



## Board Meeting Agenda

**Date:** 26<sup>th</sup> Nov 2024

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

**Location:** ONLINE

<b>1</b>	<b>Welcome</b>	<b>11am</b>
<b>2</b>	<b>Apologies for Absence</b>	11:05
<b>3</b>	<b>Declarations of Interest</b>	11:10
<b>4</b>	<b>Observers</b>	11:15
<b>5</b>	<b>Matters Arising from Previous Minutes</b>	11:20
<b>6</b>	<b>Governance</b> a. Levy update	11:30
<b>7</b>	<b>Finance Report</b> a. Updates and budgets	11:40
<b>10</b>	<b>Shape</b> Sitting out licenses and street trading- with Aileen Powell – Licensing team leader (DC)	12:00
<b>8</b>	<b>Marketing</b> a. ITB and LWP reports b. Place informatics stats Sept	12:20
<b>9</b>	<b>Improve</b> a. Hanging baskets tender update	12:30
<b>11</b>	<b>Funding applications-</b> None view initial draft of matrix	12.40
	<b>AOB</b>	12:50
	<b>Dates of next meetings all 11-1pm:</b> <b>December 10<sup>th</sup></b> The William Henry 11:30-1pm <b>January 22<sup>nd</sup></b> 11-1 Online/In Person TBD	

# BID Board Meeting

**Date:** 23<sup>rd</sup> October 2024  
**Time:** 11am  
**Venue:** Pilgrim House & Online (Hybrid)  
**Present:** Chair: Graham Perry (GP), The Bridge Fair Trade Shop  
Vice Chair: Jonathan Oldroyd (JO), Gloucester House  
Chris Truscott (CT), McDonalds  
Lynne Fisher (LF), St John's Guest House  
Jye Dixey (JD) The William Henry JD Wetherspoon  
Hayley Moore (HM) The Flamingo Room.  
Cllr Howard Atkinson (CHA)  
Josephine Parker (JP) EBike@Deheers

**In Attendance:** Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth  
Cllr Rob Hughes (CRH) Dorset council

## WELCOME

GP welcomed everyone in person to the meeting and JD online

## APOLOGIES FOR ABSENCE

Apologies from Tamsin Mutton Mcknight (TMM), Merlin / SEA LIFE, Paul Mooney (PM) Cove Gallery. Helen Heanes, (HH) observer from Dorset council,

## DECLARATION OF INTEREST

CHA declared an interest in hanging baskets contract and it was agreed that CHA to sit in on discussions but was not to vote.

## OBSERVERS

Cllr Rob Hughes (CRH) Dorset council

## MATTERS ARISING FROM PREVIOUS MINUTES

DR shared with the board that a 32-day notice savings account had been set up with Lloyds bank at a variable rate of 2.53 - 3.88% depositing £150,000 to ensure enough money in the standard business account. Withdrawal from the savings account can be for no less than £10K at a time, 32 days minimum notice period always leaving £10K in the account. There is no fixed term, and more money can be paid into the account.

DR also acknowledged that a questionnaire regarding the continental markets hadn't been forthcoming, and she would ensure that **a survey about markets to be disseminated before the next board meeting.**

The **minutes of the September board were voted and agreed as an accurate and true reflection of the meeting**

## GOVERNANCE

GP explained the issues that DR and MM having with DC accounting. Prior to the Capita system whilst collection was poor reporting was good. Now collection is better, but reporting is poor. With drawdown nonspecific and no yearly breakdown of debtors it is hard to create projections or indeed valid reports based on collection data. We appear to be at 91% collection for 22/23 and 89% for 23/24 but this is being qualified. DC have 'found' £17K but what else is amiss? When asked for a yearly breakdown of debtors as before, we don't have a current workable document. DR has forwarded previous reporting to DC to assist with revisions.

CT suggested writing a letter to DC to ensure the boards dissatisfaction is lodged with them officially. **DR to devise letter to DC about collection data and send to GP and CT to critique.** DR also to speak to Dorchester and Wimborne BID to see if they are having issues with the new system.

DR MM AD and GP independently sent emails to DC to follow up on the email of 4 Sept from FRP Advisory Trading Limited, the administrators, chasing Debenhams outstanding debt requesting invoice and the proof of debt form to be sent to them for the full amount of £6,487.50 originally invoiced on 10 September 2020. Finally, we received notification from P.B at DC On 16/10 that this had been submitted. We await the outcome.

## FINANCE REPORT

### Updates & Budgets

The board acknowledged that budgeting without accurate information from DC isn't easy, but that GP JO DR and MM are looking at budgets for 25/26 and 26/27 to identify cost saving measures as well as guide the board should cuts need to be made. With increases in everything some projects might need to be reduced which will need to be focused on in future board meetings.

## MARKETING

### (a) ITB and LWP Sept Report

JO acknowledged the superb work of ITB of gaining covering in some of the respected national press. DR highlighted what was paid for ads by the WPPR Campaign and what was organic, i.e.: fulfilling journo request and sending our press bundles. All agreed that the PR had benefitted the town. DR highlighted that it was a team effort, AC in taking the photos and video, PG in gaining media attention. DR and the team were acknowledged for the success of Dusk 'til Dark and the engagement with the up-coming Zombie event. The board encouraged the team not to be disheartened by the naysayers and to focus on the great work BID are doing for the town.

### (b) Subcommittee report

Praise was given to the marketing team for all the positive PR, marketing and events in the shoulder months. There were no questions raised

## IMPROVE

(a) No Subcommittee report as none ran in September

### (b) Ranger contract

GP highlighted that the feedback and reassurance of the ranger in the town is appreciated by independent as well as multiples. Feedback from the DTE meetings is that this service helps businesses feel 'safer' with a dedicated 'go-to'. Discussion ensued about BID filling a 'policing-gap' and whilst many BID's do fill this gap others don't. We have committed to

crime reduction in our current business plan. CRH asked regarding the PCC grants DR informed the board regarding DC's safer partnership network and that grants are invariably for 'new projects'. CT suggested an ***invite to David Sidwick to meet with some of the board***. DR to investigate. We are under budget, due to not covering the Summer with extra personnel as police ran 100 days of Summer and therefore extra staff were not essential. DR to continue to cut costs where appropriate and continue with the contract until March, when a further decision will need to be made.

### **(c) Hanging baskets**

DR presented the board with the facts as outlined in the board pack. The full contract with Weymouth Town council has doubled from £20K to £40K plus stress testing which is now cost prohibitive. DR has researched various avenues for continuation of the contract. ***The board have agreed to continuing with flowers at a value of £20K to include flowers, watering and testing, or to pull hanging baskets from the town***, as it would not be viable for the 'self-watering' option, where we are reliant on businesses to water them. DR to pursue Windflowers and Dorchester town council before bringing to the board in November for a final decision. 7 in favour 1 abstention

### **FUNDING APPLICATIONS**

None this month. CHA asked about funding criteria, and a transparent scoring system. GP agreed this was good practice. DR invited board to look at new detail on the website regarding funding. ***DR implement scoring system for funding***. Once the allocation for external events is agreed it will become a competitive tendering situation whereby the best applications marked against the criteria would win funding. Funding ceilings to be discussed such as £2K and £5K pots with anything above this needing to provide exceptional ROI. GP also indicated that a pot for new events should be agreed in order that BID encourage new offers and don't fund the same things every year. DR maybe to survey levy payers later in the year to indicate their priorities on the events we sponsor.

### **SHAPE**

GP requested that we request Matt Piles or one of the licensing team attend the next meeting to ensure we are part of the discussion before a blanket decision is taken regarding sitting-out licenses. DR shared correspondence regarding attendance at October meeting. ***DR to pursue DC for attendance at November board***

### **AOB**

***DR to send out survey monkey regarding xmas meal dates.***

JD asked regarding DR meeting with First bus as he had noticed a campaign in Devon with the last bus scheme we'd highlighted. DR meeting on 4<sup>th</sup> Nov to ensure Dorset has the go-ahead now

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

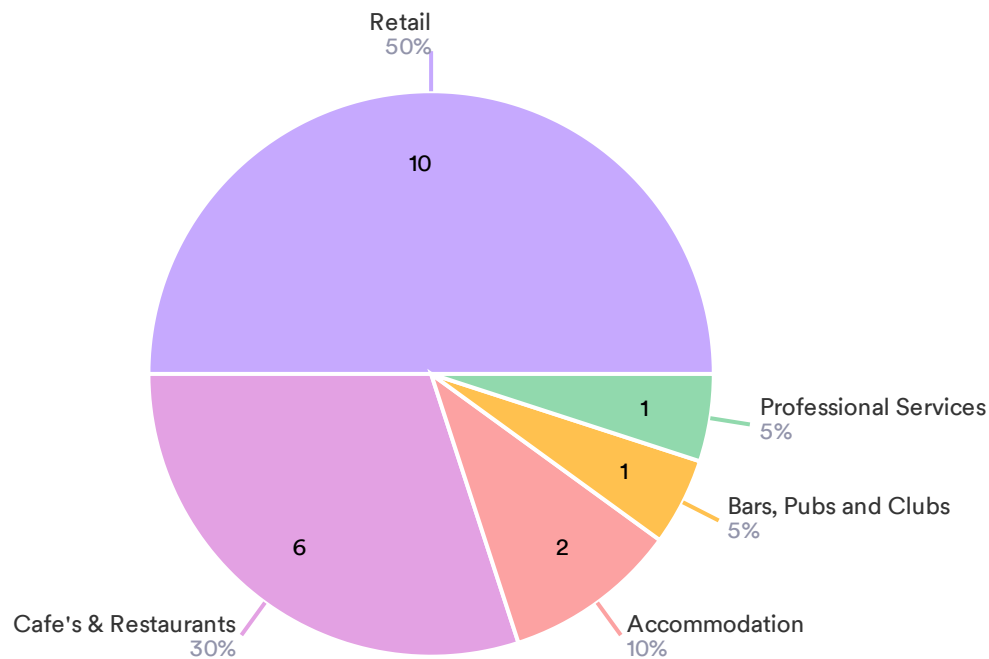
27<sup>th</sup> November 11-1pm online

Christmas meal via JotForm emailed

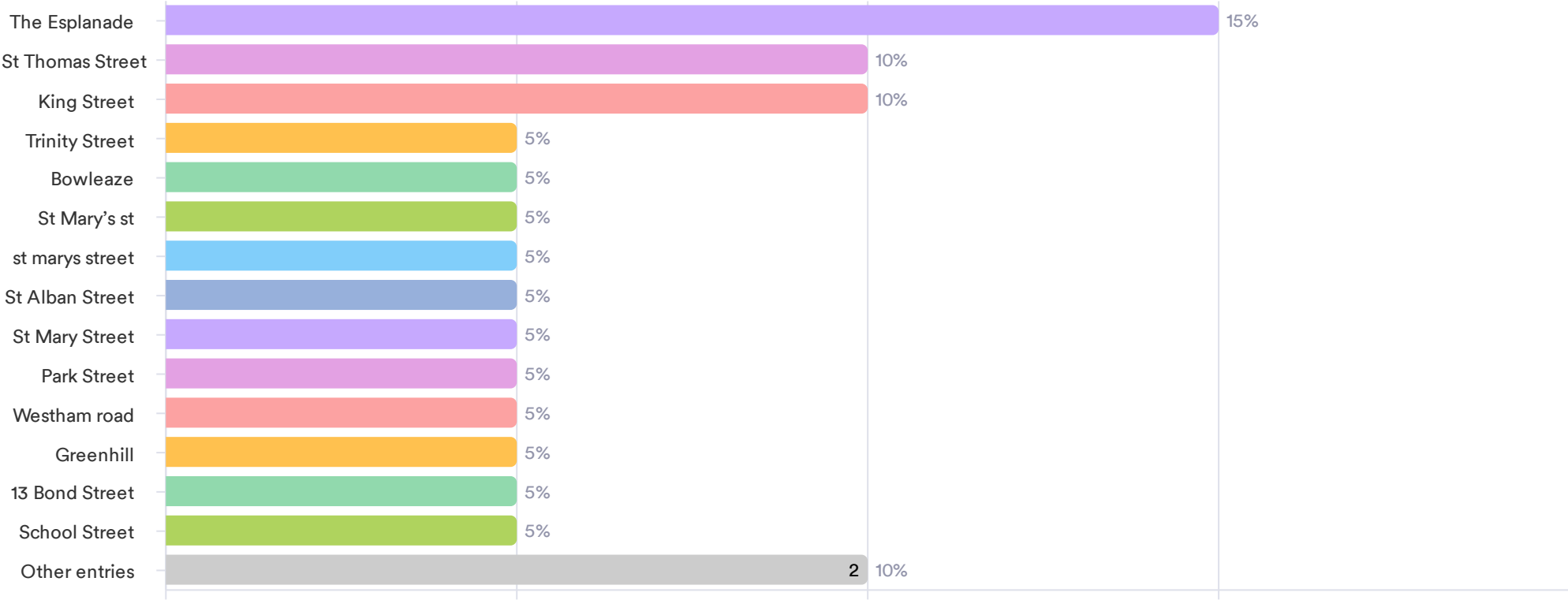
Jan 22<sup>nd</sup> TBC 11-1pm in person

# Markets Survey

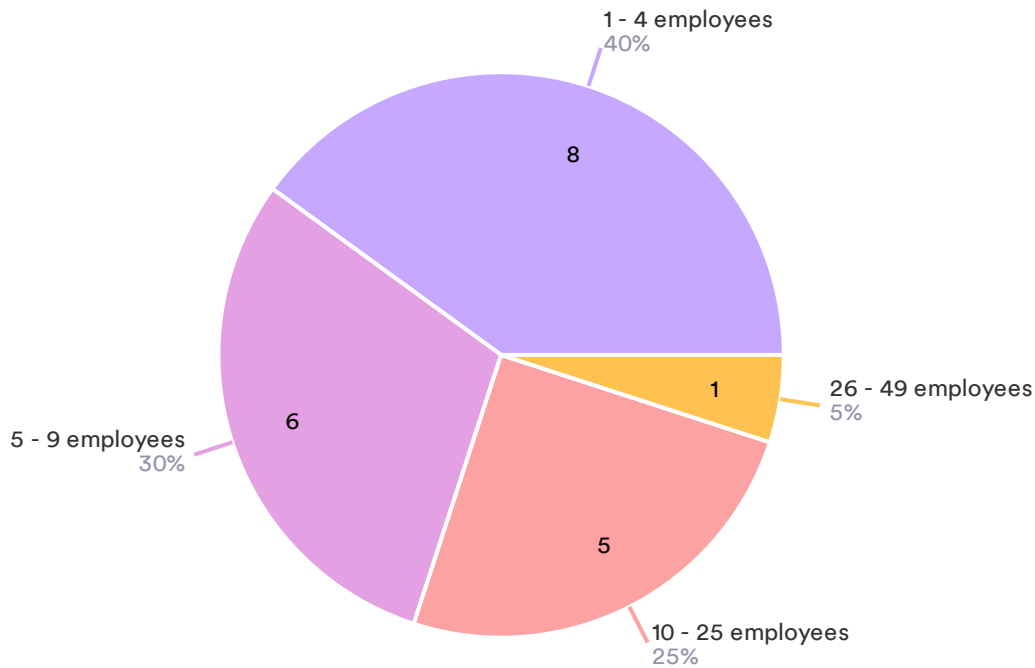
Which best describes the sector your business operates in?



In which street is your business located

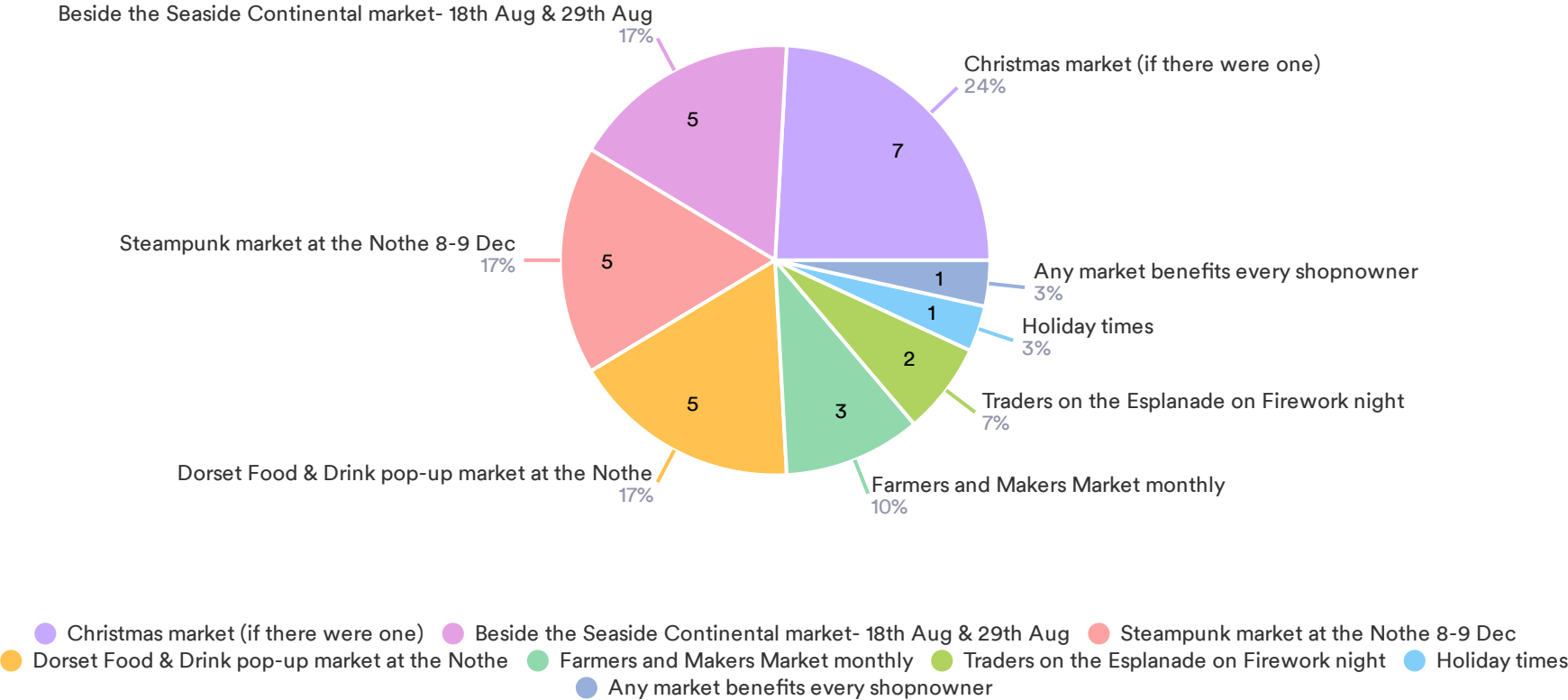


How many people do you employ?

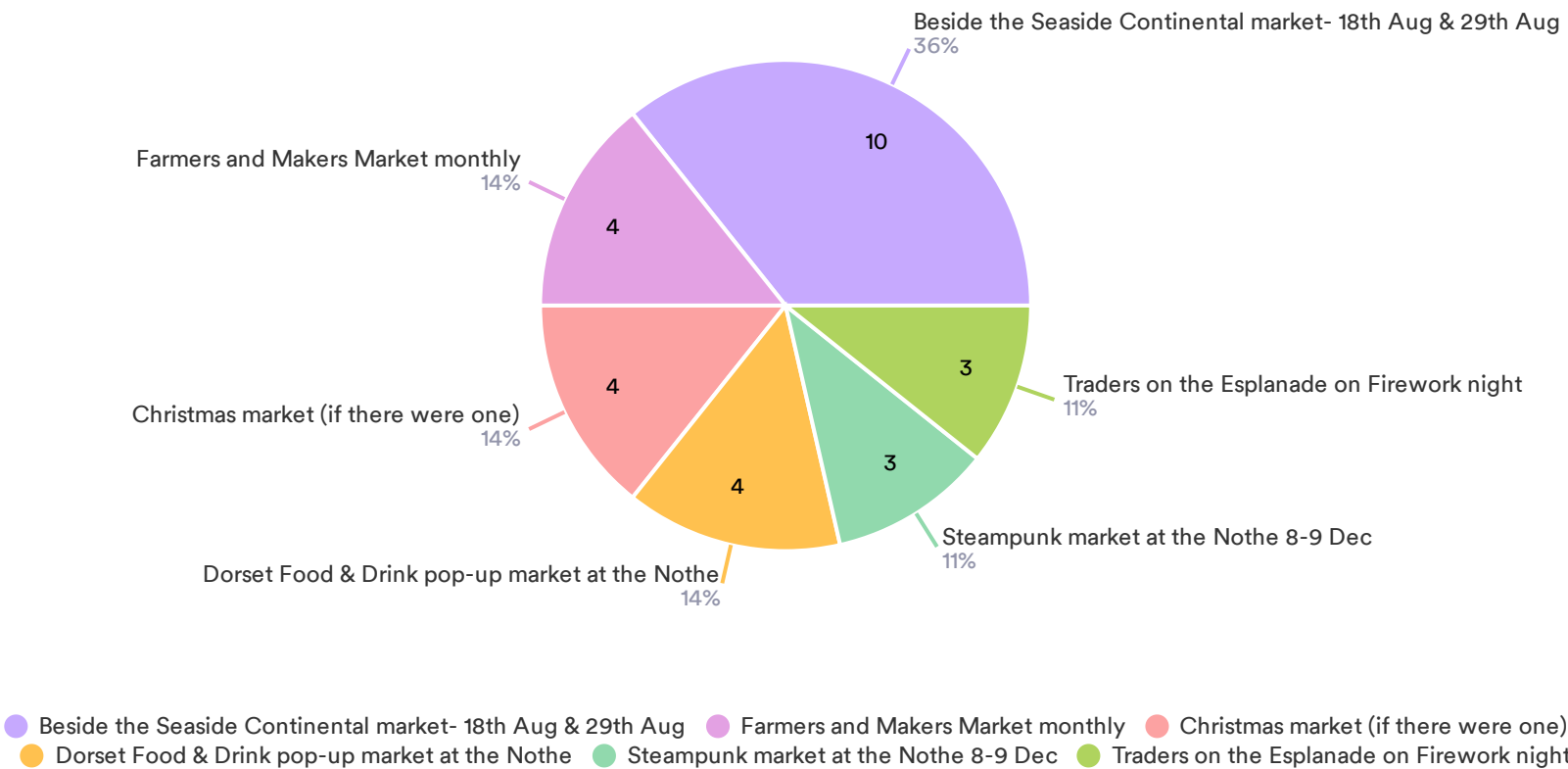




Which markets directly impact you positively



Which markets directly impact you negatively



# Markets Survey

Please explain the impact that Town centre markets have on your business particularly with statistics, facts or anecdotal evidence

Less people at Bowleaze

Takes football away from my area of town and I believe it doesn't bring any extra people to town.

We do well outside of any kind of attraction or market, we very well on the cruise ships and extremely well on holiday times. I believe that everything can co-exist and work together as a whole town unit.

I do get fed up with the businesses that complain about 'things' they believe affect them in their business, they should look at their business model first instead of finding fault with the attractions that come to Weymouth.

When the markets come to Weymouth people only eat once, so if they are eating a main and sweet on the Esplanade, Nothe, by The Range etc, then they are not then going to sit down and eat in our cafe.

I feel neither positively or negatively impacted by the markets.

The Seaside Continental is the only one our end of town and it's in August - we would still be really busy regardless.

The only thing I would say is that I am aware of one of the stands that does not sell food, sells low quality fake Pokemon product. I would like to be informed of opportunities to trade at events like Fireworks Night and potential Christmas Markets though - I having the BID communicate the sign up opportunities would be appreciated.

When there are markets on the esplanade or anywhere in the town footfall is reduced at the harbour end of town.

The markets on the esplanade in the summer were particularly noticeable. These events, and stalls on the seafront may generate money for the council but the revenue taken is money flowing out of the town as the market stalls and fairs etc are generally run by businesses residing outside Weymouth and Portland. Money spent in locally owned business is more likely to be spent locally.

I really appreciate you doing this survey as I have noticed that events are rarely followed up with any sort of analysis of impact or success. People miss the Swannery car park Market, there is life this side of town especially with the station so close by and plenty parking spaces. i.e Park Street car park etc., South side of harbour difficult access and parking.

Street food on the sea front taking went down by a third , less customers

Noticeably quieter on food these days.

They don't bring anymore people to town in my opinion but take all the money from tourists leaving less for the Weymouth businesses.

Difficult to quantify as very weather dependant

During half of the weekends in the key six weeks of summer, the only real chance to make decent money, these stall holders take away custom from established year round restaurants that provide employment and tax revenues. Allowing outside food providers to impact the viability of local business is the opposite of what the BID and Council should be aiming to do.

It is more than obvious that the "pop up" markets on the seafront negatively affect the town centre. Footfall is always down.

The markets do not attract big numbers on their own\* but appear when visitor numbers are already high. Weymouth businesses, that have to pay rates/staff all year round, must be furious that "outsiders" profit from these events (whilst hitting their pockets). \*absolutely no-one has ever told us they came for the market. It just happened to be on whilst they were here.

We lose on average 30% turnover when there are food stalls.

Food markets do not affect us

# Thank You!

Markets Survey

# Draft 2025/2026 Budget

## WE ARE WEYMOUTH LIMITED

Account		Budget 25/26	24/25 Projection @ Oct24	% of
INCOME				
95% Levy Income		305,900.00	305,900.00	100.00%
Less: Levy Collection fee		(9,177.00)	(9,177.00)	
Total INCOME		296,723.00	296,723.00	100.00%
PROJECTS AND EVENTS				
IMPROVE				
Augmented Reality Trails		1,400.00	1,344.00	104.17%
BID Ranger		38,000.00	36,010.00	105.53%
Christmas Trees		2,000.00	2,000.00	100.00%
Crime Reporting DISC		4,000.00	3,800.00	105.26%
Dino Install Project 24		0.00	0.00	0%
Street decoration/ hanging Baskets		15,000.00	20,000.00	75.00%
Heritage Slabs install + heritage trails		5,000.00	5,000.00	100.00%
Levy Payer Engagement AGM		500.00	500.00	100.00%
Maps		1,000.00	600.00	166.67%
Place Informatics - Visitor Data		3,900.00	4,000.00	97.50%
Windows		100.00	400.00	25.00%
Graffiti Removal		500.00	500.00	100.00%
Levy Payer Engagement		500.00	500.00	100.00%
Signage		1,000.00	1,000.00	100.00%
Weymouth Flyer with WTC		2,000.00	0.00	
Total IMPROVE		74,900.00	75,654.00	99.00%
MARKETING				
Events				
Artwey		0.00	1,000.00	0.00%
Dino week event (plus racing)		2,000.00	1,500.00	133.33%
Feast 25		1,500.00	1,500.00	100.00%
Pirates		0.00	3,000.00	0.00%
Volleyball Summer		0.00	2,000.00	0.00%
WFF - Wessex Folk Festival		0.00	4,000.00	0.00%
Zombie Experience Halloween		3,000.00	2,000.00	150.00%
Other Small Events/ contingency		9,500.00	40.00	
Total Events Provision		16,000.00	15,040.00	106.38%
Christmas		28,000.00	30,000.00	93.33%
Dusk Til Dark		15,000.00	20,000.00	75.00%
Total MARKETING		59,000.00	65,040.00	90.71%
PR & ADVERTISING				
Advertising - PRESS		1,200.00	500.00	240.00%
Advertising and PR		1,200.00	500.00	240.00%
Outsourced Marketing Campaign		30,000.00	30,000.00	100.00%
Loving Weymouth & Portland		18,000.00	18,000.00	100.00%
Visit Dorset		2,500.00	2,500.00	100.00%
Website Costs		1,560.00	1,440.00	108.33%
Weymouth Flyer*		0.00	1,170.00	0.00%
Total PR & ADVERTISING		54,460.00	54,110.00	100.65%
Total DIRECT COSTS		188,360.00	194,804.00	96.69%
GROSS PROFIT		108,363.00	101,919.00	106.32%
STAFF COSTS				
Wages and Salaries including costs		74,000.00	71,652.00	103.28%
Total STAFF COSTS		74,000.00	71,652.00	103.28%
ADMINISTRATIVE COSTS				
Accountancy - Annual Independent Insp		3,000.00	3,000.00	100.00%
Amazon Clearing		0.00	0.00	
Bank Charges		84.00	84.00	100.00%
Cleaning		600.00	567.00	105.82%
Electric - Street Stand		0.00	1,200.00	0.00%
Insurance		1,200.00	1,186.00	101.18%
IT Software and Consumables		3,000.00	3,902.00	76.88%
IT Equipment and chairs		500.00	1,000.00	50.00%
Motor Vehicle Expenses		240.00	240.00	100.00%
Outsourced Bookkeeping		4,800.00	4,800.00	100.00%
Printing & Stationery		1,800.00	1,644.00	109.49%
Sundry Expenses		1,800.00	1,748.00	102.97%
Rent		8,000.00	8,000.00	100.00%
Repairs & Maintenance		400.00	397.00	100.76%
Telephone & Internet		1,800.00	1,694.00	106.26%
Contingency		10,000.00	5,000.00	200.00%
Total ADMINISTRATION COSTS		37,224.00	34,462.00	
Total STAFF & ADMINISTRATIVE COSTS		111,224.00	106,114.00	104.82%
OPERATING PROFIT		(2,861.00)	(4,195.00)	68.20%

# in the bag

**Monthly Report**  
**October 2024**



# in the bag

MONTHLY REPORT  
We Are Weymouth (BID) | October 2024

## Coverage

Date	Publication		Reach	AVE	Notes
01.10.24	National Geographic Traveller	Print	48,653	3201.95	Press Trip
01.10.24	Dorset Magazine	Print	13,124	69.38	Press Release
01.10.24	Air 107.2	<a href="https://air1072.com/event-directory/">https://air1072.com/event-directory/</a>			Press Release
01.10.24	Dorset Echo	Print	10,196	38.08	Dusk Till Dark
01.10.24	Yahoo!	<a href="https://www.google.com/url?rct=j&amp;sa=t&amp;url=https://uk.news.yahoo.com/towns-community-spirit-praised-magical-150552557.html&amp;ct=ga&amp;cd=CAEYByoTOTM1ODg3NjQ5ODA2OTM1OTQ3MjlcM2NiZTUxNThkYTJjYWw5YjpbY51azplbjpHQg&amp;usq=AOvVaw29KUffKjPVdQHsAfnT8dir">https://www.google.com/url?rct=j&amp;sa=t&amp;url=https://uk.news.yahoo.com/towns-community-spirit-praised-magical-150552557.html&amp;ct=ga&amp;cd=CAEYByoTOTM1ODg3NjQ5ODA2OTM1OTQ3MjlcM2NiZTUxNThkYTJjYWw5YjpbY51azplbjpHQg&amp;usq=AOvVaw29KUffKjPVdQHsAfnT8dir</a>	207,823	1084.02	Dusk Till Dark
03.10.24	Dorset Echo	Print	10,196	48.1	Pirates
03.10.24	Primary Times	<a href="https://www.primarytimes.co.uk/dorset/listings/halloween-week-in-weymouth-475038">https://www.primarytimes.co.uk/dorset/listings/halloween-week-in-weymouth-475038</a>			Halloween
03.10.24	Dorset Echo (Web)	<a href="https://www.dorsetecho.co.uk/news/24623812.weymouth-pirate-parade-returns-weymouth-weekend/">https://www.dorsetecho.co.uk/news/24623812.weymouth-pirate-parade-returns-weymouth-weekend/</a>	62,972	700.73	Pirates
04.10.24	The Atlantic	<a href="https://www.theatlantic.com/photo/2024/10/photos-of-the-week-iron-buffalo-sunset-camel-annular-eclipse/680138/">https://www.theatlantic.com/photo/2024/10/photos-of-the-week-iron-buffalo-sunset-camel-annular-eclipse/680138/</a>	462,175		Dusk Till Dark
04.10.24	The West Dorset Magazine	Print			County of Culture
04.10.24	The West Dorset Magazine	Print			Peace Trail
08.10.24	BBC	<a href="https://www.bbc.co.uk/news/articles/c206jnlnwdpo">https://www.bbc.co.uk/news/articles/c206jnlnwdpo</a>	9,724,171	261016	Pirates
09.10.24	<a href="https://www.mybaba.com">mybaba.com</a>	<a href="https://www.mybaba.com/half-term-hulla-baloo-awesome-events-to-keep-the-kids-entertained/">https://www.mybaba.com/half-term-hulla-baloo-awesome-events-to-keep-the-kids-entertained/</a>	2,815	48.94	Halloween
10.10.24	Parent News	<a href="https://parents-news.co.uk/2024/09/weymouth-under-siege-by-zombie-attack/?noa">https://parents-news.co.uk/2024/09/weymouth-under-siege-by-zombie-attack/?noa</a>			Halloween

# in the bag

## MONTHLY REPORT

### We Are Weymouth (BID) | October 2024

		<a href="#">mp=available#google_vignette</a>			
11.10.24	<a href="#">inews.co.uk</a>	<a href="https://inews.co.uk/inews-lifestyle/best-family-friendly-days-out-halloween-uk-3282687">https://inews.co.uk/inews-lifestyle/best-family-friendly-days-out-halloween-uk-3282687</a>	325,805	5664.75	Halloween
14.10.24	Dorset Echo	Print	10,196	72.15	Dusk Till Dark
17.10.24	<a href="#">Dorsetecho.co.uk</a>	<a href="https://www.dorsetecho.co.uk/news/24659093.weymouth-half-term-zombie-week/">https://www.dorsetecho.co.uk/news/24659093.weymouth-half-term-zombie-week/</a>	62,972	700.73	Halloween
23.10.24	Dorset Echo	Print	10,196	48.1	Halloween
25.10.24	<a href="#">allatsea.co.uk</a>	<a href="https://www.allatsea.co.uk/news/feast-things-autumn/">https://www.allatsea.co.uk/news/feast-things-autumn/</a>	12,624	3.39	FEAST
26.10.24	Fun Kids Live	<a href="https://www.funkidslive.com/event/weymouth-zombie-treasure-hunt/">https://www.funkidslive.com/event/weymouth-zombie-treasure-hunt/</a>			Halloween
26.10.24	i (The paper for today)	Print	141,223	2116.93	Halloween
26.10.24	The Daily Telegraph	Print	1,136,292		Halloween (Nothe)
27.10.24	<a href="#">telegraph.co.uk</a>	<a href="https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/50-most-haunted-places-in-uk/#south-westundefined">https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/50-most-haunted-places-in-uk/#south-westundefined</a>	2,470,583	42955.9	Halloween (Nothe)

Total reach for October: 14,712,016

Total Advertising Value Equivalent for September: £317,769.15

23 pieces of coverage across online, print and digital

Coverage saved here:

[https://www.dropbox.com/scl/fo/7u2rik4uzupdzpk1osvz5/AEhIOWsSNdRd5Jzp\\_riOx3Q?rlkey=uur81fpapv657e19v2vmf6h47&st=asdcigc0&dl=0](https://www.dropbox.com/scl/fo/7u2rik4uzupdzpk1osvz5/AEhIOWsSNdRd5Jzp_riOx3Q?rlkey=uur81fpapv657e19v2vmf6h47&st=asdcigc0&dl=0)

#### We Are Eventful

- Liaised with Dorset Magazine to confirm Christmas activities in Weymouth and shared photography (expecting coverage)
- Confirmed Nothe Fort for Daily Telegraph and most haunted places in Britain feature - in print and online
  - Liaised with The Nothe Fort for information and photography
- Signed off photography for Chat magazine and feature on women who spread Christmas cheer (Dawn)



# in the bag

## MONTHLY REPORT

### **We Are Weymouth (BID) | October 2024**

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- Liaised with COAST Magazine to confirm sign off of images for Weymouth feature
- Liaised with BBC The World Today to discuss potential of filming pirates weekend in 2025
- Liaised with Hollie at Dorset Echo to share information on Christmas events happening in the town and run by WAW, shared key details and photography
- Liaised with Air 107.2 to arrange interview with Dawn on zombies and half term
- Pitched Christmas and Halloween into This Morning for Ultimate Families Day Out guide
- Pitched Christmas events into the Daily Mirror
- Pitched SEALIFE into the Daily Telegraph - looking for an expert on dolphins
- Pitched FEAST November 2024 into lifestyle publications and local publications
- Pitched Christmas events into Bella magazine and shared photography - expecting coverage
- Pitched press visit to Weymouth into Food & Travel magazine - focus on the fantastic food available in Weymouth
- Pitched Zombies and Halloween into Reach PLC (regional publications and Daily Express etc)

#### *We Are Weymouth Marketing Strategy*

- Circulated photography and footage from Pirates weekend to key local media targets
- Drafted and circulated FEAST Weymouth November 2024 press release (added to websites)
- Liaised with Waterside to see if they wanted to comment on owning a mobile home for Daily Mail (declined due to negative press around this topic at the moment)
- Chased Evening Standard for publication date on Weymouth (Catch) review and stay at Gloucester House Hotel

#### *Social Media*

- 'Business of the Week' content creation - scheduled in for November
- 'Weymouth in the Press' content creation - scheduled for October
- Spent time with Facebook support trying to link Instagram and Facebook accounts - need to raise and admin dispute to regain control
- Targeted ad campaign for FEAST Weymouth November 2024

#### *Advertising*

- Liaised with LocalQi for advertising opportunity in Dorset Magazine (A-Z of Christmas, E for Elf)

# in the bag

## MONTHLY REPORT

### **We Are Weymouth (BID) | October 2024**

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- Liaised with Families Dorset magazine to discuss upcoming advertising opportunities
- Liaised with Staycation magazine to discuss potential advertising for 2025 - awaiting feedback from Dawn

#### *AOB*

- Marketing subcommittee call
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Uploaded press releases to both websites
- Drafted and uploaded blogs to both websites
- Shared coverage with key businesses
- Liaised with Jurassic Rocks to update online listing

#### *Upcoming activity*

We Are Eventful

Christmas

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

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

Facebook Page Followers:- 82,220 (81,750)

Monthly total Social Media visits to profile pages:- 17,100 (18,100)

Daily visits to Facebook profile page : 552 (603)

Cumulative Facebook post reach: 1,792,150 (1,839,000)

Facebook video/reel views: 323,000 (386,400)

Instagram Followers : 17,372 (17,355)

Instagram total post reach: 53,300 (49,540)

Instagram video views: 37,208 (33,300)

Total Social Media Reach: 1,845,450 (1,888,540)

Facebook Account Reach : 468,900 (649,300)

Instagram Account Reach: 18,000 (18,000)

**Value of Social Media post reach based on average boosted post cost of £6.00 CPM  
£11,130 (£11,328.00)**

### **We're Loving Weymouth and Portland Facebook Group**

**Members: 33,100 (32,600)**

**Total Month Posts: 260 (250)**

**Total Comments: 1,700 (2,700)**

**Reactions: 23,000 (30,200)**

**As a trial leading up to Xmas we're allowing promotional posts for charity and community events, live music and theatre etc.. There is a high percentage of locals in the group so use will be made of it for promotion of Christmas and Halloween Half Term Activities**

--

## **THREADS OCTOBER 2024**

Threads followers continue to grow slowly with subscribers up by 120 to 3,310 by month end.

## **TIKTOK OCTOBER 2024**

Our account is growing slowly and was 1353 followers at end Oct. Weymouth and Portland PR project content is being shared on this channel the most popular content of Weymouth beach has been viewed over 163,000 times.

## **WEBSITE STATS OCTOBER 2024**

Recorded user sessions: 12,187 (12,500)

The events and gig guide were maintained throughout the month

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

## **YOUTUBE OCTOBER 2024**

Youtube Subscribers – 1,128 (1,125)

Youtube Video Views – 2,538 (1,774)

Youtube Minutes Viewed – 3,108 (2,250)

## **OTHER ACTIVITY OCTOBER 2024**

1. As events have expired we've worked hard to maintain the content of the events listings throughout the month with around 90 new events being added ending with a total of 200 listed events listed at month end
2. Reduction in reach during month was consistent with the change of season
3. Additional work took place on content creation for the Weymouth and Portland PR Project.

4. WAW press releases were published on the Love Weymouth website during the month and posted to our socials
5. Pirate Festival was covered with live video and photography and video created for archive. Promo video for the festival was viewed 42,000 times. A Facebook live video of the parade achieved 50,000+ views on LWP and WAW. Unfortunately this video is no longer available as past Facebook 30 day retention limit at the time
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 and added to website events lists

**ANDY COOKE 15/11/2024**

# Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

## Summary

The monthly footfall in Weymouth town centre has seen a -6.7% decrease on September 2024, and a -1.4% decrease with respect to October 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 (September 2024) and previous year (October 2023) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

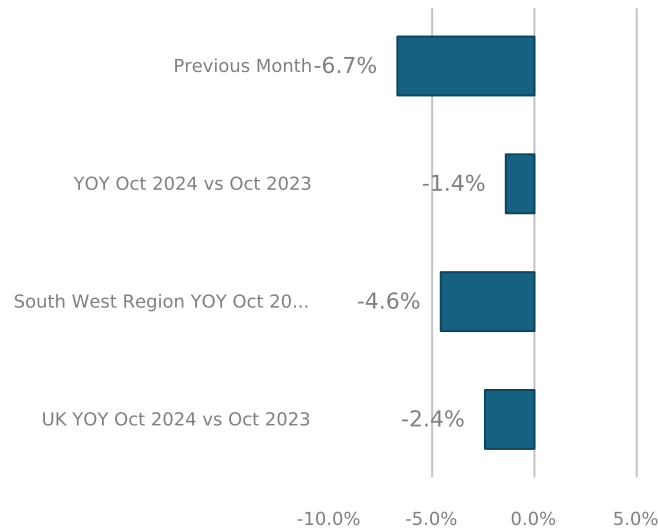


Fig.1 % change in total visits to the town centre

MoM Total Visits

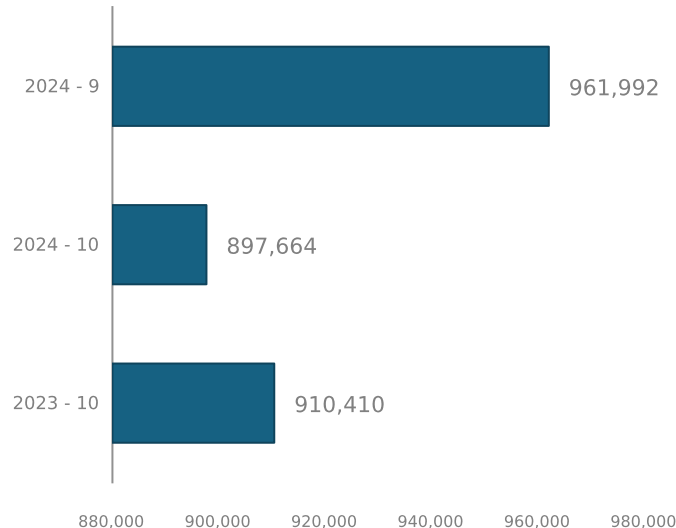


Fig.2 Total visits to the town centre

Daily Visits

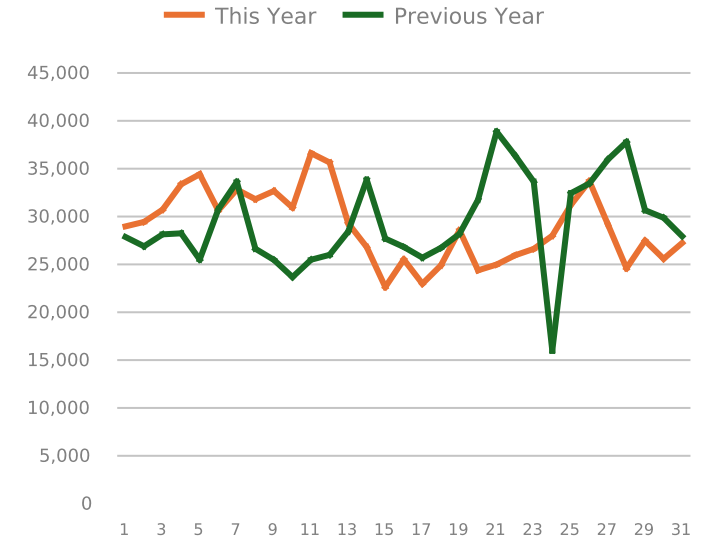


Fig.3 Number of daily visits to the town centre

# 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 410275.483 visits in October 2024 (Fig .4), this was -7.3% lower than October 2023 (Fig. 5) and -8.1% lower than in September 2024. The Esplanade attracts the most visitors with 28.2 % of all street visits. (Fig .6)

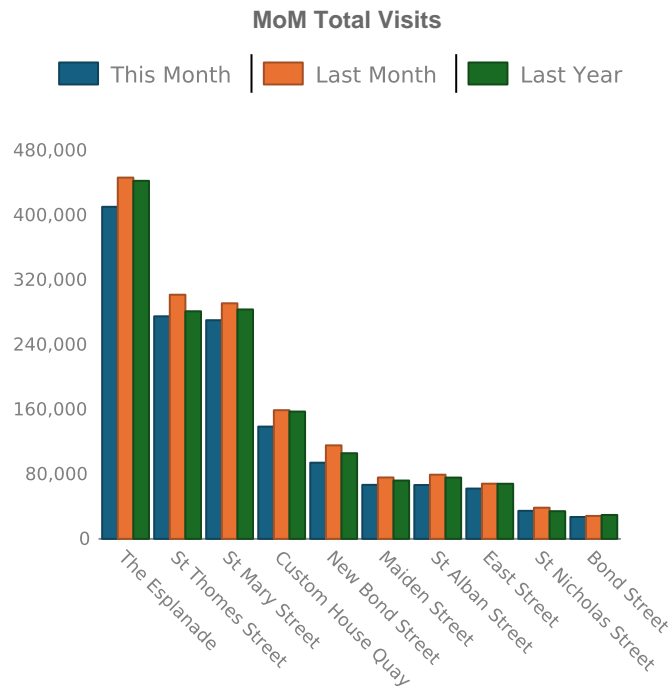


Fig.4 Total visits to street

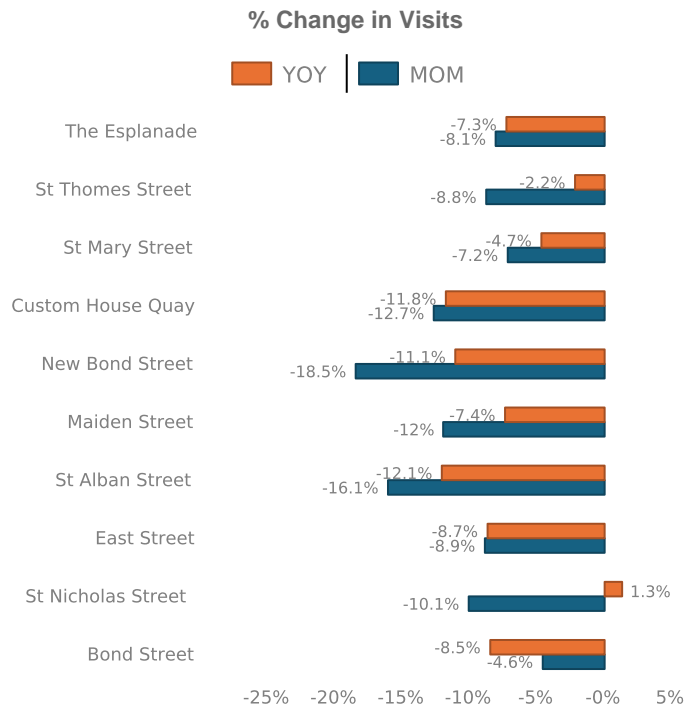


Fig.5 % in visits to street

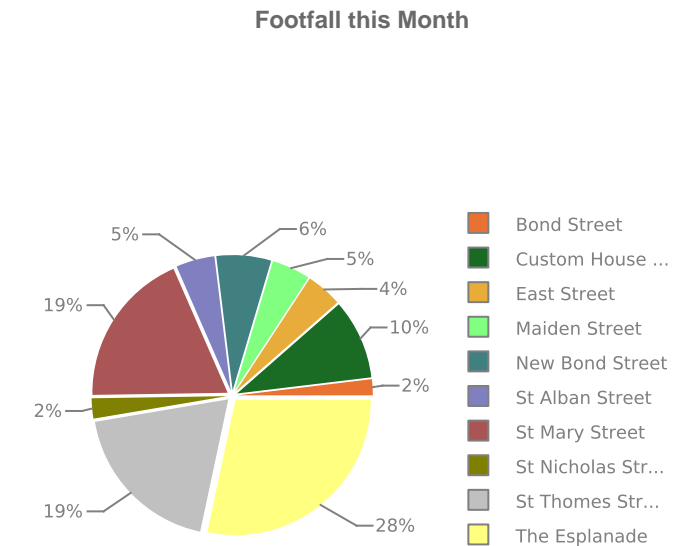


Fig.6 % footfall by street

# 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 75 Minutes in October 2024 (Fig. 7) a decrease of 5 minutes compared to October 2023.

The percentage of visitors by dwell minutes has shown 29.0% of all visitors in October 2024 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 11.7% of all visitors.

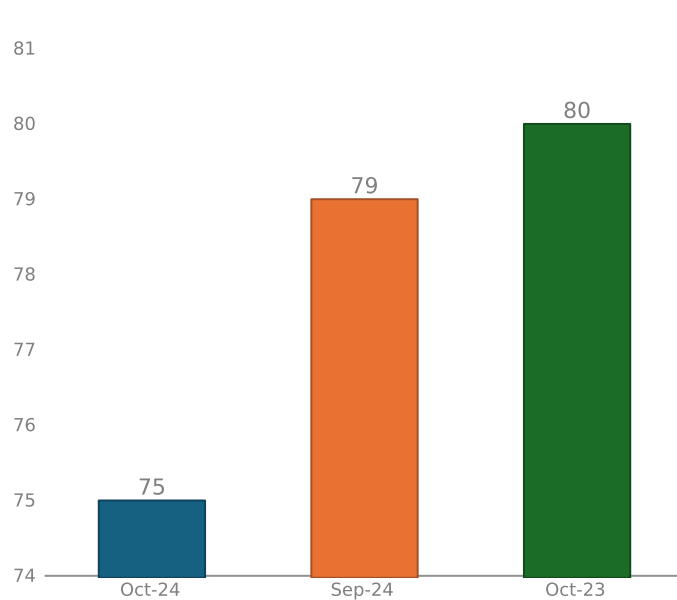


Fig.7 Average dwell time (minutes) in the town centre

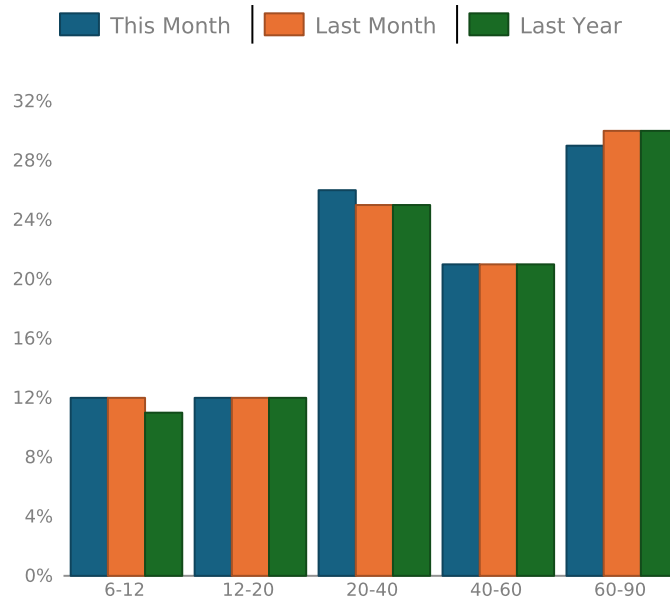


Fig.8 % of visitors by dwell time (minutes)

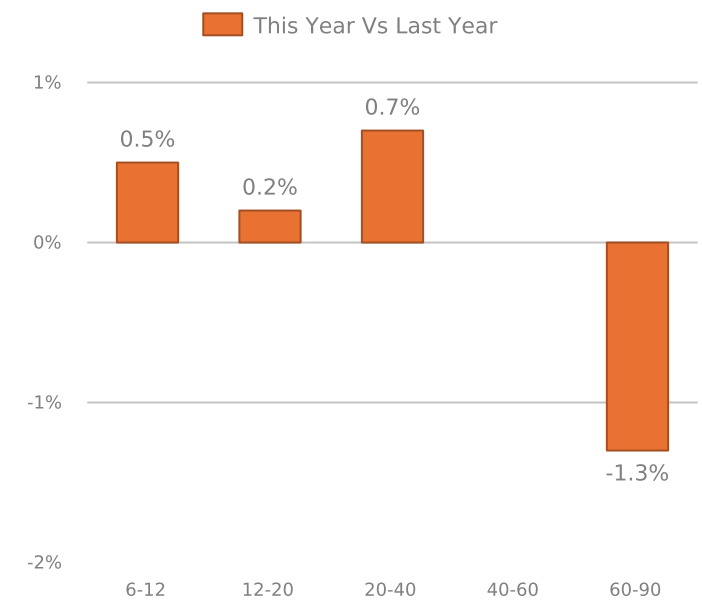


Fig.9 Change in % of visitors by dwell time (minutes)



# 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 75422 in October 2023 to 77730 in October 2024.  
The proportion of visitors residing within 3 miles has fallen from 53.35% (Fig . 12) in September 2024 to 49.44% in October 2024.

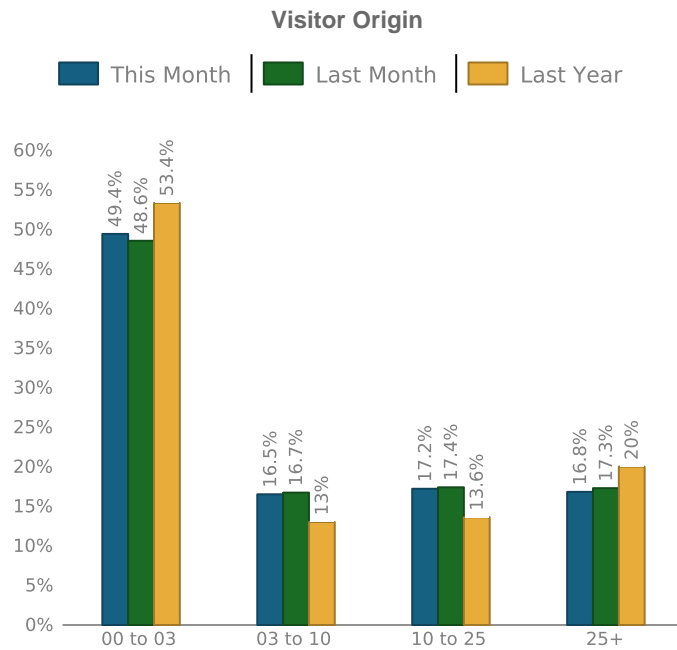


Fig.10 % volume of visitors by origin distance (miles)

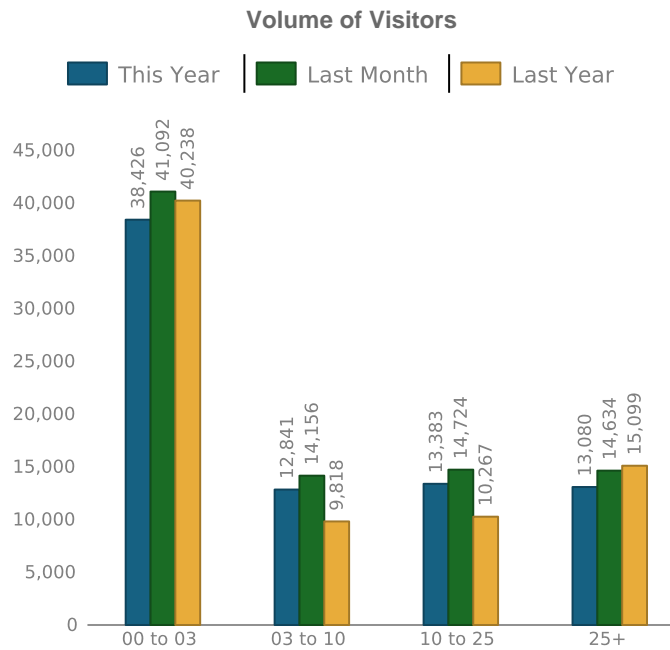


Fig.11 Volume of visitors by origin distance (miles)

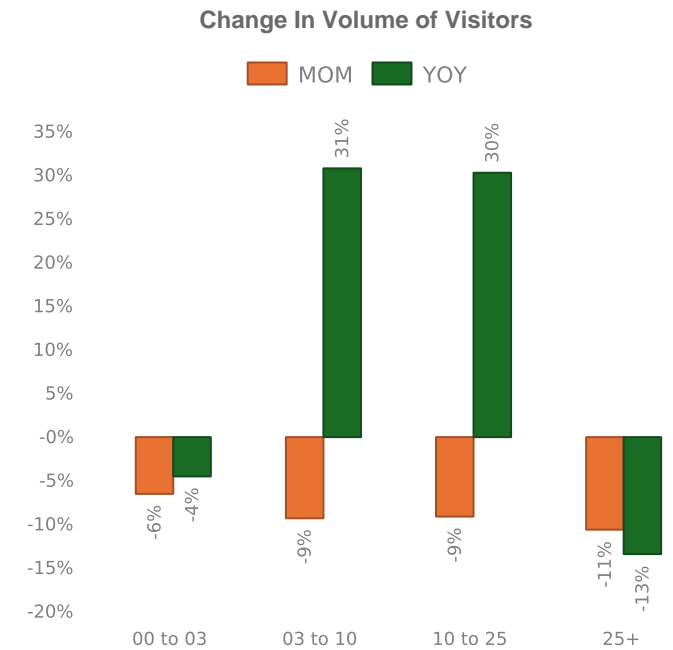


Fig.12 % of visitors by visitor origin distance (miles)

# Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

## Where do visitors with the highest spend potential come from?

DT4 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 4984 in October 2024.

Postcode DT2 (Fig. 14) has the largest number of potential high spend visitors totalling 6866.

Currently 6866 high spend visitors are from this postcode. In October 2024 20% of all visitors to Weymouth were classified as high spend potential, 55% medium and 25% low spend potential.

Postcodes providing largest number of High Spend Visitors

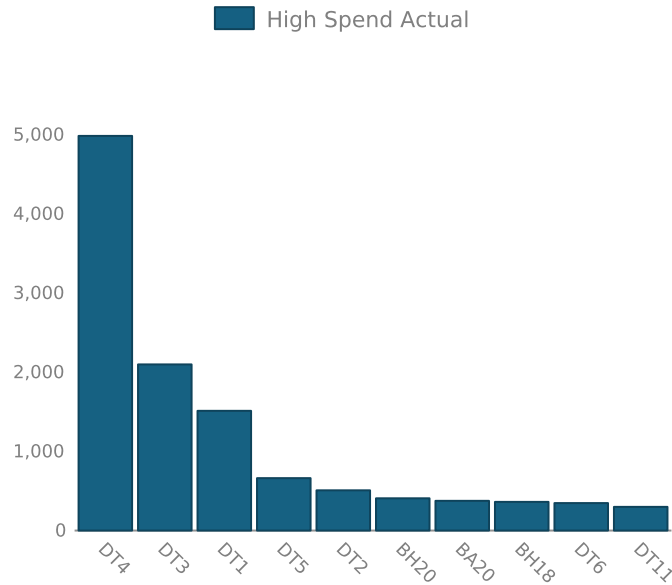


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

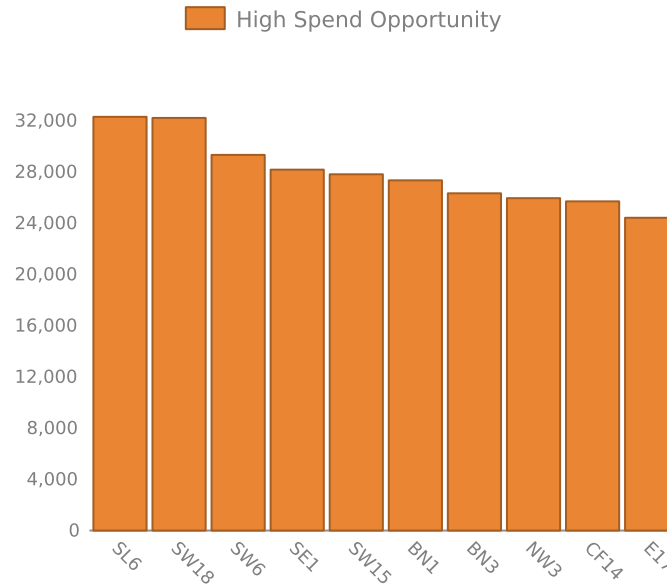


Fig.14 Visitors by postcode district

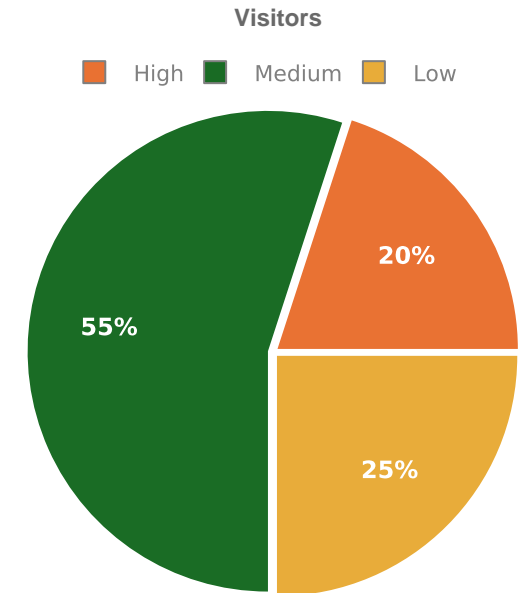


Fig.15 % of visitors by visitor origin distance

# Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

## Summary

The monthly footfall in Weymouth town centre has seen a -16.4% decrease on August 2024, and a -2.4% decrease with respect to September 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 (August 2024) and previous year (September 2023) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

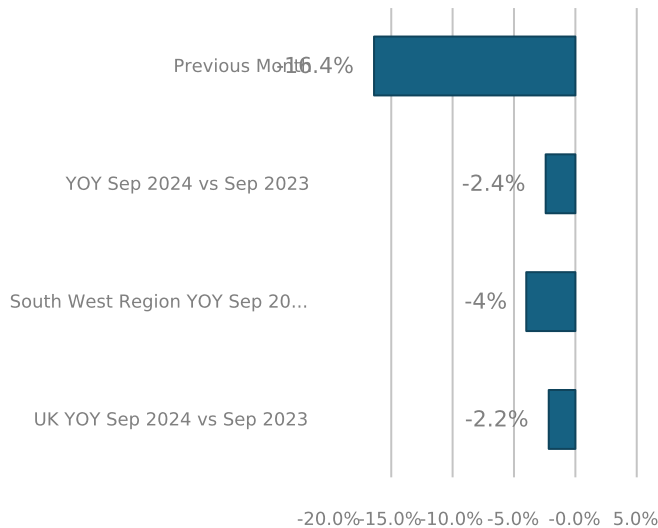


Fig.1 % change in total visits to the town centre

MoM Total Visits

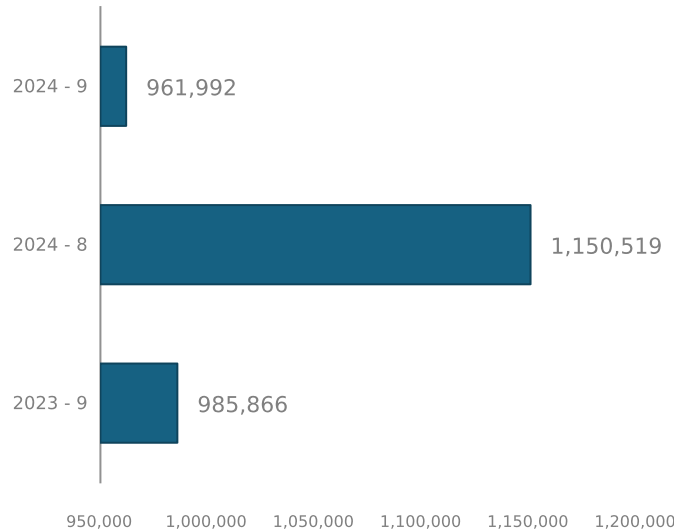


Fig.2 Total visits to the town centre

Daily Visits

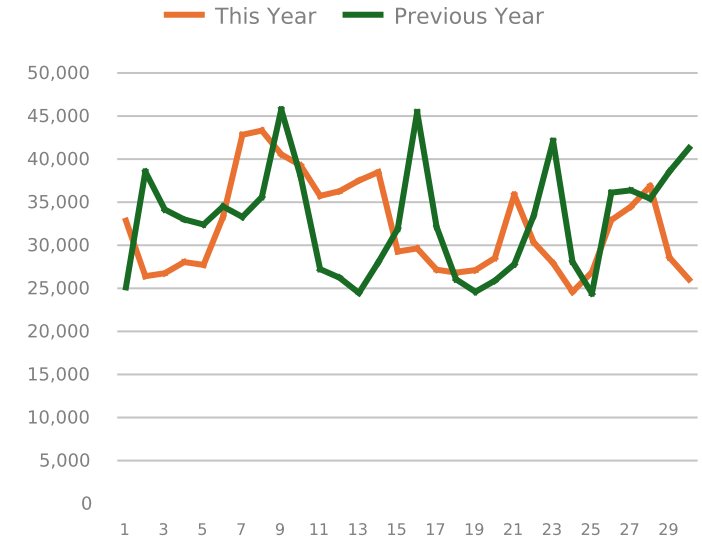


Fig.3 Number of daily visits to the town centre

# 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 446360.847 visits in September 2024 (Fig .4), this was -7.3% lower than September 2023 (Fig. 5) and -16.4% lower than in August 2024. The Esplanade attracts the most visitors with 27.6 % of all street visits. (Fig .6)

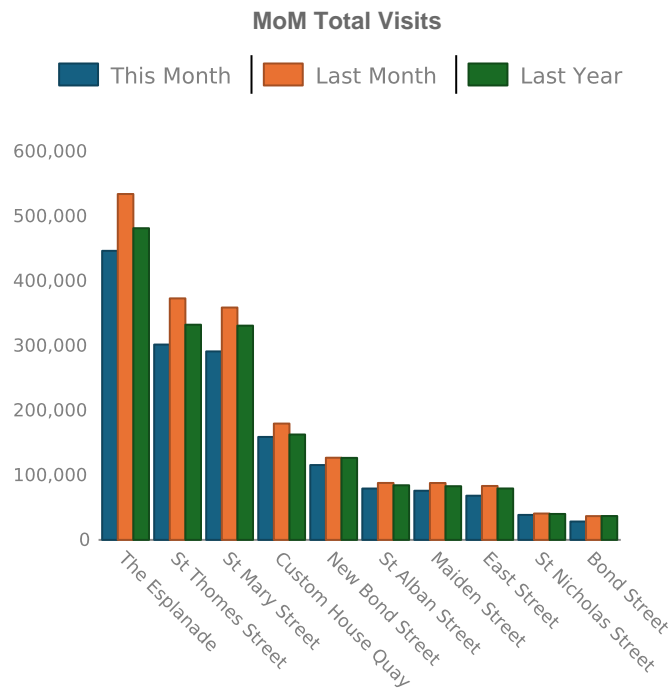


Fig.4 Total visits to street

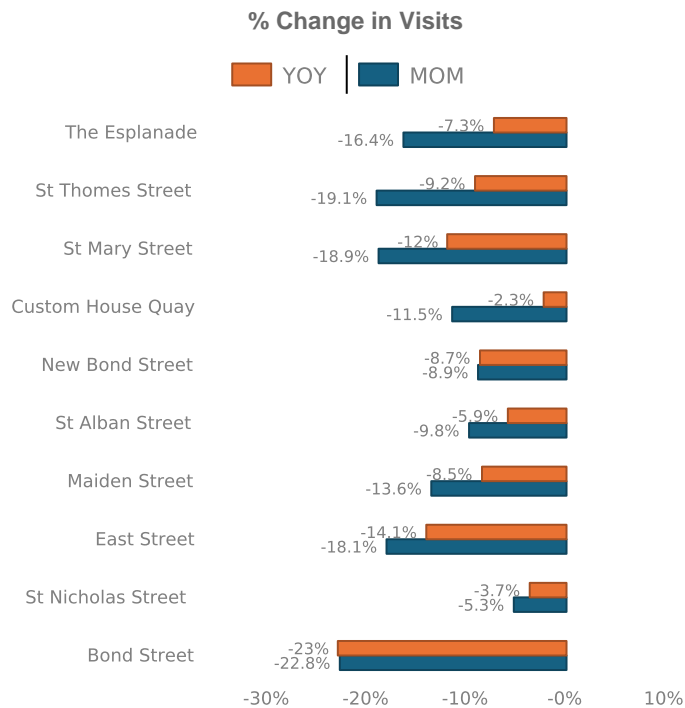


Fig.5 % in visits to street

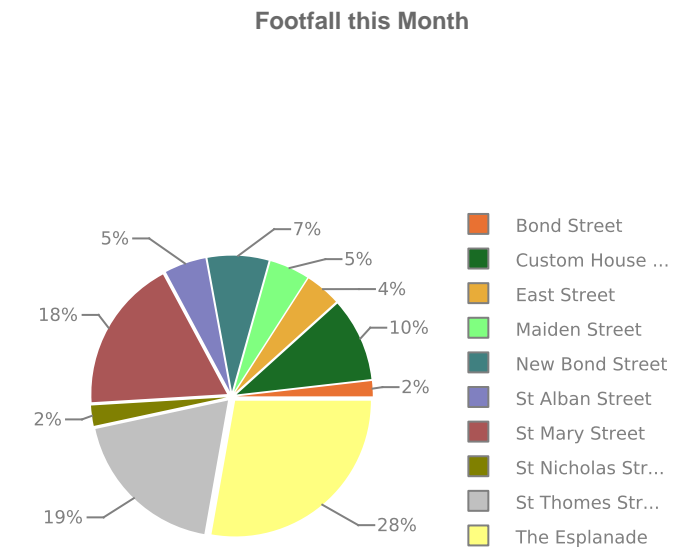


Fig.6 % footfall by street

# 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 September 2024 (Fig. 7) an increase of 18 minutes compared to September 2023. The percentage of visitors by dwell minutes has shown 30.2% of all visitors in September 2024 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 11.5% of all visitors.

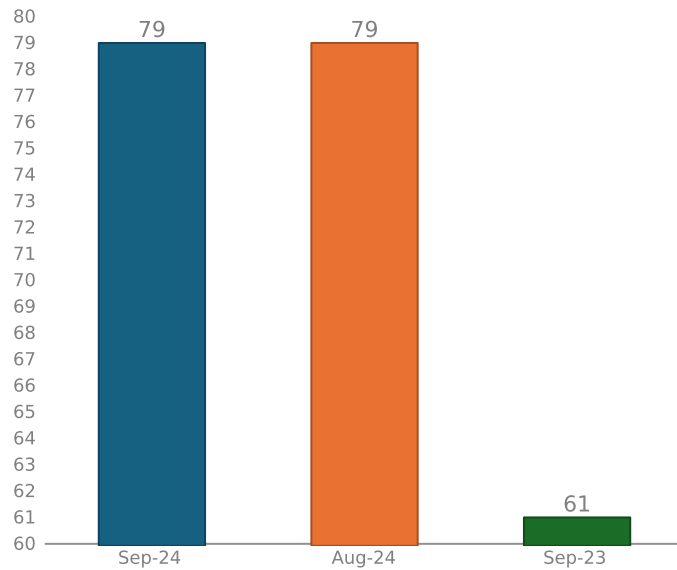


Fig.7 Average dwell time (minutes) in the town centre

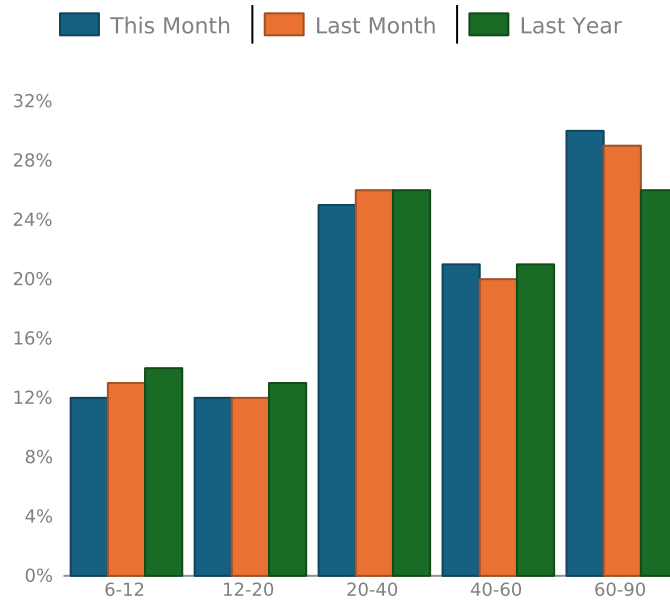


Fig.8 % of visitors by dwell time (minutes)

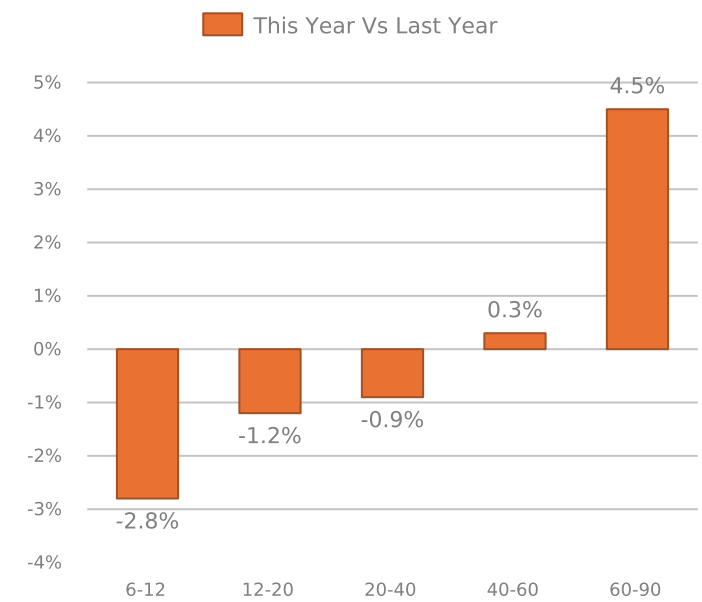


Fig.9 Change in % of visitors by dwell time (minutes)

# 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 decreased from 131477 in September 2023 to 126757 in September 2024.  
The proportion of visitors residing within 3 miles has risen from 41.07% (Fig . 12) in August 2024 to 41.36% in September 2024.

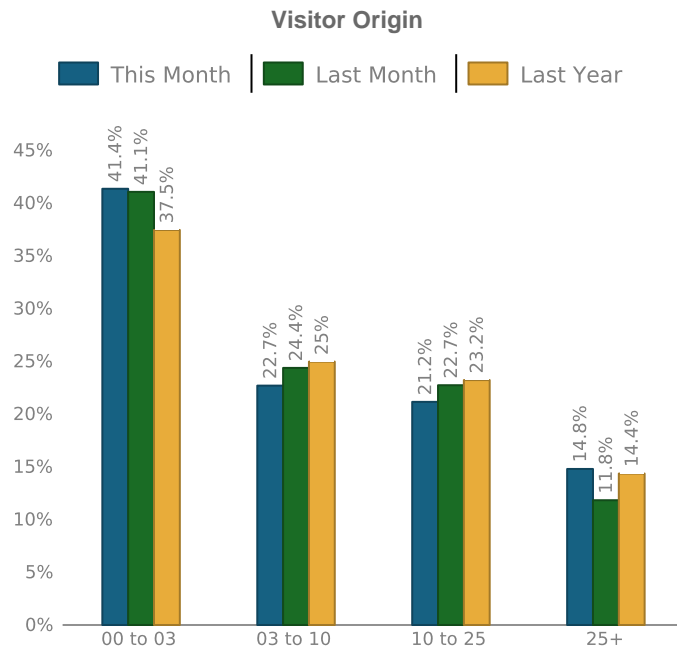


Fig.10 % volume of visitors by origin distance (miles)

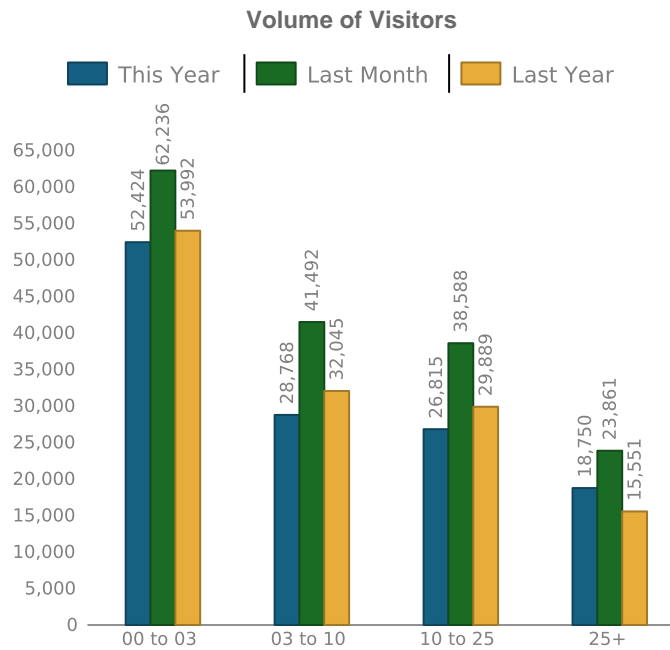


Fig.11 Volume of visitors by origin distance (miles)

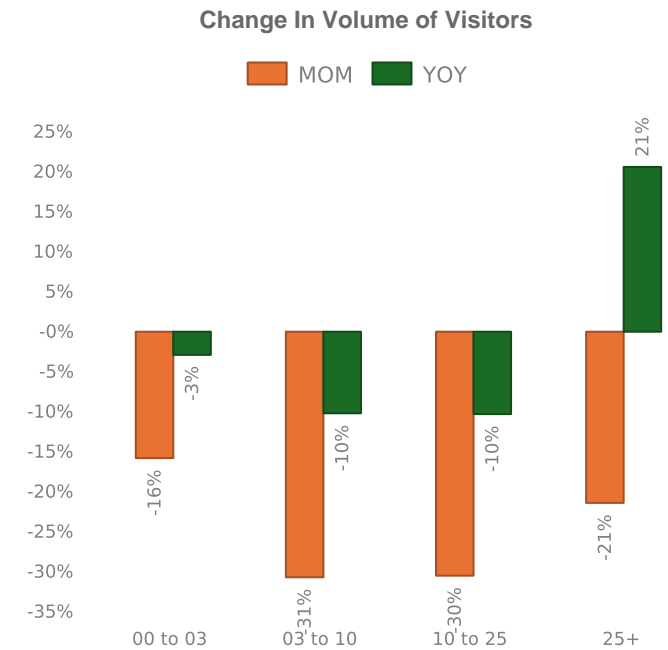


Fig.12 % of visitors by visitor origin distance (miles)

# Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

## Where do visitors with the highest spend potential come from?

DT4 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 4930 in September 2024.

Postcode DT2 (Fig. 14) has the largest number of potential high spend visitors totalling 6250.

Currently 6250 high spend visitors are from this postcode. In September 2024 21% of all visitors to Weymouth were classified as high spend potential, 55% medium and 24% low spend potential.

Spend Opportunity

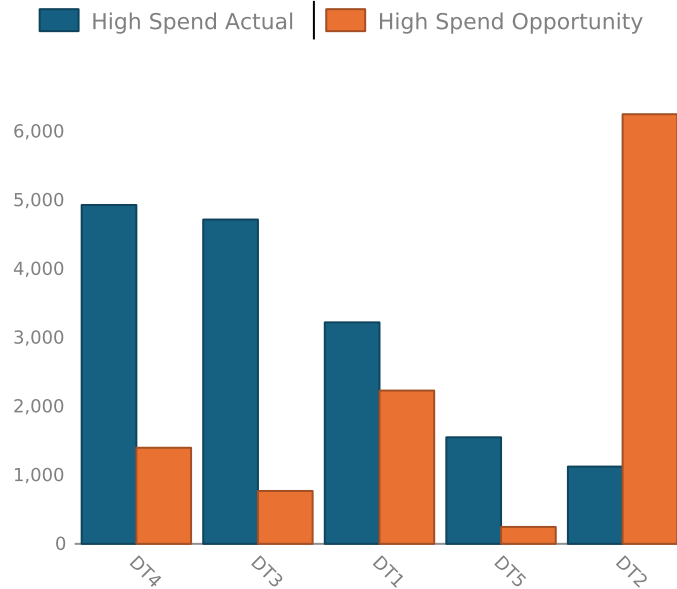


Fig.13 Visitors by postcode district

Spend Actual

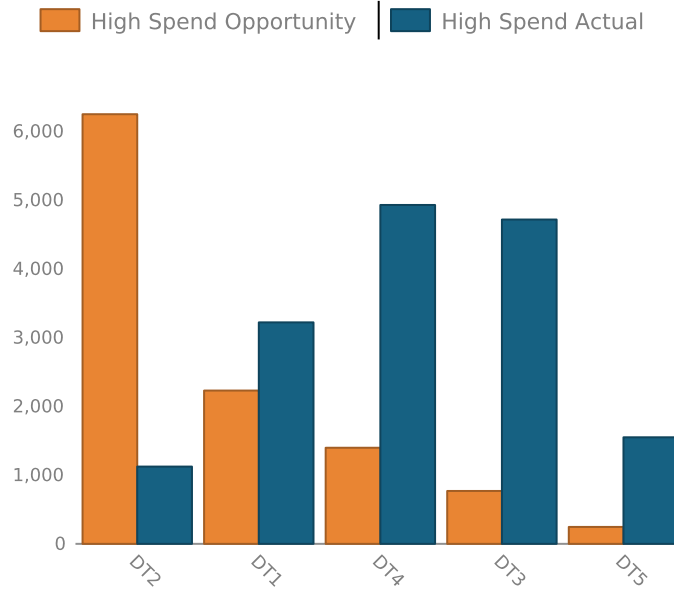


Fig.14 Visitors by postcode district

Visitors

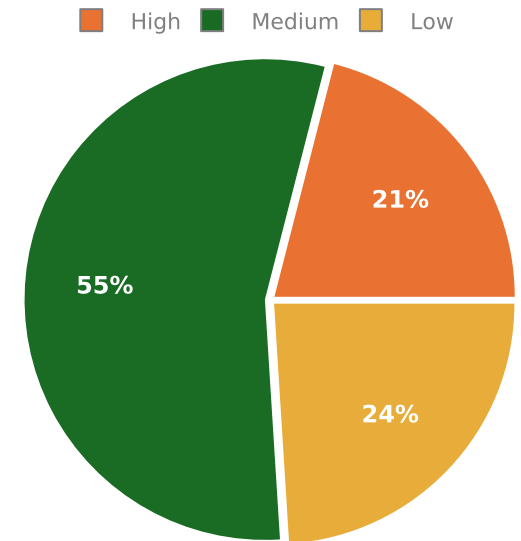
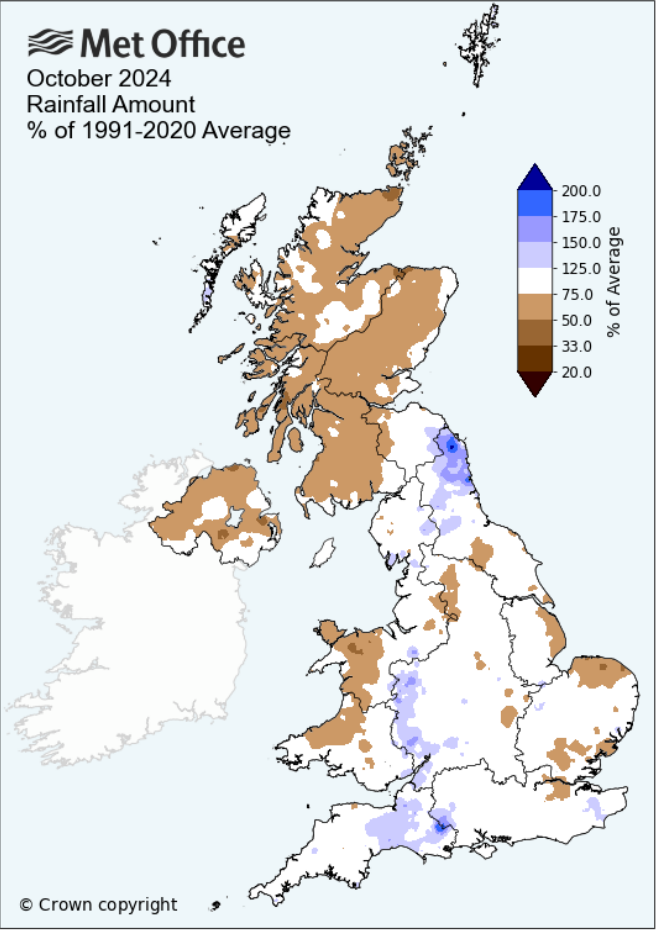


Fig.15 % of visitors by visitor origin distance

## October 2024 Economy Trends







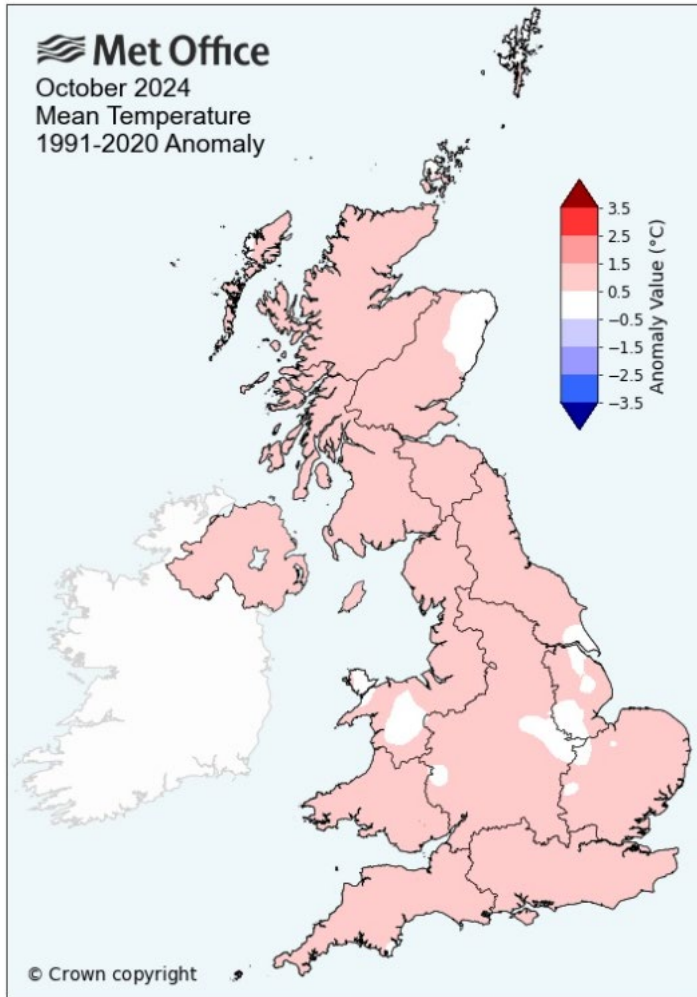
- England saw near-average rainfall at 101%, while other regions (Wales, Scotland, and Northern Ireland) experienced below-average rainfall, with Scotland and Northern Ireland being particularly dry at 72% and 71%, respectively.
- Rankings reflect a moderately dry year for Scotland and Northern Ireland, compared to wetter conditions in England.

	Rainfall mm	30 year average %
UK	103.5	84
England	91.3	101
Wales	126.3	80
Scotland	121.5	72
Northern Ireland	81.2	71

Source: Met Office

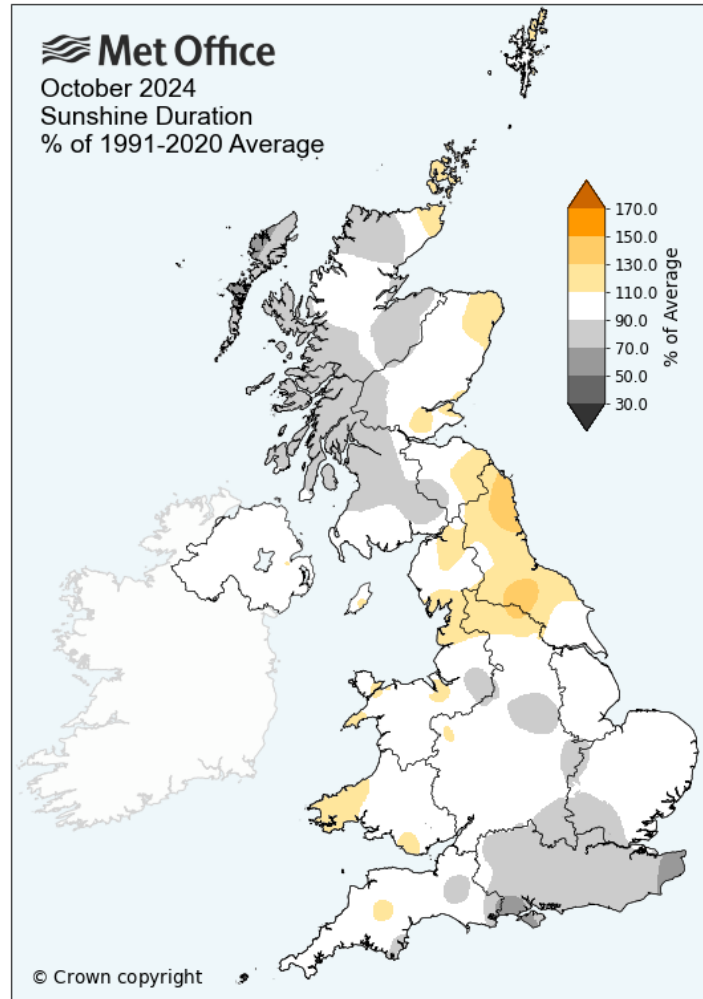
# October 2024

## Weather: Temperature



- October began cooler than usual but warmed after 15 October, resulting in an average temperature of 10.4°C, which is 0.7°C above the 1991-2020 average. All UK nations experienced above-average temperatures, with Wales at 0.6°C above and Northern Ireland at 0.9°C above. No county recorded below-average temperatures.
- Milder nights led to fewer ground frosts, particularly in southern England. October saw below average temperatures for the UK (-0.3 degrees C)

Source: Met Office

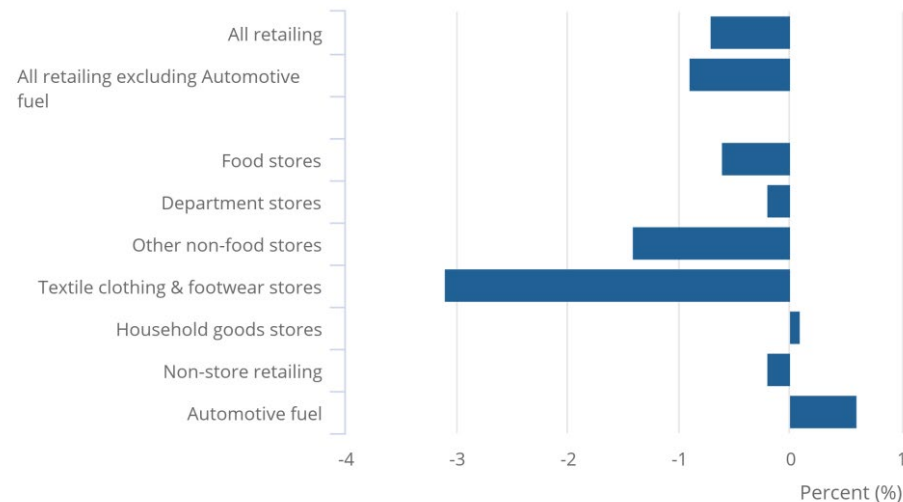


- October sunshine hours varied regionally across the UK. Northern Ireland and Wales recorded average sunshine, while Scotland experienced less sunshine in the west and more in the east compared to average. England had more sunshine in the north than the south. Overall, the UK saw 97% of the average monthly sunshine hours (89.4 hours).

Source: Met Office

Retail sales volumes (quantity bought) are estimated to have **fall by 0.7% in October 2024**.

This followed a revised increase of **0.1% in September 2024**.

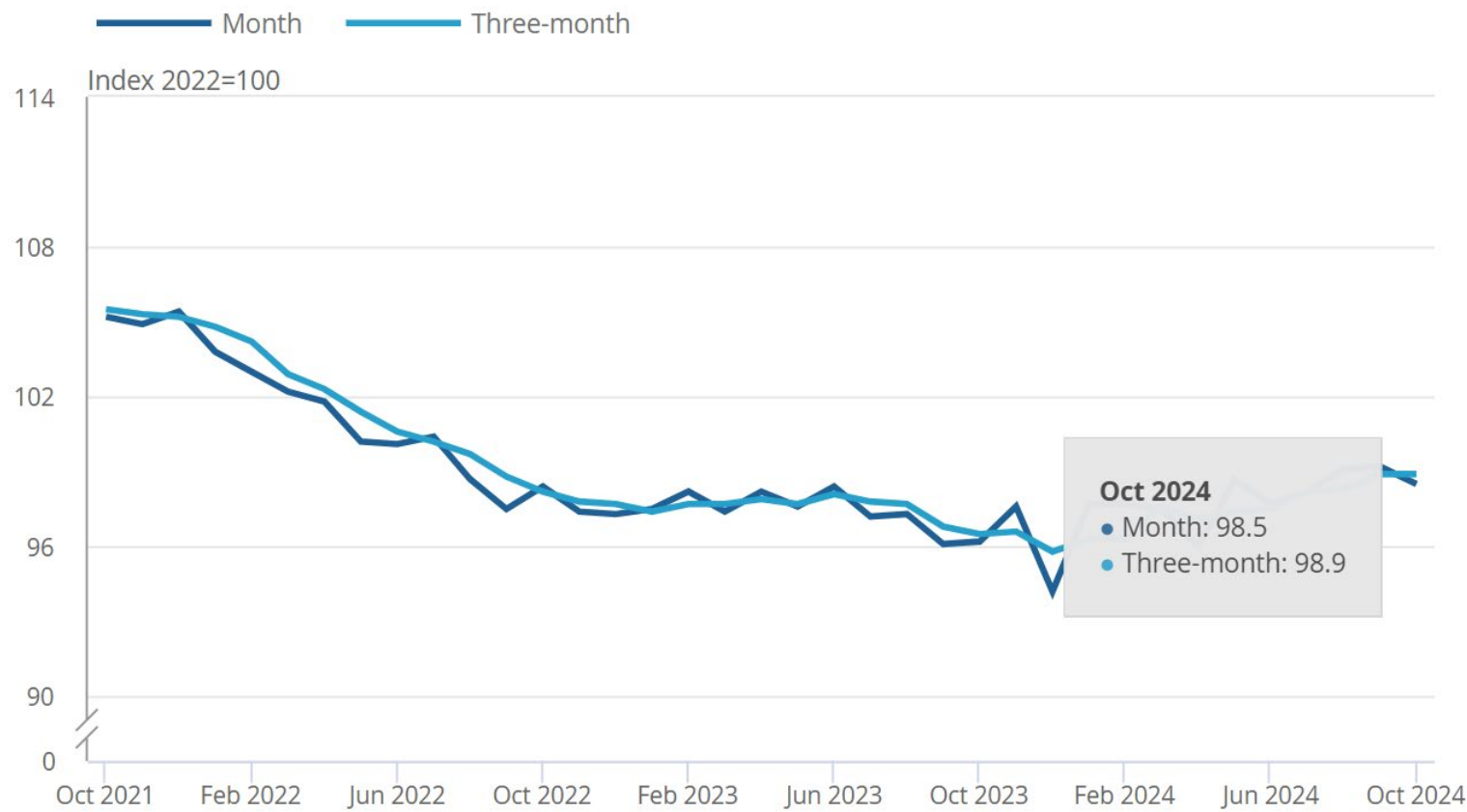


- Non-food store sales volumes dropped by 1.4% in October 2024, reversing a 2.3% rise in September. Retailers attributed the decline to low consumer confidence and uncertainty surrounding the 30 October Budget announcement.
- Clothing stores experienced the largest drop, with sales falling by 3.1%, following previous growth linked to end-of-season sales and favourable weather. Other non-food stores also saw a 1.4% decline after strong growth in September, with the biggest impact coming from other retail sales, including commercial art galleries.

Source: Office for National Statistics

Sales volumes declined in October 2024

October 2024 was indexed 98.5 compared to October 2021 (105.2)

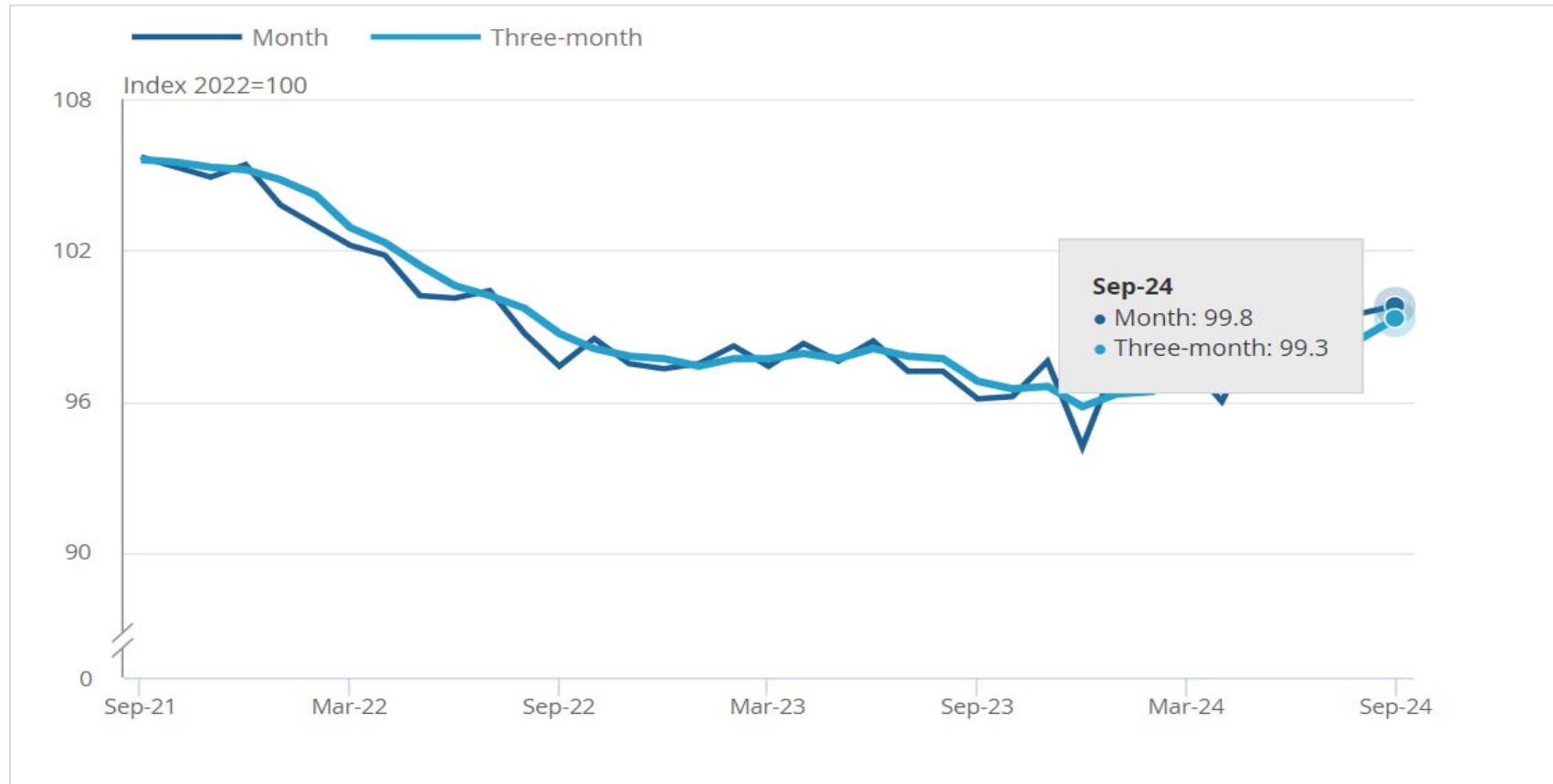


Source: Office for National Statistics



Sales volumes grew again in September 2024

September 2024 was indexed 99.8 compared to September 2021 (105.7)



Source: Office for National Statistics



- Consumer card spending fell 2.2% year on year in October the largest year on year fall since April 2020 (-2.9%)
- Non – essential spending increased 2.1%. The third consecutive month of growth, driven by the Entertainment sector.
- Grocery spending declined -0.4% as food price inflation concerns ease compared to previous months.

	Spend Growth	Transaction Growth			
Overall	0.7%	0.7%			
Essential	-2.20%	-1.40%			
Non Essential	2.10%	2.10%			
Retail	0.70%	0.50%			
Clothing	1.90%	4.10%	Online	Spend Growth 3.20%	Transaction Growth 5.00%
Grocery	-0.40%	-0.80%			
Household	-3.60%	0.60%	Face to Face	-1.40%	-1.00%
General Retailers	5.20%	3.50%			
Specialist Retailers	2.00%	-0.40%			
Hospitality & Leisure	4.50%	1.60%			
Eating & Drinking	-0.30%	-2.20%			
Hotels & Accommodation	3.20%	0.10%			

Source: Barclays



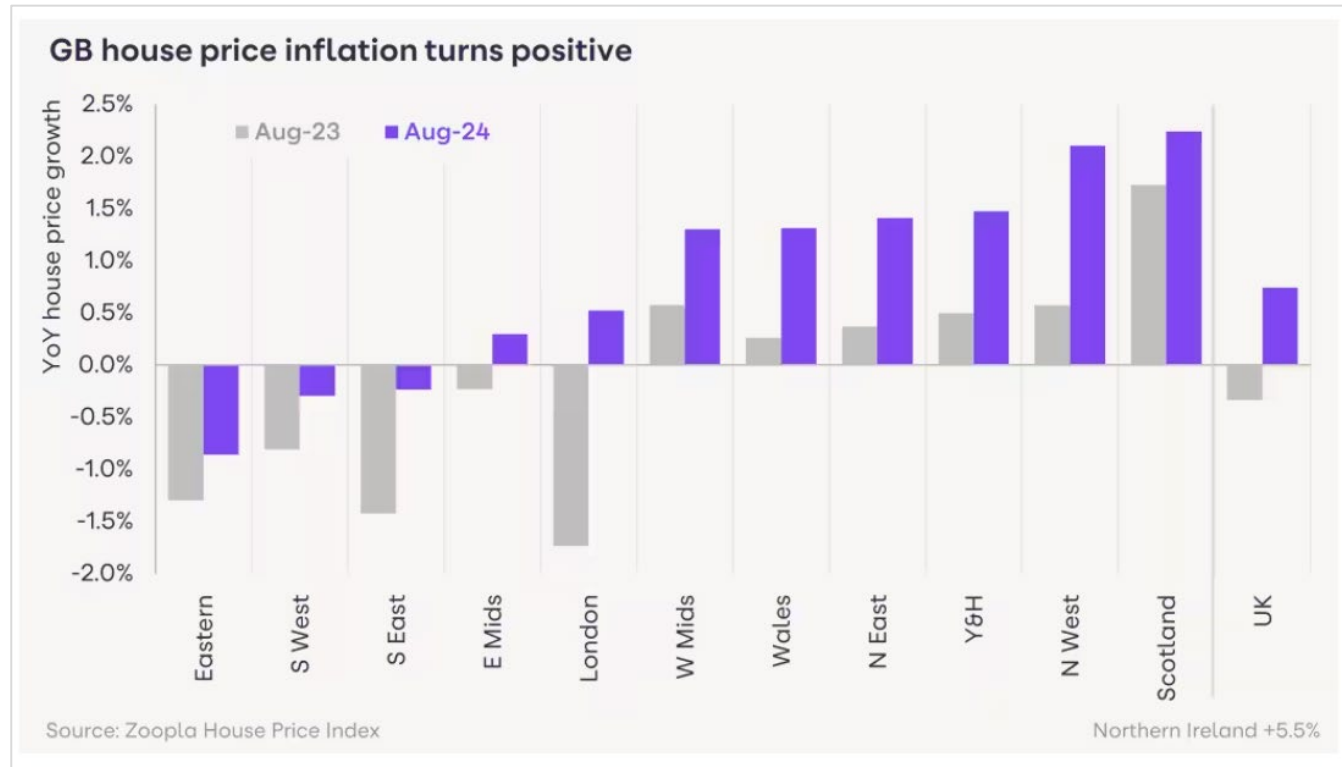
- Consumer card spending grew 1.2% year on year in September after returning to growth in August
- Non – essential spending saw its highest growth this year at +2.7%
- Grocery spending declined -0.8%, DIY decreased -5.0%, Clothing spending increase 4.5% year on year

	Spend Growth	Transaction Growth		Spend Growth	Transaction Growth
Overall	1.20%	0.80%	Online	3.70%	5.10%
Essential	-1.70%	-1.50%			
Non Essential	2.70%	2.30%			
Retail	1.10%	0.50%	Face to		
Clothing	4.50%	6.30%	Face	-0.70%	-0.90%
Grocery	-0.80%	-0.90%			
Household	-1.90%	2.60%			
General Retailers	4.20%	2.20%			
Specialist Retailers	3.40%	0.10%			
Hospitality & Leisure	5.10%	1.70%			
Eating & Drinking	1.00%	-1.70%			
Hotels & Accommodation	2.80%	-0.10%			

Source: Barclays

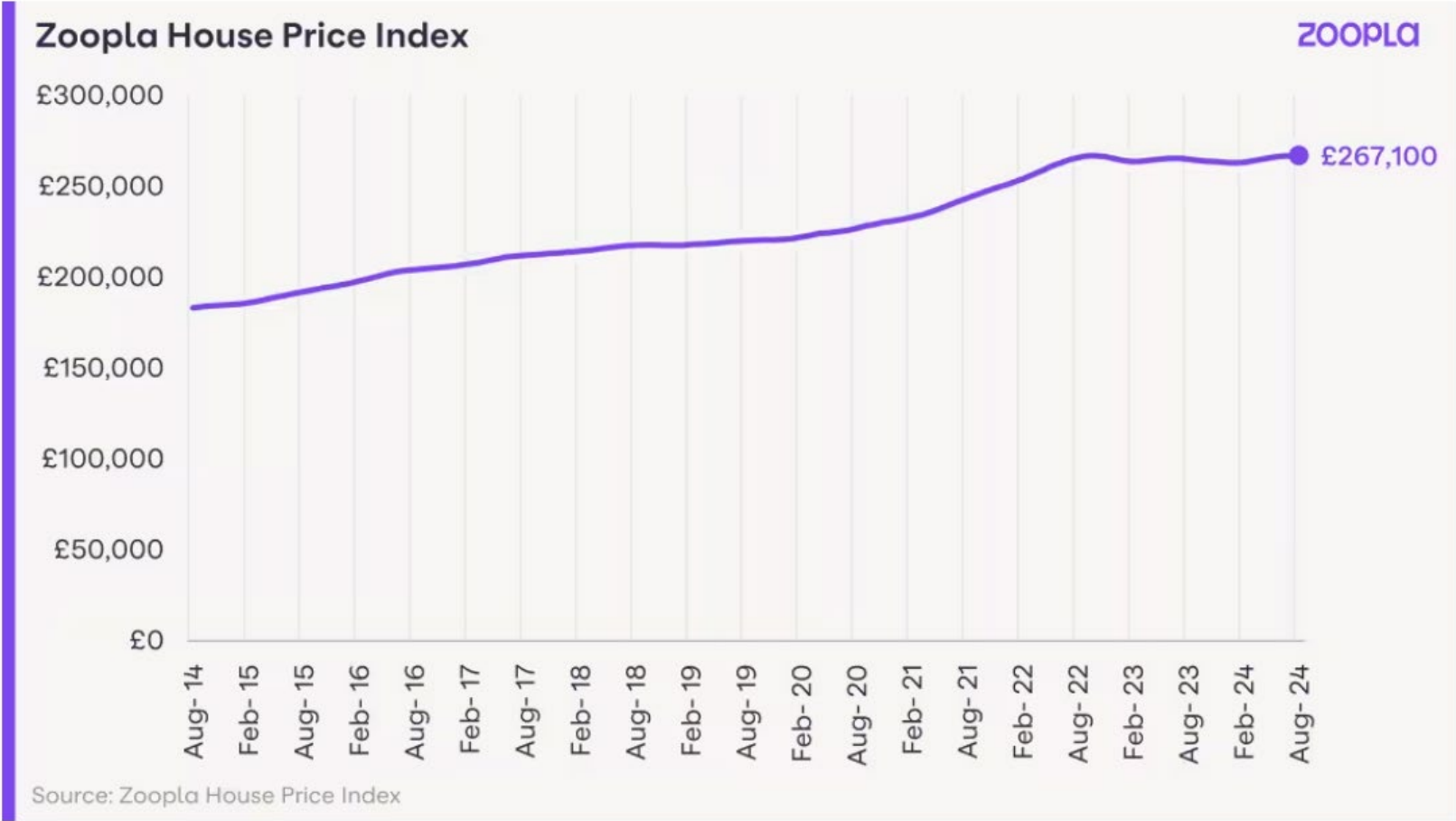






- UK house price inflation rose to +1% in 2024, up from -0.9% a year ago.
- Sales activity reached its highest level since the 2020 boom, with a sales pipeline 30% higher than last year (£113bn).
- High housing supply and affordability pressures are moderating price inflation.
- First-time buyers (FTBs) became the largest buyer group in 2024, accounting for 36% of sales.
- Rising rents, falling mortgage rates, and potential stamp duty changes may affect FTB affordability, with 20% more FTBs in England and Northern Ireland possibly paying the tax.

Source: Zoopla



Source: Zoopla



## Oct-24

No. of incidents attended in Oct	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 Oct	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 £
39	39	27	11	19	257	11	10	22	5	2	£ 1641.85

## 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 £
834	546	499	81	325	3444	135	111	294	82	38	£ 25283.98
											20938.98

