



**Board Meeting Agenda**

**Date:** May 22nd

**Time:** 11:00 - 13:00

**Location:** TEAMS

<b>BOA070224-1</b>	<b>Welcome</b>	<b>11am</b>
<b>BOA070224 -2</b>	<b>Apologies for Absence</b>	11:05
<b>BOA070224-3</b>	<b>Declarations of Interest</b>	11:10
<b>BOA070224-4</b>	<b>Observers</b>	11:15
<b>BOA070224-5</b>	<b>Matters Arising from Previous Minutes</b>	11:20
<b>BOA070224-6</b>	<b>Governance</b> a. Levy update b. AGM	11:25
<b>BOA070224-7</b>	<b>Finance Report</b> a. Updates and budgets b. Grants update	11:30
	Cruise ships	11:40
	AGM – 11 <sup>th</sup> June	11:45
	County of Culture	12:00
	<b>AOB</b>	12:50
	<b>Dates of next meetings all 11-1pm:</b> 1. June 26 <sup>th</sup> IN PERSON (3 declined – TBD as D/C attending) 2. July 24 <sup>th</sup> TEAMS	

# Profit and Loss

WE ARE WEYMOUTH LIMITED

For the month ended 30 April 2024

APR 2024

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## Turnover

BID Levy Income 2022-23	2,553.75
BID Levy Income 2023-24	56,800.33
Grant Income - Apr24-Mar25	50,000.00
<b>Total Turnover</b>	<b>109,354.08</b>

## Cost of Sales

BID Ranger Apr24-Mar25	1,360.00
Dino Trail - Spring 2024	(200.00)
Outsourced Marketing Campaign	2,500.00
QR Code Trails 24-25	336.00
<b>Total Cost of Sales</b>	<b>3,996.00</b>

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## Gross Profit

105,358.08

## Administrative Costs

Bank Charges	7.00
Board / Meeting Costs	12.99
Cleaning	38.22
Insurance	98.84
IT Software and Consumables	88.79
Outsourced Bookkeeping	400.00
Pensions Costs	111.31
Telephone & Internet	201.67
Wages and Salaries	5,465.13
WAW - Website	120.00
<b>Total Administrative Costs</b>	<b>6,543.95</b>

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## Operating Profit

98,814.13

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## Profit on Ordinary Activities Before Taxation

98,814.13

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## Profit after Taxation

98,814.13

# in the bag

**Monthly Report**  
**April 2024**



# in the bag

MONTHLY REPORT  
We Are Weymouth (BID) | April 2024

## Coverage

Date	Publication		Reach	AVE
01.04.24	West Dorset Magazine	<a href="https://issuu.com/westdorsetmag/docs/wdm_april_2024_web">https://issuu.com/westdorsetmag/docs/wdm_april_2024_web</a>		
01.04.24	West Dorset Magazine	Print		
01.04.24	Dorset Echo	<a href="https://www.dorsetecho.co.uk/news/24220922.weymouth-2024-events-programme-announced-new-leaflet/">https://www.dorsetecho.co.uk/news/24220922.weymouth-2024-events-programme-announced-new-leaflet/</a>	52,807	£707.51
01.04.24	Ground News	<a href="https://ground.news/article/steam-punks-pirates-and-zombies-in-fun-packed-year-for-resort">https://ground.news/article/steam-punks-pirates-and-zombies-in-fun-packed-year-for-resort</a>		
01.04.24	Dorset Echo	Print	10,196	18.72
02.04.24	<a href="https://www.mirror.co.uk">Mirror.co.uk</a>	<a href="https://www.mirror.co.uk/news/uk-news/uks-most-beautiful-seaside-town-32496629">https://www.mirror.co.uk/news/uk-news/uks-most-beautiful-seaside-town-32496629</a>	5,811,138	£155,983.00
05.04.24	<a href="https://www.dorsetecho.co.uk">Dorsetecho.co.uk</a>	<a href="https://www.dorsetecho.co.uk/news/24232334.weymouth-rectory-become-jurassic-coast-museum/">https://www.dorsetecho.co.uk/news/24232334.weymouth-rectory-become-jurassic-coast-museum/</a>	52,807	£1,071.98
06.04.24	Dorset Echo	Print	10,196	109.98
07.04.24	Bournemouth Echo	<a href="https://www.bournemouthecho.co.uk/news/24231362.movers-shakers-dorsets-arts-scene/">https://www.bournemouthecho.co.uk/news/24231362.movers-shakers-dorsets-arts-scene/</a>		
09.04.24	Yahoo ! (UK)	<a href="https://uk.news.yahoo.com/future-prestigious-beach-volleyball-event-230000459.html?guccounter=1&amp;guce_referrer=aHR0cHM6Ly9yZXB1dGF0aW9uLm9uY2x1c2l2ZS5jb20v&amp;guce_referrer_sig=AQAAAI_UobtaZF9HhXZOss36kL8pvTPmhaiJr9aIEBEHZECLdpQKJ5pvOEMq6x6bk4LQSiMw0s_EjX6I8zLyhD8S3WIPW-J0SI23Srww2GtY1a_hLWoxFBEuxfVwoQ6ktclAKUVySpOi-ddlxHfPcbydQ-NrtrjwLj_niso5YUuSp30e">https://uk.news.yahoo.com/future-prestigious-beach-volleyball-event-230000459.html?guccounter=1&amp;guce_referrer=aHR0cHM6Ly9yZXB1dGF0aW9uLm9uY2x1c2l2ZS5jb20v&amp;guce_referrer_sig=AQAAAI_UobtaZF9HhXZOss36kL8pvTPmhaiJr9aIEBEHZECLdpQKJ5pvOEMq6x6bk4LQSiMw0s_EjX6I8zLyhD8S3WIPW-J0SI23Srww2GtY1a_hLWoxFBEuxfVwoQ6ktclAKUVySpOi-ddlxHfPcbydQ-NrtrjwLj_niso5YUuSp30e</a>	207823	4218.81
10.04.24	<a href="https://www.dorsetecho.co.uk">Dorsetecho.co.uk</a>	<a href="https://www.dorsetecho.co.uk/news/24238226.future-weymouth-beach-volleyball-classic-do">https://www.dorsetecho.co.uk/news/24238226.future-weymouth-beach-volleyball-classic-do</a>	52807	1071.98

# in the bag

MONTHLY REPORT

**We Are Weymouth (BID) | April 2024**

		<a href="#">ubt/</a>		
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Total reach for March: 6,272,514

Total Advertising Value Equivalent for March: £163,972.30

14 pieces of coverage across online, print and digital

## *We Are Limitless*

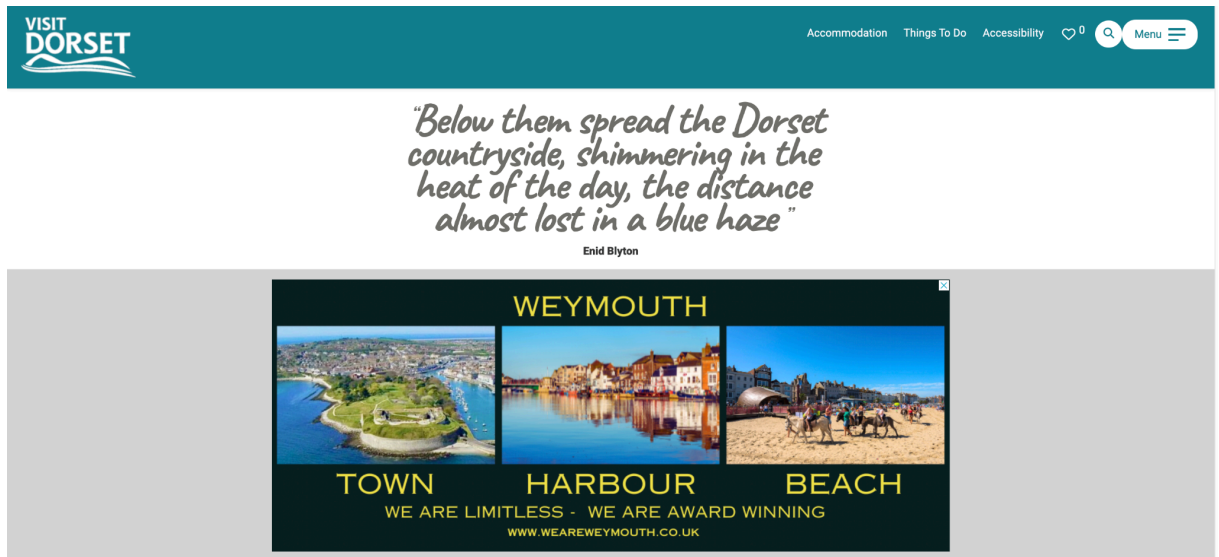
- Press Visits for the following booked in:
  - HELLO! Magazine for The Gresham
  - The Sun for St John's Guest House
  - Mail Online for The Lawrence of Arabia Hotel
  - Reach publications (Express, Mirror etc) - TBC
- Liaised with guest houses to discuss offering accommodation - also posted on social media to encourage participation
- Liaised with My Weekly to confirm Weymouth Easter coverage - Easter Escapes
- Liaised with Waterside Holiday Park to discuss potential press visits - arranging to meet Gemma to discuss more
- Liaised with The Travel Magazine to discuss Limitless press visit - opted to push to September for a culture visit (online circulation of over 600,000)
- Liaised with Royal Albert Hall D Day celebration organisers to push Weymouth celebrations (they offered advertising)
- Pitched Wessex Folk Festival into METRO for picture stories feature
- Pitched Wessex Folk Festival into the i newspaper for feature on upcoming family events to attend
- Pitched Weymouth into the new commissioning editor at Telegraph Travel - focused on upcoming We Are the Best campaign
- Pitched Wessex Folk Festival into Dorset Living and Bournemouth Echo
- Confirmed Wessex Folk Festival going into Dorset Magazine 'what's on' section
- Liaised with GoodToKnow website to discuss potential family visit to Weymouth
- Liaised with NetMums to discuss potential family visit to Weymouth
- Pitched the Dino AR Trail into Candis magazine for fun and cheap/free family days out this summer
- Circulated guardian opportunity to Clean Jurassic Coast for feature on people that are passionate on coastal and ocean health
- Pitched Weymouth into Country Homes & Interiors for feature on coastal-themed stories

# in the bag

MONTHLY REPORT  
**We Are Weymouth (BID) | April 2024**

## *We Are Weymouth Marketing Strategy*

- Liaised with Visit Dorset to submit ads, newsletter copy (sent out to Visit Dorset subscribers on 29th April) and will submit a blog from FEAST press release



- Call with Wessex Folk Festival organisers to discuss how to promote the Festival
  - Re-drafted press release and scheduled to send to key media contacts
  - Fed back on brochure and poster
  - Contacted BBC Radio 2 Folk Show to pitch in Wessex Folk Festival - they have said they will try and mention over the coming weeks
- Drafted and circulated FEAST Weymouth May 24 press release and circulated to key media contacts
- Liaised with Bournemouth Airport to discuss potential advertising opportunities at Bournemouth Airport (new routes opening) - will discuss with subcommittee
- Draft We Are The Best press release - circulate for sign off in May

## *Social Media*

- 'Business of the Week' content creation - scheduled in for April
- 'Weymouth in the Press' content creation - scheduled for April
- Drafted response to Seabeats on social media and error in West Dorset Magazine
- Shared Weymouth Town Council information on grants for D Day on WAW social media
- Spent time with Facebook support trying to link Instagram and Facebook accounts - need to raise and admin dispute to regain control

# in the bag

MONTHLY REPORT  
**We Are Weymouth (BID) | April 2024**

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## *Advertising*

- Liaised with Absolutely Magazines to discuss advertising opportunities

## *AOB*

- Marketing subcommittee call
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Uploaded press releases to both websites
- PR Newswire
- Call with Paul Beecroft and Dawn - tourism campaign
- Calls with the owner of The Mayfair Hotel to discuss encouraging people to move to Weymouth to run guest houses - lots on sale at the moment apparently

## *Upcoming activity*

We Are the Best

FEAST

## **LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. APRIL 2024**

### **KEY SOCIAL MEDIA STATS MARCH 2024 ( FACEBOOK & INSTAGRAM)**

Facebook Page Followers:- 77,225(76,900)

Monthly total Social Media visits to profile pages:- 17,400 (15,500)

Daily visits to Facebook profile page : 530 (445)

Cumulative Facebook post reach: 1,827,960 (1,898,900)

Facebook video/reel views: 63,100 (136,400)

Instagram Followers : 17,085 (16,945)

Instagram total post reach: 139,130 (163,800)

Instagram video views: 59,000 (77,000)

Total Social Media Reach: 1,967,090 (2,062,700)

Facebook Account Reach : 548,700 (549,100)

Instagram Account Reach: 36,300 (25,200)

**Value of Social Media post reach based on average boosted post cost of £6.00 CPM  
£11,802.00 (£12,376.00)**

**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. Insites aren't as available for groups as they are for pages. But we can see from what is available that on average posts in the group reach around 10,000 users giving a monthly post reach of 300,000 for April**

**Social numbers continue to remain fairly static month on month and not show the normal increase that we'd expect which is consistent with the terrible weather we've been having. It's very likely that this trend will continue through May for same reason.**



## **THREADS**

**Threads followers continues to grow subscribers up by 72 to 2,301 by month end. We are seeing a steady growth in engagement on Threads posts. Unfortunately stats are not yet available on the platform**

## **Tik Tok**

**Our account is growing slowly and we had 1007 followers at end of April. We will try and grow this account over the coming year.**

## **WEBSITE STATS APRIL 2024**

Recorded user sessions 12,306

As per explanation in previous report our analytics show 7,500 user sessions from organic search whereas Google alone reports that Google search sent 10,900 user sessions to the site. On the assumption that 30% of sessions aren't being recorded due to GDPR consent not being given it's reasonable to estimate actual website visits to have been around 16,500

Events in the events and gig guide we have been adding events and gigs to the listings during the month as information becomes available.

Unbranded events listings continue to be embedded in [weareweymouth.co.uk](http://weareweymouth.co.uk)

## **YOUTUBE APRIL 2024**

Youtube Subscribers – 1,110 (1,110)

Youtube Video Views – 1,520 (1,400)

Youtube Minutes Viewed – 1,968 (1,788)

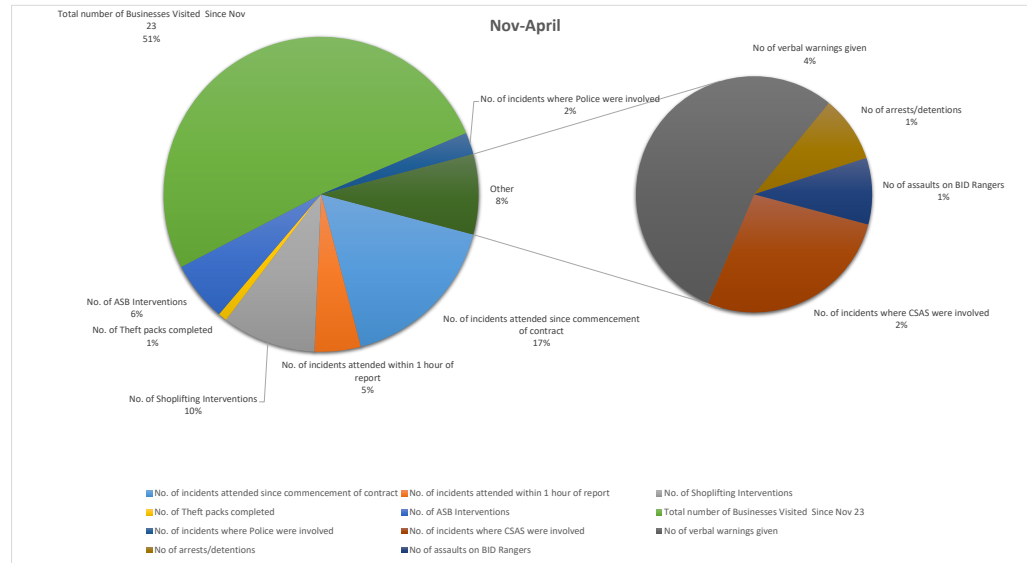
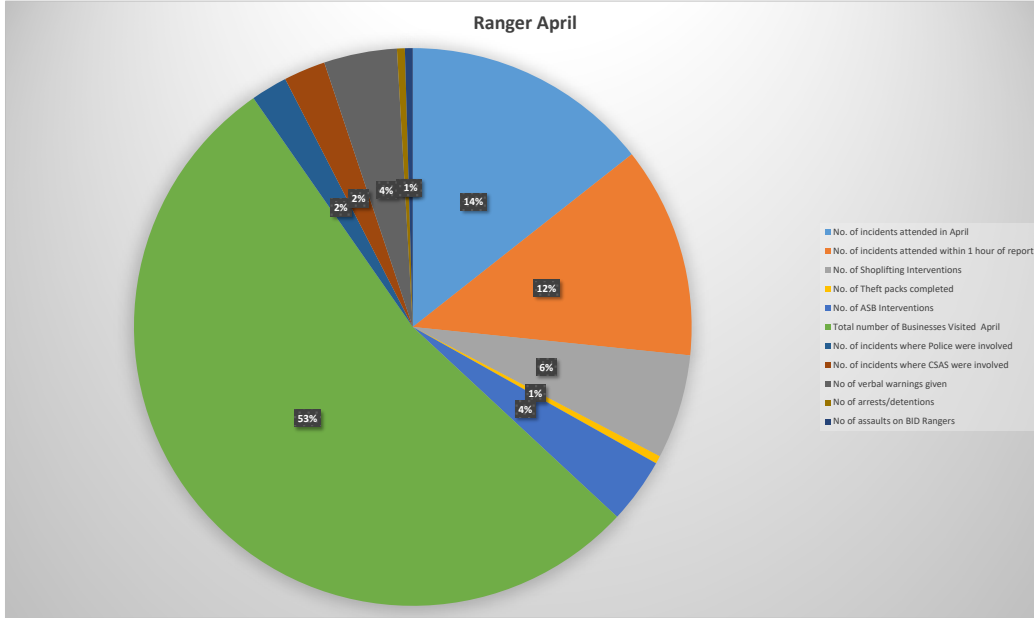
**ANDY COOKE 15/05/2024**

**April**

No. of incidents attended in April	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 April	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 £
95	81	40	3	25	353	14	16	28	3	3	£1,305

**Total since commencement of contract**

No. of incidents attended since commencement of contract	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 Since Nov 23	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 £
405	114	232	22	148	1234	54	54	108	18	18	£ 9,173.40



## Event Report

# Weymouth

Estimated Players Took Part



4912

We base this figure on average group sizes of 4

Steps Walked on the Trail



19,648,000

Estimated by average walking speed

Calories Burned on the Trail



983k

Estimated by average calories per step

Most Scanned Sticker

1

This could indicate a high footfall area or business

Busiest Day and Times

9 April 2024

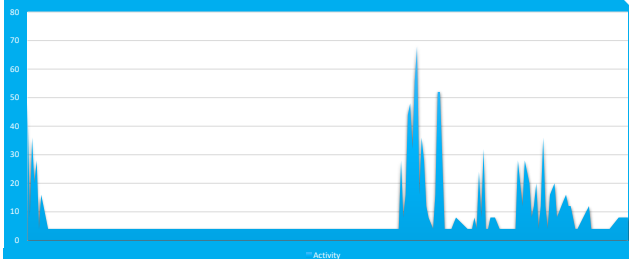
1:00 pm

Return on Investment

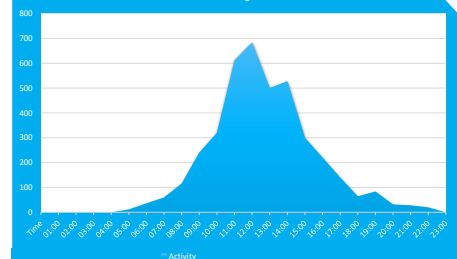


- 4912 happy players
- Gave families a reason to come into the area
- Created an audience database to build on

Activity



Active by Time



# BID Board Meeting

**Date:** 24<sup>th</sup> April 2024  
**Time:** 11am  
**Venue:** Pilgrim House  
**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  
Jye Dixey (JD) The William Henry JD Wetherspoon  
Josephine Parker (JP) E-Bike@Deheers

**In Attendance:** Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth  
Helen Heanes, (HH) Dorset council  
Cllr Rob Hughes (CRH) Dorset council  
Cllr Jon Worth (CJW) Dorset council

## WELCOME

CT welcomed David Bennett from Waterside Group as an observer. The board made introductions. CT explained the role of the BID.

## APOLOGIES FOR ABSENCE

Apologies: Tamsin Mutton Mcknight (TMM), Merlin / SEA LIFE  
Hayley Moore (HM) The Flamingo Room.  
Cllr Jon Orrell, (CJO) Dorset Council

## DECLARATION OF INTEREST

No declarations of interest were made.

## OBSERVERS

Helen Heanes (HH) from Dorset Council  
Cllr Rob Hughes (CRH) Dorset Council  
Cllr Jon Worth (CJW) Dorset Council  
David Bennett (DB) Waterside Holidays

## MATTERS ARISING FROM PREVIOUS MINUTES

No matters arising from previous minutes.

## GOVERNANCE

### (a) Levy update

DR reported that we received £60k in the first month of the new financial year which is a great start to 24/25, especially as budgeted for £3k. Letters went out in March instead of April which aided collection rates. CT agreed BID in a strong position.

## **BOA/1910/7 FINANCE REPORT**

### **(a) Updates & Budgets**

The cash flow forecast is positive due to levy collection and approved funding. Appx £65K left in the pot at the end of this financial year for projects.

CT asked if DR requesting any money for projects this month. DR spoke about the Map pads and how they are used with cruise ship passengers and businesses. DR highlighted that we might require further stocks in the summer. CT said DR is asking board for contingency fund £1K to purchase maps later if needed, which was agreed by board unanimously.

CT asked for report on Grants: DR informed BID Grant funding secured of £50K from DC - being used in a campaign that's specific to tourism in partnership with Visit Dorset, PTC WTC run by ITB and BID, guided by DC.

Arts Dev meant to meet yesterday now meeting on 31<sup>st</sup> April to discuss Heritage & Lottery funding. DR also booked on shared Prosperity funding training. DR is having conversations around match funding. CT made board aware of time demands on DR whilst attracting additional funding.

## **BOA/1910/8 MARKETING**

CT suggests that we build on the work with, In the Bag and Love Weymouth whilst planning for the future eg: is Andy wanting to continue with LWP, what's working with ITB and LWP what needs improving. CT highlighted ITB reporting negative news story as ROI, so where do they get their stats what ROI are we really getting and is it measurable. DR, LF and TMM to look at continuity plans to get the maximum ROI.

DR advised on FEAST marketing: a cartoon map picture pull out in the centre pages of West Dorset Magazine, Weymouth magazine full page and visit Dorset has a banner about Weymouth and promo on FEAST. Combined with LWP and WAW social media posts we've gained good coverage for a fraction of the price spent on FEAST previously.

DR has a meeting with Dog Friend Social next week with reference to the Dog Friendly - Child Friendly Campaign promised in the Business plan and Annual report. The new scheme being initiated and led by BID is surrounding a positive PR campaign to keep beach clean. DC and WTC will be approached once campaign agreed. Particular emphasis will be on the area between Bowleaze to Pier band stand.

### **(a) Subcommittee report**

No meeting

## **IMPROVE**

### **(a) Subcommittee report**

DR and GP to finalise slabs with a suggested June deadline. DR to commence talks with DC and WTC for the end of June installations.

DR spoke about the BID Ranger and positive feedback and gave a couple of case studies. CT suggests we do a FB article highlighting the positive actions and stories of the Rangers.

## **FUNDING APPLICATIONS**

GP spoke about the dinosaurs and how he would like to see further actual installations of dinosaurs, DR working on further funding to grow this project.

Dom Kippin (DK) from Activate was introduced by DR and welcomed by CT.

DK presented Activate's 2025 programme. Activate hoping to run a big finale to the Dorset Inside Out festival in Sept 25 with a taster during the second May bank holiday in 2025. Early application to BID due to international element of the event. Activate is applying to secure funding from the Arts council, British council, Kinetika and WTC and is requesting support from the BID to ensure they can secure the match fund.

Detail in funding request application but additional info included:

May 2025 Activate hope to hold performing dance groups and community groups of about 100 dancers rehearsing at Weymouth College to then perform a moving show which would parade in May perhaps on the sea front at Clock tower and then return for Dusk to Dark w/e in Sept with the dancers and flags, drumming, stage, and lighting for the last weekend in September.

CT thanked DK. Discussion ensued:

ROI being the largest prohibitor of full board agreement. DR highlighted the benefit of it not just being the performance but the long-term PR opportunities for Weymouth both visually and long-term recognition with it being an international festival linking with Goa, India and London which could create worldwide acclaim.

CT précised the discussions and agreement was had to vote on providing £15k as a guarantee funding with any additional funding request circa the extra £5K needing to return to the board for discussion. Conditions of current funding to be articulated to Activate that the funding was on 1) the basis that WTC did not charge Activate for use of the beach and 2) further funding gained from town council, as their commitment to the event had dwindled from £20k to nothing in recent years and that £3K was not showing commitment to the arts in the way their cultural strategy endorses. A further condition was conveyed that money would not be forthcoming until new financial year as approved from 25/26 budget. The board voted to approve £15K for the 2025 Dusk 'til dark event. 5 in favour, 1 abstention.

DR informed board of AGM on 11<sup>th</sup> June and would like all board members to attend and to be involved and be versed to be able to answer levy payers questions and actively engage with attendees. DR to ensure board up-to-date by next board meeting. Please can board members endeavour to share to encourage attendance for the meeting. DR will send Eventbrite invite out in next few weeks

## **SHAPE**

DC attending June meeting, DR outlined content briefly and will advise nearer board meeting. DR shared success of WPCCC presentation- well received.

## **AOB**

GP highlighted pirates had published their date, did this mean they didn't need funding? DR to find out. DR suggested any Marketing budget for this was to enhance not deliver and we will await their application.

GP asked about promo of D-Day and what is BID doing. There had been a dispute between WTC and DC ref funds for the programme. BID is supporting with promo and bunting where appropriate. GP highlighted operation tiger occurring tomorrow, and that no promo was evident! GP believed delivered by armed forces memorial.

HH highlighted SPF needed highlighting to levy payers. DR to put in newsletter.

DR highlighted that Dorset Echo wanted a comment from the BID on the new car park in south harbourside. HH suggested DR speak to Kirsty at DC to get facts

CT thanked everyone for coming and closed the meeting.

## **DATE OF NEXT & SUBSEQUENT MEETINGS**

Online