in the bag

Monthly Report

November 2023

WE ARE WEYMOUTH

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | November 2023

Coverage

Link to coverage:
https://www.dropbox.com/scl/fo/8oafeghrd8cerq61vx4ty/h?rlkey=71xafh92t45y548xuoefj9yag&dl=0

Date	Publication		Reach	AVE
01.11.23	Dorset Live (Web)	https://www.dorset.live/whats-on/whats-on-news/regions-largest-elf-street-party-8874012	0	10
02.11.23	Dorset Echo	https://www.dorsetecho.co.uk/news/23890878.weymouth-elf-street-party-feature-bgt-star-george-sampson/	43,436	£353.00
02.11.23	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/britains-got-talent-star-kickstart-000000343.html	993,472	£26,667.00
02.11.23	The American	Print	18,000	£15,144.95
03.11.23	Primary Times	https://www.primarytimes.co.uk/dorset/listings/elf-parade-and-christmas-lights-switch-on-410117		
03.11.23	Primary Times	https://www.primarytimes.co.uk/dorset/listings/steampunk-weekend-in-weymouth-410147		
03.11.23	Primary Times	Print		
06.11.23	Dorset Mums	https://www.dorsetmums.co.uk/blog/read_204891/christmas-fairs-events-kids-parties-in-dorset.html		
10.11.23	Classic Cottages	https://www.classic.co.uk/nas/things-to-do/a-guide-to-christmas-in-dorset-3703.html		
11.11.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23913930.nothe-fort-unveil-poppy-display-remembrance-day/	43,436	£353.00
11.11.23	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/fort-unveil-poppy-display-remember-050000789.html	993,472	£26,667.00
11.11.23	Dorset Echo	Print	10,196	£194.22
13.11.23	Dorset Echo	https://www.dorsetecho.co.uk/news/23920026	43,436	£353.00

	(Web)	.weymouth-christmas-lights-includes-greenhill-seafront/		
14.11.23	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/additions-made-christmas-lights-display-000000701.html	993,472	£26,667.00
14.11.23	Dorset Echo	Print	10,196	£912.60
15.11.23	The Sun (Online)	https://www.thesun.co.uk/travel/24748976/best-free-family-friendly-christmas-attractions/	6,793,685	£182,356.00
16.11.23	COAST Magazine (Online)	https://www.coastmagazine.co.uk/travel/best-places-to-visit/top-coastal-places-to-visit-in-2024/		
18.11.23	i weekend newspaper	Print	220,229	£42,110.72
18.11.23	i news	https://inews.co.uk/inews-lifestyle/free-uk-days-out-winter-2761969	40,424	
18.11.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23925244.steampunk-weekend-comes-weymouth-christmas-season/	43,436	£353.00
22.11.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23938468.celebritys-josie-gibson-came-weymouth/	43,436	£353.00
22.11.23	AirFM	https://air1072.com/featured/lighting-up-weymouth-this-christmas/		
22.11.23	Dorset Live (Web)	https://www.dorset.live/whats-on/whats-on-news/christmas-lights-2023-switch-events-8925297		
23.11.23	Dorset Eye (Web)	https://dorseteye.com/the-south-wests-largest-elf-street-party/		
25.11.23	Resort (Web0	https://www.resortdorset.com/events/Weymouth/8321/Weymouth%27s+Elf+Street+Party+and+Christmas+Lights/		
25.11.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23947647.christmas-events-taking-place-across-dorset-today/	43,436	£353.00
25.11.23	GB News	Broadcast	151,998	
26.11.23	ITV.com (Web)	https://www.itv.com/news/meridian/2023-11-26/hundreds-of-elves-gather-for-christmas-para	502,221	£15,049.00

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26.11.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23947763.huge-turnout-elves-parade-streets-weymouth/	43,436	£353.00
26.11.23	Living In Weymouth (YouTube)	Elf Record attempt - Weymouth - YouTube		
26.11.23	BBC Spotlight	https://www.bbc.co.uk/iplayer/episode/m001sysy/spotlight-evening-news-26112023	300,000	
27.11.23	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/christmas-spirits-high-hundreds-turn-000000871.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAJ5_xR-tqxpkUVQkZMFNXZLtI35WIhomtEUfmseNOynRN2uEcCnaYhm3uCiH2rrSsVm6pmj8yYzqVyyKNmx0HHvKx4HkbatqAsfdJvO8YDHiilTLNnK805ox5nSY338t-eCZEZ1bAGEpsz19MKxwsioM4NxYmoKgpGGkHARc2T1i	993,472	£26,667.00
30.11.23	Great British Life	https://www.greatbritishlife.co.uk/things-to-do/23879614.need-know-dorset-christmas-2023/		
01.12.23	Dorset Magazine	Print	12,000	£800.55

Total reach for October: 12,336,889
Total Advertising Value Equivalent for October: £365,717.04

Total reach for 2023: 141,204,013
Total Advertising Value Equivalent for 2023: £5,586,262.18

We Are Captivating

- Liaised with ITV Meridian to discuss filming of the elves
- Confirmed Dorset Magazine coverage for Christmas
- Liaised with GHR to confirm interview with Dawn - TBC
- Confirmed GB News interview for elves - 8.45pm - Pippa ITB to do interview - coverage appeared
- Confirmed sending rushes to BBC South Today - featured on evening and late news on Sunday 26th Nov

- Pitched Christmas schedule into Time Out!
- Pitched Elves and Steampunk into MailOnline
- Pitched Elves into the i newspaper - coverage appeared
- Pitched Christmas schedule into BBC News
- Drafted Steampunk alert and circulated for sign off
    - Circulated to key local and national media
- Circulated Steampunk film and photography email to broadcast contacts
    - To feature on ITV Meridian morning news - 1st Dec
- Pitched Christmas schedule into The Sun for feature on free attractions - coverage appeared
- Liaised with The Table Read to share more photography of Christmas
- Confirmed online Christmas coverage with The American
- Pitched Christmas schedule into The Capturist
- Sent '5 word weekend' into Zoe Ball show for Elves (not sure if used)
- Sent rushes to ITV Meridian newsdesk (not sure if used)
- Liaised with ITV South West to discuss potential filming of Steampunk weekend - will send rushes if they don't send a cameraman

We Are Weymouth Marketing Strategy

- Circulated Dorset Blind press release to local targets
- Pitched Weymouth into Parenting Magazine for feature on staycations
- Liaised with Halls Kitchen to discuss sharing events and #BusinessoftheWeek feature
- Pitched Weymouth hotels into The Sun for Check In Check Out feature
- Liaised with Maxine at The Ocean Guesthouse to discuss PR opportunities
- Liaised with Visit Dorset to arrange influencer press visit in January with Shruti Priya - suggested Weymouth locations, restaurants and attractions to visit

Social Media

- We Are Captivating content creation - scheduled in for December
- 'Business of the Week' content creation - scheduled in for December
- Posted coverage on social media where relevant
- Spent time with Facebook support trying to link Instagram and Facebook accounts - need to raise and admin dispute to regain control

Advertising

- Feedback to Dawn on Staycation artwork - submitted

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
- Liaised with Dawn on ITB monthly fee
- Left message with Dorset Council on homelessness documentary and filming timings - nor reply

Upcoming activity
We Are Captivating
2024 planning