



Board Meeting Agenda

Date: June 26th

Time: 11:00 - 13:00

Location: PILGRIM HOUSE

1	Welcome	11am
2	Apologies for Absence	11:05
3	Declarations of Interest	11:10
4	Observers	11:15
5	Matters Arising from Previous Minutes	11:20
6	Governance <ul style="list-style-type: none"> a. Levy update b. New Board Directors c. AGM feedback 	11:25
7	Finance Report <ul style="list-style-type: none"> a. Updates and budgets 	11:35
8	Marketing <ul style="list-style-type: none"> a. ITB and LWP reports b. Minutes of subcommittee 	11:40
9	Improve <ul style="list-style-type: none"> a. DR update on subcommittee (no minutes) b. Ranger and crime reports in pack 	11:50
10	Shape <ul style="list-style-type: none"> a. Visit from DC <ul style="list-style-type: none"> • Parking • Park n Ride • Cruise ships • Place-making and upkeep 	12:00
11	Funding applications <ul style="list-style-type: none"> a. Pirates b. Future small pots 	12:30
	AOB – Chris Truscott	12:50
	Dates of next meetings all 11-1pm: <ul style="list-style-type: none"> 1. July 24th TEAMS 2. September 25th 3. October 30th 	

BID Board Meeting

Date: 22nd May 2024

Time: 11am

Venue: TEAMS-Online

Present: Chair: Chris Truscott (CT), McDonalds
Vice Chair: Jonathan Oldroyd (JO), Gloucester House
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
Cllr Rob Hughes (CRH) Dorset Council
Cllr Jon Worth (CJW) Dorset Council

WELCOME

DR welcomed everyone on behalf of CT

APOLOGIES FOR ABSENCE

Apologies from Graham Perry (GP), The Bridge Fair Trade Shop
Josephine Parker (JP) EBike@Deheers
Helen Heanes, (HH) Dorset Council

DECLARATION OF INTEREST

No declarations of interest were made.

OBSERVERS

Cllr Rob Hughes (CRH) Dorset Council

MATTERS ARISING FROM PREVIOUS MINUTES

DR updated previous minutes with reference to GP comments. No issues arising from previous minutes. Minutes unanimously agreed as true reflection of the April Board meeting.

GOVERNANCE

Levy Update.

After DR meeting with DC it was agreed that the outstanding debt that is collectable is £22,000 from the previous two years. CT suggested 85% of the remaining balance is the appropriate amount for us to use for the year end account.

FINANCE REPORT

Updates & Budgets

DR stated that the financial year is doing well on collection this month with another £50,000 collected from levy payers. Cash flow is on track.

FUNDING APPLICATIONS

- a. No additional funding requests.
- b. DR attended a Shared Prosperity training session, which was the run by Dorset Growth Hub, and it's become apparent that BIDS aren't eligible to bid for the shared prosperity fund. DR reported that Visit Dorset had been allocated the whole of the grant for trails and improvements to do with tourism, and WSX had procured the grant for business support. This means that it's just about the BID highlighting to small businesses within Weymouth that they can access small pots for potentially revenue and capital expenditure. CT suggested that DR checks facts with HH and then see what the BID can do to influence the use of the tourism grant.

SHAPE

Cruise ships

DR reported that Portland port had issued a statement that they were moving the cruise ship passengers to North Quay. This was coincided with a demonstration in Spring rd where the cruise ship passengers were dropped off saying "cruise ships welcome buses not". Interaction had taken place with the business community and a questionnaire issued. DR requested consultation with the business community. Feedback from the businesses affected in South harbourside was forwarded to WTC and DC for discussion

AGM

DR asked all board members to acknowledge their attendance by using the Eventbrite link.

DR reported that there will be display boards up for this year and last year showing what the BID has accomplished and what the BID hopes to fulfil in the forthcoming year.

Andy and Pippa will be present to sign up members for press trips, gig listings and for events as well as sign up for the newsletter.

One of the Rangers will attend to sign people up to DISC and to answer any questions.

Board members to be available to answer questions. There will be some board membership packs available for interested members and current board be readily available to discuss the role of becoming a BID Director. People may decide that they also want to be a member of Weymouth BID to vote at the AGM whereby forms will be available to sign.

COUNTY OF CULTURE

DR welcomed Jane Biscoombe, Weymouth Town Clerk, who spoke on the County of Culture tender. Jane acknowledged that the recent FB post terminology did not help the general public understand the concept of the County of Culture and is working on this with Matt

Ryan, Portland Town Clerk. Jane explained that one town is to be deemed the highlight for the county as a centre of culture for that year.

Jane advised that the premiss behind the joint application with Portland is to grow on the current art and culture scene that Weymouth and Portland is known for and for which BID are one of the largest contributors.

Jane encouraged BID to engage with the business community in order that everyone from both the business and resident community were able to share ideas and concepts as well as what they could commit to the project, so it is not a councillor driven project but owned by all.

The board levied questions about the aim of the fund and Jane responded ensuring the board that ultimately it was to assist in making the arts and culture programme bigger and better and increase the geographic area so everyone can be involved, both community and businesses. It was discussed that businesses could work to provide space for workshops, window displays, as well as engage artists already working within the business community.

The hope is that the budget will be in the region of £200,00 with WTC and PTC pledging £30K contribution being matched by Dorset Council, giving £60K to procure an extra match for additional grant funding.

JB agreed to send the EOI and deadlines to BID. Jane left the meeting.

The board discussed ideas to input to the county of culture application but then agreed unanimously that the business community needed to be consulted. DR agreed to send out a questionnaire that afternoon given the tight turn around

AOB

No further business to discuss, CT closed meeting and thanked DR for chairing it,

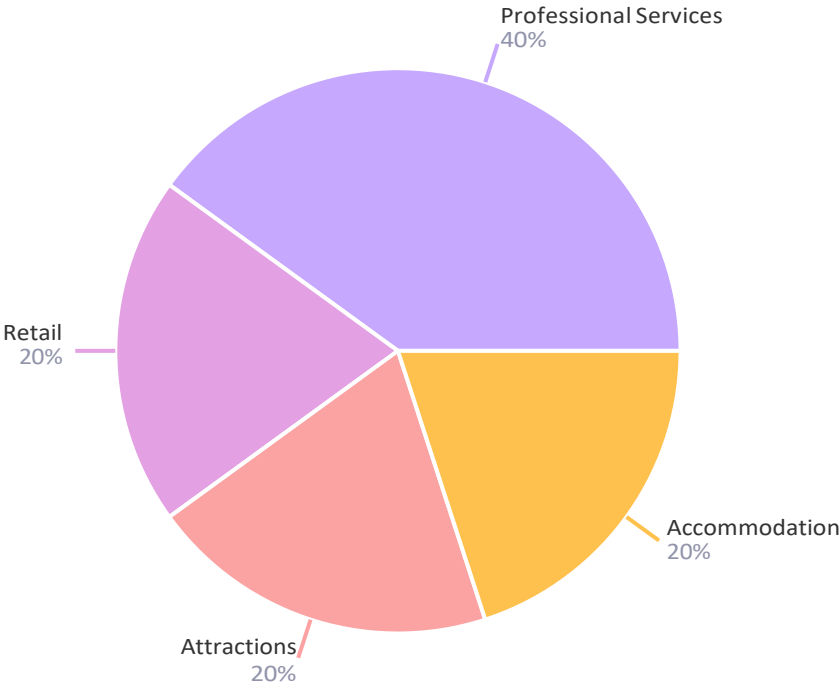
DATE OF NEXT & SUBSEQUENT MEETINGS

June 26th - Email survey being sent out for appropriate dates as 3 declined

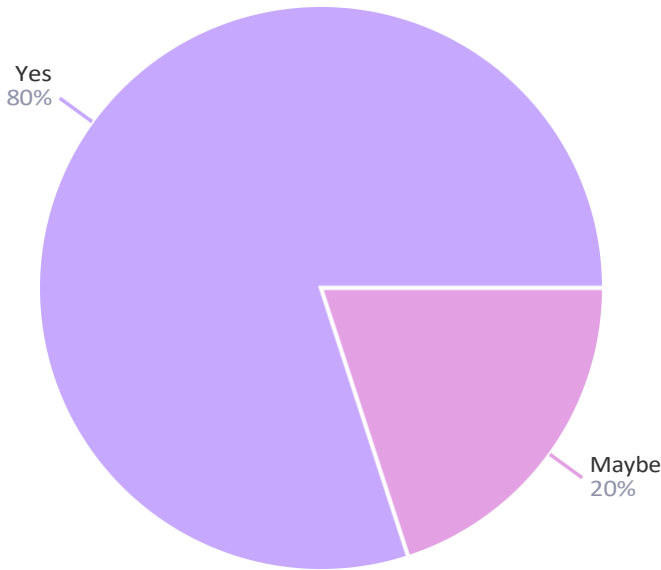
July 24th - Teams

Culture ideas

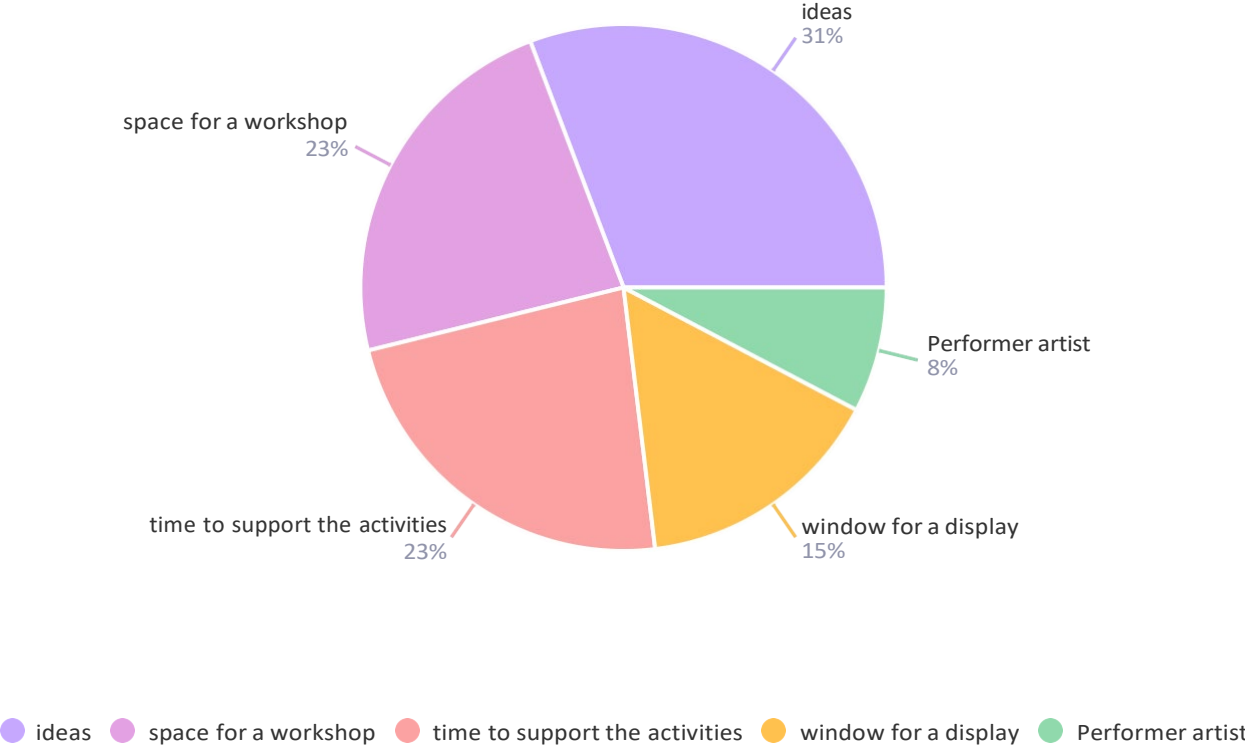
Which best describes the sector your business operates in?



Does your business want to be involved in a year long Cultural event for Weymouth & Portland?



What can you provide



Who needs to be involved?

Weymouth College Art Department, all schools.
The town has an art college which is more than Sherborne!
Local councillors & mayor, Dorset, Weymouth & Portland
residents, across the expanse, plus holidaymakers!!
local businesses
Who WE would like to use the space
Activate, BID,
museums, artists, musicians,
galleries,

How it be environmentally friendly

Data
Low costs by opening up empty shops and bringing people into the area rather than holiday makers leaving town in cars to travel out of town keep them engaged with in the town.
Shut down traffic on the esplanade and create an art gallery with street art chalk drawings. Buy the chalks to give to artists who have to registrar for their spot.
This needs to be the absolute focus of events moving forward. Think reusable decor. Repurposed from previous uses. Look at dorset scrapstore.
Take lead from other Councils/BIDs that have a better environmental focus.
Encourage people to take litter home. Get businesses to encourage people to take their litter home. Reusable natural projects
park n ride operational for events.
Low impact electric recyclable craft parades involving the public

Possible Cultural theme:

Data
Sound and art
Love our Ocean / Save our Sea Shore / Mariners Festival
Fringe by the Sea
Sand, Sea & Land - a Celebration
West Country Tradition in the 21st Century

What new cultural things can we do in the town? (events, exhibitions, displays, talent)

Data
More vision for art installations and QUALITY - less of tacky karaoke singers and choirs and pub acts
Street art with pavement painting competition. Free chucks and a spot. close down the esplanade and let it become an art gallery. I did this with one artist in Dorchester High street and was massively popular! Murals - Street Art would have a legacy. Schools/artists could decorate a commissioned sculpture eg sheep/fish/fossils to create an art trail around town.
Weymouth BIDs efforts to rally visitors to the town, get Weymouth firmly back on the map and improve the events programme and its advertising haven't gone unnoticed. We need to widely campaign to change the local narrative that there's nothing to do in Weymouth, we don't hear about things until after the events, there's no shops in town and all the other negative Karen comments.
We could definitely have a nautical themed festival, with a real focus on sustaining our ocean, respecting our sea and learning about our unique location. There should definitely be more display boards to learn about heritage and views around Weymouth.
A trail connecting all of these would be fantastic. We could definitely introduce a health and well- being event, we have a huge beach that would lend itself to a giant yoga retreat once a month - with other experiences curated such as fitness talks, workshops foraging feasting arts bushcraft live music etc.
We need improved street music in the shopping streets -some of the current offerings are dire and I think actually put people off shopping.
Artistic displays on empty properties, shells or artistic printed flags throughout the town, things that aren't here today, gone tomorrow.
Colourful banners on lamp posts showing local historic images.
West country traditions / new cultures within our county / restaurant diversity/ Beach sports /Dancing celebrations

What current cultural events do you think we should capitalise on?

Data

Sound art installations give Weymouth a label as a new age modern place for creative pop ups in empty shops to sell works

Music is very popular. Family activities - the Houseworks tent was very popular at Fair in the Square.

Science Festival attracts a wide range of local people.

The After Dark in September has been brilliant for attracting a wide range of local people

seafood festival. Make it a maritime week and bring in tall ships too!!

fancy dress NYE. it used to be known worldwide, put on fireworks council on NYE and make people come here again!!

christmas market in hope square to enhance what the BID already do!.

Wessex Folk festival, its growing, support it and make the town known for its folk roots

Dusk til Dark,

Pirates weekend festival, bring back tall ships, folk singers, folklore and art and bring the town alive

Dinosaurs and celebrating our Jurassic coastline- this should be a year round theme for the town, work with the Jurassic coast trust and Bid to make the town a Jurassic center in Dorset

History, history, history we are steeped in it... stop redoing stuff, improve what we're doing and do it well!

More local farm markets / celebrations

How does your business want to be involved?

Data

- I can provide an art sound installation.
- Art to sell Music and sound
- Encourage landlords to use empty spaces
- Nothe Fort would love to be involved in any way. When we hosted Museum of the Moon and Silent Disco it was incredibly popular and local people still take about it. We would love to host something similar again.
- The college want to be involved and want the town council to support it in its arts programme too, it should be mutually beneficial
- We believe that Weymouth's Town of Culture events should have a legacy for the Weymouth community - through developing opportunities, experience and skills for the long-term.
- Any artistic commissions/production can remains in the town after Town of Culture. eg. sculptures, murals.
- Not just drop culture after 2025
- window displays, promoting, volunteering.
- Take part, ideas, encouraging others
- Support businesses and events ideas

How can the project involve the whole of the town's people, both geographically as well as demographically (including young people, children, elderly etc...?) ideas welcome

Data
Local people need to feel they can be part of the summer trades
Weymouth college art department is amazing, but you need to see how the Town of Culture can fit into their needs and not visa versa.
Schools have a true representation of the community.
Include Weymouth's amazing community venues such as Veterans Hub, Dry Dock
Involve the schools. Run competitions. This engages parents which in turn engages community.
Engage with nursing homes and sheltered housing. Get people making and crafting and contributing to projects so that they spread awareness of the events.
Bottle saving for the poppies has gained HUGE traction because people like to think they’re doing someone a favour and being useful and contributing. It’s a great way to boost coverage in lead up to events.
Create 'creative zones'
Including social media at events that everyone can involve themselves ie selfies q codes certain places at event which is streaming live

How can it be accessible to all?

Data
Free. Repeat the programme in different geographic area. Be FUN
Through variety even an art braille workshop, audible description
Free or voluntary involvement

What are the best forms of communication?

Data
Banners in the streets
Multiple methods for different audiences.
Correx boards around town.
Employ young people to do tick-tock and instagram.
Loving Weymouth & Portland.
Partnership working.
leaflets in all school book bags has a massive reach.
locally social media most effective is fb. Weymouth is behind when it comes to social engagement across other platforms.
Dorset echo is best way to reach retired gen still, as well as the stay at home haters. Need to be present across all channels in todays marketing game.
Facebook radio group posters community boards, banners across St Mary & St Thomas Street, paid for ads reels youtube
Social media posters handing out leaflets and chatter

Can you think of anything that would stop it from going on and how do we mitigate this?

Data
Empty shop owners saying no
Not working together well. Bringing in 'outsiders' . Start with local talent. Weymouth College.
wet weather - preparing more indoor venues, covered gazebos etc. Traffic issues to & from. encourage people to use park and ride service.
Negativity, meet dissenters, doing more not just on sandy beach but town centric pebbly beach near skate park & lodmoor more culturally focussed always not just 2025
Lack of interest or funding

What should be the lasting legacy and benefits for the town?

Data

Weymouth open to all independent businesses with zero rates to pay

Opportunity to try new things.

Develop opportunities, skills and experience for young people.

Create civic pride and community well being. Feeling proud of your town.

The Legacy of Weymouth must be one of Rich Maritime Heritage, it's history, relationship with the sea, it's unique coastline and it's connection with nature and water life must be seen as essential to the future regeneration of the area.

Benefits for the town - combat the seasonality of our seaside town.

Continue to combat the downturn in UK tourism.

Work to reduce the negative image of weymouth which seems deeply entrenched in public perception.

Capture new market with people's awareness of sustainability and their altered holiday choices based on ecological priorities inc carbon footprint, being more active, seeking a staycay.

Historic buildings like the Clipper and Brewery Quay could make excellent contribution to the delivery of sustainability objectives, conserving historic buildings to provide visitor attractions and indoor visitor spaces. .

art Installations plus weymouth and portland town councils supporting events financially in town and certainly not charging for beach,

To promote how amazing it is and locals involvement

Any other constructive thoughts

Data

The beach has space to do more at night, but stop using just the sandy part in the daytime which is needed for visitors during high season.

Bring in more space for more attractions, art/ events by spanning the whole length of the beach and town centre include all the gardens for concerts and musical events

To make the county of culture bid stand out from Sherborne we need to identify the social benefit culture can bring to our community. This is clearly spelt out in the Dorset Council Cultural strategy. It also identifies target audiences. Sherborne will be linking to the new art centre where Dorset Arts Weeks offices are now based. Loads of money.

Business environment in town centre needs vast improvement as part of town planning.

Growth is inhibited by the empty units and certain frontages. Vacant lots should be forced to clean up their act and it should be part of the culture of the town that empty premises have to house arts and history exhibitions until rented.

The business environment puts new art type businesses starting up in weymouth and puts off businesses relocating here. Landlords of these premises need more accountability or property seizure. Business Tenants need stricter rules on signage and frontage.

Capitalise further on our maritime heritage! The visiting ship from Cataluña last year? was a spectacular event which sadly saw money going outside of the town.

Work to support what groups like artwey, college, BID, civic society, activate, st Nics, Nothe fort, Pavilion,, musicians are already doing be a partner more! support THEM.

Put on civic concerts in gardens, and encourage creativity not just in 2025,

Why don't you use the Nothe garden more or the pier in front of the Nothe?

Use Lodmoor more for Brighton type fringe.

Be bold,

Stop Dorset council making Weymouth progressive through red-tape.

Light up our old buildings with colorful lights at night

convert football stadium as all-weather destination to encourage recognized bands and comedians to the town

Adding cultural diversity and using all areas of the town Nothe gardens, pier, carparks, parks, and town center for functional purposes

Thank You!

Culture ideas

Weymouth BID Finance Update as at 31 May 2024

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)	see outstanding 1819 tab
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)	see outstanding 1920 tab
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)	see outstanding 2021 tab
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	(9,121.75)	see outstanding 2122 tab
Stage payments already made	(279,015.25)	
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	(14,000.91)	see outstanding 2223 tab
Stage payments already made	(279,057.84)	
Balance Available	0.00	
Payments Received	95.2%	

Summary of drawdown funds available (for period 1st April 2023 to 31st March 2024)

Opening Balance of unclaimed drawdown funds	56,800.33
Payments to the BID Board	(56,800.33)
Cash collected in March 2024	0.00
Refunds in March 2024	0.00
Balance Available	0.00

Summary of current drawdown funds available (for period 1st April 2024 to 31st March 2025)

Opening Balance of unclaimed drawdown funds	88,598.47
May 2024 Payments to the BID Board	0.00
Cash collected in May 2024	38,743.41
Refunds in May 2024	0.00
Balance Available	127,341.88

Profit and Loss

WE ARE WEYMOUTH LIMITED

For the 2 months ended 31 May 2024

Account	Apr-May 2024
Turnover	
BID Levy Income 2022-23	2,553.75
BID Levy Income 2023-24	56,800.33
Grant Income - Apr24-Mar25	50,000.00
Total Turnover	109,354.08
Cost of Sales	
Augmented Reality Trails 24-25	265.67
BID Ranger Apr24-Mar25	5,784.00
Christmas 2023	208.14
Christmas 2024	576.00
Crime Reporting 24-25 - DISC	960.00
Dino Trail - Spring 2024	55.62
Hanging Baskets - Summer 24	5,000.00
Loving Weymouth & Portland	3,000.00
Outsourced Marketing Campaign	5,000.00
Visit Dorset	800.00
Volleyball Summer 2024	306.87
Total Cost of Sales	21,956.30
Gross Profit	87,397.78
Administrative Costs	
AGM Costs	52.57
Bank Charges	27.70
Board / Meeting Costs	25.98
Cleaning	64.98
Electric - Street Stand	196.41
Insurance	197.68
IT Software and Consumables	896.49
Outsourced Bookkeeping	800.00
Pensions Costs	228.33
Printing & Stationery	63.16
Rent	1,173.07
Subscriptions	29.17
Telephone & Internet	403.34
Wages and Salaries	11,185.66
WAW - Website	240.00
Total Administrative Costs	15,584.54
Operating Profit	71,813.24
Profit on Ordinary Activities Before Taxation	71,813.24
Profit after Taxation	71,813.24

This is a draft analysis of income and expenses, in the first 2 months of the year to 31/03/2025, based on the information received to date. These will be subject to change by way of timing adjustments necessary when producing the accounts for inspection and publication. This is not a cash analysis or projection.

in the bag

Monthly Report
May 2024



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | May 2024

Coverage

Date	Publication		Reach	AVE	Notes
08.05.24	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/24306146.weymouth-wishing-well-repaired-vandal-attack/	54348	728.15	Quote
09.05.24	Visit Dorset	https://www.visit-dorset.com/blog/post/top-reasons-to-visit-dorset-in-june/			Submitted copy
10.05.24	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/24306146.weymouth-wishing-well-repaired-vandal-attack/	54348	628.86	Quote
13.05.24	Primary Times	https://www.primarytimes.co.uk/dorset/listings/wessex-folk-festival-442199			Wessex FF
14.05.24	Dorset Echo	Print	10196	91.26	Quote
17.05.24	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/24319474.weymouth-civic-society-commends-newly-restored-pilgrim-house/	55930	681.23	Pilgrim House
17.05.24	Dorset Echo	Print	10196	91.26	Pilgrim House
22.05.24	Take a Break	https://takeabreak.co.uk/holidays/take-a-break-holidays/best-family-days-out/	28,890		Press Trip
22.05.24	wharf.co.uk	https://www.inyourarea.co.uk/news/here-comes-the-sun-and-wessex-folk-festival/	182,064	£3,695.90	Wessex FF
23.05.24	MSN.com	https://www.msn.com/en-gb/entertainment/music/popular-harbourside-folk-festival-returns-to-town/ar-BB1mT13A	3,024,868	£81,194.00	Wessex FF
23.05.24	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/popular-harbour-side-folk-festival-returns-022700497.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnVbS8&guce_referrer_sig=AQAAADRQBBrZ-SJUsEjdECT8uWty9dejxU4XmJZTHfwhY-TX8Bq9bRU8aAICmagUaj-ZRmn1_lu00_8xo5YGvYY8cBO0G04cBU1YZM2hsRk6SKHSMF-eSoWBqw3bjbdx-RJA6iQhKNolEQI_4qdOnwmgDjUSvadsgOdMxC4	207,823	£3,965.68	Wessex FF

in the bag

MONTHLY REPORT We Are Weymouth (BID) | May 2024

		keyMp-do			
23.05.24	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/24337189.wessex-folk-festival-returns-weymouth-harbourside/	55930	681.23	Wessex FF
23.05.24	Visit Dorset	https://www.visit-dorset.com/blog/post/step-back-in-time-the-wessex-folk-festival-returns-to-weymouth/			Wessex FF
24.05.24	BBC Radio 2 - Folk Show	Broadcast	850,000		Wessex FF
25.05.24	The Guardian	Print	105,134	£5,850.40	Pitching
25.05.24	theguardian.com	https://www.theguardian.com/travel/article/2024/may/25/classic-british-seaside-holiday-five-unsung-beach-towns	11,448,709	£232,408.79	Pitching
25.05.24	Aol.co.uk	https://www.aol.co.uk/news/elements-classic-british-seaside-holiday-100021511.html	239,511	£4,862.07	Pitching
30.05.24	Newbury Weekly News	Print	10,656		Wessex FF
01.06.24	COAST	Print	29,203		Pitching
01.06.24	ITV Meridian	Broadcast	342,000		Wessex FF
01.06.24	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/24357472.folk-festivals-pirates-fairs---weekend/	55930	681.23	Wessex FF
02.06.24	The Observer	Print	80,000		Marlboro Fish & Chips
02.06.24	The Guardian	Print	60,000		Wessex FF
02.06.24	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/24360075.pictures-wessex-folk-festival-weymouth-harbourside/	55930	681.23	Wessex FF

Total reach for May: 16,961,666

Total Advertising Value Equivalent for May: £336,241.29

24 pieces of coverage across online, print and digital

We Are The Best

- Press Visits for the following booked in:

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | May 2024

- OK! Magazine - due to publish on 11th June
- Netmums - July
- Yorkshire Living - TBC
- Daily Mirror - TBC
- Liaised with guest houses to discuss offering accommodation
- Liaised with Great British Food to discuss foodie press visit to Weymouth
- Pitched AR dino trail into the i newspaper for fun family days out feature
- Pitched Marlboro and Bennetts into Great British Food as UK's Best Fish & Chips Shops
- Pitched Marlboro and Bennetts into The Observer as UK's Best Fish & Chips Shops
- Liaised with freelancer Nick Harman to discuss potential press visit to be featured in: Foodepedia, [travelmagazine.net](https://www.travelmagazine.net) and Arbuturian
- Liaised with BBC Blue Peter to discuss upcoming filming in the area (focusing on kitefoiling) - offered to assist in any way possible
- Liaised with Julie Cleaver and The Land Train to offer for press visits
- Pitched Weymouth into Daily Mirror for destination features - will follow up
- Liaised with Hall & Woodhouse for photography for press visits
- Liaised with Weymouth Bay Rib Charter to discuss journalist visits
- Pitched AR dino trail into freelancer Karen Evennett for feature on fun and free family days out
- Liaised with Amazing Destinations magazine to discuss press trip (have done previously)
- Liaised with BBC News Deputy Culture Editor to pitch in upcoming Weymouth events including Dusk Til Dark in Sept

We Are Weymouth Marketing Strategy

- Liaised with Visit Dorset to submit blogs for website
- Wessex Folk Festival PR push to local and national contacts
 - Pitched Festival into BBC Radio 2 Folk Festival - mentioned on air
 - Liaised with Peter regarding potential MCs for the Festival
 - Circulated press release to key media contacts
 - Circulated reminder to key media contacts
 - Liaised with BBC The World Today with Maryam Moshiri (pushed due to election announcement)
 - Liaised with BBC News Deputy Culture Editor to discuss attending Wessex Folk Festival and upcoming Weymouth events

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | May 2024

- Pitched into BBC Radio Solent - changed programme format so couldn't accommodate
- Liaised with ITV Meridian to organise sharing of footage for broadcast - sent on Saturday 1st June
- Pitched into Greatest Hits Radio but no response
- Circulated We Are The Best press release to key media contacts

Social Media

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

Advertising

- Liaised with We Design Maps to discuss potential map advertising (declined)

AOB

- Marketing subcommittee call
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Uploaded press releases to both websites
- PR Newswire
- Liaised with SEALIFE to recommend photographer
- Pitched activate performing arts into The Independent for feature on young working class people getting into the arts

Upcoming activity

We Are the Best

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. MAY 2024

KEY SOCIAL MEDIA STATS MAY 2024 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 78,260 (77,225)

Monthly total Social Media visits to profile pages:- 18,200 (17,400)

Daily visits to Facebook profile page : 558 (530)

Cumulative Facebook post reach: 2,564,260 (1,827,960)

Facebook video/reel views: 115,353 (63,100)

Instagram Followers : 17,239 (17,085)

Instagram total post reach: 55,350 (139,130)

Instagram video views: 22,400 (59,000)

Total Social Media Reach: 2,583,060 (1,967,090)

Facebook Account Reach : 754,500 (548,700)

Instagram Account Reach: 18,800 (36,300)

**Value of Social Media post reach based on average boosted post cost of £6.00 CPM
£15,498.00 (£11,802.00)**

The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 26,000 at month end an increase of around 1,800 month on month. Engagement rates continue to grow. Insights aren't as available for groups as they are for pages but they do show that 280,000 viewed posts from the group during the month and that users posted around 400 times. These posts generated 3,600 comments and 48,000 reactions. We see the group as an important part of our social mix that generates user content that we are able then share with our other accounts. The number of signed up users although continuing to grow still lags behind one or two of the more popular groups. In part this is due to us not allowing self promotion and advertising by businesses in the group. We find this tends to slow down the signups as if we allowed self promotion there would be a lot more content in the group to initially encourage users to join. However engagement in groups starts to drop considerably when members tire of

a constant stream of advertising or irrelevant posts so we will continue to follow the groups current path and accept the lower growth rate

There was an encouraging growth in numbers overall during May partially brought about by some better weather but also we suspect in line with visitors delaying bookings and not planning far ahead.

THREADS

Threads followers continues to grow subscribers up by 185 to 2,484 by month end.

TikTok

Our account is growing slowly and we had 1017 followers at end of May.

WEBSITE STATS MAY 2024

Recorded user sessions 16,616 (12,306)

Based on assumptions in previous reports that reported number are 30% lower than actual our estimate is that visitor sessions were around 21,500 during the month

Events in the events and gig guide we have been adding events and gigs to the listings during the month as information becomes available. We continue to chase up venues for their content but it's still a struggle getting a good number to be proactive

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

YOUTUBE MAY 2024

Youtube Subscribers – 1,110 (1,110)

Youtube Video Views – 1,400 (1,520)

Youtube Minutes Viewed – 1,848 (1,968)

OTHER ACTIVITY MAY 2024

The improvement in the weather during the month coupled with two bank holidays gave us better opportunities than the preceeding couple of months to generate visual content and post more video and images to social accounts which helped the upturn in numbers.

We created a page on love-weymouth.co.uk promoting all the participants in Spring FEAST and posted multiple times about the event on social media and including a bespoke post for every participant. Total reach of FEAST posts was 126,100

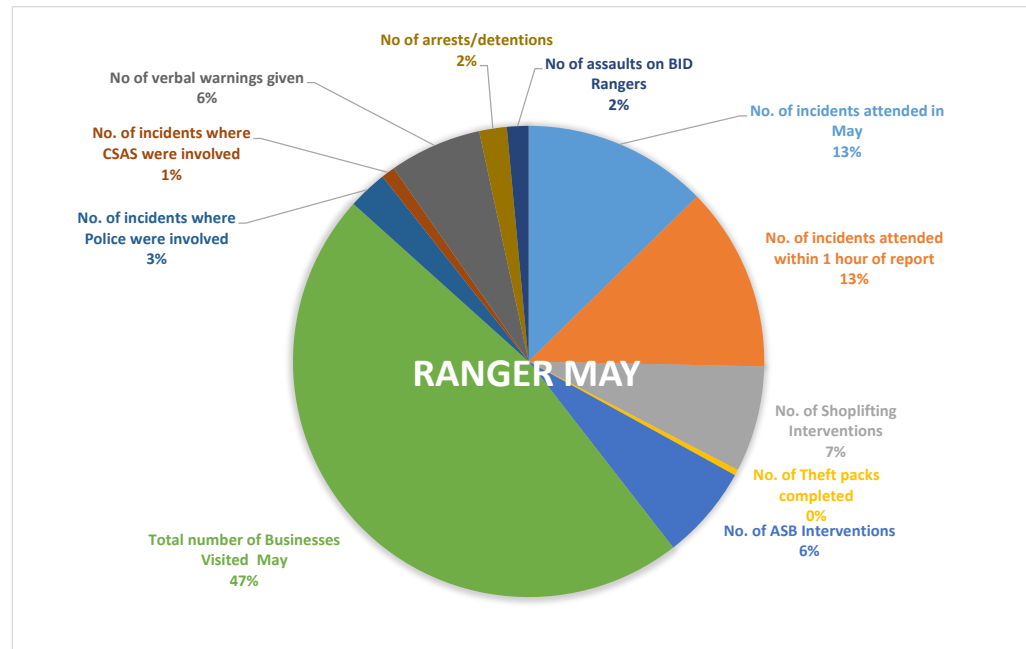
ANDY COOKE 04/06/2024

May

No. of incidents attended in May	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 May	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 £
94	94	54	3	48	350	20	7	47	14	11	£2,651.37

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	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 £
494	204	280	25	193	1573	71	60	151	31	21	£11,174.77





DAY-TIME ECONOMY

RETAIL CRIME
PREVENTION WEB

STAY IN THE LOOP WITH UPDATES AND ANNOUNCEMENTS!

AT A GLANCE	<ul style="list-style-type: none">• DISC is our greatest weapon against crime in the town.• REPORT REPORT REPORT• What next?
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What's New

Action from Crime Reduction meeting



RETAIL CRIME PREVENTION MEETING

Thank you to those of you attending the **Retail Crime Meeting** collaborating with Rangers, Police, CSAS to create mechanisms for addressing retail crime effectively.

Here are some key takeaways from the meeting:

1. **Success of NTE:** replicating the communication success of The Night-Time Economy (NTE) which has played a crucial role in crime prevention.
2. **Shoplifting:** Addressing shoplifting and targeting offenders through creating a communication web across the town essential for maintaining a safe retail environment. Vigilance and cooperation among stakeholders helping to target offenders to see justice.
3. **Working Together:** Collaboration between different parties—such as law enforcement, security personnel, and retailers—is vital. By sharing information and strategies, we can collectively tackle retail crime.
4. **DISC:** using not only the online platform but the Mobile DISC App can facilitate collaboration, improve communication, remain GDPR compliant and exchange communication between Retailers Rangers, Police and CSAS to reduce shoplifting and anti-social behaviour.
5. **Radios:** Effective communication through radios ensures swift responses and coordination during incidents. Please consider this an additional security measure for your business and contact us if you want to be part of the Day-Time Economy (DTE) network
6. **Targeting People and Locations:** Identifying high-risk areas and individuals allows for targeted prevention measures. The Police are working with BID to create a targeted strategy to focus their efforts where it matters most.

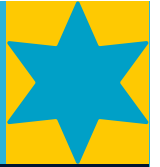
7. **Importance of Reporting:** Encouraging reporting from staff helps build a comprehensive picture of incidents and leads to actionable insights.
8. **Follow-Up with Theft Packs:** Following up on theft incidents ensures accountability and helps prevent repeat offenses. Proper documentation is essential.
9. **100 Days of Summer Initiative:** is a proactive effort by Dorset Police, BID, CSAS, Weymouth Town Council and others to enhance safety during June-Aug
10. **Q&A:** An opportunity for further discussion and clarification.



Remember, every effort counts in creating a safer retail environment. Thank you for your dedication and commitment! 🛒🔍👮 The next meeting will be at **11am on 15th July at the Alexandra**. All attendees must complete the confidentiality sign-up on DISC in order to discuss specific data and offender profiles. Please diarise and let us know you're coming



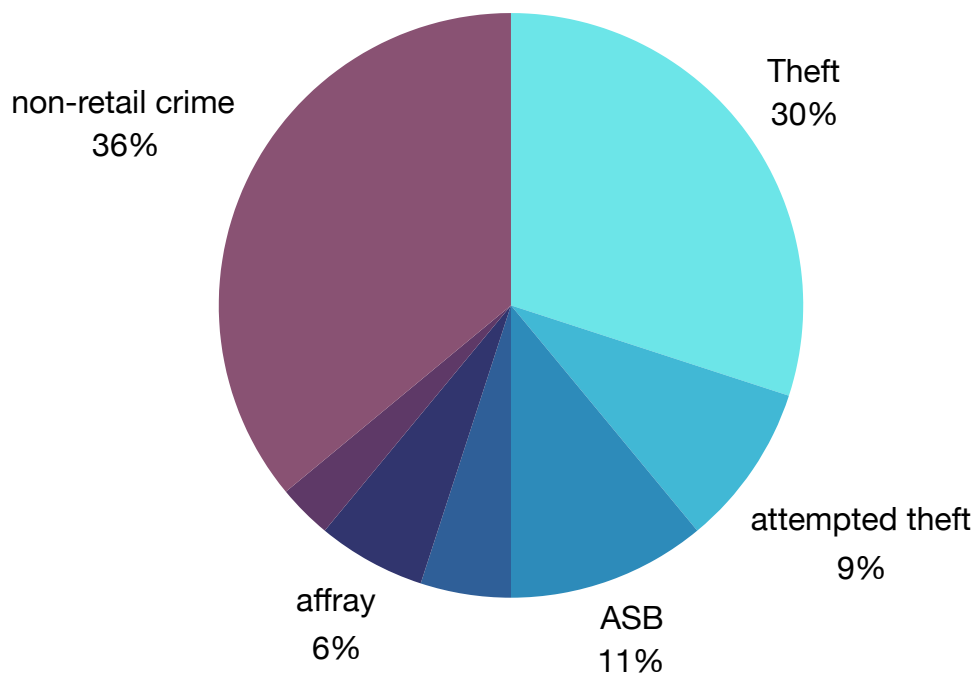
Statistics



Weymouth's data collection via DISC

The current crime stats logged on DISC are as follows, this shows us that theft makes up 30% of all communicated crime with a further 9% attempted theft. We share the statistics on type of crime, locations, and time of day with Police.

Our Ranger hours reflect the patterns and location intel that you input, whilst the Policing team address the types of crime and specific offenders.



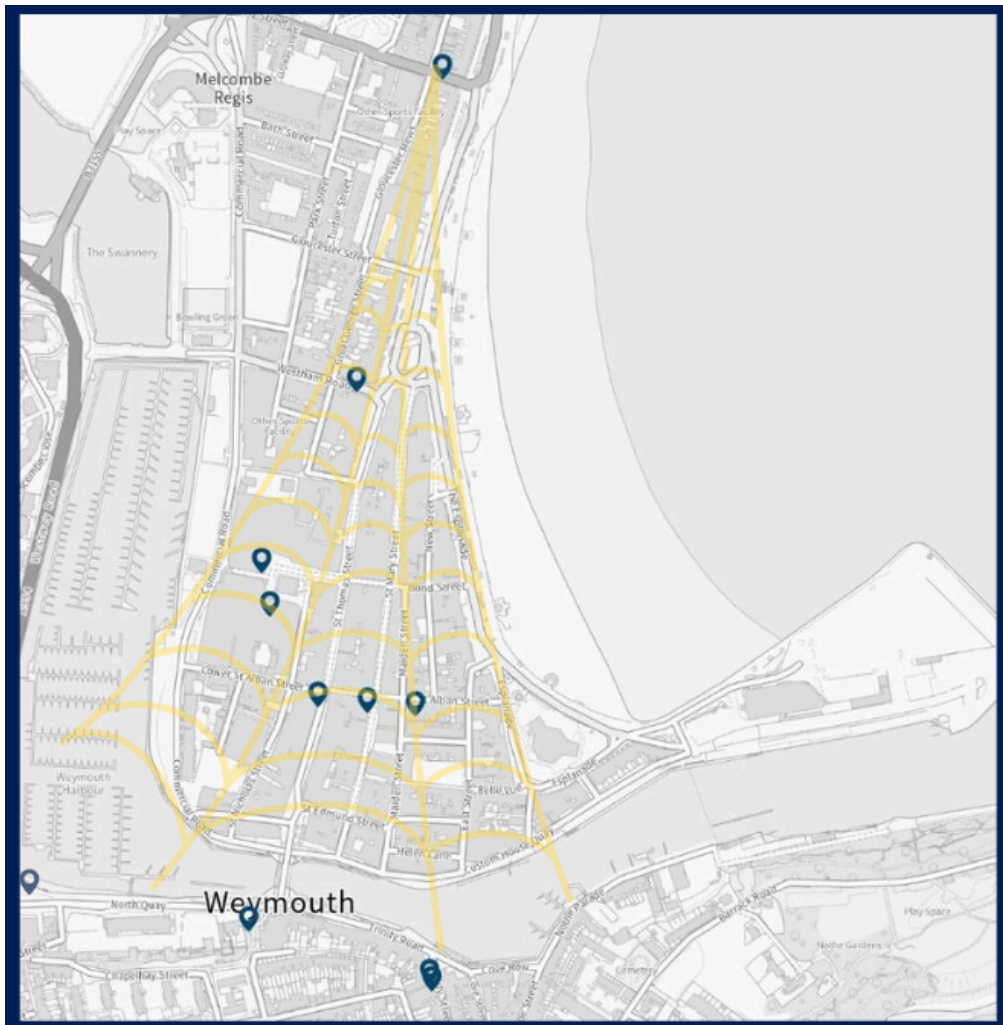
What's Next



Upcoming events and meetings

We want to create **a web** of communication across the town businesses within which the police can work to target offenders. The web looks like this so far...will you join us as we target CRIME together?

Joining the Web means having a radio, signing up to DISC, downloading the app on your phone for instant messaging and notifications and working with your fellow businesses to target offenders.



Reach Out



For questions, feedback, ideas, or to join the web, email info@weareweymouth.co.uk or message our ranger on 07398 140291, and we'll be in touch.

Please explain the impact that cruise ships passenger visits have on your business

18 Responses

Data	Responses
We have a good footfall of passengers from the cruise ships from when they pass to visit the historic fort and beautiful gardens, if the buses are moved i feel that the passengers would not use this side of the harbour	1
Less footfall and business on these days	1
The footfall of traffic is great for all th local businesses on the southside of the harbour. There has been large investments redeveloping Custom House Quay in the last few years. Nothing has been invested into southside. The cruise ships bring lots of foot traffic to the town and it's amazing for them to be able to walk through brewers quay and southside harbour. Suggestion! Why don't you open the gates to bincleaves gate (which is owned by the port?) for the busses and coaches to turn around and then park to pick up and drop off on Newtons road instead of Spring Road.	1
The Cruise Ships passenger are a very important revenue stream to Nothe Fort. They offer consistent stream of visitors during the shoulder season (either side of high season) which means regular income. This means that we can employ staff confidently during the shoulder season rather than just high season.	1
We won't have the passenger footfall from the existing drop off point. They love a cream tea and we will see a reduction in our income because of the change	1
We do very well as a business from the ships mainly the American ones	1
We are a new business on this side of the harbour and have so far seen a decent amount of footfall from the cruise ships on sunny days. However on days where the weather is bad we have found most people from the cruise don't come by. When they do come in it is lovely to connect with the tourists and establish ourselves with new people.	1
With the outside seating being taken away we rely on cruise ship passengers for at least 40% of our trade, if the cruise buses are rerouted then the passengers will go straight over the bridge to town leaving all southside businesses struggling	1
I would like to say how disappointed I am at the attitude of the local residents of Rodwell avenue area. Do they realise the trade we get through these summer months help us survive the winter months, without this extra boost for all the Businesses in the Brewers quay/Trinty road some of these Businesses will not survive. Which hopefully some of these residents use themselves? Perhaps the coaches could come through the square to drop off in front of Brewers Quay as apposed to Rodwell Avenue.	1
We are a holiday letting agency and we field enquiries from cruise ship guests throughout the day regarding booking our properties for future visits to our town. Hope Square is finally beginning to recover from the closure of Brewers Quay and various restaurants on the Square with business owners investing in the town and the South harbourside. The loss of the footfall frome cruise ship guests through Hope Square will have a negative impact an almost every business in it, as they make their way into town. A change of bus drop off location would completely isolate this lovely part of Weymouth from cruise ship passengers which is not only detrimental to those who visit our tourist town, but to the businesses trying to remain successful in an already challenging environment	1

Please explain the impact that cruise ships passenger visits have on your business

18 Responses

The cruise ship's passengers have a very positive impact on our retail trade enabling us to employ more staff on the visit days and helping to bring trade to an extremely quite area of Weymouth.	1
It is vital that the coaches continue to be able to drop off in Spring Road despite some keyboard warriors saying things to the contrary. It does not adversely affect traffic in this area - we see this every time to coaches are there. it is well organised and the visitors enjoy the walk from the drop off point through Brewers Quay.	1
Cruise ship passengers have a massive impact on our business, this is a quiet side of town so the more footfall coming through is much needed keeping staff employed	1
Huge impact. Without the cruise ships we would have to re-evaluate our business model.	1
The cruise ship has great impact for footfall for the pub if the dropping off point changes we will not see the this as we will be disregarded, as they will head straight for the town centre this will affect staff we employ as they will not be needed as we won't be as busy	1
Without the cruise ships I don't think my business will survive.	1
It has a huge impact , the days are a lot more busy , I would about 30% more trade when there is one	1
We are not yet trading, but from our short time setting up the venue we can see the positive impact the current drop off point has on visitor numbers to the old harbour. Perhaps if this is moved to the carpark there is a potential these visitors will miss a section of the town, where as the current drop off is essentially starting on the far side of town.	1

What do you see as being your biggest challenge in the next 12 months should cruise ship passengers be moved to North Quay?

14 Responses- 4 Empty

Data	Responses
There would be a lot less trade which would really affect our business, we have only been here 5 months and are really trying to turn the pub around from previous tennents.	1
Fall in trade	1
Clear signage to Nothe Fort. Planning the signage and route is really important. Either along North Quay or up to Hope Square and up to Nothe Gardens.	1
We will lose business on the cruise ship days	1
To try and make sure they know there is businesses down this side where as before they saw it on route .	1
With no cruise ship footfall we won't have enough business and may have to close as local people cannot afford to use us every day	1

What do you see as being your biggest challenge in the next 12 months should cruise ship passengers be moved to North Quay?

14 Responses- 4 Empty

every day	1
A reduced footfall of thousands past our office means that the any potential business from these individuals will cease to exist. The cruise passengers are much less likely to walk down to Hope Square from North Quay but no local businesses lose out from the current arrangement.	1
We would be forced to cut staff hours as moving the drop off point to North quay would surely mean a lot less passengers visiting the south harbourside. Can I please make a suggestion that the buses could come down rodwell avenue as they already do but instead of turning at the bottom they proceed through the square (the no entry always used to say except busses) and back round up boot hill which will cut traffic by 50% surely being a suitable compromise to keep both residents and businesses happy and also give the best first impressions of Weymouth to keep promoting our wonderful town.	1
We would be forced to cut our staff hours as there would be less footfall coming through	1
1. Employing people 2. Staying open	1
Not having the footfall of the cruise ship passengers	1
Getting more customers	1
ABSOLUTELY not the all area would loose out	1
A drop in visitors, meaning investment will be needed to wayfind visitors to the square	1

Business Name

18 Responses

Data	Responses
Nothe Tavern	1
Harbour hut	1
Jurassic Jetski tours	1
Nothe Fort	1
The T Shop	1
Bennett's fish and chips	1
By The Quay	1
The Mariners Bar and Kitchen	1
Finishing Touches	1
Dream Cottages	1
Londis Harbour Stores	1

Business Name

18 Responses

Old Harbour Dive store	1
Harbour stores	1
Cove Gallery	1
The old rooms	1
Ship 2 shore	1
Pascal's Brasserie aka Time for Tea	1
Sticks and Bones LTD	1