



2024-25 ANNUAL REPORT

Since March 2024, we have concentrated on investing in various projects, promoting the town, and enhancing Weymouth's appearance and economic performance.

Following the last Annual Report, the BID Team has successfully completed numerous initiatives, detailed within this summary.

WE ARE WEYMOUTH

CHAIR YEARLY REPORT



GRAHAM PERRY

The Weymouth BID board is composed of levy-paying local businesses and is dedicated to ensuring Weymouth's prosperity and actively addressing any challenges that arise. We are committed to creating an effective and efficient BID, valuing the input of levy payers, and focusing on delivering a better future for the town. Our decisions are crucial to the success of both the town and our members, and the BID remains a strong representative voice for businesses during times of uncertainty and change.

This year, we tackled significant issues to shape the town, as detailed in this report. Key projects from the previous year, such as the September Dusk 'til Dark event, Christmas activities, the crime reduction partnership, and the BID Ranger, were continued. We also focused on marketing the town to a broader demographic to attract more visitors. During the financial year from April 2024 to March 2025, we enhanced, shaped, and promoted the town, concentrating on the shoulder months. Many of our projects received local and national attention as detailed in the report.

In 2024/25, we delivered on many projects and continued to collaborate closely with our partners, represent the business community, and where appropriate, challenge decisions within the town.

We can only achieve an even better 2025/2026 with your productive engagement and involvement and I encourage any members who wish to engage constructively with the BID to contact any of the operational team or board members.

My Story:

My wife and I both grew up in Weymouth and have strong family ties here. After university and a few years in London, we lived in Bermuda, the Isle of Man and Torquay before returning to Weymouth in 2014. What all these places have in common, of course, is that they are important tourist destinations next to the sea. My wife now runs a small gift shop on the South Harbourside while I spend most of my time pursuing my passion for local history.

Having been a firm critic of the BID during its first term, I joined the steering group for BID2 in 2018 and helped set its current direction which, as last years vote proved, has been much more popular among levy-payers. I left the board later that year to pursue my heritage interests but was very pleased to rejoin what was by then a much stronger board in 2020.

I was delighted to be elected as chair in July 2024 when Chris Truscott stood down after four very successful years in the position. I want to thank Chris for his time as chair and for continuing to serve as a director of the board. I would also like to recognise the efforts of all our board members, who devote a considerable amount of unremunerated time with the sole focus of making a positive difference to the area in which we all operate. Additionally, I welcome three new Board Directors to the team: Cllr Howard Atkinson on behalf of Weymouth Town Council, Paul Mooney owner of Cove Gallery on South Harbourside and David Hiscutt manager of 3 Londis shops in the area including Westham Road. I look forward to working with the new Board and hope that any members who wish to drive positive change for our town will volunteer, whether as directors or as a sounding board, to ensure we are truly representative of the BID demographic and deliver a long-term strategy for the town.

My biggest thanks goes out to Dawn, Kelly & Anita who make all the things the board decide upon happen

Graham Perry

Chair of The Board

MARKETING WEYMOUTH

215M
reach

2024
2025

During the **2024-2025** financial year we ran three campaigns: We Are The Best and We are Eventful, as well as launched the 2025 campaign **#WeybackWhen**



We Are The Best generated a combined reach of over **143 million** through a mix of online, broadcast and print PR. We also generated over 230 separate articles with an advertising equivalent of over £3 million

Key news features promoted Weymouth, its events and businesses, including national coverage of Pirates, Volleyball, Dusk 'til Dark, and Christmas events. Features were in the i-newspaper, The Daily Mirror, Great British Food Magazine, OK! Magazine, Hello magazine, The Sun, The Times, The Telegraph and Independent, plus coverage on the BBC, ITV and YouTube.

We loved Sarah Baxter's round up of "The perfect British seaside town? It needs these 15 ingredients" in The Daily Telegraph where Weymouth was featured. The National Geographic Traveller article that featured local businesses and a 2 page spread was also a truly positive piece for Weymouth and the surrounding area with the 'Dino-run' receiving 42 pieces of press coverage Reach: 29,178,631 plus national coverage on the BBC and CBBC channels.

The Christmas Window competition gained local attention with nearly 300 people voting and coverage in all local media. Footfall counters for September show that 37,000 were in the town during the Dusk 'til Dark event which gained Weymouth national coverage.

We Are Eventful was a campaign driving visitors to Weymouth, highlighting our programme of events during the shoulder months and including Christmas. We were featured in 105 articles and promoted it online generating interest in staying with our accommodation providers and encouraging stays and visits throughout the year using the hashtag **#WeAreEventful**. Alongside FEAST 24, Pirates, Elves and the newly launched 'Zombie week' event we reached over **44 million** during the period with an advertising equivalent of almost £1M.

The We Are Weymouth brand has provided the base for a strong digital offer, through our social media channels and our We Are Weymouth website. Working in partnership with 'Love Weymouth' and 'Visit Weymouth/Dorset', as well as Resort marketing our digital reach has grown significantly to 162,350 followers with over **28 million** reach in this year; a fantastic tool to promote Weymouth.

To date the Reel Video for 'Chase The Dinosaur' published in January has had 410,000 views. Additionally it received 1,100 positive comments, 2,000 likes and was shared 786 times.

We have listed over 420 gigs and events on our websites this year and continue to promote local businesses in our 'What's On' and 'Things To Do' guides to both locals and visitors to the town.

2025 saw the commencement of our **#WeyBackWhen** campaign, with a great response already during January and February launching the BIG weekends as part of our **#WeyBackWhen** year focusing on memories from the 40's to the 90's.

IMPROVING WEYMOUTH

2024
2025



Our Improve focus aims to deliver higher standards for Weymouth, tackling long-standing issues that impact people's experience of the town and ensure a brighter, safer and more welcoming town for those who live, work and visit here.

We've listened to businesses concerns around **crime and antisocial** behaviour and are working more closely with Police, CSAS and the councils by attending weekly debriefs to ensure Crime reduction is solution focussed. We work closely with Pubwatch as well as retailers to ensure communication channels are up to date through constant use and monitoring of the DISC reporting platform. This has enabled a more robust, and GDPR compliant system, ensuring banning orders and known offenders are profiled. Due to the success of the NTE Pubwatch scheme, BID set up the Day Time Economy (DTE) meeting in July 2024 and have held 7 meetings to date with over 40 participants, ensuring a tighter network across the radios. BID instigated the Mystery Shoplifter scheme which is now running 3 times a year to ensure we all remain vigilant.

The **BID Ranger** service has now been operational for over a year with local contractor UDL, and during 2024-2025 they have attended 662 incidents of which 391 related to shoplifting, returned over £18K worth of goods to local retailers leading to 100 arrests/detentions and 496 Verbal warnings. The message is clear 'We will not tolerate crime', and recent statistics show a 20% reduction in shoplifting due to these initiatives, ensuring our persistent offenders go 'elsewhere'.

In October we engaged with the general public to utilise **recycled plastic** commissioning Weymouth college to create an art piece for installation in the train station in February 2025.

Alongside the 'Chase The Dinosaur' event we launched our first permanent **AR trail** as well as a permanent mystery and puzzle trail one in Bowleaze and one along the Esplanade. the AI dinosaur trail has been the most popular with 5236 participants and over 20M footsteps taken. Over 30 businesses are on the trails and have seen 6774 visitors during 24-25. The New Fossil trail for 2025 and the Easter Egg trail will increase this to 49 businesses and we look forward to their popularity too.

During 2024 we installed 220 hanging baskets to decorate the town, and whilst we are not delivering this scheme again we are excited about the new place-making initiatives for 2025-2028. New groups have been set up to include representatives from each area of the town to discuss and propose new **place-making initiatives**, developing a permanent placemaking installation that will beautify our town year-round.

SHAPING WEYMOUTH

2024
2025

To ensure the security of the future of Weymouth as a vibrant coastal town it is important that the BID provides a strong, unified voice to champion your interests.

As your BID, we directly represent your interests and lobby for the changes you want to see.



This year we have sought your opinions and communicated on matters such as:

- Pathways to Prosperity
- Parking charges
- The Bibby Stockholm
- The Incinerator
- The Neighbourhood Plan,
- Cruise ships passenger information
- Markets
- Brown signs
- The Seafront Masterplan
- The Flood and Coastal Erosion Plan
- Towns of Culture
- Economic Surveys



We can make a difference and be the conduit between the business community, Weymouth Town Council and Dorset Council to ensure that projects are managed in line with baseline agreements, and ensure that we play a proactive part in any consultation process. We address your concerns and opinions to provide a powerful influence on decision makers to ensure that you are heard and action is taken, wherever possible.

We will continue to ask your opinions on the things that matter to you via our newsletter, Facebook and through the AGM.

It is vitally important that you take a moment to undertake our **Economic Survey**. Please complete the questionnaire here:



FINANCE AND GOVERNANCE



- We attend regular meetings with other BIDs and collaboratively lobby government and share best practice.
- We promised to be transparent; all financial reports, tendering opportunities, meeting agendas and minutes are available on our website.
- We have worked to obtain feedback and suggestions from businesses via in-person meetings, events, newsletters and surveys.



Due to government restructuring on rates, our projected income (based on billing) has seen a reduction of £38K per year compared to the BID 3 business plan. Therefore, we ask you to attend the AGM and undertake surveys to share your views in order that we determine your priorities in the coming years to ensure we use resources wisely to deliver projects which benefit the majority, and the town as a whole.



April 24 - Mar 25

Income

Levy Income £316,332

Expenditure

Improve Projects	£76,631
Marketing & Events	£65,057
Advertising & PR	£49,056
Staff Costs	£62,612
General Office & Admin	£58,441

****Balance for year £4,535**

**The figures have been prepared based on management books and records. The full accounts as at 31st March 2025 will be made available online at www.weymouthbid.co.uk once they have been independently examined and approved.

THE NEXT 12 MONTHS

Driving visitors and locals to Weymouth to enhance the economy during autumn and winter months through events, trails, competitions and media promotion.

- A year-long campaign entitled #WeyBackWhen
- Continuing with 'Big Themed Weekends' - 40/50s 60/70's 80's/90's
- Installing 3 permanent AR trails throughout the town
- Delivering an extension of the fossil trail and 'Dino-Run' in 2026
- Installing Placemaking initiatives across the town- led by area coordinators
- Continuing FEAST 25 /26 Nov & Jan
- Promoting all sectors of businesses through the window display competition and #BusinessofTheWeek Initiatives
- Delivering and marketing events, partnering with other organisations to run events such as: Zombies, Dinosaurs, Dusk 'til Dark, Elf and more
- Putting Weymouth on the map as a destination for year-round events, and providing a legacy for the town for years to come.
- Ensuring a high-profile Ranger service to help reduce the impact of crime and anti-social behaviour on businesses,
- Developing the Business Crime Reduction Partnership within Pubwatch, DTE retail meetings, Hotel and Tourism groups.
- Championing the views of businesses with local and national government to ensure that consideration is given to the impact of decisions for the town and business community.
- Ensuring a BID presence at meetings regarding the regeneration, development and strategy for the town.
- Promoting gigs, events and businesses through digital channels and journalist visits.



AGM - 23 June 25

Our primary focus is to represent you, delivering a robust strategy and being unafraid to deliver bold initiatives to ensure that we maximize opportunities throughout the town.

If you want to be involved in town wide initiatives such as: Trails, PR opportunities, placemaking, campaigns, events and more, please take a moment to register to receive the newsletter and follow us on social media

www.weareweymouth.co.uk/newsletter-sign-up/

How we communicate with you

The Annual report

The AGM (June 23rd)

Facebook: We Are Weymouth Business

Newsletters via Email

P.R Newswire via Email

DISC alerts via the app

Blogs on the Weymouth BID website



THE BOARD

The role of the Board is simple - to listen to the wide range of views from members, influence and make decisions which will benefit the many and not the few and this is a principle that we will uphold.

Graham Perry	Chair	The Bridge Fair Trade Shop
Jonathan Oldroyd	Vice Chair	Gloucester House


Board Directors


Tamsin Mutton Mcknight	Weymouth SEALIFE Park
Chris Truscott	McDonalds
Lynne Fisher	St John's Guesthouse
Jye Dixey	The William Henry Pub
Josephine Parker	The EBIKE Cafe @DeHeers
CLlr Howard Atkinson	Weymouth Town Council
Hayley Moore	The Flamingo Room
Paul Mooney	Cove Gallery
Dave Hiscutt	Londis, Westham Road

OPERATIONS TEAM


Dawn Rondeau-Irvine (CEO) Kelly Davies & Anita Darling (Operations Assistants)

 01305 779410

 www.weymouthBID.co.uk www.weareweymouth.co.uk

 info@weareweymouth.co.uk

 1, Hope street, Pilgrim House, Weymouth. DT4 8TU

 @WeAreWeymouthBusiness @WeAreWeymouthUK

