



## Board Meeting Agenda

**Date:** May 21<sup>st</sup> 25

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

**Location:** ONLINE

<b>BOARD Meeting – SHORT</b>		
<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> <ul style="list-style-type: none"> <li>a. Levy update</li> <li>b. New Board Directors               <ul style="list-style-type: none"> <li>i. <b>VOTING</b> - Lyn Mackenzie</li> <li>ii. <b>INTRO</b> – Kerry Gilbert</li> </ul> </li> <li>c. AGM detail</li> <li>d. Board directors' protocols</li> </ul>	11:25
<b>7</b>	<b>Finance Report</b>	11:40
<b>8</b>	<b>Reports - Q &amp; A</b>	11:45
<b>9</b>	<b>Funding applications</b> <ul style="list-style-type: none"> <li>a. St Nic's – <b>voting</b></li> </ul>	12:00
<b>10</b>	<b>AOB</b> <b>Events 2026 - D2D Xmas etc. committee</b>	12:15
	<b>Dates of next meetings all 11-1pm:</b> <ul style="list-style-type: none"> <li>1. AGM 23 June - NO board? TBD</li> <li>2. July 23 - Online</li> <li>3. Sept 24 - In person</li> <li>4. Oct 22</li> </ul>	

## **Board meeting April 30<sup>th</sup> – 11am**

### **Attendance**

- **Present:** Jonathan Oldroyd, Chris Truscott, Lynn Fisher, Tamsin Mutton McKnight, Dave Hiscutt
- **Apologies:** Graham Perry, Hayley Moore, Paul Mooney, Jye Dixey, Cllr Howard Atkinson, Josephine Parker
- **Observers:** Helen Heanes, Cllr Rob Hughes

### **Governance and Finance**

- **Board Membership:**
  - Lyn Mckenzie from Black Dog and Kerry Gilbert from Tattoo Morning Star are applying to join the board. Voting will occur at the next meeting.
- **Levy Update:**
  - No changes from last month with regards outstanding debt.
  - £26,000 received for this financial year.
  - Outstanding amounts from previous years are being pursued through litigation.
  - Total collectible amount is approximately £60,000.

### **AGM Details**

- Scheduled for **June 23rd** at The Three Chimneys. Activities include networking, augmented reality darts, escape room experiences, and awards for spring windows and SAVI. Official AGM starts at 7 PM, followed by voting of board members, including new directors Dave Hiscutt and Paul Mooney.

### **Pirate Fest Funding Application**

- Introduction of Sem and Taloch, organizers of the Pirate Festival.
- Discussion on challenges and support needed. Focus on making the festival family-friendly with activities outside pubs and bars. Concerns about weather and budget constraints.
- £4.5K applied for Board agreed to fund £2.5K now, with support to complete funding applications. Voting unanimous

### **Marketing Update**

- Positive reception of the newspaper article addressing bad press.

- Christmas plans include:
  - World Record Attempt at the pavilion. Parade along Custom House Key up St Mary Street down St Thomas Street. Entertainment from 2 to 6 PM.
- Concerns about marketing gaps and the importance of Google, TripAdvisor, and local press.
- Dorset Echo's new strategy: "a story with a face."

### **Improve Update**

- **Placemaking:**
  - South Harbourside considering buoys or wellies for marketing.
  - Lodmoor Hill decided on a new logo and wants flags and bunting.
  - St Mary St and St Thomas Street want flags with Weymouth's coat of arms.
  - Esplanade meeting scheduled for May 20th.
- **DISC Scheme:** Expansion to include businesses outside the levy area, such as Morrison's at a cost bringing revenue to the BID.
- **First Bus:** Pilot program for extended bus service to 1 AM on weekends commencing May for Portland to Dorchester with funding commitments from Weymouth, Portland, and Dorchester councils.

### **SHAPE**

- Meeting with Matthew Piles scheduled for May 6th to discuss graffiti, last bus, and parking strategy. Concerns about lack of consultation from Dorset Council on parking.

### **AOB (Any Other Business)**

- **Weymouth Area Development Trust Building:** Potential move to save rent.
- **St Nic's Gallery Website Proposal:** Concerns about duplication of efforts, but openness about the concept .
- **Brewers Quay Project:** Still proceeding despite rumours.
- **Waste Collection on the Seafront:** Issues with overflowing bins, especially in summer.



WE ARE WEYMOUTH LIMITED

APPLICATION FOR MEMBERSHIP

I/we - insert Levy Payer name LYN MACKENZIE

(This is the legal entity that is responsible for the Business Rates. This may be a Limited Company/Individual/Partnership or other\*\*)

Business Rates Reference Number (From Non-domestic rate bill)

Trading Name YOUR LOCAL ALEHOUSE LTD 7/A THE BLACK DOG

Correspondence Address 3, ST MARY ST

Post Code DT4 8PB

E Mail LYN.MKZ33@GMAIL.COM

Tel Number 07931 392400

would like to become a member of the We Are Weymouth Limited, Company No: 09928179, a private company limited by guarantee.

\*\*If the Levy Payer is a company and not an individual please give the name of the nominated representative of that company.

Print Name LYN MACKENZIE

Position DIRECTOR

E Mail ~~07931~~ 07931 392400

Tel Number LYNMKZ33@GMAIL.COM

I have read and understood the Articles of Association for We Are Weymouth Limited and agree to the conditions of membership. I further confirm that I am not a "Local Authority Person" as defined therein.

Signed (by duly authorised person, e.g. Director)

Print Name LYN MACKENZIE

Position DIRECTOR

Date 1/5/25



**ELECTION NOTICE FOR DIRECTOR**

I LYN MACKENZIE (proposers name)

being an authorised representative of

THE BLACK DOG (Business name)

which is a Member of WE ARE WEYMOUTH LIMITED, do hereby propose that

LYN MACKENZIE (Name of proposed director)

be elected as a Director of WE ARE WEYMOUTH LIMITED

Signed [Signature] person who proposed you

Date 1/5/25

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Personal declaration

I LYN MACKENZIE

confirm that I wish to stand for election as a Director of WE ARE WEYMOUTH LIMITED

Signed [Signature]

Date 1/5/25



**APPLICATION FORM**

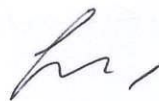
WE ARE WEYMOUTH LTD BOARD MEMBER

Name:	Business Name and address
Any Previous names:	E Mail:
Tel: Mob:	Correspondence Address:  Post Code:
Business Sector:	

Why you wish to stand:
------------------------

Have you completed the skills audit form as part of this nomination YES/NO

I confirm that I wish to apply to join We Are Weymouth Management Board. I also acknowledge that if accepted I will complete all the relevant forms including a register of interest.

Signed: 

Date: 1/5/25

BID Admin: Date Application Received: Checked and confirmed as correct:
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**Your membership of the Board will be as a co-opted director until such time as your appointment is approved by the ordinary members of We Are Weymouth, at the AGM.**







## **Knowledge & Skills Audit**

Getting the right mix of skills, experiences and qualities is a key ingredient in building an effective board of stakeholders.

A skills audit is a tool to help your board identify why they have become a member and what skills, knowledge or experience they can contribute to the board.

### **Why is an audit useful?**

Existing members of your board may possess a range of skills or knowledge that may never have been identified or called upon by the organisation.

Prospective new members can be recruited on the basis of what they can bring to the board, complementing and enhancing what is already there and increasing the diversity of both skills and perspectives.

The ideal board member would have every desirable skill and quality, but in the real world we each have only a selection.

If we know what qualities we possess ourselves, and what qualities others possess, we can pool our talents.

### **This is not a competition**

Everyone on the board/ steering group does not need the same skills.

Some skills are useful to have in several people, whereas others may need only one person to make them available.

Skills can be gained through a qualification, experience or a combination of both.

The matrix can highlight missing or depleted skills in the team, and can be used to plan best use of any training budget available.

## WE ARE WEYMOUTH BOARD MEMBERS SKILLS AUDIT

It was agreed at the Board Meeting held on the 12<sup>th</sup> February 2014 that it would be useful to have a clear idea of the skills that each board member brings to the table.

Please complete this form and return it to [dawnrondeau@weareweymouth.co.uk](mailto:dawnrondeau@weareweymouth.co.uk)

Name ..... LYN MACKENZIE .....

What is your professional background? (Include any IT, marketing, HR, accounting, event management, retail or tourism experience)

HOSPITALITY - PUB / NIGHTCLUB / B&B / CATERING

What experience if any do you have of Board Membership include any officers roles you have held.

NONE

1 Specific to We Are Weymouth Limited. Do you have:

Knowledge of an area of the Business Plan specifically. Details

EVENT ORGANISATION & PROMOTION  
NIGHT TIME ECONOMY  
HISTORY OF THE TOWN

Knowledge of the local voluntary sector. Details

INVOLVED IN GIMMIE SHELTER WORKING WITH  
LAMEEN, STREET PASTORS, WESTHAM BRIDGE VOL  
HOMELESS BUS

Knowledge of the local statutory agencies. Details

LICENSING REQS

Knowledge of regional/national policy concerning Town Centre etc. Details

What area of the Business Plan or whole plan are you particularly interested in? i.e, marketing, events, regulations etc

EVENTS WITHIN THE TOWN  
FINANCE ALLOCATION & HISTORICAL ENHANCEMENT

What skills do you have that will assist in the above areas?

RUN EVENTS AT MY PREMISES. RAN ITS A KNOCKOUT ON WEYMOUTH BEACH RAISING £50K. SECURITY ORGANISED HHS / FIRST AID / PERMISSIONS & LINE UP FOR QUAYSIDE EVENTS.

Do you have anything you wish to contribute to the Board not mentioned above either in terms of experience, knowledge or skills?

IM NOT A HISTORIAN BUT HAVE A SOLID KNOWLEDGE OF WEYMOUTH HISTORY + RESEARCHING IT & ITS ABOUT PRESERVING IT.

What is it you specifically feel you can contribute to the Board?

AN ALTERNATIVE PERSPECTIVE ON THE TOWN FROM THE AREAS DETAILED ABOVE

## 2 Partnership Working

Knowledge of partnership working in general. Details

MULTIPLE LICENSEES, KNOW THE WESSEX FOLK FESTIVAL. WORKED IN WEYMOUTH OVER 30YRS & BUILT RELATIONSHIP & NETWORK OF CONTACTS.

Campaigning. Details

NONE.

Community Development. Details

FUNDRAISING FOR CHARITIES.

## 3 Management/Organisation

General Management Details

2 PUBS CONSECUTIVELY. TEAM OF 20 STAFF.  
~~BEANS~~

Financial Management. Details

- KEEP KEEN EYE ON FINANCES FOR BOTH BUSINESSES - DAY TO DAY WORKING WITH AN ACCOUNTANT.

Project Management. Details

NARROW, DEVELOPING, PLANNING + ORGANISING FROM EVENTS THROUGH AN INSTALL. & PLANTER KEEP.


Monitoring and Evaluation. Details

TRIAL + ERROR, CUSTOMER FEEDBACK.

Business Planning. Details

30 YRS<sup>+</sup> EXPERIENCE OF SUCCESSFUL BUSINESS MANAGEMENT

Any other comments?

Signed.....

Dated.....1/5/25.....

Please return to: [dawnrondeau@weareweymouth.co.uk](mailto:dawnrondeau@weareweymouth.co.uk) or post FAO: CEO Pilgrim House, 1 Hope Street, Weymouth DT4 8TU

Company registration number: 07953027

**WE ARE WEYMOUTH LIMITED**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2025**

DRAFT

**WE ARE WEYMOUTH LIMITED**  
**CONTENTS**

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Company Information	1
Directors' Report	2 to 4
Statement of Directors' Responsibilities	5
Accountants Report	6 to 7
Profit and Loss Account	8
Balance Sheet	9
Notes to the Unaudited Financial Statements	10 to 12

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**WE ARE WEYMOUTH LIMITED**  
**COMPANY INFORMATION**

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**Chairman** G J Perry

**Directors** C W Truscott  
J V Parker  
J M Oldroyd  
H E Moore  
T A Mutton-McKnight  
H J Atkinson  
J Dixey  
L M Fisher  
D Hiscutt  
P Mooney

**Registered office** Leanne House  
6 Avon Close  
Weymouth  
Dorset  
DT4 9UX

**Accountants** Albert Goodman LLP  
Chartered Accountants  
Goodwood House  
Blackbrook Park Avenue  
Taunton  
Somerset  
TA1 2PX

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## **WE ARE WEYMOUTH LIMITED**

### **DIRECTORS' REPORT FOR THE YEAR ENDED 31 MARCH 2025**

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The directors present their report and the financial statements for the year ended 31 March 2025.

#### **Directors of the company**

The directors who held office during the year were as follows:

J V Parker

J M Oldroyd

H E Moore

T A Mutton-McKnight

G J Perry - Chairman

C W Truscott

J Dixey

L M Fisher

H J Atkinson (appointed 24 July 2024)

P Mooney (appointed 27 August 2024)

D Hiscutt (appointed 20 January 2025)

#### **Principal activity**

The principal activity of the company is to operate a Business Development District (BID) on behalf of the BID levy payers and to deliver the Business Plan as voted through in the ballot held in March 2023 for the four years and seven months life of the BID.

## **WE ARE WEYMOUTH LIMITED**

### **DIRECTORS' REPORT FOR THE YEAR ENDED 31 MARCH 2025**

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#### **Chairman's statement**

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.

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.

**WE ARE WEYMOUTH LIMITED**

**DIRECTORS' REPORT FOR THE YEAR ENDED 31 MARCH 2025**

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**Directors' liabilities**

The company does not have any share capital. Instead, each director has agreed to contribute an amount not exceeding £1 in the event of winding up as per clause 3.2 of the Memorandum and Articles of Association.

**Small companies provision statement**

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved by the Board on ..... and signed on its behalf by:

.....  
G J Perry  
Chairman

DRAFT

## **WE ARE WEYMOUTH LIMITED**

### **STATEMENT OF DIRECTORS' RESPONSIBILITIES**

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The directors acknowledge their responsibilities for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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**INDEPENDENT CHARTERED ACCOUNTANTS' REVIEW REPORT TO THE DIRECTORS OF WE  
ARE WEYMOUTH LIMITED  
FOR THE YEAR ENDED 31 MARCH 2025**

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We have reviewed the financial statements of We Are Weymouth Limited for the year ended 31 March 2025, which comprise the Profit and Loss Account, the Balance Sheet and related notes as set out on pages 8 to 12, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

**Directors' Responsibility for the Financial Statements**

As explained more fully in the Directors' Responsibilities Statement set out on page 4, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

**Accountants' Responsibility**

Our responsibility is to express a conclusion on the financial statements. We conducted our review in accordance with International Standard on Review Engagements (ISRE) 2400 (Revised) Engagements to review historical financial statements and ICAEW technical release TECH 09/13AAF (Revised) Assurance review engagements on historical financial statements. ISRE 2400 (Revised) requires us to conclude whether anything has come to our attention that causes us to believe that the financial statements, taken as a whole, are not prepared, in all material respects, in accordance with the United Kingdom Generally Accepted Accounting Practice, specifically FRS 102 Section 1A. ISRE 2400 (Revised) also requires us to comply with the ICAEW Code of Ethics.

**Scope of Assurance Review**

A review of financial statements in accordance with ISRE 2400 (Revised) is a limited assurance engagement. We have performed procedures, primarily consisting of making enquiries of management and others within the entity, as appropriate, applying analytical procedures, and evaluating the evidence obtained. The procedures performed in a review are substantially less than those performed in an audit conducted in accordance with International Standards on Auditing (UK). Accordingly, we do not express an audit opinion on these financial statements.

**INDEPENDENT CHARTERED ACCOUNTANTS' REVIEW REPORT TO THE DIRECTORS OF WE  
ARE WEYMOUTH LIMITED  
FOR THE YEAR ENDED 31 MARCH 2025**

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**Conclusion**

Based on our review, nothing has come to our attention that causes us to believe that the financial statements have not been prepared:

- so as to give a true and fair view of the state of the company's affairs as at 31 March 2025 and of its surplus for the period then ended;
- in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'; and
- in accordance with the requirements of the Companies Act 2006.

**Use of our report**

This report is made solely to the company's directors, as a body, in accordance with the terms of our engagement letter. Our review has been undertaken so that we may state to the company's directors those matters we have agreed with them in our engagement letter and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's directors as a body for our work, for this report or the conclusions we have formed.

.....  
Albert Goodman LLP  
Chartered Accountants  
Goodwood House  
Blackbrook Park Avenue  
Taunton  
Somerset  
TA1 2PX

Date:.....

**WE ARE WEYMOUTH LIMITED**  
**PROFIT AND LOSS ACCOUNT**  
**FOR THE YEAR ENDED 31 MARCH 2025**

	Note	Year ended 31 March 2025 £	1 September 2023 to 31 March 2024 £
Income		377,855	188,136
Event and project expenditure		<u>(236,059)</u>	<u>(102,499)</u>
Gross surplus		141,796	85,637
Administrative expenses		<u>(113,572)</u>	<u>(69,884)</u>
Operating surplus / (deficit)		28,224	15,753
Other interest receivable and similar income		<u>1,256</u>	<u>-</u>
Surplus / (deficit) before tax		<u>29,480</u>	<u>15,753</u>
Surplus / (deficit) for the financial year		<u><u>29,480</u></u>	<u><u>15,753</u></u>

The above results were derived from continuing operations.

The company has no recognised gains or losses for the year other than the results above.

**WE ARE WEYMOUTH LIMITED**  
**(REGISTRATION NUMBER: 07953027)**  
**BALANCE SHEET AS AT 31 MARCH 2025**

	Note	2025 £	2024 £
<b>Fixed assets</b>			
Tangible assets	4	400	1,072
<b>Current assets</b>			
Debtors	5	53,063	57,955
Cash at bank and in hand		<u>146,883</u>	<u>100,966</u>
		199,946	158,921
<b>Creditors:</b> Amounts falling due within one year	6	<u>(56,012)</u>	<u>(45,139)</u>
<b>Net current assets</b>		<u>143,934</u>	<u>113,782</u>
<b>Net assets</b>		<u>144,334</u>	<u>114,854</u>
<b>Capital and reserves</b>			
Profit and loss account		<u>144,334</u>	<u>114,854</u>
Total equity		<u>144,334</u>	<u>114,854</u>

For the financial year ending 31 March 2025 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared and delivered in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved and authorised by the Board on ..... and signed on its behalf by:

.....  
G J Perry  
Chairman

**WE ARE WEYMOUTH LIMITED**  
**NOTES TO THE UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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**1 General information**

The company is a company limited by guarantee, incorporated in England and Wales, and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the company in the event of liquidation.

The address of its registered office is:

Leanne House  
6 Avon Close  
Weymouth  
Dorset  
DT4 9UX

**2 Accounting policies**

**Summary of significant accounting policies and key accounting estimates**

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

**Statement of compliance**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

**Basis of preparation**

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

These financial statements are presented in Sterling (£).

**Turnover recognition**

Turnover represents levies received from Dorset County Council collected from business rates payers within the BID area and other local fundraising activities. Turnover is shown net of value added tax and is recognised in the period to which it relates.

Turnover from other fundraising activities is recognised as it is earned.

**Tangible assets**

Tangible assets are stated at cost, less accumulated depreciation and accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

**Depreciation of tangible assets**

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Office equipment	25% straight line

**WE ARE WEYMOUTH LIMITED**  
**NOTES TO THE UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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**Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

**Debtors**

Trade debtors are amounts due from levy payers in respect of levy payments due to the company in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

**Creditors**

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Trade creditors are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

**Defined contribution pension obligation**

The company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payment obligations.

The contributions are recognised as an expense in the profit and loss account when they fall due. Amounts not paid are shown in accruals as a liability in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

**3 Staff numbers**

The average number of persons employed by the company (excluding directors) during the year was 3 (2024 - 3).

**WE ARE WEYMOUTH LIMITED**  
**NOTES TO THE UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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**4 Tangible assets**

	Office equipment £	Total £
<b>Cost or valuation</b>		
At 1 April 2024	6,535	6,535
At 31 March 2025	6,535	6,535
<b>Depreciation</b>		
At 1 April 2024	5,463	5,463
Charge for the year	672	672
At 31 March 2025	6,135	6,135
<b>Carrying amount</b>		
At 31 March 2025	400	400
At 31 March 2024	1,072	1,072

**5 Debtors**

	2025 £	2024 £
<b>Current</b>		
Trade debtors	41,702	48,885
Prepayments	2,614	9,070
Other debtors	8,747	-
	<u>53,063</u>	<u>57,955</u>

**6 Creditors**

	2025 £	2024 £
<b>Due within one year</b>		
Trade creditors	7,872	12,018
Taxation and social security	-	1,520
Other creditors	48,140	31,601
	<u>56,012</u>	<u>45,139</u>

**WE ARE WEYMOUTH LIMITED**  
**DETAILED PROFIT AND LOSS ACCOUNT**  
**FOR THE YEAR ENDED 31 MARCH 2025**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Income	377,855	188,136
Event and project expenditure	<u>(236,059)</u>	<u>(102,499)</u>
Gross surplus	<u>141,796</u>	<u>85,637</u>
Gross surplus (%)	37.53%	45.52%
<b>Administrative expenses</b>		
Employment costs	(66,095)	(43,565)
Establishment costs	(11,293)	(5,351)
General administrative expenses	(35,394)	(20,511)
Finance charges	(118)	(65)
Depreciation costs	<u>(672)</u>	<u>(392)</u>
	<u>(113,572)</u>	<u>(69,884)</u>
Operating surplus	28,224	15,753
Other interest receivable and similar income	<u>1,256</u>	<u>-</u>
Surplus before tax	<u><u>29,480</u></u>	<u><u>15,753</u></u>

DRAFT

**WE ARE WEYMOUTH LIMITED**  
**DETAILED PROFIT AND LOSS ACCOUNT**  
**FOR THE YEAR ENDED 31 MARCH 2025**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
<b>Income</b>		
Grants received	52,805	-
BID levy income	321,850	188,136
Street stand	3,200	-
	<u>377,855</u>	<u>188,136</u>
<b>Event and project expenditure</b>		
Grant research	48,005	-
Halloween events	1,918	522
Christmas events	27,222	29,857
W&P Heritage Website Hosting	144	-
Weyfarers	3,900	-
Wessex Folk Festival	3,528	-
Volleyball	1,977	-
Other small events	341	3,232
Augmented Reality Trails	1,609	-
Crime Reporting	3,280	-
Hanging Baskets	20,000	-
Dino Events	3,564	1,572
Dusk Til Dark	20,016	20,041
Christmas Trees	2,030	-
Artway	1,000	-
Paving Slabs	2,850	-
Levy Payer Engagement AGM	222	-
Dino / Fossil Install Project	4,480	-
Windows	158	-
Weymouth Flyer	1,056	-
Maps	553	-
Pirate Parlay	3,023	3,035
Loving Weymouth and Portland	18,000	10,500
BID Ranger	32,177	16,388
Visit Dorset Weymouth Entry	3,450	-
Advertising and PR	30,080	16,500
WAW - website	1,476	852
	<u>236,059</u>	<u>102,499</u>
<b>Employment costs</b>		
Wages and salaries	64,804	42,354
Employers NIC	430	491
Staff pensions (Defined contribution)	861	720
	<u>66,095</u>	<u>43,565</u>

**WE ARE WEYMOUTH LIMITED**  
**DETAILED PROFIT AND LOSS ACCOUNT**  
**FOR THE YEAR ENDED 31 MARCH 2025**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
<b>Establishment costs</b>		
Rent	8,458	4,074
Light, heat and power	830	585
Insurance	1,226	692
Repairs and maintenance	779	-
	<u>11,293</u>	<u>5,351</u>
<b>General administrative expenses</b>		
Telephone and internet	2,465	1,359
Computer software and maintenance costs	11,004	5,063
Printing, postage and stationery	433	480
Trade subscriptions	1,091	-
Networking and conferences	80	50
Sundry expenses	658	493
Refreshments	12	72
Cleaning	496	178
Motor expenses	137	119
Advertising	1,174	713
Accountancy fees	3,733	3,960
Meeting costs	134	107
Levy collection costs	9,177	6,556
Bookkeeping fees and charges	4,800	2,800
Bad debts written off	-	(1,439)
	<u>35,394</u>	<u>20,511</u>
<b>Finance charges</b>		
Bank charges	<u>118</u>	<u>65</u>
<b>Depreciation costs</b>		
Depreciation of office equipment (owned)	<u>672</u>	<u>392</u>
<b>Other interest receivable and similar income</b>		
Bank interest receivable	<u>1,256</u>	<u>-</u>

### Apr-25

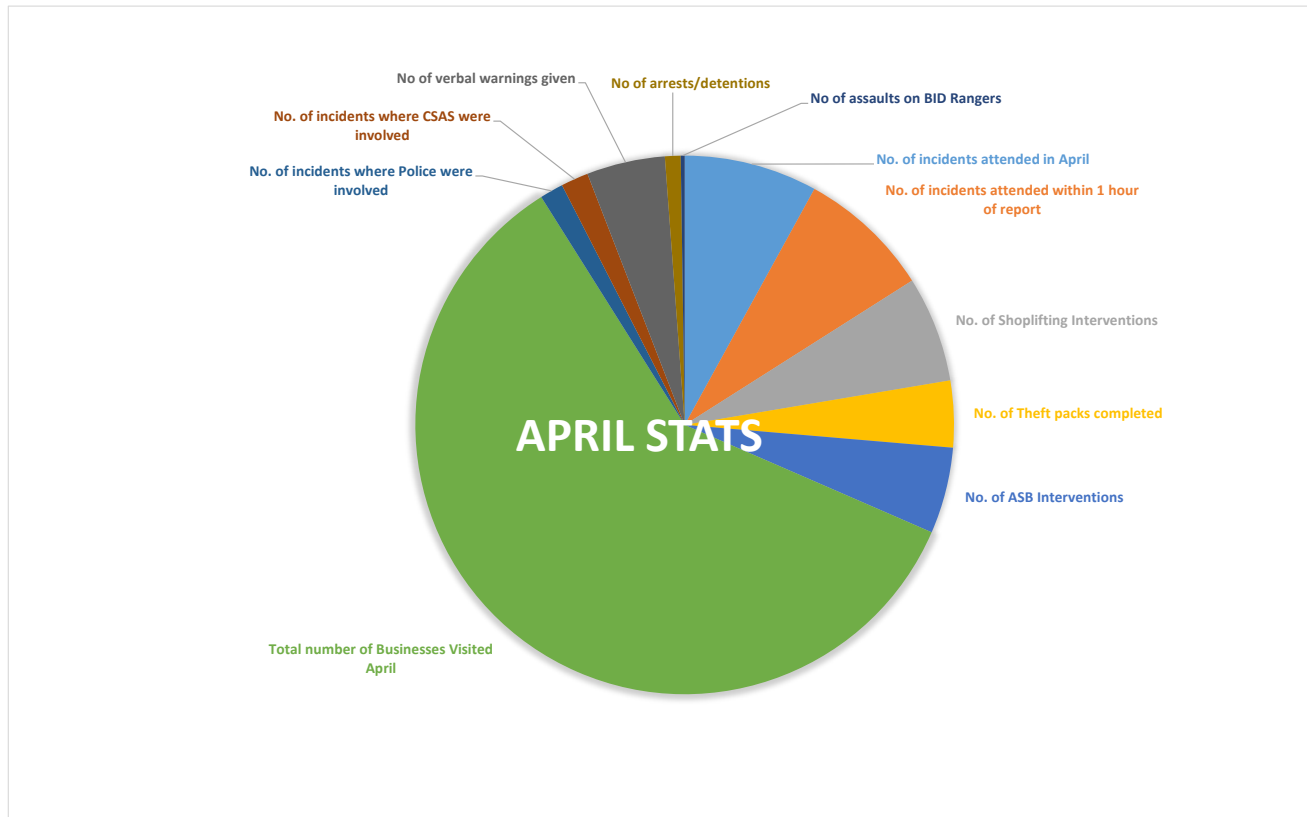
No. of incidents attended in April	No. of incidents attended within 1 hour of report	No. of Shoplifting Interventions	No. of Theft packs completed	No. of ASB Interventions	Total number of Businesses Visited April	No. of incidents where Police were involved	No. of incidents where CSAS were involved	No of verbal warnings given	No of arrests/detentions	No of assaults on BID Rangers	Value of Stock Recovered £
34	34	27	17	22	253	6	7	20	4	1	£ 1,794.40

### YTD 25-26

No. of incidents attended in April	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 April	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 £
34	34	27	17	22	253	6	7	20	4	1	£ 1,794.40

### 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 £
1043	755	638	187	441	4800	180	146	397	108	48	£ 29,367.77

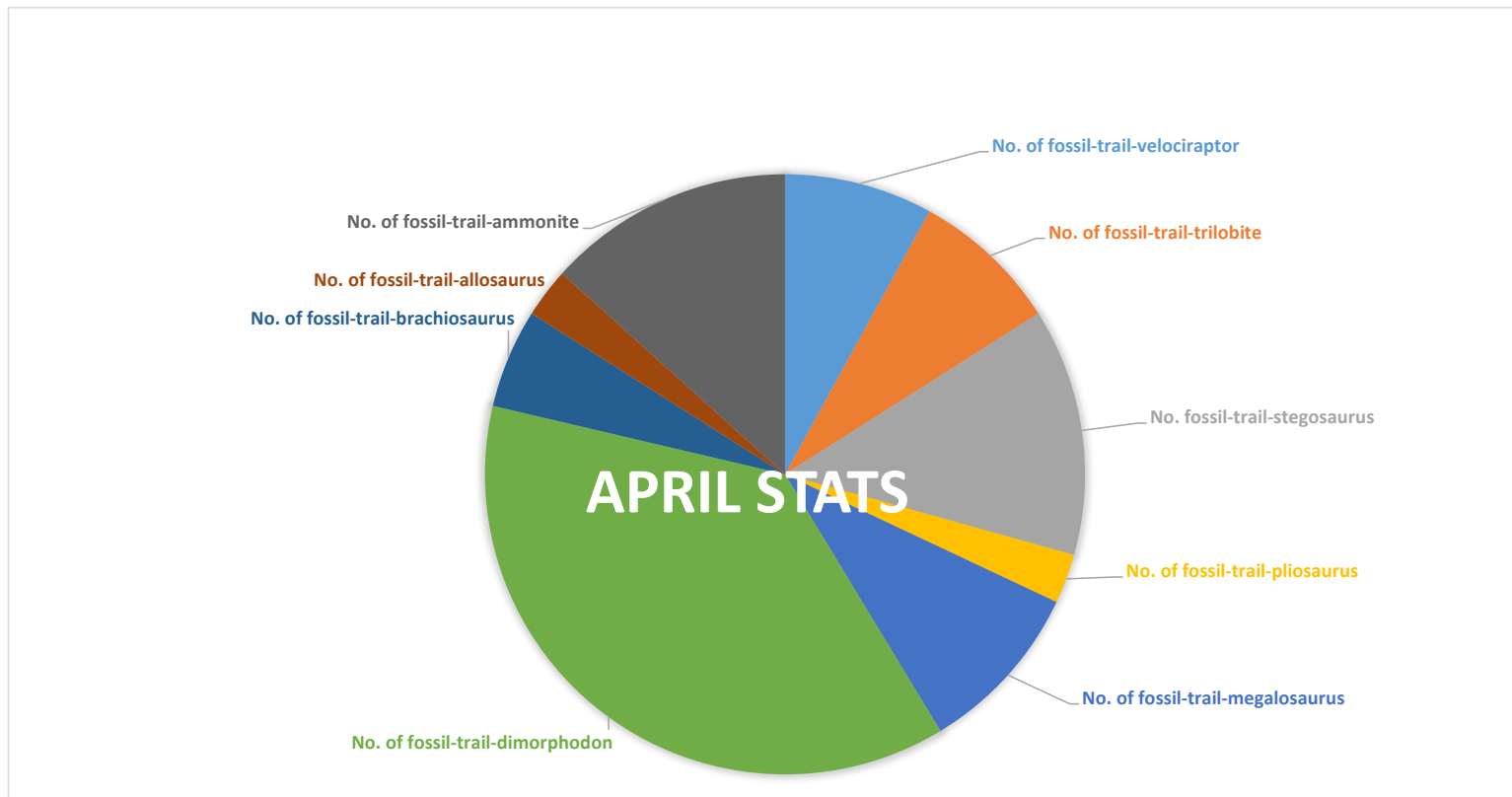


### Apr-25

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
6	6	10	2	7	28	4	2	10	75

### 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
42	37	47	12	47	103	45	6	62	401





# Minutes of the Improve subcommittee Meeting

**Date:** 14 May 2025

**Time:** 11:00 AM

**Location:** Virtual Meeting

## Attendees:

- Dawn Rondeau – Irvine, Graham Perry, Jonathan Oldroyd

## Apologies:

Jye Dixey, Dave Hiscutt, Paul Mooney

## Minutes:

### Review of Improve Agenda:

Dawn suggested reviewing the Improve agenda and minutes from the last meeting as a starting point for the subcommittee.

1. **Placemaking Initiatives:** Dawn reported success with placemaking in areas like Lodmoor Hill and St Mary Street. And showed pictures of mock-ups. A breakfast meeting scheduled for 20th May at William Henry to discuss placemaking in Great George Street and Westham Road area. Discussion on naming the area around William Henry Coburg Street as "Royal Place" due to its royal connections. Graham suggested calling it all Frederick place. Proposal for St Mary Street and St Thomas Street to have lamppost decorations with Weymouth coat of arms. Pics attached. Lodmoor Hill proposed a colourful logo for lampposts or buildings. Pics attached Dawn shared pricing details for flags and discussed budget management for different areas. S/C suggested not trying to deliver for whole town, but doing something with a big impact like the flags in St Mary/St Thomas Street first then looking at budget for delivery elsewhere, remembering that £15K has been allocated per year to deliver placemaking. 85 flags estimated at £6,000 without flagpoles. Discussion on durable materials for flags to withstand weather conditions. Focus on quality and durability, considering a multi-year project. Dawn to seek permission from Weymouth Museum to use the coat of arms.
2. **Sand Sculpture Event:** Dawn reported on the upcoming sand sculpture competition and potential expansion of Sandworld as well as 100yrs of sand sculpture in Weymouth.
3. **Esplanade Improvements:** Discussion on DC uniformity in sitting out licences and planning permissions.
4. **Slabs:** Dawn struggling to get DC to put together risk assessment for Environment agency 2 plaques in Bowleaze/Lodmoor area. Graham suggested forging ahead with Bloody Assizes as the anniversary for this is Autumn 25.
5. **Pathways to Prosperity:** Discussed DC's community outreach event and the need for another business orientated meeting to be held in Weymouth. Dawn has requested this from DC
6. **Cruise Ships:** Current arrangements to remain.
7. **Board Meeting:** Next board meeting to discuss end-of-year accounts, AGM, voting in new members, and any other urgent items.

## Action Items:

### **Dawn Rondeau-Irvine:**

- Send minutes of the last board meeting to Graham Perry for view.
- Share pricing details and budget proposals for placemaking initiatives.
- Seek permission from Weymouth Museum to use the coat of arms.
- Follow up with Dorset Council on risk assessment for plaques.
- Arrange a meeting with Mel to discuss draught accounts.
- Prepare for the next board meeting with a focus on end-of-year accounts and AGM.
- Consider providing an executive summary for each board meeting

### **Graham Perry:**

- Provide historical content for AI characters and gory tour.
- Provide input on roles of board members in the next board meeting

### **Graham Perry & Jonathan Oldroyd:**

- Requested oversight of minutes from the last board meeting.
- Support discussions on placemaking and budget management.





# Summary of the May Marketing Subcommittee Meeting

**Date:** 8 May 2025      **Time:** 10:00 AM ONLINE

**Attendees:** Dawn Rondeau-Irvine, Pippa Gibb (In The Bag PR), Tamsin Mutton-Mcknight, Lynne Fisher, Andy Cooke (LWP)

## Key Points Discussed:

### 1. Introduction and Context:

- The primary focus was on the marketing tenders (Oct) and the need to re-evaluate strategies due to budget constraints. (RV dropped)

### 2. Current Marketing Strategy:

- Tamsin highlighted the effectiveness of the current PR and profile-building efforts but questioned their future relevance.
- The need to reformat marketing campaigns to be more cost-effective and aligned with future goals was emphasized.

### 3. Feedback from Pippa (In The Bag PR):

- Pippa suggested starting from a blank slate to identify the target audience and desired outcomes.
- She emphasized the importance of focusing on specific niches, such as off-peak travel for older generations, families, and digital approaches like TikTok and YouTube campaigns.
- Pippa also mentioned the need for quirky and unique PR events to keep Weymouth in the public eye.

### 4. Digital and Social Media Strategy:

- Dawn highlighted the potential shift towards more digital marketing, including leveraging analytics and focusing on user-generated content.
- The importance of engaging content creators and influencers to promote Weymouth was highlighted.

### 5. Engagement with Levy Payers:

- Lynne stressed the need to demonstrate the value of the BID to levy payers, suggesting more PR around the impact of events on local businesses.
- Pippa proposed using data from events to create engaging content for the BID website and newsletters.

- Dawn suggested social media tips, and content for businesses to 'copy and paste' plus educate on how to use PR ad S/M to impact growth

#### **6. Future Marketing Plans:**

- The discussion included ideas for future campaigns, such as focusing on digital ads, SEO, and video content.
- All agreed campaigns were not the way forward, and that the only campaign which was working was the #weybackwhen campaign
- The potential for more strategic and targeted marketing efforts was considered, with an emphasis on building on successful events.

#### **7. Feedback from Andy Cooke (Love Weymouth):**

- Andy discussed the success of the social media presence and the importance of maintaining engagement with the public.
- He suggested more focus on promoting individual businesses and using Facebook events to increase visibility.
- The potential impact of a new events website funded by the town council was mentioned, which could affect the need for Love Weymouth's events listing.
- Andy suggested social media seminars might be the way forward and highlighted success stories

#### **8. Conclusion and Next Steps:**

- The meeting concluded with a consensus on the need for more education and support for levy payers in using social media effectively.
- The importance of evaluating the current marketing strategies and considering new approaches for the next two years was emphasized.

### **Recommendations:**

#### **1. Focus on Digital Marketing:**

- Increase efforts on platforms like TikTok, YouTube, and Instagram to reach a broader audience.
- Utilize digital ads and SEO to improve visibility in search results.

#### **2. Engage Content Creators:**

- Collaborate with influencers and content creators to generate engaging and authentic content.

**3. Support Levy Payers:**

- Provide workshops and resources to help levy payers effectively use social media and digital marketing.

**4. Evaluate and Adapt:**

- Continuously assess the effectiveness of current strategies and be open to new approaches to stay relevant and cost-effective.

**5. Leverage Data:**

- Use data from events and campaigns to create compelling content and demonstrate the value of the BID to levy payers.

By implementing these recommendations, the marketing subcommittee can ensure that Weymouth's marketing efforts remain effective, engaging, and aligned with future goals.

# APPLICATION FOR FUNDING



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

<b>PROJECT / ACTIVITY NAME</b>	
------------------------------------	--

## YOUR DETAILS

<b>First Name:</b>	
<b>Surname:</b>	
<b>Role:</b>	
<b>Email:</b>	
<b>Telephone Number:</b>	
<b>Address:</b>	

## YOUR ORGANISATION

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

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

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<b>THE PROJECT/ACTIVITY</b>	
<b>Start Date:</b>	
<b>End Date:</b>	
<b>Is this a new project/activity?</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Please provide a summary of your project/activity:</b>	
<b>Who is your project/activity aimed at?</b>	
<b>How will your project/activity benefit Weymouth, including the business community?</b>	
<b>Is this application for an event?</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>
If your application is for an event, please provide a copy of your Event Management Plan and an event schedule with your application.	

## OUTCOMES AND MONITORING

Successful grant holders must undertake monitoring and evaluation activities to demonstrate the success of and any learning from the project. Outcomes must be monitored and evaluated.

In advance of your application/project, you should consider how you will monitor it. Will you need to collect data to help with this, and what data do you need? How will people provide feedback? How will you measure the impact of your project?

Outcomes - Detail		Outcomes – Monitoring and Evaluation
Ex.	The event will attract visitors to the town outside of the peak season.	<ul style="list-style-type: none"> <li>- Attendees will be asked to pre-register and provide an email address</li> <li>- Attendees will be surveyed post-event</li> <li>- Attendance figures will be collected</li> <li>- Social media post reach will show potential</li> </ul>
1.		
2.		
3.		

### Positive Economic Impact

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

## FUNDING

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

**Sustainability**  
 Please describe how you will build resilience into the project. Grants will rarely be awarded on an ongoing basis; therefore, you will need to describe how the project will be funded in the future, if necessary.

**Please provide a breakdown of expenditure below (excluding VAT)**

Item	Description	Cost

## BUSINESS ENGAGEMENT

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

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

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

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

## DECLARATION

By submitting this application, I certify that:

- I am authorised to make this application on behalf of the organisation
- The information provided is correct and I will notify We Are Weymouth of any subsequent changes
- I have read the 'Information for Applicants' document, and agree to all funding terms and conditions set out in the document
- I understand that additional terms may be imposed by the BID, which will be detailed in the offer letter once a decision has been made by the BID
- I understand that should I/we fail to comply to, or agree with the terms set out in the Information for Applications document, or any additional terms set by the BID board, funding will not be provided or may need to be returned to the BID.

**Signature**

Tick box if submitting electronically

**Name**

**Date**

## **Weymouth BID Board Code of Conduct**

***Respect for the communities we work with and serve.***

***Integrity in our actions.***

***Responsibility for our decisions and their consequences.***

We are committed to upholding the highest standards of conduct and responsibility by:

- Maintaining strict confidentiality with all sensitive and personal information;
- Acting with honesty, integrity, and transparency in all our transactions and interactions;
- Avoiding conflicts of interest and addressing any actual or perceived conflicts appropriately;
- Treating every individual with dignity, fairness, and respect;
- Fostering a workplace culture that values respect, equity, and good faith, while ensuring employment conditions that protect the rights and welfare of all employees;
- Acting responsibly and ethically in the communities where we operate, and contributing positively to those we serve;
- Being accountable for our actions and decisions, and continuously striving to improve our transparency, ethical standards, and effectiveness;
- Ensuring that all individuals representing Weymouth BID act professionally and are not under the influence of drugs or alcohol whilst representing the BID in meetings.

# Profit and Loss

## WE ARE WEYMOUTH LIMITED

For the month ended 30 April 2025

APR 2025

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### Turnover

Levy Income - Collected By DC	137,402.46
<b>Total Turnover</b>	<b>137,402.46</b>

### Cost of Sales

Augmented Reality Trail	112.00
BID Ranger 25-26	2,919.50
Crime Reporting DISC 25-26	2,835.00
Grant Funded Expenses Positive PR Campaign	410.12
Loving Weymouth & Portland	1,500.00
Outsourced Marketing Campaign	2,500.00
<b>Total Cost of Sales</b>	<b>10,276.62</b>

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### Gross Profit

127,125.84

### Administrative Costs

Bank Charges	21.30
Board / Meeting Costs	12.99
Cleaning	26.76
Electric - Street Stand	77.37
Insurance	103.29
IT Software and Consumables	335.02
Outsourced Bookkeeping	400.00
Pensions Costs	115.78
Rent	662.76
Subscriptions	22.80
Telephone & Internet	60.40
Wages and Salaries	5,692.85
WAW - Website	133.33
<b>Total Administrative Costs</b>	<b>7,664.65</b>

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### Operating Profit

119,461.19

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### Profit on Ordinary Activities Before Taxation

119,461.19

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### Profit after Taxation

119,461.19