



## Board Meeting Agenda

**Date:** 30<sup>th</sup> April 2025

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

**Location:** Pilgrim house

<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>	
<b>4</b>	<b>Observers</b>	
<b>5</b>	<b>Matters Arising from Previous Minutes</b>	11:10
<b>6</b>	<b>Governance &amp; Finance</b> <ul style="list-style-type: none"> <li>a. Levy update</li> <li>b. Updates and budgets</li> <li>c. AGM</li> </ul>	11:15
<b>7</b>	<b>Funding applications</b> Please read the application to assist in questions and discussions prior to decisions. <ul style="list-style-type: none"> <li>a. Pirates 11:45</li> <li>b. Discussion and voting 12:00-12:15</li> </ul>	11:45
<b>8</b>	<b>Updates – MARKETING</b> including all reports	12:15
<b>9</b>	<b>Updates – IMPROVE</b>	12:25
<b>10</b>	<b>Updates – SHAPE</b>	12:35
	<b>AOB</b> Including questions on additional documents in board pack, King Street potential moving and St Nic's Gallery proposal	13:45
	<b>Dates of next meetings to diarize.</b> <ul style="list-style-type: none"> <li>1. May 21<sup>st</sup> online 11-1pm</li> <li>2. <b>AGM</b> June 23<sup>rd</sup> 6-8pm at The Three Chimneys</li> <li>3. June 25<sup>th</sup> Online 11-1pm</li> <li>4. July 23<sup>rd</sup> in person 11-1pm</li> <li>5. August no meeting</li> </ul>	

# BID Board Meeting

**Date:** 26<sup>th</sup> March 2025  
**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  
Cllr Howard Atkinson (CHA), Weymouth Town Council  
Paul Mooney (PM), Cove Gallery  
Chris Truscott (CT), McDonalds  
Dave Hiscutt (DH), Londis

**In Attendance:** Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth

## WELCOME

GP welcomed everyone to the meeting.

## APOLOGIES FOR ABSENCE

Hayley Moore (HM), The Flamingo Room.  
Cllr Rob Hughes (CRH) Dorset Council  
Josephine Parker (JP), EBike@Deheers  
Helen Heanes, (HH) Dorset Council

## DECLARATIONS OF INTEREST

No declarations of interest were made.

## MATTERS ARISING FROM PREVIOUS MINUTES

The minutes were agreed as an accurate reflection of the previous board meeting.

## GOVERNANCE

### (a) Levy Update

GP indicated that the Levy income for the new financial year is just over £300k with 95% collection we anticipate just under £300K income. The drop is due to the old council building being knocked down with car parks not bringing the same level of revenue and some businesses undertaking re-rating There has been little movement on collection of outstanding debt.

## FINANCE REPORT

### (a) Updates & Budgets

GP informed board of the reports in the board pack with the projected spend allocated within the documents. GP encouraged the board to agree the budget, in order that DR could proceed with operational delivery. GP highlighted the key spend areas for separate vote including: the allocation of £15,000 for street decorations, BID Ranger £38K and DISC £4K, Christmas budget £25K, with Place informatics removed from the budget but remaining on the list for further discussion in July pending renewal of contract in Sept/Oct

GP stated that whilst consensus had been gained regarding the allocation of £15,000 for street decorations, the budget needed to be voted on and approved tasking the improve subcommittee to agree schemes and spend within zones. Further clarity to be brought back to board meetings. The board voted unanimously in favour of this motion.

GP extolled the success of the BID Ranger and DISC and the favourable response from the DTE retail crime group, and it was put to the board to continue with both, the board voted, and was unanimously in favour of keeping BID Ranger and DISC.

GP requested the board agree the Christmas budget, DR at the request of the board had made £5K cuts on the budget form 23 and suggested the board agree the budget to a ceiling of £25k, with the view to bring it in lower, if possible, by working in partnership with WTC and Lions and tasking the marketing subcommittee to agree actual spend. This was voted on and unanimously agreed by the board.

GP said DR has been working hard on the budget, finding funding from alternative sources and reallocating spend. GP said the budget has a £10k contingency, which is for unexpected costs. DR asked the board if they had any further questions before he put forward the motion to approve the entire 24-25 spend

DR asked for a special request for £2.5K for the Last Bus scheme as outlined in the reports. DR reported that WTC has agreed to give us £2k for the hanging basket pots and suggested allocating this and a further £500 towards this to be able to support the scheme. DR shared the progress she had made on the scheme. CT suggested the board approve supporting it conditional upon other parties investing. Board voted unanimously supporting this motion.

GP put the whole budget to vote, and it was voted in unanimously by the board.

## **FUNDING APPLICATIONS**

- a) Punch & Judy – Board fully discussed the application and feel they do not want to lose the attraction but feel it needs to be more commercial. GP suggested £500 a year for the next 2 years (£1000). Board voted unanimous for this.
- b) Volleyball - DR introduced Jake Sheaf (JF) from UKGBT and asked the board for any questions. JS was asked how they will proceed this year. JF advised that they are in the transition period of taking this on from the local Volleyball club, but their desire is to make it bigger. Board expressed concerns about not receiving marketing relative to the amount that had been sponsored. JD asked what the ambition was, JF replied with their ambition is to make it bigger and better; by using the space around, live streaming and looking at bringing the international event to Weymouth too, as the infrastructure is the same as the Grand Slam. JD suggested that the event should be expanded to add further events. DR asked about purchasing the grandstand, this had been investigated but wasn't viable now, but cost saving measures had been looked at with covered trailer, stands working out cheaper due to the reduced manpower. JF left the meeting. Board discussed and feel £4K is acceptable on the condition that we have headline sponsorship high profile on all marketing materials, across the town and beyond with a view to progressing conversations about how Weymouth becomes part of the World Series expanding the event on associated weekends. Board voted unanimously to support the volleyball to a value of £4K.

- c) Wessex Folk Festival – DR welcomed Tess Reid (TR) and Peter Munz (PMz) to the meeting. DR asked the board for questions. GP asked if there was any thought on having dancers around the town and Tess and Peter thought it would be a good idea and would try to make it happen, the thought of making it bigger like Sidmouth is more commercial. CHA asked if funding has been applied for and it has, awaiting answer late April. CT asked how they are going to manage this year with the cut in funding and have they thought about changing the date, this was discussed but was not agreed due to other Folk Festival's taking place. PM advised there is a small Ship due in on the Sunday and could they PR it to the port. PM also asked what would happen to Folk Festival and would it not be a good idea in charging to see the big names to offset the costs. WFF feel that Weymouth does not lend itself to a charging event and will have to go ahead this year as bands are already booked but would have to scale down to cover the short fall. DR thanked WFF for attending the meeting. Board discussed the application, and it was suggested to give them £1500 contingent on them moving dancers to outside the range. Whilst working with us to see if they can make it commercially viable for 2026, on the understanding that we won't be supporting them next year. Board put it to a vote with 6 yes, 2 no and 1 abstention. Subject to conditions.
- d) Museum – DR welcomed Diane Day (DD) and Robert Chadzoy (RC). DR asked the board if they had any questions for the Museum Trust. CHA asked about the entry fee as it is very small, RC advised that it will be a limited space and limited artifacts, so they feel the amount is relative. GP asked if they knew where the museum would be located? RC replied that they are looking at several properties, one being the old Post Office. PM asked if they could explain the budget and little bit about how they would progress if the amount sponsored was smaller. DD replied with that they have a £5K private donor subject to additional funding and there is a Weymouth town council application which is under consideration for £5K as well as running fund raiser events. DD also said they didn't need the money all upfront and provided there was funds available they could continue to fund raise raising the deficit during the year, with BID's help. DR thanked them for joining the board. Board discussed the application and proposed £2K the board voted 8 in favour with 1 abstention.

## **AOB**

The Board discussed the echo negative reports, DR to send out another newsletter advising businesses not to comment to the echo because of the negative impact on trade both now and in the summer months. DR to arrange to talk to DC, WTC and Police and work as a team to keep the truth at the forefront and provide positive new stories to counter their efforts.

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

April 30<sup>th</sup> month in person 11 - 1pm

May 21<sup>st</sup> online 11 – 1pm

AGM June 23<sup>rd</sup> 6 – 8 pm in person venue tbc

June 25<sup>th</sup> – Online 11 – 1pm

July in person 11 – 1pm

August – no meeting

# Profit and Loss

WE ARE WEYMOUTH LIMITED

For the year ended 31 March 2025

2025

## Turnover

BID Levy Income 2020-21	17,277.00
BID Levy Income 2021-22	6,032.10
BID Levy Income 2022-23	3,038.61
BID Levy Income 2023-24	57,218.50
BID Levy Income 2024-25	245,494.09
Hanging Baskets Purchased	3,200.00
<b>Total Turnover</b>	<b>332,260.30</b>

## Cost of Sales

Artwey 2024	1,000.00
Augmented Reality Trails 24-25	1,609.05
BID Ranger Apr24-Mar25	32,176.50
Christmas 2024	27,813.83
Christmas Trees	2,030.00
Crime Reporting 24-25 - DISC	3,279.77
Dino / Fossil Install Project 24-25	4,480.00
Dino Race Event Feb25	397.03
Dino week event (plus racing)	3,948.08
Dusk Til Dark Sep23	20,000.00
Dust Til Dark Sept 24	16.20
Grant Funded Expenses Positive PR Campaign	44,300.07
Hanging Baskets Summer 2024	20,000.00
Levy Payer Engagement AGM	222.15
Loving Weymouth & Portland	18,000.00
Maps 24-25	553.00
Other Small Events	341.03
Outsourced Marketing Campaign	32,080.00
Paving Slabs 24-25	2,850.00
Pirates Oct2024	3,023.28
Place Informatics - Visitor Data	3,900.00
Visit Dorset	3,450.00
Volleyball Summer 2024	1,977.46
W&P Heritage Website Hosting	144.00
Weymouth Flyer	1,056.25
WFF - Wessex Folk Festival 2024	3,528.22
Windows	158.31
Zombie Experience Halloween Oct24	1,918.27
<b>Total Cost of Sales</b>	<b>234,252.50</b>

## Gross Profit

98,007.80

## Administrative Costs

2025

Accountancy - Annual Independent Inspection	(82.00)
Advertising and PR	1,173.86
AGM Costs	367.97
Amazon Unidentified Expenses	721.47
Bank Charges	118.46
Board / Meeting Costs	134.15
Cleaning	495.96
Electric - Street Stand	829.55
Insurance	1,226.13
IT Equipment and chairs	2,682.95
IT Software and Consumables	8,320.70
Levy Collection costs	9,177.00
Motor Vehicle Expenses	136.62
Networking and Conferences	80.00
Outsourced Bookkeeping	4,800.00
Pensions Costs	860.94
Postage Costs - Royal Mail Exempt	6.50
Printing & Stationery	426.10
Refreshments	12.24
Rent	8,458.11
Repairs & Maintenance	57.96
Staff NIC (Employers)	429.83
Subscriptions	1,091.05
Sundry Expenses	296.99
Telephone & Internet	2,464.61
Wages and Salaries	66,509.16
WAW - Website	1,476.00
<b>Total Administrative Costs</b>	<b>112,272.31</b>
<b>Operating Profit</b>	<b>(14,264.51)</b>
<b>Other Income</b>	
Culture and Community Grant Income	11,000.00
Grant Income - Positive PR campaign	50,000.00
<b>Total Other Income</b>	<b>61,000.00</b>
<b>Profit on Ordinary Activities Before Taxation</b>	<b>46,735.49</b>
<b>Profit after Taxation</b>	<b>46,735.49</b>

# Marketing subcommittee meeting held on April 10, 2025:

## Meeting Overview

**Date:** April 10, 2025

**Time:** 10:30 AM

**Participants:** Dawn Rondeau, Pippa Gibb, Lynne Fisher, Andy Cooke, Tamsin Mutton-Mcknight

## Key Points Discussed

### Financial Year Updates

- **Projects Supported:**
  - **Punch and Judy:** Nominal support for the next two years.
  - **Wessex Folk Festival:** Financial support for this year, the last year of support.
  - **Volleyball:** Continued support.
  - **Museum:** Financial support for the pop-up museum in the town for the next year.

### Upcoming Events

- **60s and 70s Weekend:** Scheduled for the bank holiday weekend (May 2-4). Various activities planned at local venues.
- **Zombie Week:** Proposed to run from October 27 to 31, culminating in a parade on Halloween.
- **Christmas Events:** Discussion on managing the Christmas light switch-on and world record attempt for the largest gathering of elves.

### Press and Public Relations

- **Museum:** Support for the pop-up museum while it relocates to Hope Square.
- **Punch and Judy:** Emphasizing heritage and inclusion in the "WeyBackWhen" campaign.
- **Wessex Folk Festival:** Information from last year to be used for press releases.
- **Volleyball:** Highlighting the potential for a larger event next year.

### Challenges and Solutions

- **Funding Issues:** Due to government restructuring of business rates, the budget is less than expected this has affected sponsorship of events and reduced budget for Christmas.
- **Event Management:** Concerns about managing the Christmas events effectively, considering the liability and logistics. Committee agreed to focus on light switch on, leave Steampunk to MOSS, nativity to churches and reinvent Santa weekend.

## Strategic Decisions

- **Tender Process:** Proposal to put the Christmas event management out to tender to ensure quality and value for money.
- **Marketing Contracts:** Discussion on the future of contracts with Andy and Pippa, considering cost savings and fresh approaches.

## Action Items

- **Christmas Event Tender:** Dawn to prepare and send out the tender for event management.
- **Marketing Contracts:** Schedule discussions with Andy and Pippa to review their contracts and explore new strategies.
- **Press Releases:** Pippa to draft press releases for supported projects and upcoming events.

## Next Meeting

- **Date:** May 8, 2025
- **Agenda:** Review of marketing contracts and further planning for upcoming events.

This summary captures the main conclusions and decisions made during the meeting.



# in the bag

**Monthly Report**  
**March 2025**



# in the bag

MONTHLY REPORT  
We Are Weymouth (BID) | March 2025

## Coverage

Date	Publication		Reach	AVE	Notes
01.03.25	i (The paper for today)	Print	144,223	12546.64	Fossil Trail
01.03.25	<a href="https://inews.co.uk">inews.co.uk</a>	<a href="https://inews.co.uk/inews-lifestyle/spring-days-out-uk-3559576">https://inews.co.uk/inews-lifestyle/spring-days-out-uk-3559576</a>	327,555	6649.37	Fossil Trail
01.03.25	MSN UK (Web)	<a href="https://www.msn.com/en-gb/travel/tripideas/25-of-the-best-spring-days-out-across-the-uk-for-2025/ar-AA1A1MNB">https://www.msn.com/en-gb/travel/tripideas/25-of-the-best-spring-days-out-across-the-uk-for-2025/ar-AA1A1MNB</a>	21,713,485	440783.75	Fossil Trail
03.03.25	Daily Express	<a href="https://www.express.co.uk/news/uk/2021648/britains-first-ever-seaside-resort-best-beach-uk">https://www.express.co.uk/news/uk/2021648/britains-first-ever-seaside-resort-best-beach-uk</a>			Pitching
05.03.25	Ladies What Travel	<a href="https://www.ladieswhattravel.com/top-uk-spring-destinations/">https://www.ladieswhattravel.com/top-uk-spring-destinations/</a>			WeyBackWhen
10.03.25	Dorset Echo	Print	10,196	1098.77	Towns of Culture
10.03.25	Dorset Echo (Online)	<a href="https://www.dorsetecho.co.uk/news/24987664.large-towns-culture-grants-available-creatives/">https://www.dorsetecho.co.uk/news/24987664.large-towns-culture-grants-available-creatives/</a>	62,972	754.22	Towns of Culture
11.03.25	Dorset Echo	Print	10,196	197.22	WeyBackWhen
15.03.25	Dorset Echo (Online)	<a href="https://www.dorsetecho.co.uk/news/24992585.weymouth-residents-defend-town-daily-mail-article/">https://www.dorsetecho.co.uk/news/24992585.weymouth-residents-defend-town-daily-mail-article/</a>	62,972	1278.33	Dawn Comment
15.03.25	Dorset Echo	Print	10196	3268.14	Dawn Comment
15.03.25	Great British Life	<a href="https://www.greatbritishlife.co.uk/magazines/dorset/25001955.large-towns-culture-grants-available-creatives/">https://www.greatbritishlife.co.uk/magazines/dorset/25001955.large-towns-culture-grants-available-creatives/</a>	11894	152.11	Towns of Culture
15.03.25	Yahoo! News	<a href="https://uk.news.yahoo.com/weymouth-fights-back-residents-defend-000100373.html?guccounter=1&amp;guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnNvbS8&amp;guce_referrer_sig=AQAAAE5rYLzUOQNjmhEjiwZ3FPS57wy_tPBskTjtSNtGJrf3Uu6W_g-Hr">https://uk.news.yahoo.com/weymouth-fights-back-residents-defend-000100373.html?guccounter=1&amp;guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnNvbS8&amp;guce_referrer_sig=AQAAAE5rYLzUOQNjmhEjiwZ3FPS57wy_tPBskTjtSNtGJrf3Uu6W_g-Hr</a>	207,823	4218.81	Dawn Comment

# in the bag

## MONTHLY REPORT We Are Weymouth (BID) | March 2025

		<a href="#">CMCs-YRABJ5v6mSza9F4RzkcjdqAz07dvoapldPT4xylTNGYGdtQOGcsdhAknEHMiB_qiKZ0CNyNgkLK1DYh1VwKL0waxqX-mq62lcPZZWjH-qpyNSygyZ</a>			
17.03.25	Yahoo ! (UK)	<a href="https://uk.news.yahoo.com/woman-knocked-over-injured-electric-004900672.html">https://uk.news.yahoo.com/woman-knocked-over-injured-electric-004900672.html</a>	207,823	4218.81	BID Ranger mention
17.03.25	<a href="#">Dorsetecho.co.uk</a>	<a href="https://www.dorsetecho.co.uk/news/24979545.woman-knocked-beryl-bike-weymouth-promenade/">https://www.dorsetecho.co.uk/news/24979545.woman-knocked-beryl-bike-weymouth-promenade/</a>	62,972	1239.98	BID Ranger mention
17.03.25	Dorset Echo	Print	10,196	1098.77	BID Ranger mention
22.03.25	Dorset Echo	<a href="https://www.dorsetecho.co.uk/news/25025323.dorset-police-authorities-set-summer-policing-plans/">https://www.dorsetecho.co.uk/news/25025323.dorset-police-authorities-set-summer-policing-plans/</a>	62,972	1278.33	Dawn Comment
22.03.25	Dorset Echo	Print	10,196	3324.48	Dawn Comment
24.03.25	Dorset Echo	Print	10,196	1155.12	Dawn Comment
26.03.25	Bauer Media	Newsletter			Press Trip
26.03.25	Dorset Echo	<a href="https://www.dorsetecho.co.uk/news/25030196.businesses-b-b-owners-weymouth-share-thoughts-asb/">https://www.dorsetecho.co.uk/news/25030196.businesses-b-b-owners-weymouth-share-thoughts-asb/</a>	62,972	1098.77	BID Ranger mention
28.03.25	The Sun	<a href="https://www.thesun.co.uk/travel/34114711/popular-english-beach-best-new-ride-summer/">https://www.thesun.co.uk/travel/34114711/popular-english-beach-best-new-ride-summer/</a>	7,021,000	£188,000.00	Press Trip
30.03.25	<a href="#">Dorsetecho.co.uk</a>	<a href="https://www.dorsetecho.co.uk/news/25023841.memories-remembering-fun-sea-weymouth-beach/">https://www.dorsetecho.co.uk/news/25023841.memories-remembering-fun-sea-weymouth-beach/</a>	62,972	626.38	WeyBackWhen
30.03.25	<a href="#">Bournemouthecho.co.uk</a>	<a href="https://www.bournemouthecho.co.uk/news/25048800.memories-remembering-fun-sea-weymouth-beach/">https://www.bournemouthecho.co.uk/news/25048800.memories-remembering-fun-sea-weymouth-beach/</a>	113,746	1131.43	WeyBackWhen

Total reach for March: 30,186,557

Total Advertising Value Equivalent for March: £674,119.43

23 pieces of coverage across online, print, digital and broadcast

# in the bag

MONTHLY REPORT  
**We Are Weymouth (BID) | March 2025**

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Coverage saved here:

<https://www.dropbox.com/scl/fo/l4d6pegkndok4z6dxfrm1/AOlz0GRX8bgU1MAR6z1NSM?rlk=ey=h4tdfsqhlx94wpz8uq9dh0yv&st=c3uqqlh2&dl=0>

## *We Are Weymouth Marketing Strategy*

- Liaised with Dorset Echo to arrange time to meet with Hollie Carr
  - Also arranged phone interviews for quotes on town centre issues
  - The Works
  - Shops in town
- Liaised with Chloe Boden at the Dorset Echo to follow up on article regarding seasonal businesses in Weymouth
- Shared photography with Visit Dorset regarding fossil trails and new page on website
- Advice on how to respond to negative coverage of the town and providing comment to local newspapers
- Liaised with ITN to arrange filming in Weymouth around NI hike - suggested businesses to talk to and lined up The Nook
  - Went with Three Chimneys in the end
- Approached Penn Castle Estate to offer some accommodation to activate for Dusk Till Dark - sent to Dom
- Liaised with Real World Services to get hourly rate for Dusk Till Dark - sent to Dom
- Liaised with Coast With The Most to arrange for We Are Weymouth tourism maps to be sent to Marsham Court Hotel to take to national travel show
  - Discussed how to set up FAM trips to the area for holiday agencies
  - Spoke with printers and Jane to chase delivery
- Re-drafted egg trail press release and circulated to key local media contacts
  - Added to websites
- Pitched Weymouth into Selling Travel to share information on hotels easily accessible from London
- Pitched press visit to Weymouth into Samantha Priestly in May
- Pitched The Nook into the guardian - looking for mixologists

## *Wey Back When*

- Approved ad copy for Resort Magazine - liaised with Laura to confirm sign off on editorial with Dawn
- Pitched Wey Back When press visit into freelancer that works for The Daily Telegraph

# in the bag

## MONTHLY REPORT

### We Are Weymouth (BID) | March 2025

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- “I visited the seaside town that started it all – and found a family-friendly time capsule with a twist” or “The original no-fly holiday – how one king’s sea dip changed everything”
- Liaised with the Coach Tours Association to have Weymouth featured on travel pages <https://www.coachtoursuk.com/vey-back-when/>
- Liaised with Ladies What Do Travel to have Wey Back When campaign featured
- Liaised with freelancer Ruby Deevo to arrange Weymouth press visit (potentially staying on Portland but will visit town as part of trip)
- Pitched Weymouth Hotel Rooms into The Sun for feature on seaside hotel - shared on social to ask levy payers for info
- Pitched Weymouth into 72 Films for new TV show on Great Britain - awaiting more information
- Pitched Weymouth hotels and guest houses into That’s Life for feature on budget hotels in the south west
- Pitched Weymouth activities into the Daily Telegraph for feature on UK adventurous activities
- Pitched Weymouth into TOPJAW for visit for filming
  - On the radar but Dorset not on the list yet
- Pitched Wey Back When into the guardian for upcoming lifestyle feature
  - Looking for more of a hook
- Liaised with COSMOPOLITAN to arrange a press visit to Weymouth - putting itinerary together for June
- Liaised with Bristol Live to arrange press visit to Weymouth
  - Trying to find accommodation - asked Waterside but no reply
- Pitched Wey Back When into Mieka Smiles at Reach plc

#### *Social Media*

- Outreach across social media for Wey Back When campaign - saving images and asking for consent to use
- ‘Business of the Week’ content creation - scheduled in for April
- TOC25 content creation - scheduled in for April
- #WeyBackWhen content creation - schedule in for April

#### *Advertising*

- Liaised with Essex Life magazines to discuss advertising opportunities

# in the bag

MONTHLY REPORT

**We Are Weymouth (BID) | March 2025**

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## *AOB*

- Liaised with Melanie regarding invoices
- Marketing subcommittee call
- Activate Dusk Til Dark call
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Uploaded press releases to both websites
- Shared coverage with key businesses
- March PR Newswire
- Submitted events to Visit Dorset website
- Liaised with Dawn to get Knitoholics information for feature in Happiful magazine and yarn-bombing South Harbourside

## *Upcoming activity*

Wey Back When

Easter push

Era Weekends

## **LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. March 2025**

### **KEY SOCIAL MEDIA STATS FEBRUARY 2025 ( FACEBOOK & INSTAGRAM)**

Facebook Page Followers:- 86,200 (85,364)

Monthly total Social Media visits to profile page:- 14,300 (12,200)

Daily visits to Facebook profile page : 461 (435)

Cumulative Facebook post reach: 1,580,000(1,314,525)

Total content views: 2,600,000 (2,700,000)

Facebook video/reel views: 232,000 (70,100)

Instagram Followers : 17,485 (17,420)

Instagram total post reach: 47,800 (75,500)

Instagram video views: 23,500 (8,500)

Total Social Media Reach: 1,627,800 (1,390,000)

Facebook Account Reach : 565,000 (579,000)

Instagram Account Reach: 14,100 (20,100)

Value of Social Media post reach based on average boosted post cost of £6.00 CPM

£9,762,00 (£8,340.00)

### **WE'RE LOVING WEYMOUTH AND PORTLAND FACEBOOK GROUP MARCH STATS**

Members: (36,400)

Total Month Posts: 304 (225)

Reactions (comments and likes): 39,000 (29,000)

Total Month Content Views: 790,599

## **THREADS MARCH 2025**

Threads followers continue to grow slowly with subscribers up by 20 to 3,419 by month end. Whilst a far better platform than X results are not particularly significant and postings to the account were limited in favour of other channels

## **TIKTOK MARCH 2025**

Our account is growing slowly from 1460 followers at end Feb to 1,535 at end March. Weymouth and Portland PR project content is being shared on this channel the most popular content of Weymouth beach has been viewed over 185,000 times.

## **WEBSITE STATS MARCH 2025**

Recorded user sessions: 5,700 (6,801)

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 MARCH 2025**

Youtube Subscribers – 1,140 (1,135)

Youtube Video Views – 928 (935)

Youtube Minutes Viewed – 1,302 (1,560)

## **OTHER ACTIVITY MARCH 2025**

1. As events have expired we've maintained the content of the events listings throughout the month with a total of 210 listed events listed at month end
2. Events listing embedded in [weareweymouth.co.uk](http://weareweymouth.co.uk)
3. WAW press releases were published on the Love Weymouth website during the month and posted to our socials
4. All new We Are Weymouth upcoming Facebook events co-hosted on Loving Weymouth and Portland and added to website events lists



5. Promotional posts run for Portland Weymouth Towns of Culture
6. Towns of Culture news releases published to Love Weymouth Website
7. Promotional posts run on Facebook for Feast participants

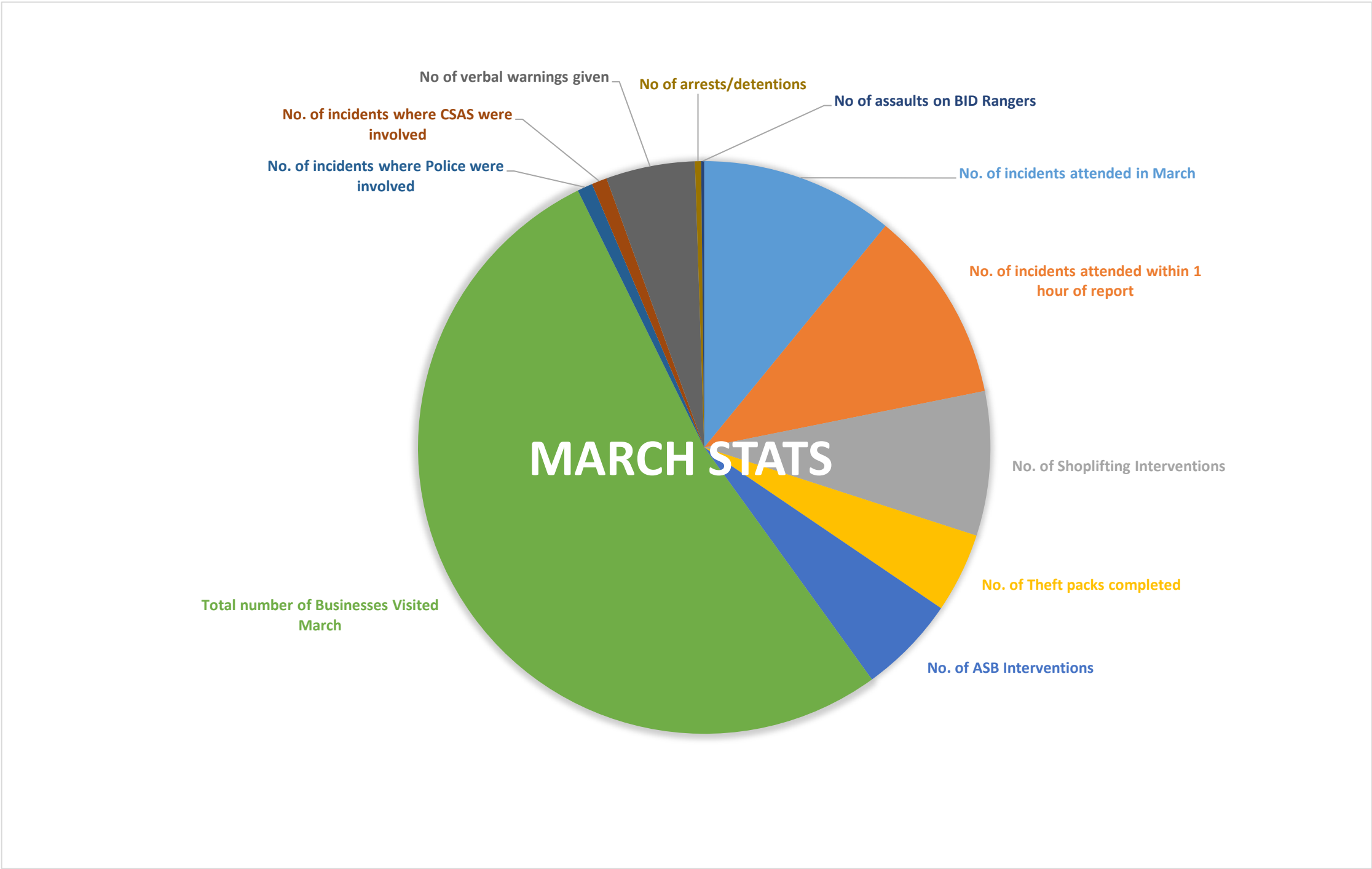
**ANDY COOKE 15/04/2025**

Mar-25

No. of incidents attended in March	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 March	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
63	63	47	26	32	304	5	5	29	2	1

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
1009	721	611	141	419	4547	174	139	377	104	47

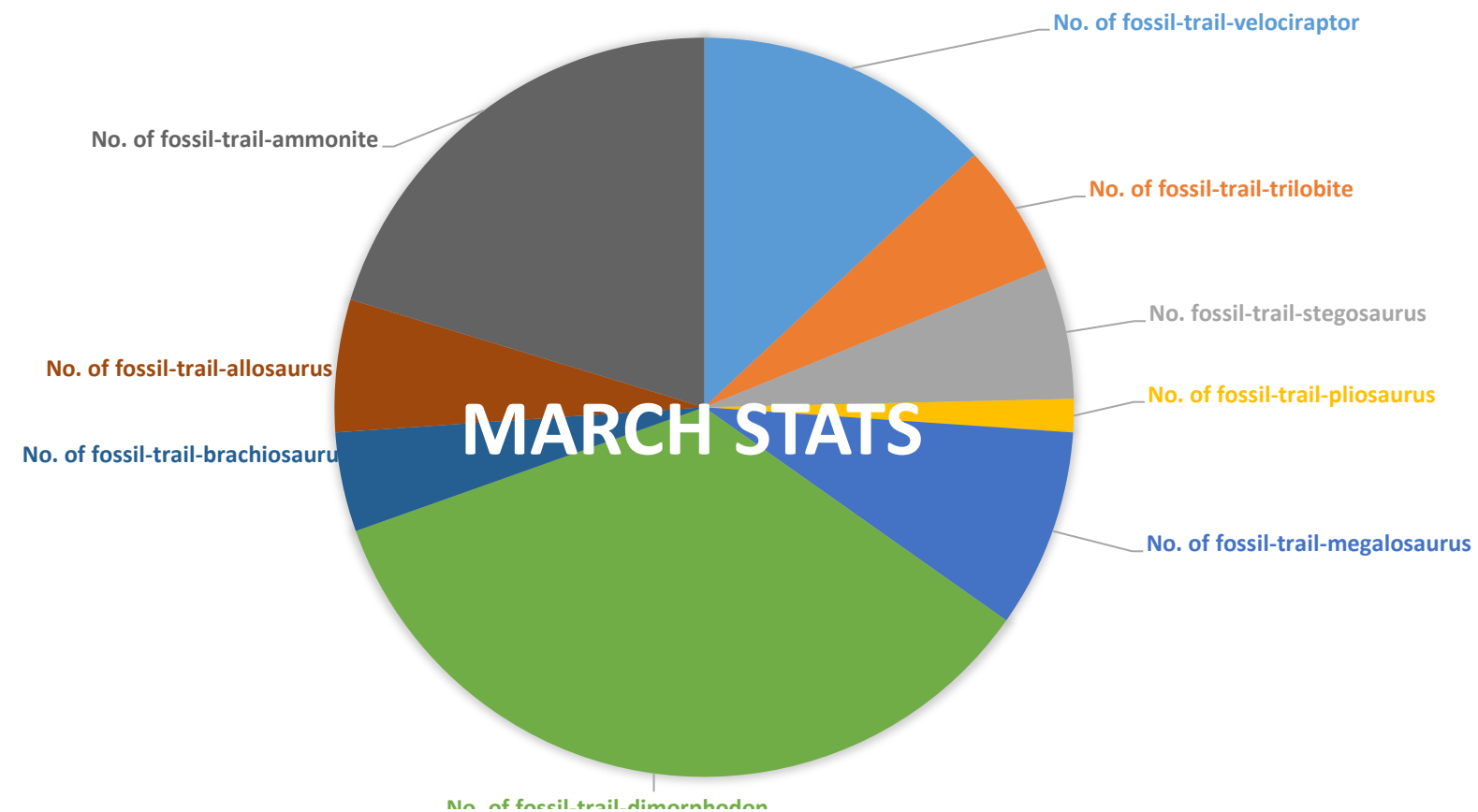


## Mar-25

No. of fossil-trail- velociraptor	No. of fossil-trail- trilobite	No. fossil-trail- stegosaurus	No. of fossil-trail- pliosaurus	No. of fossil-trail- megalosaurus	No. of fossil-trail- dimorphodon	No. of fossil-trail- brachiosaurus	No. of fossil-trail- allosaurus	No. of fossil-trail- ammonite	Total No. of QR Codes
9	4	4	1	6	24	3	4	14	69

### Total since commencement of trail

No. of fossil-trail- velociraptor since commencement of contract	No. of fossil-trail- trilobite since commencement of contract	No. fossil-trail- stegosaurus since commencement of contract	No. of fossil-trail- pliosaurus since commencement of contract	No. of fossil-trail- megalosaurus since commencement of contract	No. of fossil-trail- dimorphodon since commencement of contract	No. of fossil-trail- brachiosaurus since commencement of contract	No. of fossil-trail- allosaurus since commencement of contract	No. of fossil-trail- ammonite since commencement of contract	Total No. of QR Codes since commencement of contract
36	31	37	10	40	75	41	6	52	328



no. of fossil-trait-dimorphism