

Board Meeting Agenda:

Date: 24 Sept 2025

Time: 11am-1pm

Location: Pilgrim House

1. Welcome & Objectives (10 mins)

- a) Welcome from Chair
 - Introduction of board members incl: Kerry Gilbert new board member
 - Apologies
 - Brief overview of the meeting purpose
 - Expected outcomes
-

2. Roles & Responsibilities (10mins)

- Review of current roles and responsibilities
 - Questions
-

3. 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. Presentation of Director Report Findings (15mins)

- Summary of key insights from the report
 - Highlights of successes, challenges, and opportunities
-

6. Proposed Budget Allocation (30 mins)

- Overview of available budget
 - Suggested allocation across key areas (e.g., marketing, events, improve)
 - Rationale behind each allocation
 - Reference materials: see attached
 - Discussion and agreement on next steps
-

7. Action Points & Next Steps (20 mins)

- Summary of decisions made
- Assignment of tasks and responsibilities
- Timeline for implementation
- Date for follow-up meeting

Minutes of the Board Meeting

Date: 23 July 2025

Time: 11:00AM

Location: In Person - Pilgrim House

Present:

- Chair: Graham Perry (GP), The Bridge Fair Trade Shop
- Lynne Fisher (LF), St John's Guest House
- Chris Truscott, (CT) McDonalds
- 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
- Hayley Moore, (HM) The Flamingo room
- Lyn Mckenzie, (LM) The Black Dog

In attendance:

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

1. Welcome

GP welcomed attendees to the meeting

2. Apologies

Apologies received from: Helen Heanes, Cllr Rob Hughes, Jonathan Oldroyd
Dave Hiscutt

3. Declarations of Interest

No declarations of interest were made.

4. Observers-

None present

5. Approval of Previous Minutes

Minutes from the last meeting were approved as accurate.

Matters arising: GP commended the operational team for another well attended and enjoyable AGM and the board agreed.

6. Governance

Lyn Mackenzie was formally welcomed to the board and introductions made

Kerry Gilbert's application was received. Proposed by GP seconded by TMM and received full approval.

GP shared the sad news that after 11yrs as a director **Tamsin Mutton McKnight** was stepping down for the board due to relocation. He thanked her for her ongoing support for the town and representation at the BID and wished her well from all the board. **TMM** requested that someone represent the board at the LVEP ([Local Visitor Economy Partnership \(LVEP\) Programme](#) as Weymouth needed to continue to have a strong voice at these meetings, as well as gain oversight of tourism matters and reporting for disseminating back to the board. **LF** was interested in representing the board

DRI informed the board of reaching out to D. Bennett at Waterside again and was meeting with Primark in the coming weeks and would encourage them to sit on the board, in order that the multinational was represented. The Board discussed the importance of diverse sector representation and that perhaps if waterside joined, they would consider also sitting on the LVEP.

GP highlighted that with **TMM** leaving this left a gap on the marketing subcommittee. To support **LF JP, LM, HM and JD** showed interest in this working group. Varied timings were discussed, and this will be pursued the group were asked to remember this is a working group to support DRI in delivery.

GP asked the board if they had read the draft accounts and letter approved at the AGM and were prepared to adopt the accounts for the year ending March 31st 2025. The board voted unanimously to approve the Chair to sign the accounts and the Letter of Representation on their behalf.

7. Questions on reports

GP reviewed the LWP report and queried our use of TikTok, YouTube, and other platforms for international outreach. **DRI** outlined current efforts, including influencer partnerships and recent TV coverage. **GP** recommended enhancing our own social media presence, suggesting Andy upload content directly to YouTube to support cross-promotion via Facebook and grow our audience.

8. AOB –

Concerns raised over “We Are Weymouth Retail” Facebook page: Trademark infringement confirmed. Board agreed to engage solicitor to ensure META remove We Are Weymouth retail page from Facebook for trademark violation. £1K agreed with a £5K contingency. Voted: 8 - for and 1- against

Hoteliers: **DRI** explained that an in-person meeting was instigated by DRI and held on 19th June with 32 hotels, plus Cllrs, GP, JO, WHGLA Chair, WPCC Chair. This was followed up by a meeting chaired by BID on 25th June with MP Lloyd Hatton BID, WTC, WHGLA and WPCC.

DRI wrote a letter 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, sent on 18th July which said “We respectfully submit the following plea for immediate attention and action.

1. Establishment of a Single Point of Contact for Hoteliers
2. Suspension of Legal Action During Negotiations
3. Implementation of a Transparent Lease and Rent Review Process
4. Recognition of Weymouth’s Strategic Tourism Value
5. Improved Communication and Transparency Across Departments

Despite repeated attempts to engage through local councillors, and DC operational staff, no meeting has been secured to address the concerns outlined above. This is a matter of urgency, as continued inaction is leaving us with no alternative but to consider public action. The board unanimously agreed for **DRI** to write an open letter to DC outlining dates, times and requests, and our priority to support and advocate for our members, as well as to inform DC that continued inaction would result in BID contacting media within 36hrs should no meeting date be forthcoming. Unanimous agreement to this approach

(**JD** joined the meeting)

9.

The Board discussed the allocation of the budget, long-term strategic planning, and the utilisation of project funds. Recognition was given to all aspects of the business plan, specifically the themes of **Shaping, Improving, and Marketing** the town.

DRI provided an update on the imminent business rate revision, effective from **April 2026**, which will affect all businesses. BID funds are intrinsically tied to business rates, calculated at **1.5% of the rateable value**. There is concern that, depending on government decisions, available funds may decrease while project commitments remain unchanged.

A vibrant discussion took place regarding specific projects, including:

Events

Staffing

Marketing

BID Rangers

Small grant pots

Christmas and *Dusk Til Dark*

CT suggested prioritising broader areas (e.g., shaping, improving, marketing) and weighting them according to available finances to guide future decisions.

PM recommended aligning BID priorities with those of **Dorset Council** and **Weymouth Town Council**.

CHA provided an overview of both councils' strategic priorities.

TMM proposed focusing on initiatives that are unique to BID and unlikely to happen without BID involvement.

Several board members expressed concern about BID filling gaps that should be addressed by statutory agencies such as Police, yet the value of the **BID Rangers** was highlighted, particularly their role in developing partnership relationships with police and statutory authorities whilst improving street safety.

GP acknowledged that BID time and resources are heavily impacted by managing numerous small grants, compared to fewer, larger-scale projects. The board also recognised the time involvement on 'shaping' projects which whilst they had no project funding allocation were still crucial to BID's role but did require extensive staff time and resources.

The Board discussed the potential of targeting international and global visitors as a strategic priority. Projects such as *Dusk Til Dark*, *Pirates*, *Volleyball*, and themed trails were identified as having strong potential if marketed internationally. Perhaps BID priorities should be to enhance the projects already being undertaken and develop those with an international customer for the benefit of the town.

JP highlighted that we need to think of what Weymouth 'is' as well as what it needs to 'be' to fuel project discussions. Our Vision for BID 4 must also be considered.

LM proposed that DRI prepare guidance to help board members consider priorities in the context of the broader strategy.

CT suggested board members weight the three core themes (Shaping, Improving, Marketing) to inform future decisions.

CT suggested that identifying key priorities—such as a focus on international markets—would help refine how marketing and event budgets are allocated and assist board members in weighting their priorities.

LM also recommended using a **JotForm questionnaire** to collect board members' input ahead of the next meeting.

Conclusion: With rising costs, reduced income, and ongoing project commitments, the Board agreed that **difficult decisions** lie ahead.

Meeting Close

- Meeting concluded at approximately 13:00
- Next confirmed meeting: Sept 24 in person Pilgrim house

Draft Profit and Loss Analysis for the Board

WE ARE WEYMOUTH LIMITED

For the 5 months ended 31 August 2025

<u>Account</u>	<u>Apr-Aug 2025</u>	<u>2026 Approved Budget 25-26</u>
INCOME		
Levy Income Received in the year		
Levy Income - Collected By DC	299,353.95	321,823.00
Total Levy Income Received in the year	299,353.95	321,823.00
PROJECTS AND EVENTS		
IMPROVE		
Augmented Reality Trails 25-26	560.00	1,400.00
Crime Reporting DISC 25-26a	4,089.80	4,000.00
Graffiti Removal 25-26	0.00	500.00
Levy Payer Engagement AGM25	416.67	500.00
Levy Payer Engagement Events	390.00	500.00
Signage 25-26	0.00	1,000.00
Street decoration and Placemaking	4,857.50	15,000.00
Total IMPROVE	10,313.97	22,900.00
MARKETING		
WFF - Wessex Folk Festival	0.00	1,500.00
Map pads for 25/26	0.00	1,000.00
Volleyball Summer 25	0.00	4,000.00
Museum	2,000.00	2,000.00
Dino week event 2026 (plus racing)	0.00	2,000.00
Windows spring and xmas prizes and certificates	6.00	200.00
Small Marketing Events	0.00	10,500.00
Zombie Experience Halloween 25	0.00	3,000.00
Pirates 25	0.00	2,500.00
Heritage Slabs install + heritage trails	0.00	5,000.00
Christmas 2024	253.16	0.00
Christmas 25	11,723.40	25,000.00
Dusk Til Dark 25	15,496.00	15,000.00
BID Rangers 25-26	15,517.00	38,000.00
Punch and Judy	0.00	500.00
Feast 25/26	0.00	1,500.00
Visit Dorset Weymouth Entry	0.00	2,500.00
Weymouth Flyer 2026	30.00	2,000.00
Total MARKETING	45,025.56	116,200.00
PR & ADVERTISING		
Advertising - PRESS	0.00	500.00
Advertising and PR	51.80	500.00
Outsourced Marketing Campaign	12,500.00	36,000.00
Loving Weymouth & Portland	7,500.00	18,000.00
Total PR & ADVERTISING	20,051.80	55,000.00
Total PROJECTS AND EVENTS	75,391.33	194,100.00
Website Costs		
WAW - Website	678.65	0.00
Website Work	0.00	1,600.00
Total Website Costs	678.65	1,600.00
GROSS PROFIT	223,283.97	126,123.00

Account	Apr-Aug 2025	2026 Approved Budget 25-26
STAFF COSTS		
Wages and Salaries including costs		
Wages and Salaries	28,393.09	74,000.00
Pensions Costs	576.78	0.00
Total Wages and Salaries including costs	28,969.87	74,000.00
Total STAFF COSTS	28,969.87	74,000.00
ADMINISTRATIVE COSTS		
Accountancy - Annual Independent Inspection	(180.00)	3,000.00
Bank Charges	57.35	84.00
Board / Meeting Costs	53.96	0.00
Cleaning	81.64	600.00
Company Secretarial Costs	34.00	0.00
Electric - Street Stand	403.41	0.00
Insurance	1,520.42	1,200.00
IT Software and Consumables	1,282.83	3,000.00
IT Equipment and chairs	0.00	500.00
Legal Expenses	1,677.50	0.00
Motor Vehicle Expenses	0.00	240.00
Outsourced Bookkeeping	2,000.00	4,800.00
Printing & Stationery	266.58	1,800.00
Sundry Expenses	918.40	1,800.00
Rent	4,311.11	8,000.00
Repairs & Maintenance	0.00	400.00
Telephone & Internet	1,703.32	1,800.00
Contingency	0.00	10,000.00
Total ADMINISTRATIVE COSTS	14,130.52	37,224.00
OPERATING PROFIT	180,183.58	14,899.00
GRANTS AND PART FUNDED PROJECTS ANALYSIS		
WPPC - Grant		
WPPC - Grant - Unspent bal B/f	(1,994.93)	0
WPPC - Grant - Expenses	3,187.63	0.00
Running Balance - WPPC Grant - Overspent	1,192.70	0.00
First Bus - Last Bus		
First Bus - Last Bus 2025 Income	(7,500.00)	0.00
First bus scheme Expenses	637.24	2,500.00
Running Balance - First Bus - Last Bus	(6,862.76)	2,500.00
Christmas Trees 2025		
Contributions to Christmas Trees 2025-2027	(5,000.00)	0.00
Christmas Trees 2025 Expenses	5,383.26	2,500.00
Running Balance - Christmas Trees 2025	383.26	2,500.00
Culture and Community Grant Income	(5,000.00)	0.00
OPCC Business Crime Community Fund Income	(5,000.00)	0.00
Total GRANTS AND PART FUNDED PROJECTS ANALYSIS	(15,286.80)	5,000.00
PROFIT ON ORDINARY ACTIVITIES	195,470.38	9,899.00

Jul-25

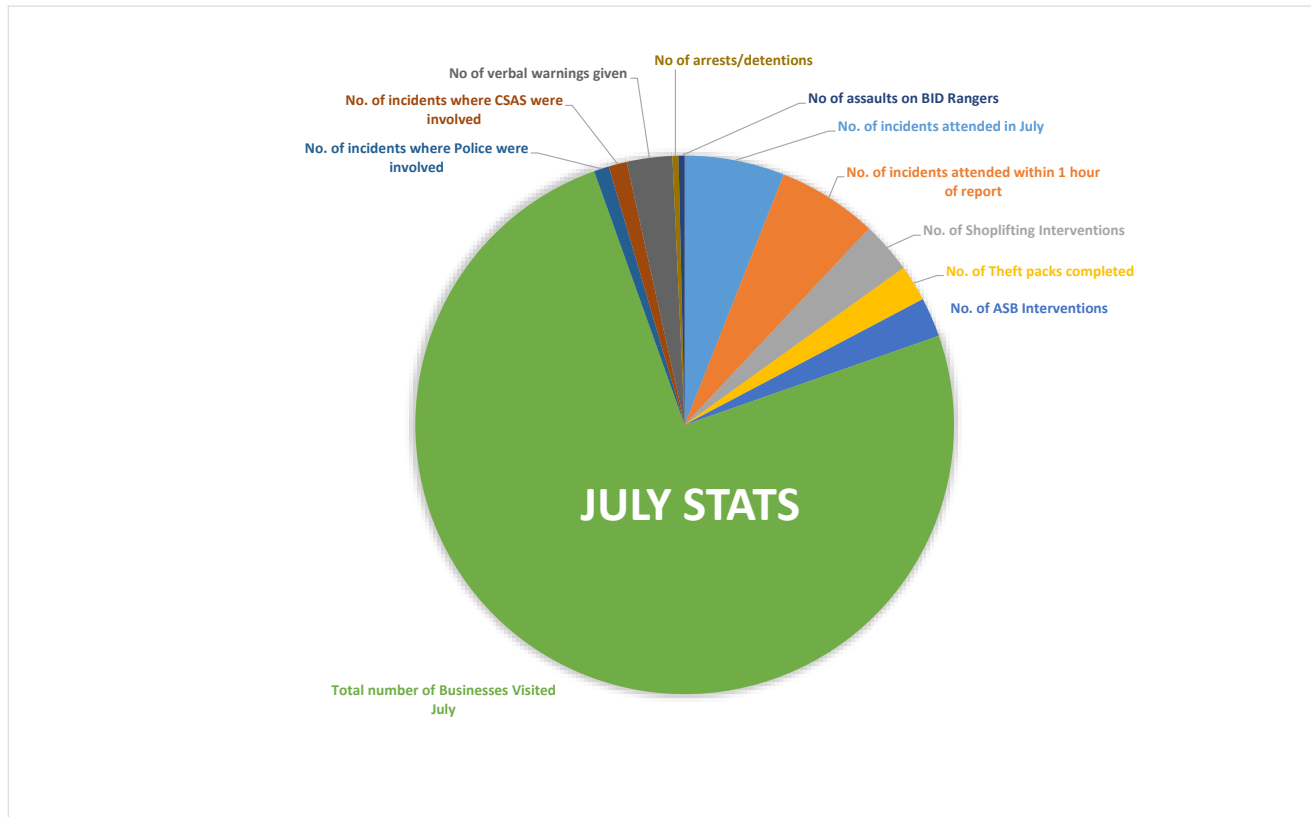
No. of incidents attended in July	No. of incidents attended within 1 hour of report	No. of Shoplifting Interventions	No. of Theft packs completed	No. of ASB Interventions	Total number of Businesses Visited July	No. of incidents where Police were involved	No. of incidents where CSAS were involved	No of verbal warnings given	No of arrests/detentions	No of assaults on BID Rangers
33	33	17	12	13	412	5	6	15	2	2

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
131	131	87	82	75	1441	22	20	76	15	5

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
1140	852	698	223	494	5988	196	159	453	119	52



Aug-25

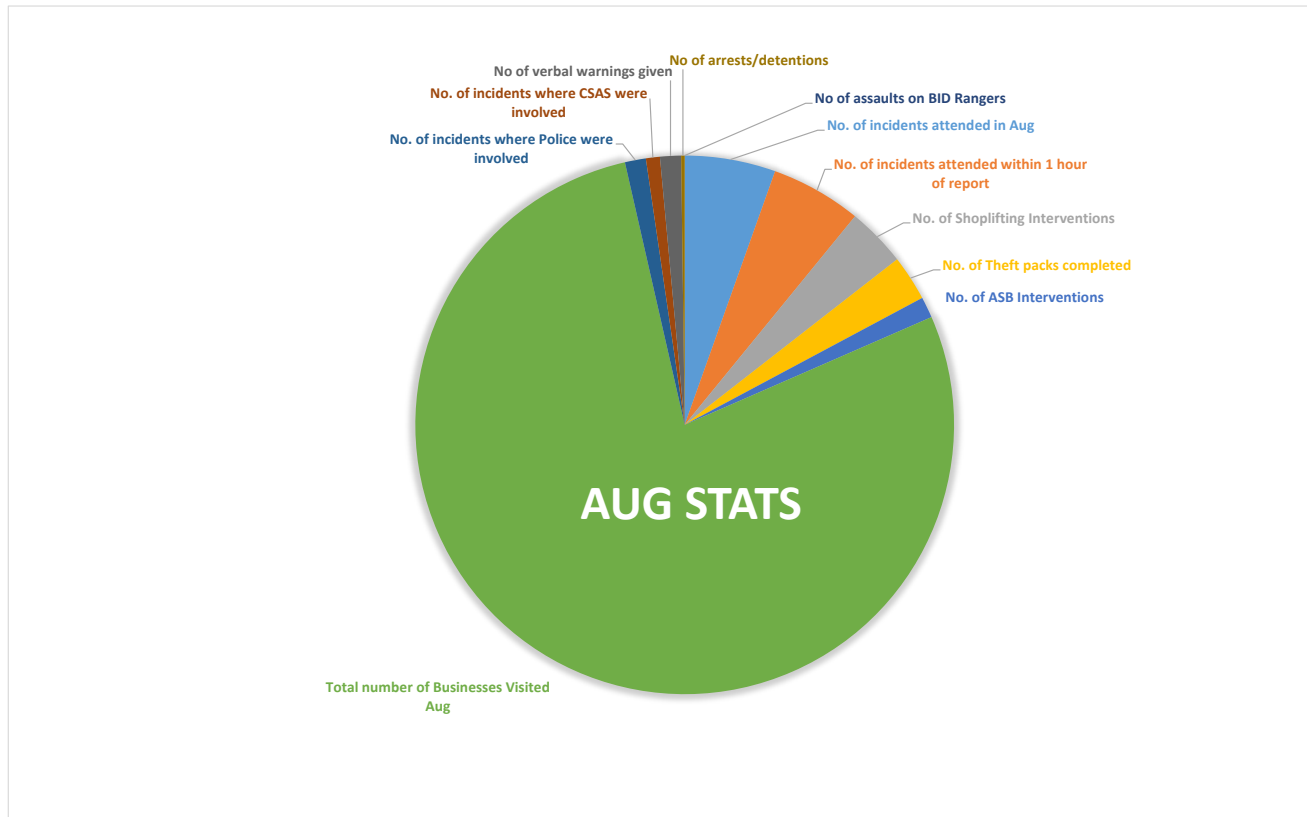
No. of incidents attended in Aug	No. of incidents attended within 1 hour of report	No. of Shoplifting Interventions	No. of Theft packs completed	No. of ASB Interventions	Total number of Businesses Visited Aug	No. of incidents where Police were involved	No. of incidents where CSAS were involved	No of verbal warnings given	No of arrests/detentions	No of assaults on BID Rangers	Value of Stock Recovered £
26	26	17	13	6	372	6	4	6	1	0	£ 651.25

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	Value of Stock Recovered £
301	301	194	144	158	2570	58	46	145	30	11	£ 11,020.35

Total since commencement of contract

No. of incidents attended since commencement of contract	No. of incidents attended within 1 hour of report	No. of Shoplifting Interventions	No. of Theft packs completed	No. of ASB Interventions	Total number of Businesses Visited	No. of incidents where Police were involved	No. of incidents where CSAS were involved	No of verbal warnings given	No of arrests/detentions	No of assaults on BID Rangers	Value of Stock Recovered £
1166	878	715	236	500	6360	202	163	459	120	52	£ 33,719.93

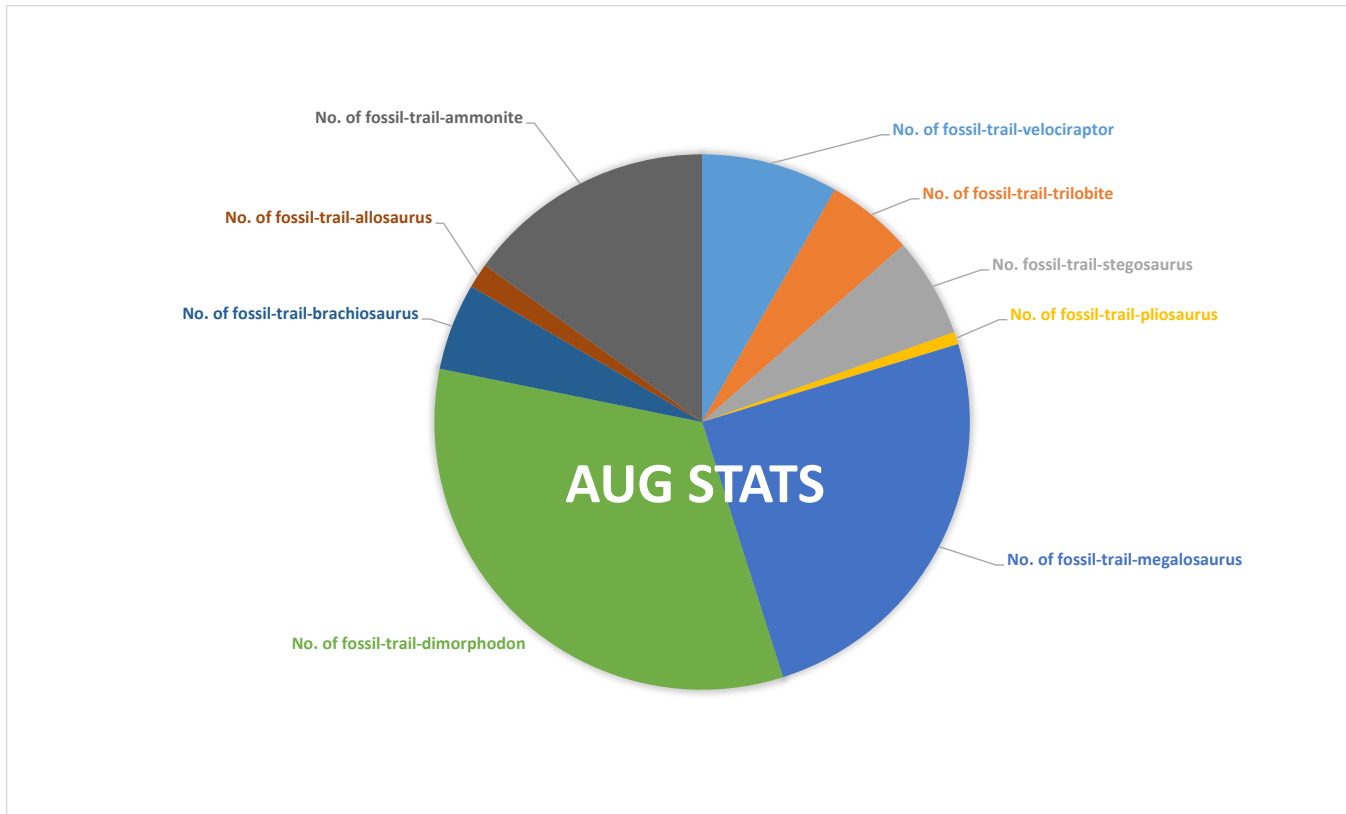


Aug-25

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
11	7	8	1	33	44	7	2	20	133

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
71	61	69	19	134	225	60	14	109	762

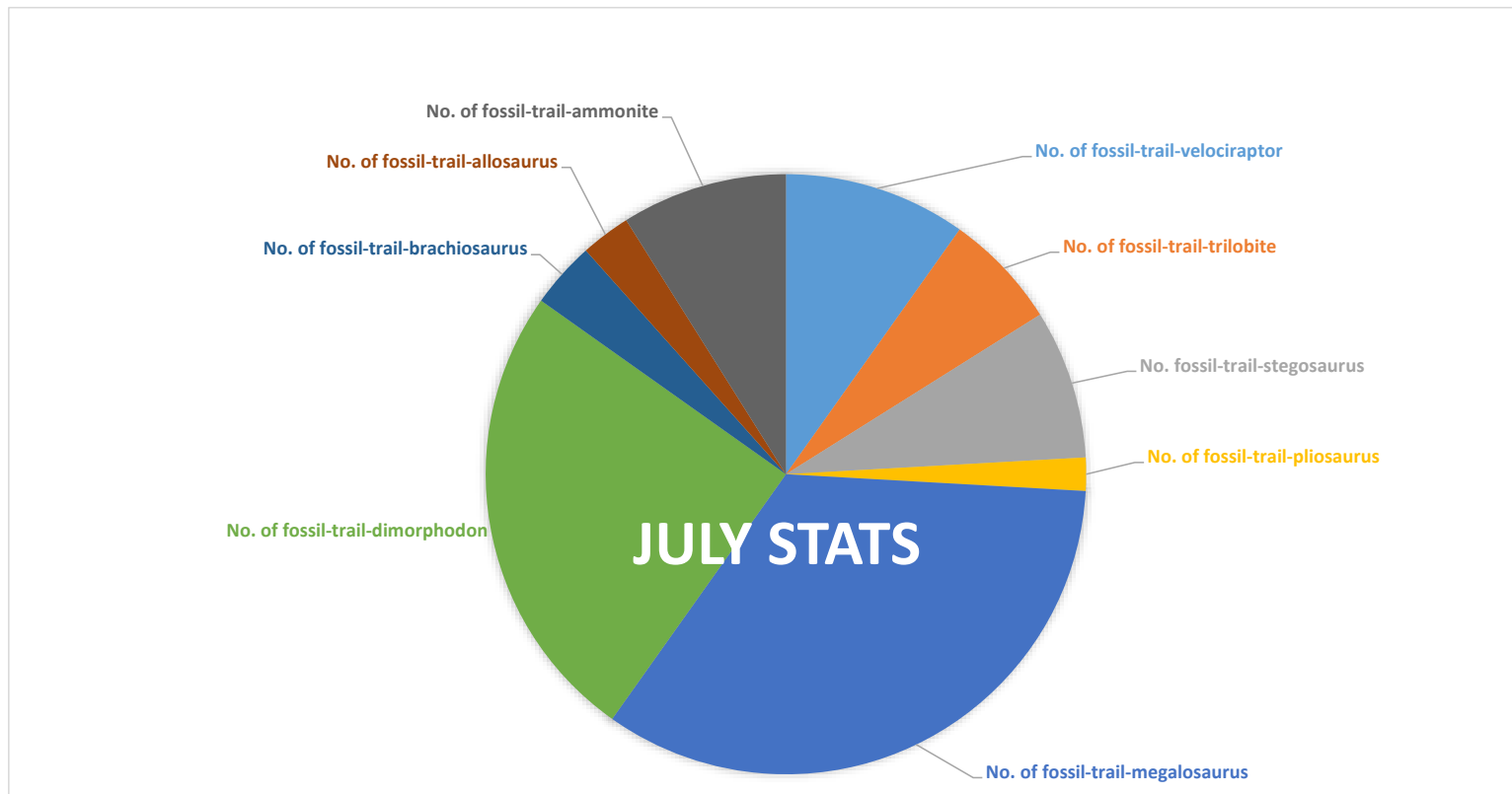


Jul-25

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
11	7	9	2	38	28	4	3	10	112

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
60	54	61	18	101	181	53	12	89	629



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

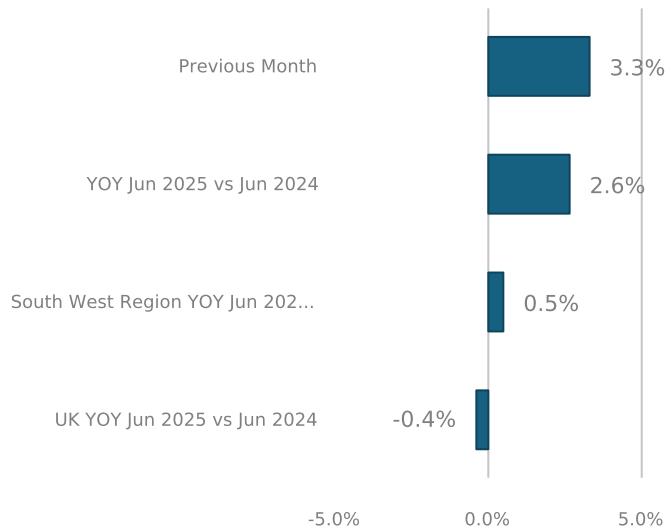


Fig.1 % change in total visits to the town centre

MoM Total Visits

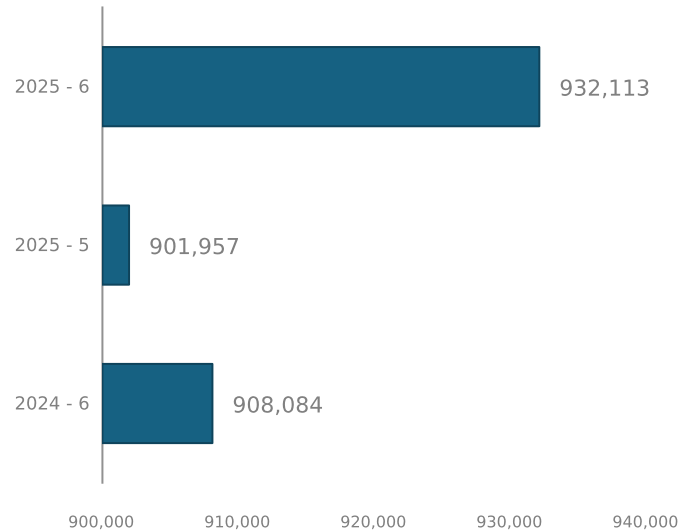


Fig.2 Total visits to the town centre

Daily Visits

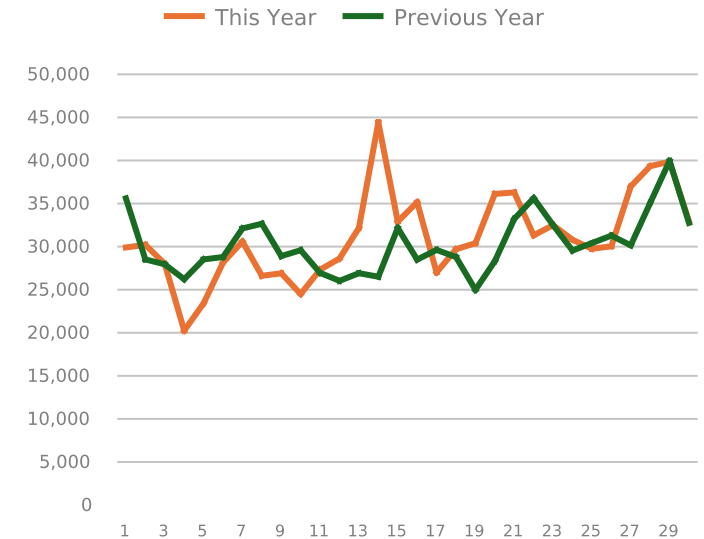


Fig.3 Number of daily visits to the town centre

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.

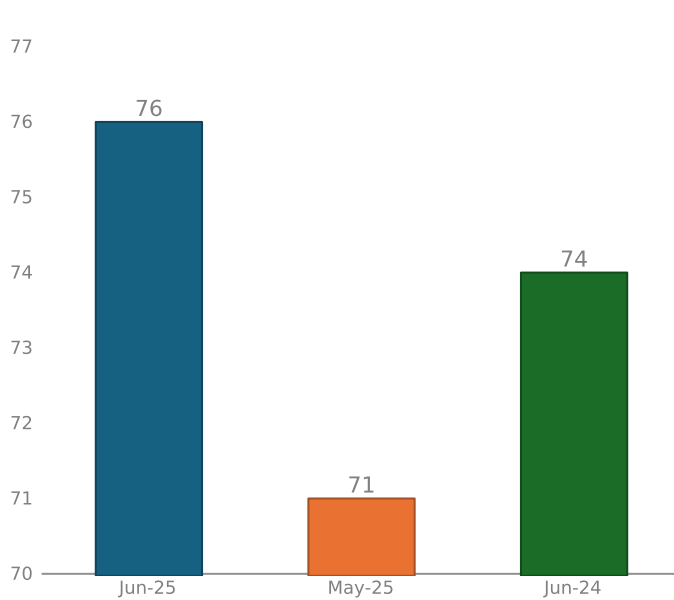


Fig.7 Average dwell time (minutes) in the town centre

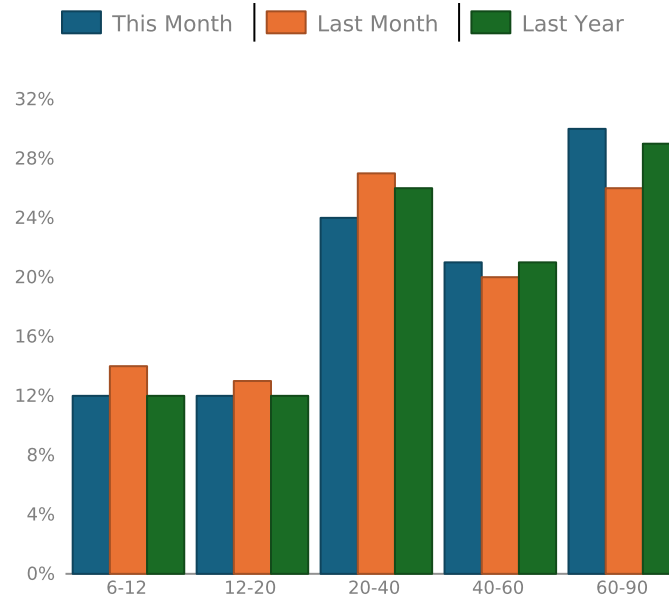


Fig.8 % of visitors by dwell time (minutes)

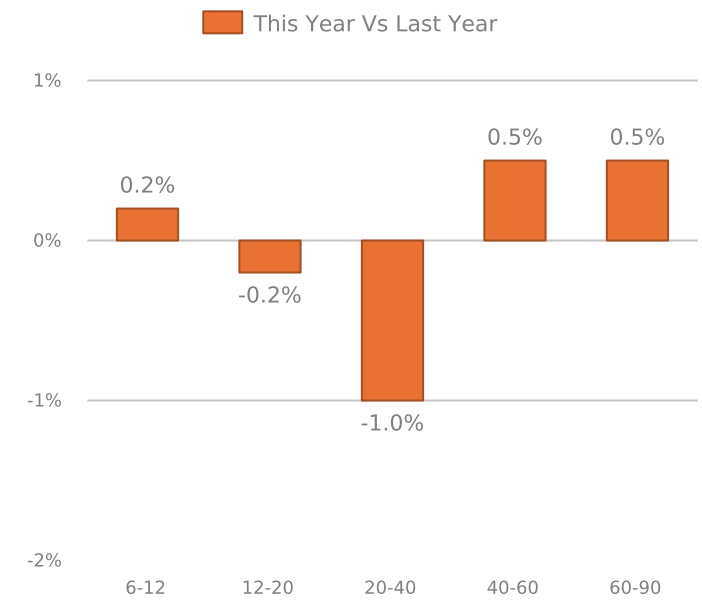


Fig.9 Change in % of visitors by dwell time (minutes)

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.

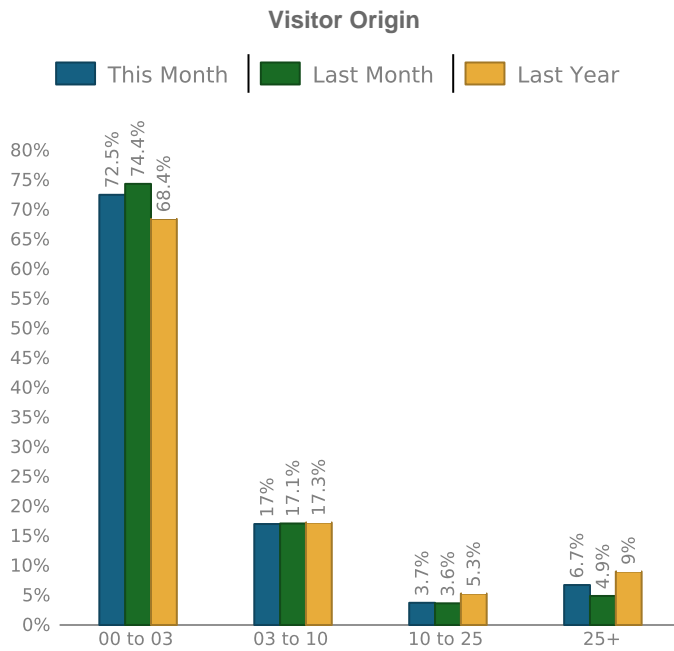


Fig.10 % volume of visitors by origin distance (miles)

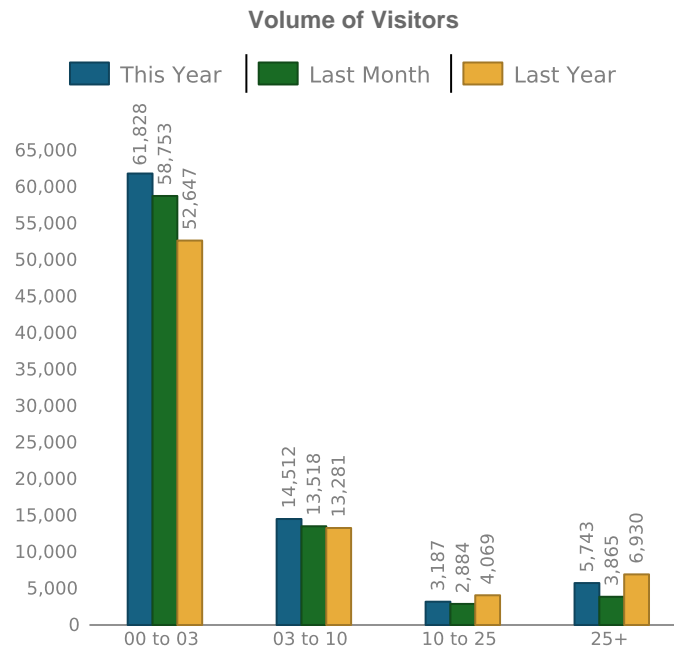


Fig.11 Volume of visitors by origin distance (miles)

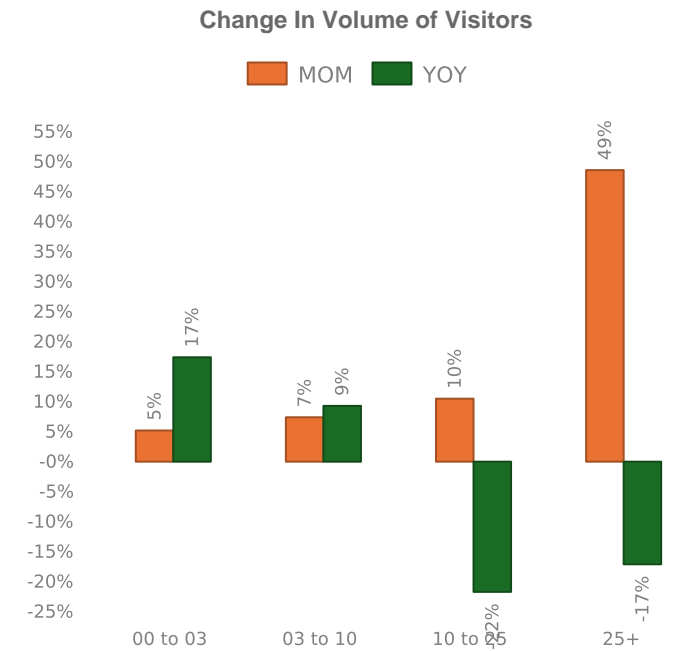


Fig.12 % of visitors by visitor origin distance (miles)

Weymouth Town Centre Monthly Report

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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

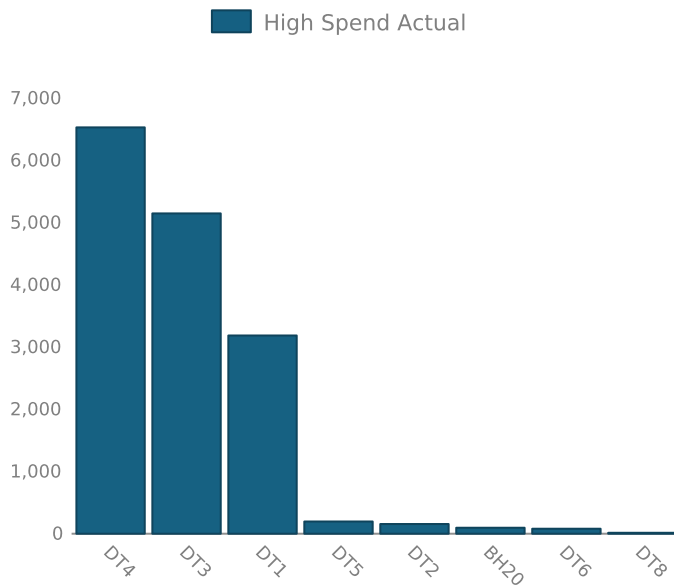


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

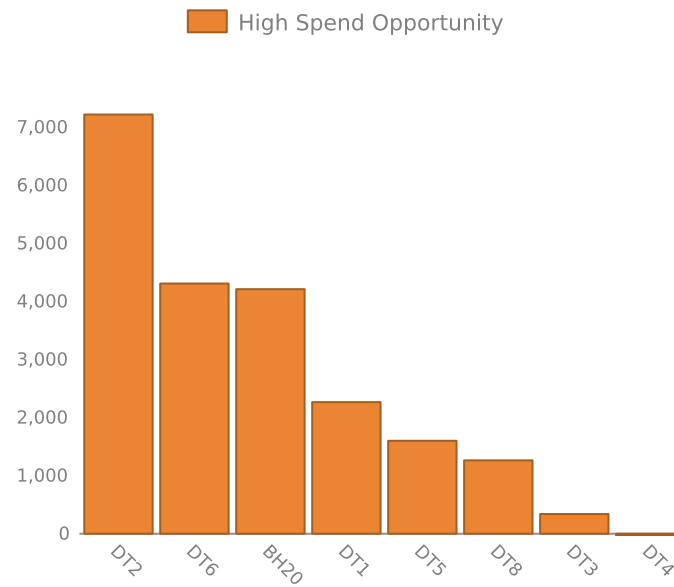


Fig.14 Visitors by postcode district

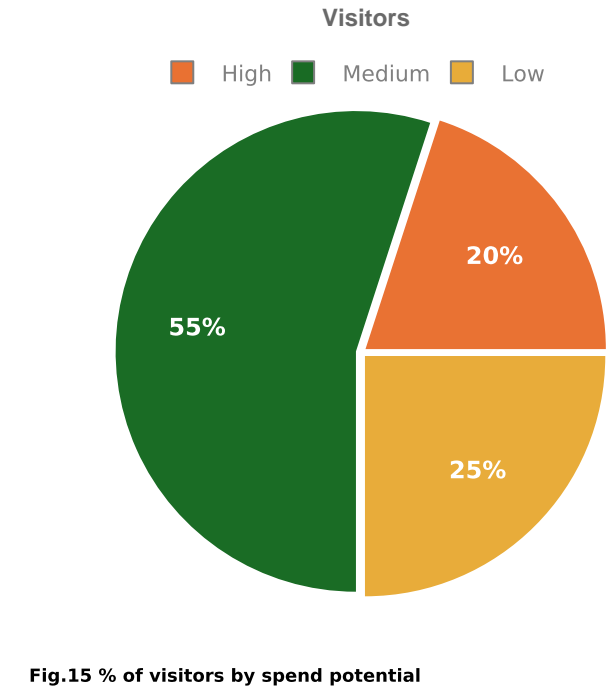


Fig.15 % of visitors by spend potential

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

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

In 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).

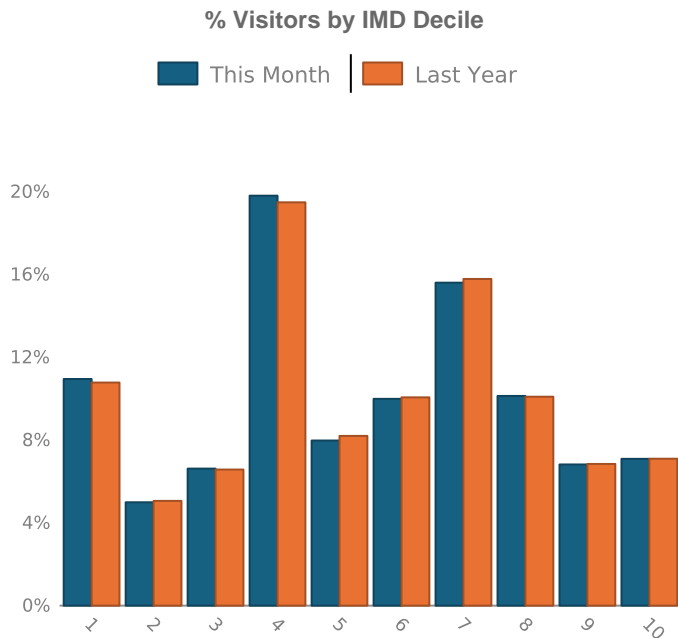


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

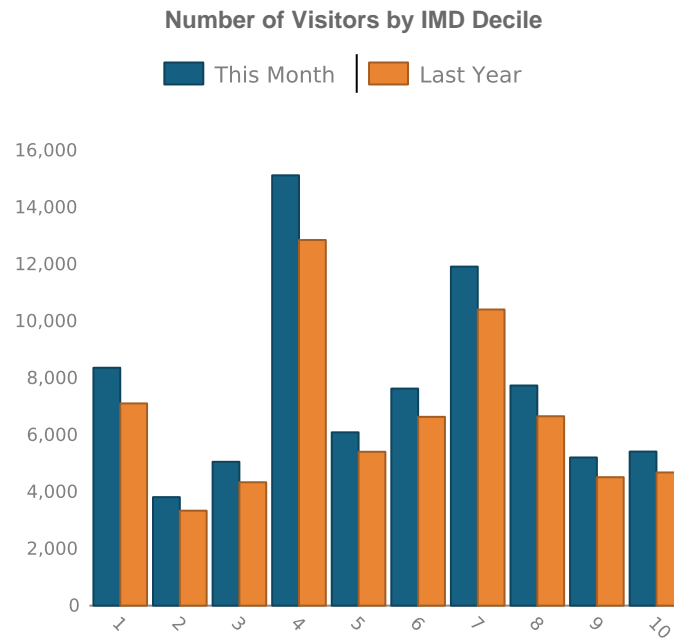


Fig.17 Visitors by Index of Multiple Deprivation Decile

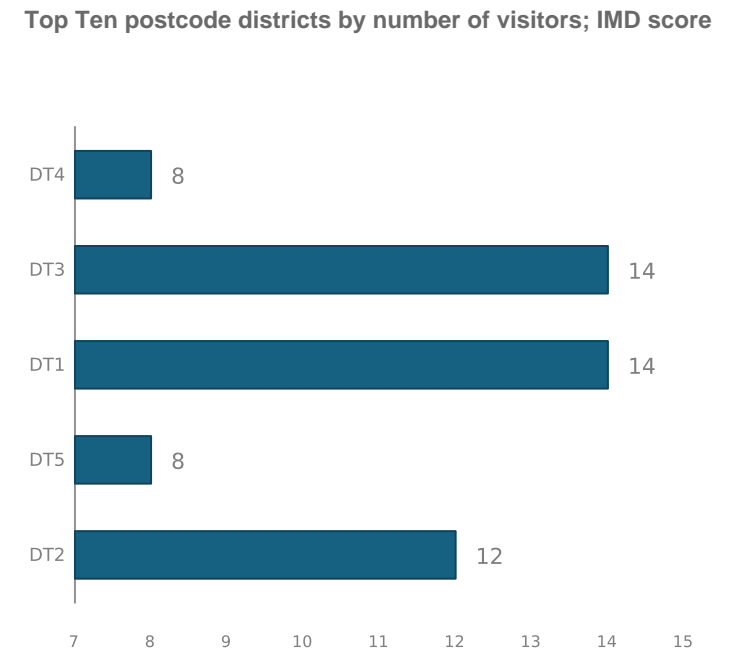


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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)

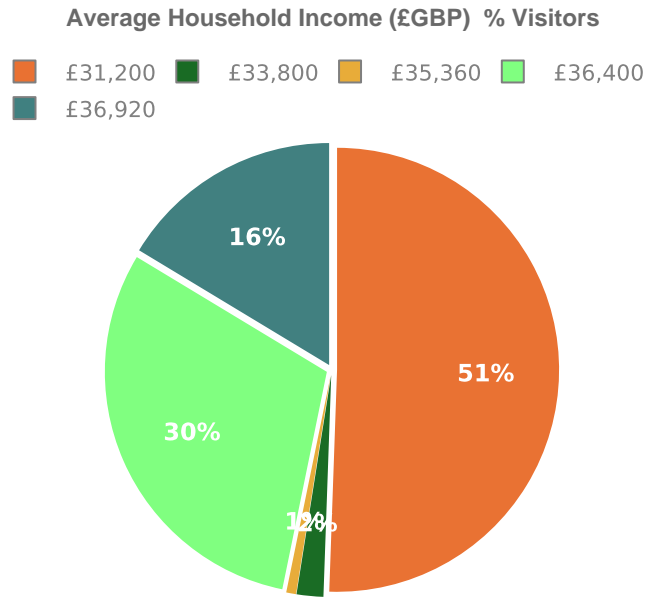


Fig.19 % of Visitors by Average Household Income (£GBP)

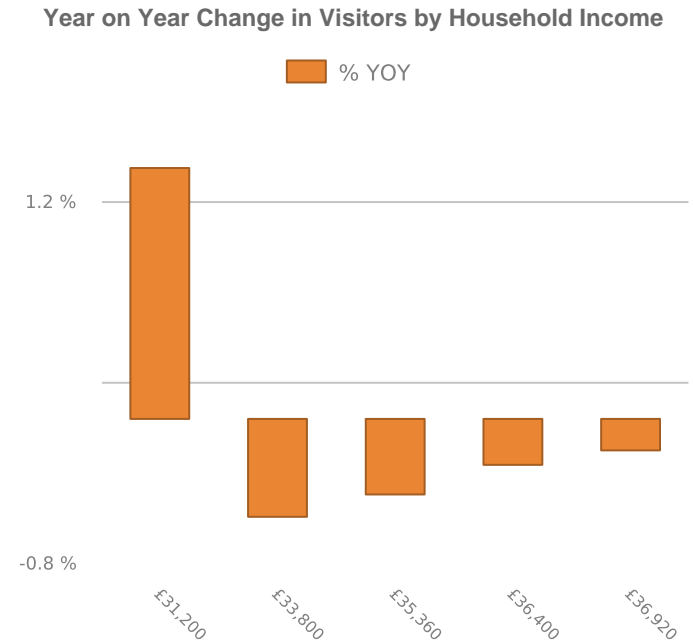


Fig.20 Change in % of visitors by income (£GBP)

in the bag

Monthly Report
August 2025



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | August 2025

Coverage

Date	Publication		Reach	AVE	Notes
02.08.25	mirror.co.uk	https://www.mirror.co.uk/travel/portland-dorset-family-holiday-review-35653597	1,841,099	£30273.19	Press Trip
02.08.25	england-times.co.uk	https://england-times.co.uk/this-beautiful-uk-coastal-destination-just-beat-cornwall-as-our-top-family-holiday-spot/	155	£2.86	Press Trip
04.08.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25364817.progress-new-m-s-site-weymouth-gateway-retail-park/	65147	£753.82	M&S
05.08.25	msn.co.uk	https://www.msn.com/en-gb/money/other/progress-at-new-m-s-site/ar-AA1JTch8	18689468	£212461.87	M&S
05.08.25	Dorset Echo	Print	10196	£1155.12	M&S
07.08.25	Dorset Echo	Print	10196	£1155.12	WHSmith
08.08.25	The Week	Print			Rossi's
09.08.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25372192.santa-maria-ship-leaves-weymouth-boosting-tourism/	65147	£938.96	Santa Maria Ship
09.08.25	Dorset Echo	Print	10196	£732.51	Santa Maria Ship
10.08.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25376514.creative-dorset-superb-events-not-missed/	65147	£1322.48	Cultural Events
20.08.25	cntravller.com	https://www.cntraveller.com/article/the-best-things-to-do-in-weymouth	98233	£1994.13	Pitching
22.08.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25406591.pick-events-dorset-august-bank-holiday-weekend/	63981	£1298.81	Sandworld
22.08.25	Bridportnews.co.uk	https://www.bridportnews.co.uk/news/25409697.pick-events-dorset-august-bank-holiday-weekend/	4304	£87.37	Sandworld
22.08.25	Resort	https://www.resortdorset.com/events/Weymouth/9456/Sandcastle+Competition/			Sandworld

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | August 2025

22.08.25	Dorset View	https://dorsetview.co.uk/weymouth-to-celebrate-100-years-of-sand-sculptures/			Sandworld
23.08.25	Air107.2	https://www.facebook.com/share/v/1aB5q8QkhL/			Sandworld
23.08.25	Dorset Echo	Print	10196	£1098.77	Bank Holiday events
24.08.25	Dorset Echo	https://www.dorsetecho.co.uk/news/25413016.weymouth-beach-hosts-sandworld-sandcastle-competition/			Sandworld
24.08.25	Yahoo! News	https://uk.news.yahoo.com/100-years-sand-sculpting-celebrated-013300862.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnNvbS8&guce_referrer_sig=AQAAAK6Qs4oX4wHDbutvEv71Z0I_GtvZ6hCD7W0f-Cc1Qcr2xFsEmBvwnUI43fKNlaZCWEJzb-xSdWDiQ-dwmGrUzZ7gDywPJNQzI8j3o-uK0aFVBIFYn4JZt_HCtNJI19f47QTb04WNHKmD8iftS84dFAZrcUhHC-fwMOsv8rWq8cM			Sandworld
25.08.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25409653.inside-dorset-bring-global-art-county-landmarks/	63981	£766.30	Inside Out
25.08.25	whatsgoodtodo.com	https://whatsgoodtodo.com/inside-out-dorset-2025/	1417	£28.77	Inside Out
26.08.25	Dorset Echo	Print	10196	£1098.77	Inside Out
27.08.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25417927.giant-artwork-installed-next-ceme-abbas-giant/	63981	£870.21	Inside Out
01.09.25	Dorset Magazine	In Print	13124	£1290.47	Creative events
01.09.25	Dorset Magazine	In Print	13124	£4083.75	Creative events

Total reach for August: **21,163,269**

Total Advertising Value Equivalent for August: **£262,712.09**

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

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | August 2025

Coverage Link: <https://share.coveragebook.com/b/7718360047e5a429>

PDF

https://drive.google.com/drive/folders/1ORT4JiZwsdgyNIWCV5pR_bDLYOBzqE00?usp=sharing

We Are Weymouth Marketing Strategy

- Drafted press release on Tamsin leaving board after many years
- Circulated to key media contacts
- Drafted Pirates press release and circulated to The Dolmen for sign off
 - Now with Dawn for sign off
- Liaised with Graham Perry on quote for Dorset Echo and M&S site once again
- Liaised with Dawn to submit Primark quote to Hollie at the Echo

Wey Back When

- Created more content for #WeyBackWhen exhibition at the pavilion
 - With Dawn for sign off
- Liaised with ITN News Weather to discuss potential live weather filming at one of the event
 - Will pitch zombies and Christmas
- Followed up with CN Traveller regarding visit to Weymouth - awaiting feedback
 - Arranged for them to visit the SEA LIFE centre
 - Arranged for a boat trip
 - Arranged for fish & chips with Bennett's
- Liaised with the METRO to pitch in press visit to Weymouth in October
 - Booked in with St John's Guest House
- Liaised with The Times for Dorset press trip, booked for 7th & 8th September.
Interested in:
 - Sail Tortuga
 - Nothe Fort
 - Catch at The Old Fish Market
 - Rossi's
- Press Visits that we need help with:
 - Publication: Reach PLC (Daily Mirror, Daily Star, Daily Express, Daily Record) - Cally Brooks
 - Publication: Yours - Journalist Name: Akhila Thomas

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | August 2025

- Publication: That's Life - Journalist Name: Laura Cole
- Other warm leads include:
 - Publication: Heat/Closer - Journalist Name: Georgina Terry
 - Publication: Closer - Journalist Name: Emily Farquhar
- Followed up with Family Traveller to discuss Weymouth press visit
- Liaised with Closer Magazine to try and get them into The Gresham but very last minute so chose to look at other dates
- Liaised with guardian newsletter for Weymouth foodie visit
 - Moved to the spring for some better Dorset weather
- Liaised with Higher Moor Farm to apologise for lack of press trip booking
- Liaised with Waterside to try and get press visits booked in
 - Both journalists asked for hotels or guest houses not holiday park
- Pitched Sandcastle comp into BBC with 1975 footage
- Pitched Weymouth events into Time Well Spent magazine for kids events in the autumn (pirates, zombies and Christmas)
- Circulated media invite to Weymouth sandcastle competition
 - Arranged for Air107.2FM to interview SandWorld
 - Arranged to send footage to BBC Spotlight and BBC South Today
 - Circulated photography post event for diary feature in Dorset Living
- Drafted extra information for Dorset Tourism Awards - dino week submission
 - Dawn signed off and submitted within deadline
- Pitched elves into Woman magazine for festive features

Dusk Til Dark

- Attended catch up call with activate and WAW
- Drafted Dusk Til Dark follow up email alert and sent to key media
 - On broadcast planning calendars
- Liaised with BBC Spotlight weather team to potentially film weather live from Dusk Til Dark on the Friday
 - Will follow up nearer the time
- Pitched Dusk Til Dark into The Sun travel desk
- Will begin pitching to local radio

Social Media

- Outreach across social media for Wey Back When campaign - saving images and asking for consent to use

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | August 2025

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

Advertising

- Liaised with Dorset Magazine on advertising opportunities - explained no budget at the moment

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
- Drafted extra information for Dorset Tourism Awards - dino week submission

Upcoming activity

Wey Back When

Era Weekends

Look ahead to September events - filming

Zombies

Pirates

Christmas

in the bag

Monthly Report
July 2025



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | July 2025

Coverage

Date	Publication		Reach	AVE	Notes
01.07.25	Discover Britain	Print	36000		WeyBackWhen
01.07.25	Dorset magazine	Print			Sandworld
01.07.25	Daily Express	https://www.express.co.uk/travel/uk/2073307/i-visited-uks-best-beach	7,339,450	197006	Pitching
03.07.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25287910.weymouth-cannabis-seized-couple-beach/	63000	524	Bid Ranger
04.07.25	Yahoo! News	https://uk.news.yahoo.com/primark-open-90-jobs-created-104122589.html	207823	4218.81	Graham comment
04.07.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25289345.primark-weymouth-opening-date-pushed-forward-year/			Graham comment
05.07.25	Somerset Live	https://www.somersetlive.co.uk/news/local-news/visited-uks-best-beach-one-10309258			Pitching
05.07.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25284267.rossis-named-one-best-ice-crem-parlours-uk/	62,972	945.97	Pitching
05.07.25	Dorset Echo	Print	10200	225	Bid Ranger
05.07.25	Dorset Echo	Print	10200	873	Graham Comment
08.07.25	The Times	https://www.thetimes.com/travel/destinations/uk-travel/best-fish-chips-shops-uk-by-x03gxms	445,000	£12,000.00	Pitching
10.07.25	Daily Express	https://www.express.co.uk/travel/uk/2080143/weymouth-dorset-uk-best-beach	7,339,450	197006	Pitching
14.07.25	This Morning	Broadcast	840,000		Sandworld
15.07.25	Dorset Echo	https://www.dorsetecho.co.uk/news/25312326.morning-tv-hosts-immortalised-sand-sculptures/	65,100	1,005	Sandworld

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | July 2025

15.07.25	Bristol 24/7	https://www.bristol247.com/lifestyle/travel/48-hours-portland-weymouth/	12,000	244	Press Trip
15.07.25	Yahoo! News	https://uk.news.yahoo.com/tv-stars-carved-sand-centenary-230500341.html	207823	4218.81	Sandworld
15.07.25	The Sun	https://www.thesun.co.uk/tv/35863030/this-morning-ben-cat-sand-sculpture/	2,999,721	£60,894.34	Sandworld
15.07.25	The Independent	https://www.independent.co.uk/bulletin/culture/this-morning-cat-deeley-ben-sheppard-sand-b2789155.html	14220000		Sandworld
15.07.25	MSN	https://www.msn.com/en-ca/news/offbeat/this-morning-s-cat-deeley-and-ben-sheppard-hard-stunned-by-life-size-sand-replicas-of-themselves/vi-AA1ICS4g	3,024,868	81194	Sandworld
15.07.25	Yahoo! News	https://uk.news.yahoo.com/morning-cat-deeley-ben-sheppard-082618981.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2x1LnNvbS8&guce_referrer_sig=AQAAAGFbXqHleO9bhZzJnDjlp1qbXlrZXhZ2sMeJF7FtibZYQ0z1L_q5i-xx8-5haRuytBza5TCu1E7s8sDfk484NVQtZAEemFP50vsiNFXNZT2ovsoqTMGYgYHgNsnNM6fTEG5IQ5SEeMWQjzkkN1A-3Du31o8ZxziRNxitWK9W2yUG	207,823	4218.81	Sandworld
17.07.25	Dorset Echo	Print	10,200	451	
20.07.25	The Sun	Print	1210915	54,669	Press Trip
20.07.25	The Sun Online	https://www.thesun.co.uk/travel/35847213/family-alpaca-trek-uk-isle-of-portland/	2,999,721	57849.62	Press Trip
20.07.25	Scottish Sun Online	https://www.thescottishsun.co.uk/travel/15106138/family-alpaca-trek-uk-isle-of-portland/	322,841	6225.99	Press Trip
20.07.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25320954.weymouth-dusk-til-dawn-event-return-september/	65,147	1163.79	Dusk Til Dark
21.07.25	The Sun Online	https://www.thesun.co.uk/travel/35950575/last-minute-uk-coastal-breaks-travel-sta	2,999,721	£60,894.34	Pitching

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | July 2025

		ycation/			
21.07.25	The Sun	Print	1,210,915	£8,986.66	Pitching
22.07.25	Scottish Sun Online	https://www.thescottishsun.co.uk/travel/15113754/last-minute-uk-coastal-breaks-travel-staycation/	322,841	£6,553.67	Pitching
22.07.25	The Sun (Scotland)	Print	158,424	£43,435.50	Pitching
22.07.25	Dorset Echo	Print	10,196	£563.47	Dusk Til Dark
23.07.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25336107.weymouth-beach-classic-volleyball-tournament-2025-begins/	65,147	1097.66	Volleyball
24.07.25	MSN	https://www.msn.com/en-gb/sport/other/volleyball-returns-as-beach-classic-gets-underway/ar-AA1Jalxy	3,024,868	81194	Volleyball
25.07.25	The Times	https://www.thetimes.com/travel/destinations/uk-travel/england/dorset/weymouth/best-things-to-do-in-weymouth-bmhmfd2rt	445,000	£12,000.00	WeyBackWhen
29.07.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25350208.weymouth-wh-smith-rebrand-tg-jones-town-centre/	65147	£714.14	Dawn comment

Total reach for July: **50,002,513**

Total Advertising Value Equivalent for July: **£899,095.18**

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

Coverage Link: <https://share.coveragebook.com/b/d1e539e021488824>

PDF Link:

https://drive.google.com/drive/folders/1ORT4JiZwsdgyNIWCV5pR_bDLYOBzqE00?usp=sharing

We Are Weymouth Marketing Strategy

- Arranged photocall with We Are Weymouth team for Volleyball Grand Slam sponsorship
- Liaised with Hollie Carr to arrange for comment on Primark coming to town from Graham Perry

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | July 2025

- Liaised with We Are Weymouth team on night buses and success release
- Liaised with UKBT PR officer about Volleyball press release
 - Circulated to local contacts
 - Shared contacts with PR officer
 - Added to websites
- Liaised with Waterside on press visits
 - Not keen during summer
- Pitched Weymouth into loveFOOD as interesting foodie destination for press visit
- Pitched SEA LIFE into the i newspaper for feature on waterparks and splashparks in the UK
- Drafted train station artwork press release and circulated for sign off
 - Asked for quotes from College and SW Rail but no reply
 - Circulated to key media contacts with just Dawn quotes and photography from Andy
- Drafted press release on Tamsin leaving board after many years
 - Needs sign off and circulation
- Liaised with Hollie Carr for quote on WH Smiths rebranding from Dawn
 - Submitted

Wey Back When

- Liaised with Kelly & Dawn regarding #WeyBackWhen exhibition at the pavilion
 - Created content for exhibition
 - More content needed
- Attended filming at Sandworld with This Morning
 - Liaised with Sandworld team to arrange at their end
 - Met This Morning team
 - Shared on social media from WAW
- Liaised with Andy on This Morning
 - Shared footage of Weymouth with producers
- Liaised with Dorset Echo to share images of Sandworld filming
 - Credit WAW
- Liaised with CN Traveller regarding visit to Weymouth
- Liaised with Haven to approach about press visits - need to call head office
- Booked press visit with Woman and Woman's Own
 - Put together itinerary
 - Hosted by The Gresham

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | July 2025

- £50 per night from WAW to help cover costs
- Press Visits that we need help with:
 - Heat & Closer magazines - family
 - Family Traveller magazines - family
 - Great British Food - family
- Other warm leads include:
 - Publication: Heat/Closer - Journalist Name: Georgina Terry
 - Publication: Escapism - Journalist Name: Nick Savage
 - Publication: That's Life - Journalist Name: Laura Cole
 - Publication: Yours - Journalist Name: Akhila Thomas
 - Publication: Closer - Journalist Name: Emily Farquhar
- Pitched Rossi's into The Sun for feature on ice cream - coverage appeared on 25th July, have asked for a PDF
- Circulated Royal Dipping Day as part of TOC, coverage on HELLO!:
<https://royalclub.hellomagazine.com/p/best-of-hello-royal-coverage-today-312>
- Pitched sea-swimming and the invention of the seaside into Daily Mail
 - Followed up
- Pitched sea-swimming and the invention of the seaside into Press Association
 - Followed up

Dusk Til Dark

- Attended catch up call with activate and WAW
- Circulated Dusk Til Dark launch press release to key media
 - Follow up pitching to begin
- Pitched into The Sun for free days out across the UK feature
- Pitched into Graeme Green (freelance Arts & Entertainment journalist for the nationals)

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 August
- Towns of Culture content creation - scheduled in for August
- Sharing positive PR stories on social media - ongoing in July & August
- Continued to update WAW instagram and TikTok

Advertising

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | July 2025

- 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
- Reported We Are Weymouth Retail on Meta
- Digital safety training

Upcoming activity

Wey Back When

Era Weekends

Summer press visits

Look ahead to September events - filming

Pirates

Christmas

Meeting Minutes – Zombie Trail Planning

Date: 8 September 2025

Time: 10:16am

Attendees: Dawn Rondeau, Kim Wilcocks, Connie Jenkins-Teague, Katie (via chat)

1. Event Updates

- **Ticket Tailor & Facebook Page:** Setup completed for the Zombie Trail event on 25 October. Facebook admin access shared with relevant parties.
 - **Pricing:** Tickets priced at £2 per person, with a £0.75 booking fee via Ticket Tailor.
 - **Promotion:** Event listed on the website; participants encouraged to share and promote.
-

2. Trail Logistics

- **Start Time:** 10:00am with slots every 10 minutes until 1:00pm.
 - **Trail Stops:** 12 stops planned, 10 with live actors and 2 without.
 - **Confirmed Stops:** Primark (start), Nostalgia Keys, Howley's, Pavers, Nautico Lounge, Crown, Bridge Fair Trade, Sticks and Bones (end).
 - **Potential Additions:** Hardy's Hop House, Sweet shop, Flamingo Room, Razzmatazz (pending confirmation).
 - **Volunteer Placement:** Katie to assign volunteers once stops are finalized.
-

3. Parade Planning

- **Date:** 30 October
 - **Route:** Starts at Hope Square, ends at Palm House via Westham Rd (road closure planned).
 - **Activities:** "Trunk or Treat" in Malcolm Regis car park (pending Dorset Council approval), food and drink offerings, prize for best-decorated car boot.
-

4. Special Effects Makeup

- **Workshop:** Not yet arranged due to budget constraints.
 - **Recommendation:** Makeup artist from last year highly recommended by Kim.
-

5. Ticketing Issues

- **Ticket Sales:** No current sales; possible confusion with date. Dawn resolve.
 - **Booking Fees:** Discussion on reducing fees by purchasing credits in advance via Ticket Tailor.
 - **Stripe Integration:** Not currently used by Dawn's team due to accounting constraints.
 - **NFP:** Dawn to pursue ticket tailor for discount
-

6. Marketing & Visuals

- **Event Imagery:** Kim created promotional image; Dawn used it on Facebook.
 - **Character Teasers:** Plan to tease characters from the "Grim Scary Tale" theme (e.g., Sea Witch/Ursula).
 - **Storyline:** Final version signed off; press release and project management plan to follow.
-

7. Volunteer Coordination

- **Forms Sent:** Volunteer forms distributed but require follow-up due to low response.
 - **Safeguarding:** All volunteers must complete forms for safety compliance.
-

8. Next Steps

- **Meetings Scheduled:**
 - **Connie & Dawn:** 17 September
 - **Full Team (Dawn, Kim, Katie):** 22 September at 11:00am
- **Tasks:**
 - Finalize trail stops
 - Confirm Dorset Council permissions for trunk and treat & parade
 - Boost event promotion
 - Share finalized storyline and visuals

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE August 2025

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

Facebook Page Followers:- 92,426 (90,802)

Monthly total Social Media visits to profile page:- 27,500 (19,803)

Daily visits to Facebook profile page : 887 (660)

Facebook content views: 4,700,000 (3,742,481)

Facebook video/reel views: 540,000 (495,000)

Instagram Followers : 18,150(17,964)

Instagram total views: 212,300 (101,894)

Instagram video views: 222,080 (34,268)

Facebook Account Reach : 772,400 (697,459)

Instagram Account Reach:37,400 (19,216)

Total Social Media Reach: (716,675)

Value of Social Media post reach based on average boosted post cost of £6.00 CPM views £28,200

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 the 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 JULY 2025

Members: 42,300 (40,200)

Total Month Posts: 750 (586)

Reactions (comments and likes): 66,000 (62,000)

Approx 1,300,000 (1,151,580) 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. Not in general allowing business advertising on the group is working. Uncontrolled makes groups like this lose 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 the group when we see them as beneficial to the group

THREADS JULY 2025

Threads followers continue to grow slowly with subscribers up by 75 to 3,677 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 JULY 2025

Our account is growing slowly from 1,915 followers at end June to 2,120 at end July.

WEBSITE STATS JULY 2025

Recorded user sessions: 15,205 (9,442)

The events and gig guide were maintained throughout the month 310 individual events were listed a month end.

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

YOUTUBE JULY 2025

Youtube Subscribers – 1,161 (1,160)

Youtube Video Views – 3,100 (3,100)

Youtube Minutes Viewed – 3,348 (8,604)

Youtube minutes viewed are down on June as the June figures included views of Veteranand parade which was a long video

OTHER ACTIVITY JULY 2025

1. As events have expired we've maintained the content of the events listings throughout the month with a total of 310 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 10/08/2025

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE September 2025

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

Facebook Page Followers:- 93,645 (92,246)

Monthly total Social Media visits to profile page:- 29,600 (27,500)

Daily visits to Facebook profile page : 954. (887)

Facebook content views: 4,400,000(4,700,000)

Facebook video/reel views: 278,300 (540,000)

Instagram Followers : 18,265 (18,150)

Instagram total views: 122,000 (212,300)

Instagram video views: 31,000 (222,080)

Facebook Account Reach : 607,900 (772,400)

Instagram Account Reach: 14,600 (37,400)

Total Social Media Reach: 622,500 (716,675)

Value of Social Media post reach based on average boosted post cost of £6.00 CPM views £26,400 (£28,200)

- 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 AUGUST 2025

Members: (42,300)

Total Month Posts: 750 (750)

Reactions (comments and likes): 64,000 (66,000)

Approx 1,200,000 (1,300,000) 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 AUGUST 2025

Threads followers continue to grow slowly with subscribers up by 65 to 3,742 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 AUGUST 2025

Our account is growing slowly from 2,120 followers at end July to 2,265 at end August.

WEBSITE STATS AUGUST 2025

Recorded user sessions: 17,636 (15,205)

The events and gig guide were maintained throughout the month 310 individual events were listed a month end. Peak number of events listed in the month was 407

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

YOUTUBE AUGUST 2025

Youtube Subscribers – 1,161 (1,161)

Youtube Video Views – 1,700 (3,100)

Youtube Minutes Viewed – 1,908 (3,348)

OTHER ACTIVITY AUGUST 2025

1. As events have expired we've maintained the content of the events listings throughout the month with a total of 310 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 15/09/2025

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Weymouth town centre has seen a 10.7% increase on July 2025, and a -0.3% decrease with respect to August 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 (July 2025) and previous year (August 2024) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

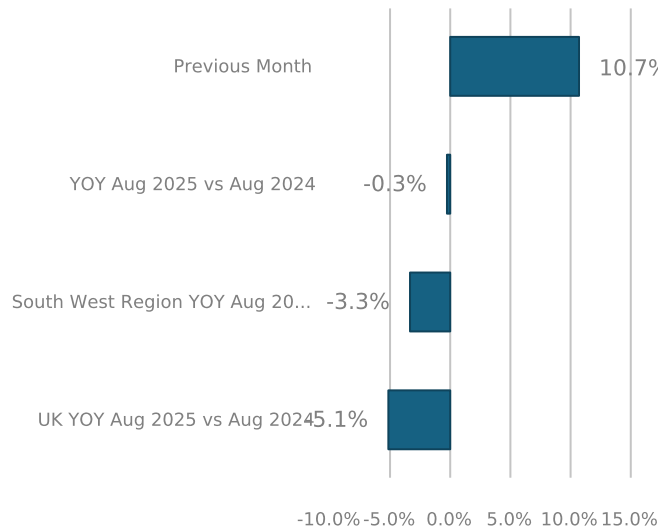


Fig.1 % change in total visits to the town centre

MoM Total Visits

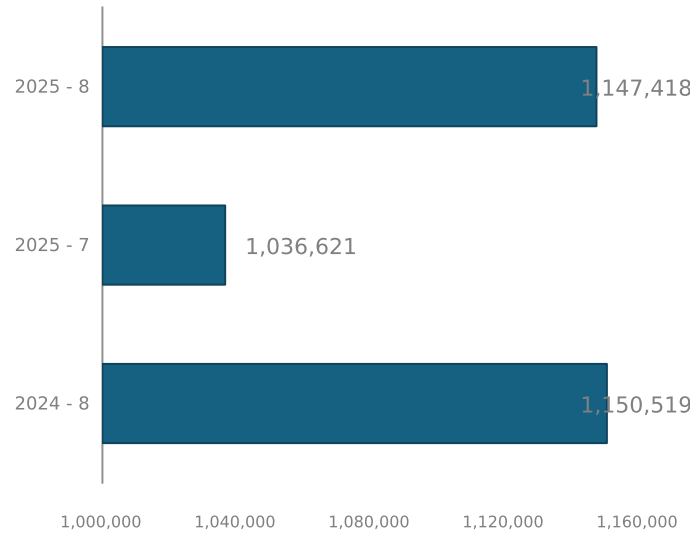


Fig.2 Total visits to the town centre

Daily Visits

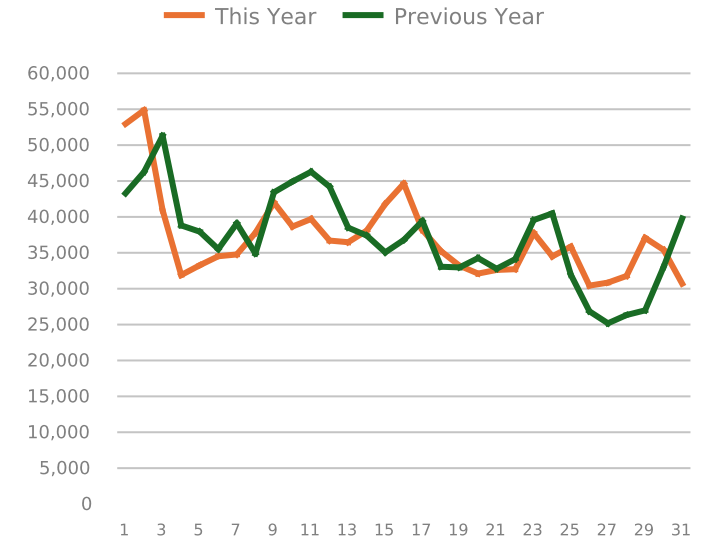


Fig.3 Number of daily visits to the town centre

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Visitors to Streets

The following charts provide footfall by streets in Weymouth town centre. The Esplanade is the busiest road with 519,122 visits in August 2025 (Fig .4), this was -2.0% lower than August 2024 (Fig. 5) and -6.9% lower than in July 2025. The Esplanade attracts the most visitors with 27.2 % of all street visits. (Fig .6)

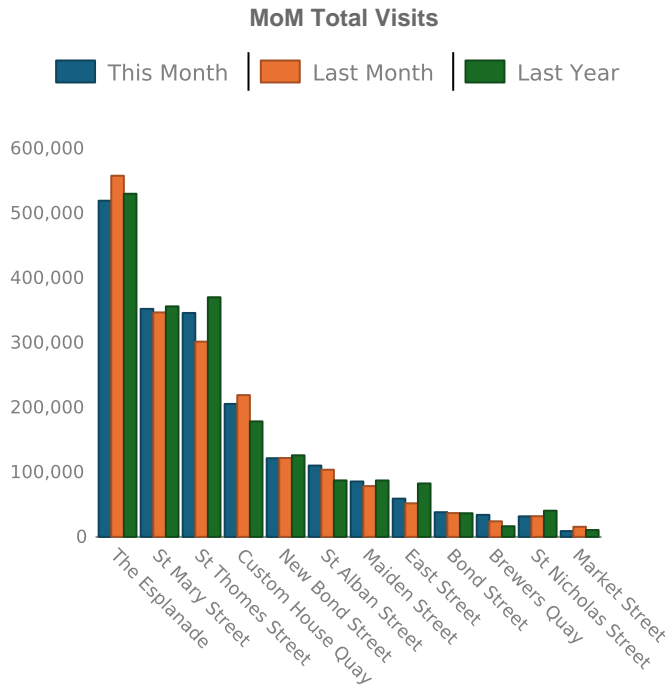


Fig.4 Total visits to street

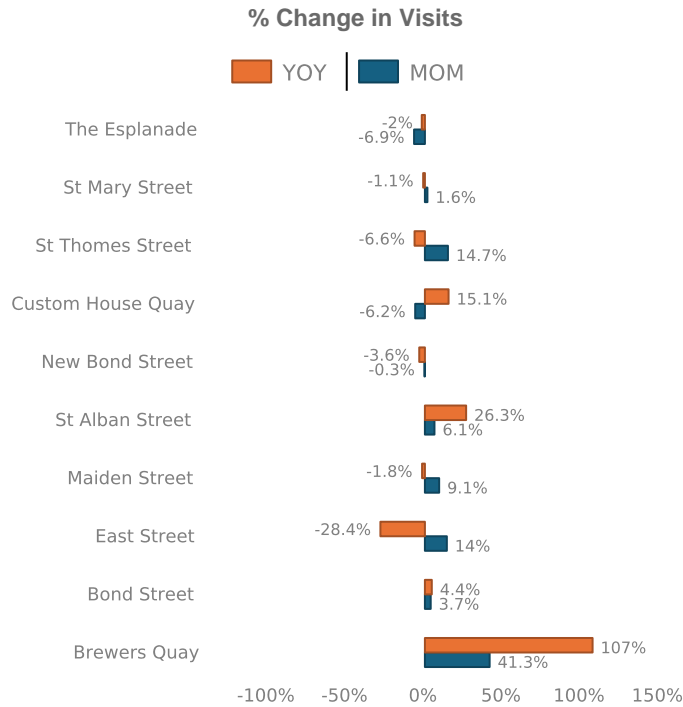


Fig.5 % in visits to street

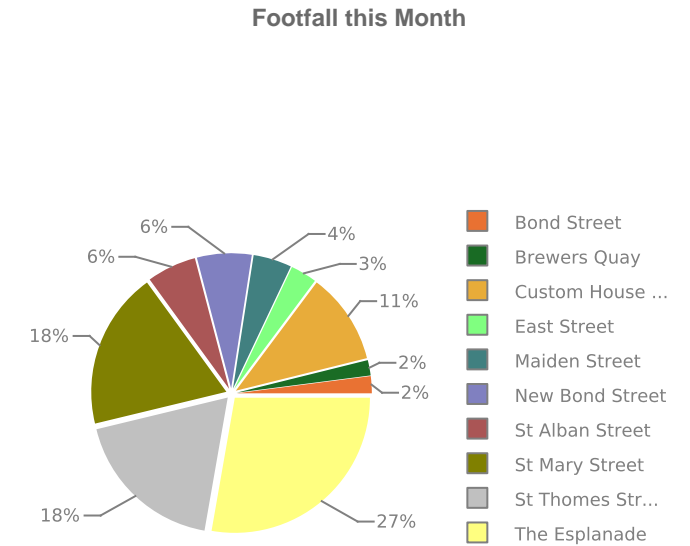


Fig.6 % footfall by street

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

How Long do Visitors Stay For?

Average dwell time in Weymouth town centre was 77 Minutes in August 2025 (Fig. 7) a decrease of 2 minutes compared to August 2024. The percentage of visitors by dwell minutes has shown 29.0% of all visitors in August 2025 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 12.6% of all visitors.

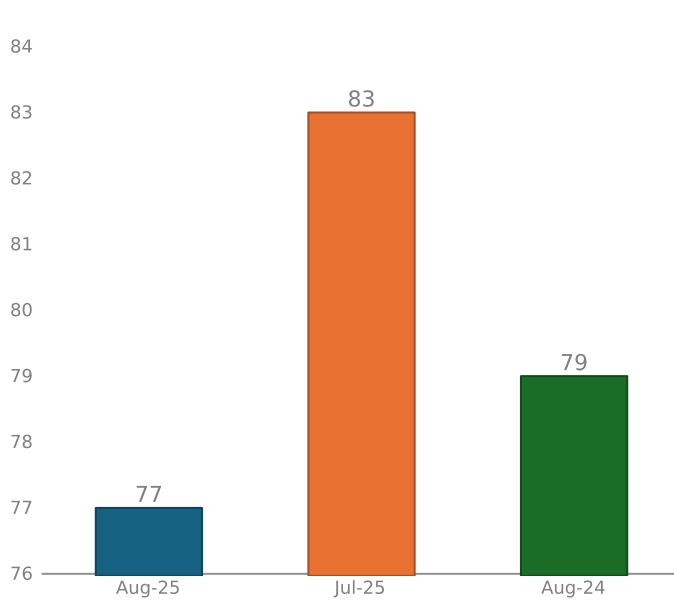


Fig.7 Average dwell time (minutes) in the town centre

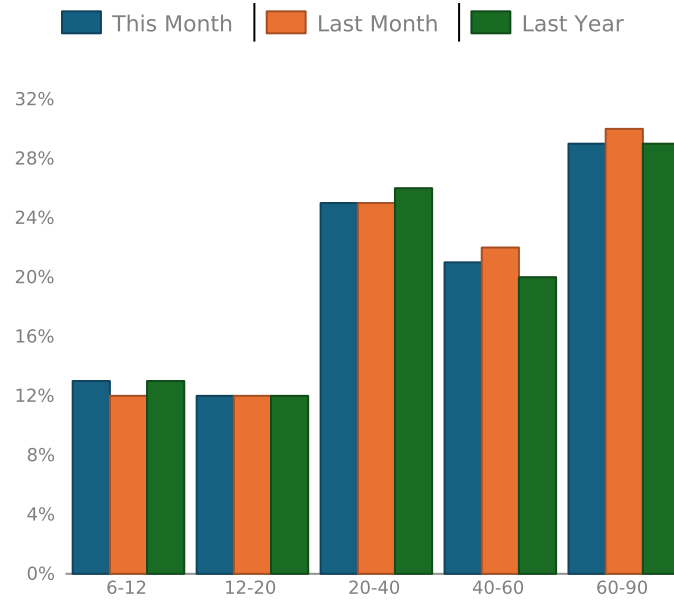


Fig.8 % of visitors by dwell time (minutes)

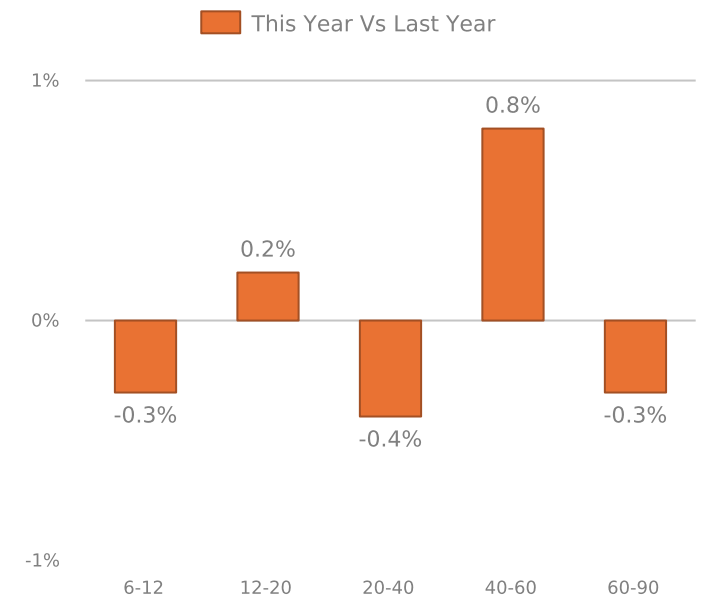


Fig.9 Change in % of visitors by dwell time (minutes)

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Where Do Visitors Come From?

The total number of visitors to Weymouth town centre has increased from 100,265 in August 2024 to 103,088 in August 2025. The proportion of visitors residing within 3 miles has risen from 85.32% (Fig . 12) in July 2025 to 85.36% in August 2025.

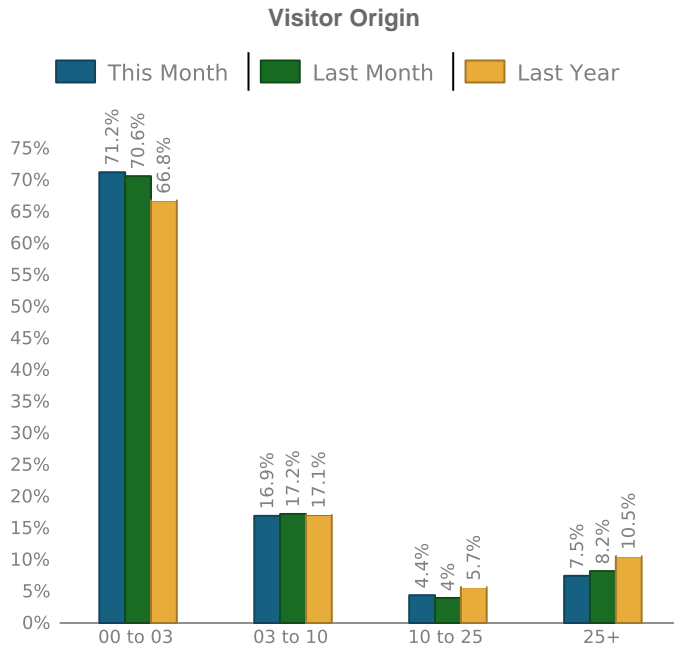


Fig.10 % volume of visitors by origin distance (miles)

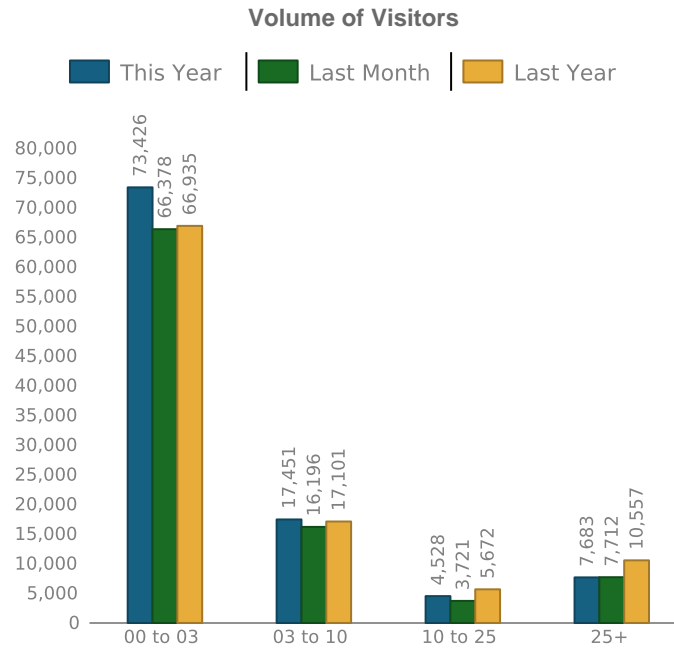


Fig.11 Volume of visitors by origin distance (miles)

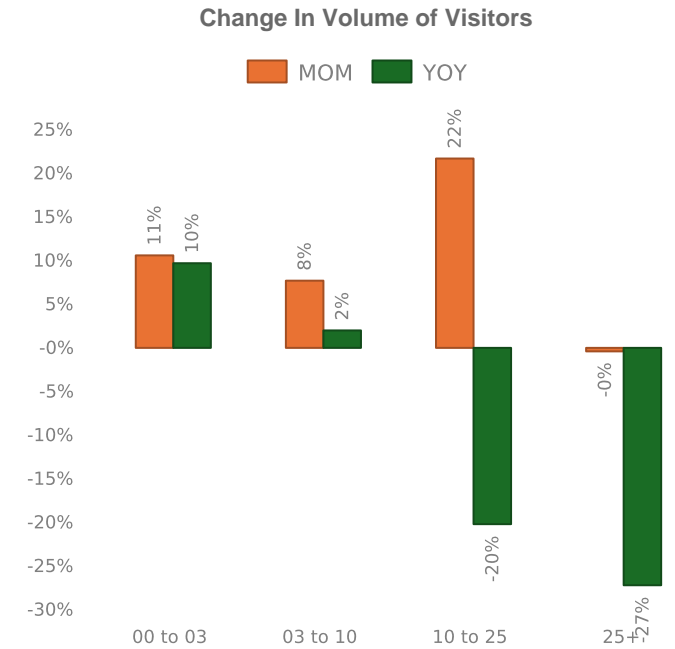


Fig.12 % of visitors by visitor origin distance (miles)

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 7,862 in August 2025. Postcode DT2 (Fig. 14) has the largest number of potential high spend visitors totalling 7,178. Currently 197 high spend visitors are from this postcode. In August 2025 20% of all visitors to Weymouth were classified as high spend potential, 55% medium and 25% low spend potential.

Postcodes providing largest number of High Spend Visitors

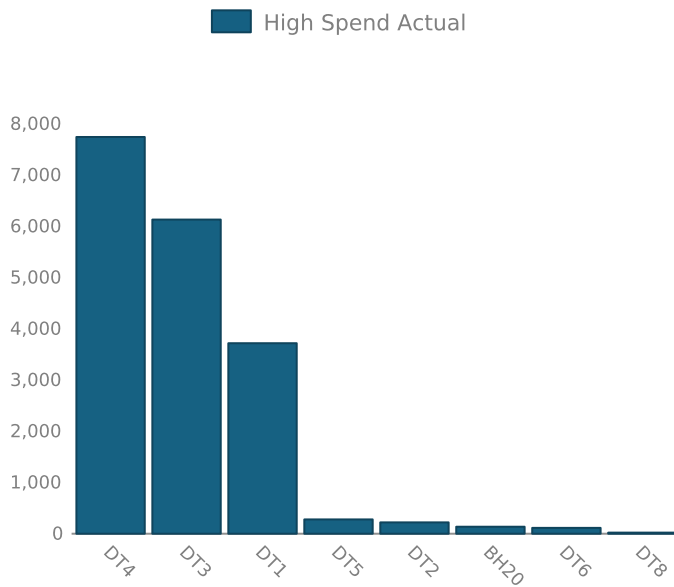


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

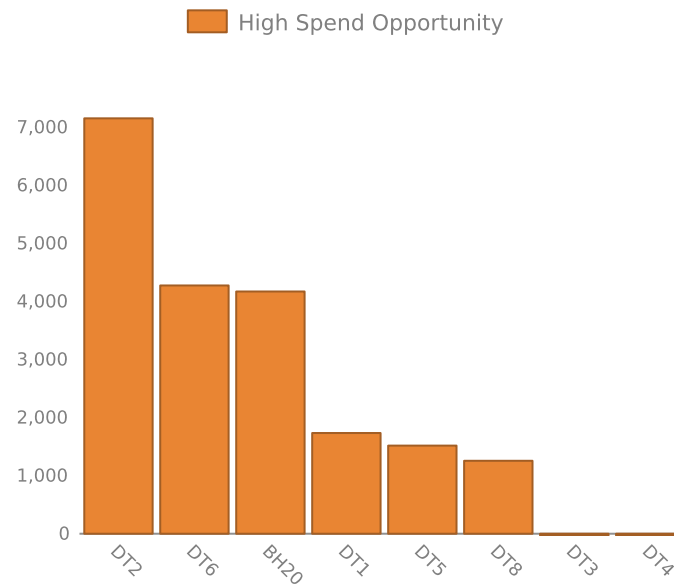


Fig.14 Visitors by postcode district

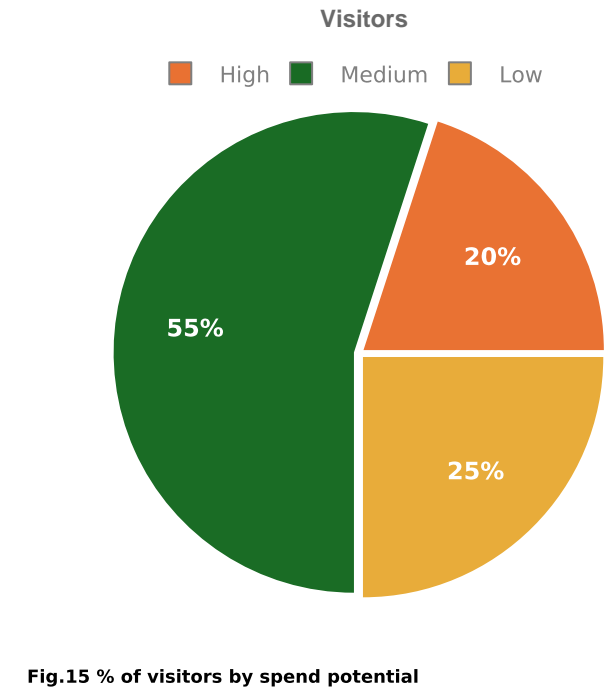


Fig.15 % of visitors by spend potential

Weymouth Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

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

In August 2025, the largest number of visitors came from IMD decile 4 areas(Fig.16), contributing 17,892 visitors(Fig.17). The postcode district contributing the largest number of visitors was DT4 which ranked in IMD decile 4(Fig.18).

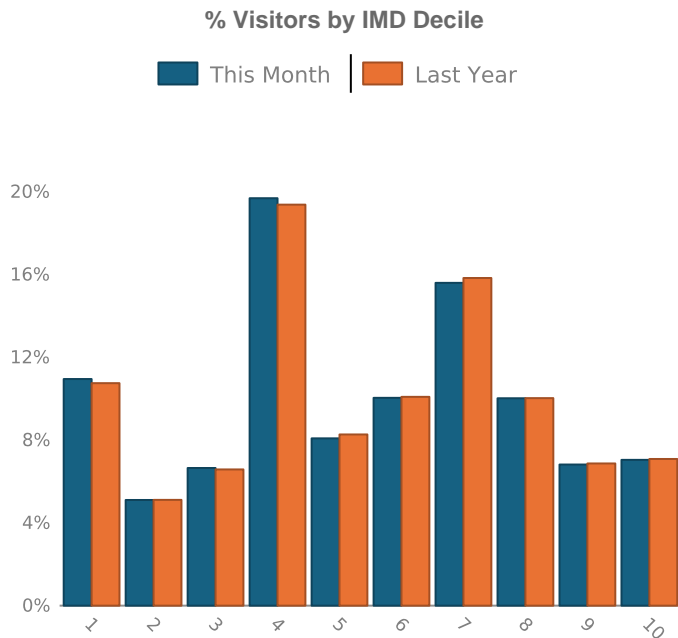


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

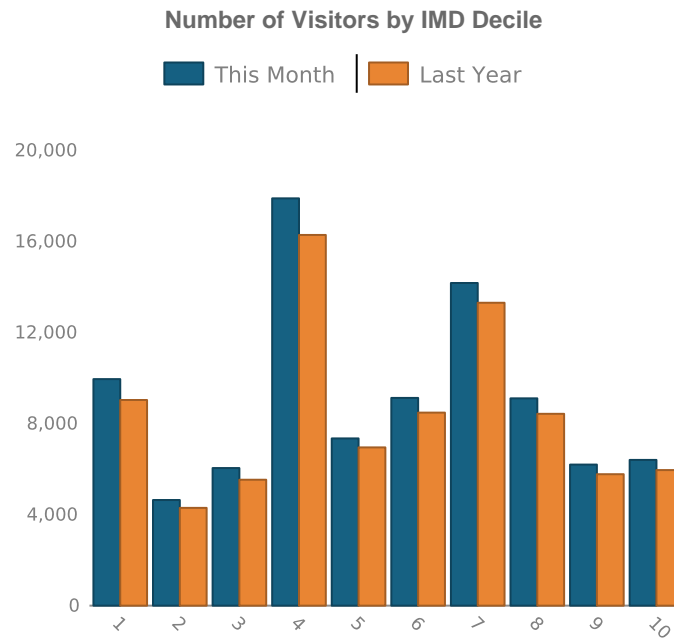


Fig.17 Visitors by Index of Multiple Deprivation Decile

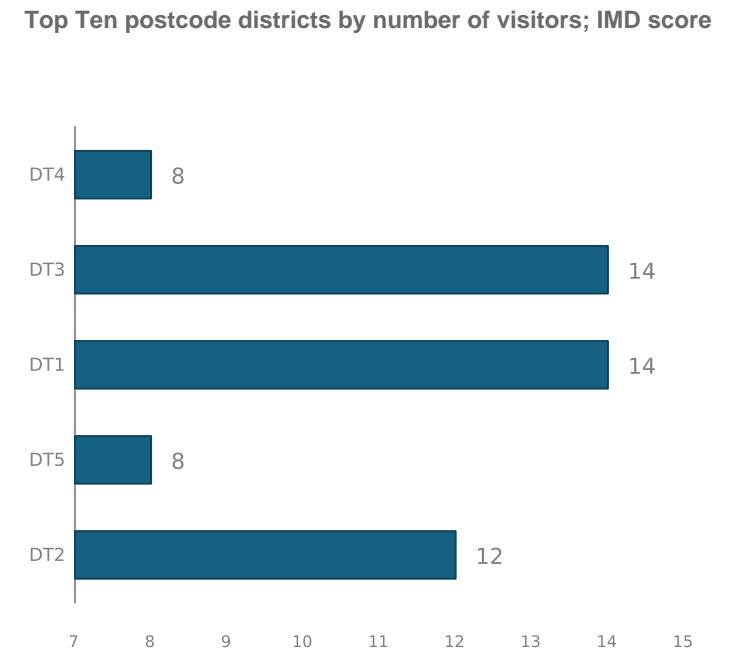


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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 1.5% share of the nearest 10 postcode districts(Fig.20)

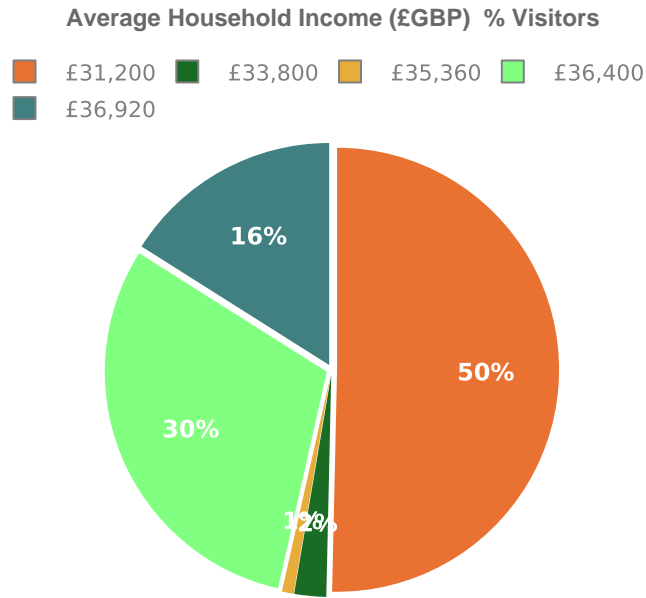


Fig.19 % of Visitors by Average Household Income (£GBP)

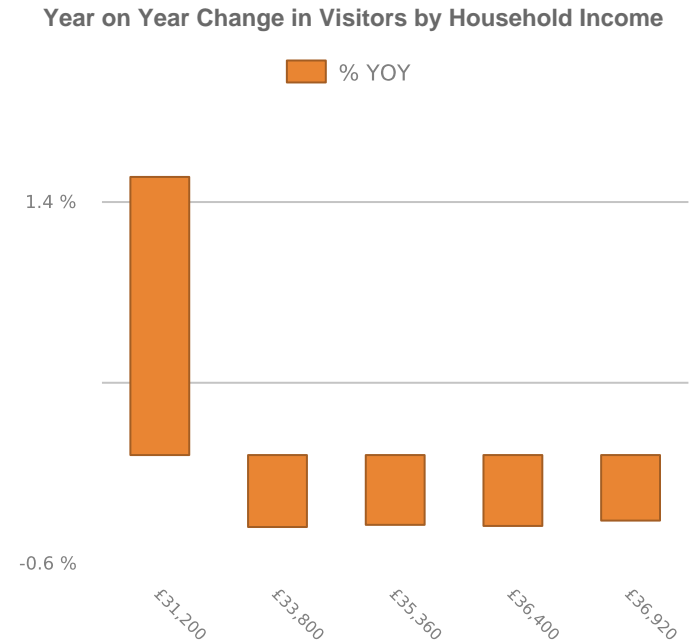


Fig.20 Change in % of visitors by income (£GBP)

Minutes of Meeting

Date: Monday, 8th September 2025

Time: 1:30 PM

Location: Pilgrim House

Subject: Hoteliers – Leases, Rents, and Management

Attendees:

- Jan Britton
 - Jessica Maskrey
 - Cllr Richard Biggs
 - Dawn Rondeau-Irvine
 - Graham Perry
 - Cllr Jon Orrell
 - Claire Wall
 - Dominique Manasseri
 - Richard Amphlett
-

Agenda:

- Introductions
 - Overview of current situation
 - Discussion on leases, rents, and management of guest houses
 - Dorset Council proposal
 - Agreements and next steps
-

Meeting Summary:

1. Introductions:

All attendees introduced themselves.

2. Overview:

Dawn provided a summary of the current situation and outlined the purpose of the meeting, focusing on resolving issues related to hoteliers' leases, rents, and management.

3. **Council Proposal:**

Dorset Council agreed to attend the meeting to respond to the communications and meetings held since May 2025. They did this by way of a formal proposal. The panel reviewed the proposal and posed several questions.

Agreements & Actions:

1. **Management Agent Engagement:**

- A management agent will be appointed to begin work in **January–February 2026**.
- A **procurement process** will run from **September to October 2025**, with **interviews scheduled for November–December 2025**.
- The tender will be **open**, and attendees are encouraged to share it via contacts and social media to help identify a **local agent with relevant experience**.
- Once appointed, the agent will need to **evidence their rationale** for decisions and **consider the local market**, potentially consulting with **local estate agents**.

2. **Leases and Rent Reviews:**

- All **leases and rent reviews will be paused** until the new agent is in place.
- **Historical rent reviews and leases** under legal process may be discussed with **Dorset Council**, who will assess each case with sensitivity.

3. **Council Acknowledgement:**

- Dorset Council acknowledged that the **transition from Weymouth and Portland Borough Council** had not gone as smoothly and **apologised** for the lack of consistency in recent years.
- They committed to a **fair, transparent, and sensitive process** moving forward, especially for those operating establishments across their portfolio.

4. **Collaborative Working:**

- All attendees agreed that **collaborative working** is the preferred way forward.

- A **follow-up meeting will be held in February 2026** to engage with the newly appointed management agent and feed into the process.
5. **Rent Backdating and COVID Debt:**
- Dorset Council committed to **no longer backdating rent**.
 - They will seek to **understand the impact of COVID-related debt** and work toward a **fairer resolution**.
6. **Management Agent Tenure:**
- The management agent will be employed for a **three-year term** to ensure consistency during the revamping of leases, rents, and management.
7. **Ongoing Consultation:**
- Dorset Council expressed a desire to **continue consulting** with **WGHA, BID, and WPCC** throughout the process.
-

Next Steps:

- Dorset Council to communicate with tenants
- Dorset Council to issue the formal proposal.
- Procurement and interview process to begin as scheduled.
- Attendees to assist in promoting the tender opportunity.
- February 2026 meeting to be scheduled for engagement with the management agent.
- Jessica Maskrey to be available for individual discussions regarding ongoing legal lease/rent matters.

Feedback-Driven Actions

From the survey and open-ended feedback:

Strategic Priority Themes (Quantitative Insights)

Theme	Average Weight (%)
Marketing the Town	47.9%
Improving the Town	48.6%
Shaping the Town	32.1%

Top Priorities Identified:

- **Improving the Town** slightly edges out as the most valued theme.
- **Marketing** remains a close second.
- **Shaping the Town** is still seen as an important role for BID.

Key Themes from Open-Ended Feedback

What Weymouth Is vs. What It Should Become

- **Today:** A beloved traditional seaside town with growing appeal.
- **Future Vision: A world-class destination**—gateway to the Jurassic Coast, with a **vibrant, year-round economy**.
- **Focused on those with available spend eg:** 20-30 with no family over 50's with grown-up family, higher spend individuals with family who stay at waterside and the Gloucester and enjoy culture and high-end attractions

Commonly Suggested Actions

Scale Up

- **Events:** Pirate Festival, Steampunk, Dinosaurs, The Big Busk, Volleyball.
- **Marketing:** Especially **out-of-season** and **national/international** campaigns.

- **Placemaking:** public realm improvements.
- **Retail & Business Engagement:** Attract major retailers and promote high street revival.

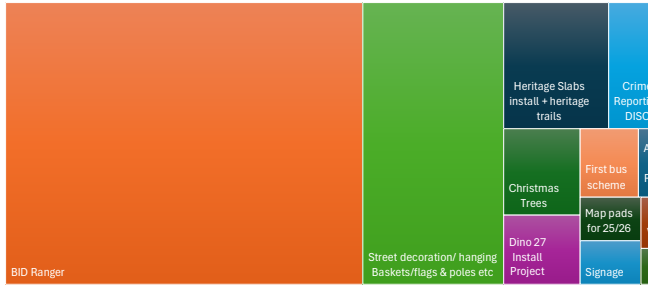
Start

- Identifying legacy events perhaps something NEW
 - ‘Georgian weekends’- Bridgeton/King George include: hairdressers & clothing workshops along with historians, museum and WTC start of year leading up to event, get everyone dressed up start in Jan delivery June Or for Xmas Traditional weekend.(re-imagined Victorian night appealing to popular current culture)
 - Make steampunk weekend about steam/ engines and futuristic comicon-esque etc get exhibitions in the town, make it a bigger event
 - Heritage trails of buildings eg: methodist church, Brewers quay, old rectory
 - Redefining the Sept event is this a parade/ a theme, is it inside out or should we expand pirates into a weeklong event commencing last w/e Sept finishing first weekend in October?
 - Engagement and brighter bigger placemaking.

Stop

- **Unequal Small Grants:** Calls for more transparent and impactful funding allocation either introduce transparent funding criteria or stop funding requests entirely and instead do shout out for 7 tenders of £5K pots of money with one BIG pot of £10K for something new and inspiring. Small grants to be a competitive process based on best idea for that season or month.

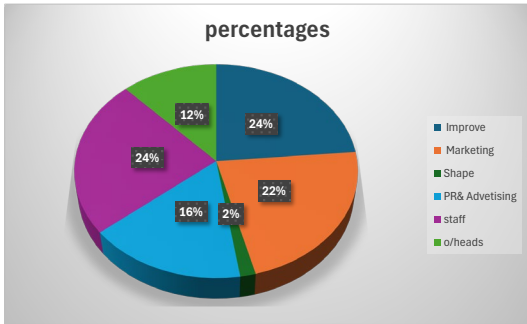
Improve allocation



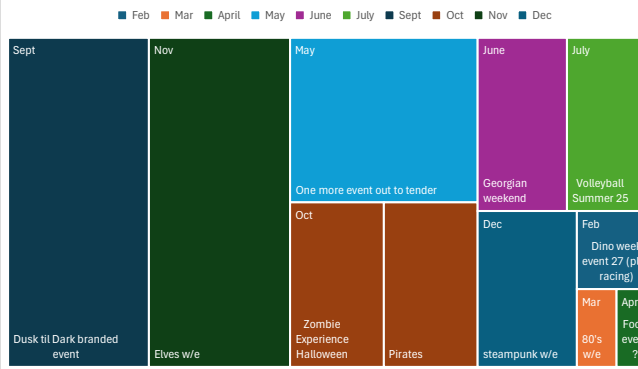
- Augmented Reality Trails
- BID Ranger
- Christmas Trees
- Crime Reporting DISC
- Dino 27 Install Project
- Street decoration/ hanging Baskets/flags & poles etc
- Heritage Slabs install + heritage trails
- Levy Payer Engagement AGM 25
- Map pads for 25/26
- Windows spring and xmas prizes and certificates
- Graffiti Removal
- Levy Payer Engagement - jan event and monthly DTE meets plus placemaking meetings
- Signage

Improve 73100 Marketing Shape 69000 PR& Adveti staff 5000 o/heads 51100 74000 37224 309424

percentages

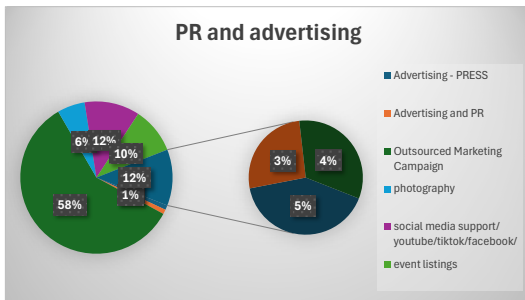


EVENTS allocation



** please note Dusk Til Dark is OUR brand we can use it for any event in September which we desire

PR and advertising



income (without grants)	£	305,710
IMPROVE		
Augmented Reality Trails	£	1,400
BID Ranger	£	38,000
Christmas Trees	£	2,500
Crime Reporting DISC	£	4,000
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 73,500.00	£	73,100
MARKETING		
Events		
Dino week event 27 (plus racing)	£	2,000
80's w/e	£	1,000
Food event?	£	1,000
One more event out to tender	£	10,000
Georgian weekend	£	5,000
Volleyball Summer 25	£	5,000
Dusk til Dark branded event	£	15,000
Zombie Experience Halloween	£	5,000
Pirates	£	5,000
Elves and other xmas w/e	£	15,000
steampunk w/e	£	5,000
Total MARKETING 56 ,000.00	£	69,000
PR & ADVERTISING		
Advertising - PRESS	£	500
Advertising and PR	£	500
Outsourced Marketing Campaign	£	30,000
photography	£	3,000
social media support/ youtube/tiktok/facebook/	£	6,000
event listings	£	5,000
Visit Dorset	£	2,500
Website Costs	£	1,600
Weymouth Flyer 26	£	2,000
Total PR & ADVERTISING 55,100.00	£	51,100
SHAPE		
legal fees & campaigning incl: posters	£	5,000
OTHER COSTS		
Wages and Salaries including costs	£	74,000
Accountancy - Annual Independent Inspection	£	3,000
Bank Charges	£	84
Cleaning	£	600
Electric - Street Stand		
Insurance	£	1,200
IT Software and Consumables	£	3,000
IT Equipment and chairs	£	500
Motor Vehicle Expenses	£	240
Outsourced Bookkeeping	£	4,800
Printing & Stationery	£	1,800
Sundry Expenses	£	1,800
Rent	£	8,000
Repairs & Maintenance	£	400
Telephone & Internet	£	1,800
Contingency	£	10,000
Total STAFF & ADMINISTRATIVE COSTS 111,500.00	£	111,224
	£	309,424
remaining -£		3,714

Weymouth BID Year 4 Proposal: Driving Economic Growth & Community Impact

Executive Summary

As we enter Year 4 of the BID term, (April 26) our focus sharpens on delivering high-impact initiatives that reflect the priorities of our levy payers, build on past successes, and position Weymouth as a vibrant, year-round destination.

This is a year to be BOLD and do something different as year 5 will be our campaign year as we approach ballot in October 2027.

This proposal aligns with the business plan which was voted on in 2024 and gave BID their 4.7yr tenure. It integrates feedback from our recent consultations, aligns with strategic themes, and leverages our budget to deliver measurable economic and social outcomes.

Why now? Our tenders are coming up for renewal for a 2yr reappointment in April, therefore our budget needs consideration now in order that appropriate tenders are publicised in November for board agreement in January and cessation / appointment ready for an April start.

As we enter Year 4 of the BID term, (April 26 - Mar27) We also need to adjust our financial strategy** to reflect realistic income expectations and operational efficiencies. This proposal integrates stakeholder feedback, aligns with strategic priorities, and reflects updated budget projections of **£305,710** (original: **£350,000**)

** we await central government guidance on business rates (Oct) as our income is tied to business rates and could increase or decrease dependant on their decision

NOTE: It is not our job to deliver town and county council initiatives rather support their events with PR, work collaboratively to provide cost savings, challenge their decisions/indecision where it impacts on the town's offer and deliver something different, something no one else will step-up to do. We have an SLA with both WTC and DC

We cannot deliver 'everything' and we have 2x FTE staff and a limited budget of £305K

Weymouth Town Council: Total Budgeted Expenditure: £4.6 million (additional docs included)

Dorset Council: Total budgeted Expenditure: £417 million (additional docs included)

BID Strategic Priorities for Year 4

1. Improving the Town Allocated Budget: £73,000 (original in B-Plan: £102,000)

- **Public Realm Enhancements:** Expand mural and heritage trails, increase placemaking initiatives and introduce seasonal lighting installations.
- **Safety & Cleanliness:** Continue BID Ranger patrols, graffiti removal, and support CSAS schemes, through collaborative initiatives with Weymouth Town council.

2. Marketing Weymouth Allocated Budget: £69,000 (original in B-Plan: £85,000)

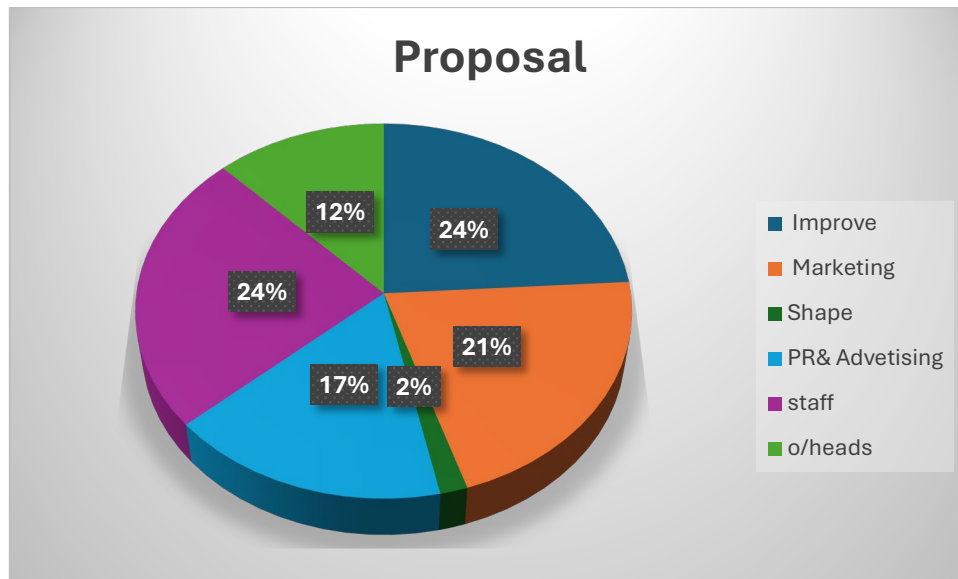
- **Signature Events:** Scale up Pirate Fest, Elves, Steampunk Weekend, Beach Volleyball, and Dinosaur Trail.
- **New Initiatives:** Introduce themed weekend events (craft, food, music) and youth-focused entertainment.
- **Legacy Installations:** Ensure events leave behind murals, sculptures, and trails to encourage repeat visitation.

3. Advertising & PR + Event Sponsorships £51,000 (unchanged)

- **National & International Campaigns:** Focus on off-season promotion targeting high-spend demographics (e.g., 20–30s, over 50s, high-spend families).
- **Digital Presence:** Enhance website and social media reach, building on the 215 million impressions achieved in 2024/5 and find new cost-effective ways to deliver a better service splitting the contracts.
- **Press Engagement:** Host journalist visits and secure features in national media through promoting Weymouth's USP's and enhance Weymouth's national standing as a destination for the long-term to boost visibility.
- **Promote 26/27 highlights:** examples such as promoting 'SandWorld 100yrs' and 'Standing with Giants' with Nothe fort as the norm moving forward.

4. Shaping Weymouth: No budget suggested £5K for legal, posters and campaigning

- **Infrastructure Advocacy:** Use event data to push for parking reform, beach accessibility, and improved transport links. Identify and work to improve WI-FI connectivity.



Economic Growth Initiatives

Building on the “Economic Growth Initiatives” report, Year 4 will emphasize:

- **Local Business Integration:**
 - Opportunities at events.
 - Co-branded marketing packages.
 - Tiered sponsorships for visibility and enhancing event revenue.
- **Hospitality Sector Support:**
 - Themed hotel packages.
 - Multi-day itineraries to boost overnight stays.
- **Employment & Skills Development:**
 - Local hiring for events.
 - Creative commissions for local artists and performers.
- **Digital Infrastructure:**
 - Improve Wi-Fi and mobile connectivity.
- **Regional Positioning:**
 - Brand Weymouth as a Jurassic Coast hub.
 - Use success metrics to apply for regional grants.

Performance & Evaluation

We will measure success through:

- Retail unit occupancy rates.
- Visitor feedback and post-event surveys.
- Crime statistics and BID Ranger reports.
- Media coverage and digital engagement.

Conclusion

Despite a revised budget of **£305,710**** (down from **£350,000**), we remain committed to delivering high-impact, visible, and meaningful initiatives that reflect the priorities of our levy payers and position Weymouth for sustainable growth.