in the bag

Monthly Report

December 2023

WE ARE WEYMOUTH

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | December 2023

Coverage

Date	Publication		Reach	AVE
01.12.23	Dorset Magazine	Print	12,000	£800.55
03.12.23	ITV Meridian	Broadcast	342,000	
04.12.23	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23964503.steampunk-christmas-weekend-returns-weymouth-style/	43,436	£353.00
07.12.23	Dorset Eye (Web)	https://dorseteye.com/a-sense-of-wonder-and-much-more-comes-to-weymouth-this-christmas-and-new-years-eve/		
10.12.23	Primary Times	https://www.primarytimes.co.uk/dorset/listings/a-traditional-christmas-in-weymouth-410192		
18.12.23	Dorset Travel Guide	https://dorsettravelguide.com/christmas-events-in-dorset/		
25.12.23	The Guardian (online)	https://www.theguardian.com/uk-news/2023/dec/25/warm-christmas-day-broke-the-uks-record-met-office-says		

Total reach for December: 1,390,908
Total Advertising Value Equivalent for December: £27,820.55

Total reach for 2023: 142,609,885
Total Advertising Value Equivalent for 2023: £5,628,788.13

We Are Captivating

- Liaised with ITV Meridian to discuss filming of Steampunk weekend
    - Supplied rushes to weekend team
    - Confirmed coverage was featured
- Supplied Christmas imagery to The Sun newspaper for feature on free to attend family events in December - may be in print
- Circulated Steampunk photography to key media contacts during the weekend

    - Focus on picture desks
- Pitched Weymouth events to ITV National news for request on stories from south west of England
- Drafted and circulated Nativity Weekend information to local and national press contacts
- Shared We Are Captivating information with ITN
- Drafted and circulated Santa Weekend information and photography to local and national press contacts
- Drafted and circulated winners of Winter Wonderland Window competition - press invite for award/photo op
    - Local press only

We Are Weymouth Marketing Strategy

- Liaised with Visit Dorset to arrange influencer press visit in January with Shruti Priya - suggested Weymouth locations, restaurants and attractions to visit
    - Looking to book The Ship and EBIKE Cafe @ Deheers
- Liaised with Dorset Echo and Dawn Rondeau to supply PCC funding comment response
- Liaised with influencer @caitlinnmazza to discuss potential businesses to visit in Weymouth during an upcoming visit to the area

Social Media

- 'Business of the Week' content creation - scheduled in for January
- Content creation for We Are Limitless
- 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

- Liaised with Resort magazine to discuss advertising opportunities
    - Asked for 2024 media pack

AOB

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

- Took pictures of the train station Christmas Tree and sent to Anita
- Liaised with Copper Street Brewery (Dorchester) and it's upcoming 'Jurassic Jaunt' fundraising event to see if there is crossover with Weymouth dinosaur plans - maybe for 2025
- Conversation regarding fire risk assessments and sharing information with BID levy payers - will discuss with Dawn at planning meeting

Upcoming activity
2024 planning
We Are Limitless