and being more mindful of small children and disability needs. DR had also discussed the ambulance being too high-profile affecting visibility of parade. SC discussed how to proceed for 2024 given funding constraints, whether to do our own event in the interim years between the 'Inside out' event keeping budget low or to continue with status quo. TMM said we needed to be mindful of our relationship with activate and also public expectation as each year the event has grown and we wouldn't want it to receive negative responses especially as now a legacy event for the town. activate informed DR that 12k people had attended the event, which is superb footfall for the town. DR is in discussions with world-beaters to gain a price which we could potentially deliver as an interim performance using local event company to deliver the management. TMM suggested telling activate our budget for 2024 and seeing what they can do too. DR also suggested inviting people to tender for the entire event and see what response is like. TMM suggested working with arts council and DR also highlighted Arts Dev co, could be supportive. DR to get more info pricing and info for Jan. Business responses to impact survey were that over $\frac{3}{4}$ felt the event brought positive promotion for the town and increased footfall with 89% wanting it to return. The negativity came from those in St Mary street who had 'missed out'. Perhaps find ways to tie these businesses in more. This quote sums it up

'Important marketing that builds our brand over the long term. While we saw no direct extra business while the event was on (we were closed on two of the three sessions),

this is exactly the sort of thing that keeps Weymouth's profile high and compelling. We all benefit from that and we must all invest in that. Weymouth BID is the most effective platform we have for whole-town brand building.'

Pirates were discussed as another hugely popular and well attended event. SC agreed we need to be involved somehow, and our commitment needs to be ongoing to develop it into a much bigger event, all felt BID should be about enhancing with acts and performers and workshops not bands for pubs. Majority of negative feedback came from one source and was very pub specific, and unfounded given evidence to the contrary. The most popular events were the march and Moonfleet... the Nothe had thanked us for involving them and they are going to expand their offer next year.

Quote; "Participating in Weymouth's Pirate Weekend was a MASSIVE boost to Nothe Fort's visitor figures. Thanks Weymouth BID for including Nothe Fort. We intend to really develop our Pirate offering next year!"

Saturday 7th & Sunday 8th October 2023 - 1,022 visitors

Saturday 8th & Sunday 9th October 2022 - 405 visitors

Poppies- BID had supported Nothe with plastic bottles as they were managing the conversion into poppies this year, they are undertaking an uncovering and remembrance day event see LWP earlier.

Halloween went well, feedback being sent to participants, anecdotally businesses who actively partook in the trail saw appx 30-40 families a day, those who weren't visible with their 'witch' struggled. DR suggested that we need to expand activities and visibility for 2024 along with educating business owners on how to use marketing initiative best for their business.

FEAST is currently underway we reduced overall costs to appx £300 compared to the previous £10k. This event was embraced by 12 businesses with potential for more in Feb. Some businesses didn't really understand the 'offer' process and we will be interested to see how this affected those who did grasp the concept. SK advised if Anita wanted to meet with PG or SK to discuss how to get more engagement with general public and simplify offer.

Christmas

All events on website under 'what's on' with tab specifically for Christmas. All weekend events have had an increased uptake compared to 2023, this is proving the effectiveness of events vs light installations and doing something different from other towns. DR will feedback Christmas results once events all occurred. SK asked DR to sanction Press release for steampunk DR undertaking rewrite as information now out of date. DR also informed S/C that due to business closures and no tree that the nativity event will end in Millenium square although the workshops are across breadth of town including south harbourside

NYE

- Campaign 1 winter/ spring Jan-Apr- We are Limitless agreed
- Campaign 2 summer May-Aug - We are Summer or something similar in final stages of agreement
- Campaign 3 autumn/winter Sept-Dec- We Are Cultural??? Still to be discussed

Voluntary levy update using same pricing as per business plan with minimum levy £90 no matter what the lower end of the business rates are. DR informed Abbotsbury rd businesses wanting to be part of levy, and as this will not include a rewrite in 2028 if they join voluntarily it mops up that small sector of the town, which is often neglected.

Advertising update DR and AC met and agreed that advertising should be for attractions only, including vineyards, cheese making, museums and gardens to be included on website to offer additional opportunities for visitors to the area at a cost of £144 p/a of which £90 is for WAW and £44 for LWP vat tbd. Full proposal to be brought to next meeting ready for launch in January.

Dinosaurs- Jurassic fibre not willing to sponsor, discussion about whether to approach Port, DR to thrash out what sponsorship could look like. Agreement we need to send out marketing messages to town to say awaiting something amazing in 2025 whilst we work with arts dev co, but do something smaller in 2024 perhaps along the lines of a trail with letters spelling a word still and gift bags and selfie opportunities. All agreed a beach run would be fun and to cancel the dinosaur company we were using last year. TBD at board but budgeting IRO £2-3K instead of £10K would be prudent better to do something well ref installations or not at all and manage people's expectations.

AOB

none