

Board Meeting Agenda:

Date: 22 October 2025

Time: 11am-1pm

Location: Online

1. Welcome & Objectives (10 mins)

- a) Welcome from Chair
 - a) Apologies
 - b) Observers
-

2. Governance (15mins)

- b) Declarations of interest
 - c) Review of last month's minutes
 - d) Levy update
 - e) Finance - P&L
-

4. Board pack reports (5mins)

- Any Questions
-

5. 2026 Budget & objectives (1hr - 1hr 15mins)

6. AOB (5mins)

7. Dates of next meeting: 26 Nov (Online)

Board Meeting Minutes – We Are Weymouth

Date: 24 September 2025

Time: 11:00 AM – 1:00 PM

Location: Pilgrim House

Attendees

Chair: Graham Perry (GP), The Bridge Fair Trade Shop

Vice Chair: Jonathan Oldroyd (JO), Gloucester House

Board Members:

- Lynne Fisher (LF), St John's Guest House
- Jye Dixey (JD), The William Henry JD Wetherspoon
- Dave Hiscutt (DH), Londis Westham Road
- Cllr Howard Atkinson (CHA), Weymouth Town Council
- Paul Mooney (PM), Cove Gallery
- Hayley Moore (HM), The Flamingo Room
- Lyn Mckenzie (LM), The Black Dog (& coming soon - The Tin Cat)
- Kerry Gilbert (KG) Tattoo Morningstar

In Attendance:

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

Apologies:

- Chris Truscott (CT), McDonald's
- Josephine Parker (JP), EBike@Deheers
- Helen Heanes

Observers:

- Cllr Rob Hughes (CRH)
-

Welcome & Introductions

GP welcomed attendees and introduced new Director KG from Tattoo Morningstar.

Declarations of Interest

None declared.

Roles & Responsibilities

DRI reviewed board member protocols. GP clarified conflict of interest expectations, emphasizing transparency in cases involving grants or tenders. While BID business is generally open, some decisions and insights may be confidential. JO commented that board members used to sign to accept their responsibilities. GP suggested board voted on agreeing to roles and responsibilities. Voted: All in favour

Governance

- **Previous Minutes:** Approved unanimously as a true reflection.
 - **Levy Update:**
GP and DRI reported £33K outstanding for 25/26. DRI/GP/ JO to meet with Dorset Council to discuss progress on levy collection and protocols for 2026/27. (HM, DH, LM, KG) to meet with DRI imminently to improve March 2026 billing process. HM suggested improvements to Direct Debit setup; DRI to pursue.
 - **Finance:**
LM requested clarity on grant pots naming; DRI to work with Mel. PM noted an oversight on £10,500 for small grants—DRI confirmed it was used for volleyball, museum, etc. DRI agreed oversight on P&L as double entry. HM requested Mel attend future meetings. LF acknowledged financial competency of DRI, GP, JO and external auditors Albert Goodman and Mel not required.
-

Board Pack Reports

- LM raised concerns about mooring fees for tall ships at Pirate Festival. CRH (chair of the harbours advisory committee) confirmed ships were fully booked and would cover fees.
 - DRI updated on placemaking initiatives and hotelier engagement.
-

Director's Report Summary

DRI presented findings and proposed plans.

Budget Allocation Discussion 2026-2027

- DRI outlined constraints due to business rates review. Awaiting guidance from Dorset Council. Bills published March budgets need to be aligned with income.
 - JO recommended contacting British BID for guidance.
 - CRH shared central government update on business rates revaluation effective 1 April 2026. Businesses encouraged to register with the Valuation Office Agency to review and challenge valuations by 21 March 2026. Gov.uk Business Rates Valuation Info
 - CHA noted Dorset Council's intention to devolve responsibilities to Weymouth Town Council without additional funding, potentially increasing the precept and more pressure on finances.
-

Contracts Marketing

- **Marketing & PR Contracts:**

GP emphasized value of PR, citing £49K for a single Daily Express ad. DRI highlighted successful, 'newsworthy' events improved national coverage. JD questioned value of ITB PR's £36K contract; DRI referenced PR monthly report. CHA proposed exploring a partnership with WTC. However, the board agreed that the current BID-led setup is preferable due to its ability to act proactively and its distinct remit. KG suggested new PR company with fresh perspectives. Board agreed to publish tender in November with £30K ceiling, whereby a decision can then be made in January. No award. until income confirmed Jan/Feb. Voted: all in favour of £30K ringfenced and tendering
 - **Social media & Event Listings:**

Discussion on Love Weymouth vs Wey-Port. Board agreed to split contract into social media/photography and event listings. £18K ringfenced. No award. until income confirmed Jan/Feb. Marketing subcommittee to define KPIs and explore internal options or partnerships (e.g., Weymouth College or partnership of LWP and Wey-Port). DRI to involve WTC who also fund event listings to ensure unified approach. Voted: all in favour to ringfence £18K and await marketing subcommittee approach
-

Contracts BID Ranger Scheme

- GP proposed contract rollover for 1 year.
- DRI clarified BID Rangers' role in shoplifting prevention.
- LM asked about Community Safety Team (CSAS); DRI explained difference between accreditations. BID funds redirected to UDL's BID Rangers after Dorset

Council CSAS declined BID contract. UDL - BID Rangers undertaking the Community safety scheme to give them greater powers.

- Future partnership with WTC to be explored.
- Vote on 1 yr extension to BID Rangers contract at £38K: 8 in favour, 1 abstention due to conflict of interest.

Action	Responsible	Deadline/Notes
Meet with Dorset Council re: levy issues	DRI, GP, JO	Before Nov 2025
Improve billing communication Include in newsletters & Facebook	DRI	Feb 2026
Explore Direct Debit options	DRI	Feb 2026
Clarify grant pots and financial reporting	DRI, Mel	Next board meeting
Publish marketing & PR tender	DRI	Nov
Form marketing subcommittee to discuss contracts and define KPIs for social media/photography	4 from Board	Oct/Nov
Meet with WTC, WEY-Port, LWP	DRI	Oct/Nov
Begin discussions with WTC re: BID Rangers	DRI	Ongoing
Next Board Meetings	All	22 Oct (Online), 26 Nov (Online)

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE OCTOBER 2025

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

Facebook Page Followers:- 94,362(93,645)

Monthly total Social Media visits to profile page:- 16,200 (29,600)

Daily visits to Facebook profile page : 540 (954)

Facebook content views: 3,100,000 (4,400,000)

Facebook video/reel views: 562,800 (278,300)

Instagram Followers : 18,290 (18,265)

Instagram total views:65,800 (122,000)

Instagram video views: 9,900 (31,000)

Facebook Account Reach : 506,000 (607,900)

Instagram Account Reach: 8,600(14,600)

Total Social Media Reach: 514,600 (622,500)

Value of Social Media post reach based on average boosted post cost of £6.00 CPM views £18,890)

- NOTES

September's numbers show a normal level of dip as we moved from main to start of shoulder season. They were impacted though by annual holiday followed by a week of illness which limited ability to post. Without this we'd have expected the month's reach on Facebook to have been in region of 550/560K which is very close to the August reach and a good indicator of the impact that events like Ironman, Dusk til Dark, Pirate Festival and Beach MotoX have on maintain interest in the area once main season is over

WE'RE LOVING WEYMOUTH AND PORTLAND FACEBOOK GROUP SEPTEMBER 2025

Members: 45,100 (42,300)

Total Month Posts: 730 (750)

Reactions (comments and likes): 61,000 (64,000)

Approx 1,050,000 (1,200,000) group content views

The group continues to grow and is currently the highest local membership public group. We 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 SEPTEMBER 2025

Threads followers continue to grow slowly with subscribers up by 30 to 3,780 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 SEPTEMBER 2025

Our account is growing slowly from 2,265 followers at end August to 2,299 at end September.

WEBSITE STATS SEPTEMBER 2025

Recorded user sessions: 7,700 (17,636)

The events and gig guide were maintained throughout the month 255 individual events were listed at month end. Peak number of events listed in the month was 320

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

YOUTUBE SEPTEMBER 2025

Youtube Subscribers – 1,164 (1,161)

Youtube Video Views – 1,137 (1,700)

Youtube Minutes Viewed – 1,362 (1,908)

OTHER ACTIVITY SEPTEMBER 2025

1. As events have expired we've maintained the content of the events listings throughout the month with a total of 355 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. Promotional posts on socials regularly run throughout the month for Dusk Til Dark and Pirate Festival
5. Dusk til Dark weekend covered with photography for WAW archive, video content for submission to local news channels and live video of the procession through the town

ANDY COOKE 09/10/2025

Sep-25

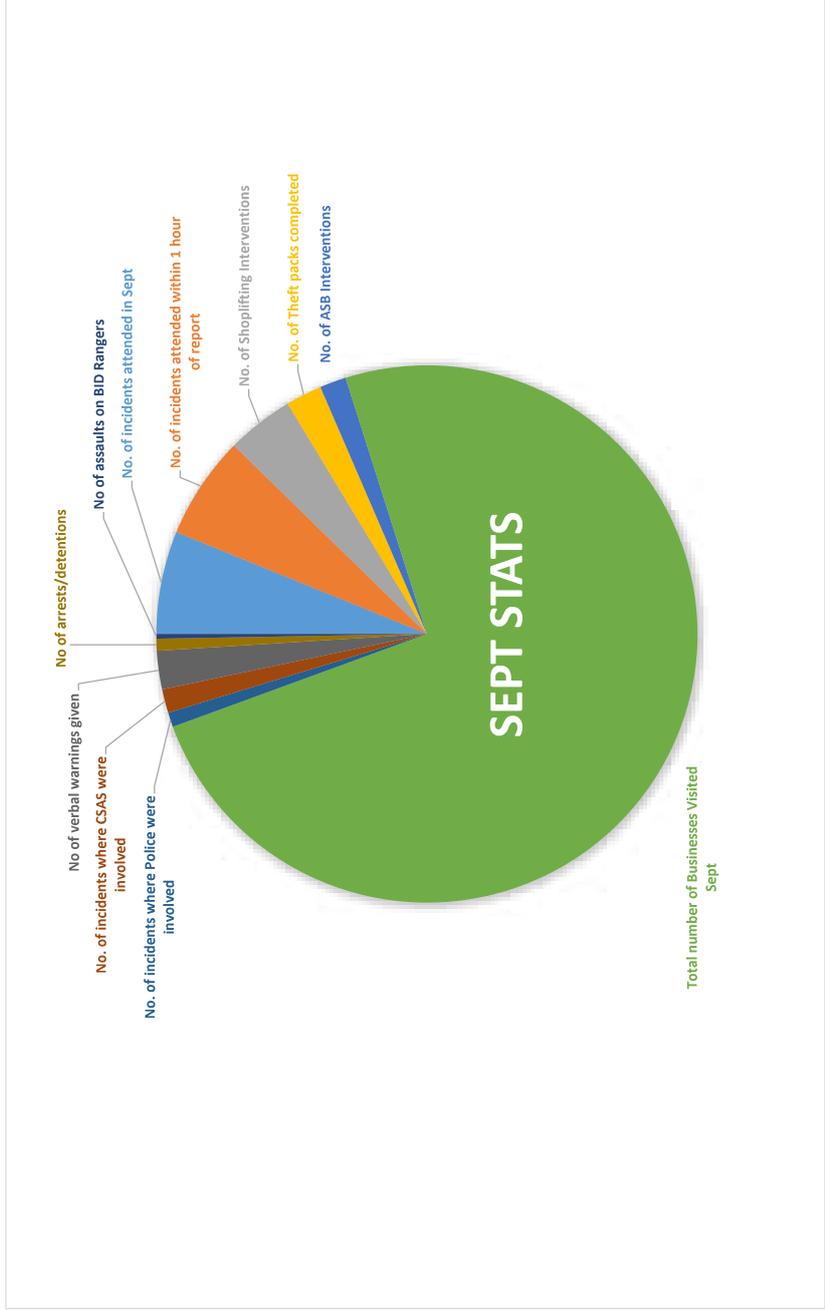
No. of incidents attended in Sept	43	No. of Shoplifting Interventions	28	No. of Theft packs completed	15	No. of ASB Interventions	11	Total number of Businesses Visited Sept	516	No. of incidents where Police were involved	6	No. of incidents where CSAS were involved	10	No of verbal warnings given	16	No of arrests/detentions	5	No of assaults on BID Rangers	2	Value of Stock Recovered £	1,391.70
-----------------------------------	----	----------------------------------	----	------------------------------	----	--------------------------	----	---	-----	---	---	---	----	-----------------------------	----	--------------------------	---	-------------------------------	---	----------------------------	----------

YTD 25-26

No. of incidents attended	344	No. of Shoplifting Interventions	222	No. of Theft packs completed	159	No. of ASB Interventions	169	Total number of Businesses Visited	3086	No. of incidents where Police were involved	64	No. of incidents where CSAS were involved	56	No of verbal warnings given	161	No of arrests/detentions	35	No of assaults on BID Rangers	13	Value of Stock Recovered £	12,412.05
---------------------------	-----	----------------------------------	-----	------------------------------	-----	--------------------------	-----	------------------------------------	------	---	----	---	----	-----------------------------	-----	--------------------------	----	-------------------------------	----	----------------------------	-----------

Total since commencement of contract

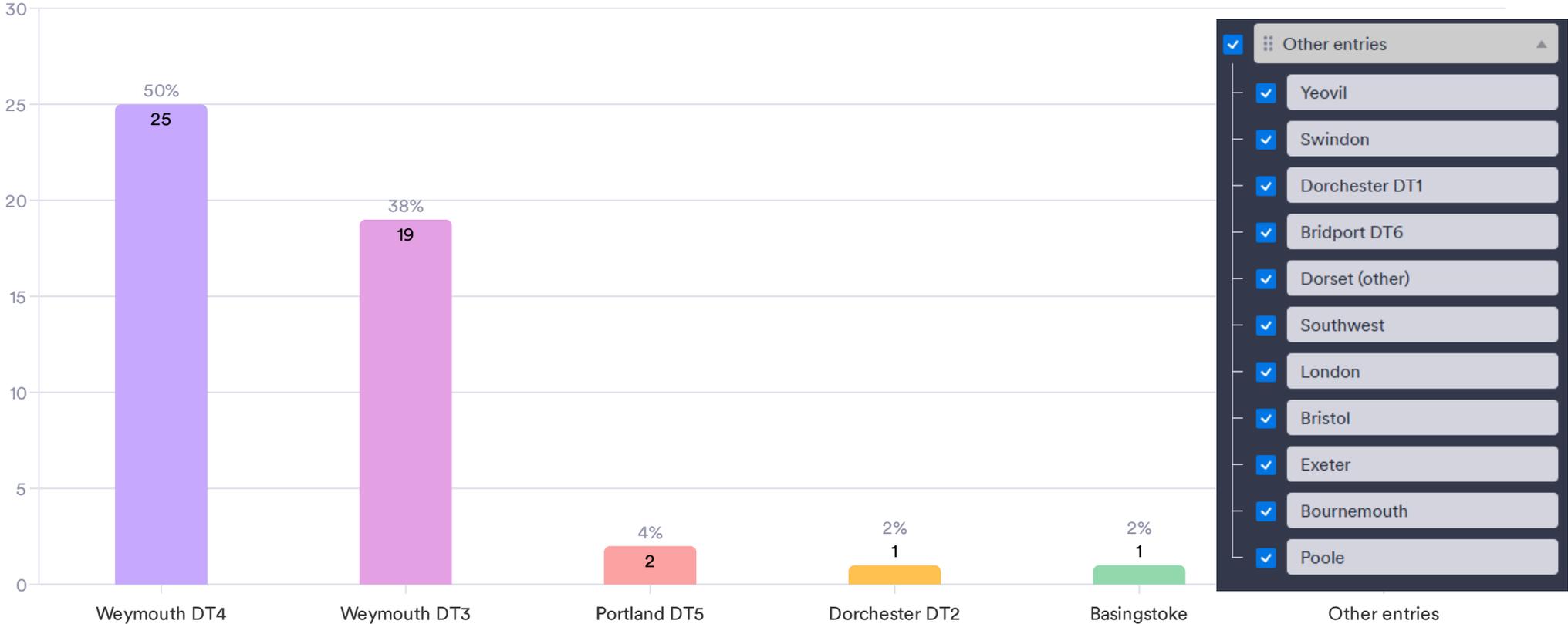
No. of incidents commenced since commencement of contract	1209	No. of Shoplifting Interventions	743	No. of Theft packs completed	251	No. of ASB Interventions	511	Total number of Businesses Visited	6876	No. of incidents where Police were involved	208	No. of incidents where CSAS were involved	173	No of verbal warnings given	475	No of arrests/detentions	125	No of assaults on BID Rangers	54	Value of Stock Recovered £	35,111.63
---	------	----------------------------------	-----	------------------------------	-----	--------------------------	-----	------------------------------------	------	---	-----	---	-----	-----------------------------	-----	--------------------------	-----	-------------------------------	----	----------------------------	-----------



Dusk til Dark 2025 - Town Impact Survey

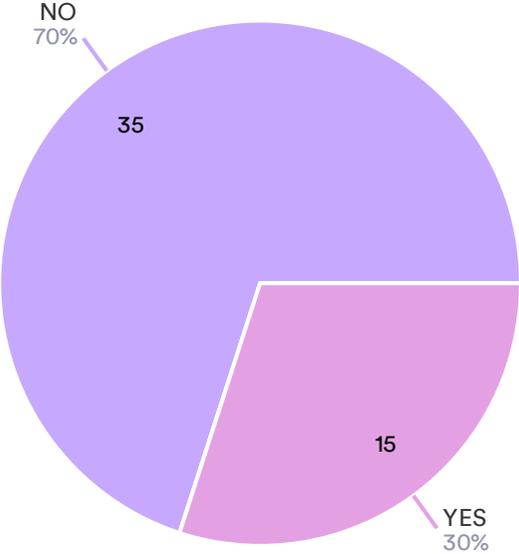
Where did you visit from?

50 Responses



Would you have visited Weymouth at the date/time of the event if no event was taking place?

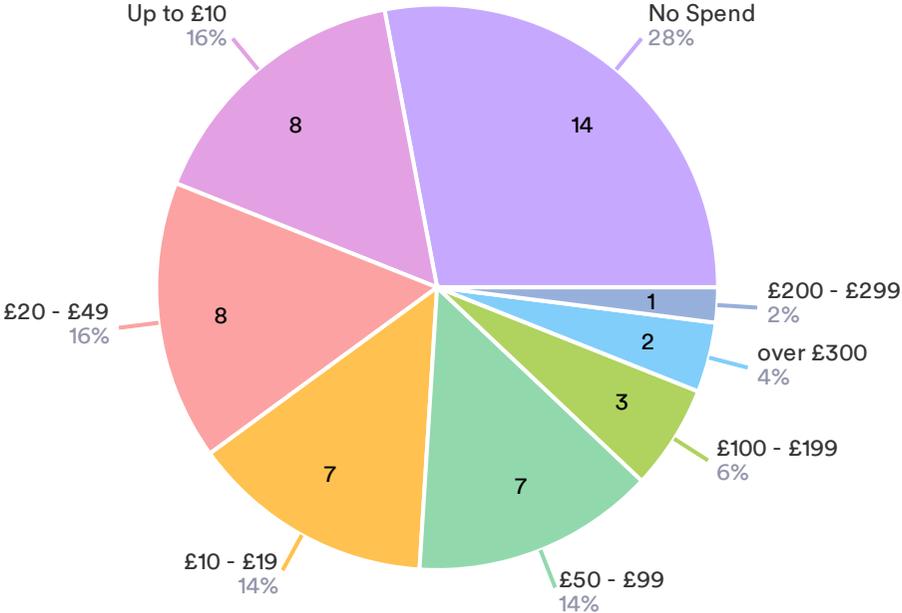
50 Responses



● NO ● YES

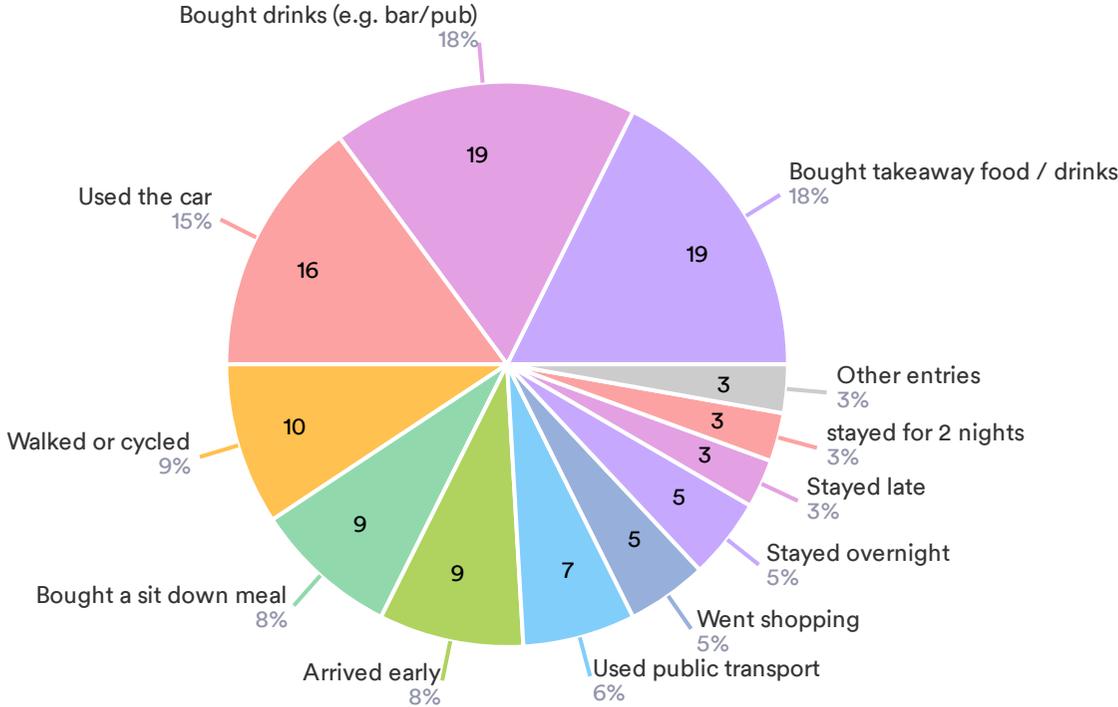
Did you spend any money in the town during your visit? If so, how much?

50 Responses



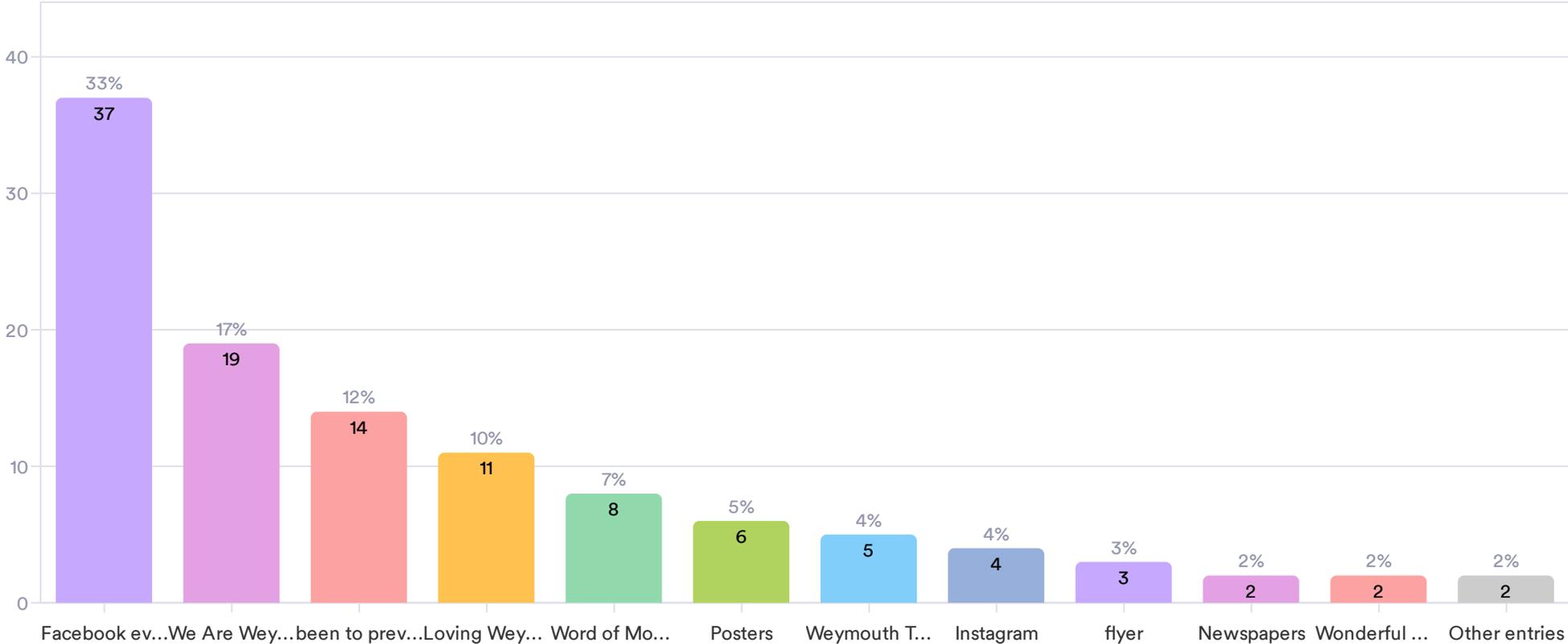
Other than the event, what did you do during your visit?

108 Responses



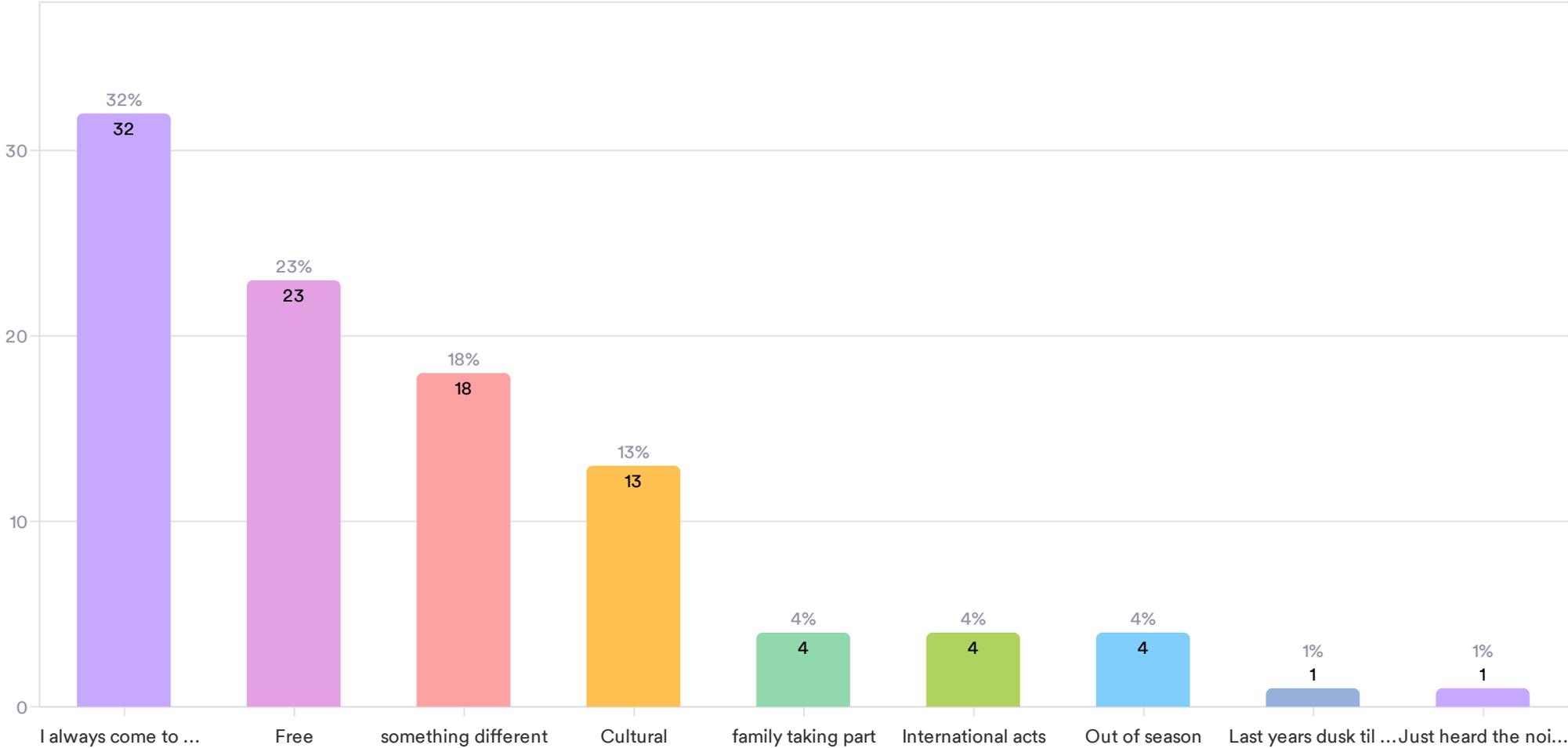
How did you know Dusk Til Dark was happening?

113 Responses



What was your reason for coming to the event

100 Responses



How enjoyable did you find the event?

50 Responses



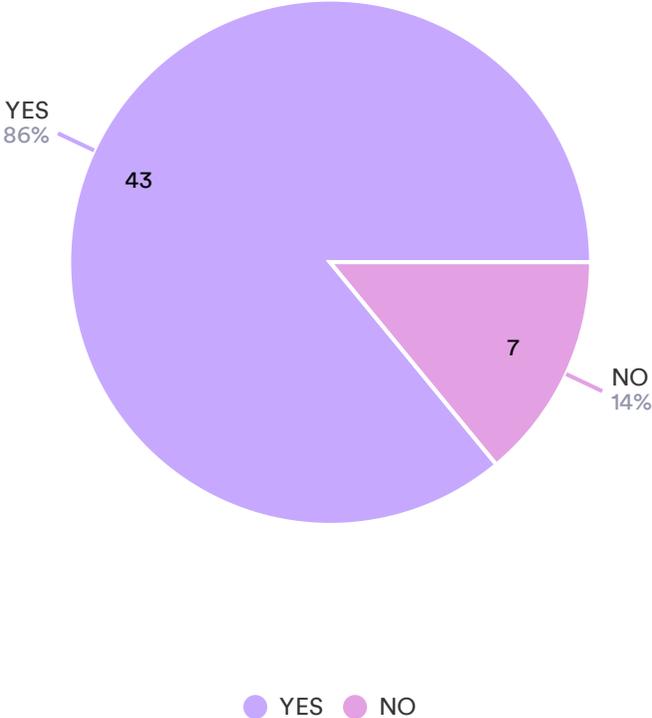
3.44
Avg. Response

50
Responses

Data	Response	%
★★★★★	22	44%
★★★★☆	5	10%
★★★★☆	8	16%
★★★☆☆	3	6%
★☆☆☆☆	12	24%

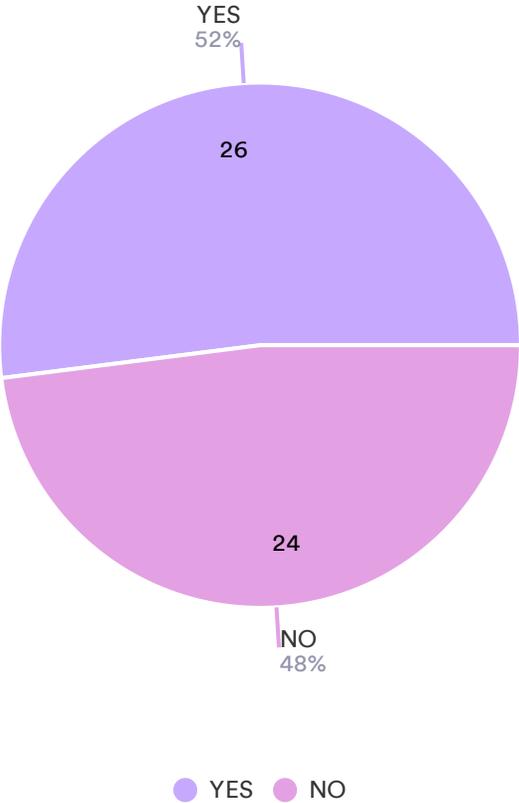
Would you like to see Dusk Til Dark happen again?

50 Responses



Would you come if we did something with ONLY local talent in September 2026?

50 Responses



Thank You!

Dusk til Dark 2025 - Town Impact Survey

<p>Why was a man in a dress with the women carrying the large pots, I did not understand what the theme was (was it silk flags) many of the people walking apparently had no idea what to do...</p>
<p>came into town by bus only to find it cancelled! Rather stupid putting something on which is based on the beach in late September which is affected by a bit of wind.</p>
<p>I live in Weymouth. There was not enough communication, on line, about road closures, timing or events. All of these would have improved my experience.</p>
<p>I really liked last years dusk til dark performance. Please always bring dusk til dark back every year.</p>
<p>Usually love Dusk to Dark (first year was awesome) but this year was disappointing. Thought there were going to be different performances in the streets along the route but was just the flag bearers. Got to beach and although I could just see, if I stood on tip toe, there were amazing performers, my two Grandchildren couldn't see a thing and due to their ages were unsafe to push through to the front. We left early as no point staying.</p>
<p>I didn't get to see it as it was cancelled due to high winds. Such a shame.</p>
<p>Always a great night. Obviously the more elaborate the better but it brings in the crowds that's for sure</p>
<p>Another fantastic event put on by Weymouth BID. I watched it on the Friday night and then went to see it again on Saturday night however unfortunately due to weather conditions it was cancelled. Totally understand the reasons why and it's out of control of the organisers. Looking forward to seeing what you put on next year.</p>
<p>The first 2 years I think was the best ,a long clear route and high up so all could see ,like a mini carnival ,the robots /drummers just didn't work for people that waited to see as everyone joined in so that was no good ,this year not as much lit up and mainly plain dressed people walking with flags ,the stage was good but only visible from one side so again not everyone could see /join it ,I think the concept is great for the town and would hate to see it finish x</p>
<p>Disgusting that it was cancelled so late in the day. My autistic child was very upset. You could've made the call earlier.</p>
<p>It was an embarrassment to Weymouth. Last year was ok but prior two years with opera singers and fish were fabulous. This year was awful, not sure what it was meant to be.</p>
<p>Felt this year was really well organised compared to previous events</p>
<p>It was great. The fact that people stood at the side of the road helped as this allowed everyone to see. The procession was shorter and having a performance on a stage at the end with lights on the beach etc was good. Having it slightly shorter in time also helped. Well done to everyone involved.</p>
<p>Great idea to do the performance on a stage on the beach. It gave many more people chance to see . Other years it's been difficult to see what's happening.</p>

Preferred the last couple of years with the drummers. Add those into the mix again.
Important to integrate professional & local talent plus continue to promote inclusivity in all its forms. High creativity & out of the norm experiences to entertain & educate.
Fantastic family event, well organised. Great to see the town busy. Lots of local people spectating and taking part. Well done. See you next year.
A couple of years ago the parade was fantastic with jellyfish etc it was amazing. Last year it was just drummers. They were good but you were looking for the rest of the parade. This year felt very amateur. The advertising alludes to more. Loved the use of the rowers though and felt more could be made of the harbour & boats.
Fantastic event. The atmosphere and talent was phenomenal..loved it!
Missed opportunity plenty of places this event could have been advertised along seafront displays, pay meters in car parks and posters in local businesses. Looked to be a great event but without letting locals know it's going to happen such I missed opportunity for town centre business and locals
Peixos act by the Barcelona-based theatre company Sarruga was one of the best Dusk til dark. It would be nice to have them return Last years drummers were fun. This years performance wasn't as described in the promotion. More colour, more music more illumination, more carnival atmosphere needed.
I thought this year's event was very well organised, everyone got a good opportunity to see the parade and the finale on the beach worked well too.
My daughter (11) and I had an amazing time from watching the start on weymouth bridge to having a quick dash to the main stage and getting front of stage viewing. Found the on stage performances so emotive and moving. All performers were soo talented.x
It was amazing! The performance with such a diverse cast brought a tear to my eye. Watching professional performers working with local talent and community groups was life affirming. I do think we need the professionals to give the gravitas needed to being in the crowds needed.
Not as good as last year
It was a bit boring. Not many lights or drumming. My kids got fed up watching- sorry

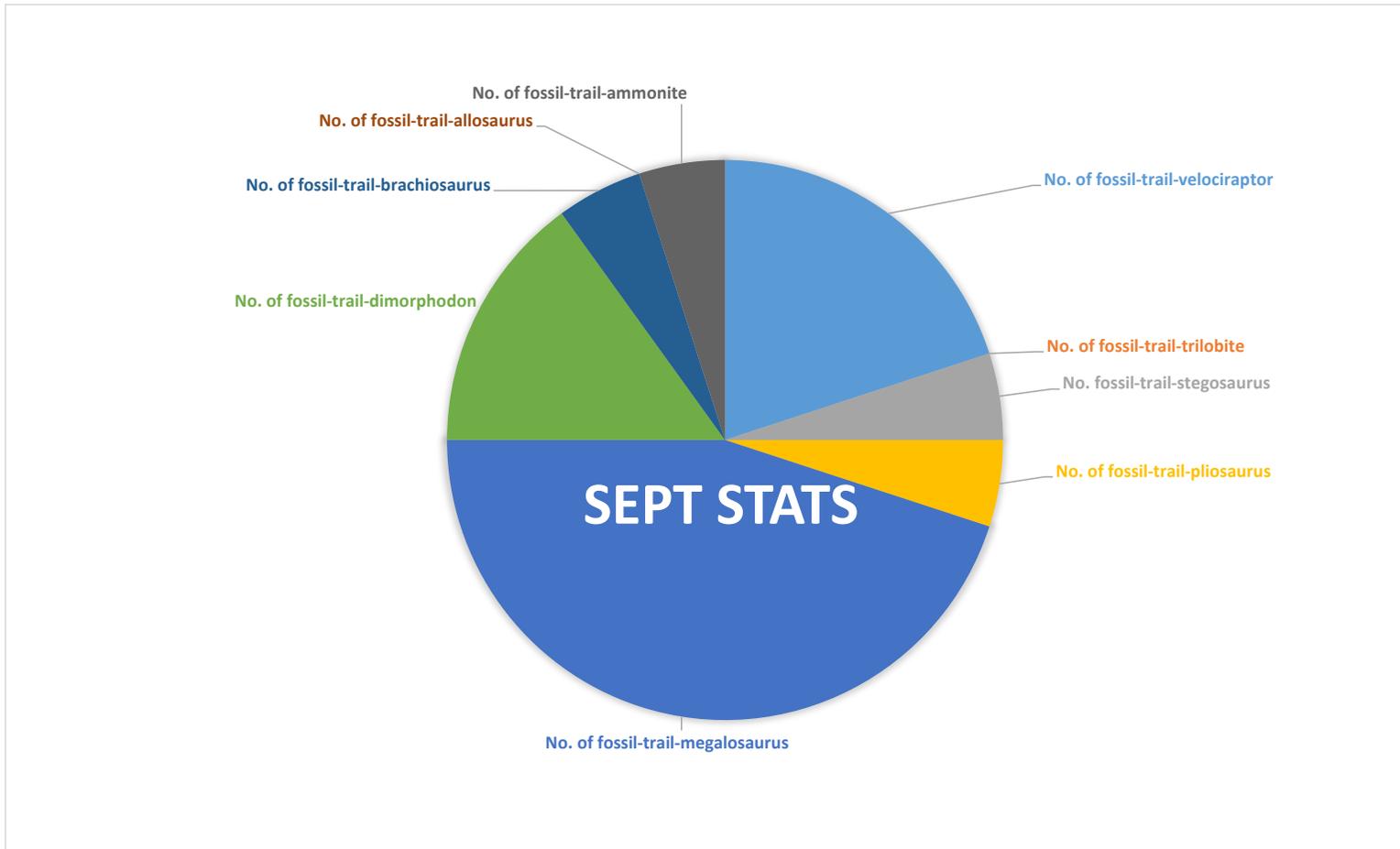
Really poor this year compared to previous years! The giant fish, the light up drummers etc

Kids were bored and disappointed, they were more impressed with glowsticks we brought with us!

The worst dusk till dark ever. No carnival atmosphere like usual. We want lights, music. Not shite dancing

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
75	61	70	20	143	228	61	14	110	782



in the bag

Monthly Report
September 2025



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | September 2025

Coverage

Date	Publication		Reach	AVE	Notes
01.09.25	Dorset Magazine	In Print	13124	£1290.47	Dusk Til Dark
01.09.25	Dorset Magazine	In Print	13124	£4083.75	Dusk Til Dark
02.09.25	Keep 106	https://keep106.com/2025/09/02/inside-out-dorset-community-dancers-help-create-a-living-artwork-in-motion/			Dusk Til Dark
08.09.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25447124.minor-changes-new-weymouth-m-s-store-discussed/	63981	£948.13	M&S Store
08.09.25	Dorset Echo	In print	10196	788.86	M&S Store
10.09.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25455138.art-festival-set-take-place-across-dorset-yeovil/	63981	£753.31	Dusk Til Dark
11.09.25	Dorset Echo	Print	10196	£1155.12	B-Side Festival
11.09.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25458392.weymouth-council-announce-new-approach-hotel-management/	63981	£1298.81	Dawn comment
12.09.25	Dorset Echo	Print	10196	1324.16	Dawn comment
15.09.25	Find Dorset Places	https://finddorsetplaces.co.uk/blog/inside-out-dorset-community-dancers-help-create-a-living-artwork-in-motion			Dusk Til Dark
16.09.25	thetimes.co.uk	https://www.thetimes.co.uk/article/isle-of-portland-dorset-uk-stay-lv2vdc5ph	1,053,873	£21,393.62	Press Trip
17.09.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25475236.weymouth-dusk-til-dark-set-seafro nt-weekend/	63902	843.19	Dusk Til Dark
18.09.25	Swanage News	https://www.swanage.news/giant-outdoor-arts-festival-comes-to-purbeck/			Dusk Til Dark
18.09.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25466744.nao-victoria-call-weymouth-pirate-festival/	63902	843.19	Pirates

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | September 2025

18.09.25	Spotlight on Kulture	https://spotlightonkulture.uk/this-is-dusk-til-dark-2025-the-sonnet-of-samsara/			Dusk Til Dark
18.09.25	Bridportnews.co.uk	https://www.bridportnews.co.uk/news/25476732-weekend-weather-forecast-temperatures-drop-dorset/	4304	£87.37	Dusk Til Dark
19.09.25	Yahoo! News	https://uk.news.yahoo.com/weekend-weather-temperatures-set-drop-231500563.html			Dusk Til Dark
19.09.25	BBC	https://www.bbc.co.uk/news/articles/cn8240m8vl5o	18,991,744	138791.67	Dusk Til Dark
19.09.25	Yahoo! Singapore	https://sg.news.yahoo.com/seaside-streets-beach-set-become-085537993.html			Dusk Til Dark
19.09.25	The Table Read	https://www.thetablereadmagazine.co.uk/dusk-til-dark-returns-to-weymouth-with-sonnet-of-samsara/			Dusk Til Dark
19.09.25	Dorset Echo	Print	10196	£1324.16	Dusk Til Dark
19.09.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25481126-weymouth-esplanade-close-dusk-til-dark-event/	63902	£285.39	Dusk Til Dark
19.09.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25466744-nao-victoria-call-weymouth-pirate-festival/	63902	£285.39	Pirates
20.09.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25482177-pictures-first-night-weymouth-dusk-til-dark-event/	63902	£285.39	Dusk Til Dark
20.09.25	The Times	Print	364,936	£54,679.90	Press Trip
20.09.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25474852-weymouth-opening-date-mooted-globalls-mini-golf/	63902	£946.96	Mini Golf
20.09.25	Dorset Echo	Print	10196	£732.51	Mini Golf
20.09.25	Yahoo! News	https://uk.news.yahoo.com/pictures-first-night-spectacular-dusk-082000942.html	207,823	4218.81	Dusk Til Dark
21.09.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/254	63902	£337.27	Dusk Til Dark

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | September 2025

		83119.pictures-dusk-til-dark-second-night-cancelled/			
22.09.25	Dorset Echo	Print	10196	£3775.26	Dusk Til Dark
23.09.25	Modern Magazinea	https://modernmagazines.co.uk/2025/09/23/the-nao-victoria-will-visit-weymouth-next-week-and-take-part-in-the-pirate-festival/			Pirates
25.09.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25494240.new-business-hub-creating-12-jobs-unveiled-weymouth/	63902	£726.44	Business Hub
25.09.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25478523.primark-announcement-weymouth-opening-met-excitement/	63902	£726.44	Dawn Comment
26.09.25	MSN	https://www.msn.com/en-gb/lifestyle/lifestylegeneral/why-you-may-have-seen-multiple-flags-on-weymouth-beach/ar-AA1NkhBW			Dusk Til Dark
29.09.25	Dorset Echo	Print	10196	£788.86	Business Hub

Total reach for September: **21,487,361**

Total Advertising Value Equivalent for September: **£222,883.4**

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

Coverage Link: <https://share.coveragebook.com/b/679232e57f4ab6ca>

PDF:

https://drive.google.com/drive/folders/1ORT4JiZwsdqyNIWCV5pR_bDLYOBzqE00?usp=sharing

We Are Weymouth Marketing Strategy

- Edited press release on placemaking and flags in King George Street
 - Circulated to key media contacts
 - Liaised with Echo on permissions for photography
- Circulated Pirates press release to key media contacts
- Drafted Elf World Record Attempt press release and circulated for sign off
 - Circulated to key media contacts and began pitching for broadcast
- Pitched Elf World Record Attempt into ITN for filming the weather live from the count

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | September 2025

- Also pitched Zombies and Pirates but no availability for those dates
- Formatted Greenhill Heritage Slab (Bloody Assizes) press release and circulated to local media
 - Signed off by Graham and Dawn

Wey Back When

- Liaised with The View on the Terrace to ask about press trips - declined
- Booked press visit with The Sun (staying on Portland but visiting Weymouth)
 - Full page travel piece on the area
- Liaised with Dawn to provide comment for the Echo on Dino Week Dorset Tourism Award shortlisting
- Pitched free autumn days out for families into The Sun
 - Focused on zombies and pirates
- Liaised with Dawn to provide comment to BNPS on feature looking at how multiples are affecting town centre
- Pitched Halloween and zombies into the i newspaper for family friendly activities to do around the UK
- Pitched Halloween and zombies into Bounce magazine for family friendly activities to do around the UK
- Pitched Halloween and zombies into METRO for Halloween activities to do around the UK
- Shared Pirate Fest photography with Western Morning News for print
- Pitched upcoming autumn events into the i newspaper for weekend event round ups
- Shared upcoming autumn events with Resort magazine for social media and newsletter sharing
- Pitched FEAST into Dorset Echo
 - Have asked for info, restaurants, photography - will liaise with Dawn and Anita
- Liaised with the METRO to amend press visit to Weymouth to November dates
 - Focus on 'what to do out of season'
 - Heavily picture lead and will create a map of what to do and see
 - Putting together itinerary now
- Liaised with The Times for Dorset press trip, booked for 7th & 8th September (coverage appeared). Booked:
 - Nothe Fort
 - Hatch at the Harbour
 - Rossi's

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | September 2025

- **Other press trips in pipeline:**

Publication: Closer

Journalist Name: Emily Farquhar

Publication: Heat/Closer

Journalist Name: Georgina Terry

Publication: Reach PLC (Daily Mirror, Daily Star, Daily Express, Daily Record)

Journalist Name: Cally Brooks

Publication: That's Life

Journalist Name: Laura Cole

Publication: Yours

Journalist Name: Akhila Thomas

Dusk Til Dark

- Liaised with activate to confirm photographers
- Pitched Dusk Til Dark into Finnbar Webster (couldn't attend) and BNPS
 - Sent photography from the event to the BNPS
- Pitched into The One Show
 - Packed schedule so unable to attend and film
- Pitched into This Morning
- Liaised with BBC South Today and BBC Spotlight for Friday news
 - Followed up but not confirmed
 - Sent footage after the event
- Liaised with BBC Online to pitch in event - coverage online
- Pitched into dance, culture and arts journalists at:
 - The Times
 - The Telegraph
 - The guardian
 - The Independent
- Provided photography and comment on Saturday regarding the cancellation of the second night due to weather

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | September 2025

Social Media

- 'Business of the Week' content creation - scheduled in for October
- Towns of Culture content creation - scheduled in for October
- Sharing positive PR stories on social media - ongoing in September & October
- Continued to update WAW instagram and TikTok

AOB

- 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
- Digital safety training
- Liaised with Dawn to confirm Dino Week award with Dorset Tourism Awards
 - Tickets booked

Upcoming activity

Wey Back When

Feast

Era Weekends

Zombies

Christmas

2026 Budget & objectives

To agree on funding pots in principle awaiting govt guidance on actual money available.
The overall principles need to be agreed today, with further discussion in subcommittee or board

1. Improving the Town (20-30mins)

- **What Public Realm Enhancements do we want to see:** Expand mural and heritage trails? increase placemaking initiatives? introduce seasonal lighting installations?
- **Safety & Cleanliness:** Is this our responsibility and what should we address? What collaborative initiatives can we undertake either with Dorset council or with Weymouth Town council.
- **Agreed budget:** Reality trails, Bid Ranger and Christmas trees. Note whilst titles may say heritage slabs/ trails or street decoration - what type of things should that be? Should that be devolved to improve S/C once budgets agreed?

IMPROVE	
Augmented Reality Trails	£ 1,400 contract
BID Ranger	£ 38,000 agreed
Christmas Trees	£ 2,500 agreed
Crime Reporting DISC	£ 4,000 contract
<hr/>	
Dino 27 Install Project	£ 2,000
Street decoration/ hanging Baskets/flags & poles etc	£ 15,000
Heritage Slabs Install + heritage trails	£ 5,000
Levy Payer Engagement AGM 25	£ 500
Map pads for 25/26	£ 1,000
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	£ 1,500
Total IMPROVE	£ 73,100

Your Notes

2. Marketing Weymouth (30-40mins)

- **Signature Events:** Do we scale up Pirate Fest, Elves, Steampunk Weekend, Beach Volleyball, and Dinosaur Trail. Do we continue with a Sept type of event? What can we agree on today?
- **What works and what doesn't** - why?
- **New Initiatives:** Do we continue what we currently deliver and improve them and/or start some new smaller things or one legacy event eg: Georgian w/e. DR give background.
- **Legacy Installations:** You asked that we ensure events leave behind murals, sculptures, and trails to encourage repeat visitation. Do we think this is possible? What's the purpose?

MARKETING

Events

Dino week event 27 (plus racing)	£ 2,000
80's w/e	£ 1,000
Food event?	£ 1,000
Georgian weekend?	£ 5,000
Volleyball Summer 25	£ 5,000
Sept event?	£ 10,000
Zombie Experience Halloween	£ 5,000
Pirates	£ 5,000
Elves w/e	£ 15,000
steampunk w/e	£ 5,000
an-other event pot reserve	£ 10,000
Total MARKETING	£ 64,000



Rationale for Hosting Events

The strategic importance of hosting events lies in their ability to elevate Weymouth's profile through targeted marketing and public relations. At the last meeting, Graham highlighted the significant value of PR, noting that a single page of advertising in a national publication such as the *Daily Express* would cost £49,000—emphasizing the cost-effectiveness and impact of well-executed PR campaigns.

This point is reinforced by the role of distinctive, high-level events—such as *Dusk til Dark*, *Pirates*, *Dinosaurs*, world record attempts, *Sandworld 100yrs*, and *Standing with Giants*—which serve as powerful tools for national promotion. These events generate compelling content that can be leveraged by PR companies to secure widespread media coverage for Weymouth. While the events themselves attract footfall, spend and local engagement, their additional value lies in sustaining the town's visibility in press and media throughout the year, positioning Weymouth as a must-visit destination.

It's important not to underestimate the impact of those 'fun-pictures'—they showcase the town's vibrancy and charm in ways that resonate with national audiences. Additionally, journalist visits play a crucial role in securing press exposure, often inspiring readers to 'walk in the steps' of the articles they read, with some even cutting out features to follow the journey themselves.

Please note the Total reach for September in print was **21M**. If we'd had to pay for this coverage, it would have cost us **£222K**. In total 35 pieces of coverage were gained across online, print, digital and broadcast most of it, in September, was for Dusk Til Dark (see ITB report)

Even on our social media channel the highest viewing post (after Primark) was us being 'gutted' we had to cancel the Dusk Til Dark event. Therefore, even cancelling an event got us 113K views on just the WAW channel alone

Together, these insights affirm that innovative events are far more than community celebrations, or even footfall on the day of an event—they are essential vehicles for driving visibility, engagement, and long-term economic benefit for Weymouth.

<input type="checkbox"/>	Preview	Views	Reach	Interactions	Net follows	Impressions	Comments
<input type="checkbox"/>	Official opening 🥁 Drum r... Published • 6 Oct at 14:02	163,861	85,472	620	0	96,767	153
<input type="checkbox"/>	We're truly gutted to have to c... Published • 20 Sep at 22:00	113,971	82,899	232	0	85,177	24
<input type="checkbox"/>	Wow ... it's all being set up for ... Published • 18 Sep at 19:31	93,708	62,767	301	0	67,119	22
<input type="checkbox"/>	Weymouth is buzzing this ... Published • 18 Sep at 18:01	68,506	49,848	187	0	51,970	9
<input type="checkbox"/>	It was great to finally see our ... Published • Yesterday at 14:00	64,400	31,332	320	0	36,771	25
<input type="checkbox"/>	So what is Weymouth's USP (U... Published • 22 Sep at 09:00	56,165	36,808	237	0	40,024	33
<input type="checkbox"/>	A gruesome chapter from Wey... Published • 19 Sep at 15:12	56,080	39,056	311	0	42,066	54
<input type="checkbox"/>	ONLY 5 DAYS TO GO!!!! Join u... Published • 15 Sep at 09:00	46,349	32,525	136	0	35,557	30

<input type="checkbox"/>	Preview	Views	Reach	Interactions	Net follows	Impressions	Comments
<input type="checkbox"/>	Huge Congratulations! 🎉 ... Published • 24 Sep at 10:23	34,755	22,452	353	0	25,144	63
<input type="checkbox"/>	Fabulous parade Weymouth Pi... Published • 4 Oct at 13:19	34,161	20,979	481	0	23,543	42
<input type="checkbox"/>	Some great photos coming in ... Published • 2 Oct at 15:40	31,839	20,230	347	0	21,395	42
<input type="checkbox"/>	Ahoy, me hearties! 📧 Get ... Published • 27 Sep at 14:00	28,035	16,787	107	0	19,364	16
<input type="checkbox"/>	Huzzah! Look at the beautiful ... Published • 25 Sep at 19:30	25,775	16,599	99	0	18,092	5
<input type="checkbox"/>	No text content Published • 19 Sep at 19:38	23,951	19,392	247	0	21,121	44
<input type="checkbox"/>	Weymouth Weekend B... Published • 2 Oct at 19:01	23,390	13,643	126	0	14,712	21
<input type="checkbox"/>	Georgian Flags Fly High in We... Published • 24 Sep at 16:40	22,972	13,853	268	0	15,198	108

Your Notes

3. Shaping Weymouth: (15mins)

No budget in b-plan but allocated **£5K** for 2026/7 for legal, posters and campaigning.

- **Infrastructure Advocacy:** Use data to push for parking reform, beach accessibility, and improved transport links. Identify and work to improve WI-FI connectivity.
- **Encouraging Established Brands:** dedicate significant time and effort to attracting well-known retail brands to Weymouth. Notably, securing Primark was a four-year endeavour, which required persistence and strategic engagement. Currently in active discussions with Waitrose and Next, as well as Flip-Out aiming to further enhance the town's offering with nationally recognised names.

Your Notes

Draft Profit and Loss Analysis for the Board

WE ARE WEYMOUTH LIMITED

For the 6 months ended 30 September 2025

Account	Spend Apr-Sept 2025	Approved Budget 25-
INCOME		
Levy Income Received in the year		
Levy Income - Collected By DC	299354	321823
Total Levy Income Received in the year	299354	321823
PROJECTS AND EVENTS		
IMPROVE		
Augmented Reality Trails 25-26	672	1400
Crime Reporting DISC 25-26a	4102	4000
Graffiti Removal 25-26	0	500
Levy Payer Engagement AGM25	417	500
Levy Payer Engagement Events	390	500
Signage 25-26	0	1000
Street decoration and Placemaking	6539	15000
Total IMPROVE	12120	22900
MARKETING		
WFF - Wessex Folk Festival	0	1500
Map pads for 25/26	512	1000
Volleyball Summer 25	4000	4000
Museum	2000	2000
Dino week event 2026 (plus racing)	0	2000
Windows spring and xmas prizes and certificates	6	200
Zombie Experience Halloween 25	145	3000
Pirates 25	2500	2500
Heritage Slabs install + heritage trails	0	5000
Christmas 2024	253	0
Christmas 25	11883	25000
Dusk Til Dark 25	15496	15000
BID Rangers 25-26	18237	38000
Punch and Judy	0	500
Feast 25/26	0	1500
Visit Dorset Weymouth Entry	0	2500
Weymouth Flyer 2026	30	2000
Total MARKETING	55063	105700
PR & ADVERTISING		
Advertising - PRESS	0	500
Advertising and PR	102	500
Outsourced Marketing Campaign	15100	36000
Loving Weymouth & Portland	9000	18000
Total PR & ADVERTISING	24202	55000
Total PROJECTS AND EVENTS	91384	183600
Website Costs		
WAW - Website	812	0
Website Work	0	1600
Total Website Costs	812	1600
GROSS PROFIT	207158	136623

Account**Spend Apr-Sept 2025****Approved Budget 25-****STAFF COSTS**

Wages and Salaries including costs		
Wages and Salaries	35279	74000
Pensions Costs	693	0
Total Wages and Salaries including costs	35971	74000
Total STAFF COSTS	35971	74000

ADMINISTRATIVE COSTS

Accountancy - Annual Independent Inspection	-180	3000
Bank Charges	74	84
Board / Meeting Costs	68	0
Cleaning	109	600
Company Secretarial Costs	34	0
Electric - Street Stand	521	0
Insurance	1849	1200
IT Software and Consumables	1939	3000
IT Equipment and chairs	0	500
Legal Expenses	1678	0
Motor Vehicle Expenses	0	240
Outsourced Bookkeeping	2400	4800
Printing & Stationery	267	1800
Sundry Expenses	1417	1800
Rent	4007	8000
Repairs & Maintenance	0	400
Telephone & Internet	2672	1800
Contingency	0	10000
Total ADMINISTRATIVE COSTS	16853	37224

OPERATING PROFIT**154333****25399**

Account**Spend Apr-Sept 2025****Approved Budget 25-****GRANTS AND PART FUNDED PROJECTS ANALYSIS**

WPPC - Grant		
WPPC - Grant - Unspent bal B/f	-1995	0
WPPC - Grant - Expenses	1995	0
Running Balance - WPPC Grant	0	0
First Bus - Last Bus		
First Bus - Last Bus 2025 Income	-7500	0
First bus scheme Expenses	5011	2500
Running Balance - First Bus - Last Bus	-2489	2500
Christmas Trees 2025		
Contributions to Christmas Trees 2025-2027	-5000	0
Christmas Trees 2025 Expenses	5383	2500
Running Balance - Christmas Trees 2025	383	2500
Culture and Community Grant Income	-5000	0
OPCC Business Crime Community Fund Income	-5000	0
Total GRANTS AND PART FUNDED PROJECTS ANALYSIS	-12105	5000
PROFIT ON ORDINARY ACTIVITIES	166438	20399

Notes re: Income Sources for Grants and Part Funded Projects

	<u>Value of contribution / grant</u>	<u>Income Source</u>
WPPC Grant - Balance b/f	1995	Dorset Council, funded by the Home Office
First Bus - Last Bus	2500	Portland Town Council
	2500	Dorchester Town Council
	2500	Weymouth Town Council
	<u>7500</u>	
Christmas Trees 2025	2500	Weymouth Town Council
	2500	Dream Cottages
	<u>5000</u>	
Culture and Community Grant Income	2000	Dorset Council CCF Grant Round 7 - Second 50%
	3000	Dorset Council CCF Grant Round 8
	<u>5000</u>	
OPCC Business Crime Community Fund Income	5000	The Police & Crime Commissioner (PCC) Dorset Police Force