



Board Meeting Agenda

Date:

Time: 11:00 - 13:00

Location: ONLINE

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 update: <ul style="list-style-type: none"> i. Paul Mooney (incl.) ii. Dave Hiscutt 	11:30
7	Finance Report <ul style="list-style-type: none"> a. Updates and budgets 	11:40
8	Marketing <ul style="list-style-type: none"> a. ITB and LWP reports b. Marketing subcommittee (None, Aug or Sept) DR outline c. Place informatics stats June, July and Aug 	12:00
9	Improve <ul style="list-style-type: none"> a. Minutes of Improve Subcommittee (Sept) b. Ranger contract renewal – (crime report incl) c. Hanging baskets tender update 	12:10
10	Shape <ul style="list-style-type: none"> a. Bollards (Will Holmes WTC to join) 	12:30
11	Funding applications <ul style="list-style-type: none"> a. B-side/Weymouth College 	12.40
	AOB – <p style="text-align: center;">SHAPE initiative/improve - Grants for business TBD</p> <p style="text-align: center;">WTC Markets impact</p>	12:50
	Dates of next meetings all 11-1pm: <ul style="list-style-type: none"> 1. October 30th In person 	

BID Board Meeting

Date: 24 July 2024
Time: 11am
Venue: TEAMS-Online
Present: Chair: Graham Perry (GP), The Bridge Fair Trade Shop
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
Josephine Parker (JP) EBike@Deheers
Cllr Howard Atkinson (CHA) Weymouth Town Council

In Attendance: Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth
Helen Heanes, (HH) Dorset Council
Cllr Rob Hughes (CRH) Dorset Council

WELCOME

GP welcomed everyone

APOLOGIES FOR ABSENCE

Hayley Moore (HM) The Flamingo Room.
Chris Truscott (CT) McDonald's

DECLARATION OF INTEREST

No declarations of interest were made.

OBSERVERS

Helen Heanes (HH) from Dorset Council
Cllr Rob Hughes (CRH) Dorset Council

MATTERS ARISING FROM PREVIOUS MINUTES

No matters arising from previous minutes.

GOVERNANCE

(a) Levy Update

DR advised Board that Summons had been sent out to non-payers – it has been suggested that the BID to send out a letter prior to the Summons to all unpaid Levy payers between final demand and summons as a gesture of good will. **DR to sort out additional letter (hand delivered) to debtors for 2025.**

(b) Construction query

DR raised a query with reference to a bill that has been sent by a construction company that they contested paying. GP and JO were mindful of the investment in the building, but it was discussed in line with all other levy paying businesses, landlords, construction companies etc, who had made payment. The matter was put to the board, and it was unanimously voted that the bill should be paid with no 'special treatment'.

(c) New Board Directors

The board voted on the application from Cllr Howard Atkinson representing Weymouth town council and replacing Cllr Orrell. CHR was unanimously voted onto the board and was then given access to the meeting and welcomed.

Dave Bennett was due to represent the caravan and camping parks as well as Bowleaze but currently is unable to pursue directorship due to personal circumstances. DR to remain in communication should his circumstances change.

Paul Mooney from Cove Gallery has agreed to represent the retail sector and south harbourside as a director on the board and will be filling out the paperwork. Paul will come for voting in the September board for commencement at that meeting.

FINANCE REPORT

(a) Updates & Budgets

Board acknowledged that GP and DR will be sitting down and finalising the budgets shortly. JO asked if we could put deposits in a savings account to raise interest. **DR to investigate savings account.** GP asked if anyone had any further questions. non raised.

(b) Retail agreement

DR asked for approval of board to sign for another year at Pilgrim House at £2000 a quarter. Board unanimously approved. DR stated that we have an interest in the Centre of Excellence, but this is a future discussion. GP asked if there were any further questions on finance. None asked.

MARKETING

(a) ITB and LWP reports

DR asked if there were any questions on the reports. These were approved by the board.

(b) Subcommittee report

DR asked if there were any questions on the reports, there were none. These were approved by the board.

(c) Place Informatics

DR gave a summary on Informatics which provides data on mapping of footfall, including where they have come from. Previous information is available as data so helps with plotting with future events. TM stated that she feels this would be valuable information and a worthwhile investment, to have greater information of spend and for us to put money in the right place. GP asked HH her opinion and HH feels that it would be of great benefit to help with analytics. GP stated it was £4000 per annum and we are only committed to a year! GP asked board for any other thoughts. RH thinks it would be a valuable information, especially when it's telling us where the people have come from, because when we are then looking to promote Weymouth town centre elsewhere in the country, we can see where we are getting our demographic of people from and feels that it will be useful for marketing PR centralisation as well as information. GP put this to a vote from the board, and **£4K was approved to install Place Informatics for this current year.**

IMPROVE

(a) Minutes of Improve Sub Committee

DR and JB were able to meet to discuss illuminated signs on the sea front. WAW were advised that the signs are going to be taken over by a commercial company and that the town council are getting 10% of the airtime on it. The council would like work in conjunction with the BID to look at leafleting in places such as Bournemouth, Exeter, Dorchester, to encourage people who are on holiday in those locations to come to Weymouth. DT stated that there will be another meeting in Sept/Oct when the many questions can be raised.

(b) Rangers

GP and DR are looking at the budget. DR asked if we should extend to the end of the year allowing time to get to grips with it, DR reported that there are 2 prolific offenders that the police are looking to sentence today, this was due to the work between shop keepers, police and our Rangers. The police wanted DR to pass on the success of partnership working together and the police are using DISC now. DR is also looking at the long term and there are questions if we can reduce budget with help from the council or grants. DR reported that this will have to be discussed in depth later in the year as the Rangers and In the Bag are a high proportion of our money. GP suggested that the five-year plan will need working on as cuts will have to be made. JD asked if we could employ directly, DR stated we would have to take the liability of body cameras and time etc and it was agreed previously that it would best serve purpose to employ an external company. CHA asked for DR to explain the Rangers. DR outlined duties of Rangers, 100 days of Summer, shoplifting and ASB.

(c) Hanging Baskets

DR requested that the hanging baskets are put out to tender. GP asked the board while DR is going out to tender to look as saving costs and GP agreed that it would be better to go out for a 3-year contract to save on admin. LF and JP agreed that we should keep the hanging baskets, with longer contract, and better price. GP asked if board were happy to put to tender and all agreed. GP suggested once tenders received to take a view of the service perhaps agreeing a 3-year contract with a get-out clause should we not be happy with service or quality, GP discuss further with board in September's meeting once tenders received. The board voted unanimously for **DR to publish Hanging basket tender**

SHAPE

(a) Cruise Ships

DR reported that the residents are still quite vocal, but a good argument was put together in partnership with WTC to keep the ships coming to Spring Rd and that DC and Port were in constant communication. The south harbourside community do not want to see the loss of the ship passengers. DR would like to encourage dialogue between the residents, port and councils but compromises will need to be fair to all.

(b) Harbour

Harbour master has spoken to DR and the reason we are unable to have Waverley is due to the regeneration work, but there is potential for mooring of the Waverley next year. Tall ships cost a lot to come into harbour and Dorset council are not able to justify the high spend. GP is looking forward to the return of the Waverley due to the income it brings in. RH stated that he is having a meeting with the Harbour manager; the harbour revision is still going ahead which could mean liners could bring in more than 12 people.

(c) Bollards

DR reported that WTC are still unsure about their views on the bollard removal. The board feel that this would be a travesty if they were moved. GP stated that it is no one's responsibility and no one wants to pay. DR reported that it used to be completed by the beach team, but since they have paid for it now no one wish to take financial responsibility. CHA suggested he will raise this at the next full council or Environmental meeting, DR is happy to attend a meeting if this will help. Board is passionate about a solution being

resolved. CHA informed that the next FULL council meeting is 31st July, but the deadline for a question is today. **DR to write a letter regarding bollards for submission by end of day** and is happy to attend. LF suggested that a strong letter was to be sent to both councils, CRH to provide relevant portfolio holder names.

FUNDING APPLICATIONS

(a) Jurassic Coast Trust (£1750)

Jurassic Coast Trust for summer activities happening twice a week in the building next to the Clipper at what was Queens the jewellers, to partly engage young people, offer fossil workshops, and with the larger aim of public engagement regarding the future of the proposed Jurassic centre. BID wants to support the future of a Jurassic centre as this would be crucial to the town future-proofing strategy. GP asked if the board would support, and **the board voted unanimously to support JCT to the value of £1750.**

(b) St Nics Art Week (£750)

St Nic's Art Week for £750 to put on a week of activities at Saint Nick's Gallery. Delivering clay sculptures, arts & crafts, working with Housework's and various other artists for a week of activities during the summer. Concern was discussed about it not being a legacy event, or for the duration of the summer, plus being a free wet weather event competing with other levy payers. GP put this to the board, and unanimously **agreed not to support St Nic's Art week.**

AOB

DR reported that we should hear from success of Towns of Culture at the end of next week

CHA asked BID thoughts on Enterprise and a possible hotel on peninsula, DR advised that this initiative had been investigated on several occasions and deemed unviable

DR reported that there would be a window display competition happening at Christmas and a training session in Sept/Oct with CRH for businesses to learn window dressing techniques.

DR suggested another levy payer event to conduct an awards ceremony for window displays as well as another opportunity for engagement with levy payers. Possible suggestion a Monday evening in January TBD. **DR to create concept and price for Jan levy-payer event and bring for approval in September**

DATE OF NEXT & SUBSEQUENT MEETINGS

25th September – In person Pilgrim Place

23rd October TBC

27th Nov

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

Figures from Paul Bliss Report

Net invoices to be collected	£188,659.02
Outstanding invoices	£17,073.78
Total amount paid to date	£171,585.24

Summary of current drawdown funds available (for all income collected from 1st April 2024 to 31st March 2025)

Opening Balance of unclaimed drawdown funds	98,223.37
August 2024 Payments to the BID Board (invoice received)	(98,223.37)
Cash collected in August 2024	14,847.27
Refunds in August 2024	
Balance Available <i>(We have billed DC for these funds)</i>	14,847.27

Net invoices to be collected	£320,818.24
Outstanding invoices	£35,761.52
Total amount paid to date	£285,056.72

So far in this current year (April 2024 - March 2025) Dorset Council have collected and paid over the following amounts from brought forward levy debtors.....

		£	
BID Levy Income 2022-23	Sep22-Aug23	£	3,039
BID Levy Income 2023-24	Sep23-Mar24	£	56,800
		£	<u>59,839</u>

Projected Income and Expenditure Apr24 - Mar25 for Approval Projected Actual Budget

Projected 95%	£305,900	£305,900
Levy Collection fee @ 3% of amount collected	-£9,177	-£10,000
	£296,723	£295,900

Improve - Approved

BID Ranger Apr 24-Oct 24	£24,990	
Crime Reporting- DISC	£3,800	
Hanging Baskets	£20,000	
Xmas Trees	£2,000	
Revolting Artists	£0	
Trails	£1,344	
Levy Payer Engagement AGM	£500	
Dino install project	£5,000	but not spent as was approved pending grant success
slabs	£5,000	
windows	£400	
Maps	£1,000	so far only £500 spent
Informatics	£4,000	
Artwey	£1,000	

Improve - Not Approved

BID Ranger Apr 24-Oct 24	£17,850	TBD
levy payer engagement Jan	£500	good for visibility with levy payers
Graffiti Removal	£500	no need this side of Easter
Signage	£1,000	improve discussion
flyer	£2,000	not req
	£90,884	£85,000

Marketing - Approved

Christmas 2023-24	£30,000	
Visit Dorset	£2,500	
WFF	£4,000	
Volleyball	£2,300	
FEAST	£3,000	
DuskTilDark Sep2023	£20,000	
Pirates	£3,000	
Weymouth Flyer	£1,170	
Halloween/Zombies	£2,000	
JCT	£0	
Website	£1,440	

Marketing/Events - Not approved

Dino week event (plus racing)	£3,500	need to do something in feb but cd keep it down to £1K
	£72,910	£66,000

PR & ADVERTISING

Advertising - PRESS	£3,480	
Ads and PR - FACEBOOK	£1,200	
Outsourced Marketing Campaign (ITB)	£30,000	
Loving Weymouth & Portland	£17,000	
	£51,680	£52,000

STAFF COSTS

Wages & Salaries inc costs	£71,652	
	£71,652	£72,000

Overheads

Rent	£8,000	
Insurance	£1,186	
Repairs & Maintenance	£397	
Assets, IT, Chairs	£4,341	
Electric - Street Stand	£1,200	
Telephone & Internet	£1,694	
IT Software and Consumables	£3,902	
Printing & Stationery	£1,644	
Sundry Expenses	£1,748	
Cleaning	£567	
Motor Vehicle Expenses	£240	
Accountancy - Annual Independent Inspection	£3,000	
Outsourced Bookkeeping	£4,800	
Bank Charges	£84	
	£32,803	£32,803

CONTINGENCY

Say 50% for remaining 6 months	£10,000	
	£5,000	£10,000
	£324,929	£317,803

Projected IN YEAR deficit	-£28,206	-£21,903
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P&L Reserves brought forward @ 01/04/2024	£	114,854
Projected IN YEAR deficit	-£	28,206
Projected carried forward reserves @ 31/03/2025	£	86,648

in the bag

Monthly Report
July 2024



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | July 2024

Coverage

Date	Publication		Reach	AVE	Notes
09.07.24	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/24440346.weymouth-beach-volleyball-classic-return-2024/	57,916	£1,128.67	Sponsorship
10.07.24	Dorset Echo	Print	10,196	107.64	Sponsorship
12.07.24	telegraph.co.uk	https://www.telegraph.co.uk/travel/destinations/vibrant-weymouth-feels-like-english-seaside/	2,352,772	£47,761.27	Pitching
12.07.24	The West Dorset Magazine	Print	0	0	Press Release
12.07.24	The Week	Print	135,779		
16.07.24	Closer	Print	119,931		Sandworld - pitching
20.07.24	planetradio.co.uk	https://hellorayo.co.uk/hits-radio/bournemouth-poole/news/small-businesses-across-dorset-call-on-new-government-to-cut-taxes/	164,091	£1,632.21	Interview
20.07.24	GHR	Broadcast	44,000		Interview
23.07.24	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/sport/24470071.preview-weymouth-beach-classic-set-get-underway/	60,303	£650.06	Sponsorship
24.07.24	Dorset Echo	Print	10,196	£82.17	Sponsorship
24.07.24	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/24474330.weymouth-beach-volleyball-classic-begins-amid-uncertain-future/	60,303	£545.21	Sponsorship
24.07.24	Yahoo! News UK	https://uk.news.yahoo.com/prestigious-beach-volleyball-event-begins-230000693.html	207,823	£1734.44	Sponsorship
25.07.24	Dorset Echo	Print	10,196	£30.06	Sponsorship
27.07.24	Keep 106	https://keep106.com/2024/07/26/weekend-sports-preview-7/			Sponsorship
28.07.24	getwestlondon.co.uk	https://www.mylondon.news/whats-on/travel-reviews/uk-seaside-towns-margate-29626743	258,249	£4490.16	Press Trip
28.07.24	Getsurrey.co.uk	https://www.getsurrey.co.uk/lifestyle/travel/best-british-beaches-margate-weymouth-296	71,654	£1245.85	Press Trip

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MONTHLY REPORT
We Are Weymouth (BID) | July 2024

		26701			
28.07.24	Yahoo ! (UK)	https://uk.news.yahoo.com/beautiful-seaside-town-best-sunsets-092730795.html	207,823	£3613.41	Press Trip
28.07.24	Thisiskent.co.uk	https://www.kentlive.news/whats-on/seaside-town-kent-sunsets-margate-9442254	79,020	£1373.92	Press Trip
29.07.24	Netmums	https://www.netmums.com/life/i-stayed-at-a-family-beach-club-holiday-park-heres-why-im-booking-again-next-summer	173,555	£3017.6	Press Trip
30.07.24	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/sport/24483136-dorset-winner-weymouth-beach-volleyball-classic/	60,303	£545.21	Sponsorship

Total reach for July: 4,084,110

Total Advertising Value Equivalent for July: £50,630

20 pieces of coverage across online, print and digital

We Are The Best

- Press Visits for the following booked in:
 - Netmums - July (Waterside) - completed itinerary (accommodation, boat trip, meals and attractions)
 - The Sun - completed itinerary (accommodation, boat trip, meals and attractions)
 - Daily Mirror - TBC
- Liaised with guest houses to discuss offering accommodation
- Liaised with Great British Food to discuss foodie press visit to Weymouth
 - Looking at dates
- Liaised with Dorset Echo to amend dates of Dusk Til Dark on website - made complaint about the error as at their end
- Pitched the Nothe Fort and Sandworld into the guardian for 'things to do with kids on rainy days' feature - signed off copy and costs but haven't seen coverage yet
- Pitched attractions and AR trail into Red Magazine for culture section - things to do with kids in the summer holidays
- Pitched expert comment from Dawn into Pick Me Up! Magazine on why we love the seaside - in print
- Pitched Sandworld into Daily Mail for feature on weird and wonderful attractions in the UK
- Pitched Weymouth into the Telegraph for press trips opportunities (freelancer)

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | July 2024

- Pitched The Nothe into the guardian for feature on low cost things to do with kids in the summer (and in the rain)
- Pitched Weymouth attractions and the AR Trail into The Telegraph looking for family friendly activities this summer
- Pitched Sandworld into Closer magazine for feature on attractions for kids this summer
- Liaised with The Daily Telegraph to share info on Weymouth, answer questions, share photography for Weymouth feature online
- Pitched Nothe Fort and Sandworld into The Sun for 'things to do in school holidays' feature
- Liaised with Netmums to supply photography and additional information following press visit
- Pitched St Alban's Street into The Times for feature on really lovely high streets

We Are Weymouth Marketing Strategy

- Circulated rushes for Volleyball to local new stations
- Liaised with Dorset Echo to amend dates of Dusk Til Dark on website - made complaint about the error as at their end
- Pitched Worldbeaters into Digital Frontier - looking for culture stories
- Pitched Worldbeaters into Pick Me Up! Magazine for September editions
- Pitched Dawn into newsquest for feature on staycations
- Pitched autumn/winter events schedule into Good Housekeeping for feature on events for winter
- Pitched Dawn into Business Live for feature on inspirational business people
- Pitched Worldbeaters into Positive News
- Pitched Christmas schedule into 'My Best Christmas Ever' blog
- Arranged for Dawn to speak with GHR to discuss small businesses and what the government can do to help them over the coming months
- Pitched Dawn into Woman's Weeklies for feature on women who spread Christmas cheer
- Arranged for SEALIFE to provide quote to the The Sun on stingrays and the UK coast - coverage has not appeared yet
- Pitched Weymouth small business owners into the Daily Mail for feature on small business economy
- Pitched Halloween in Weymouth into Weather2Travel website - expecting coverage
- Added Dusk Till Dark to Visit Dorset website

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | July 2024

- Pitched Worldbeaters into the Daily Telegraph and followed up - free festivals/events feature
- Pitched AR Dino trail into The Sun for feature on things to do with kids this summer for free

Social Media

- 'Business of the Week' content creation - scheduled in for July and August
- 'Weymouth in the Press' content creation - scheduled for July and August
- 'We Are the Best' content creation - scheduled for July and August
- Spent time with Facebook support trying to link Instagram and Facebook accounts - need to raise and admin dispute to regain control
- Liaised with Dawn and Andy on access to YouTube account and WAW gmail - now completed

Advertising

- Liaised with Families Magazine to discuss advertising opportunities for autumn

AOB

- Marketing subcommittee call
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Uploaded press releases to both websites
- PR Newswire
- Shared coverage with key businesses

Upcoming activity

We Are Eventful

Worldbeaters

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. JULY 2024

KEY SOCIAL MEDIA STATS JULY 2024 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 79,802 (78,885)

Monthly total Social Media visits to profile pages:- 22,300 (20,321)

Daily visits to Facebook profile page : 719 (650)

Cumulative Facebook post reach: 2,317,000 (2,552,540)

Facebook video/reel views: 357,000 (135,300)

Instagram Followers : 17,300 (17,284)

Instagram total post reach: 43,710 (65,010)

Instagram video views: 52,200 (35,097)

Total Social Media Reach: 2,360,710 (2,617,561)

Facebook Account Reach : 822,900 (716,300)

Instagram Account Reach: 18,400 (18,800)

**Value of Social Media post reach based on average boosted post cost of £6.00 CPM
£14,160.00 (£15,702.00)**

We're Loving Weymouth and Portland Facebook Group

Member: 29,650 (27,900)

Total Month Posts: 468 (421)

Total Comments: 5,552(3,700)

Reactions: 43,913 (45,000)

Post Views: 347,000

Group growth is positive. We continue to ban advertorial posts as we believe they discourage users from interacting. We'll continue use the group to promote key events eg BID sponsored ones , fireworks, motoX etc as well as certain purely charitable events eg Lifeboat Week.

THREADS

Threads followers continues to grow subscribers up by 185 to 2,840 by month end.

TIKTOK

Our account is growing slowly and was up by 110 followers to 1144 at end July

WEBSITE STATS JULY 2024

Recorded user sessions: 21,959 (16,503)

The events and gig guide were maintained throughout the month

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

YOUTUBE JULY 2024

Youtube Subscribers – 1,117 (1,116)

Youtube Video Views – 3,100 (4,000)

Youtube Minutes Viewed – 4,008 (5,166)

OTHER ACTIVITY JULY 2024

1. As events have expired we've worked hard to maintain the content of the events listings throughout the month with around 100 new events being added ending with a total of 240 listed events listed at month
2. Poor weather had an effect on reach during the month so a big emphasis was put on new content creation in order to maintain engagement
3. Additional work took place on content creation for the Weymouth and Portland PR Project.

4. Attended to Beach Volleyball Tournament and created highlight video for submission to news channels

5. Various WAW press releases were published on the Love Weymouth website during the month and posted to our socials

ANDY COOKE 18/09/2024

in the bag

Monthly Report
August 2024



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MONTHLY REPORT
We Are Weymouth (BID) | August 2024

Coverage

Date	Publication		Reach	AVE	Notes
01.08.24	Dorset Living	Print	20,000		Pitching
06.08.24	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/24500605.weymouth-portland-named-next-towns-culture-2025/	60,303	1048.48	County of Culture
06.08.24	Yahoo ! (UK)	https://uk.news.yahoo.com/towns-win-bid-become-next-115341242.html	207,823	3613.41	County of Culture
07.08.24	STYLIST	https://www.stylist.co.uk/relationships/family-friends/summer-holiday-activities/909555	401,855		Pitching
07.08.24	planetradio.co.uk	https://hellorayo.co.uk/hits-radio/bournemOUTH-poole/news/weymouth-portland-dorset-towns-culture-2025/	164,091	1455.05	County of Culture
09.08.24	allatsea.co.uk	https://www.allatsea.co.uk/news/weymouth-s-dusk-till-dark/	415	4.62	Press Release
10.08.24	The Sun	Print	1,210,915	£3,249.73	Press Trip
10.08.24	thescottishsun.co.uk	https://www.thescottishsun.co.uk/travel/13322001/weymouth-chesil-beach-seaside-town-whippy/	318,139	£5,531.47	Press Trip
10.08.24	thesun.co.uk	http://www.nla-eclipsweb.com/service/redirector/article/104772087.html?version=1	7,021,000	£188,000.00	Press Trip
12.08.24	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/24508094.dusk-til-dark-performance-returns-weymouth-september/	60,303	744.43	Press Release
13.08.24	Dorset Echo	Print	10,196	78.16	Press Release
16.08.24	Yahoo! Style UK (Web)	https://uk.style.yahoo.com/perfect-british-seaside-town-needs-104214606.html	39,942	694.47	Pitching
16.08.24	telegraph.co.uk	https://www.telegraph.co.uk/travel/lists/best-perfect-uk-seaside-beach-holiday-summer/	2,470,583	42955.9	Pitching
19.08.24	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/24520666.artwey-organise-peace-trail-weymouth-september/	62,627	577.11	Sponsorship
19.08.24	Verified News Explorer	https://vnexplorer.net/z/1903826.html	3,905	67.89	Pitching

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MONTHLY REPORT
We Are Weymouth (BID) | August 2024

	Network					
21.08.24	Dorset Echo	Print		10,196	74.16	Sponsorship
25.08.24	MSN UK (Web)	https://www.msn.com/en-gb/travel/news/the-perfect-british-seaside-town-it-needs-these-15-ingredients/ar-AA1oUtLd	21,956,179		381750.98	Pitching
25.08.24	telegraph.co.uk	https://www.telegraph.co.uk/travel/advice/30-ways-to-grab-a-final-dose-of-sunshine-in-britain/	2,470,583		42955.9	Pitching
26.08.24	Yahoo! Style UK (Web)	https://uk.style.yahoo.com/30-destinations-british-end-summer-155200982.html	39,942		694.47	Pitching
30.08.24	Dorset Echo	Print		10,196	50.11	Press Release
01.09.24	Dorset Magazine	Print		13,124	104.06	Press Release
01.09.24	Dorset Living	Print		20,000	150.93	Press Release
01.09.24	Daily Express Online	https://www.express.co.uk/travel/articles/1942470/best-fish-and-chips-weymouth-exclusive?int_source=amp_continue_reading&int_medium=amp&int_campaign=continue_reading_button#amp-readmore-target				Press Trip

Total reach for August: 36,572,317

Total Advertising Value Equivalent for August: £673,801

20 pieces of coverage across online, print and digital

We Are The Best

- Press Visits for the following booked in:
 - Daily Mirror - booked and itinerary completed (POSTPONED due to illness)
 - Liaised with The Sun to confirm change of booking date and rearranged itinerary (brought forward) - shared photography post trip
 - Daily Express - booked and confirmed itinerary
- Liaised with guest houses to discuss offering accommodation
- Liaised with Great British Food to discuss foodie press visit to Weymouth
 - Trying to confirm October dates
- Liaised with Yours magazine to share press tickets to Worldbeaters (explained that it was free to attend)

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | August 2024

- Shared photography for Halloween events with Independent School Parent magazine
- Liaised with Escapism magazine to follow up on photography sent and whether Weymouth will feature
- Liaised with the guardian to try to confirm press visit dates - still waiting on dates
- Pitched press trip into Woman magazine for last minute space
- Pitched Weymouth into The Observer for feature on holidaymakers looking for night time activities (stargazing etc)
- Liaised with Yours Magazine to discuss booking a press visit to Weymouth at end of October - looking for accommodation
- Pitched Weymouth into Reach publications for features on staycations
- Pitched Floral Couture by Jay into feature on wedding floristry
- Liaised with Dorset Living to pitch in art show at Cove Gallery - coverage appeared
- Pitched 'Things to do with Kids' into STYLIST - coverage appeared

We Are Weymouth Marketing Strategy

- Pitched Dawn into Woman's Weeklies for feature on women who spread Christmas cheer - interview set up and photography sent
- Circulated Worldbeaters press release to key national and local press
- Pitched Worldbeaters into freelancer for Daily Mail / Evening Standard diary pages
- Pitched Worldbeaters into Harper's Bazaar for The Culture Edit
- Pitched Worldbeaters into GB News
- Pitched Worldbeaters into local news:
 - BBC South Today
 - ITV Meridian
- Shared Worldbeaters photography with Dorset Magazine for September feature
- Pitched Worldbeaters into BBC News and BBC Culture
- Liaised with All At Sea to pitch in Worldbeaters
- Drafted Halloween release and circulated for sign off
- Shared photography for Halloween with Weather2Travel for website blog
- Pitched Christmas into Red Magazine for feature on Christmas events around the UK
- Liaised with content creator Roaming With Maria to discuss Weymouth visit - only paid for

Social Media

- 'Business of the Week' content creation - scheduled in for September
- 'Weymouth in the Press' content creation - scheduled for September

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | August 2024

- 'We Are the Best' content creation - scheduled for September
- Spent time with Facebook support trying to link Instagram and Facebook accounts - need to raise and admin dispute to regain control

Advertising

- Liaised with Families Magazine to discuss advertising opportunities for autumn
- Liaised with STAYCATION magazine to discuss advertising opportunities

AOB

- Marketing subcommittee call
- Liaised with Sophie at activate performing arts to discuss venue recommendations for VIP drinks for Worldbeaters
- Replied to board regarding summer and marketing Weymouth
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Uploaded press releases to both websites
- PR Newswire
- Shared coverage with key businesses

Upcoming activity

We Are Eventful

Worldbeaters

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. AUGUST 2024

KEY SOCIAL MEDIA STATS AUGUST 2024 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 80,939 (79,802)

Monthly total Social Media visits to profile pages:- 26,600 (22,300)

Daily visits to Facebook profile page : 858 (719)

Cumulative Facebook post reach: 2,732,290 (2,317,000)

Facebook video/reel views: 386,900 (357,000)

Instagram Followers : 17,310 (17,300)

Instagram total post reach: 62,389 (43,710)

Instagram video views: 41,479 (52,200)

Total Social Media Reach: 2,794,679 (2,360,710)

Facebook Account Reach : 944,300 (822,900)

Instagram Account Reach: 22,300 (18,400)

**Value of Social Media post reach based on average boosted post cost of £6.00 CPM
£16,764 (£14,160.00)**

We're Loving Weymouth and Portland Facebook Group

Member: 31,500 (29,650)

Total Month Posts: 376 (468)

Total Comments: 4,652 (5,552)

Reactions: 40,623 (43,913)

Post Views: 340,000 (347,000)

Group growth is positive. We continue to ban advertorial posts as we believe they discourage users from interacting. We'll continue use the group to promote key events eg BID sponsored ones , fireworks, motoX etc as well as certain purely charitable events eg Lifeboat Week.

THREADS

Threads followers continue to grow slowly with subscribers up by 60 to 3,060 by month end.

TIKTOK

Our account is growing slowly and was up by 30 followers to 1321 at end July. Weymouth and Portland PR project content is being shared on this channel the most popular content of Weymouth beach has been viewed over 160,000 times.

WEBSITE STATS AUGUST 2024

Recorded user sessions: 24,684 (21,959)

The events and gig guide were maintained throughout the month

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

YOUTUBE AUGUST 2024

Youtube Subscribers – 1,122 (1,117)

Youtube Video Views – 3,018 (3,100)

Youtube Minutes Viewed – 3,426 (4,008)

OTHER ACTIVITY AUGUST 2024

1. As events have expired we've worked hard to maintain the content of the events listings throughout the month with around 100 new events being added ending with a total of 240 listed events listed at month
2. Poor weather had an effect on reach during the month so a big emphasis was put on new content creation in order to maintain engagement

3. Additional work took place on content creation for the Weymouth and Portland PR Project.
4. Various WAW press releases were published on the Love Weymouth website during the month and posted to our socials
5. Promotional posts for Dusk Til Dark and Halloween commenced
6. Weymouth and Portland PR Project content was shared throughout the month on Facebook and Instagram accounts
7. All We Are Weymouth upcoming Facebook events co-hosted on Loving Weymouth and Portland

ANDY COOKE 18/09/2024

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Weymouth town centre has seen a 11.2% increase on June 2024, and a 1.0% increase with respect to July 2023.

Footfall

Footfall is measured by the volume of sample unique phones visiting Weymouth town centre which is then extrapolated to represent the actual volume of visitors. The % change against previous month (June 2024) and previous year (July 2023) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

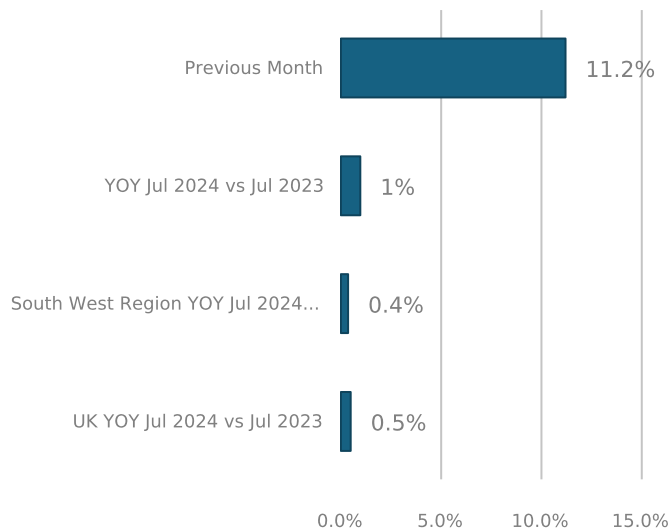


Fig.1 % change in total visits to the town centre

MoM Total Visits

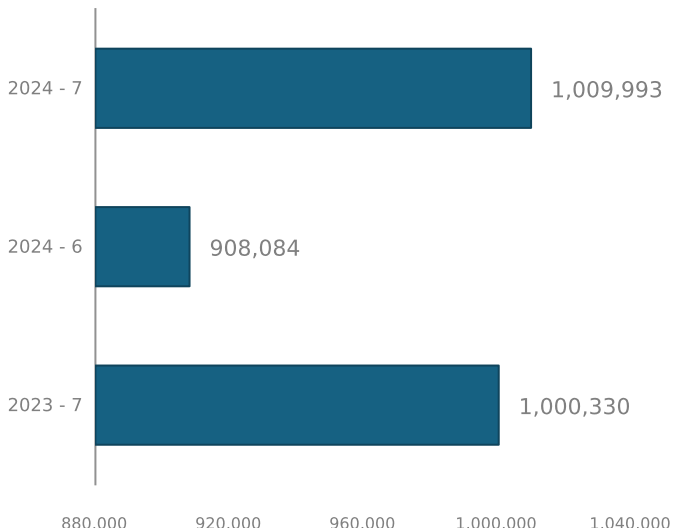


Fig.2 Total visits to the town centre

Daily Visits

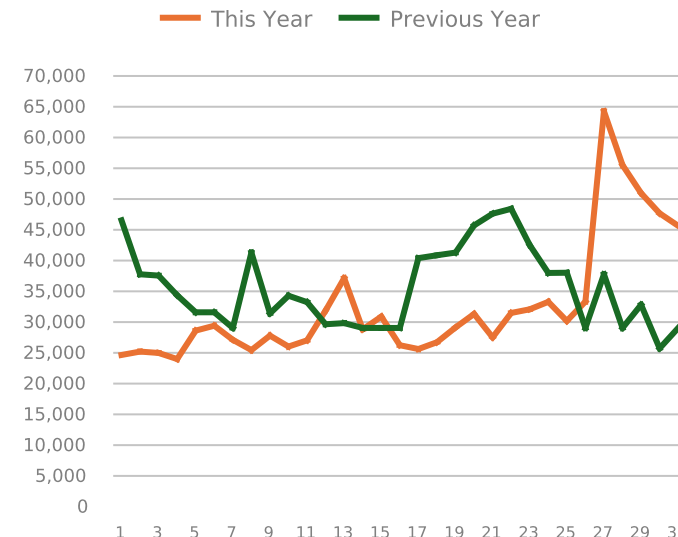


Fig.3 Number of daily visits to the town centre

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Visitors to Streets

The following charts provide footfall by streets in Weymouth town centre. The Esplanade is the busiest road with 1130264 visits in July 2024 (Fig .4), this was 12.7% higher than July 2023 (Fig. 5) and -6.5% lower than in June 2024. The Esplanade attracts the most visitors with 31.1 % of all street visits. (Fig .6)

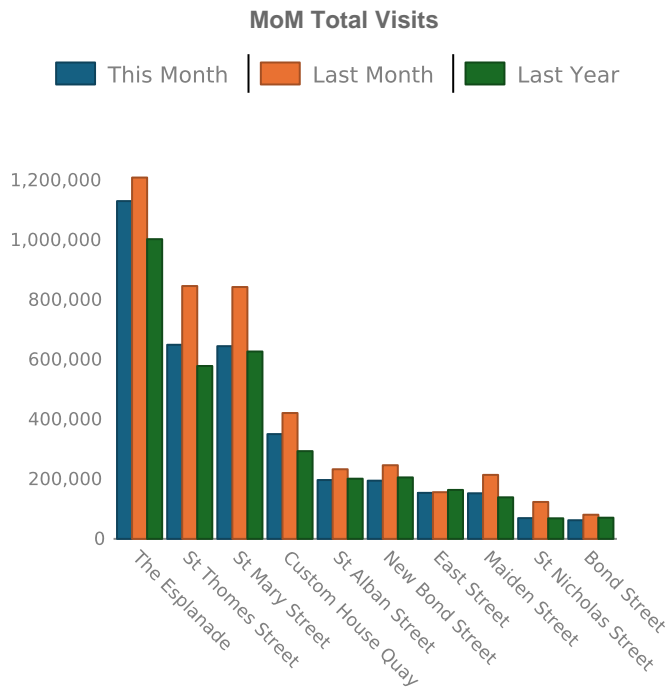


Fig.4 Total visits to street

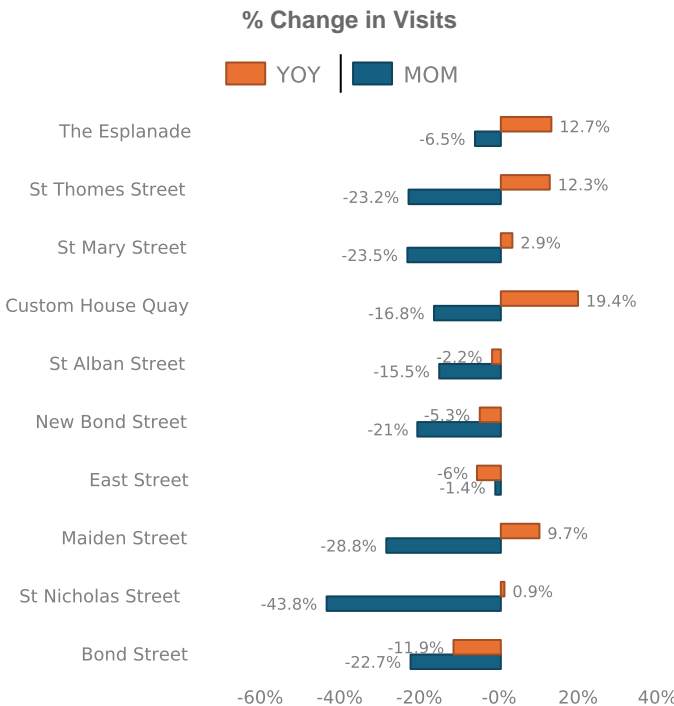


Fig.5 % in visits to street

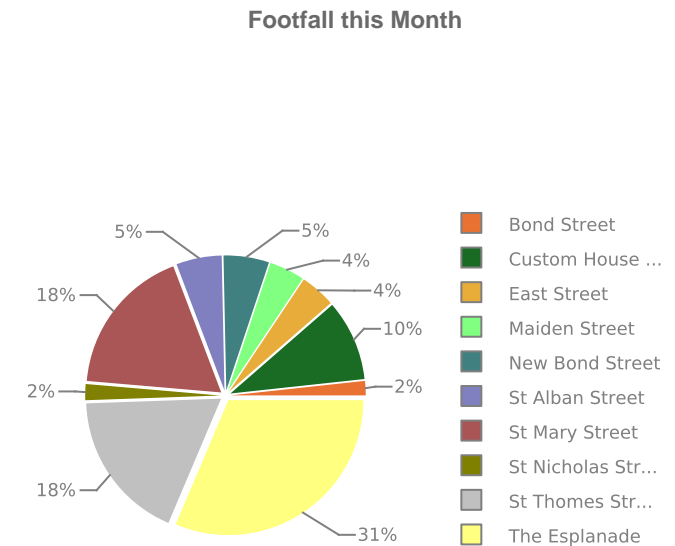


Fig.6 % footfall by street

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

How Long do Visitors Stay For?

Average dwell time in Weymouth town centre was 69 Minutes in July 2024 (Fig. 7) an increase of 19 minutes compared to July 2023. The percentage of visitors by dwell minutes has shown 28.1% of all visitors in July 2024 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 13.6% of all visitors.

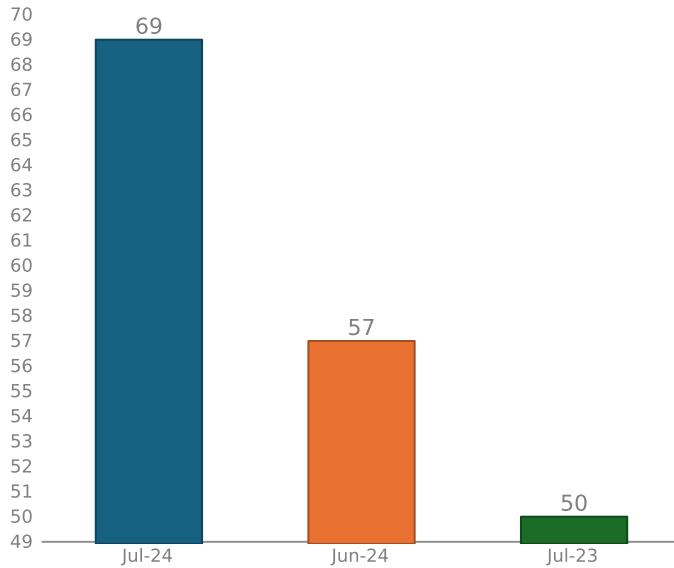


Fig.7 Average dwell time (minutes) in the town centre

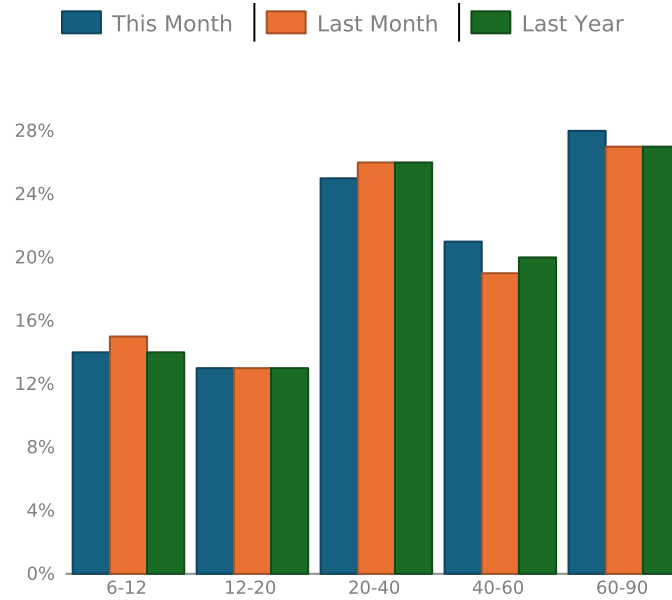


Fig.8 % of visitors by dwell time (minutes)

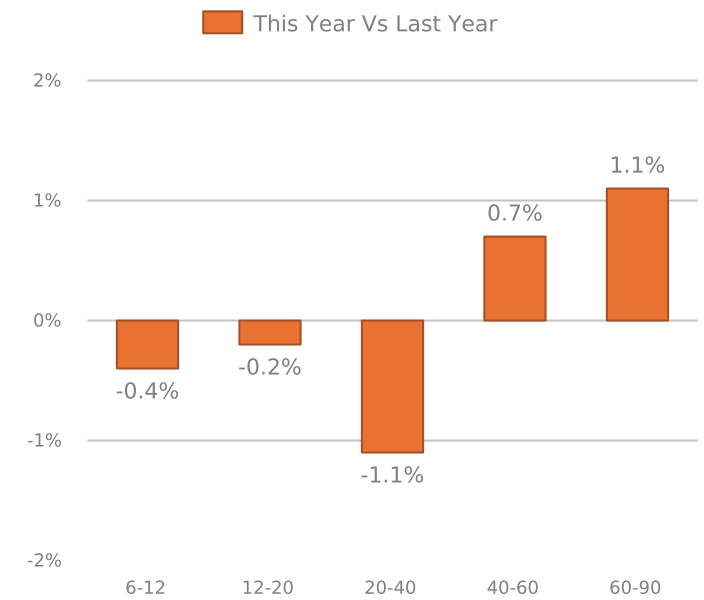


Fig.9 Change in % of visitors by dwell time (minutes)

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Where Do Visitors Come From?

The total number of visitors to Weymouth town centre has increased from 166225 in July 2023 to 171768 in July 2024. The proportion of visitors residing within 3 miles has fallen from 38.2% (Fig . 12) in June 2024 to 37.2% in July 2024.

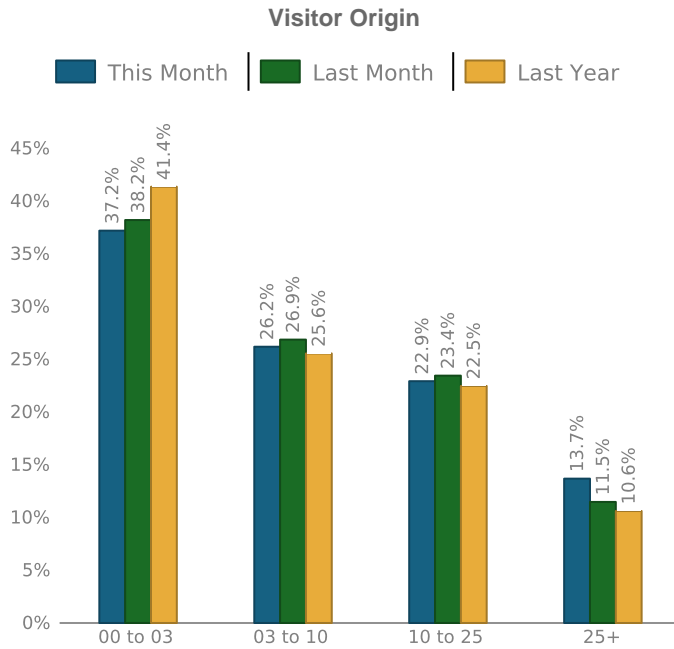


Fig.10 % volume of visitors by origin distance (miles)

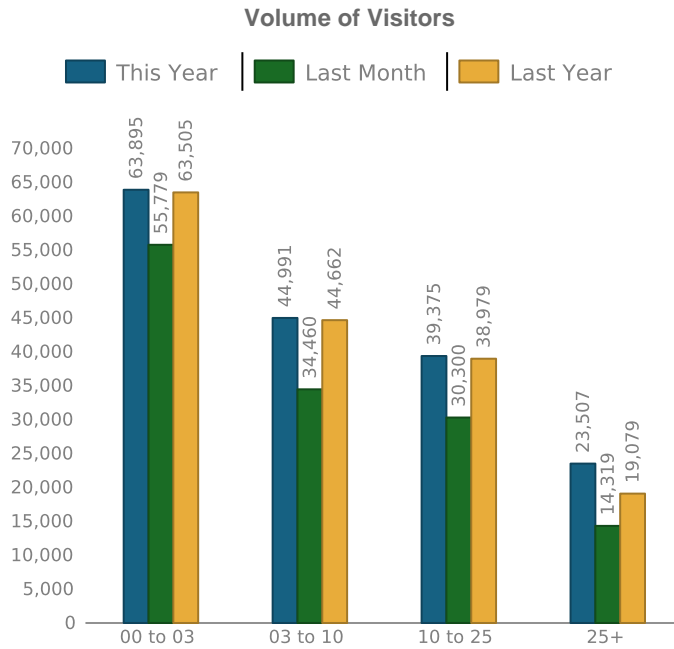


Fig.11 Volume of visitors by origin distance (miles)

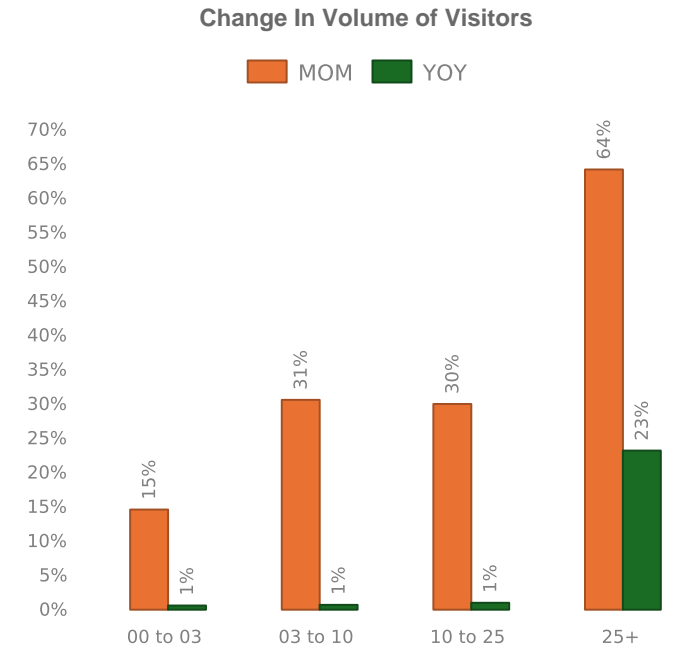


Fig.12 % of visitors by visitor origin distance (miles)

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Where do visitors with the highest spend potential come from?

DT3 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 6290 in July 2024.

Postcode DT2 (Fig. 14) has the largest number of potential high spend visitors totalling 5913.

Currently 5913 high spend visitors are from this postcode. In July 2024 21% of all visitors to Weymouth were classified as high spend potential, 55% medium and 23% low spend potential.

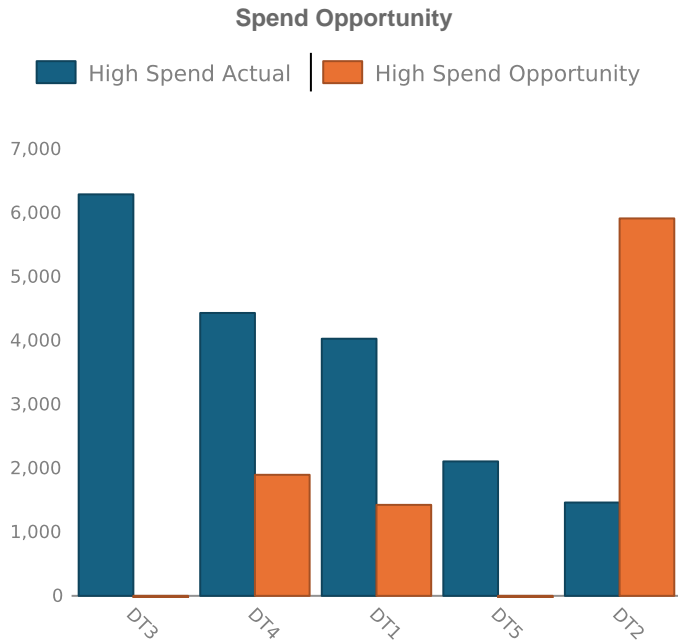


Fig.13 Visitors by postcode district

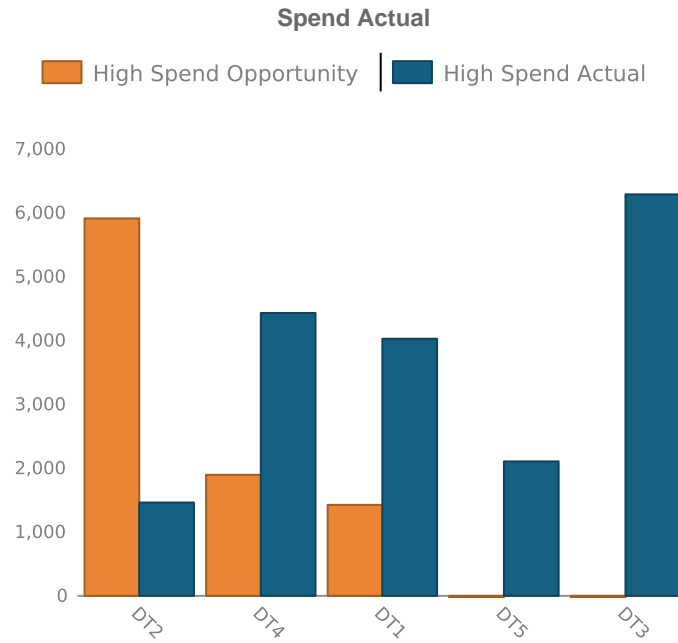


Fig.14 Visitors by postcode district

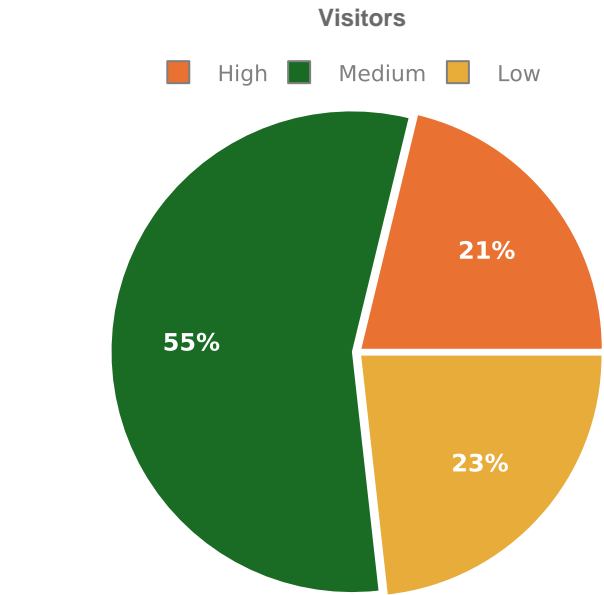


Fig.15 % of visitors by visitor origin distance

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Weymouth town centre has seen a 11.2% increase on June 2024, and a 1.0% increase with respect to July 2023.

Footfall

Footfall is measured by the volume of sample unique phones visiting Weymouth town centre which is then extrapolated to represent the actual volume of visitors. The % change against previous month (June 2024) and previous year (July 2023) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

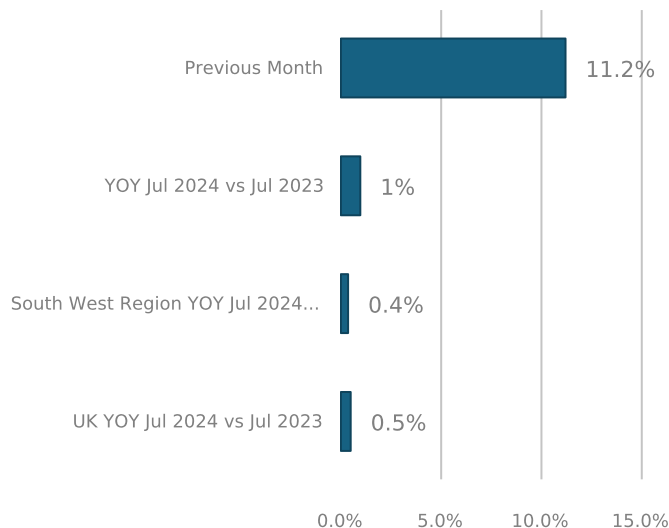


Fig.1 % change in total visits to the town centre

MoM Total Visits

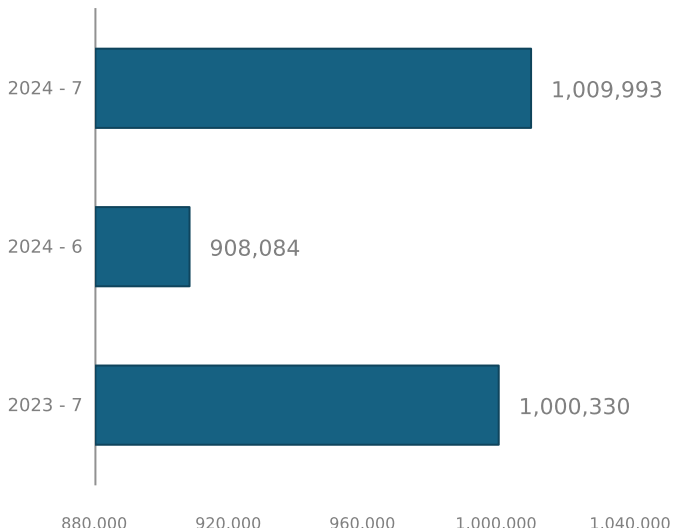


Fig.2 Total visits to the town centre

Daily Visits

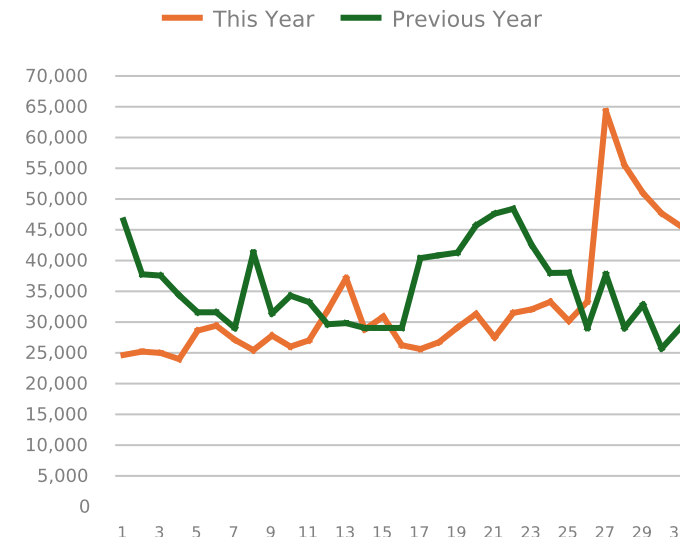


Fig.3 Number of daily visits to the town centre

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Visitors to Streets

The following charts provide footfall by streets in Weymouth town centre. The Esplanade is the busiest road with 1130264 visits in July 2024 (Fig .4), this was 12.7% higher than July 2023 (Fig. 5) and -6.5% lower than in June 2024. The Esplanade attracts the most visitors with 31.1 % of all street visits. (Fig .6)

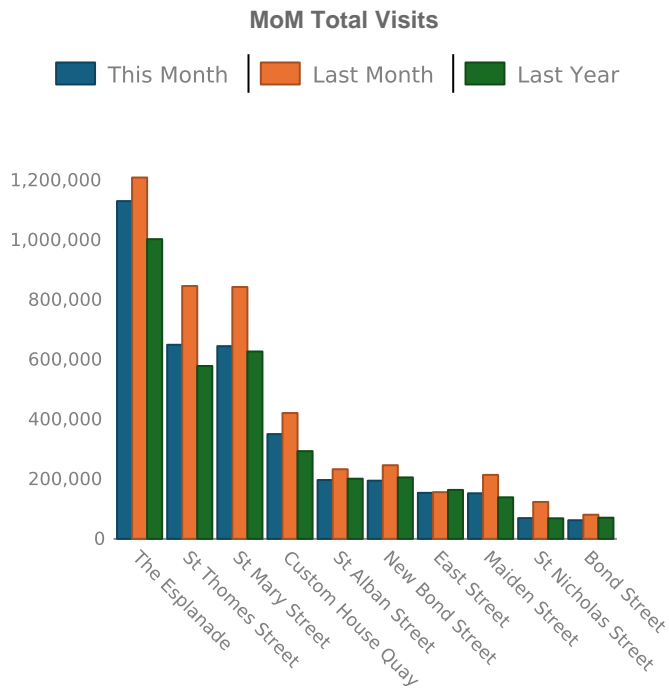


Fig.4 Total visits to street

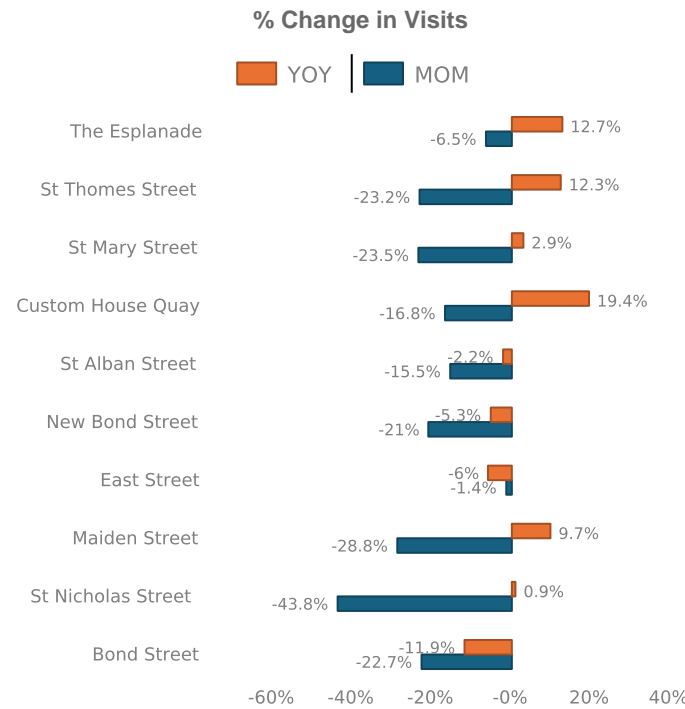


Fig.5 % in visits to street

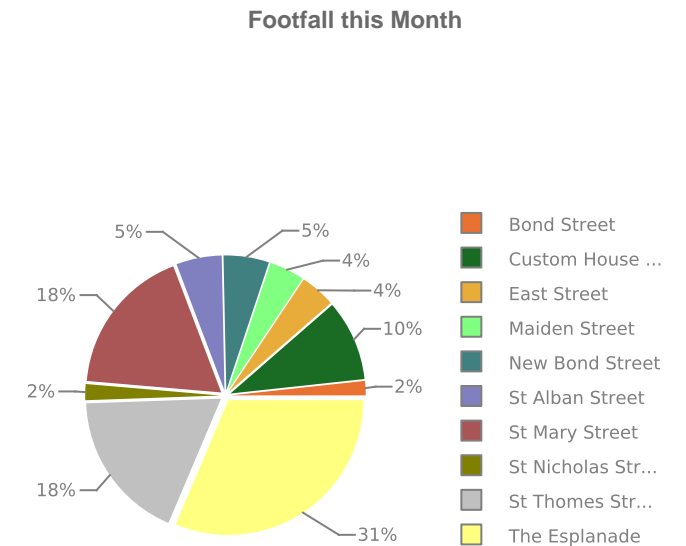


Fig.6 % footfall by street

Weymouth Town Centre Monthly Report

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How Long do Visitors Stay For?

Average dwell time in Weymouth town centre was 69 Minutes in July 2024 (Fig. 7) an increase of 19 minutes compared to July 2023.

The percentage of visitors by dwell minutes has shown 28.1% of all visitors in July 2024 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 13.6% of all visitors.

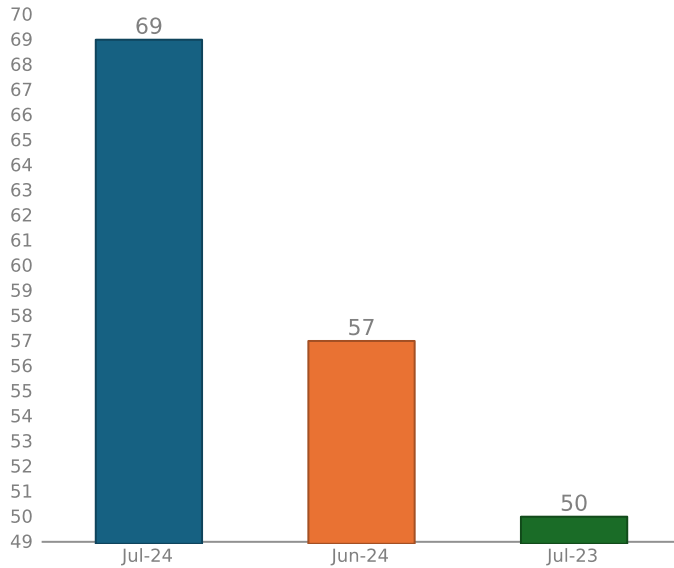


Fig.7 Average dwell time (minutes) in the town centre

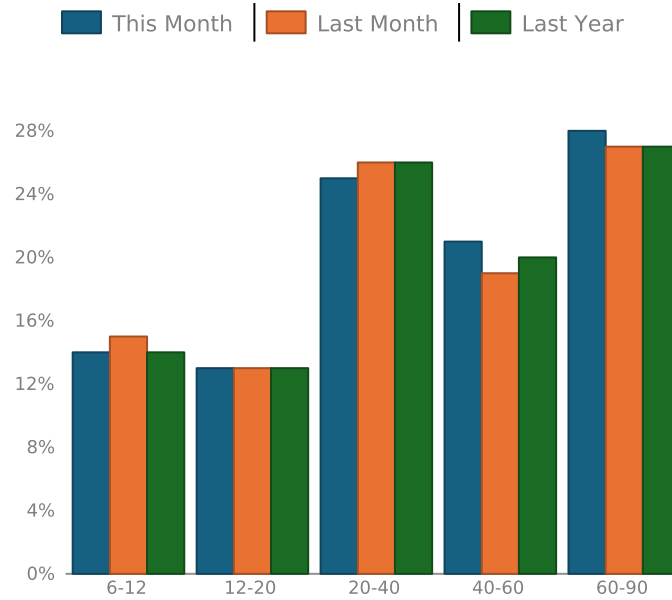


Fig.8 % of visitors by dwell time (minutes)

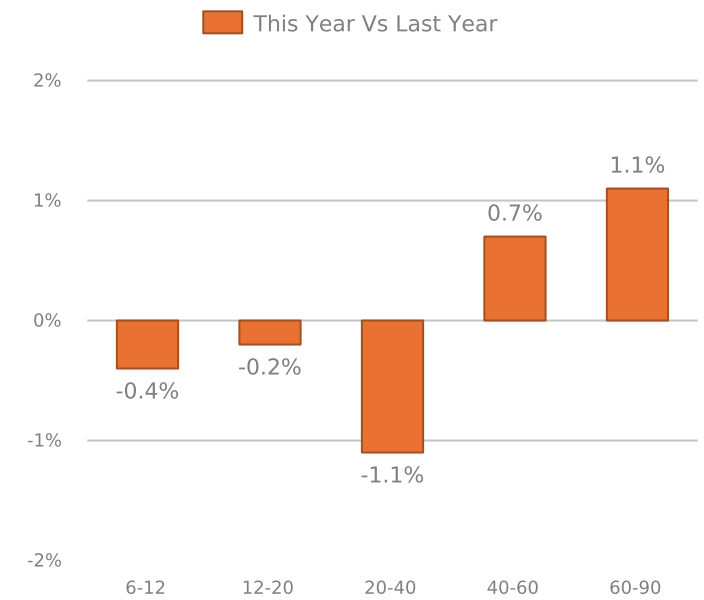


Fig.9 Change in % of visitors by dwell time (minutes)

Weymouth Town Centre Monthly Report

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Where Do Visitors Come From?

The total number of visitors to Weymouth town centre has increased from 166225 in July 2023 to 171768 in July 2024. The proportion of visitors residing within 3 miles has fallen from 38.2% (Fig . 12) in June 2024 to 37.2% in July 2024.

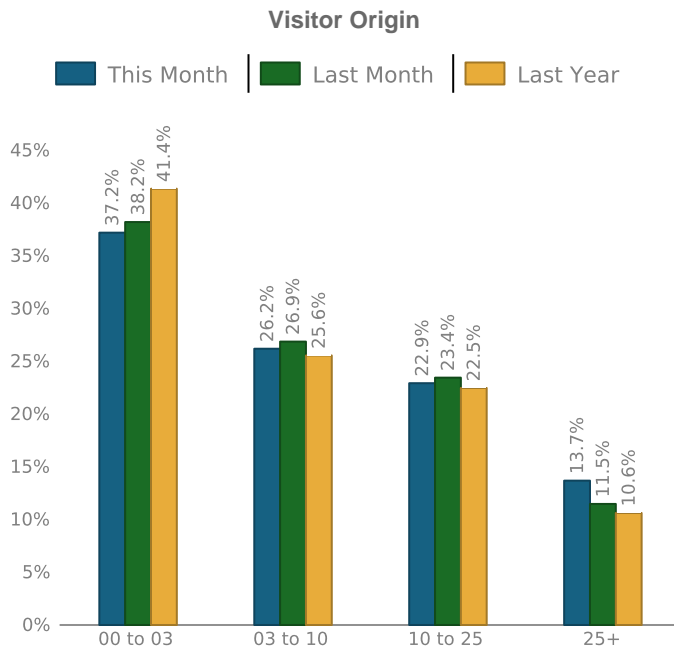


Fig.10 % volume of visitors by origin distance (miles)

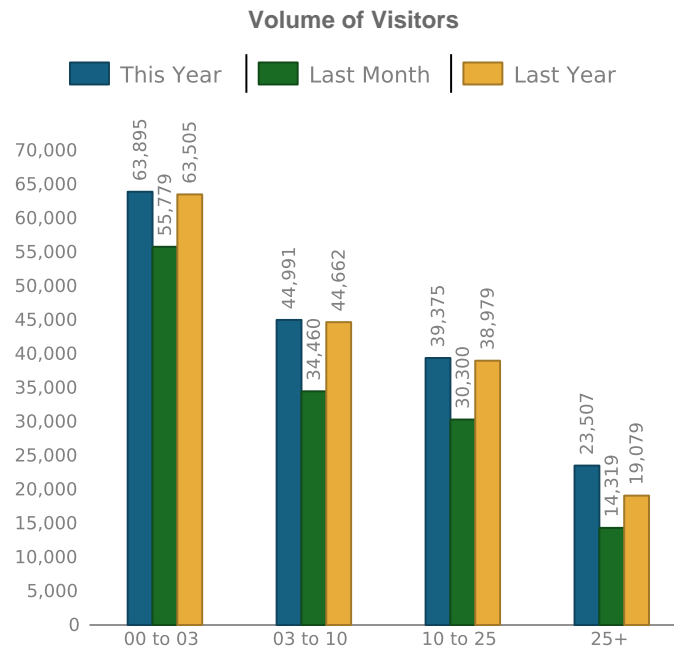


Fig.11 Volume of visitors by origin distance (miles)

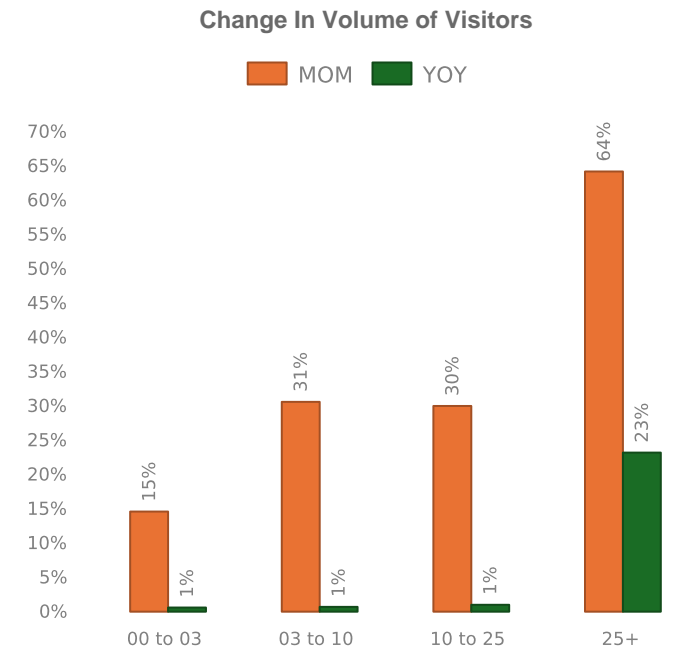


Fig.12 % of visitors by visitor origin distance (miles)

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Where do visitors with the highest spend potential come from?

DT3 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 6290 in July 2024.

Postcode DT2 (Fig. 14) has the largest number of potential high spend visitors totalling 5913.

Currently 5913 high spend visitors are from this postcode. In July 2024 21% of all visitors to Weymouth were classified as high spend potential, 55% medium and 23% low spend potential.

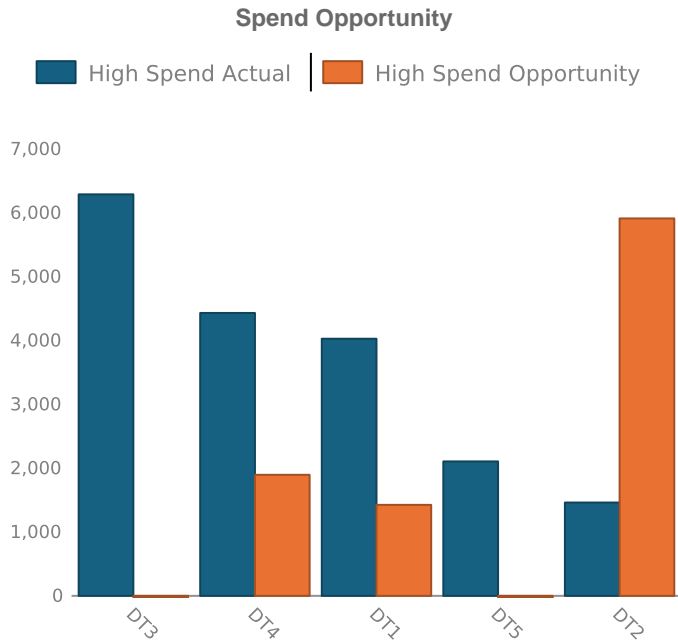


Fig.13 Visitors by postcode district

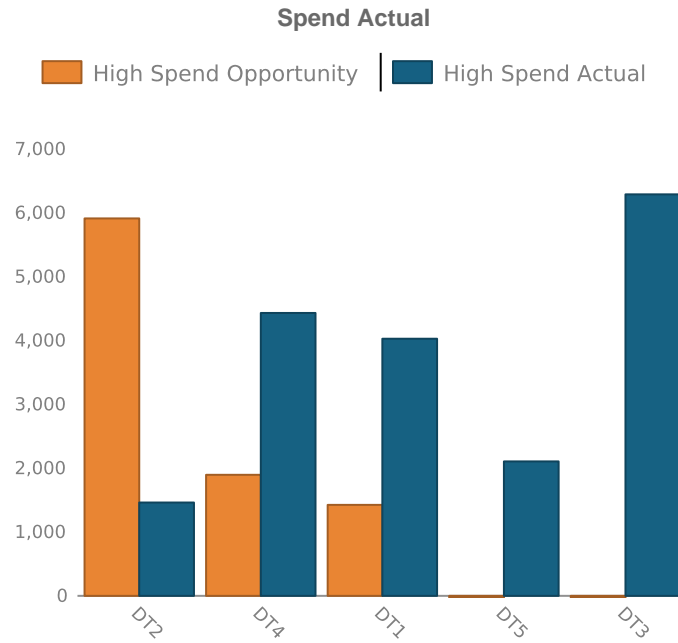


Fig.14 Visitors by postcode district

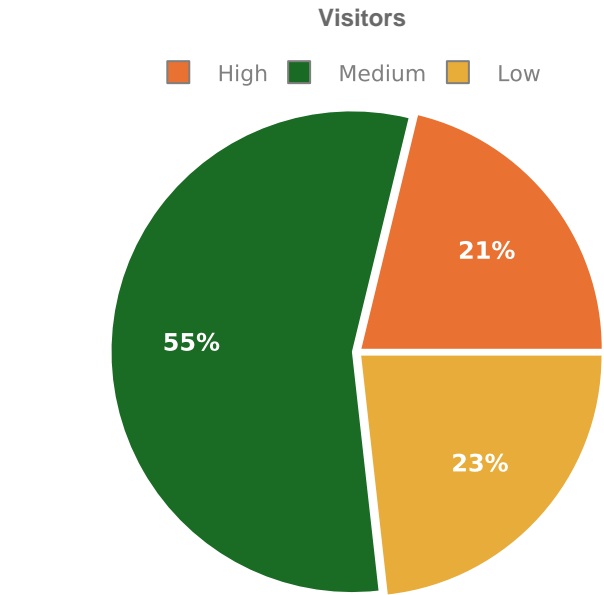


Fig.15 % of visitors by visitor origin distance

Weymouth Town Centre Monthly Report

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Summary

The monthly footfall in Weymouth town centre has seen a 13.9% increase on July 2024, and a -0.9% decrease with respect to August 2023.

Footfall

Footfall is measured by the volume of sample unique phones visiting Weymouth town centre which is then extrapolated to represent the actual volume of visitors. The % change against previous month (July 2024) and previous year (August 2023) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

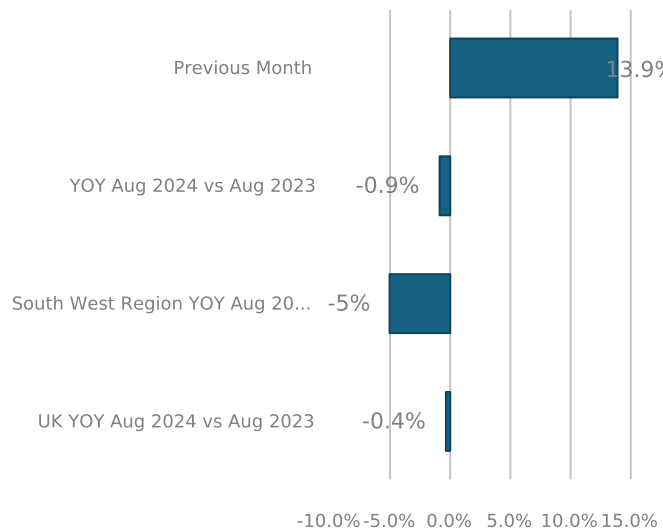


Fig.1 % change in total visits to the town centre

MoM Total Visits

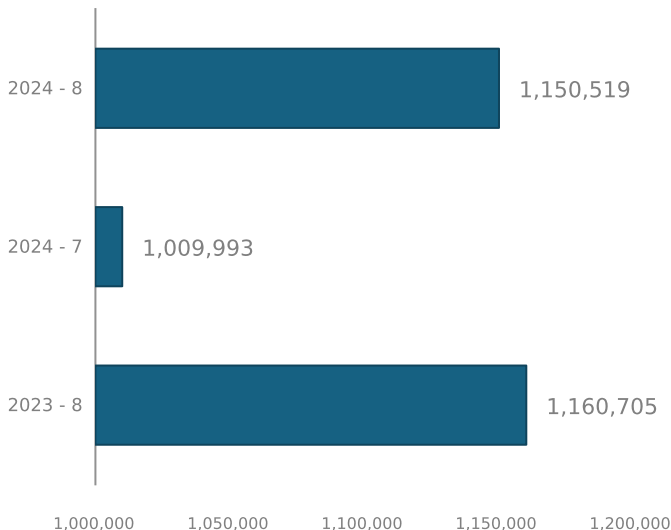


Fig.2 Total visits to the town centre

Daily Visits

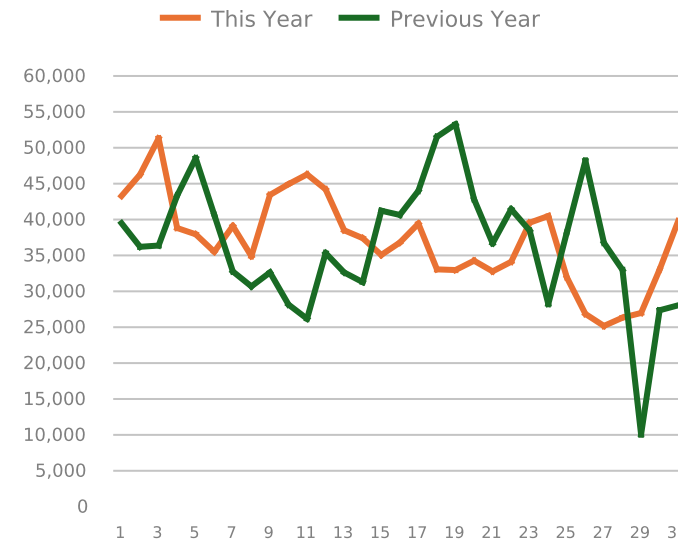


Fig.3 Number of daily visits to the town centre

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Visitors to Streets

The following charts provide footfall by streets in Weymouth town centre. The Esplanade is the busiest road with 1570644 visits in August 2024 (Fig .4), this was 87.5% higher than August 2023 (Fig. 5) and 39.0% higher than in July 2024. The Esplanade attracts the most visitors with 27.5 % of all street visits. (Fig .6)

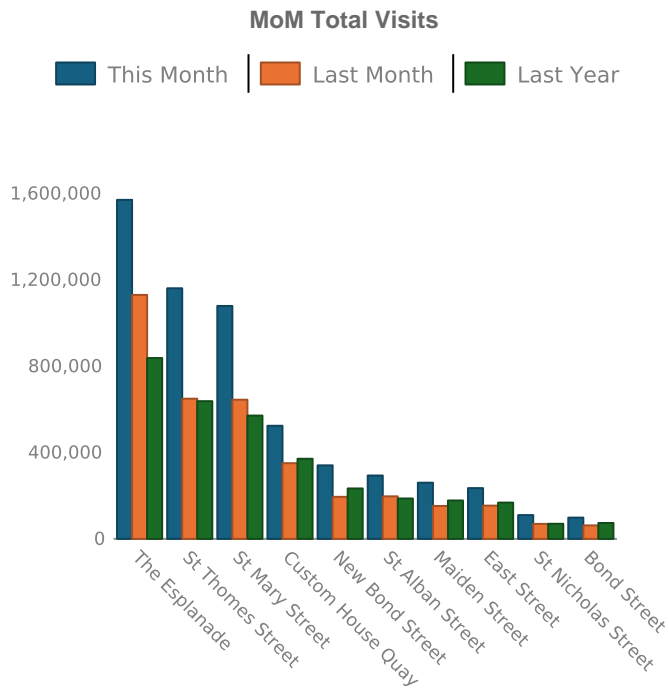


Fig.4 Total visits to street

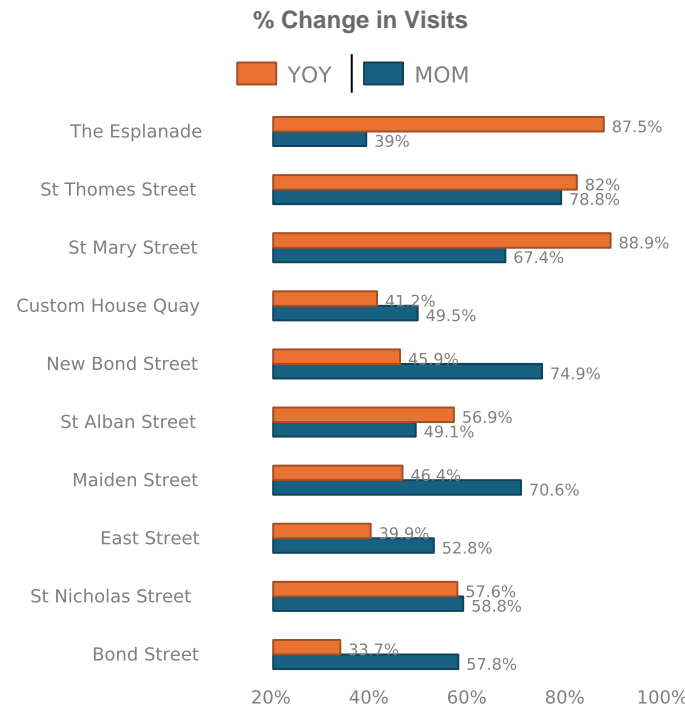


Fig.5 % in visits to street

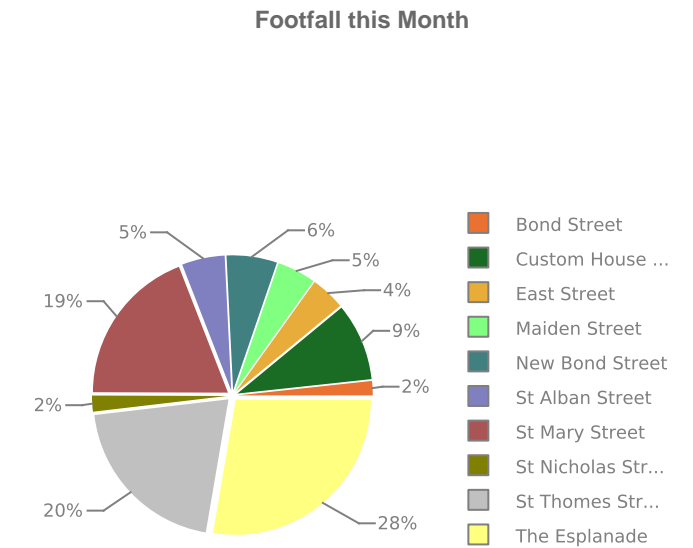


Fig.6 % footfall by street

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

How Long do Visitors Stay For?

Average dwell time in Weymouth town centre was 79 Minutes in August 2024 (Fig. 7) an increase of 20 minutes compared to August 2023. The percentage of visitors by dwell minutes has shown 29.4% of all visitors in August 2024 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 12.8% of all visitors.

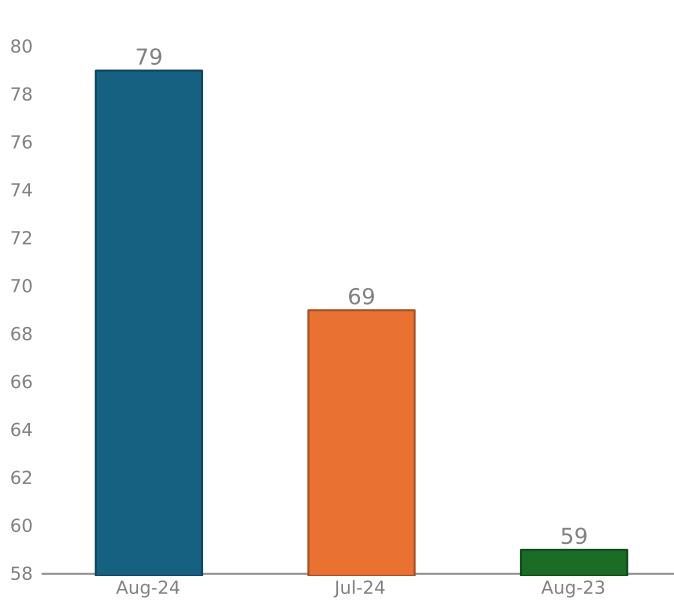


Fig.7 Average dwell time (minutes) in the town centre

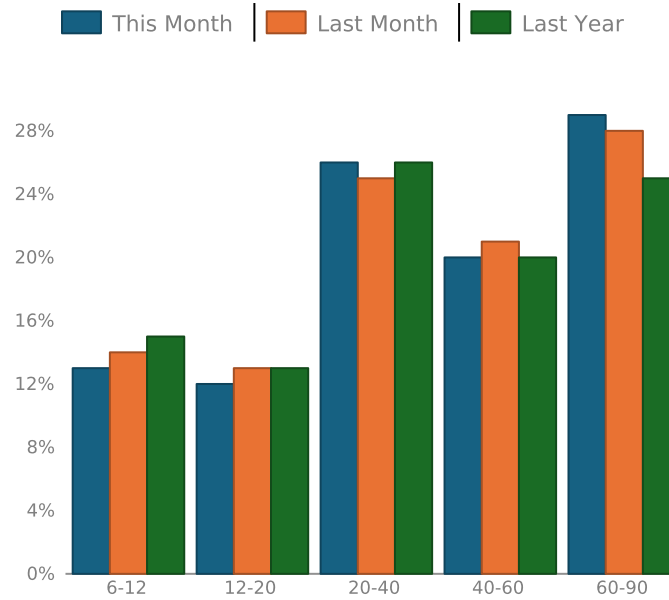


Fig.8 % of visitors by dwell time (minutes)

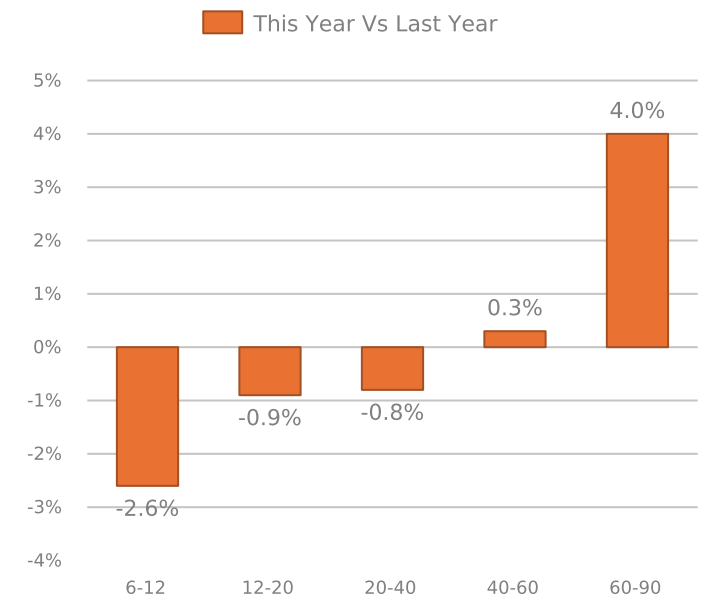


Fig.9 Change in % of visitors by dwell time (minutes)

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Where Do Visitors Come From?

The total number of visitors to Weymouth town centre has increased from 161493 in August 2023 to 166549 in August 2024. The proportion of visitors residing within 3 miles has risen from 37.45% (Fig . 12) in July 2024 to 37.74% in August 2024.

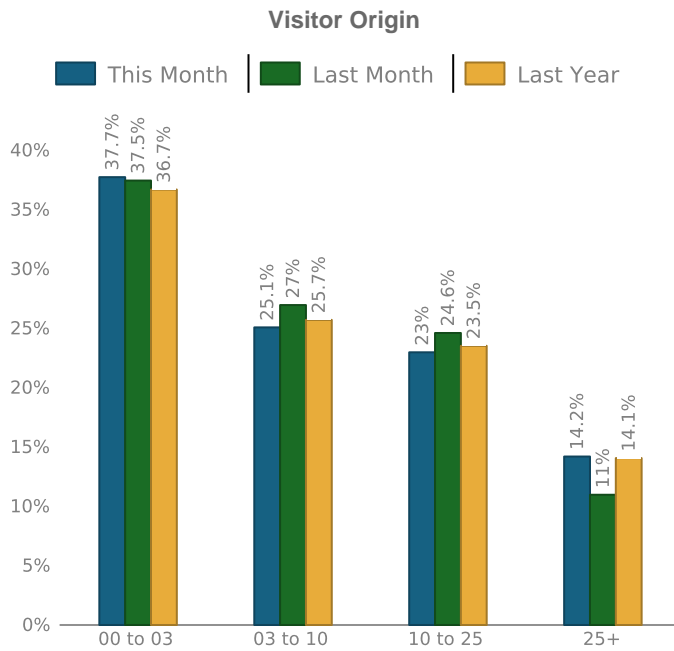


Fig.10 % volume of visitors by origin distance (miles)

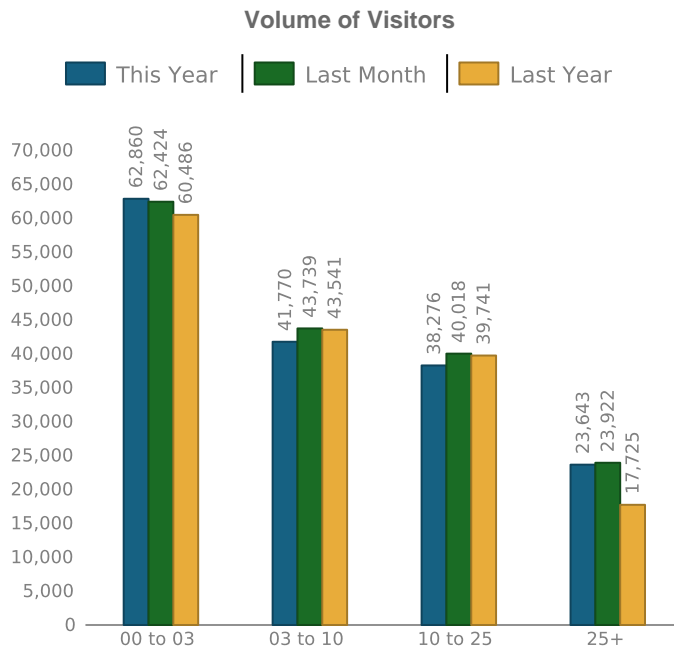


Fig.11 Volume of visitors by origin distance (miles)

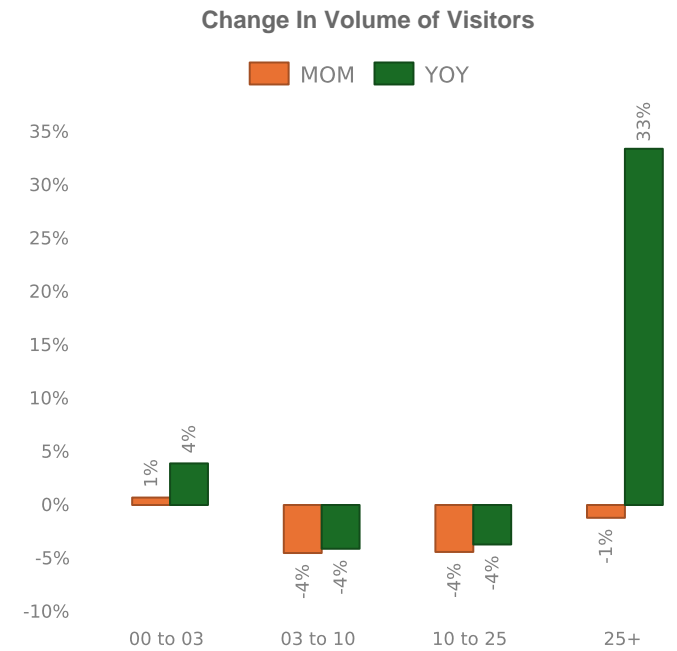


Fig.12 % of visitors by visitor origin distance (miles)

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Where do visitors with the highest spend potential come from?

DT3 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 6167 in August 2024.

Postcode DT2 (Fig. 14) has the largest number of potential high spend visitors totalling 5994.

Currently 5994 high spend visitors are from this postcode. In August 2024 21% of all visitors to Weymouth were classified as high spend potential, 55% medium and 23% low spend potential.

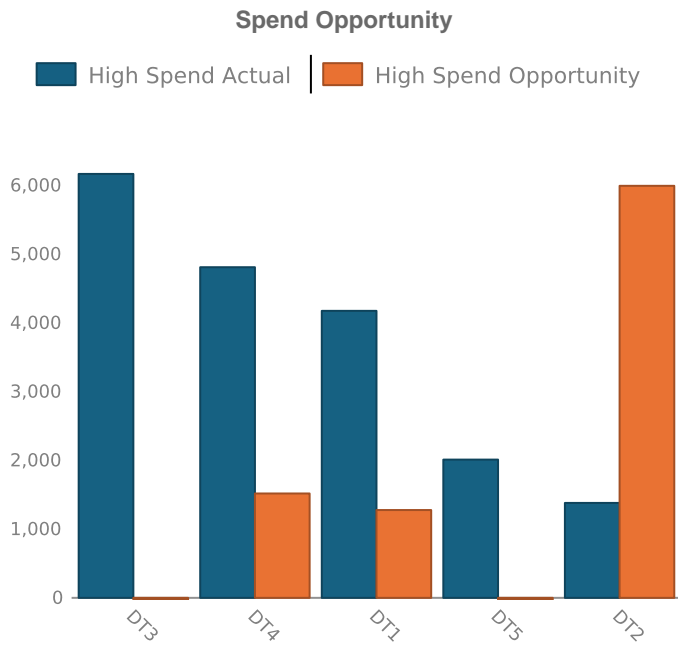


Fig.13 Visitors by postcode district

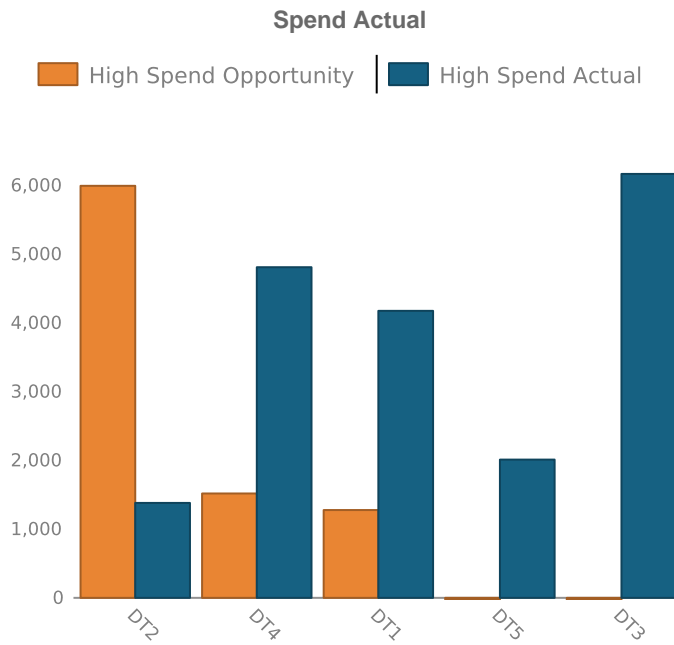


Fig.14 Visitors by postcode district

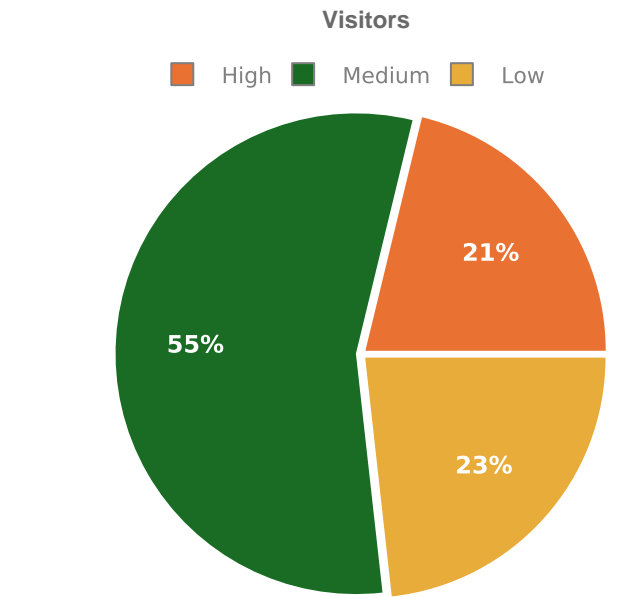


Fig.15 % of visitors by visitor origin distance

Event Report

Weymouth

Estimated Players Took Part

5168

We base this figure on average group sizes of 4

Steps Walked on the Trail

20,672,000

Estimated by average walking speed

Calories Burned on the Trail

1034k

Estimated by average calories per step

Most Scanned Sticker

1

This could indicate a high footfall area or business

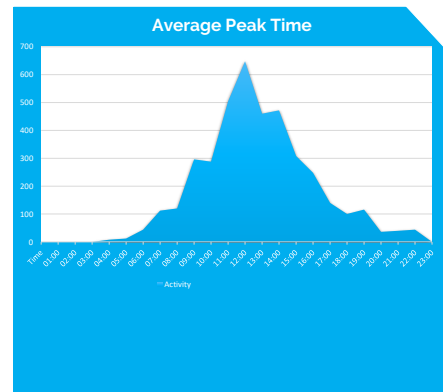
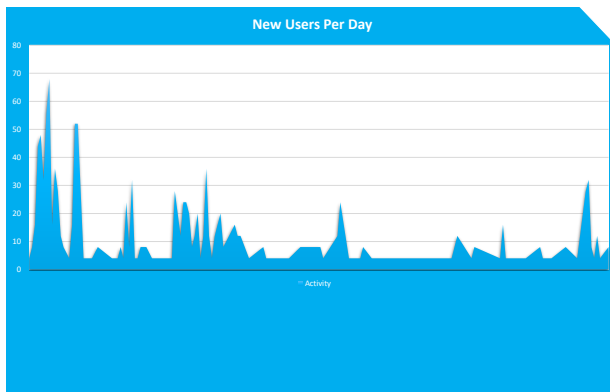
Busiest Day and Times

21 August 2024

1:00 pm

Return on Investment

- 5168 happy players
- Gave families a reason to come into the area
- Created an audience database to build on



SECRET KEYS (25/05/24 - 31/08/24)



Event Report

Weymouth

Estimated Players Took Part



237

We base this figure on average group sizes of 4

Steps Walked on the Trail



944,001

Estimated by average walking speed

Calories Burned on the Trail



48k

Estimated by average calories per step

Most Scanned Sticker

1

This could indicate a high footfall area or business

Busiest Day and Times

22 August 2024

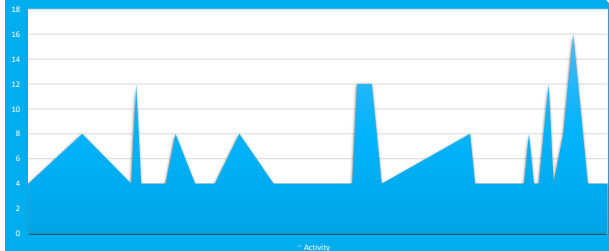
12:00 pm

Return on Investment

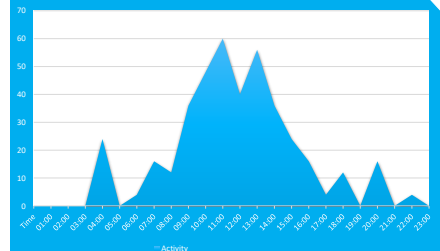


- 237 happy players
- Gave families a reason to come into the area
- Created an audience database to build on

New Users Per Day



Average Peak Time



Event Report

Weymouth

Estimated Players Took Part



201

We base this figure on average group sizes of 4

Steps Walked on the Trail



800,001

Estimated by average walking speed

Calories Burned on the Trail



41k

Estimated by average calories per step

Most Scanned Sticker

1

This could indicate a high footfall area or business

Busiest Day and Times

29 August 2024

2:00 pm

Return on Investment

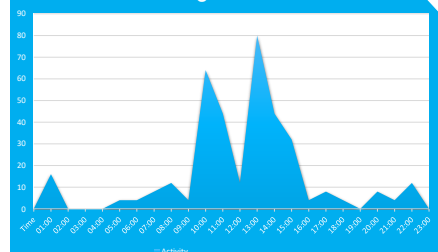


- 201 happy players
- Gave families a reason to come into the area
- Created an audience database to build on

New Users Per Day



Average Peak Time

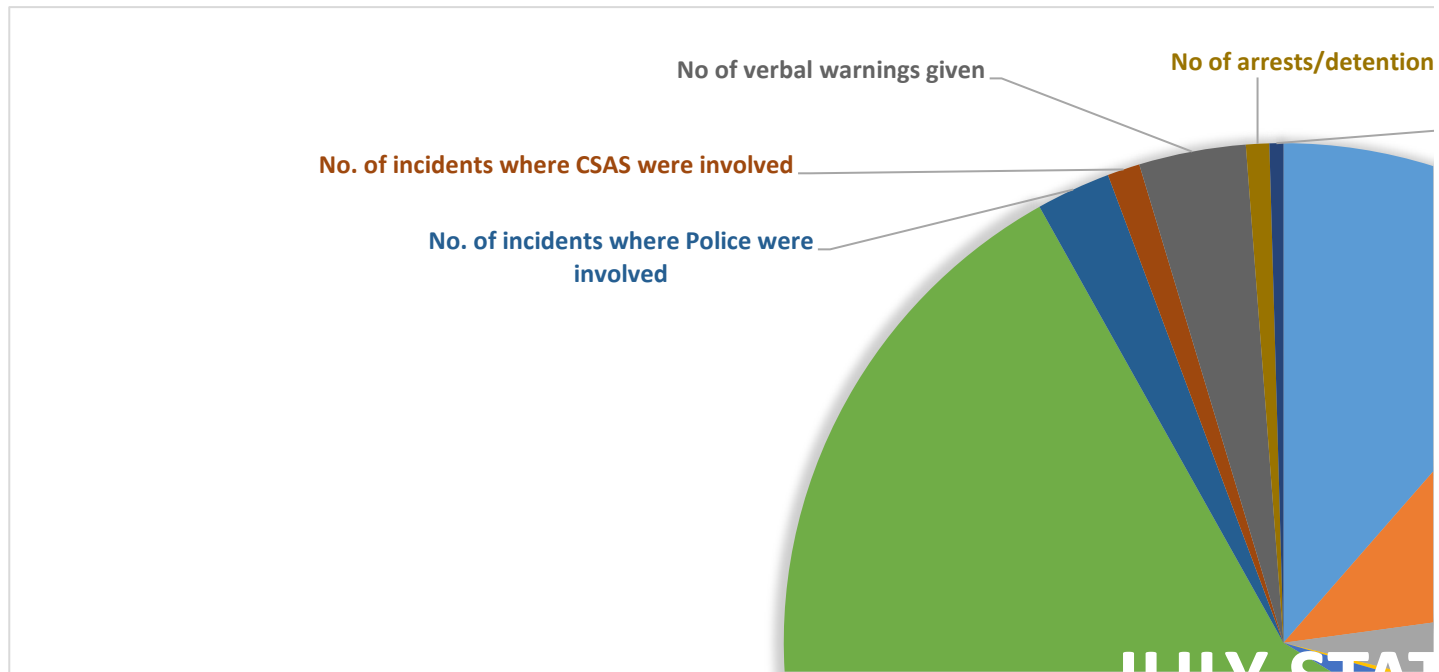


July

No. of incidents attended in July	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 June	No. of incidents where Police were involved
76	76	40	4	28	387	16

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
637	346	358	32	239	2341	98

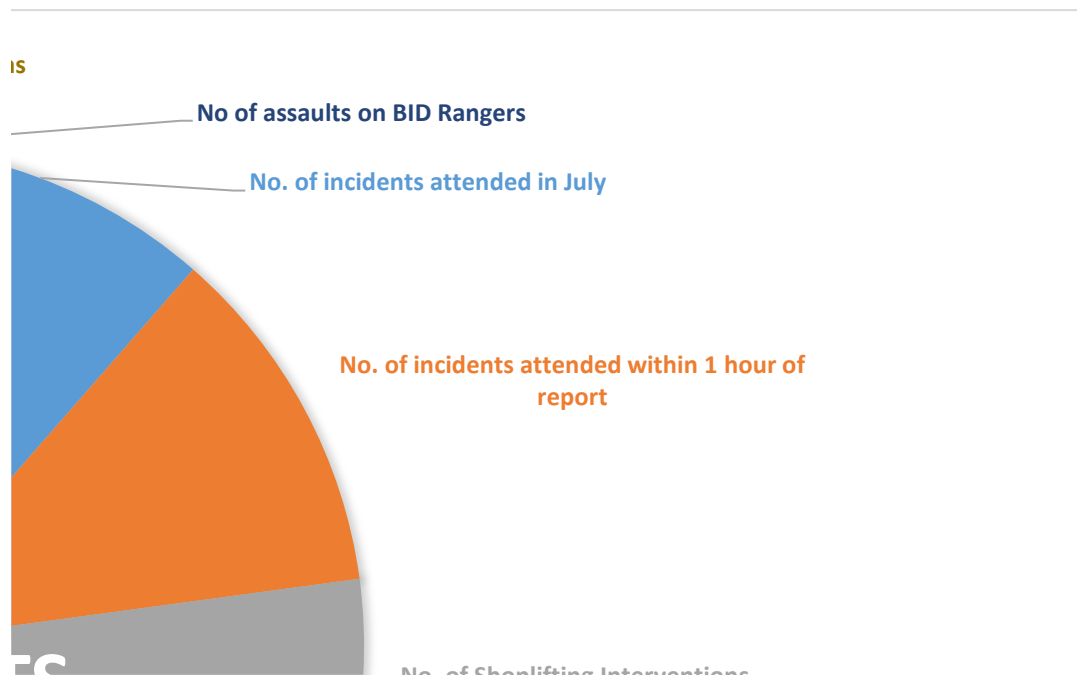


JULY STAT

Total number of Businesses Visited June

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 £
7	23	5	3	£ 2,359.48

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 £
73	202	40	26	£ 18,987.23





NO. OF Snooping interventions

No. of Theft packs completed

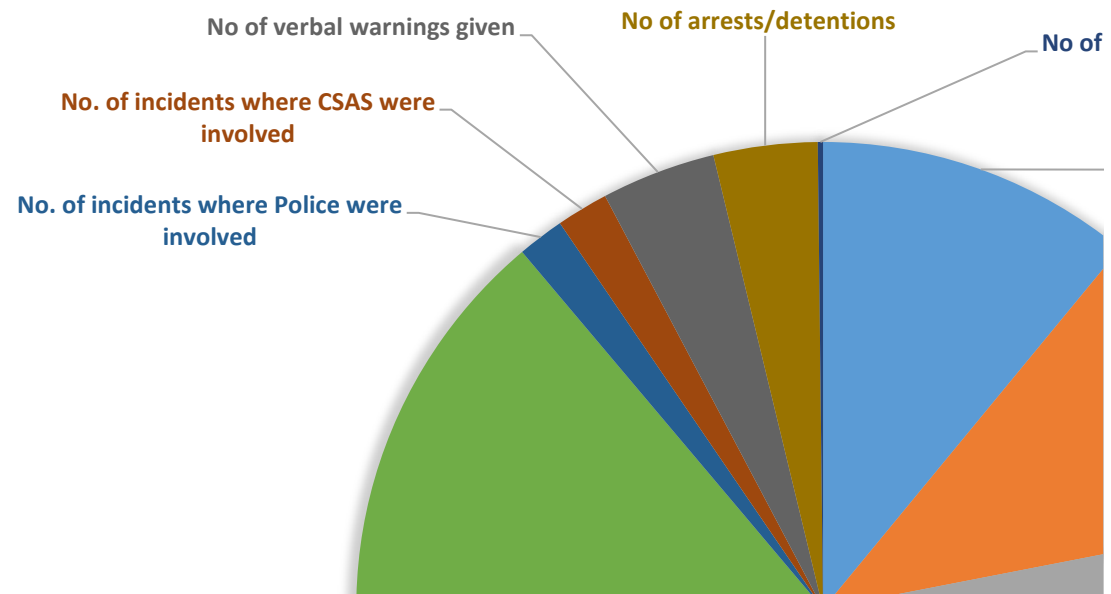
No. of ASB Interventions

Aug-24

No. of incidents attended in August	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 August	No. of incidents where Police were involved
61	61	41	9	22	300	9

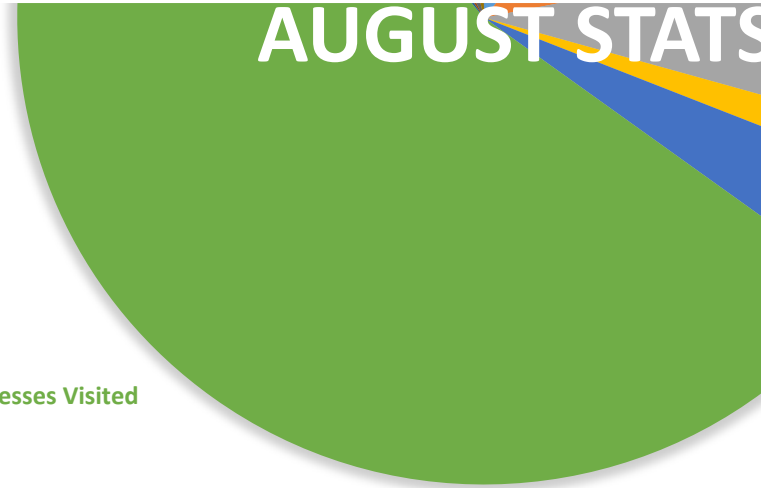
Total since commencement of contract

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
698	407	399	41	261	2641	107



AUGUST STATS

Total number of Businesses Visited
August



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 £
10	22	20	1	£ 1,885.40

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 £
83	224	60	27	£ 16,455.63

Assaults on BID Rangers

No. of incidents attended in August



No. of incidents attended within 1 hour of report



No. of Shoplifting Interventions

No. of Theft packs completed

No. of ASB Interventions

Bollards from Will Holmes WTC

Please see below some background for the board agenda.

I have also copied in Cllr Howard Atkinson as he sits on both the committee as well as the board.

I wanted to update you on the current situation regarding the Traffic Regulation Order (TRO) on St Mary Street and St Thomas Street. As you know, these streets are pedestrian zones from 10:30 to 17:30, enforced by the TRO originally put in place by Weymouth and Portland Borough Council (WPBC). To support this, physical barriers and bollards were installed at each end of the streets.

Weymouth Town Council (WTC) has been managing the daily operation of these barriers since 2019, paying a local business £5,500 annually to unlock and lock them. However, Dorset Council, who owns the barriers, has indicated that they aren't essential for enforcing the TRO. If WTC decides to stop this service, Dorset Council has said they would remove the barriers.

At the Full Council meeting on 31st July 2024, the chair of Weymouth BID asked if WTC plans to continue operating the barriers. The Town Clerk confirmed that we have no plans to stop the current service. If Dorset Council considers removing the barriers, we'll work with them to ensure the TRO is still effectively enforced.

We've also approached Weymouth BID about the possibility of your BID rangers taking over this task. However, the coverage wouldn't be consistent, as the BID rangers work a five-day week. I understand that Weymouth BID prefers to keep the barriers in place. As a result, we're asking if the BID would consider contributing to the costs of maintaining this service.

I am taking a report to the Environment & Services Committee with options for managing the bollards and barriers on St Mary Street and St Thomas Street. Since these barriers help keep vehicles out of the pedestrian zones and benefit businesses, would the BID consider contributing to the costs of opening and closing them?

APPLICATION FOR FUNDING



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

PROJECT / ACTIVITY NAME	
------------------------------------	--

YOUR DETAILS

First Name:	
Surname:	
Role:	
Email:	
Telephone Number:	
Address:	

YOUR ORGANISATION

Organisation Name:	
Registered Address:	
Organisation Type:	Charity <input type="checkbox"/> Community Interest Company <input type="checkbox"/> Limited Company <input type="checkbox"/> Charitable Incorporated Organisation <input type="checkbox"/> Sole Trader <input type="checkbox"/> Partnership <input type="checkbox"/> Other (please state) <input type="checkbox"/>
VAT Status:	Not VAT Registered <input type="checkbox"/> VAT Registered <input type="checkbox"/>
Company/Charity/UTC Number:	
Telephone Number:	
Address:	

Please summarise what your organisation does (max. 150 words):

--

THE PROJECT/ACTIVITY	
Start Date:	
End Date:	
Is this a new project/activity?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Please provide a summary of your project/activity:	
Who is your project/activity aimed at?	
How will your project/activity benefit Weymouth, including the business community?	
Is this application for an event?	Yes <input type="checkbox"/> No <input type="checkbox"/>
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.		
2.		
3.		

Positive Economic Impact

Please detail how your project will provide a positive economic impact to Weymouth businesses, for example by increasing footfall and spend:

FUNDING

How much will the project/activity cost?	£				
How much are you requesting from We Are Weymouth BID?	£				
Have you <u>received</u> any other funding for this project? If yes, state the source(s) and amount(s)	Yes <input type="checkbox"/> No <input type="checkbox"/> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 75%;">Source(s)</th> <th style="width: 25%;">Amount(s)</th> </tr> </thead> <tbody> <tr> <td style="height: 40px;"></td> <td></td> </tr> </tbody> </table>	Source(s)	Amount(s)		
Source(s)	Amount(s)				
Have you <u>submitted</u> any other funding applications for this project? If yes, state the source(s) and amount(s)	Yes <input type="checkbox"/> No <input type="checkbox"/> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 75%;">Source(s)</th> <th style="width: 25%;">Amount(s)</th> </tr> </thead> <tbody> <tr> <td style="height: 40px;"></td> <td></td> </tr> </tbody> </table>	Source(s)	Amount(s)		
Source(s)	Amount(s)				

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.

Please provide a breakdown of expenditure below (excluding VAT)

Item	Description	Cost

BUSINESS ENGAGEMENT

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

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

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

As part of your application, please outline how you intend to use local businesses to deliver services (e.g. printing, PA hire, security etc.)

DECLARATION

By submitting this application, I certify that:

- 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

Name

Date