



Board Meeting Agenda

Date: July 23rd

Time: 11:00 - 13:00

Location: PILGRM HOUSE

BOARD Meeting – SPECIAL		
1	Welcome	11am
2	Apologies for Absence	11:05
3	Declarations of Interest	11:10
4	Observers	11:15
5	Matters Arising from Previous Minutes	11:20
6	Governance <ul style="list-style-type: none"> a. Welcome Lyn McKenzie b. Voting ref Kerry Gilbert c. Retiring Tamsin Mutton McKnight <p>Accounts YE 31/03/256 adopted</p>	11:25
7	Reports Q&A	11:35
8	AOB	11:45
9	A deep dive into: <ul style="list-style-type: none"> • Long-term strategy. • 2026 budget planning allocation. • Christmas and Dusk Til Dark events discussion. 	12:00
	<ol style="list-style-type: none"> 1. Sept 24 - In person 2. Oct 22 - Online 	13:00 prompt finish



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Minutes of the Board Meeting

Date: 21 May 2025

Time: 10:00AM

Location: Virtual (via Teams)

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
- Josephine Parker (JP), EBike@Deheers
- Paul Mooney (PM), Cove Gallery
- Dave Hiscutt (DH) Londis

In attendance:

- Dawn Rondeau Irvine (DRI) CEO We Are Weymouth
-

1. Welcome and Apologies

- GP welcomed attendees to the meeting
- Apologies received from: Hayley Moore, Lyn Mckenzie, Chris Truscott, Helen Heanes and Rob Hughes
- JP experiencing technical difficulties joining asap.

2. Declarations of Interest

- No declarations of interest were made.

3. Approval of Previous Minutes

- Minutes from the last meeting were approved as accurate.
- Matters arising: Ongoing actions regarding bad press and DRI response were acknowledged.

4. Levy Update

- £135,000 collected for the current financial year.
- Outstanding levy from previous years: approx. £59,000.
 - £20,000 already provided for.

- £40,000 still receivable; further provision may be required.
- Colour-coded spreadsheet to be updated.

5. Board Membership

- **Lyn Mackenzie** was unanimously voted onto the board.
- **Kerry Gilbert's** application is pending due to incomplete submission; to be reviewed at the next meeting.
- Board discussed the importance of diverse sector representation.

(JP joined the meeting)

6. AGM Planning

- AGM scheduled for **23 June 2025** at The Three Chimneys.
- Formal notices and letters to be sent to members.
- Clarification on re-elections and new director elections:
 - Re-election: Lynn Fisher, Hayley Moore, Chris Truscott, Jye Dixey.
 - New elections: Howard Atkinson, Paul Mooney, Dave Hiscutt, Lyn Mackenzie.
- Board agreed to cancel the June board meeting if nothing urgent arises (board to pencil in date).
- July board meeting to be held in person with a focus on strategy and budgeting.

7. Director Protocols and Attendance

- Discussion on board attendance and subcommittee involvement.
- Proposal: Attendance at subcommittees may count toward overall participation.
- Emphasis on keeping board meetings strategic and concise.

8. Finance Report

- Draft accounts reviewed:
 - Surplus of approx. £29,000 before bad debt provision.
 - After provision, expected surplus of £6,000–£7,000.
- Clarification needed on “Grant Research”– to be renamed “Weymouth & Portland PR Campaign.”
- Noted that 2023–24 was a 7-month financial year; to be annotated in accounts.

- Final accounts to be published a week before the AGM.

9. Funding Application – Events Website

- Application from Nick Horton for events website funding discussed.
- Board agreed:
 - No funding available this year.
 - Support in principle for future collaboration.
 - Potential integration into 2026 marketing strategy.
 - Encourage promotion via newsletter and social media.

10. AOB – Governance and Strategy

- July board meeting to include a deep dive into:
 - 2026 budget planning.
 - Christmas and Dusk Till Dark events.
 - Long-term strategy.

11. AOB – Trademark and Online Harassment

- Concerns raised over “We Are Weymouth Retail” Facebook page:
 - Trademark infringement confirmed.
 - Legal advice: cease and desist not recommended due to likely non-compliance.
 - Police involvement advised for malicious communications and harassment.
 - Board to report page to Facebook for trademark violation.
 - Consider contacting Facebook group admins to limit exposure.
- Board expressed full support for Dawn.
- Security to be arranged for AGM due to potential disruption.

12. Ranger Feedback

- Positive feedback received for BID Rangers’ assistance in 2 recent incidents. (create case studies from them)
- Additional support provided by UDL at no extra cost.

13. Press and Public Perception

- Discussion on recent negative media coverage.
- Agreed to continue promoting positive stories and visitor testimonials.
- Emphasis on proactive communication and community engagement.

14. Meeting Close

- Meeting concluded at approximately 12:45 AM.
- Next confirmed meeting: **AGM on 23 June 2025.**
- Next agreed board meeting: **23 July 2025 (in person).**



WE ARE WEYMOUTH LIMITED

APPLICATION FOR MEMBERSHIP

I/we - insert Levy Payer name Kerry Gilbert

(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 Tattoo Morningstar LTD

Correspondence Address 105A St Mary's Street
Weymouth

Post Code DT4 8NY

E Mail morningstartattooist@gmail.com

Tel Number 01305 788884

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 KERRY GILBERT

Position DIRECTOR

E Mail haoskerry@gmail.com

Tel Number 07948077807

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) K Gilbert

Print Name K GILBERT

Position DIRECTOR

Date 4/5/25



APPLICATION FORM

WE ARE WEYMOUTH LTD BOARD MEMBER

Name: KERRY Gilbert	Business Name and address 105A St Mary's Street DT4 8NY.
Any Previous names: Kerry Richardson	E Mail: morningstartattooist@gmail.com.
Tel: 01305 788884 Mob: 07948077807	Correspondence Address: 105A St Marys Street DT4 8NY Post Code:
Business Sector: Service/Retail.	

Why you wish to stand:
I am passionate about our town and want to assist in shaping it's future.

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: K Gilbert

Date: 4/5/25

BID Admin: Date Application Received: Checked and confirmed as correct:

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.



ELECTION NOTICE FOR DIRECTOR

I Kerry Gilbert (proposers name)

being an authorised representative of

Tattoo Morningstar (Business name)

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

Kerry Gilbert (Name of proposed director)

be elected as a Director of WE ARE WEYMOUTH LIMITED

Signed K Gilbert person who proposed you

Date 4.15.25

Personal declaration

I Kerry Gilbert

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

Signed K Gilbert

Date 4.15.25



WE ARE WEYMOUTH LTD
REGISTER OF INTERESTS

As a Director of We Are Weymouth Limited you must provide a register of interests that shows your business interests and connections with organisations that may come into contact with We Are Weymouth Limited.

This document will remain in the We Are Weymouth office and will be available for inspection by Levy Payers to ensure We Are Weymouth is seen as open and transparent in its dealings and use of the levy fee.

Name: Kerry Gilbert

Details of interests must be disclosed in relation to the individual and your spouse or partner (if any).

With respect to yourself and any spouse or partner, please confirm:

- 1) Whether you are employed (Y)
2) If you have a financial interest in any local businesses (Y)
3) Any shareholdings that exceed 1% of the share capital in any business that does business in Weymouth & Portland (N)
4) Interests in any contracts with We Are Weymouth Limited (N)
5) Interests in commercial property in Weymouth and Portland (N)
6) Positions of control or management in public bodies or not-for-profit organisations (N)
7) Membership of a political party or other political group (N)

For any items where the answer given above is "yes" then full details must be given overleaf.

I declare that these details are correct, and I understand that it is my responsibility to provide written notification to We Are Weymouth Limited of any changes to this register within 28 days of becoming aware of the change. I consent to We Are Weymouth Limited retaining a copy of this form and making it available to Levy Payers

Signed Kerry Gilbert

Dated: 4.5.25



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 12th 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

Name KERRY GILBERT.....

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

I have been a barber in the town for 17 years, I have run the tattoo studio since I opened in 2019 and I assist in managing a local band.

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

improving marketing and shaping the town, but particularly improving the look and feel of Weymouth.

Knowledge of the local voluntary sector. Details

Knowledge of the local statutory agencies. Details

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

I am quite resourceful and have a passion for our town and our children's future and so I have
What skills do you have that will assist in the above areas? an interest in everything.
I spend my days designing tattoos and so creating posters and designing.
I also have a Skill with Social media.

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

I assist in managing the local band balance of power social media and marketing promotions and I am passionate about the night time economy and live music.

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

I have a passion for this town. One that many my age don't seem to have and I want to be helpful in shaping our town's future.

2 Partnership Working

Knowledge of partnership working in general. Details

I am an advocate for the BID and I have good relationships within the town businesses which has been useful in encouraging them to take part in BID events.

Campaigning. Details

Community Development. Details

3 Management/Organisation

General Management Details

I manage a team of 4 staff and I am involved in the recruitment and training of the staff, including ensuring the business is financially viable and ahead of trends.

Financial Management. Details

Day to Day financial management including working with my accountant to ensure my submissions to HMEcare timely and accurate.

Project Management. Details

Monitoring and Evaluation. Details

Business Planning. Details

I commenced my ~~bests~~ business in June 2019 and have navigated covid, lockdowns and restrictions on re-opening, I have adapted my business to stay on top and ahead of the trends, insuring we remain profitable despite the competition (a new tattoo studios opening in the last 3 years).

Any other comments?

Signed.....*Kaumbert*.....

Dated.....*4.1.25*.....

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

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Weymouth town centre has seen a 3.3% increase on May 2025, and a 2.6% increase with respect to June 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 (May 2025) and previous year (June 2024) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

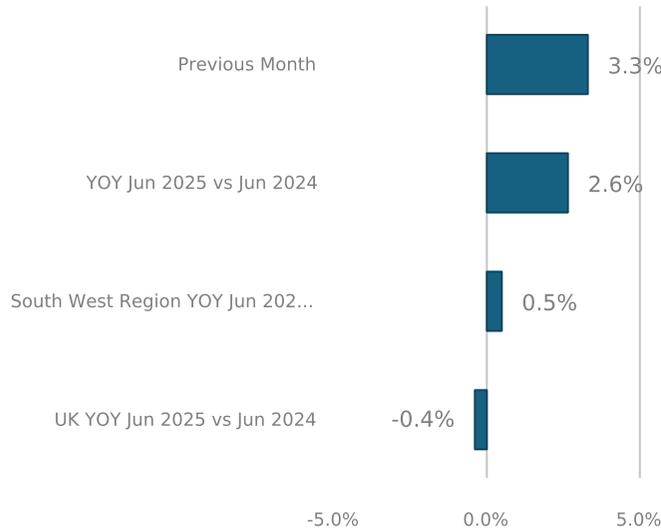


Fig.1 % change in total visits to the town centre

MoM Total Visits

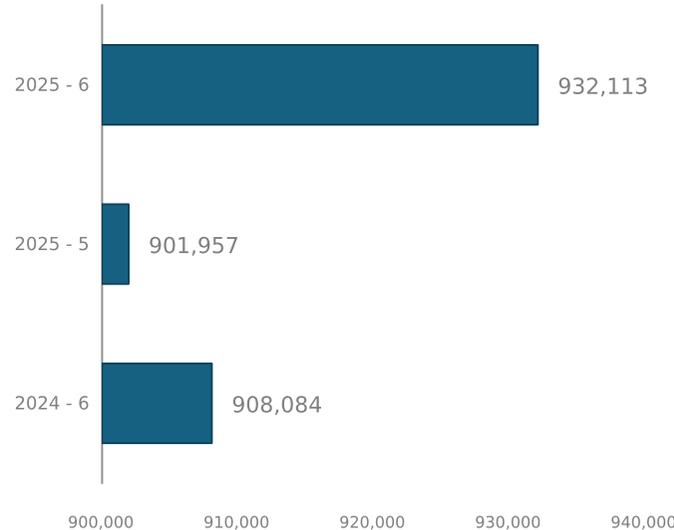


Fig.2 Total visits to the town centre

Daily Visits

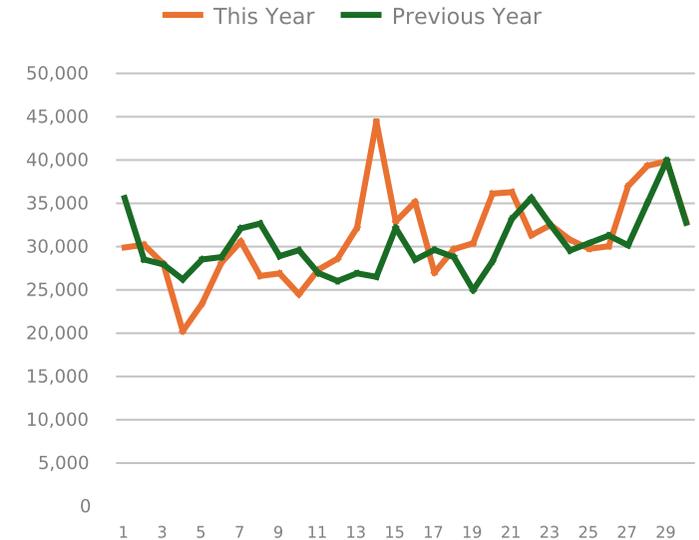


Fig.3 Number of daily visits to the town centre

Weymouth Town Centre Monthly Report

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How Long do Visitors Stay For?

Average dwell time in Weymouth town centre was 76 Minutes in June 2025 (Fig. 7) an increase of 2 minutes compared to June 2024.

The percentage of visitors by dwell minutes has shown 29.9% of all visitors in June 2025 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 12.3% of all visitors.

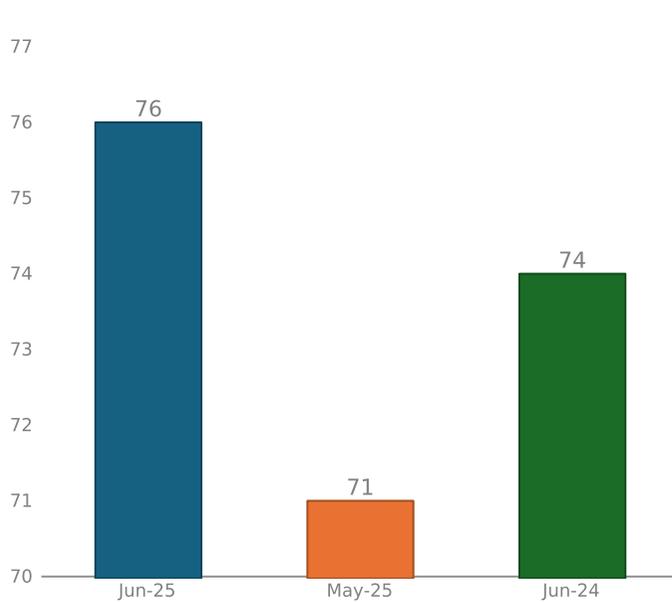


Fig.7 Average dwell time (minutes) in the town centre



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

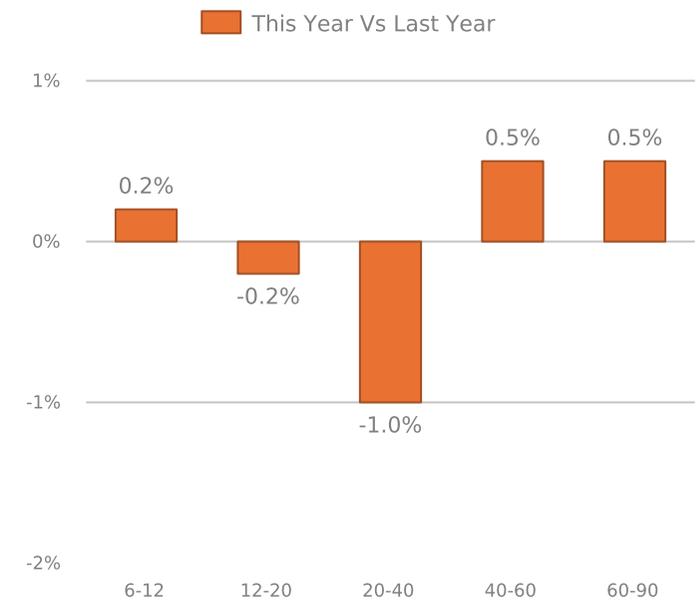


Fig.9 Change in % of visitors by dwell time (minutes)

Weymouth Town Centre Monthly Report

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Where Do Visitors Come From?

The total number of visitors to Weymouth town centre has increased from 178,288 in June 2024 to 184,423 in June 2025. The proportion of visitors residing within 3 miles has risen from 79.35% (Fig . 12) in May 2025 to 79.92% in June 2025.

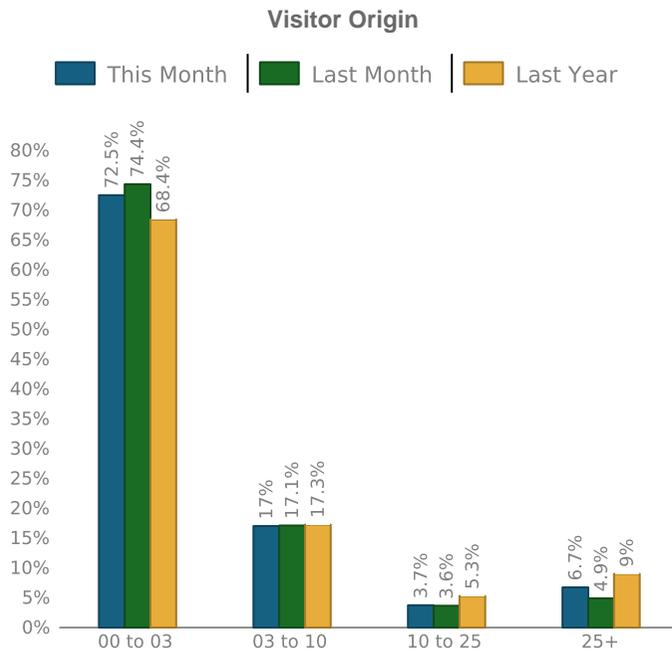


Fig.10 % volume of visitors by origin distance (miles)

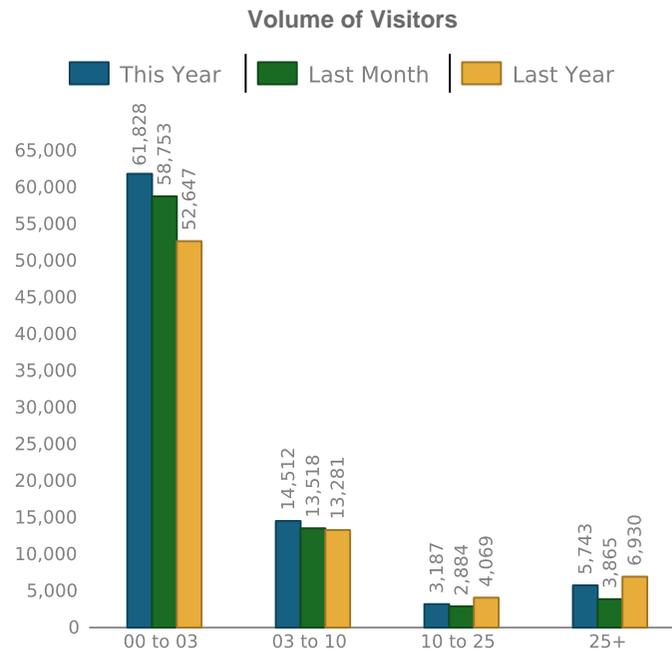


Fig.11 Volume of visitors by origin distance (miles)

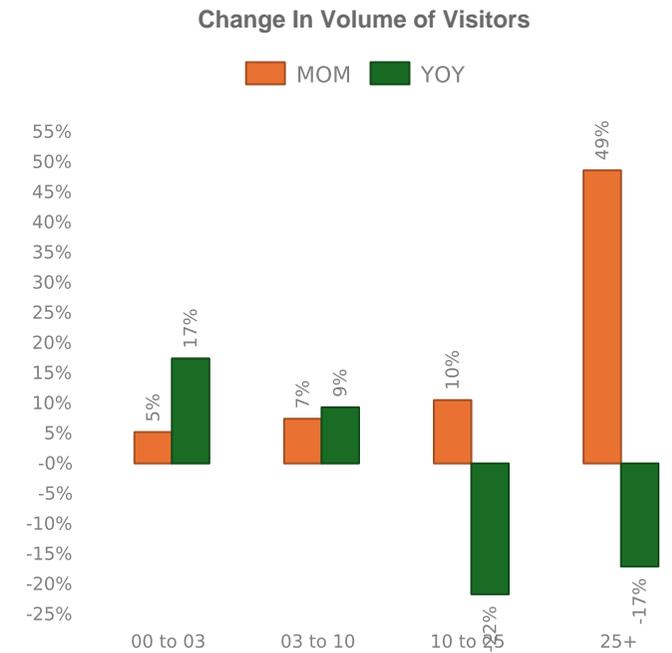


Fig.12 % of visitors by visitor origin distance (miles)

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 8,017 in June 2025. Postcode DT2 (Fig. 14) has the largest number of potential high spend visitors totalling 7,184. Currently 191 high spend visitors are from this postcode. In June 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

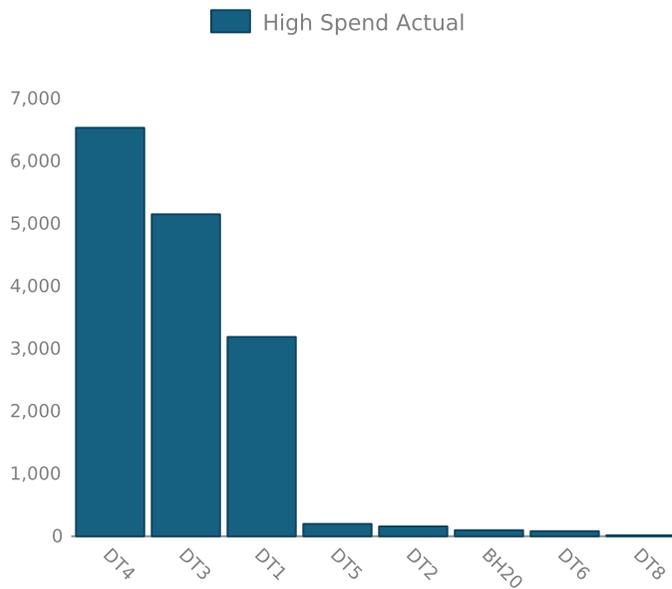


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

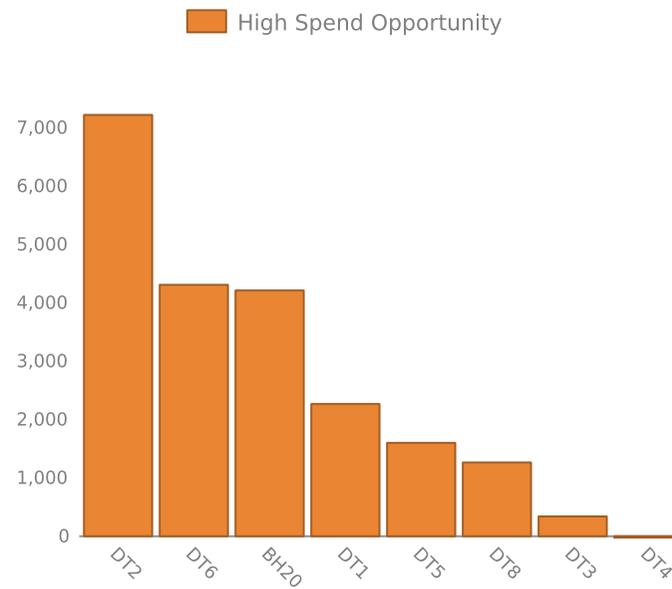


Fig.14 Visitors by postcode district

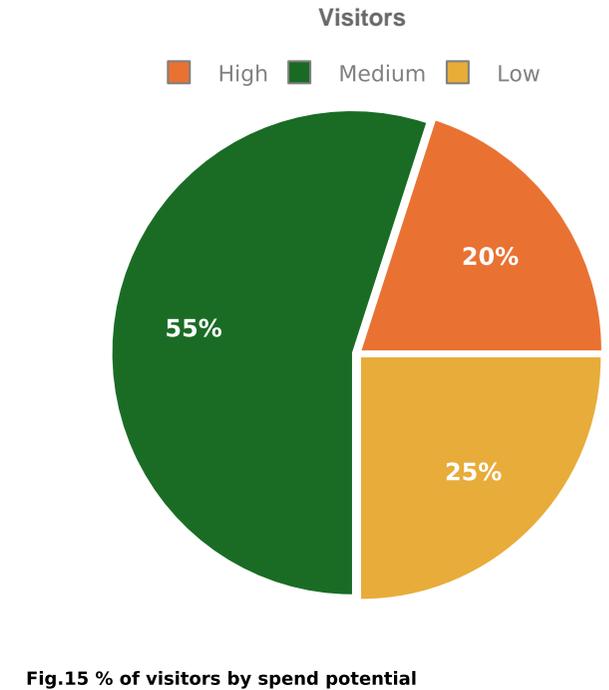


Fig.15 % of visitors by spend potential

Weymouth Town Centre Monthly Report

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

In June 2025, the largest number of visitors came from IMD decile 4 areas(Fig.16), contributing 15,123 visitors(Fig.17). The postcode district contributing the largest number of visitors was DT4 which ranked in IMD decile 4(Fig.18).

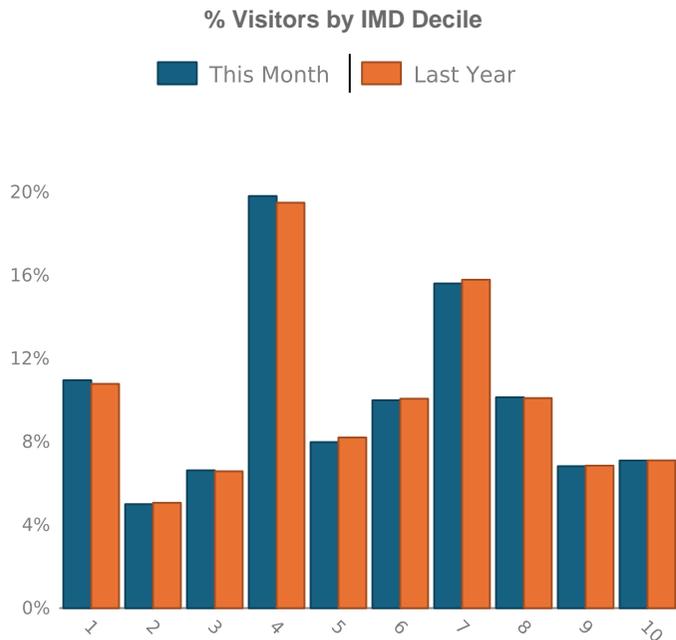


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

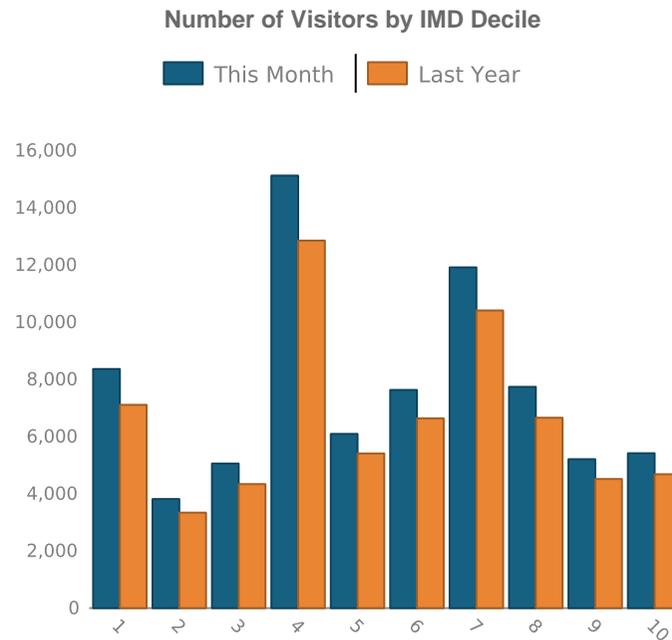


Fig.17 Visitors by Index of Multiple Deprivation Decile

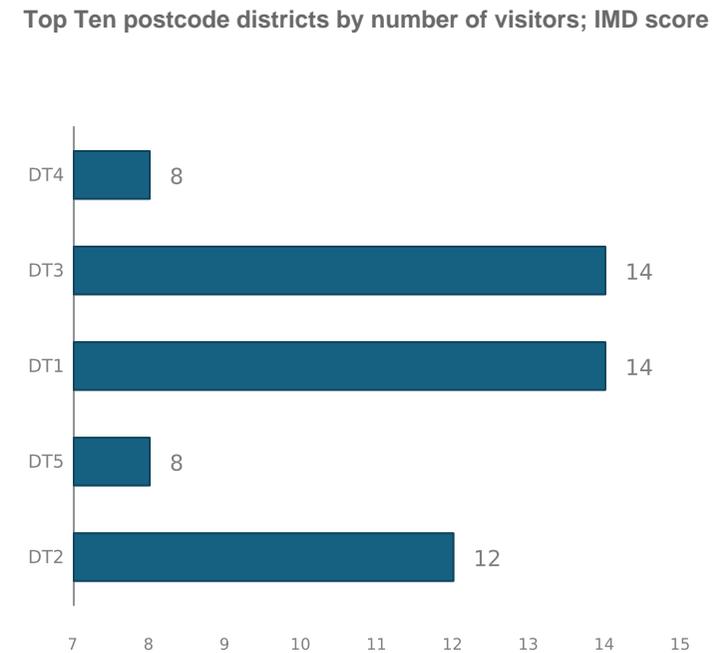


Fig.18 Top Ten postcode districts by number of visitors; IMD score

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

What are visitor incomes?

The average income of the outcode contributing the most visitors is £31,200 (Fig.19). The £31,200 income group experienced the greatest increase in visitor volume, rising by a 1.4% share of the nearest 10 postcode districts(Fig.20)

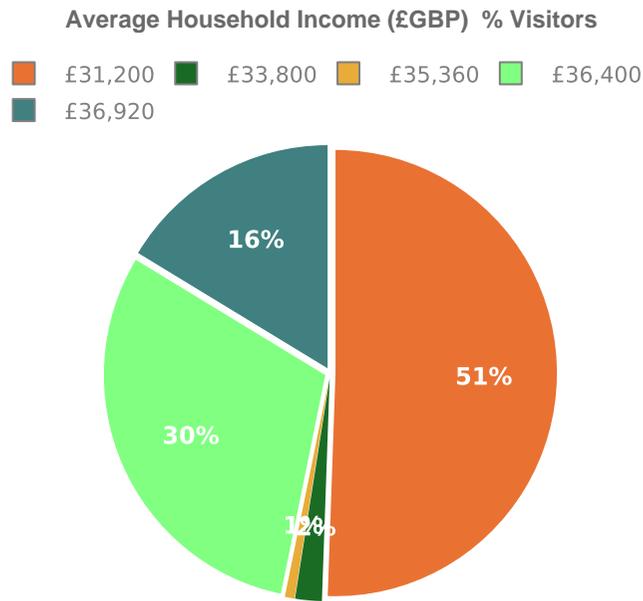


Fig.19 % of Visitors by Average Household Income (£GBP)

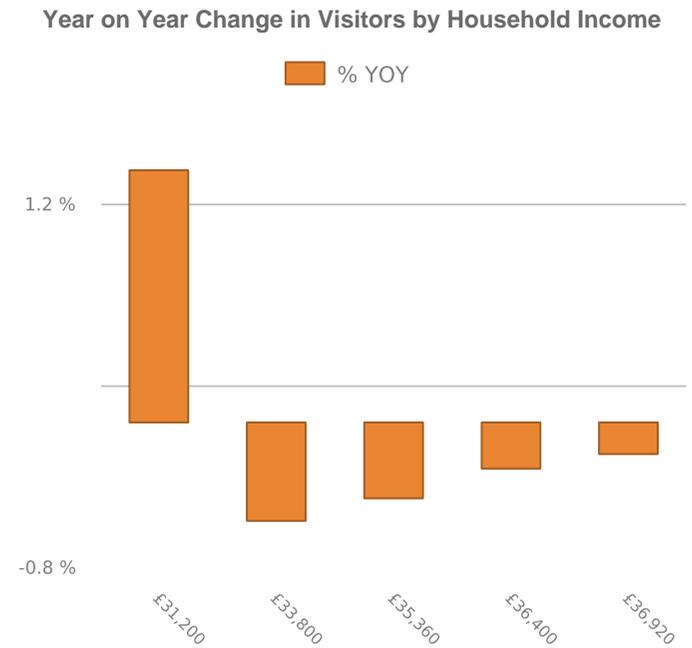


Fig.20 Change in % of visitors by income (£GBP)

Jun-25

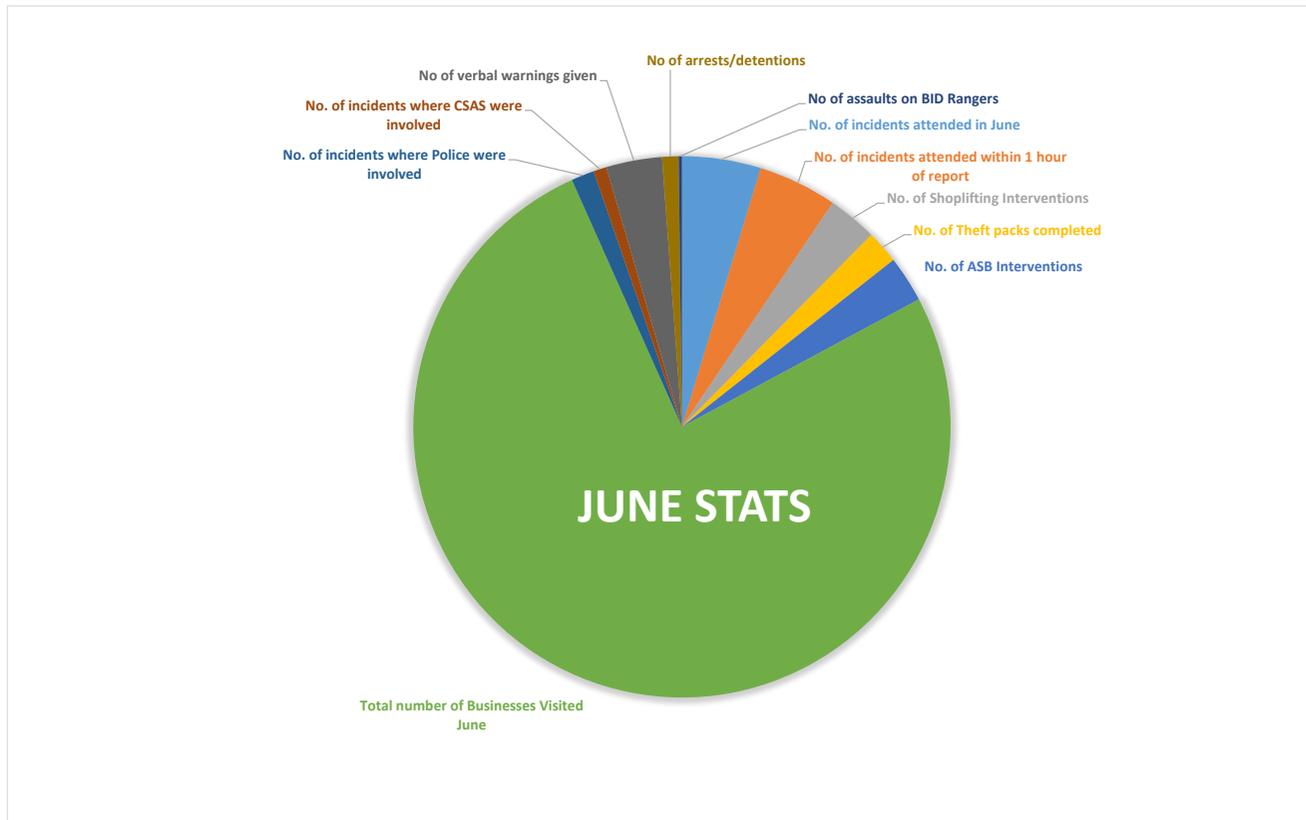
No. of incidents attended in June	No. of incidents attended within 1 hour of report	No. of Shoplifting Interventions	No. of Theft packs completed	No. of ASB Interventions	Total number of Businesses Visited June	No. of incidents where Police were involved	No. of incidents where CSAS were involved	No of verbal warnings given	No of arrests/detentions	No of assaults on BID Rangers
24	24	15	10	14	385	7	4	17	5	1

YTD 25-26

No. of incidents attended	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
98	98	7	41	62	1029	17	14	61	13	3

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
1107	819	681	197	483	5576	191	153	438	117	50

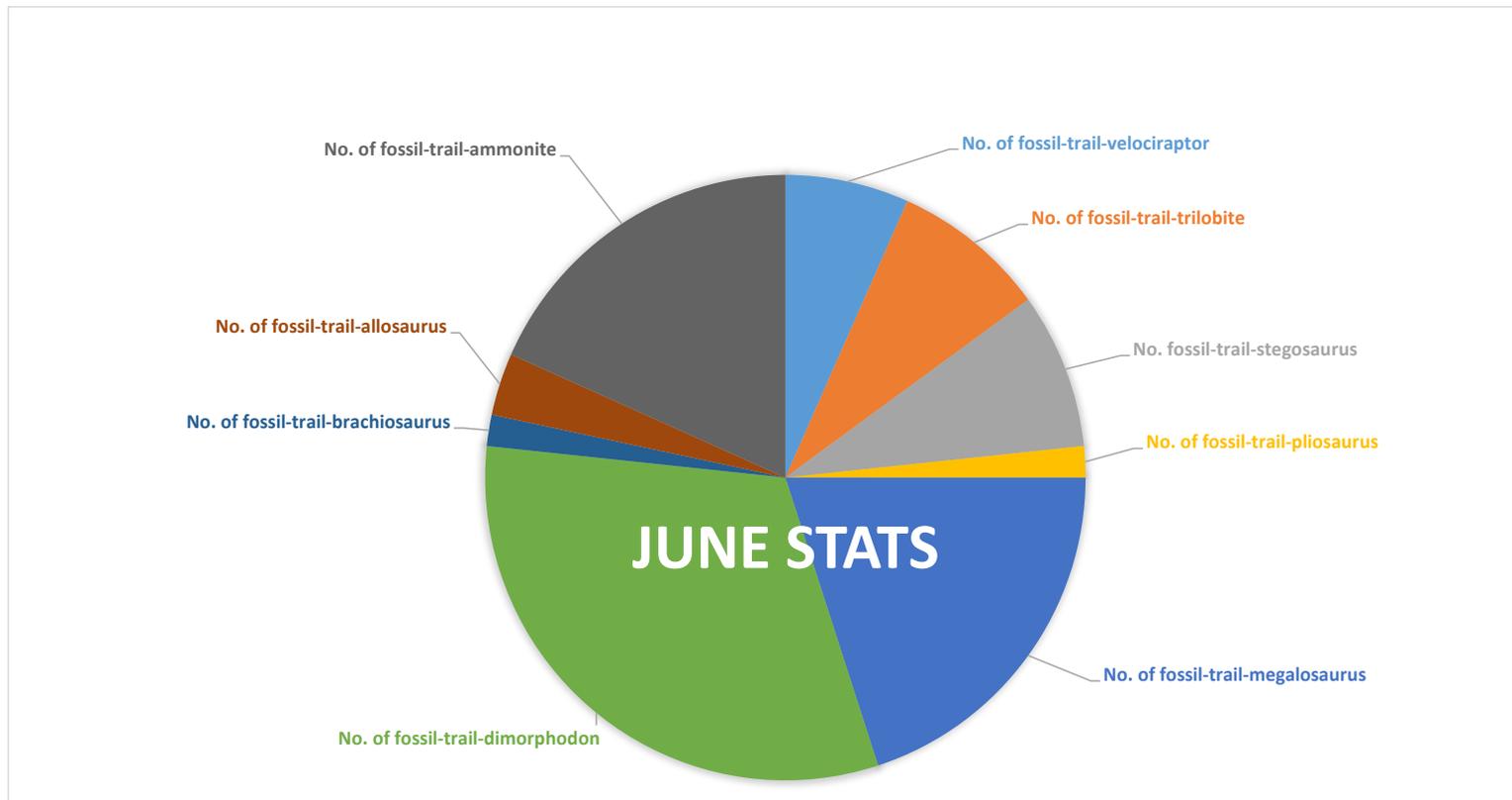


Jun-25

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
4	5	5	1	12	19	1	2	11	56

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
49	47	52	16	63	153	49	9	79	457



in the bag

Monthly Report
June 2025



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | June 2025

Coverage

Date	Publication		Reach	AVE	Notes
01.06.25	Discover Britain	Print	36000		Pitching
01.06.25	Surrey Live	https://www.getsurrey.co.uk/whats-on/family-kids-news/golden-sandy-beach-2-hours-31740535	31,200		WeyBackWhen
07.06.25	The Mirror	https://www.mirror.co.uk/travel/uk-ireland/uks-most-beautiful-seaside-town-35350233	2,766,673	56163.46	Pitching
11.06.25	Dorset Echo	https://www.dorsetecho.co.uk/news/25226743.weymouth-town-council-celebrates-town-clerks/	10196	1155.12	TOC
13.06.25	Love-Weymouth	https://www.love-weymouth.co.uk/events/weymouth/weymouth-gig-guide/weybackwhen-90s-weekender-weymouth/			Press release
15.06.25	Somerset Live	https://www.somersetlive.co.uk/news/local-news/uks-most-beautiful-seaside-town-10248520			Pitching
21.06.25	Bristol Live	https://www.bristolpost.co.uk/news/uk-world-news/most-beautiful-seaside-town-uk-10276195			Pitching
25.06.25	Dorset Echo	Print	10196		Fossil Trail
25.06.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25259943.weymouth-civic-society-annual-awards-nothe-fort/	62,972	945.97	Fossil Trail
25.06.25	Yahoo	https://uk.news.yahoo.com/best-weymouth-honoured-awards-ceremony-023000645.html	11,600		Fossil Trail
25.06.25	HELLO!	https://www.hellomagazine.com/travel/840058/best-uk-beach-near-london/			Pitching
26.06.25	Daily Express	https://www.express.co.uk/travel/articles/2071060/The-pretty-but-underrated-UK-seaside-town-with-one-of-Europe-s-best-beaches	7,339,450	197006	Pitching

in the bag

MONTHLY REPORT We Are Weymouth (BID) | June 2025

27.06.25	COAST	Print	29,203	420.87	WeyBackWhen
30.06.25	The Times	https://www.thetimes.com/life-style/food-drink/article/41-best-ice-cream-places-parlours-uk-vvdqw5pfh	445,000	£12,000.00	Pitching
30.06.25	MSN	https://www.msn.com/en-gb/lifestyle/lifestylegeneral/best-of-weymouth-honoured-in-awards-ceremony/ar-AA1Hmwsy	3,024,868	81194	Fossil Trail

Total reach for June: 13,767,358

Total Advertising Value Equivalent for June: £348,885.42

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

Coverage Link: <https://share.coveragebook.com/b/59e12adc838f03f7>

We Are Weymouth Marketing Strategy

- Liaised with Hollie Carr to supply comment from Dawn regarding Primark coming to Weymouth
- Liaised with Dawn to draft a response to Wessex Folk Festival open letter - not printed
 - Drafted statement to use if needed
- Drafted a quote for the Dorset Echo on re-opening of Fish & Fritz
- Pitched Weymouth Fish & Chip Shops into The Sun for National Fish & Chip Shop Day feature

Wey Back When

- Liaised with Kelly regarding #WeyBackWhen exhibition at the pavilion
 - Needs follow up
- Drafted Sandworld press release and circulated for sign off
- Pitched Sandworld into This Morning for filming opportunity
 - Liaised with Sandworld team to arrange at their end
 - Arranged filming to take place 14th July
 - Liaising with Andy on what is needed
- Liaised with Graham and DJ Property to sign off use of historic postcards showing sand sculptures in Weymouth
- Liaised with Sandworld team on movement of sandcastle competition on the beach
 - Now 23rd August
- Pitched Rossi's out as best ice cream parlour in the UK

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | June 2025

- Pitched Weymouth as a top foodie destination into TOPJAW youtube blog
 - Dorset not on the radar at the moment but they're bearing us in mind
- Liaised with Surrey Live to share info on sea swimming story for online
- Liaised with Waterside to discuss accommodation for press this summer - not keen at the moment
- Circulated 90s Weekender press release to key media contacts
 - Liaised with journalist Glenda Cooper to discuss this, call in diary
- Liaised with COAST magazine on press visit to Weymouth
- Liaised with Martin Booth at Bristol 24/7 - great feedback from press visit and sending us coverage ASAP
- Pitched Weymouth into GB News for feature on great destinations for older travellers - nostalgia of the seaside
- Liaised with CN Traveller regarding visit to Weymouth
 - Keen to arrange SEALIFE visit
- Press Visits that we need help with:
 - Heat & Closer magazines - family
 - Family Traveller magazines - family
 - Great British Food - family
- Other warm leads include:
 - Best - Laura Nugent - Lifestyle Editor - Liked the story and would like to book in a press stay. Followed up, awaiting dates.
 - Hello Magazine - Tracy Schaverien - Features Contributor - Loves Weymouth, however, it needs to go through the approval process their end. Followed up, awaiting response.
 - Fabulous Magazine - Antoinette Cumberbatch - Editorial Assistant - Passed round the team. Followed up, awaiting response.
 - best, Inside Soap, Digital Spy – Siobhan Wykes - Group Editorial Director – Requested a Friday in August, awaiting available dates.
 - The Sun - Lisa Minot - Head of Travel – Requested further details of what the press trip would entail, awaiting feedback.

Dusk Til Dark

- Attended catch up call with activate and WAW
- Attended call with activate PR team to discuss how we usually PR the event
 - Good call and will work in tandem with them to promote
 - Will share signed off press release with them

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | June 2025

- Drafted Dusk Til Dark launch press release and circulated for sign off
 - This will be chased ASAP and sent to press

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 July
- Towns of Culture content creation - scheduled in for July
- Sharing positive PR stories on social media - ongoing in July
 - Big push on This Morning for Sandworld
- Continued to update WAW instagram and TikTok
- Amended hashtags across scheduled posts as requested by WAW team

Advertising

- Liaised Alight Media to discuss advertising opportunities
 - Booked w/c 22nd July
 - Agreed using 2 ads simultaneously
- Liaised with Dorset Magazine on advertising opportunities - explained no budget at the moment

AOB

- Marketing subcommittee call
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Uploaded press releases to both websites
- Shared coverage with key businesses
- Submitted events to Visit Dorset website
- Liaised with Kelly on Christmas Light Switch On celebrity agency
- Attended WAW AGM

Upcoming activity

Wey Back When

Era Weekends

Summer press visits

Look ahead to September events - filming

in the bag

Monthly Report
May 2025



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | May 2025

Coverage

Date	Publication		Reach	AVE	Notes
27.04.25	The Daily Telegraph	Print	1,136,292		Pitching - watersports
01.05.25	Visit Dorset	https://www.visit-dorset.com/blog/post/vey-back-when-celebrating-weymouth-through-the-eras/			WeyBackWhen
03.05.25	Dorset Echo	Print	62,972		WeyBackWhen
06.05.25	Loving Weymouth	https://www.love-weymouth.co.uk/news/			Press release
07.05.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25145290.works-weymouth-primark-store-jobs-advertised/	10196	704.34	Events
08.05.25	uk.yahoo.com	https://uk.news.yahoo.com/welcome-boost-economy-primark-progresses-231000499.html	62,972	792.57	Dawn comment
09.05.25	Dorset Echo (Online)	https://www.dorsetecho.co.uk/news/25145290.works-weymouth-primark-store-jobs-advertised/	207,823	2868.79	Dawn comment
09.05.25	Dorset Echo	Print	10196	1126.94	Dawn comment
10.05.25	Daily Express	https://www.express.co.uk/travel/articles/2053286/uk-seaside-town-18-mile-beach-dump/amp	7,339,450	197006	Pitching
10.05.25	Yahoo! News	https://uk.news.yahoo.com/works-underway-build-store-businesses-004300981.html			Dawn comment
10.05.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25152427.works-upcoming-weymouth-m-s-store-progressing/	62,972	945.97	Dawn comment
10.05.25	uk.yahoo.com	https://uk.news.yahoo.com/?err=404&err_url=https%3a%2f%2fuk.news.yahoo.com%2fworks-underway-build-store-businesses-004300981.html	207,823	3037.54	Dawn comment

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | May 2025

12.05.25	Dorset Echo	Print	10196	1070.6	Dawn comment
17.05.25	Dorset Echo	https://www.dorsetecho.co.uk/news/25162343.late-night-bus-set-weymouth-portland-dorchester/	62972	843.7	First Bus
17.05.25	Dorset Echo	https://www.dorsetecho.co.uk/news/25156423.5-reasons-loving-weymouth-summer/			Pitching
18.05.25	Yahoo! News	https://uk.news.yahoo.com/night-bus-introduced-across-three-011100351.html	207,823	3037.54	First Bus
18.05.25	MSN	https://www.msn.com/en-gb/money/other/late-night-bus-to-be-introduced-across-three-towns/ar-AA1EYKgR	3,024,868	81194	First Bus
21.05.25	Dorset Echo	Print	10196	1126.94	First Bus
24.05.25	Visit Dorset	https://www.visit-dorset.com/explore/areas-to-visit/weymouth/events/			Dusk Till Dark
25.05.25	Dorset Echo	https://www.dorsetecho.co.uk/news/25170309.former-emmerdale-actor-used-work-weymouth-beach/	62,972	945.97	WeyBackWhen
29.05.25	Dorset Echo	Print	10196	563.47	WeyBackWhen
01.06.25	Discover Britain	Print	36000		Pitching

Total reach for May: 12,525,919

Total Advertising Value Equivalent for May: £295,264.37

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

Coverage saved here:

https://www.dropbox.com/scl/fo/lrxwgo010ts75tlajql3g/ANtxXtH3NNJlacWvG3x_CGY?rlkey=1worwjkw0xd7glt03u3ry1b&st=2ko7zscs&dl=0

We Are Weymouth Marketing Strategy

- Liaised with Hollie Carr to supply comment from Dawn regarding Primark coming to Weymouth
- Pitched Weymouth into GB News for feature on great breaks for older couples
- Pitched WeyBackWhen into ITV News for heartwarming stories feature

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | May 2025

- Exhibition or Kings Dip might work for this in summer
- Liaised with Hollie Carr and Dawn to supply comment on M&S
- Pitched Weymouth into the Daily Mirror for travel news
- Pitched Weymouth into the Independent for travel news
- Pitched press visit into HELLO! Magazine - travel for couples
- Liaised with Hollie Carr to feedback on Laurence Llewelyn-Bowen visit to Weymouth
- Continued to push First Bus alert to the Echo - coverage now obtained
- Contact the Daily Express regarding negative article about Weymouth & Portland
 - Article has been updated
- Liaised with Otis and Us bloggers to discuss press visit to Weymouth & Portland

Wey Back When

- Liaised with Bristol Live to arrange press visit to Weymouth
 - Booking into Crabber's Wharf on Portland but will feature Weymouth and our campaign heavily
- Liaised with Ros Freeborn to discuss tying in with seabathing King George III pitch - shared with Weymouth Museum
 - Fee to expensive
- Pitched into the Daily Express - journalist looking to write about seaside towns, pitched WeyBackWhen
- Liaised with Kelly regarding #WeyBackWhen exhibition at the pavilion
 - Needs follow up
- Drafted media alert around seabathing and Weymouth's history
 - Circulated to key media contacts
- Pitched Weymouth and upcoming events into the i newspaper
- Drafted Sandworld press release and circulated for sign off
 - Amends needed
- Pitched Sandworld into This Morning for filming opportunity
 - Needs follow up
- Pitched Weymouth into Closer & Heat for press visit
 - Liaising with Waterside on accommodation in August
- Liaised with Surrey Live to share WeyBackWhen campaign and seabathing pitch
- Liaised with COAST Magazine to confirm events from October on - long lead planning
- Followed up with the Daily Telegraph and WeyBackWhen pitch
 - No response
- Liaised with Best magazine - Laura Nugent - Lifestyle Editor to book in press visit

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | May 2025

- Liaised with This Morning - Daisy Price - News Editor - really likes the story. We have followed up to find out whether there would be scope for a broadcast feature. Awaiting response
- Liaised with Fabulous Magazine - Antoinette Cumberbatch - Editorial Assistant - to pitch in press visit - awaiting response
- Liaised with PA Media to discuss press visit around sea bathing media alert
- Liaised with Kensington & Chelsea Review to discuss press visit to Weymouth

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 June
- #WeyBackWhen content creation - scheduled in for June
- Towns of Culture content creation - scheduled in for June
- Continued to update WAW instagram and TikTok

Advertising

- Liaised Alight Media to discuss advertising opportunities
 - Signed off
 - Ad copy required
- Liaised with Dentsu media to discuss advertising opportunities on South Western Trains - FOC
 - Needs follow up

AOB

- Drafted Dorset Tourism Awards entries
 - Sent BBQ networking invite to Dawn
- Liaised with Justin Glynn to confirm purchase of footage for WAW website
- Marketing subcommittee call
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Uploaded press releases to both websites
- Shared coverage with key businesses
- Submitted events to Visit Dorset website

Upcoming activity

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | May 2025

Wey Back When

Era Weekends

Summer press visits

Look ahead to September events - filming

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. June 2025

KEY SOCIAL MEDIA STATS April 2025 (FACEBOOK & INSTAGRAM) *

Facebook Page Followers:- 87,150 (86,200)

Monthly total Social Media visits to profile page:- 22,636 (14,300)

Daily visits to Facebook profile page : 730 (461)

Total content views: 7,000,000(2,600,000)

Facebook video/reel views: 139.400 (232,000)

Instagram Followers : 17550(17,485)

Instagram total views: 30,060 (47.800)

Instagram video views: 30,060 (23.500)

Facebook Account Reach : 2,300,000 (565,000)

Instagram Account Reach: 9154(14,100)

Total Social Media Reach: 2, 309,194(1,627,800)

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

£42,000 (£9,762)

- NOTES

Facebook analytics reporting has now changed for our page and now gives stats for monthly total post views which we are now reporting. The view stats appear on the report whereas are previous cumulative post reach figure was based on a manual calculation. Showing the total number of post views and the actual number of accounts that saw posts over a monthly period gives a more realistic view of performance.

It should be noted that this month was an exceptional month for results and unlikely to be repeated. Caused in the main by three highly performing posts due to controversy within comments. Namely a post about Castle Cove that locals objected to, Posts about the Lifeboat mural and posts about the Weymouth Wheel which visitors clearly saw a great bonus to the seafront experience for which in general locals felt the opposite. We moderated comments carefully at the time but chose not to take the

posts down as they proved very popular with the vast majority of visitors that engaged with them

WE'RE LOVING WEYMOUTH AND PORTLAND FACEBOOK GROUP APRIL

Members: 38,775 (37,500)

Total Month Posts: 320 (304)

Reactions (comments and likes): 38,000 NB previously reported March figure was incorrect. This insight now seems to be working fine in analytics so we can have meaningful monthly comparisons ongoing

THREADS APRIL 2025

Threads followers continue to grow slowly with subscribers up by 60 to 3,479 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 APRIL 2025

Our account is growing slowly from 1535 followers at end March to 1,650 at end April. 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 APRIL 2025

Recorded user sessions: 8.576 (5,700)

The events and gig guide were maintained throughout the month

Unbranded events listings continue to be embedded in weareweymouth.co.uk

YOUTUBE APRIL 2025

Youtube Subscribers – 1,140 (1,135)

Youtube Video Views – 1,200 (928)

Youtube Minutes Viewed – 1,500 (1,302)

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 235 listed events listed at month end
2. WAW press releases were published on the Love Weymouth website during the month and posted to our socials
3. All new We Are Weymouth upcoming Facebook events co-hosted on Loving Weymouth and Portland and added to website events lists

ANDY COOKE 13/06/2025

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE July 2025

KEY SOCIAL MEDIA STATS June 2025 (FACEBOOK & INSTAGRAM) *

Facebook Page Followers:- 90,802 (89,200)

Monthly total Social Media visits to profile page:- 19,803 (19,496)

Daily visits to Facebook profile page : 660 (628)

Total content views: 3,742,481(3,359,989)

Facebook video/reel views: (495,000)

Instagram Followers : 17,964 (17,665)

Instagram total views: 101,894 (181,000)

Instagram video views: 34,268 (63,500)

Facebook Account Reach : 697,459 (604,634)

Instagram Account Reach: 19,216 (31,839)

Total Social Media Reach: 716,675 (636,373)

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

£22,452 (£20,154)

- **NOTES**

Facebook analytics reporting has now changed for our page and now gives stats for monthly total post views which we are now reporting. The view stats appear on the report whereas are previous cumulative post reach figure was based on a manual calculation. Showing the total number of post views and the actual number of accounts that saw posts over a monthly period gives a more realistic view of performance. posts down as they proved very popular with the vast majority of visitors that engaged with them

WE'RE LOVING WEYMOUTH AND PORTLAND FACEBOOK GROUP JUNE 2025

Members: 41,300 (40,200)

Total Month Posts: 586 (400)

Reactions (comments and likes): 62,000 (43,000)

Approx 1,151,580 (850,000) people viewed group content

The group continues to grow and is currently the third highest local membership group. It seems clear though when looking at the two higher membership groups that engagement is considerably higher than the two larger groups. It's seems clear that our policy of not in general allowing business advertising on the group is working. Uncontrolled makes groups like this loose their focus and members spend less time looking at content. We'll continue to not allow advertising but will allow a limited number of event posts in then group when we see them as beneficial to the group

THREADS JUNE 2025

Threads followers continue to grow slowly with subscribers up by 57 to 3,602 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 JUNE 2025

Our account is growing slowly from 1,735 followers at end May to 1,915 at end June.

WEBSITE STATS JUNE 2025

Recorded user sessions: 9,442 (12,879)

The events and gig guide were maintained throughout the month 298 individual events were listed a month end. Actual site visits during June were down on previous month a big factor in this we believe to be the ongoing roll out of AI search results on Google. These results are formatted in a way that in many cases makes it unnecessary to actually visit the site that the info comes from as all the details are on Google. Many users also now use Chat GPT and Deepseek rather than Google as well again not needing to actually visit the sites the info is scraped from. Whilst this impacts actual site visits

the importance of sites isn't reduced as without them AI wouldn't get the info. On our site this seems to be in particular impacting click through to event information.

Unbranded events listings continue to be embedded in weareweymouth.co.uk

YOUTUBE JUNE 2025

Youtube Subscribers – 1,160 (1,140)

Youtube Video Views – 3,100 (1,400)

Youtube Minutes Viewed – 8,604(1,302)

OTHER ACTIVITY JUNE 2025

1. As events have expired we've maintained the content of the events listings throughout the month with a total of 298 listed events listed at month end
2. WAW press releases were published on the Love Weymouth website during the month and posted to our socials
3. All new We Are Weymouth upcoming Facebook events co-hosted on Loving Weymouth and Portland and added to website events lists
4. Photography BID AGM
5. We covered 2 days of armed forces weekend publishing a Facebook Live Video of the Parade, uploaded an edited version of the full Sunday parade to Facebook and Yoube as well a a reel of the convoy on the Saturday. Gallery of images also published

ANDY COOKE 10/07/2025

Minutes of Improve Subcommittee

05/06/25

Present: Graham Perry (GP), Jonathan Oldroyd (JO), Jye Dixey (JD), Dawn Rondeau Irvine (DRI)

Apologies: Dave Hiscutt (DH), Paul Mooney (PM)

Placemaking: Discussed flags flagpoles and attachments for Fredericks place as well as price for bunting for town and similar design for Lodmoor hill. DRI to speak to Weymouth town council regarding install on Catina. DRI to gain comparison quotes to subcommittee for agreement. Deadline end of June to enable install in July

Sand sculpture: DRI highlighted sand sculpture event on 5th of July unveiling a sound sculpture of the founder as well as sand sculpture competition on beach. Pippa liaising with sand world for international press release

Volleyball: DRI gave update on volleyball regarding European and World series, costs as well as sponsorship with an initial discussion with Reiker proving fruitful regarding sponsorship

Transport: Discussed new 'last bus' with first bus transport as a positive step forward with support from all councils and awaiting support for PCC. JD suggested speaking with SWR re nationalisation and impact for Weymouth. Maybe a PR piece to be undertaken.

Slabs: Installing 'bloody assizes' slab ahead of 240yr celebration in Oct. DRI meeting DC and WTC in coming weeks. Ops team pursuing DC ref RAMs for Environment agency

Maps: DRI explained install of maps - progress with hope square should be imminent with the other three targeted prior to the school holidays DRI to request DC paint the building in North Quay

Clean-up: DRI shared the Partnership working regarding a clean-up Weymouth day, and that buy in the WTC and DC seemed positive. DRI suggested we provide stickers to those who 'take a pride' in their premises and surrounding area.

Conversation: New conservation role proactive, for the town, whilst might increase enforcement on outside seating would also encourage the areas of town such as king's statue, cash machine near Rossi's and buildings falling into disrepair to get proactive action on improvements. Make list and talk to enforcement officer.

Future Plans: Discussed NYE, film projections, pyrotechnics and future AR ideas on history characters for the town, including trails. GP advised to defer to Autumn.

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Future Plans: Discussed NYE, film projections, pyrotechnics and future AR ideas on history characters for the town, including trails. GP advised to defer to Autumn.

Fw: Urgent communication required

From Dawn Rondeau <dawnrondeau@weareweymouth.co.uk>

Date Wed 2025-07-23 08:41

To cllrnick.ireland@dorsetcouncil.gov.uk <cllrnick.ireland@dorsetcouncil.gov.uk>

Dear Nick,
Please see correspondence below- FYI.

We are having a special meeting of the board of directors today to discuss what action to take.
We require a meeting agreed and diarised this week.

Kind regards

Dawn

Dawn Rondeau- Irvine

Chief Operations Officer

We Are Weymouth



 Dawnrondeau@weareweymouth.co.uk

 [01305 779410](tel:01305779410)

 weymouthbid.co.uk



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Please contact the sender if you believe you have received this email in error.

From: Dawn Rondeau <dawnrondeau@weareweymouth.co.uk>

Sent: 18 July 2025 15:48

To: Matthew Piles <matthew.piles@dorsetcouncil.gov.uk>; Cllr. Richard Biggs <cllrrichard.biggs@dorsetcouncil.gov.uk>

Subject: Re: Urgent communication required

Thanks Matt,

I understand. Thank you for your prompt reply.

I'll await Jan's response

Kind regards

Dawn

Sent from Samsung Mobile on O2
Sent from [Outlook for Android](#)

From: Matthew Piles <matthew.piles@dorsetcouncil.gov.uk>
Sent: Friday, July 18, 2025 3:40:12 PM
To: Dawn Rondeau <dawnrondeau@weareweymouth.co.uk>; Cllr. Richard Biggs <cllrrichard.biggs@dorsetcouncil.gov.uk>
Subject: RE: Urgent communication required

Dawn

Thank you for your email.

I have spoken to Jan Britton, and I have forwarded your email to him. He will respond to you as soon as possible.

I hope you will understand that I do not represent the Council as the Landlord on this matter and that is why Jan is responding.

Regards

Matthew Piles
Strategic Director
Place Directorate
Dorset Council

[01305 221336](tel:01305221336)
dorsetcouncil.gov.uk



From: Dawn Rondeau <dawnrondeau@weareweymouth.co.uk>
Sent: 18 July 2025 15:00
To: Matthew Piles <matthew.piles@dorsetcouncil.gov.uk>; Cllr. Richard Biggs <cllrrichard.biggs@dorsetcouncil.gov.uk>
Subject: Urgent communication required

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Caution - External links:

Do not click on links in this email unless you are sure the email is genuine (please see the [intranet](#) for more guidance).

Dear Matt,

An in-person meeting was instigated by BID and held on 19th June with 32 hotels, plus Cllr Orrell, Jonathan Oldroyd (BID Vice-chair), Graham Perry (BID Chair), Dawn Rondeau-Irvine (BID CEO), Claire Wall (WHGLA Chair) and Dominique and Alvize Manasseri (WPCC Chair).

This was followed up by a meeting chaired by BID on 25th June with MP Lloyd Hatton, Cllr Orrell, Jonathan Oldroyd (BID Vice-chair), Graham Perry (BID Chair), Dawn Rondeau-Irvine (BID CEO), Claire Wall (WHGLA Chair) with apologies from Dominique Manasseri (WPCC Chair)

On behalf of the Weymouth hospitality sector and the 650 businesses represented by the BID, 34 members of the WHGLA and over 85 members of the local Chamber of Commerce, **we respectfully submit the following plea for immediate attention and action.**

The current climate presents significant challenges for our hoteliers, and we believe that collaborative, transparent, and respectful engagement is essential to safeguarding the future of our town's tourism economy.

Key Requests to Dorset Council:

1. **Establishment of a Single Point of Contact for Hoteliers**

We urgently request the reinstatement of a dedicated liaison within Dorset Council for hoteliers. This role would facilitate direct communication regarding tenancy agreements, lease renewals, maintenance issues, rent reviews, and payment matters. The absence of a consistent contact due to internal staffing reallocations has led to confusion and distress, particularly when legal correspondence is issued without prior dialogue.

2. **Suspension of Legal Action During Negotiations**

We appeal to the Council to pause all legal proceedings involving hotels during this critical period of negotiation. Not only is this the peak tourism season, but from a humanitarian standpoint, it is imperative that all avenues of communication are exhausted before resorting to legal measures.

3. **Implementation of a Transparent Lease and Rent Review Process**

We propose the development of a clear, equitable, and transparent framework for lease renewals and rent reviews. This would ensure that all parties are fully informed and that decisions are made with mutual understanding, drawing a line under past grievances and fostering a more constructive future.

4. **Recognition of Weymouth's Strategic Tourism Value**

While we support the Council's long-term vision for Weymouth and Portland, including initiatives such as wind farms and hydrogen storage, we stress the immediate importance of preserving our town's hospitality infrastructure. Hotels and Guesthouses are vital to the local economy, supporting restaurants, retail, and marine tourism. The loss of these establishments due to evictions would irreparably damage our Georgian heritage and the town's appeal to both high-spend visitors and family tourists.

5. **Improved Communication and Transparency Across Departments**

We request a commitment from all Council departments to engage more openly with the business community when making decisions that impact the local economy. Early consultation and clear communication are essential to building trust and ensuring sustainable development.

Despite repeated attempts to engage through local councillors, no meeting has been secured to address the concerns outlined above. Therefore, I respectfully request a meeting with Cllr Biggs and yourself during the week commencing 20th July. This is a matter of urgency, as continued inaction is leaving us with no alternative but to consider public action.

Regards

Dawn Rondeau- Irvine
Chief Operations Officer
We Are Weymouth

This
e-
mail



✉ Dawnrondeau@weareweymouth.co.uk

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🔗 weymouthbid.co.uk



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Document to assist discussion

1. Long-term strategy.

Our current Business Plan reflects the priorities identified and endorsed by the local business community. As a Business Improvement District (BID), our mission is to serve all sectors, enhance the town's appeal, and drive economic vitality through strategic improvements, targeted marketing, and increased visibility. We also act as a strong advocate for the business community in discussions with both local and central government.

While financial constraints are tightening, our commitment to delivering value remains unwavering. It is essential that we now:

- **Evaluate** what initiatives are delivering results and which are not.
- **Maximise impact** by aligning spend with measurable outcomes.
- **Identify sector-specific benefits** from each activity to ensure equitable value.
- **Define the legacy** of BID 3 and begin shaping the vision for BID 4.

Our focus must remain on building a resilient town centre and supporting our business community through upcoming challenges, all while staying aligned with a long-term strategic vision.

Looking ahead, Dawn will represent us at the National BID Conference this November. This year's theme, "**Resilient Roots, Bold Growth,**" aligns closely with our current priorities. Key topics include:

- The role of BIDs in fostering place-based partnerships and robust business ecosystems.
- Innovative, future-ready strategies that drive sustainable growth.
- The power of collaboration and shared vision in building resilience.
- Case studies showcasing bold, effective BID strategies already delivering results.

This is a timely opportunity to reflect, learn, and refine our approach as we prepare for the next phase of BID 3.

2. 2026 budget planning allocation.

Please note that the budgets outlined in our business plan ([BID3-Business-Plan-V7-Spreads-1.pdf](#)) changed due to the review of business rates in 2023 and a new review scheduled for October 2025, with any adjustments taking effect from April 2026. This review may impact our financial planning, and we must remain flexible in our approach.

Additionally, all current contracts are due for renewal. Tendering will commence in November, with final agreements expected at the January board meeting. This timeline ensures alignment with our new budget cycle.

It's important to remember that our income is largely fixed, as the levy is set at a fair 1.5% of rateable value (note: it has not been increased since 2012 this cannot be adjusted until the next ballot). Therefore, any increase in income must come from alternative sources such as grants and sponsorships. However, we must exercise caution when discussing future budgets, particularly if business rates decrease. All budget discussions should include both best-case and worst-case scenarios to ensure we are prepared for any outcome.

Dawn is actively engaging with British BIDs to assess the potential impact of the upcoming rate review. She is also scheduled to meet with Dorset Council in October/November to gain further insight into their business rates billing projections. This will help inform our expectations for levy collection.

Our current budget for 2024/25 is as follows:

IMPROVE	
Augmented Reality Trails	£ 1,400
BID Ranger	£ 38,000
Christmas Trees	£ 2,500
Crime Reporting DISC	£ 4,000
Dino 26 Install Project	£ -
Street decoration/ hanging Baskets	£ 15,000
Heritage Slabs install + heritage trails	£ 5,000
Levy Payer Engagement AGM	£ 500
Map pads for 25/26	£ 1,000
Place Informatics - Visitor Data 3,900.00	£ 3,900
Windows spring and xmas prizes and certificates	£ 200
Graffiti Removal	£ 500
Levy Payer Engagement - jan event and monthly DTE meets plus placemaking meetings	£ 500
Signage	£ 1,000
First bus scheme	£ 2,500
Total IMPROVE 73,500.00	£ 76,000
MARKETING	
Events	
Dino week event (plus racing)	£ 2,000
Feast 25/26	£ 1,500
Zombie Experience Halloween	£ 3,000
Pirates	
Punch and Judy	
Volleyball Summer 25	
Museum	
WFF - Wessex Folk Festival	
Small Events	£ 9,500
Christmas	£ 25,000
Dusk Til Dark	£ 15,000
Total MARKETING 56 ,000.00	£ 56,000
PR & ADVERTISING	
Advertising - PRESS	£ 500
Advertising and PR	£ 500
Outsourced Marketing Campaign	£ 36,000
Loving Weymouth & Portland	£ 18,000
Visit Dorset	£ 2,500
Website Costs	£ 1,600
Weymouth Flyer 26	£ 2,000
Total PR & ADVERTISING 55,100.00	£ 61,100

Additional Opportunity:

- **New Year's Eve** – Is there potential to develop a signature NYE event for Weymouth, how do we get buy-in and make Weymouth NYE the world-renowned success it used to be?

Dusk Til Dark (D2D)

D2D has evolved into Weymouth's flagship cultural event, widely recognized and anticipated in the community calendar. The 2025 edition is set to be our most ambitious yet, featuring a carnival atmosphere and serving as the finale for the national *Beach of Dreams* and *Inside Out* initiatives.

Impact Highlights:

- **Visitor Incentive:** 76% (2024) and 70% (2023) of attendees stated they would not have come out if not for the event.
- **Average Spend:** £60 per person.
- **Spending Breakdown:**
 - 32% bought drinks
 - 31% bought takeaway
 - 17% had sit-down meals
 - 12% went shopping
 - 5% stayed overnight
 - 2% visited salons
 - 1% attended the theatre

BID Investment:

- £15K in 2024
- £20K in 2023

Strategic Questions Moving Forward:

- Do we continue working with Activate to bring in international artists?
- Should we develop a home-grown version of D2D, potentially on a bi-annual basis?
- Would it be beneficial to open the D2D concept to a competitive tender process?
- Should we consider reallocating resources to expand the Pirates event instead?
- Or is it time to explore an entirely new concept?