



Board Meeting Agenda

Date: Dec 4th

Time: 11:00 - 13:00

Location: ONLINE

	Welcome	11am
	Apologies for Absence	11:05
	Declarations of Interest	11:10
	Observers	11:15
1	Matters Arising from Previous Minutes	11:20
2	Governance <ul style="list-style-type: none"> a. Levy update b. Budget impact c. Finance d. Letter to DC 	11:25
3	Reports <ul style="list-style-type: none"> a) Rangers, LWP, ITB b) Office move c) Place informatics <p>12 noon MP Lloyd Hatton joining from 12 noon</p> <ul style="list-style-type: none"> d) Report on meeting with JB & NI e) DC plans for regeneration (Next chapter for Weymouth: Council to decide on major regeneration plans - Dorset Council) f) Update on hotel situation. 	11:40 12:00
4	Funding applications <ul style="list-style-type: none"> a. Pirate/Steampunk Ceilidh 	12:25
5	Contract review - PR & Marketing meeting Dec 8th	12:35
6	Events budgeting see last board meeting item 5	12:30
7	Improve subcommittee date	12:50
8	Dates of next meetings and Christmas meal	12:55

Board Meeting Minutes

Date: 22 October 2025

Time: 11:00 AM – 1:00 PM

Location: Online

1. Welcome & Objectives

- **Chair's Welcome:** GP welcomed attendees and noted apologies from Councillor Rob Hughes. Helen's attendance was uncertain.

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

Chris Truscott (CT) McDonalds

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

Lyn Mckenzie (LM), The Black Dog (& coming soon - The Tin Cat)

Kerry Gilbert (KG) Tattoo Morningstar

Josephine Parker (JP), EBike@Deheers

In Attendance:

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

Apologies: Hayley Moore, Dave Hiscutt

Observers: None present; all attendees were voting members.

2. Governance

- **Declarations of Interest:** No new declarations.
- **Review of Previous Minutes:** Confirmed as accurate with minor clarifications. LF queried a finance note, which was clarified by DRI & JO.

- **Levy Update:**

- Dorset Council unable to implement direct debit due to levy variability and system limitations.
- DRI to consult other BID managers to verify appetite for direct debit and apply pressure on Dorset Council.
- Dorset Council's collection performance was heavily criticised. £60,000 remains uncollected from prior years.
- Formal complaint to be drafted regarding collection failures and lack of billing for collection fees.
- Board agreed to pursue targeted follow-ups on high-value outstanding accounts and consider direct legal action if necessary.
- CHA noted Britannia Car Park is now owned by Q Park; DRI to follow up.
- CT suggested a proactive approach with Dorset Council on specific accounts; agreed by board.
- LM raised the possibility of independent legal action; GP and CT noted cost and practicality concerns.
- JO proposed directors personally contacting known non-payers.
- DRI and GP to meet with Jan Britton and Nick Ireland to escalate concerns.

3. Finance – Profit & Loss

- **Report Distribution:** DRI confirmed the P&L was sent out during the meeting.
- **Discussion:**
 - GP requested pro-rata budget comparisons; DRI confirmed the report covered April–September.
 - LM request for grant income breakdown was fulfilled.
 - Duplicate entries identified and corrected.
 - GP queried unspent budget for Wessex Folk Festival; DRI to investigate.
 - No major anomalies noted.

4. Board Pack Reports

- **Reports Included:** LWP, ITBPR, Rangers, Trails, Dusk Til Dark stats.
 - **Discussion:**
 - LF noted Dusk Til Dark feedback was heavily local; Dawn explained survey bias and data limitations.
 - PM and CHA suggested more randomised data collection and re-engagement with Place Informatics.
 - DRI to arrange a meeting with Place Informatics including PM and CHA.
 - Board agreed to explore reinstating data services with cost negotiation.
-

5. 2026 Budget & Objectives

Improve Budget 26/27

- **Street Decoration:** £15,000 allocated for placemaking installations (e.g., flags, art). Unanimously approved
- **Trail Enhancements:** £5,000 proposed for digital/physical trail improvements. Unanimously approved
- **First Bus Support:** £1,500 unanimously approved to support extended services from Chickerell.
- **General Admin:** nominal amounts for AGM (£500), Map Pads (£1,000), etc. in principle approved.
- **Board Approval:** Budget allocation for “Improve” unanimously approved.

Marketing Budget

- **Events Discussed no commitment made:**
 - Pirate Festival: Strong support; suggested proposal for £5,000.
 - Georgian Weekend: Interest expressed; £5,000 proposed.
 - Steampunk, Dino Trail, Beach Volleyball: Continued support.
 - Other Events: £10,000 reserve and £2,000 general pot proposed.
 - No agreement further discussion at next board pending stats
- **Cruise Ship Coordination:** Board discussed aligning events with cruise ship visits where possible. CT outlined big piece of work and suggested DRI speak to him given his experience running ships.

- **Weymouth Town council:** GP expressed an appetite for working more closely on a variety of events and projects with WTC
 - **Data-Driven Planning:** Place Informatics data and business surveys to inform future decisions.
 - **Event Feedback:** LF suggested surveying accommodation and hospitality sectors post-event. DRI informed board a Q3 survey was imminent and could include event specific questions within JotForm. CHA requested draft of 2026 events GP suggested it would help discussions on finance distribution
 - **Flyer Distribution:** JO proposal to add flyer distribution to Weymouth B&B's as well as expand flyer reach to surrounding towns and tourist areas, current display boards are heavily external driven.
 - **Board Direction:** General support for proposed marketing budget; final decisions deferred pending further data.
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6. Any Other Business

- **Guest House Concerns:** CHA raised visibility of event dates; DRI to improve early communication.
 - **Partnership:** CHA suggested working closely with Lyme Regis and Bridport etc to liaise on events to give people a DORSET wide reason to stay. He suggested speaking to Ass. Town clerk who already was having these discussions
 - **Improved Meeting:** JD requested a separate "Improve" meeting before the next board meeting; agreed.
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7. Date of Next Meeting

- **Proposed:** 26 Nov 2025
 - **Alternative:** 3 December 2025 (TBC DRI poll)
 - **Christmas Lunch:** Tentatively 17 December 2025; venue and details to be confirmed.
-

Actions Summary

Action	Responsible	Deadline
Draft formal complaint to Dorset Council	DRI	Before next meeting
Meet with other BID managers re: direct debit	DRI	November
Follow up on Britannia Car Park ownership	DRI	ASAP
Arrange Place Informatics meeting	DRI, PM CHA	November
Distribute draft 2026 event calendar	DRI	January
Produce OUR event schedule for board to critique	DRI	November
Survey businesses on event impact	DRI	November
Investigate Wessex Folk Festival budget line	DRI & Mel	Next meeting
Partnership discussion with WTC	DRI	2025
Poll for next board meeting date	DRI	ASAP
Plan Christmas lunch	DRI	November

Draft Profit and Loss Analysis for the Board

WE ARE WEYMOUTH LIMITED

For the 7 months ended 31 October 2025

Account	Spend Apr-Oct 2025	Approved Budget 25-26
INCOME		
Levy Income Received in the year		
Levy Income - Collected By DC	299,354	321823
Total Levy Income Received in the year	299354	321823
PROJECTS AND EVENTS		
IMPROVE		
Augmented Reality Trails 25-26	784	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	12232	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	2317	3000
Pirates 25	2500	2500
Heritage Slabs install + heritage trails	0	5000
Christmas 2024	253	0
Christmas 25	14234	25000
Dusk Til Dark 25	15496	15000
BID Rangers 25-26	21093	38000
Punch and Judy	0	500
Feast 25/26	0	1500
Visit Dorset Weymouth Entry	0	2500
Weymouth Flyer 2026	30	2000
Total MARKETING	62442	105700
PR & ADVERTISING		
Advertising - PRESS	0	500
Advertising and PR	108	500
Outsourced Marketing Campaign	15100	36000
Loving Weymouth & Portland	10500	18000
Total PR & ADVERTISING	25708	55000
Total PROJECTS AND EVENTS	100381	183600
Website Costs		
WAW - Website	957	0
Website Work	0	1600
Total Website Costs	957	1600
GROSS PROFIT	198015	136623

Account**Spend Apr-Oct 2025 Approved Budget 25-26****STAFF COSTS**

Wages and Salaries including costs		
Wages and Salaries	41043	74000
Pensions Costs	810	0
Total Wages and Salaries including costs	41853	74000
Total STAFF COSTS	41853	74000

ADMINISTRATIVE COSTS

Accountancy - Annual Independent Inspection	-180	3000
Bank Charges	83	84
Board / Meeting Costs	68	0
Cleaning	164	600
Company Secretarial Costs	34	0
Electric - Street Stand	640	0
Insurance	1958	1200
IT Software and Consumables	1939	3000
IT Equipment and chairs	0	500
Legal Expenses	1678	0
Motor Vehicle Expenses	0	240
Outsourced Bookkeeping	2800	4800
Printing & Stationery	267	1800
Sundry Expenses	1417	1800
Rent	4311	8000
Repairs & Maintenance	0	400
Telephone & Internet	3057	1800
Contingency	0	10000
Total ADMINISTRATIVE COSTS	18235	37224

OPERATING PROFIT**137927****25399**

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	6923	2500
Running Balance - First Bus - Last Bus	-577	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	-10194	5000
PROFIT ON ORDINARY ACTIVITIES	148120	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

28/11/2025

Paul Johnson
Dorset Council
County Hall
Colliton Park
Dorchester
DT1 1XJ

Subject: Formal Complaint – Escalation of Concerns Regarding Collection Failures and Outstanding Deficit

Dear Mr. Johnson,

Further to our previous correspondence dated 30 October 2024 and the discussion at the BID Board meeting on 22 October 2025, we are writing to formally escalate our concerns regarding Dorset Council's ongoing collection performance and related issues.

Despite repeated requests for improvement, Dorset Council's collection failures have left us with an amount of around **£50,000**, which remains uncollected from prior years even after the agreed write-off of over £14,000 in March. Whilst the current collection from the current year is better there still appears to be no urgency placed on collection. This situation is unacceptable and continues to place significant strain on our financial position.

Moreover, despite our continuous requests, Dorset Council has **not pursued or targeted follow-ups on high-value outstanding accounts**. These accounts represent a substantial portion of the arrears, and the failure to take decisive action—including considering direct legal proceedings where necessary—has exacerbated the problem. We expect Dorset Council to provide a detailed plan outlining how these accounts will be addressed without further delay.

Given the seriousness of these issues, we now consider this a **formal complaint** and request that it be logged accordingly. We also ask for:

1. **Written acknowledgment** of these overdue amounts and confirmation of steps to recover these funds.
2. A **detailed action plan** for pursuing high-value debtors, including escalation to legal action where appropriate.
3. A **timeline for resolution** and improved reporting to ensure transparency going forward.

We look forward to your urgent response and a commitment to resolving these issues without further delay.

Yours sincerely,

Dawn Rondeau Irvine
Chief Operations Officer



in the bag

Monthly Report
October 2025



in the bag

MONTHLY REPORT

We Are Weymouth (BID) | October 2025

Coverage

Date	Publication		Reach	AVE	Notes
01.10.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25509324.nao-victoria-call-weymouth-harbour-pontoon-tomorrow/	63902	£285.39	Pirates
02.10.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25511808.dolmen-welcomes-nao-victoria-ahead-pirate-fest-weymouth/	63902	£285.39	Pirates
03.10.25	Dorset Echo	Print	10196	£1155.12	Pirates
04.10.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25516333.weymouth-pirate-weekend-returns-jam-packed-programme/	63902	£726.44	Pirates
05.10.25	mirror.co.uk	https://www.mirror.co.uk/travel/uk-ireland/beautiful-uk-seaside-spot-dark-36004248	1717350	£24403.54	Heritage Trail
05.10.25	england-times.co.uk	https://www.england-times.co.uk/beautiful-uk-seaside-spot-has-dark-history-despite-pretty-appearance/	137	£2.25	Heritage Trail
05.10.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25517868.pictures-weymouth-pirate-fest-full-swing-town/	63902	£1154.52	Pirates
06.10.25	Dorset Echo	Print	10196	£1155.12	Pirates
07.10.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25519778.weymouth-halloween-parade-zombie-fest-returns/	63902	£557.80	Halloween
07.10.25	Bournemouthecho.co.uk	https://www.bournemouthecho.co.uk/news/25520285.dorset-council-grants-5-000-available-groups/	90295	£568.23	Dorset Grants
07.10.25	msn.com	https://www.msn.com/en-gb/money/other/community-groups-could-get-up-to-5-000-to-fund-projects/ar-AA1NZtFp	18135433	£110444.79	Dorset Grants
07.10.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25525216.primark-opening-seen-revitalising-weymouth-high-street/	63902	£856.16	Primark

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MONTHLY REPORT

We Are Weymouth (BID) | October 2025

08.10.25	Dorset Echo	Print	10196	£1042.42	Primark
13.10.25	Sainsbury's Magazine	https://www.sainsburysmagazine.co.uk/lifestyle/food/9-of-the-best-fish-and-chips	51485	£1045.15	Pitching
14.10.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25521260.weymouth-businesses-welcome-board-cruise-call-tourism/	65175	£1323.05	Cruise comment
14.10.25	Dorset Echo	Print	10196	£1042.42	Cruise comment
16.10.25	Dorset Echo	Print	10196	£873.38	WeyBackWhen
17.10.25	greatbritishlife.co.uk	https://www.greatbritishlife.co.uk/magazines/dorset/25533491.weymouth-halloween-parade-zombiefest-returns/	7560	£56.78	Halloween
18.10.25	Dorset Echo	Print	10196	£760.69	WeyBackWhen
18.10.25	Dorset Echo	Print	10196	£1155.12	Primark
19.10.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25545772.primark-huge-boost-nearby-weymouth-businesses/	65175	£1058.44	Primark
23.10.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25564432.countdown-weymouth-prepares-zombies/	63902	£856.16	Halloween
23.10.25	Dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25564432.countdown-weymouth-prepares-zombies/	65175	£568.91	Halloween
29.10.25	Air 107.2 FM	Broadcast - https://www.facebook.com/share/v/1HrT-PS5e9j/?mibextid=wwXlfr			Dawn interview
30.10.25	InYourArea	https://www.inyourarea.co.uk/news/standing-with-giants-tribute-lands-in-weymouth			Standing with Giants

Total reach for October: 28,055,921

Total Advertising Value Equivalent for October: £197,006.00

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

Coverage Link: <https://share.coveragebook.com/b/59d0ccdd4773808d>

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MONTHLY REPORT

We Are Weymouth (BID) | October 2025

PDF:

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

We Are Weymouth Marketing Strategy

- Drafted Pirates media alert and circulated to key contacts - local and national
 - Focused on round ups and event listings
- Drafted Pirates follow up with quote from Dawn and photography - circulated to key media contacts
[\(https://www.dorsetecho.co.uk/news/25517868.pictures-weymouth-pirate-fest-full-swing-town/\)](https://www.dorsetecho.co.uk/news/25517868.pictures-weymouth-pirate-fest-full-swing-town/)
- Drafted Halloween highlights media alert and circulated to key media contacts - local and national
- Liaised with Resort Marketing on Weymouth Halloween schedule
- Pitched Halloween events into The Sun for round up in paper
- Pitched Trunk or Treat into the Weymouth Land Train
 - Unable to make work due to licensing - push for 2026
- Liaised with the Dorset Echo and Dawn to provide comment on:
 - Cruise industry to Weymouth & Portland
 - The opening of Primark
 - #WeyBackWhen campaign
 - Seafood Festival
- Circulated Walking With Giants press release to key local and national contacts
 - Liaised with Finnbar Webster to arrange for him to photograph the installation
- Drafted press releases for Dorset Tourism Awards - Gold and Bronze
 - Circulated bronze to key media contacts local and national
- Arranged interview with Dawn and Air 107.2FM to talk about Dino Week win and also all the events that We Are Weymouth organise and contribute to
- Drafted Railway Mural press release - amended to blog
 - Will be added to the website

Wey Back When

- Liaised with Bennett's Fish & Chips to provide comments on what a fish & chip shop owner would and would not order!
<https://www.express.co.uk/life-style/food/2121719/fish-and-chip-shop-owners-worst-order-exclusive>

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MONTHLY REPORT

We Are Weymouth (BID) | October 2025

- Drafted 40s & 50s weekend press release and circulated for sign off
- Liaised with the METRO to confirm press visit to Weymouth & Portland
 - Focus on 'what to do out of season'
 - Heavily picture lead and will create a map of what to do and see
 - Itinerary included SEA LIFE and St Alban's Street
- Liaised with the Dorset Echo to provide photography of 40s & 50s weekend
- Liaised with The Sun to provide links and photography following press trip to Weymouth & Portland
 - Excellent feedback
- Pitched Weymouth Harbour Swim into the guardian and shared photography
- Liaised with BBC History to discuss advertising budget off the back of the Greenhill heritage plaque
- **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

Christmas

- Pitched Weymouth Christmas events into the guardian for family festive feature
- Pitched Elf World Record into The Last Leg
- Liaised with BBC Solent to confirm filming, radio and online for Elf World Record Attempt
 - One of the presenters will be dressed as an elf

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | October 2025

- Pitched Weymouth's Elf World Record Attempt and Steampunk Christmas into the METRO for big spread on Christmas events
- Drafted Christmas information and shared with Helen Stiles at Dorset Magazine
 - Please note that Helen is retiring from Dorset Magazine from December
- Attended Christmas call with WAW and WTC
- Contacted Aight Media to discuss contra advertising deal
 - Declined, can only offer once to BIDs
- Drafted Christmas events round up press release and shared with Dawn
 - Awaiting sign off

Social Media

- 'Business of the Week' content creation - scheduled in for November
- Towns of Culture content sharing
- Sharing positive PR stories on social media - ongoing in October & November
- 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
- Attended Dorset Tourism Awards
- Suggested Dorset Travel Writers to BBC Good Food for a Dorset food review feature
- Introduced Dawn to Simon Winner at Titan Manufacturing Ltd

Upcoming activity

Feast

Christmas

BID Tender

2026 planning

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE NOVEMBER 2025

KEY SOCIAL MEDIA STATS OCTOBER 2025 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 95,440 (94,362)

Monthly total Social Media visits to profile page:- 23,500 (16,200)

Daily visits to Facebook profile page : 758 (540)

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

Facebook video/reel views: 550,800 (562,800)

Facebook Account Reach : 710,600 (506,000)

Facebook Engagement (likes, comments & Shares) 50,200 (37,700)

Instagram Followers : 18,310 (18,290)

Instagram total views: 80,700 (65,800)

Instagram video views: 34,302 (9,900)

Instagram Account Reach:11,300 (8,600)

Total Social Media Reach: 721,900 (514,600)

Value of Social Media post reach based on average boosted post cost of £6.00 CPM views 24,480 (£18,890)

WE'RE LOVING WEYMOUTH AND PORTLAND FACEBOOK GROUP OCTOBER 2025

Members: 46,250 (45,100)

Total Month Posts: 780 (730)

Reactions (comments and likes): 45,500 (61,000)

Approx (790,000) 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 OCTOBER 2025

Threads followers continue to grow slowly with subscribers up by 40 to 3,840 by

month end. Whilst a far better platform than X results are not particularly significant and postings to the account are now limited to cross posting from Instagram account

TIKTOK OCTOBER 2025

Our account is growing slowly from 2,299 followers at end September to 2,352 at end October.

WEBSITE STATS OCTOBER 2025

Recorded user sessions:7,225 (7,700)

The events and gig guide were maintained throughout the month 235 individual events were listed at month end. Peak number of events listed in the month was 240

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

YOUTUBE OCTOBER 2025

Youtube Subscribers – (1,167)

Youtube Video Views – 5,800 (1,137)

Youtube Minutes Viewed – 2,592 (1,362)

OTHER ACTIVITY OCTOBER 2025

1. As events have expired we've maintained the content of the events listings throughout the month with a total of 235 listed events listed at month end
2. WAW press releases were published on the Love Weymouth website during the month and posted to our socials
3. All new We Are Weymouth upcoming Facebook events co-hosted on Loving Weymouth and Portland and added to website events lists
4. Promotional posts on socials regularly run throughout the month for Pirate Festival and Halloween activities
5. Pirate Festival and Halloween events photography carried out with media uploaded to the WAW share. Live feed of Halloween Parade dual fed to LWP and WAW

ANDY COOKE 17/11/2025

Oct-25

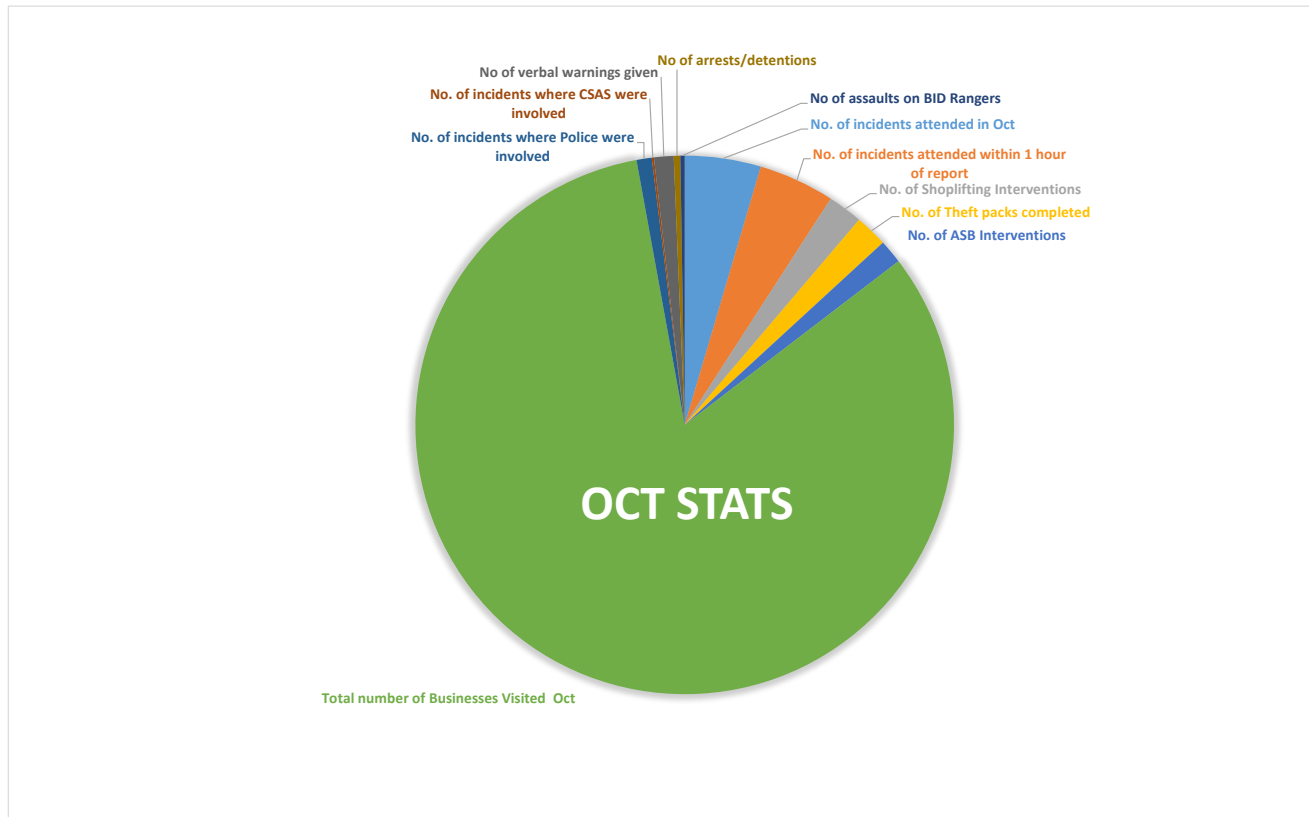
No. of incidents attended in Oct	No. of incidents attended within 1 hour of report	No. of Shoplifting Interventions	No. of Theft packs completed	No. of ASB Interventions	Total number of Businesses Visited Oct	No. of incidents where Police were involved	No. of incidents where CSAS were involved	No of verbal warnings given	No of arrests/detentions	No of assaults on BID Rangers	Value of Stock Recovered £
35	35	16	15	11	633	7	1	9	3	2	£ 570.00

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 £
379	379	238	170	183	3719	71	57	170	38	15	£ 12,985.05

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 £
1244	956	759	262	525	7509	215	174	484	128	56	£ 35,681.63



Tourism Strategy meeting and BID overview

Attendees:

- Dawn Rondeau-Irvine (DRI)
- Graham Perry (GP)
- Nick Ireland (NI)
- Jan Britton (JB)

Date: 5/11/25

Subject: Collaboration and Strategic Planning for Weymouth, Portland & Dorchester

Overview

The meeting was highly constructive and focused on strengthening collaboration between Dorset Council (DC), the BID, and local stakeholders to ensure the continued prosperity of the business community and the vibrancy of the area for both residents and visitors.

Key Highlights

1. Acknowledgment of Dorset Council's Engagement

- We applauded DC for attending the September meeting with hoteliers and their commitment to working collaboratively for the benefit of all.
- DC agreed to share the upcoming tender opportunity with us prior to its public release, enabling us to circulate it through our networks. This proactive approach will help secure a local provider who understands the unique needs of the area.

2. Role of the BID

- Discussed the BID's significant role in **marketing, events, and PR**, including our investment in driving national media coverage and increasing footfall to the town.
- Explored initiatives to improve the town through **rangers, placemaking, signposting**, and proactive involvement in shaping the **Neighbourhood Plan, Local Plan**, and addressing current hoteliers' concerns.

- Reinforced our commitment to supporting businesses so they can thrive, sustain their families, and offer a vibrant experience for locals and visitors.

3. Marketing & Funding Opportunities

- DRI shared details of a recent **£50K Home Office grant** secured for promoting Weymouth & Portland.
- DC expressed interest in contributing financially to PR campaigns for Weymouth, Portland, Dorchester, and surrounding attractions.
- DC suggested DRI collaborate with Phil Gordon (Dorchester BID) to develop a joint proposal benefiting all areas.

4. Transport & Pilot Projects

- DC showed willingness to provide small funding pots for transport pilots, particularly in light of housing expansion in Chickerell.
- Positive discussion on supporting recent pilot projects with First Bus.

5. Regeneration Plans

- GP noted the good work that had been done by the Willmott Dixon and Milligan partnership in Torbay, but raised concerns about the Hall & Woodhouse development, emphasizing the need for projects that attract visitors without undermining existing pubs and hotels.
- GP highlighted the importance of initiatives that **draw people to Weymouth** rather than diverting them from current offerings.

6. Pathways to Prosperity

- GP requested improved communication between Matt Piles and the BID.
- Consensus that meeting timings and locations need adjustment to maximize engagement—suggested **Monday afternoons at 5 PM** at venues like Pilgrim House or Crown Hotel.
- BID offered to act as an advocate for all stakeholders, ensuring solutions benefit levy payers across Weymouth, Dorset Council, and local businesses.

Next Steps

- DRI to work with Phil Gordon on a joint marketing proposal for DC consideration.

- Explore DC's potential financial contribution to PR campaigns and transport pilots.
- Share DC plans for tender once received
- Continue dialogue on regeneration plans to ensure alignment with local business needs.
- Coordinate with DC and Matt Piles to improve engagement for Pathways to Prosperity meetings.

Board Report: Place Informatics Discussion

Date: 6 November 2025

Attendees: Dawn Rondeau, Clive D Hall, Howard Atkinson, Jye Dixey

Purpose

Review Place Informatics services and assess future use for Weymouth BID.

Key Highlights

- **Data Sources:** GPS (11M devices/month), spend data (cards, loyalty schemes), demographics (ONS).
 - **Current Licence:** Behaviour data only; spend data requires upgrade.
 - **Capabilities:** Visitor origin, dwell time, benchmarking, granular mapping (10m accuracy).
 - **Lag:** Data available ~10 days post-month-end.
-

Opportunities

- Event impact analysis.
 - Marketing for new businesses/investors.
 - Tourism strategy and targeted campaigns.
 - Benchmarking against other towns and retail parks.
-

Challenges

- Time constraints for data analysis.
 - Need for clear objectives and data strategy.
-

Future Developments

- AI dashboard (launch 2026) for plain-language queries.
 - Tourism insights and levy payer portal with marketing tools.
-

Recommendations

1. Define priority questions and projects.
 2. Assign a board member as **data lead**.
 3. Consider adding **spend data licence**.
 4. Align board meetings with data availability.
 5. Explore integration into marketing campaigns.
-

Next Steps:

- Place Informatics to provide cost proposal.
- Board to agree on data strategy and ROI focus.

From: Chey <blackdogpirates@gmail.com>
Proposal: Spring Pirate & Steampunk Ceilidh

From: The Black Dog Pirates
Date: March 31, 2026
Location: Pilgrim House, Weymouth

Event Overview

We propose hosting a **Spring Pirate & Steampunk Ceilidh**—a vibrant community event combining music, dance, and themed entertainment during a quiet season in Weymouth. This event has the potential to become a flagship annual attraction for Weymouth, drawing locals and visitors alike.

Event Details:

- **Date & Time:** Saturday, March 31, 2026 | 7:00 PM – 11:00 PM
 - **Capacity:** 120 standing
 - **Target Attendance:** 100 guests
 - **Ticket Price:** £30 / £25 concession (via Eventbrite)
 - **Features:**
 - Professional Ceilidh Band: *Murphy's Lore*
 - Supporting musical acts: Aaron & Barbara
 - Buffet for 100 guests
 - Pirate & Steampunk-themed décor
-

Budget Summary

Item	Cost
Venue Hire	£150
Ceilidh Band	£560
Supporting Entertainment	£260
Buffet	£500
Decorations	£300

Item	Cost
Promotions & Advertising	£200
Total Estimated Cost	£1,970

Current funds: **£65** (raised via pub raffles).

Funding gap: ~£1,900.

Funding Request

We request **BID support in the form of a bridging loan**, with the following conditions:

- **Full repayment** if ticket sales meet target (100 tickets).
- If ticket sales fall significantly short, we propose converting part of the loan into a **non-repayable grant**, ensuring no personal liability for organizers.

This approach minimizes risk while enabling an event that could generate future revenue streams and strengthen Weymouth's cultural calendar.

Why Support This Event?

- Promotes community engagement and themed tourism.
 - Aligns with BID objectives to enhance local vibrancy out of season.
 - Potential to become a **signature annual event** for Weymouth.
-

Next Steps

Approval is needed promptly to secure entertainment bookings (deposit deadlines apply). We welcome questions and discussion to finalize terms.

Thank you.

Chey OConnell

Meeting Minutes: Short Marketing Subcommittee

Date: 21 October 2025

Time: 10:06 AM

Location: Online

Chair: Dawn Rondeau - Irvine

Attendees: Josephine Parker, Jye Dixey

Apologies: Lynne Fisher, Lyn Mackenzie, Hayley Moore

Agenda

Discussion on the future of the marketing, PR, and digital contracts, including budget allocation, tendering strategy, and potential collaboration with local institutions.

Key Decisions

1. Contract Structure & Budget

- A **combined contract** for **Marketing, PR, and Digital** services will be issued.
- The **total budget** will be approximately **£40,000**, plus **£5,000 retained** for in-house videography and event-specific digital content creation. Total budget for 26-28 as per Sept board approval - PR £30k, digital £15K circa £45K/yr for whole contract. (note: 24/25 budget of £54K - £36k ITBPR/ £18K LWP creating a saving of £9K)
- The contract will run for **two years**, ending **March 2028**, contingent on BID ballot success.

2. Tendering Approach

- The tender will invite **creative proposals**, allowing applicants to suggest improvements and innovations.
- Applicants will be asked to **demonstrate how they would increase exposure for Weymouth**, with flexibility in how the budget is allocated across services.
- Preference will be given to proposals that show **local engagement**, but national applicants will be considered if they offer strong value and innovation.

3. Videography & College Collaboration

- Videography will be **handled in-house**, potentially involving **Weymouth College students**.
- Explore opportunities to integrate college projects into the contract, especially for photography and media students.

4. Platform & Outreach

- The contract will be advertised via:
 - **LinkedIn**
 - **Facebook**
 - **We Are Weymouth**
 - **Town Council website**
- Additional platforms may be considered.

5. Evaluation & Timeline

- Tender documents will be issued in **early November**.
- Deadline for submissions: **First week of January 2026**.
- Submissions will be reviewed by the subcommittee, with interviews scheduled for **January–February**.
- Final recommendations will be presented to the **February Board**.

Next Steps

- Dawn to draft and circulate the contract tender document.
- Subcommittee to review and provide feedback before publication.
- Dawn to liaise with Weymouth College regarding student involvement.
- Board to be updated on progress and financial implications in the meeting on **22 October 2025**.

After the meeting

- DR noted no discussion was made regarding event listing. DR to discuss with board

BASEPOINT External Superior View Office

OFFICE NO. 24 **Original price** £2087.00

Office can facilitate Up to 11 desks

includes a large storage area

Your Price **£1418.65**

01 Jan 2026

Per month

24 months

1 free parking spot plus additional free 1hr spaces meetings scan QR code free parking

MORE DETAILS

- Basepoint Weymouth is built around a shared courtyard offering 31 self-contained business units ranging from offices, studios and workshops to suit any type of business
- From small one or two-person managed offices to larger workshop units, the workspace available is suitable for a wide variety of commercial uses
- Also available are professional meeting rooms bookable from one hour, access to coworking and virtual offices Facilities and amenities on site include advice and support services, as well as access to superfast broadband and business grade WiFi, all supported by our friendly on site team

Awaiting sq footage

Doghouse 20, King street

They are asking for £732 per month per month for around 175 sq ft.

New office: approx 4.52m x 3.59m = 16.23 sqm (175 sq. ft.)

Rent: £8,784 plus VAT

Rent per sqm = £541.22 per sqm (£50 per sqft)

NO parking other than permit

Also available are professional meeting rooms bookable from one hour, access to coworking and virtual offices Facilities and amenities on site include advice and

support services, as well as access to superfast broadband and business grade WiFi, all supported by a friendly on site team

Pilgrim house

Current office: approx 3.42m x 7.49m = 25.62 sqm (276 sq.ft)

Rent: £8,000

Rent per sqm = £312.25 per sqm (£29 per sq ft)

On street parking