



Board Meeting Agenda

Date: 24th April 24

Time: 11:00 - 13:00

Location: Pilgrim House

| | | |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| | Tea & Coffee | 10:45 |
| BOA070224-1 | Welcome | 11am |
| BOA070224 -2 | Apologies for Absence | 11:05 |
| BOA070224-3 | Declarations of Interest | 11:10 |
| BOA070224-4 | Observers | 11:15 |
| BOA070224-5 | Matters Arising from Previous Minutes | 11:20 |
| BOA070224-6 | Governance a. Levy update | 11:25 |
| BOA070224-7 | Finance Report a. Updates and budgets b. Grants update | 11:30 |
| BOA070224-8 | Marketing a. ITB and LWP reports b. No subcommittee (next one 2 nd May) | 11:40 |
| BOA070224-9 | Improve a. DR updates • Rangers c. No subcommittee (next one 30 th April) | 11:50 |
| BOA070224-10 | Shape - DC unable to attend due to elections | 12:00 |
| BOA070224- 11 | Funding requests a. 2025 Activate (attending in person) | 12:05 |
| | AOB a. AGM – what to expect – discussion and allocation of roles AGM 11th June 6-8pm | 12:35 |
| | Dates of next meetings all 11-1pm: 1. May 22 nd TEAMS ONLINE 2. June 26 th IN PERSON (3 declined – TBD as D/C attending) 3. July 24 th TEAMS | |

BID Board Meeting

Date: 27th March 2023
Time: 11am
Venue: TEAMS-Online
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
Cllr Jon Orrell, (CJO) Dorset Council

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

WELCOME

CT welcomed everyone.

APOLOGIES FOR ABSENCE

Hayley Moore (HM) The Flamingo Room.
Cllr Rob Hughes (CRH) Dorset council
Cllr Jon Worth (CJW) Dorset council

DECLARATION OF INTEREST

No declarations of interest given.

OBSERVERS

Helen Heanes (HH) from Dorset Council

MATTERS ARISING FROM PREVIOUS MINUTES

No matters arising from previous minutes.

GOVERNANCE

- (a) Levy update from DR – 86% collection this year, 94% last year, further payments have been made this last week would impact positively on final situation for March and year end. £11K been collected in February.

BOA/1910/7 FINANCE REPORT

(a) Updates & Budgets

Board acknowledged that the accounts look better and cash flow was good. CT said that the new levy bills are currently going out with annual report and BID in a stronger position than anticipated so can move forward with plans for the coming year with

projects already ring fenced. CT asked if they were any further questions on the accounts and cash flow and none were asked.

BOA/1910/8 MARKETING

- a) DR – advised that she had spoken to Personnel for levelling-up funding to see why we failed with the recent round of funding. Informed that nothing was wrong with our submission, but others were stronger tenders. DR had a subsequent meeting with Arts Development Company (ADC) to see how they could assist. Meeting was positive as BID already include Arts in a yearly programme of events. ADC could see us stepping forward with a strong partnership due to BID commitment to delivery and investment and ADC arts knowledge on briefs, grants and engaging with Artists. ADC suggested using money to develop and grow all our current events. CT showed concerns that it is not guaranteed, but it is great opportunity and feels BID board should back DR. CT asked if there were any questions, none was forthcoming.
- b) DR asked for funding for AGM at the Nothe with drinks and music to make it more appealing. Aim to showcase projects during 2023/24, plans for 24/25, board member voting and window display presentation. £500 maximum. CT thinks excellent idea and put it to the board to vote and it was unanimously agreed.
- c) DR spoke about Halloween and that we elevate the event by working with Island community action who are delivering the Nothe of the living dead as a townwide initiative in businesses on the Saturday as well as a Sunday parade, DR asked for £1500 for Zombies experience performance and up to £500 for advertising, flyers and additional bolt-on activities. CT put it to the vote, and it was a unanimous vote in favour.
- d) DR asked for support for the semi-permanent trails throughout the town, CT put it to vote, and it was voted unanimously in favour. Further to the trails DR asked for thoughts for the bespoke Weymouth trails, outlined in the Improve S/C. the quote was for £350 per AI character or for 2D would be £100/Character. CT acknowledged the benefits of this good idea together with JO and GP. DR confirmed no further running costs all the time BID is in office. CT says looking into further Arts funding and measurability of this. CT in principle would like DR to carry on working with Subcommittee on viability. HH suggested BID should look at place informatics quoted at £4K as ROI in the form of statistics are vital to procuring grants. CT suggested looking further into this to see if it is required.
- e) DR – asked for Christmas to be put to vote for funding of up to £30,000 to put on Christmas, CT moved to Vote for the budget, and it was unanimous in agreement. CT requested DR to use this as platform for procuring further grants.
- f) DR dinosaurs asked for agreement in principle to put in Dinosaur installation using local artists which will be matched funded if possible. CT put to vote £5K for dinosaurs in order to seek match fund. The vote was unanimous.
- g) Revolting Artists – CT spoke about a revolting artists post that due to the obscene language had caused offence within the business community and amongst board members. DR has spoken to them, and they were apologetic and removed post. BID has already paid money for this year's event. Discussion ensued about this being their second offensive message, and protocols around funding this type of cutting-edge arts programme, given we represent a diverse business community. Discussions ensued about how we move forward, Board unhappy with the campaign and messaging behind it but see the art as a positive addition to the town. Agreement was reached, with the board deciding that DR converse with RA when they approach BID for additional funds with message that BID need to distance from RA financially, as we are a non-political non-religious business focussed entity and this language is not synonymous with a professional organisation.

h) Subcommittee report

No questions

IMPROVE

a) Subcommittee report

No questions.

DR suggested that heritage slabs be extended to complete the trail from Bowleaze to Nothe, which requires 3 further Slabs. This was discussed and put to the vote to the value of £5K for another 3 to be created and then installed. As money was already ringfenced in budget and it was voted in favour – unanimously.

SHAPE

DR – met Cllr RB and MP and subsequently provided a report (seen in pack). DR asked if they can be invited to April board meeting. CT suggested that DR sort subject matter and pre advise them on items to be discussed.

AOB

GP – sensitive matter regarding WTC Arts and Cultural strategy which has been approved but is poorly written and could be a damaging document counter to future funding for the council given that not only was history incorrect, but major partners had also been omitted from the plan and there was no real strategy in it. DR advised that she had been to a meeting of arts related personnel run by civic society and WTC to discuss partnership working on delivery for the town. DR attending future events. DR to pick up with GP and get a few points to assist CJO with looking at the document critically.

Funding has been granted from DC to be used to support a campaign led by ITB managed by BID, promoting Weymouth and Portland as a 'destination' for Tourism. DR writing a campaign with PG for delivery and implementation. This is a stand-alone project, and a cost centre will be created for transparency and reporting to DC. DR meeting with DC, WTC and PTC to discuss suggested campaign.

DATE OF NEXT & SUBSEQUENT MEETINGS

24th April – at Pilgrim House.

22nd May Virtual

11th June AGM at Nothe Fort PM

ACTIONS & DECISIONS LOG

.

DR to carry on working with Subcommittee on Bespoke Trails.

DR to continue working on Dinosaur installation and funding.

DR to pick up with GP and get a few points to assist CJO with looking at cultural strategy.

Actuals to 29/02/2024, Expected costs Mar 2024

| Account | BF | Sep 2023 | Oct 2023 | Nov 2023 | Dec 2023 | Jan 2024 | Feb 2024 | Mar 2024 | Total |
|---------------------------------------------|--------|-----------------|---------------|---------------|---------------|----------------|-----------------|-----------------|----------------|
| Turnover | | | | | | | | | |
| BID Levy Income 2020-21 | | 1,616 | 0 | 0 | 0 | 0 | 0 | 0 | 1,616 |
| BID Levy Income 2021-22 | | 4,539 | 0 | 0 | 0 | 0 | 0 | 240 | 4,779 |
| BID Levy Income 2022-23 | | 8,830 | 1,724 | 97 | 203 | 149 | 0 | 501 | 11,503 |
| BID Levy Income 2023-24 | | 0 | 73,800 | 34,148 | 27,229 | 10,834 | 4,256 | 11,557 | 161,824 |
| total Turnover | | 14,985 | 75,524 | 34,245 | 27,432 | 10,982 | 4,256 | 12,297 | 179,722 |
| Projects & Events | | | | | | | | | |
| Improve Projects | | | | | | | | | |
| BID Ranger Sep23-Mar24 | | 204 | 544 | 3,128 | 4,012 | 2,244 | 2,720 | 3,536 | 16,388 |
| Dino Trail - Spring 2024 | | 0 | 0 | 0 | 0 | 2,358 | 177 | 324 | 2,859 |
| Grant Funded Mural | | 0 | 0 | 0 | 0 | 0 | 232 | 0 | 232 |
| Hanging Baskets Summer 24 | | 0 | 0 | 0 | 0 | 0 | 0 | 5,000 | 5,000 |
| Revolting Artists | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Improve Projects | | 204 | 544 | 3,128 | 4,012 | 4,602 | 3,129 | 8,860 | 24,479 |
| Marketing & Events | | | | | | | | | |
| Christmas 2023-24 | | 6,783 | 6,452 | 7,444 | 5,011 | 2,719 | 125 | 0 | 28,534 |
| Dusk Til Dark Sep23 | | 20,000 | 0 | 0 | 41 | 0 | 0 | 0 | 20,041 |
| Half Term Oct23 Halloween | | 336 | 179 | 0 | 7 | 0 | 0 | 0 | 522 |
| Pirates Oct2023 | | 2,521 | 513 | 0 | 0 | 0 | 0 | 0 | 3,035 |
| Total Marketing & Events | | 29,641 | 7,144 | 7,444 | 5,059 | 2,719 | 125 | 0 | 52,132 |
| Advertising & PR | | | | | | | | | |
| Ads and PR - FACEBOOK | | 0 | 25 | 0 | 0 | 0 | 0 | 0 | 25 |
| Loving Weymouth & Portland | | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 10,500 |
| Outsourced Marketing Campaign | | 1,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 16,500 |
| PR - Communications | | 22 | 33 | 32 | 31 | 31 | 290 | 0 | 438 |
| Total Advertising & PR | | 3,022 | 4,058 | 4,032 | 4,031 | 4,031 | 4,290 | 4,000 | 27,463 |
| total Projects & Events | | 32,867 | 11,746 | 14,604 | 13,102 | 11,352 | 7,543 | 12,860 | 104,073 |
| Gross Profit | | (17,881) | 63,778 | 19,641 | 14,330 | (369) | (3,287) | (563) | 75,649 |
| Administrative Costs | | | | | | | | | |
| General Office & Admin | | | | | | | | | |
| Accountancy - Annual Independent Inspection | | 0 | 0 | 230 | 0 | 0 | 0 | 0 | 230 |
| Bank Charges | | 16 | 7 | 7 | 7 | 7 | 12 | 7 | 65 |
| Board / Meeting Costs | | 13 | 13 | 13 | 29 | 13 | 13 | 13 | 107 |
| Cleaning | | 25 | 38 | 25 | 25 | 25 | 0 | 25 | 166 |
| Electric - Street Stand | | 299 | 114 | 29 | 36 | 37 | 37 | 34 | 585 |
| Insurance | | (99) | 99 | 99 | 99 | 99 | 99 | 99 | 494 |
| IT Software and Consumables | | 1,889 | 322 | 286 | 1,517 | 236 | 400 | 221 | 4,872 |
| Motor Vehicle Expenses | | 0 | 0 | 0 | 49 | 0 | 0 | 0 | 49 |
| Networking & Conferences | | 0 | 0 | 0 | 0 | 0 | 0 | 50 | 50 |
| Outsourced Bookkeeping | | 400 | 400 | 400 | 400 | 400 | 400 | 400 | 2,800 |
| Printing & Stationery | | 8 | 0 | 0 | 0 | 0 | 0 | 862 | 870 |
| Refreshments | | 0 | 0 | 0 | 72 | 0 | 0 | 0 | 72 |
| Rent | | 1,750 | 0 | 0 | 1,750 | 0 | 0 | 1,750 | 5,250 |
| Sundry Expenses | | 5 | 0 | 13 | 192 | 284 | 0 | 0 | 493 |
| Telephone & Internet | | 37 | 179 | 230 | 190 | 343 | 190 | 190 | 1,359 |
| WAW - Website | | 120 | 120 | 120 | 120 | 120 | 132 | 120 | 852 |
| Total General Office & Admin | | 4,465 | 1,293 | 1,452 | 4,486 | 1,564 | 1,282 | 3,772 | 18,314 |
| Staff Costs | | | | | | | | | |
| Pensions Costs | | 84 | 84 | 84 | 135 | 113 | 109 | 109 | 720 |
| Wages and Salaries | | 4,628 | 5,530 | 5,465 | 10,401 | 5,530 | 5,455 | 5,838 | 42,846 |
| Total Staff Costs | | 4,712 | 5,614 | 5,550 | 10,536 | 5,643 | 5,564 | 5,948 | 43,566 |
| total Administrative Costs | | 9,177 | 6,907 | 7,002 | 15,021 | 7,206 | 6,846 | 9,719 | 61,879 |
| Surplus / Defecit in the month | | (27,059) | 56,871 | 12,640 | (692) | (7,576) | (10,133) | (10,282) | 13,769 |
| | | | | | | | | | 13,769 |
| BF Retained Earnings | 99,101 | | | | | | | | |
| Retained earnings C/f | | 72,042 | 128,914 | 141,553 | 140,861 | 133,285 | 123,152 | 112,870 | 112,870 |

133,285

Profit and Loss

WE ARE WEYMOUTH LIMITED

For the 7 months ended 31 March 2024

SEPT 2023-MAR
2024

Turnover

| | |
|-------------------------|-------------------|
| BID Levy Income 2020-21 | 1,616.48 |
| BID Levy Income 2021-22 | 4,778.75 |
| BID Levy Income 2022-23 | 11,502.84 |
| BID Levy Income 2023-24 | 161,824.02 |
| Total Turnover | 179,722.09 |

Cost of Sales

| | |
|-------------------------------|-------------------|
| BID Ranger Sep23-Mar24 | 16,388.00 |
| Christmas 2023-24 | 29,523.53 |
| Dino Trail - Spring 2024 | 1,418.92 |
| Dusk Til Dark Sep23 | 20,041.47 |
| Grant Funded Mural | 231.58 |
| Half Term Oct23 Halloween | 522.35 |
| Hanging Baskets - Summer 24 | 5,000.00 |
| Loving Weymouth & Portland | 10,500.00 |
| Outsourced Marketing Campaign | 16,500.00 |
| Pirates Oct2023 | 3,034.57 |
| Revolting Artists | 3,000.00 |
| Total Cost of Sales | 106,160.42 |

Gross Profit

73,561.67

Administrative Costs

| | |
|---------------------------------------------|----------|
| Accountancy - Annual Independent Inspection | 230.00 |
| Ads and PR - FACEBOOK | 25.00 |
| Advertising - PRESS | 250.00 |
| Bank Charges | 65.06 |
| Board / Meeting Costs | 106.89 |
| Cleaning | 165.62 |
| Electric - Street Stand | 585.48 |
| Insurance | 494.20 |
| IT Software and Consumables | 4,971.65 |
| Motor Vehicle Expenses | 48.50 |
| Networking and Conferences | 50.00 |
| Outsourced Bookkeeping | 2,800.00 |
| Pensions Costs | 720.25 |
| PR - Communications | 438.04 |
| Printing & Stationery | 870.32 |
| Refreshments | 71.90 |
| Rent | 5,250.00 |
| Staff NIC (Employers) | 491.29 |
| Sundry Expenses | 493.44 |

| | SEPT 2023-MAR 2024 |
|-----------------------------------------------|-----------------------|
| Telephone & Internet | 1,358.54 |
| Wages and Salaries | 42,354.31 |
| WAW - Website | 852.00 |
| Total Administrative Costs | 62,692.49 |
| Operating Profit | 10,869.18 |
| Profit on Ordinary Activities Before Taxation | 10,869.18 |
| Profit after Taxation | 10,869.18 |

in the bag

Monthly Report
March 2024



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | March 2024

Coverage

| Date | Publication | | Reach | AVE |
|----------|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------|
| 03.03.24 | Mirror.co.uk | https://www.mirror.co.uk/news/uk-news/uks-underrated-seaside-town-royal-32260694 | 5,811,138 | £155,983.00 |
| 03.03.24 | Nottingham Post | https://www.nottinghampost.com/news/uk-world-news/seaside-towns-underrated-beach-buzzing-9139133 | | |
| 06.03.24 | Spotlight on Kulture | https://www.spotlightonkulture.uk/two-major-exhibitions-open-at-burgh-house | | |
| 12.03.24 | Yahoo ! (UK) | https://uk.news.yahoo.com/town-drop-flag-accreditation-well-000100110.html | 207,823 | 2742.22 |
| 12.03.24 | Dorsetecho.co.uk | https://www.dorsetecho.co.uk/news/24169440.no-benefit-purple-flag-accreditation-dropped-weymouth/ | 51,645 | £681.46 |
| 12.03.24 | thetimes.co.uk | https://www.thetimes.co.uk/article/best-hotels-in-weymouth-d5vtwsx76 | | |
| 12.03.24 | thetimes.co.uk | https://www.thetimes.co.uk/article/most-beautiful-places-in-england-mvphd65q5 | | |
| 16.03.24 | My Weekly | Print | 74,927 | 1996 |
| 23.03.24 | The People's Friend | Print | 162,300 | |
| 28.03.24 | Dorsetecho.co.uk | https://www.dorsetecho.co.uk/news/24217544.incredible-easter-themed-yarn-bomb-creations-cover-weymouth/ | 52,807 | £911.18 |
| 30.03.24 | Yahoo ! (UK) | https://uk.news.yahoo.com/egg-stravagansa-easter-yarn-bombs-024500623.html | 207,823 | £3,965.68 |

Total reach for March: 6,568,463

Total Advertising Value Equivalent for March: £166,279.54

11 pieces of coverage across online, print and digital

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | March 2024

We Are Limitless

- Pitched Heritage Trail into The Times for feature on holidays with city/town walking element
- Liaised with ITV Meridian regarding Revolting Artists - declined to share footage in the end
- Followed up with journalist Sarah Hyde for Revolting Artists visit - paused
- Liaised with Andy Cooke to film Revolting Artists organisers - paused
- Followed up with broadcast contacts following Arts Council announcement that funding would be cut for political exhibitions - paused
- Pitched Weymouth into Waitrose Food for foodie travel piece
- Pitched D Day celebrations into Michael Traboulsi (writer for The Royal Albert Hall D Day celebrations)
- Pitched D Day celebrations into Discover Britain and put in touch with team at the D Day Centre
- Pitched Weymouth summer events into Country & Town House for round up
- Pitched Weymouth into MailOnline for travel stories - focused on best beach and activities and Jurassic Coast
- Liaised with Reach PLC to discuss potential press visit to Waterside (looking for attractions with accommodation)
- Liaised with Dorset Living to share information on FEAST - press release will be drafted
- Pitched Weymouth Holiday Parks into the MailOnline for review feature
- Followed up with Daily Express to investigate review opportunities for Weymouth
- Pitched press trips into travel freelancers - will follow up to book in
 - That's Life / Pick Me Up! Magazine – I have approached Haven but got an out of office
 - Fabulous Magazine – has asked for Gloucester House (need an alternative)
 - Real Life Magazine – waiting on dates
 - National Geographic Traveller – wants to stay on Portland but visit Weymouth

We Are Weymouth Marketing Strategy

- Liaised with Visit Dorset to discuss We Are Weymouth's agreement and respond with dates/months of when we would like to utilise the marketing
- Drafted Spring Window Competition press release and circulated for sign off

in the bag

MONTHLY REPORT We Are Weymouth (BID) | March 2024

Social Media

- 'Business of the Week' content creation - scheduled in for March
- 'Weymouth in the Press' content creation - scheduled for March
- Spent time with Facebook support trying to link Instagram and Facebook accounts - need to raise and admin dispute to regain control

Advertising

- Liaised with Absolutely Magazines to discuss advertising opportunities

AOB

- Marketing subcommittee call
- Phone calls with BID team
- Crisis comms call with Dawn Rondeau regarding Revolting Artists
 - Critiqued email response
- Circulated monthly reports to WAW team
- Uploaded press releases to both websites
- PR Newswire
- Call with Paul Beecroft and Dawn - tourism campaign

Upcoming activity

We Are the Best

FEAST

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. MARCH 2024

KEY SOCIAL MEDIA STATS MARCH 2024 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 76,900 (76,200)

Monthly total Social Media visits to profile pages:- 15,500 (13,900)

Daily visits to Facebook profile page : 445 (444)

Cumulative Facebook post reach: 1,898,900 (1,748,800)

Facebook video/reel views: 136,400 (202,000)

Instagram Followers : 16,945 (16,524)

Instagram total post reach: 163,800 (127,380)

Instagram video views: 77,000 (74,200)

Total Social Media Reach: 2,062,700 (1,876,180)

Facebook Account Reach : 549,100 (593,600)

Instagram Account Reach 35,200 (24,500)

**Value of Social Media post reach based on average boosted post cost of £6.00 CPM
£12,376 (£11,256.00)**

The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 24,200 at month end an increase of around 1,100 month on month. Engagement rates continue to grow.

Facebook numbers during March showed some increases over February but were a little disappointing in some areas in the main influenced by exceptionally poor weather during the month

THREADS

Threads followers continues to grow subscribers up by 129 to 2,229 by month end. We are seeing a steady growth in engagement on Threads posts. Unfortunately stats are not yet available on the platform

WEBSITE STATS MARCH 2024

February recorded user sessions 10,100 estimated actual sessions 15,000 (6,370) see explanation below:-

We have investigated the drop in website visitors since end January and can now see the main reason this has happened.

In late January we installed a Google approved GDPR Consent Banner on our website. The banner now blocks cookies and certain scripts on the site from loading until a user accepts their use. If the user rejects cookies then a number of things on the site will not work although the site will in the main be usable minus certain enhancements like maps, directions and videos that wont work as relevant scripts and cookies won't have been downloaded. Behind the scenes this also impacts on our Google Analytics data. If scripts and cookies are disallowed by user analytics can't collect data relating to that users visit.

We have compared the reported data in analytics of users that have been referred by organic search with the data that Google Webmaster Tools and Microsoft Bing Webmaster Tools gives us for the number of click thrus to the site. This click thru data is measured on Google and Bing so not dependant on user consent on our website.

We found for March that whilst analytics showed 8,276 site visits Google Webmaster Tools showed 11,900 click through visits in March and Microsoft Bing Webmaster Tools showed 709 giving a total of 12,609 in total. (there are probably more from other minor search engine but we'll regard them as irrelevant). We can conclude from this that if analytics is under-reporting at this level on organic search it is more than likely under-reporting on direct traffic and social as well i.e. around 30% and that actual we visits over the month was actually in the region of 15,000. We will continue to monitor this monthly.

Events in the events and gig guide we have been adding events and gigs to the listings during the month as information becomes available. All the events on the WTC/WAW 2024 events leaflet were added. At month end 320 individual event dates were listed

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

YOUTUBE MARCH 2024

Youtube Subscribers – 1,110 (1,005)

Youtube Video Views – 1,400 (867)

Youtube Minutes Viewed – 1,788 (1,212)

GENERAL

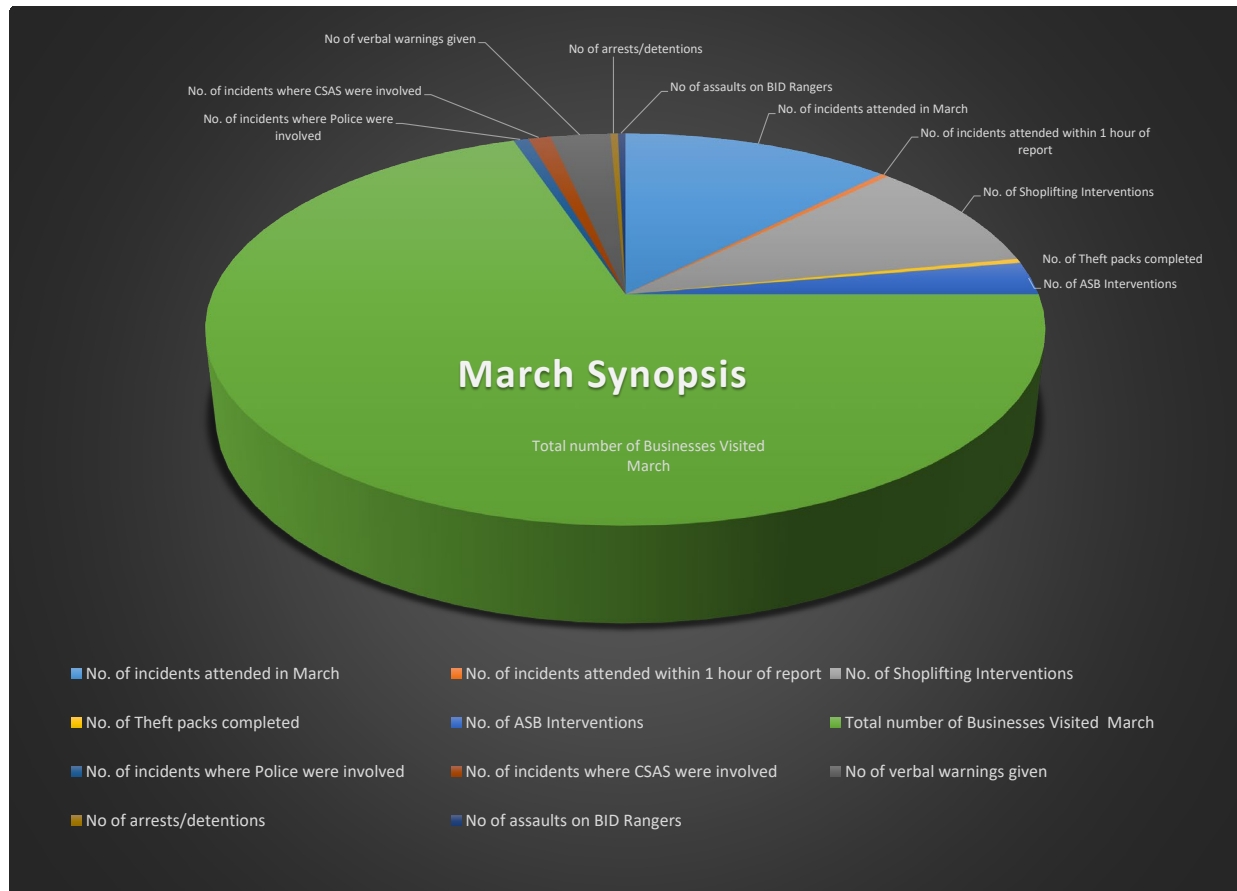
PHOTO AND VIDEO

We attended the press launch of the WAW/WTC 2024 events leaflet and took photos to accompany press release and a short promotional video

ANDY COOKE 08/04/2024

Ranger Report March

| No. of incidents attended in March | No. of incidents attended within 1 hour of report | No. of Shoplifting Interventions | No. of Theft packs completed | No. of ASB Interventions | Total number of Businesses Visited March | No. of incidents where Police were involved | No. of incidents where CSAS were involved | No of verbal warnings given | No of arrests/detentions | No of assaults on BID Rangers | Value of Stock Recovered £ |
|------------------------------------|---------------------------------------------------|----------------------------------|------------------------------|--------------------------|------------------------------------------|---------------------------------------------|-------------------------------------------|-----------------------------|--------------------------|-------------------------------|----------------------------|
| 36 | 1 | 27 | 1 | 8 | 204 | 2 | 3 | 8 | 1 | 1 | £1,690 |



Please ensure that you have read the *Information for Applicants* document before completing this application.

| | |
|------------------------------------|----------------------------------------------------|
| PROJECT / ACTIVITY NAME | Sonnet of Samsara (part of Inside Out Dorset 2025) |
|------------------------------------|----------------------------------------------------|

| YOUR DETAILS | |
|--------------------------|------------------------------------------------------------------------------------------|
| First Name: | DOM |
| Surname: | KIPPIN |
| Role: | PRODUCER (OUTDOOR ARTS, FESTIVAL, TOURING) |
| Email: | DOM@ACTIVATEPERFORMINGARTS.ORG.UK |
| Telephone Number: | 07866 482769 |
| Address: | ACTIVATE PERFORMING ARTS, 7-9 THE LITTLE KEEP, BARRACK ROAD, DORCHESTER, DT1 1SQ |

| YOUR ORGANISATION | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Organisation Name: | ACTIVATE PERFORMING ARTS |
| Registered Address: | 7-9 THE LITTLE KEEP, BARRACK ROAD, DORCHESTER, DT1 1SQ |
| Organisation Type: | Charity <input checked="" type="checkbox"/> Community Interest Company Limited Company <input checked="" type="checkbox"/> Charitable Incorporated Organisation Sole Trader Partnership Other (please state) |
| VAT Status: | |
| Company/Charity/UTC Number: | Charity Number 1069622, Company Number 3439777, VAT Number 266450690 |
| Telephone Number: | 07866 482769 |
| Address: | 7-9 THE LITTLE KEEP, BARRACK ROAD, DORCHESTER, DT1 1SQ |
| Please summarise what your organisation does (max. 150 words): | |
| Activate Performing Arts is a Dorset based charity that has been producing transformational programmes across the county for over 30 years. We celebrate Dorset and promote our landscape and sense of place. Some of Dorset's most remarkable urban and rural spots are transformed with experiences that touch hearts and minds like nothing else. At the heart of what we do is a belief that performing arts should be accessible for all – no matter what your experience or background. In everything we do we have just two rules: anything is possible and everyone is invited. | |

| THE PROJECT/ACTIVITY | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| Start Date: | October 2024 |
| End Date: | September 2025 |
| Is this a new project/activity? | Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> |
| Please provide a summary of your project/activity: | |
| <p>Activate will be partnering on brand new project made for 4 sites only in India and the UK in 2025. Kinetika's Beach of Dreams UK coastline project and Attakkalari, Bengaluru's Centre for Movement Arts join forces for an ambitious new international collaboration of movement, martial arts, visual arts, walking and storytelling to create site-specific installations, processions and performances in Bengaluru, Goa, London and Weymouth.</p> <p>Taking place between October 2024 and September 2025, Sonnet of Samsara is hosted by project partners Unboxing Bengaluru, Serendipity Festival Goa, Tara Theatre, Wandsworth - London's Borough of Culture 2025 and Activate Performing Arts, producers of Inside Out Dorset.</p> <p>Focusing on the movement of people, connectivity and resilience, we will create four visually stunning and dynamic processional performances each animated by 100 performers. Weaving through Lalbagh Botanical Gardens in Bengaluru, the beach in Goa, the streets and spaces of Tooting, and the seafront in Weymouth, it will combine local dance forms and martial arts to create a sinuous flow of movement that explores our physical and emotional relationship with our environments.</p> <p>Bengaluru, formerly Bangalore, is a member of the World Cities Culture Forum and Attakkalari will bring an experimental mindset to its choreographic collaboration using south Indian martial arts form Kalaripayattu and outdoor participatory work with local artists and communities. Kinetika's Beach of Dreams works with people and communities to produce unique silk flags and walk together – design that moves – as a spectacular international movement that re-imagines our future and inspires positive climate action.</p> <p>Following a research visit to Weymouth in October 2024, 6 dance artists/performers (2 from UK and 4 from India) will work 100 local performers in half-term of May 2025. These workshops will culminate with an open session for the public. The creative team and performers will then return for a week of rehearsals in September 2025, before two visually stunning, dynamic processional performances of 100 performers, weaving along the Weymouth seafront on 20th and 21st September.</p> | |
| Who is your project/activity aimed at? | |
| <p>Sonnet of Samsara is aimed at both residents of and visitors to Weymouth, who will be able to engage with the project as both audience and active participants.</p> <p>In May 2025, 100 local performers will take place in workshops with our lead artists. We will look to draw dancers from diverse groups such as Weymouth College, Big 4 Littlemoor, Weymouth Dance Studio, Dorset Youth Dance, Bridport Youth Dance, Grace</p> | |

and Growl, The Remix, Pavilion Dance South West, and BPC (Bournemouth, Poole and Christchurch) Indian Community. This week will culminate in a public showcase along Weymouth seafront, engaging half-term visitors and animating the town, as well as promoting the September event. Then, from 16th September 2025, our performers will return for a week of intensive rehearsals ahead of performances in the town on 20th and 21st September.

Our events aim to attract large audiences across a broad range of ages and backgrounds. Thousands of people have experienced our work in Weymouth. With public facing activity in both May and September 2025, we would anticipate high numbers for Sonnet of Samsara as well.

How will your project/activity benefit Weymouth, including the business community?

Activate are a trusted local organisation and have delivered large scale projects to put Dorset, and Weymouth, on the map, such as Danny Boyle's Pages of the Sea with 14-18 Now, which took place on Weymouth beach in 2018, and as the lead partner of the Dorset Festivals Consortium producing Dorset Moon the closing weekend of which took place at Nothe Fort and was produced in collaboration with Portland's b-side Festival.

Past events in Weymouth include Teatr Podrozy at Nothe Fort in 2007, Vel e Vents at Bowleaze Cove (in celebration of the launch of the Cultural Olympiad in 2008), various events as part of the Cultural Olympiad programme Battle for the Winds in 2012, Ray Lee's Chorus outside Weymouth Pavilion in 2016, Mark Anderson's 'Furious Folly' at Mount Pleasant Park & Ride in 2018 (also part of 14-18 Now), Sense of Unity in 2021, and most recently Poupées Géantes by Transe Express. We have also presented popular events outside the festival, with Cirque Du Platzak as part of the Pommery Dorset Seafood Festival in 2017, Peixos by Sarruga in 2022 as the first Dusk till Dark.

Activate has worked with Weymouth College putting on Youth Performance Platforms, sitting on their industry panel, and worked with the students to perform in our Street in the Park event in Dorchester annually over the last few years. In 2010 we worked with Weymouth Parkour group to perform with No Fit State Circus in Dorchester's Maumbury Rings as part of our festival. The Remix and Premix, which are our groups for children and young people aged 7-19, many of whom have disabilities, sensory impairments, are on the autistic spectrum or have learning difficulties - provides regular free workshops and performance opportunities in dance and theatre with members from Weymouth.

We are committed to challenging perceptions that the arts are elitist and not for everyone. We seek to remove barriers to participation, particularly for under-represented groups and individuals and champion arts for its inherent value as well as the effect it has on our general well-being and health. We have also been working in areas of Weymouth such as Littlemoor with Abri Housing Association and the HAF programme for children on free school meals.

As evidenced by previous Inside Out Dorset events in Weymouth, we anticipate that Sonnet of Samsara will attract an estimated 5,000+ attendance across the three public days in May and September 2025. In addition, we hope that many of the 100+ participants in the performance will come from Weymouth and nearby locations.

We know that events such as this can improve residents' perceptions of where they live. By participating as active participants or as spectators, residents will see their town with a new pride and the event(s) will help build community pride and aspirations. Direct participation provides a sense of ownership, and encourages wider groups to attend the events, making it fully inclusive. Arts and culture can provide the tools to help alleviate social, economic and environmental challenges and enhance wellbeing. For example, our 2012 festival (part of the 2012 Cultural Olympiad) generated £750,000 social return on investment. This not only supports We Are Weymouth's core aim of Improving Weymouth, but also several of the measures set out in the recently adopted Weymouth Town Council Cultural Strategy 2024 – 2029.

We also know that our events attract both local residents and visitors to the county. For example, 25% of the 34,000 visitors attracted to Inside Out Dorset 2023 travelled from outside the county. Our economic impact assessment of that festival showed that nearly 60% of festival attendees undertook some economic activity while attending events.

Sonnet of Samsara will reach the wider public across two key periods: Summer half-term in May 2025 and then in the shoulder season of mid-September. With daytime and evening activity there will be opportunity to not only drive footfall to local retailers, but also, by extending their opening hours, adding additional footfall, it will also encourage people to visit the town later than they might usually, helping boost the night-time economy.

Finally, the cost of living crisis has led many to find savings wherever possible. Increased prices for housing, energy and food has led many to cut back on other expenses, such as going out for entertainment. As stated above, the benefits for a town of events such as the one proposed here are numerous. By providing free activity in public spaces for residents and visitor, this event will help alleviate some of the negative impacts experienced as a result of the cost of living crisis.

Is this application for an event?

Yes ☒ No ☐

If your application is for an event, please provide a copy of your Event Management Plan and an event schedule with your application.

OUTCOMES AND MONITORING

Successful grant holders must undertake monitoring and evaluation activities to demonstrate the success of and any learning from the project. Outcomes must be monitored and evaluated.

In advance of your application/project, you should consider how you will monitor it. Will you need to collect data to help with this, and what data do you need? How will people provide feedback? How will you measure the impact of your project?

| Outcomes – Detail | | Outcomes – Monitoring and Evaluation |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ex. | The event will attract visitors to the town outside of the peak season. | <ul style="list-style-type: none"> - Attendees will be asked to pre-register and provide an email address - Attendees will be surveyed post-event - Attendance figures will be collected - Social media post reach will show potential |
| 1. | Increased footfall based on comparable data from previous years | Work with Weymouth event partners to gather other data, including footfall data (gathered using town centre CCTV, Wi-Fi-linked measuring systems, other methods, such as individual business visitor counters. |
| 2. | At least 15% of attendees come from target demographics and postcodes, specifically those underserved communities reached through participation in workshops | <ul style="list-style-type: none"> - Full questionnaires, conducted in person by independent fieldworkers and front of house staff using tools such as Counting What Counts PWC and Audience Spectrum on digital devices and/or print copies - Full questionnaires distributed digitally via email, social media and festival website - Feedback postcards, distributed by event stewards and front of house staff - Filmed vox pops with audience members |
| 3. | 80% or more of attendees describing the quality of the event, alongside the whole experience, as Good or Very Good | <ul style="list-style-type: none"> - Full questionnaires, conducted in person by independent fieldworkers and front of house staff using tools such as Counting What Counts PWC and Audience Spectrum on digital devices and/or print copies - Full questionnaires distributed digitally via email, social media and festival website - Feedback postcards, distributed by event stewards and front of house staff - Filmed vox pops with audience members |
| Positive Economic Impact | | |
| Please detail how your project will provide a positive economic impact to Weymouth businesses, for example by increasing footfall and spend: | | |

High-profile, well-organised events attract visitors, improve accommodation bookings, increase footfall and generate income for local businesses. Economic impact assessments of previous editions of Inside Out Dorset have demonstrated that a high proportion of our audiences undertake additional activity around their visit to festival: visiting a restaurant, café, pub or bar as part of their visit, shopping or staying overnight in paid-for accommodation. By bringing high-quality international work to Weymouth we will help support the local economy, utilising culture as a key driver in the growth and prosperity of the town.

FUNDING

| How much will the project/activity cost? | £ 85,577.00 | | | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-----------|-----------|-----------------------------------|---------|-----------------------------------------|---------|
| How much are you requesting from We Are Weymouth BID? | £ 20,000.00 | | | | | | | |
| Have you <u>received</u> any other funding for this project? If yes, state the source(s) and amount(s) | Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> <table border="1"> <thead> <tr> <th>Source(s)</th> <th>Amount(s)</th> </tr> </thead> <tbody> <tr> <td>Activate own contribution</td> <td>£27,557</td> </tr> <tr> <td>Kinetika</td> <td>£15,000</td> </tr> </tbody> </table> | | Source(s) | Amount(s) | Activate own contribution | £27,557 | Kinetika | £15,000 |
| Source(s) | Amount(s) | | | | | | | |
| Activate own contribution | £27,557 | | | | | | | |
| Kinetika | £15,000 | | | | | | | |
| Have you <u>submitted</u> any other funding applications for this project? If yes, state the source(s) and amount(s) | Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> <table border="1"> <thead> <tr> <th>Source(s)</th> <th>Amount(s)</th> </tr> </thead> <tbody> <tr> <td>British Council (to be submitted)</td> <td>£20,000</td> </tr> <tr> <td>Weymouth Town Council (to be submitted)</td> <td>£3,000</td> </tr> </tbody> </table> | | Source(s) | Amount(s) | British Council (to be submitted) | £20,000 | Weymouth Town Council (to be submitted) | £3,000 |
| Source(s) | Amount(s) | | | | | | | |
| British Council (to be submitted) | £20,000 | | | | | | | |
| Weymouth Town Council (to be submitted) | £3,000 | | | | | | | |
| Sustainability Please describe how you will build resilience into the project. Grants will rarely be awarded on an ongoing basis; therefore, you will need to describe how the project will be funded in the future, if necessary. | | | | | | | | |
| As an Arts Council England National Portfolio Organisation, Activate receives regular core funding which, alongside the core funding we receive from both Dorset Council and BCP Council, enables to undertake some of the work we do. | | | | | | | | |
| We are committed to ensuring Inside Out Dorset, like most of our events, remains free at the point of access for everyone, thereby ensuring as many people are able to experience extraordinary events in extraordinary places with as few barriers as possible. In order to do this, we have to fundraise for a significant amount alongside our regular core funding. | | | | | | | | |

We would, of course, be delighted to return to Weymouth in the future, either with the festival or another stand-alone event. As such, we could envisage approaching the BID again for funding.

Please provide a breakdown of expenditure below (excluding VAT)

| Item | Description | Cost |
|-------------|--------------------------------------------------------------------------------|---------|
| Artistic | Costs for choreographers, dancers, costumes, and associated accommodation, etc | £34,340 |
| Production | Costs for sound, lights, staging, security, medics, TTRO, etc | £16,680 |
| Marketing | Costs for print, distribution, advertising and PR, evaluation, etc | £10,167 |
| Staff | Costs for core staff plus additional casual festival staff | £20,490 |
| Overheads | Costs for basic overheads such as travel | £1,050 |
| Contingency | 3% of budget | £2,830 |

BUSINESS ENGAGEMENT

Please provide details of five local businesses you have consulted who support your application:

Activate, through both our Inside Out Dorset festival, and our more recent partnership with We Are Weymouth and the Dusk till Dark programme, have worked in Weymouth for nearly twenty years. We have received positive feedback for our events during this time, including winning both Dorset and South West Tourism Gold Awards for our 2021 festival, the finale of which took place in Weymouth. As we are still in the early stages of planning this specific event, we have only presented the proposal to We Are Weymouth and Weymouth Town Council. As per all our events, once funding is confirmed we will look to engage more businesses in and around the performance location.

Are there any businesses that may be adversely affected by your project?

If so, what steps have you taken to mitigate this?

At this stage we are unable to say if any businesses would be adversely affected by the project. The most likely inconvenience during events such as this would be road closures. As with all our events, we will ensure that as much advance notification is given as possible, along with helping facilitate any alternative provisions as we can.

As part of your application, please outline how you intend to use local businesses to deliver

Activate will always look to source any equipment or additional staffing locally, ensuring the investment we bring into the county remains within the area.

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| services (e.g. printing, PA hire, security etc.) | |
| DECLARATION | |
| <p>By submitting this application, I certify that:</p> <ul style="list-style-type: none"> • I am authorised to make this application on behalf of the organisation • The information provided is correct and I will notify We Are Weymouth of any subsequent changes • I have read the 'Information for Applicants' document, and agree to all funding terms and conditions set out in the document • I understand that additional terms may be imposed by the BID, which will be detailed in the offer letter once a decision has been made by the BID • I understand that should I/we fail to comply to, or agree with the terms set out in the Information for Applications document, or any additional terms set by the BID board, funding will not be provided or may need to be returned to the BID. | |
| Signature Tick box if submitting electronically | <input checked="checked" type="checkbox"/> |
| Name | DOM KIPPIN |
| Date | 11 APRIL 2024 |

activate
performing arts

Inside Out Dorset Weymouth 2025

WE ARE WEYMOUTH PRESENTATION
APRIL 2024



Activate are working with Kinetika's Beach of Dreams UK project and Attakkalari, Bengaluru's Centre for Movement Arts to bring to Weymouth SONNET OF SAMSARA, an ambitious new international collaboration of movement, martial arts, visual arts, walking and storytelling.



Sonnet of Samsara

Overview

- Taking place between October 2024 and September 2025, Sonnet of Samsara is hosted by project partners Unboxing Bengaluru, Serendipity Festival Goa, Tara Theatre, Wandsworth - London's Borough of Culture 2025 and Activate, producers of Inside Out Dorset.
- Focusing on the movement of people, connectivity and resilience, we will create four visually stunning and dynamic processional performances each animated by 100 performers.
- Weaving through Lalbagh Botanical Gardens in Bengaluru, the beach in Goa, the streets and spaces of Tooting, and the seafront in Weymouth, it will combine local dance forms and martial arts to create a sinuous flow of movement that explores our physical and emotional relationship with our environments.



Sonnet of Samsara

Weymouth Activity



OCTOBER 2024: The three lead artists, along with producers Activate, will visit Weymouth to look at locations and discuss creative ideas.

Founder and Artistic Director of Attakkalari Centre for Movement Arts, Bengaluru, Jayachandran Palazhy is an internationally sought after choreographer. He will be joined by Ali Pretty, founder of Kinetika, an internationally renowned female-led company with a 25-year track record of combining world-class bespoke designs on large-scale hand-painted silks with community projects. Finally, Activate will co-commission a UK-based movement artist to develop the work alongside Jayachandran.



MAY 2025: Led by our UK movement artists, we will engage local dance groups from in and around Weymouth. Workshops will take place with 100 participants over Summer half-term (24 – 31 May 2025). We will look to engage participants from groups such as Weymouth College, Weymouth Dance Studio, Dorset Youth Dance, Bridport Youth Dance, Grace and Growl, The Remix, Pavilion Dance South West, and BPC Indian Community.

The week will be part of the Beach of Dreams festival, a national project led by Kinetika and on Saturday 29 May there will be a public showcase, featuring both the participating dancers and community groups who have been creating silk flags.



SEPTEMBER 2025: Our 100 participants return, joined by professional dancers from India and the UK, for a week of workshops. This leads up to two evening events, on Saturday 20th and Sunday 21st September, on Weymouth seafront. The culmination of the project and the finale of Inside Out Dorset, the processional performances will combine music and movement, dance and martial arts, silk flags and community interaction, in a spectacular international movement that re-imagines our future.

You can view a recent collaboration between Attakkalari and Kinetika here: <https://vimeo.com/user7616949/jp>.

Thank You

Kate Wood – Executive Director, Activate & Co-Artistic Director, Inside Out Dorset

Bill Gee – Co-Artistic Director, Inside Out Dorset

Dom Kippin – Producer, Inside Out Dorset