



Board Meeting Agenda

Date: 26th March 2025

Time: 11:00 - 13:00

Location: ONLINE/Pilgrim house

1	Welcome	11am
2	Apologies for Absence	11:05
3	Declarations of Interest	
4	Observers	
5	Matters Arising from Previous Minutes	11:10
6	Governance & Finance <ul style="list-style-type: none"> a. Levy update b. Updates and budgets <p>Please note that an agreement needs to be made at this meeting on the budgets so operational staff can deliver on the projects</p>	11:20
11	Funding applications Please read last month's applications and the additional reports to assist discussions and decisions. <ul style="list-style-type: none"> a. Punch & Judy (15 mins) 11:30 b. Volleyball (15mins) 11:45 c. Wessex Folk Festival (15mins) 12:00 d. Museum (15mins) 12:15 <p>12:30 Discussion 15mins with voting Next month Pirates</p>	11:30
	AOB Including questions on additional documents in board pack	12:45
	Dates of next meetings to diarize. <ul style="list-style-type: none"> 1. April 30th month in person 11-1pm 2. May 21st online 11-1pm 3. AGM June 23rd 6-8pm in person venue TBC 4. June 25th Online 11-1pm 5. July 23rd in person 11-1pm 6. August no meeting 	



BID Board Meeting

Date: 26 February 2025
Time: 11am In person
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
Jye Dixey (JD) The William Henry JD Wetherspoon
Tamsin Mutton-McKnight (TMM) Sealife
Hayley Moore (HM) The Flamingo Room.
Cllr Howard Atkinson (CHA) Weymouth Town Council
Paul Mooney (PM) Cove Gallery (online)

In Attendance: Dawn Rondeau-Irvine (DRI), Chief Operations Officer, We Are Weymouth
Cllr Rob Hughes (CRH) Dorset Council
Lyn McKenzie (LM) The Belvedere & Black dog public houses

WELCOME

GP welcomed everyone

APOLOGIES FOR ABSENCE

Chris Truscott (CT) McDonald's
David Hiscutt (DH) Londis Stores
Josephine Parker (JP) EBike@Deheers
Helen Heanes (HH) Dorset Council

Declarations of Interest

GP declared an Interest in the Museum and Artway and wouldn't be voting

Observers

Cllr Rob Hughes (CRH) Dorset Council
Lyn McKenzie (LM) The Belvedere & Black dog Public houses

Matters Arising from Previous Minutes

None

The board voted that they were an accurate representation of the meeting

Governance

- a. Levy update GP
Not much movement on last month with only £300 collected, GP and JO with DRI to have another meeting with Dorset Council prior to the next board meeting
- b. New Board Directors update DR
DH is now a member of the board with LM (in attendance as an observer) deciding on whether to become a representative of the independent NTE and provide background on history in Weymouth
DRI to re-engage with Waterside.

Finance Report

- a. Updates and budgets - There were questions on the budget for DRI to highlight non approved or agreed items for voting next months' board as well as circulate detail on Christmas
- b. Agree 2025/6 budget allocations GP

The board agreed to accept the budget allocations as per the report - the voting was unanimous.

Marketing

- a. ITB and LWP synopsis (to date) reports- No questions received
- b. Updates

Dinosaurs - DRI shared the success of DC funding, the tight turnaround of 3 weeks and the coverage throughout the UK on BBC, CBBC, ITV as well as across the UK and Europe in printed press, with reach on social media, exceeding 50K in one w/e. GP congratulated the operations team on behalf of the board for the install of the fossil trail and the success of the Dino run. GP felt that this was exactly the right timing for an event and gave us the right PR for the town, he commented that this was exactly the type of event that should be supported within the budget, not only bringing people to Weymouth in February but highlighting Weymouth at a time of year when people are considering booking holidays for spring and summer. JD suggested more Youtubers would reach a different demographic too. LM suggested converting likes to follows to improve reach

Improve

- a) Improve minutes- No questions received
- b) updates DR
 - a. First bus- JD and DRI met with the marketing team in Jan. DRI met with First Bus area manager and ops team subsequently to outline proposal of a last bus scheme at 11pm, 12am and 1am to Portland, Chickerell, Preston via Littlemoor and Dorchester, to support the NTE and ensure people's safety. DRI ascertaining what funding could cover the costs to make it a viable pilot for the town.
 - b. PCC – DH, JD and JO met with D. Sidwick the police and crime commissioner (PCC) to discuss crime prevention initiatives. £5K will be being made available for a specific shoplifting scheme. PCC is open to supporting the 'last bus' initiative with additional funding and is encouraged at the partnership working within Weymouth between agencies, reducing the success of shoplifting, He held it up as a beacon within Dorset. DRI asked what PCC could do to tackle the increase of vape shops within Weymouth and how to better work with DC on the matter. BID advised that PCC meeting with Nick Ireland that week to share our concerns. DRI to follow-up
 - c. Ranger Stats – No questions. Just praise for crime reduction and DTE meeting resulting in 20% reduction in shoplifting crime away from the town centre.
 - d. Place informatics stats – Acknowledgment that the trading situation had been tough due to wet weather, but that without the great PR and events it would have been a lot tougher.

Paul Monney's connection was intermittent, and he left the meeting.

Funding applications

- a. The scoring matrix was discussed as an imperfect mechanism for guiding decisions. Agreement was made that it needed to be altered and made fit for purpose, but that as a guide it was helpful in this instance and user friendly
 - a. WFF
 - b. Volleyball
 - c. Pirates
 - d. Punch & Judy
 - e. Museum
 - f. Artway
 - g. Dreams & Nightmares

With seven applications on the table. The board decided to vote for the applications as presented and then vote again to determine whether in essence they supported the events if there were amends. Of the 7 applications 2 did not receive the support of the board.

Dreams and Nightmares- Bank Fest, as it didn't meet the criteria of the BID to evidentially increase footfall, offering the chance to spend within the town, longevity of a project or be big enough for national PR. The vote was 6 against with 1 abstention

Artway – The general discussion led by JO was that this was already art that is displayed within the town and was not a 'big enough' event to drive footfall or provide PR opportunities other than locally. As GP had declared an interest and PM was not in the meeting anymore (see above) the resulting board voted with 5 against and 1 abstention

The remaining 5 applications required more details and DRI was asked to bring them to board with more transparency on quoting, costings and overheads as well as other revenue streams. A full discussion will be held at the March Board meeting with an opportunity for 15 min with each applicant and Q&A

AOB

Dates of next meetings

March 26 online

April 23 or 30 in-Person

Summary for Apr25 re: 04/24-03/25

WE ARE WEYMOUTH LIMITED

Account	Total to end of year
INCOME	
Levy Income Received in the year	316,332.00
Total INCOME	316,332.00
PROJECTS AND EVENTS	
IMPROVE	
Improve - Approved	
Artwey 2024	1,000.00
Augmented Reality Trails 24-25	1,396.05
BID Ranger Apr24-Mar25	35,380.50
Christmas Trees	2,030.00
Crime Reporting 24-25 - DISC	3,219.80
Dino Install Project 24	5,000.00
Hanging Baskets	
Hanging Baskets Summer 2024	20,000.00
Hanging Baskets Purchased	(1,200.00)
Total Hanging Baskets	18,800.00
Heritage Slabs	5,000.00
Levy Payer Engagement AGM	564.40
Maps	327.00
Place Informatics - Visitor Data	3,900.00
Windows	13.58
Total IMPROVE	76,631.33
MARKETING	0
Marketing - Approved	0
Christmas	28,358.62
Dusk Til Dark	20,016.20
Feast 2024-25	0.00
Pirates	3,023.28
Visit Dorset	3,450.00
Volleyball Summer 2024	1,977.46
Website Costs	1,464.00
Weymouth Flyer	1,056.25
WFF - Wessex Folk Festival 2024	3,528.22
Zombie Experience Halloween Oct24	1,918.27
Total Marketing - Approved	64,792.30
Marketing - Unapproved	0
Other Small Events	265.00
Total Marketing - Unapproved	265.00
Total MARKETING	65,057.30
PR & ADVERTISING	0
Advertising - PRESS	100.00
Advertising and PR	876.13
Outsourced Marketing Campaign	30,080.00
Loving Weymouth & Portland	18,000.00
Total PR & ADVERTISING	49,056.13
Total PROJECTS AND EVENTS	190,744.76
GROSS PROFIT	125,587.24
STAFF COSTS	
Wages and Salaries including costs	62,612.98
Total STAFF COSTS	62,612.98
ADMINISTRATIVE COSTS	
Accountancy - Annual Independent Inspection	2,918.00
Bank Charges	114.45
Board / Meeting Costs	12.99
Cleaning	505.82
Electric - Street Stand	837.41

Insurance	1,230.00
IT Software and Consumables	7,944.60
IT Equipment and chairs	2,682.95
Levy Collection costs	9,177.00
Motor Vehicle Expenses	0.00
Networking and Conferences	15.00
Outsourced Bookkeeping	4,800.00
Printing & Stationery	526.10
Sundry Expenses	1,212.76
Rent	8,215.99
Repairs & Maintenance	0.00
Telephone & Internet	2,248.45
Contingency	0.00
Total ADMINISTRATIVE COSTS	42,441.52
OPERATING PROFIT	20,532.74

Draft 2025/2026 Budget

WE ARE WEYMOUTH LIMITED

Account	Budget 25/26	
INCOME		
95% Levy Income	299,725.00	
Less: Levy Collection fee	(9,177.00)	
Total INCOME	290,548.00	
PROJECTS AND EVENTS		
IMPROVE		
Augmented Reality Trails	1,400.00	
BID Ranger	38,000.00	
Christmas Trees	2,500.00	
Crime Reporting DISC	4,000.00	
Dino Install Project 24	0.00	
Street decoration/ hanging Baskets	15,000.00	
Heritage Slabs install + heritage trails	5,000.00	
Levy Payer Engagement AGM	500.00	
Maps	1,000.00	
Place Informatics - Visitor Data	0.00	
Windows	200.00	
Graffiti Removal	500.00	
Levy Payer Engagement	500.00	
Signage	1,000.00	
Total IMPROVE	69,600.00	
MARKETING		
Events (tbd)		The items in green are already agreed & tied into funding or tenders.
Artwey	0.00	
Dino week event (plus racing)	2,000.00	
Feast 25	1,500.00	
Pirates	0.00	
Volleyball Summer	0.00	
WFF - Wessex Folk Festival	0.00	
Zombie Experience Halloween	3,000.00	
Other Small Events/ contingency	9,500.00	
Total Events Provision	16,000.00	The amount in yellow, we will get rid of if finances are tight nearer the end of the year.
Christmas	25,000.00	
Dusk Til Dark	15,000.00	
Total MARKETING	56,000.00	
PR & ADVERTISING		
Advertising - PRESS	500.00	
Advertising and PR	500.00	
Outsourced Marketing Campaign	30,000.00	
Loving Weymouth & Portland	18,000.00	
Visit Dorset	2,500.00	
Website Costs	1,600.00	
Weymouth Flyer*	2,000.00	
Total PR & ADVERTISING	55,100.00	Please agree spend to a maximum of these amounts with the caveat that wherever possible savings will be made and improve and marketing subcommittees will ensure good stewardship of agreed sums.
Total DIRECT COSTS	183,700.00	
GROSS PROFIT	106,848.00	
STAFF COSTS		
Wages and Salaries including costs	69,000.00	
Total STAFF COSTS	69,000.00	
ADMINISTRATIVE COSTS		
Accountancy - Annual Independent Insp	3,000.00	
Amazon Clearing	0.00	
Bank Charges	84.00	
Cleaning	600.00	
Electric - Street Stand	0.00	
Insurance	1,200.00	
IT Software and Consumables	3,000.00	
IT Equipment and chairs	500.00	
Motor Vehicle Expenses	240.00	
Outsourced Bookkeeping	4,800.00	
Printing & Stationery	1,800.00	
Sundry Expenses	1,800.00	
Rent	8,000.00	
Repairs & Maintenance	400.00	
Telephone & Internet	1,800.00	
Contingency	10,276.00	
Total ADMINISTRATION COSTS	37,500.00	
Total STAFF & ADMINISTRATIVE COSTS	106,500.00	
OPERATING PROFIT	3,348.00	

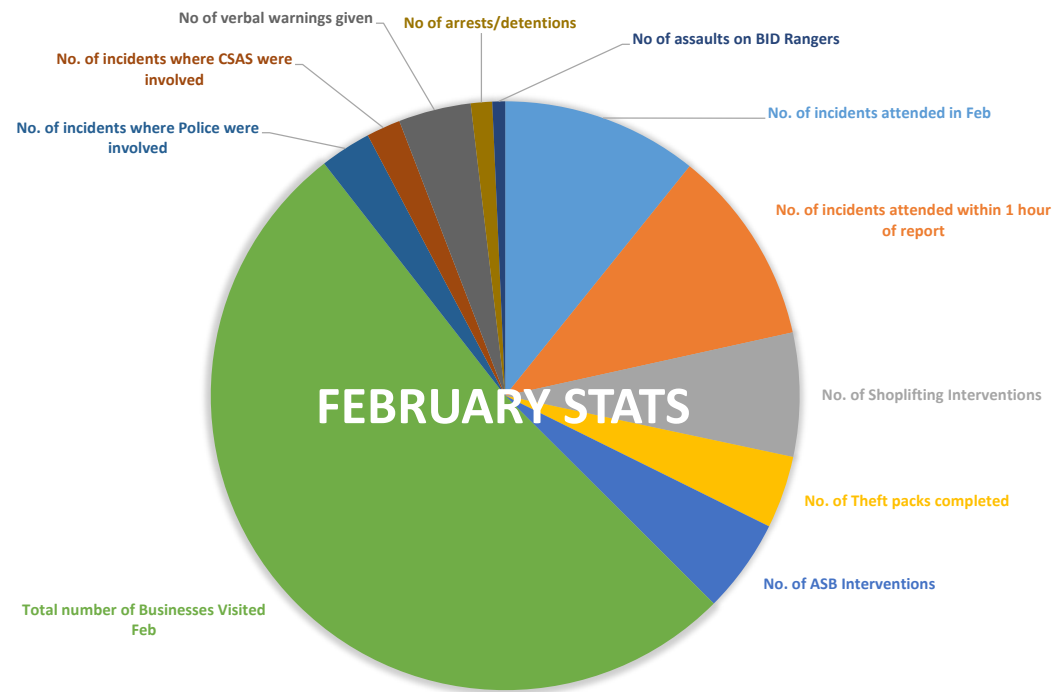
salary reduced by £5K based on PCC funding

Feb-24

No. of incidents attended in Feb	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 Feb	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 £
46	46	29	17	22	222	12	8	17	5	3	1592.1

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	Value of Stock Recovered £
950	662	568	117	389	4255	170	134	348	102	46	25063.37

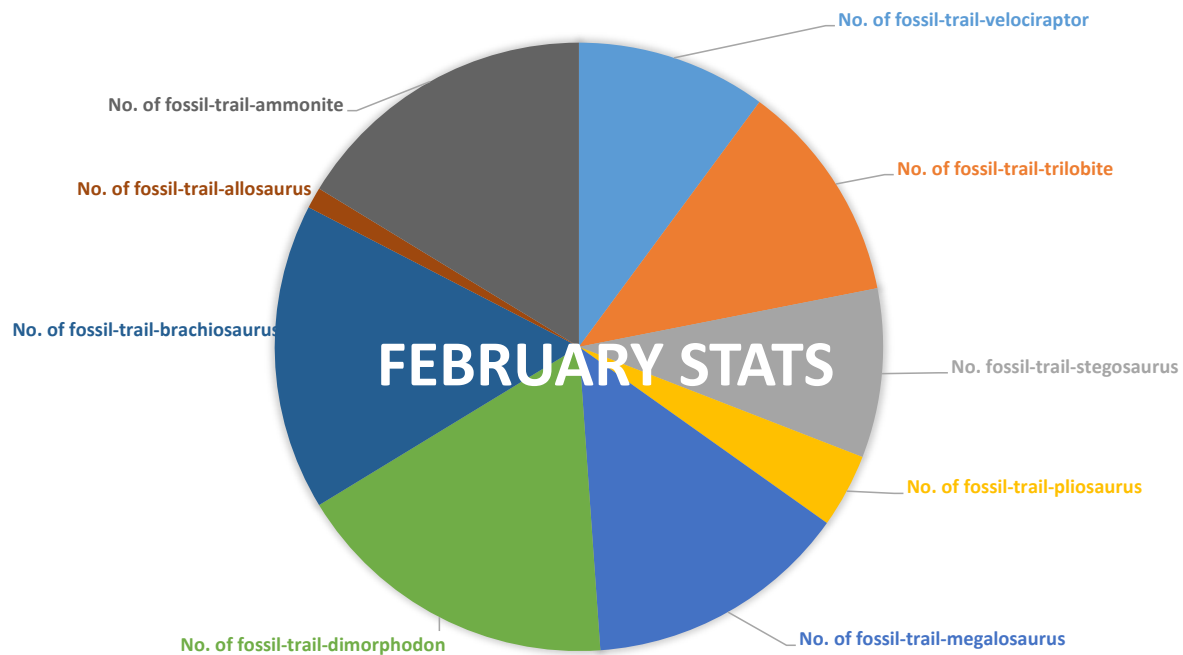


Feb-25

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
18	21	16	7	25	31	29	2	29	178

Total since commencement of trail

No. of fossil-tri- velociraptor since commencement of contract	No. of fossil-tri- lobite since commencement of contract	No. fossil-tri- stegosaurus since commencement of contract	No. of fossil-tri- pliosaurus since commencement of contract	No. of fossil-tri- megalosaurus since commencement of contract	No. of fossil-tri- dimorphodon since commencement of contract	No. of fossil-tri- brachiosaurus since commencement of contract	No. of fossil-tri- allosaurus since commencement of contract	No. of fossil-tri- ammonite since commencement of contract	Total No. of QR Codes since commencement of contract
27	27	33	9	34	51	38	2	38	259



Improve Subcommittee

Date: 12th March 2025
Time: 10:30 - 12:30
Venue: In Person
Present: Dawn Rondeau – Irvine (DR),
Jonathan Oldroyd (JO),
Graham Perry (GP)
Jye Dixey (JD)
Paul Mooney (PM)
David Hiscutt (DH)

PLACEMAKING

DR gave an update on the success of the South harbourside business communities placemaking several decisions have been made boys are going to be installed and future placemaking including logo Facebook frame maybe an art mural as well as depiction on the Weymouth map and seeking signage a map may be in the north Quay carpark and a fingerpost what all muted us great ideas. DR is meeting with Dorchester Rd this month as well as the great George St Frederick place school lane and western Rd area. DR advocated this is a great means of communication that there had been no negative response to hanging baskets and this was revitalising not only the place but also communication with bed. JD suggested the use of 72 brackets for Xmas trees, we could get them lit and installed for appx £87 per tree. Appx £6K this would be dependent on the Xmas budget and placemaking budget being allocated appropriately to leverage the £6K for the project. DR in talks with WTC and others to find the most cost-effective ways of placemaking as well as Xmas delivery

#WEYBACKWHEN & TRAILS

DR shared positive feedback on the success of the 80s weekend, the first of four themed ERA weekends. Facebook interactions, especially with Bristol, showed improvement through analytics and local media coverage. GP expressed concerns about the campaign's focus and messaging, suggesting a missed opportunity for a Jane Austen tour. GP also mentioned the installation of history slabs, which DR is coordinating with EA to celebrate the anniversary of the Bloody Assizes. There was a discussion about leveraging Weymouth's horrible history for an interactive, 'Gory tour', which excited the S/C, focusing on events like the Black Death and Bloody Assizes. DR will pursue this idea. GP mentioned the trail discussed by the BID, featuring AI animations of Georgian characters. DR is tasked with finding cost-effective ways to implement this. JD emphasized its importance over placemaking, highlighting its PR potential and its appeal to visitors, especially cruise ship passengers interested in Georgian history.

1. CRIME

DR asked the S/C for feedback on what to apply for with regards a grant from the PCC to address shoplifting for a new project. Agreement was made that this would be best used to deliver on crime packs, the completion of evidence for the police to use leading to conviction.

2. TRANSPORT

DR and JD spoke about conversations with First Bus and had gained agreement that they had reduced their initial quote. DR to pursue this with PCC and town councils. DR to engage with DC on the evening car park

charge consultation and encourage M.Piles to attend the next board meeting with the appropriate Cllr for transport

3. SIGNS

DR advised S/C regarding the maps within the town a quote from swift signs was presented to the board for a sign in swannery car park the train station replacement of the small sign in hope square under additional budget for a side in north Quay car park the total agreed was for subcommittee were unanimous in supporting this from the 2425 budget

DR to speak to J.Biscombe regarding who received the brown signs audit to ensure that action was taken for the removal of out of date signage.

4. Conservation-

DR updated on Gloucester mews. JO whose business backs onto Gloucester muse agreed it was much better although tagging had started on the repainted wool the/C highlighted conservation clamping down on places such as Amsterdam market and their bright signage and its deflection from the Georgian facades. Many places are applying for planning permission for extensions to their business premises on the esplanades this is not the same as sitting out licences there potentially needs to be some regulatory guidance for the town to still look attractive and not detract from the historical beauty of the Georgian Esplanade.

AOB

Flyer- DR requested approval of the WTC joint flyer for this year as it needed to go to print. All 5 board members agreed DR to pursue it in time for the Easter break to a ceiling of £1.5K as outlined in the 25/26 budget

JD brought up protocols for radio usage with regards the nighttime economy and Daytime Economy especially for those within the pub and trade where in offenders use pubs for disbursement of stolen goods go to pursue with police and Dorset communication radios to identify a solution

JO brought up the cost saving scheme with purchasing for business www.psgprocurement.com. DR to add to newsletter as align with the appropriate PDF this would advise levy payers of cost saving measures as times are tough was not encouraging spend in other towns.

JD spoke about 2026 and what will replace Dusk till Dark. He informed the S/C that he had been in discussions with Bridgewater carnival and suggested that the committee had been in agreement to bring it here however the stumbling block was the floats who would need to transport the carnival to the town and would BID consider supporting this financially in 2026 perhaps even as our light switch on offer. GP suggested that these ideas needed to be pursued and perhaps a Christmas committee incorporating those interested in 2026 needed to be instigated sooner rather than later as impact of this could be negative on Dusk till Dark. All agreed 2026 offer need to be grappled with as we do not have the financial resources to continue with the investment at the levels we have done in previous years. DR to pursue with marketing subcommittee as a first port of call.

Next meeting TBC



Lodmoor Hill Business community – place making initiative

You are invited to the next meeting of business community - BID

- Date – 29th April
- Time- 2pm
- Location – Royal oak

Minutes and actions from last meeting 11th March 3pm at the Royal oak

in attendance

- Natasha – Sue Ryder Shop
- Dinesh - Post Office
- Sami - Seaside
- Joe - Royal oak
- Jenny- Royal oak
- Lizzie – Weldmar shop

Dawn asked the meeting to consider its identity as a community, culturally and historically.

The group decided that the area was known as Lodmoor Hill Community and felt that their identity as this needed to be enhanced. Themes such as a ‘town within a town’ ‘local shops for local people’ , ‘Gateway to the town’ were discussed, including the fact that all coaches bringing people to the hotels arrive in Weymouth via Lodmoor hill and welcoming the to the town with great placemaking would put them on the map. The electoral map identifies Lodmoor hill area as a separate part on the map so enhance it.

The business group were encouraged to consider what it wanted to celebrate as a business community and how it would utilise this for PR and marketing to increase football and revenue for the business community.

The attendees discussed logos and imagery around a hill and felt that a logo on flags with Lodmoor hill on could be used in windows on social media and on brightly coloured flags.

There was discussion about recognised branding.

A design was mocked up



Dawn encouraged the group to consider it's USP, what differentiated it from other parts of the town, indeed other seaside towns. The group agreed

- It was the town's gateway
- A sense of community
- Everyone who worked in Lodmoor hill - lived in Lodmoor hill
- Locals shopped there,
- Visitors sought it out after arriving there

Short and long-term goals:

1. A logo-
2. Facebook frame
3. Installation – of flags holders
4. Printing of flags
5. Installing Corydaline or palm trees in pots
6. Long term – A sign – welcome to Lodmoor Hill
7. Logo on the town map
8. Trails

Actions

- Businesses gain consent from Landlords for flag poles - BID supply consent forms
- Businesses at meeting share news with non-attendees to encourage buy-in
- BID get price for screen printing of flags form college
- BID supply minutes to disseminate
- Temporary easter trail installed by BID by end of March
- Permanent palm leaf trail based on Lodmoor hill imagery with QR code and AI characters installed for Summer
- Businesses decide on who will install flagpoles (FOC) or nominal cost
- BID Cost planters and trees
- BID discuss with highways regarding planters
- Date of great unveiling agreed
- PR & Press release created
- Offers agreed for date of launch each business agree their offer
- Flag poles installed
- Flags erected and palm trees installed

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Weymouth town centre has seen a 1.7% increase on December 2024, and a 3.1% increase with respect to January 2024.

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 (December 2024) and previous year (January 2024) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

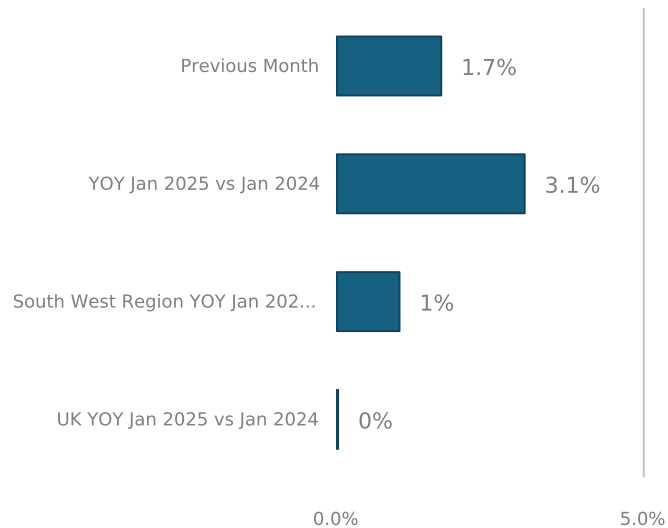


Fig.1 % change in total visits to the town centre

MoM Total Visits

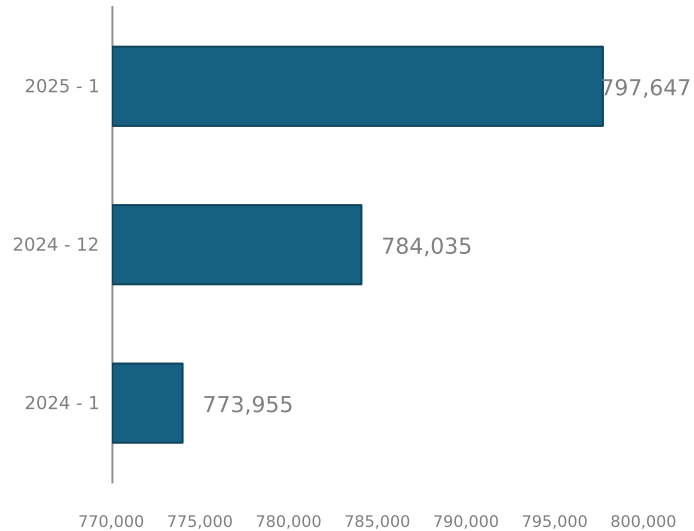


Fig.2 Total visits to the town centre

Daily Visits

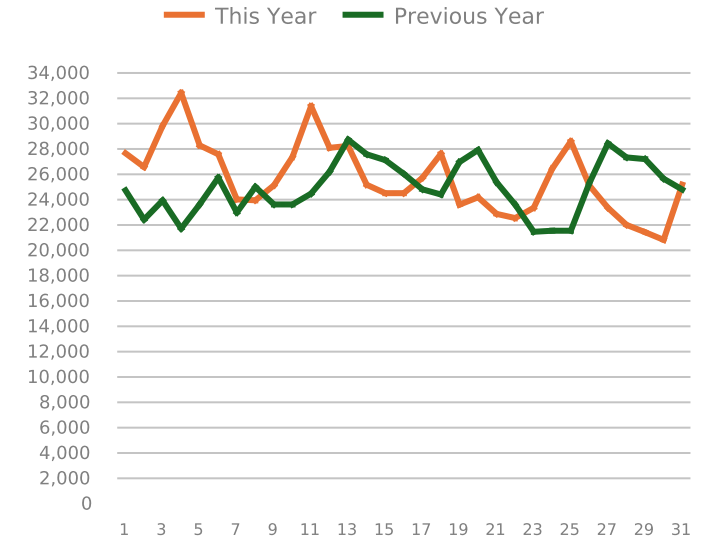


Fig.3 Number of daily visits to the town centre

Weymouth Town Centre Monthly Report

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Visitors to Streets

The following charts provide footfall by streets in Weymouth town centre. The Esplanade is the busiest road with 431736.070 visits in January 2025 (Fig .4), this was 3.6% higher than January 2024 (Fig. 5) and 16.0% higher than in December 2024. The Esplanade attracts the most visitors with 28.5 % of all street visits. (Fig .6)

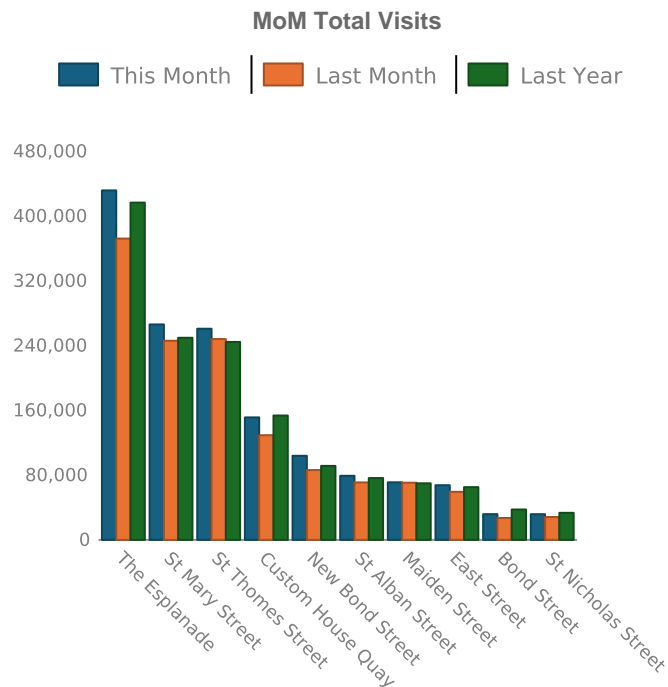


Fig.4 Total visits to street

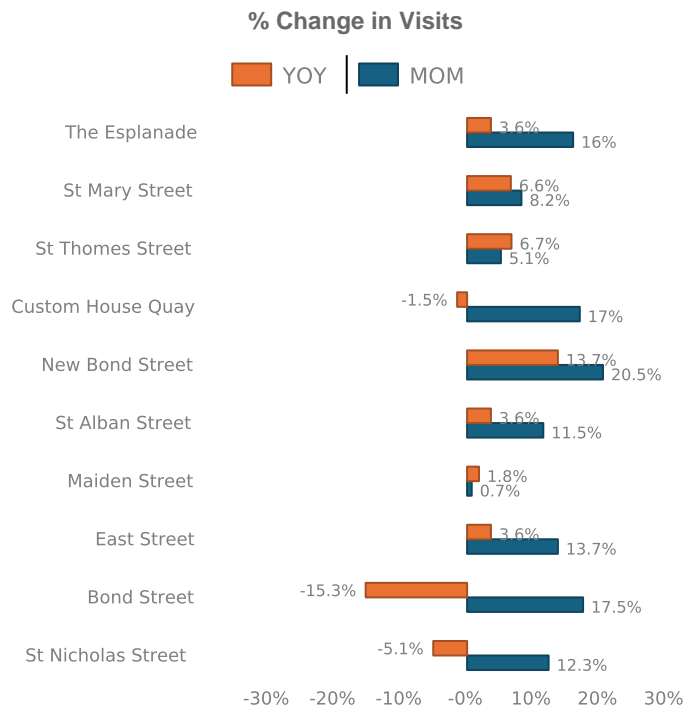


Fig.5 % in visits to street

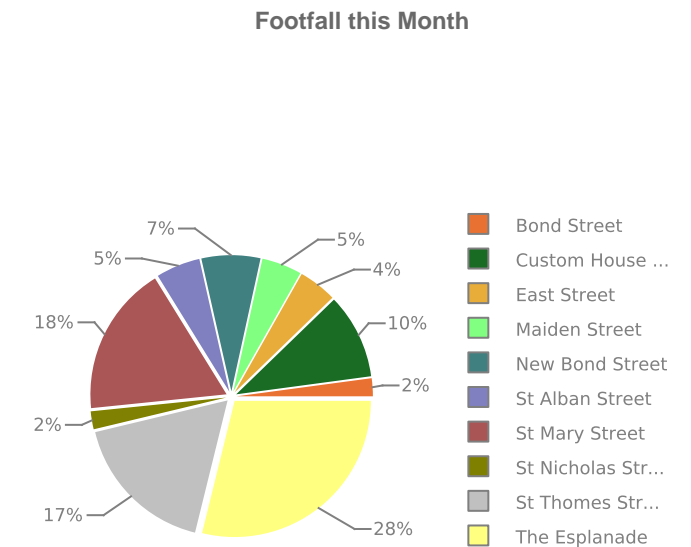


Fig.6 % footfall by street

Weymouth Town Centre Monthly Report

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How Long do Visitors Stay For?

Average dwell time in Weymouth town centre was 86 Minutes in January 2025 (Fig. 7) an increase of 5 minutes compared to January 2024. The percentage of visitors by dwell minutes has shown 27.8% of all visitors in January 2025 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 12.2% of all visitors.

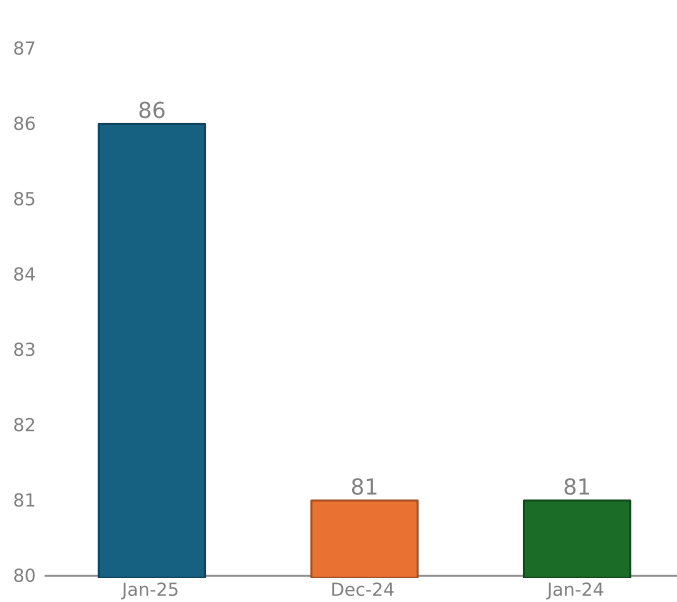


Fig.7 Average dwell time (minutes) in the town centre

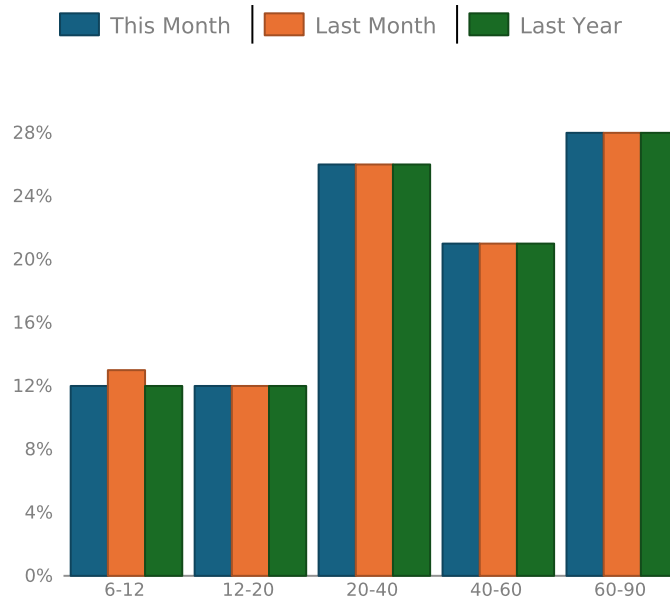


Fig.8 % of visitors by dwell time (minutes)

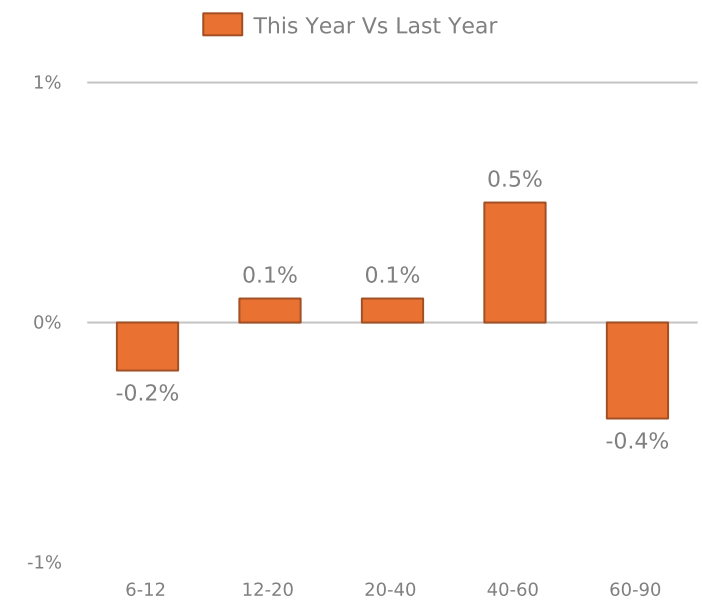


Fig.9 Change in % of visitors by dwell time (minutes)

Weymouth Town Centre Monthly Report

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Where Do Visitors Come From?

The total number of visitors to Weymouth town centre has decreased from 65067 in January 2024 to 64438 in January 2025. The proportion of visitors residing within 3 miles has fallen from 57.24% (Fig . 12) in December 2024 to 56.62% in January 2025.

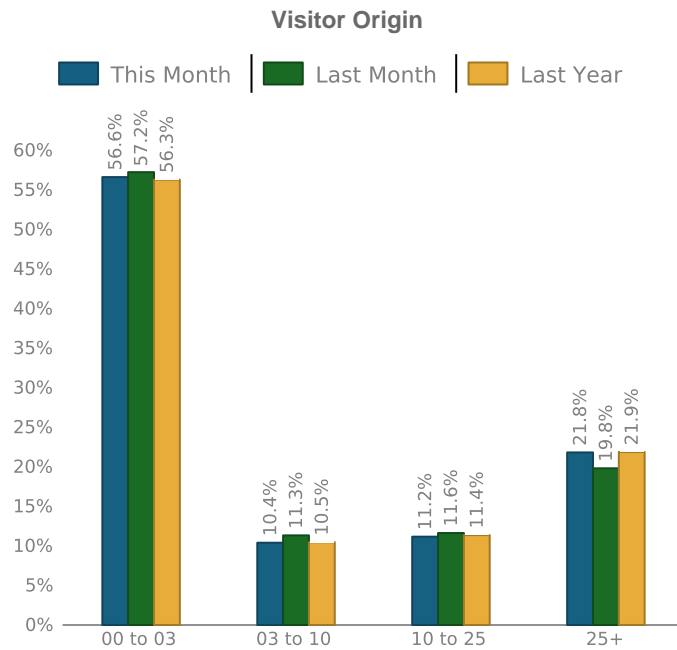


Fig.10 % volume of visitors by origin distance (miles)

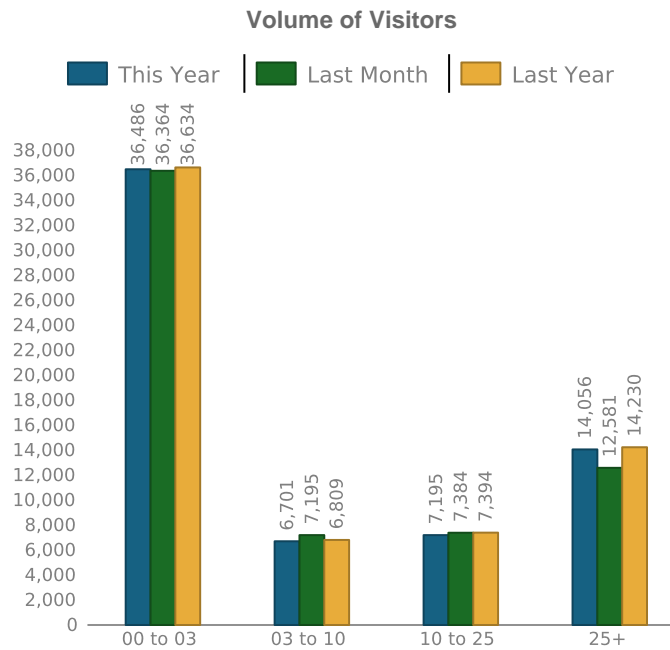


Fig.11 Volume of visitors by origin distance (miles)

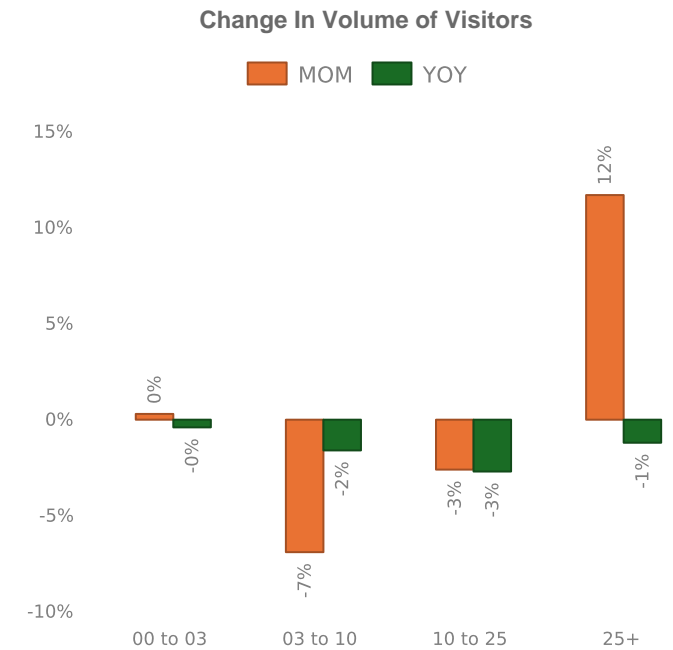


Fig.12 % of visitors by visitor origin distance (miles)

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 5288 in January 2025. Postcode DT2 (Fig. 14) has the largest number of potential high spend visitors totalling 6759. Currently 6759 high spend visitors are from this postcode. In January 2025 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

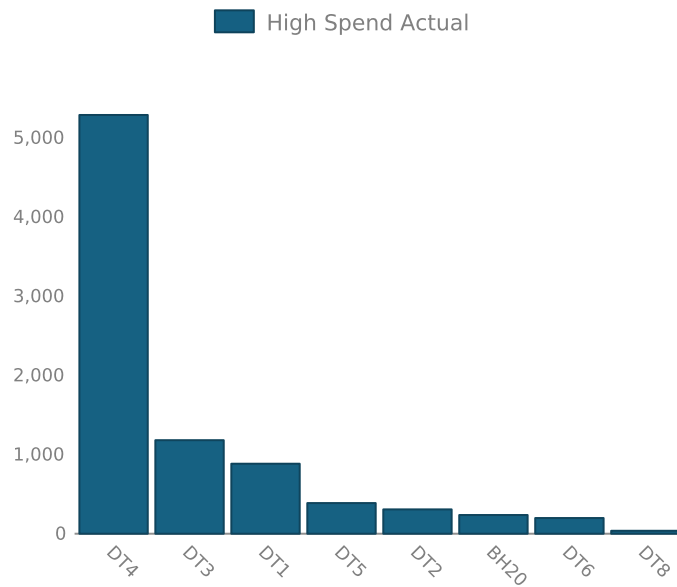


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

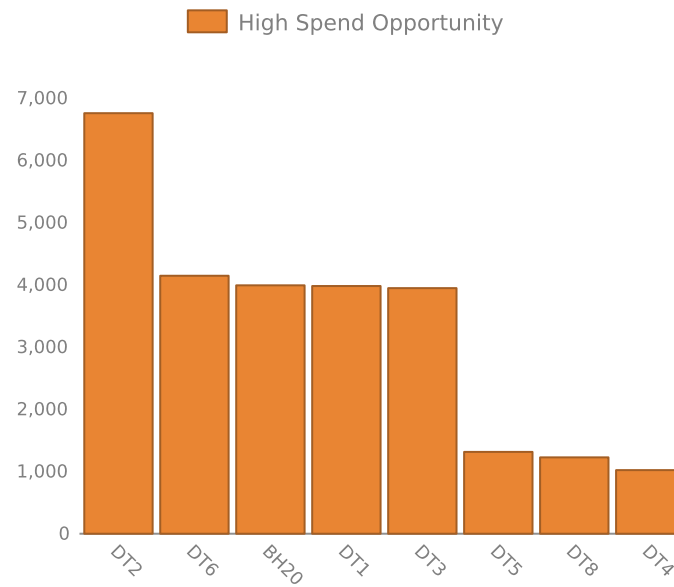


Fig.14 Visitors by postcode district

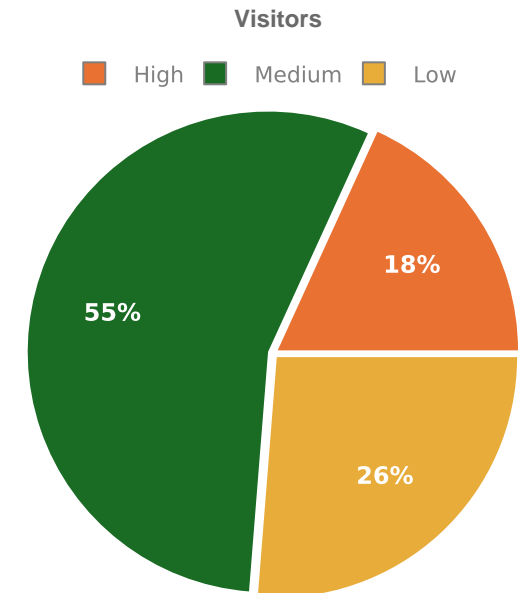


Fig.15 % of visitors by spend potential

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

What is the Index of Multiple Deprivation Decile Profile of Visitors from 0 to 10 miles?

In January 2025, the largest number of visitors came from IMD decile 4 areas(Fig.16), contributing 9693 visitors(Fig.17). The postcode district contributing the largest number of visitors was DT4 which ranked in IMD decile 4(Fig.18).

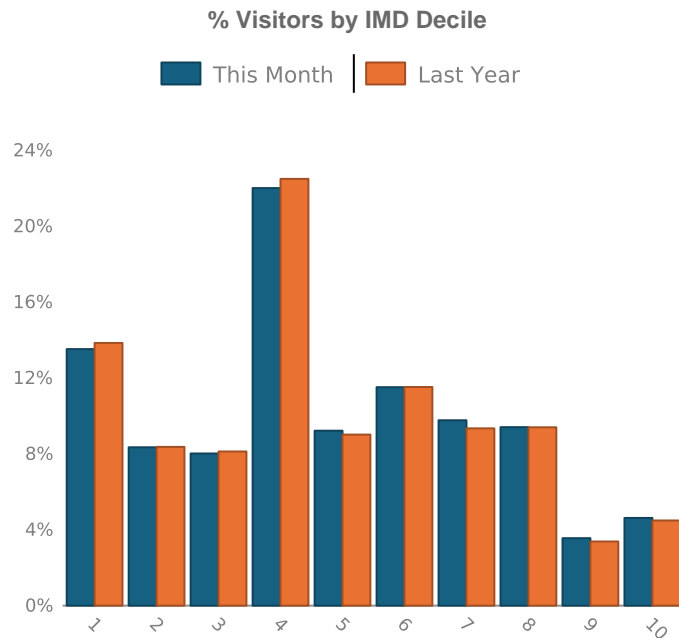


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

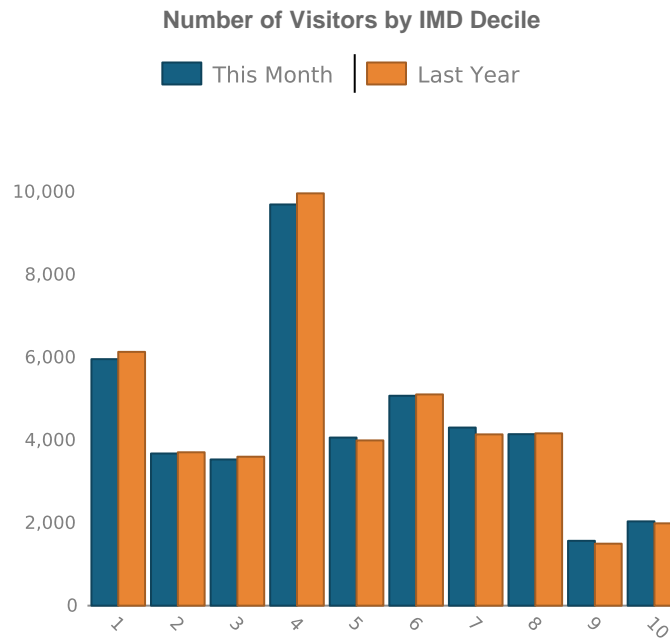


Fig.17 Visitors by Index of Multiple Deprivation Decile

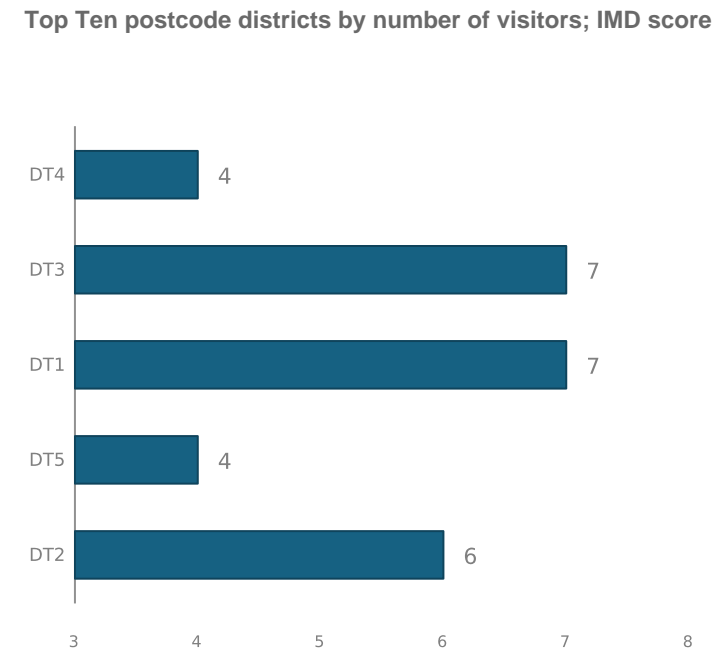


Fig.18 Top Ten postcode districts by number of visitors; IMD score

Weymouth Town Centre Monthly Report

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What are visitor incomes?

The average income of the outcode contributing the most visitors is £31200 (Fig.19). The £36400 income group experienced the greatest increase in visitor volume, rising by a 1.1% share of the nearest 10 postcode districts(Fig.20)

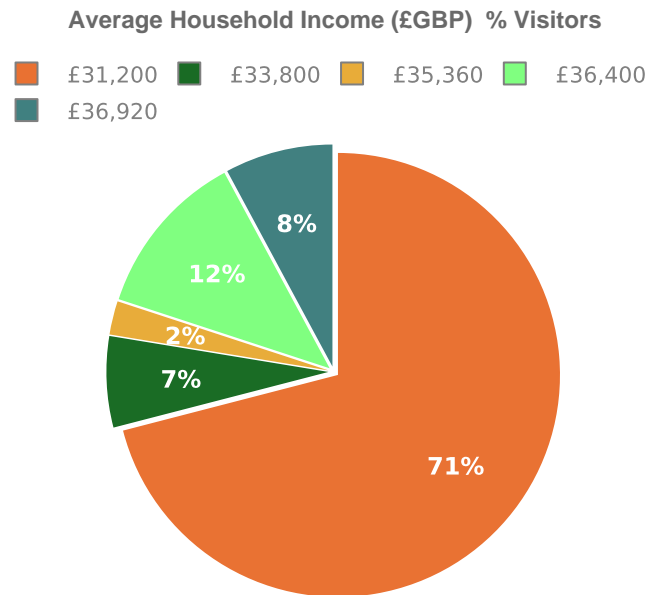


Fig.19 % of Visitors by Average Household Income (£GBP)

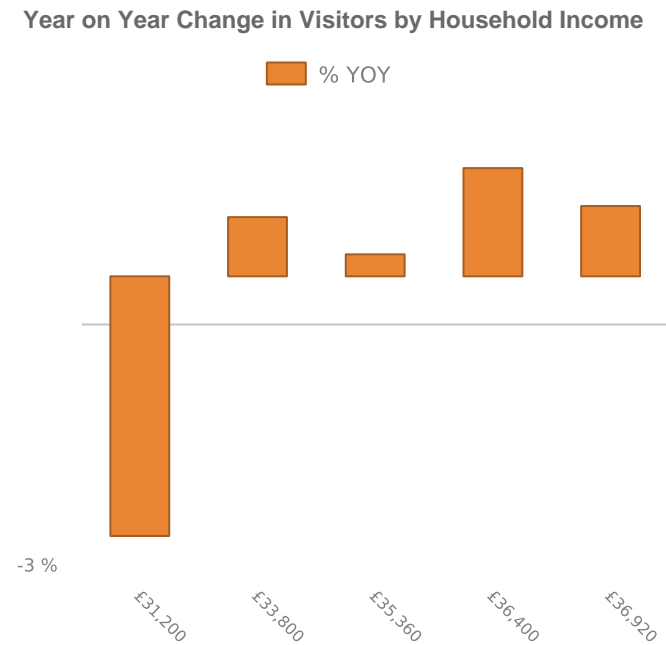


Fig.20 Change in % of visitors by income (£GBP)



South harbourside Business community – place making initiative

You are invited to the next meeting of business community - BID

- 24/03/2025
- 3pm
- Pilgrim house

Minutes and actions from last meeting

Letters were sent to all businesses on South Harbourside who are levy payers on 13th Feb this was followed by an in-person visit to check attendance on 24th Feb

in attendance

- Paula – T- shop
- Michelle - Mariners
- Paula and Phil – Londis
- Sean and Rachel- Sticks and bones
- Sarah and Aisling - Dream cottages
- Brian - the Red Lion
- Linda and Graham - Bridge fair trade shop
- and Sarah Stepford studios (non-levy payer)

Dawn asked the meeting to consider its identity as a community, culturally and historically.

The group decided that some of the identifying features of South harbourside were crabbing, clippers and nippers, happy crabbing, food and drink, history such as the old brewery and Tudor house and Nothe Fort. The group indicated that whilst it is picturesque now, (except for the scaffolding) it was originally a hub of industry #Weybackwhen but it is definitely still and always has been a meeting place with a festival vibe and a musical, edgy destination - feel.

Pre COVID the South harbourside community included businesses and residents and was formulated with the hashtag #WeySoho.

The business group were encouraged to consider what it wanted to celebrate as a business community and how it would utilise this for PR and marketing to increase footfall and revenue for the business community. Many suggestions came forward including it being known as a cultural quarter, known for knitters, the lifeboat and rich in history of South harbourside.

Dawn encouraged the group to consider it's USP, what differentiated it from other parts of the town, indeed other seaside towns.

There was discussion about recognised branding.

Short and long-term goals:

1. A logo- engage a designer to create a logo agreed for by the business community for use on maps, menus, signage, what's on
2. Facebook Frame to use on social media
3. A sign - Welcoming people to South harbourside with logo-on it
4. Installation - Encouraging footfall from the 'other side' of the bridge
5. Celebrating - The gateway to the Nothe Fort
6. Placemaking: installing bright placemaking synonymous with fishing or crabbing.
 - Short term - The group agreed that orange buoys instead of flowers along all the brackets formerly used for hanging baskets potentially with solar panels in would be an initial great start.
 - Long term – The group ideas were to have a painting on the side of the old rooms encouraging people to traverse the bridge and see a picture of what Sth harbourside historically looked like engaging local artists such as Sem Vine or Joe Colegrove

actions

- Dawn price up orange buoys with solar panels
- Suggestions of logo- perhaps using local artists - Businesses to decide on a logo which could then be easily put on a map
- Dawn check on feasibility of signage with the logo in the car park
- Phil and Sarah decide if the sth harbourside community finance 'pot' could be used to match fund BID funds and perhaps TOC to implement logo and installation
- Dawn to find out price for finger sign on Weymouth town council asset
- Businesses re-engage the South harbourside community



Event Report

15th-23rd Feb

Weymouth

Estimated Players Took Part



132

We base this figure on average group sizes of 4

Steps Walked on the Trail



528,000

Estimated by average walking speed

Calories Burned on the Trail



27k

Estimated by average calories per step

Most Scanned Sticker

1

This could indicate a high footfall area or business

Busiest Day and Times

16th Feb 2025

11:00 am

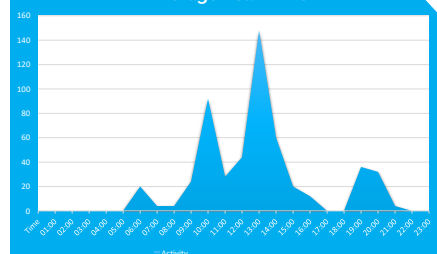
Average Dwell Time

44Mins

New Users Per Day



Average Peak Time



Proposal for Funding: Enhancing Night-Time Safety and Economic Growth

Objective: Secure funding to launch a Pilot to extend bus services, ensuring safer streets, reducing environmental impact, and boosting employment and the night-time economy.

Benefits:

- **Safer Streets:** Extended bus services reduce the need for lone walking at night, offering a secure alternative to taxis and cars.
- **Environmental Impact:** Buses are a greener option, reducing carbon emissions compared to individual car journeys.
- **Economic Growth:** Improved transport links create job opportunities in deprived areas and support the night-time economy.

First Bus Update:

- **Proposed Start Date:** Friday, 25th July (aligned with summer holidays).
- **Commercial Viability:** Portland and Dorchester routes are expected to succeed and continue beyond the funding period. Previous late-night services to Chickerell were less popular but did not run as late as 1am.

Funding Requirements:

- **Portland & Dorchester Routes:** £10,892 for a May start.
- **Littlemoor & Preston Routes:** £3,771 for a May start, or £2,824 for a July start.
- **Chickerell Route:** £10,684 for a May start, or £8,326 for a July start.

Funding Sources:

- PCC: £5,000
- Dorset Police: £5,000
- WTC: £2,500
- Chickerell Town Council: £2,500
- Portland Town Council: £2,500
- Dorchester Town Council: £2,500
- BID: £2,500
- **Total:** £22,000

Suggested Allocation:

- **May Start:**
 - Portland - Dorchester: £11,000
- **July Start:**
 - Preston - Littlemoor: £3,000

- Chickerell: £8,000
- **Total:** £22,000

This proposal outlines a strategic plan to enhance public transport, ensuring safer streets, environmental benefits, and economic growth. We look forward to discussing this further and securing the necessary funding to make this vision a reality.