



Board Meeting Agenda

Date: Jan 22nd 2026

Time: 11:00 - 13:00

Location: Pilgrim House

	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 update on campaign c. Finance d. Next steps after letter to DC 	11:25
3	Reports <ul style="list-style-type: none"> a) Rangers, LWP, ITB, fossil b) Place informatics (minutes of meeting in pack) c) Update on hotel situation. (in pack) d) Dorset BIDs meeting (incl.) e) Office move 	11:40
4	Events budget and Funding applications <ul style="list-style-type: none"> a. Pirate b. Activate c. Volleyball d. Kings Dip e. Christmas f. Other 	12:00
5	Marketing Contract review – <ul style="list-style-type: none"> a) discussion on meeting 8/12 papers included 	12:35
6	Improve subcommittee date TBC	12:45
7	Marketing subcommittee date TBC	12:50
8	AOB (see letter)	12.55
9	Dates of next Board meetings Suggested 18/19 Feb or mid-March 12 March Online April 22 nd /23 rd or April 28 th //29 th In person May 27 th Online June AGM 15 th July 22 nd	To confirm

Minutes of the Board Meeting

Date: 4 December 2025

Time: 11:00 AM – 12:11 PM

Location: Online Meeting

Chair: Dawn Rondeau

1. Attendance and Apologies

- **Present:** Graham Perry, Jye Dixey, Lynne Fisher, Cllr Howard Atkinson, Dave Hiscutt, Kerry Gilbert, Paul Mooney, Lyn Mackenzie (joined later).
- **Apologies:** Chris Truscott, Josephine Parker, Hayley Moore and Jonathan Oldroyd.
- **Attendees:** Dawn Rondeau-Irvine, Lloyd Hatton (joined later).
- **Observers:** Helen Heanes, Cllr. Rob Hughes.

Graham thanked Dawn and the Operational team for a superbly run and attended Elves w/e which whilst not hitting the world record was a resounding success in terms of footfall for the town and extensive media coverage.

2. Declarations of Interest

- None declared.
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3. Approval of Previous Minutes

- Minutes of the last meeting were reviewed and approved.
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4. Governance and Financial Update

- No significant updates for November; levy income unchanged.
- Dorset Council response pending on previous letter regarding budget impacts.
- Discussion on business rates and budget implications:
 - Concerns over removal of 40% COVID relief in April.
 - Suggested lobbying for phased reduction (10% per year).
 - Impact on hospitality and retail noted for discussion with MP L. Hatton.
- Finance report reviewed, Folk Festival invoice still outstanding.

5. Office Relocation

- Proposal for move to 20 King Street discussed:
 - Quoted rent: £732/month for 175 sq. ft. (£50/sq. ft.).
 - Current office: 276 sq. ft. at £8,000/year (£29/sq. ft.).
 - Issues: space too small, storage needs, meeting room capacity.
 - Action: Dawn to research alternatives, negotiate price and storage options, report back in January.
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6. Place Informatics Renewal

- Renewal cost: £4,095 (or £4,750 with spend data).
 - Benefits: footfall and spend analysis, AI interface for easier data queries.
 - Board agreed more clarity needed:
 - Case studies for different business types.
 - Questionnaire to gather board questions.
 - Action: Dawn to arrange presentation for a January meeting.
-

7. Marketing & PR Contract

- Subcommittee meeting scheduled for **8 December, 11:00 AM – 1:00 PM** to review proposals.
-

8. Event Funding Request – Pirate Ceilidh

- Proposal from Black Dog Pirates for March event.
 - Board concerns:
 - Limited town-wide benefit.
 - Potential conflicts within organizing group.
 - Decision: **Declined**. Suggest collaboration with Folk Festival instead.
-

MP Lloyd Hatton Joined the meeting

9. Dorset Council Regeneration Plans

- Concerns raised about Hall & Woodhouse development on peninsula:
 - Potential negative impact on local pubs, restaurants and hotels.
 - Positioning would hurt Weymouth Pavilion's trade
 - Lloyd Hatton to raise concerns with Dorset Council officers.
 - Positive updates:
 - Rectory building redevelopment for arts/culture.
 - Weymouth Museum return to Brewers Quay.
 - Eden Portland project progressing; significant funding expected.
-

10. Budget Discussion with Lloyd Hatton

- Key points:
 - Explore phased COVID relief reduction.
 - Promote awareness of £4.3bn business rate support and small business relief.
 - Increased enforcement against illegal High Street activity.
 - Action: Lloyd to share details on support schemes for newsletter.
-

11. Future Development

- Discussion on High Street revitalization and funding opportunities.
 - Pride in Place funding (£20m) allocated for Littlemoor/Upwey.
 - Suggestion for leisure facilities in Town if not Littlemoor development.
 - Action: Lloyd to explore funding pots and liaise with Dorset Council.
-

12. Other Business

- Christmas Board Lunch: **16 December** at William Henry.
- Next Board Meeting: **January 2026** (date to be confirmed).
- Marketing Subcommittee: **8 December**.
- Events Subcommittee: early January.

Meeting Closed: 1:11 PM

Action Items

1. **Office Move:** Dawn to research alternative office spaces, negotiate King Street pricing and storage options, and report in January.
2. **Place Informatics:** Dawn to send questionnaire to board, arrange January presentation, and confirm renewal options.
3. **Marketing Contract:** Dawn to organize subcommittee meeting on 8 December with Andy and Pippa.
4. **Event Funding:** Dawn to inform Black Dog Pirates of decision and suggest collaboration with Folk Festival.
5. **Hotel Situation:** Dawn to email Dorset Council for updated timescale; Rob to advise on submitting cabinet question; Lloyd to reinforce commitment with Chief Exec.
6. **Budget Support:** Lloyd to provide details on business rate support and capping scheme for newsletter.
7. **Regeneration Concerns:** Lloyd to raise Hall & Woodhouse concerns with Dorset Council and engage Pavilion management.
8. **Funding Opportunities:** Lloyd to identify smaller funding pots for High Street improvements and report back.
9. **Christmas Lunch:** Dawn to confirm booking for 16 December.
10. **Events Subcommittee:** Dawn to schedule early January meeting for event budget planning.

Draft Profit and Loss Analysis for the Board

WE ARE WEYMOUTH LIMITED

For the 7 months ended 31 December 2025

Account	Spend Apr-Dec 2025	Approved Budget 25-26	Adverse Variance	Variance vs pro-rata budget
INCOME				
Levy Income Received in the year				
Levy Income - Collected By DC	314,286	321,823	-7,537	
Total Levy Income Received in the year	314,286	321,823	-7,537	
PROJECTS AND EVENTS				
IMPROVE				
Augmented Reality Trails 25-26	1,008	1,400		
Crime Reporting DISC 25-26a	4,161	4,000	161	
Graffiti Removal 25-26	0	500		
Levy Payer Engagement AGM25	417	500		
Levy Payer Engagement Events	390	500		
Signage 25-26	0	1,000		
Street decoration and Placemaking	6,539	15,000		
Total IMPROVE	12,515	22,900		
MARKETING				
WFF - Wessex Folk Festival	0	1,500		
Map pads for 25/26	512	1,000		
Volleyball Summer 25	4,000	4,000		
Museum	2,000	2,000		
Dino week event 2026 (plus racing)	0	2,000		
Windows spring and xmas prizes and certificates	6	200		
Zombie Experience Halloween 25	2,417	3,000		
Pirates 25	2,500	2,500		
Heritage Slabs install + heritage trails	0	5,000		
Christmas 2024	253	0	253	
Christmas 25	24,458	25,000		
Dusk Til Dark 25	18,496	15,000	3,496	
BID Rangers 25-26	27,417	38,000		-£1,083
Punch and Judy	0	500		
Feast 25/26	0	1,500		
Visit Dorset Weymouth Entry	2,780	2,500	280	£2,220
Weymouth Flyer 2026	30	2,000		
Total MARKETING	84,869	105,700		
PR & ADVERTISING				
Advertising - PRESS	0	500		-£375
Advertising and PR	108	500		-£267
Outsourced Marketing Campaign	22,600	36,000		-£4,400
Loving Weymouth & Portland	13,500	18,000		£0
Total PR & ADVERTISING	36,208	55,000		-£5,042
Total PROJECTS AND EVENTS	133,592	183,600		
Website Costs				
WAW - Website	0	0		
Website Work	1,224	1,600		
Total Website Costs	1,224	1,600		
GROSS PROFIT	179,470	136,623	2	£109,814
STAFF COSTS				
Wages and Salaries including costs				
Total Wages and Salaries including costs	53,397	74,000		-£2,103
Total STAFF COSTS	53,397	74,000		-£2,103
ADMINISTRATIVE COSTS				
Accountancy - Annual Independent Inspection	-180	3,000		-£2,430
Bank Charges	83	84		£20
Board / Meeting Costs	68	0		£68
Cleaning	688	600		£238
Company Secretarial Costs	34	0		£34
Electric - Street Stand	640	0		£640
Insurance	2,177	1,200		£1,277
IT Software and Consumables	3,370	3,000		£1,120
IT Equipment and chairs	0	500		-£375
Legal Expenses	2,998	0		£2,998
Motor Vehicle Expenses	0	240		-£180
Outsourced Bookkeeping	3,600	4,800		£0
Printing & Stationery	267	1,800		-£1,083
Sundry Expenses	1,417	1,800		£67
Rent	6,041	8,000		£41
Repairs & Maintenance	0	400		-£300
Telephone & Internet	3,779	1,800		£2,429
Contingency	0	10,000		-£7,500
Total ADMINISTRATIVE COSTS	24,982	37,224		-£2,936
OPERATING PROFIT	101,091	25,399		

Months

9

Account	Spend Apr-Dec 2025	Approved Budget 25-26	Adverse Variance	Variance vs pro-rata budget
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Months
9

GRANTS AND PART FUNDED PROJECTS ANALYSIS

WPPC - Grant				
WPPC - Grant - Unspent bal B/f	-1,995		0	
WPPC - Grant - Expenses	1,995		0	
Running Balance - WPPC Grant	0		0	
First Bus - Last Bus				
First Bus - Last Bus 2025 Income	-7,376		0	
First bus scheme Expenses	9,333		2,500	
Running Balance - First Bus - Last Bus	1,957		2,500	
Christmas Trees 2025				
Contributions to Christmas Trees 2025-2027	-5,000		0	
Christmas Trees 2025 Expenses	5,383		2,500	
Running Balance - Christmas Trees 2025	383		2,500	
Culture and Community Grant Income (Dusk Til Dark)	-8,000		0	
OPCC Business Crime Community Fund Income	-5,000		0	
Total GRANTS AND PART FUNDED PROJECTS ANALYSIS	-10,660		5,000	
PROFIT ON ORDINARY ACTIVITIES	111,751		20,399	

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	1,995	Dorset Council, funded by the Home Office
First Bus - Last Bus	2,500	Portland Town Council
	2,500	Dorchester Town Council
	2,500	Weymouth Town Council
	<u>7,500</u>	
Christmas Trees 2025	2,500	Weymouth Town Council
	2,500	Dream Cottages
	<u>5,000</u>	
Culture and Community Grant Income (Dusk Til Dark)	2,000	Dorset Council CCF Grant Round 7 - Second 50%
	3,000	Dorset Council CCF Grant Round 8
	<u>5,000</u>	
OPCC Business Crime Community Fund Income	5,000	The Police & Crime Commissioner (PCC) Dorset Police Force

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Monthly Report
December 2025



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MONTHLY REPORT
We Are Weymouth (BID) | December 2025

Coverage

Date	Publication		Reach	AVE	Notes
01.12.25	Yahoo News! Canada	https://ca.news.yahoo.com/hundreds-dresses-elves-world-record-060728592.html			Elves
01.12.25	Dorset Living	Print	20000	£479.16	Marketing Suite opening
01.12.25	BBC Solent (Dorset)	Broadcast	205,000		Elves
01.12.25	BBC Solent	Broadcast	205,000		Elves
01.12.25	BBC Spotlight	Broadcast			Elves
01.12.25	BBC South Today	Broadcast			Elves
01.12.25	bbc.co.uk	https://www.bbc.co.uk/news/articles/cn418qn8enzo?at_medium=RSS&at_campaign=rss	18482011	£202599.8	Elves
01.12.25	BBC Dorset	https://www.bbc.co.uk/news/articles/cn418qn8enzo?at_medium=RSS&at_campaign=rss	64205	£1238.19	Elves
01.12.25	Dorset Echo	https://www.dorsetecho.co.uk/news/25660996.huge-turnout-elf-parade-weymouth-christmas-lights/	64205	£977.52	Elves
01.12.25	BCP Mumbler	https://bcp.mumbler.co.uk/school-holidays/christmas-in-bournemouth-christchurch-poole/christmas-light-switch-on-events/			Christmas events
01.12.25	Dorset Mums	https://www.dorsetmums.co.uk/blog			Steampunk
01.12.25	Dorset Echo	Print	10196	£4338.73	Elves
01.12.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25662639.weymouth-hits-back-liddle-labels-town-dorsets-rectum/	64205	£1303.36	Response to Sunday Times
02.12.25	Dorset Echo	Print	£990.55	£1126.94	Response to Sunday Times
02.12.25	Dorset Echo	Print	10196	£619.82	Response to Sunday Times

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02.12.25	Mid Devon Gazette	Print	4641	£1506.20	Press Trip
02.12.25	Bournemouthecho.co.uk	https://www.bournemouthecho.co.uk/news/25665007.weymouth-hits-back-liddle-labels-town-dorsets-rectum/	91166	£1850.67	Response to Sunday Times
04.12.35	Yahoo! News	https://www.yahoo.com/news/articles/hundreds-elves-gather-southern-england-10000256.html	207,823	1987.37	Elves
04.12.25	Weather.com	https://weather.com/news/news/2025-12-03-elves-gather-attempt-world-record	22,197,257		Elves
04.12.25	North Devon Journal	Print	10486	£2561.03	Press Trip
04.12.25	Express & Echo	Print	10305	£2618.22	Press Trip
05.12.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25677168.steampunk-weekend-arrives-weymouth-procession/	64205	£286.74	Steampunk
08.12.25	bbc.co.uk	https://www.bbc.co.uk/news/articles/c8e9xwzx203o	18,482,011	£48,774.03	Steampunk
13.12.25	Travel and Tour World	https://www.travelandtourworld.com/news/article/explore-the-uks-most-beautiful-winter-beach-walks-from-dorsets-jurassic-coast-to-camber-sands-in-east-sussex/			Weymouth walking
15.12.25	Dorset Echo	https://www.dorsetecho.co.uk/news/25668740.weymouth-echo-readers-hit-back-liddle-comments/	64205	£286.74	Rod Liddle comments
17.12.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25706583.weymouth-beach-chase-pudding-event-2025-preview/	63333	£771.40	Chase the pudding
19.12.25	Dorset Echo	Print	10196	£1352.33	Chase the pudding
19.12.25	Daily Express	https://www.express.co.uk/news/uk/2148442/fury-uk-seaside-town-hammered-dorsets-rectum			Rod Liddle comments
20.12.25	BBC	https://www.bbc.co.uk/news/articles/cre3			Santa Run

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21.12.25	Gaurdian	https://www.theguardian.com/travel/2025/dec/21/best-uk-mass-swims-christmas-boxing-day-new-years-day	11,448,709	£232,408.79	Christmas pitching
22.12.25	Rayo	https://www.hellorayo.co.uk/greatest-hits/dorset/news/chase-the-pudding-hundreds-turn-out-for-annual-charity-event			Santa Run
26.12.25	metro.co.uk	https://metro.co.uk/2025/12/26/science-behind-boxing-day-new-year-dips-keep-people-coming-back-3-25816368/			Christmas pitching
28.12.25	The Sun	Print	1210915	£45682.17	Press Trip
28.12.25	The Sun (Scotland)	Print	158,424	£41937.73	Press Trip
28.12.25	thesun.co.uk	https://www.thesun.co.uk/travel/37743089/english-chesil-beach-great-in-winter/	2,999,721	£60894.34	Press Trip
30.12.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25730436.portland-weymouth-towns-culture-2025-hats-off-finale/	63333	£809.97	TOC
31.12.25	Dorset Echo	Print	10196	£788.86	Mural trail
31.12.25	Dorset Echo	Print	10196	£1155.12	Hats Off

Total reach for December: 76,232,140

Total Advertising Value Equivalent for December: £283,170.19

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

Coverage Link: <https://share.coveragebook.com/b/a899b4d2801f2863>

PDF:

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

We Are Weymouth Marketing Strategy

- Focus on promoting Christmas events

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MONTHLY REPORT

We Are Weymouth (BID) | December 2025

- Drafted multiple Christmas events press releases and media send outs
 - Ongoing outreach to local and national media
 - Drafted Deck The Square media send out for The Traditional Christmas Weekend - liaised with Sticks & Bones team as well
- Planning for 2026 - Feb half term
- Liaised with Dawn to draft response to Rod Liddle's mention of Weymouth & Elves
 - Submitted to the Echo
- Liaised with The Sun to share photography for publication - following press trip

Christmas

- Pitched Weymouth into METRO for festive press trip
 - No time in December but interested in exploring the Jurassic Coast anniversary
 - Have sent more info
- Liaised with Finnbar Webster to confirm coverage of the Elves - [Weather.com](https://www.weather.com)
- Liaised with Kelly to share photography of the Steampunk Weekend with the BBC
 - Drafted round up of events and quote from Dawn - Dawn signed off
- Pitched Christmas events into BBC South and Solent for coverage
- Pitched Christmas events into The Sun for round up feature on fun and cheap family events over the Christmas Break
- Pitched the Harbour Swim into the guardian and followed up with photography - coverage obtained

2026

- Pitched Dino Week into Closer magazine for feature on February half term days out
- Pitched Weymouth into the METRO for feature on 6 places to party in 2026
- Pitched thoughts from Dawn into the i newspaper for favourite UK destinations in 2026
 - Drafted quote and signed off
- Pitched press visits into Luxury Lifestyle Magazine - looking for 2026 press trips
- Pitched Weymouth events into Family Traveller for 2026 round ups

Advertising

- Liaised with Dawn and Anja at LocalQi to confirm Staycation advertising booking for 2026
- Liaised with Primary Times to discuss October 2026 front cover offer

Social Media

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We Are Weymouth (BID) | December 2025

- 'Business of the Week' content creation - scheduled in for January
- Towns of Culture content sharing
- Sharing positive PR stories on social media - ongoing in December & January
- Continued to update WAW instagram

AOB

- Phone calls with BID team
- Circulated monthly reports to WAW team
- Uploaded press releases to both websites
- Shared coverage with key businesses
- Submitted events to Visit Dorset website
- Digital safety training
- Liaised with cuttings service on broadcast cuttings

Upcoming activity

2026 planning

Dino Week

Easter

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Monthly Report
November 2025



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MONTHLY REPORT
We Are Weymouth (BID) | November 2025

Coverage

Date	Publication		Reach	AVE	Notes
03.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25593203.business-leaders-welcome-investment-weymouth/	65175	£979.06	Dawn comment
04.11.25	ITV News	https://www.itv.com/watch/news/weymouth-exhibition-honouring-the-servicemen-who-died-in-the-falklands-has-been-unveiled/h2jl4tc			Standing with Giants - NOT ITBPR
05.11.25	BBC	https://www.bbc.co.uk/news/articles/c77zk122243o			Standing with Giants
05.11.25	The i newspaper	Print			Standing with Giants
05.11.25	AOL.com	https://www.aol.com/news/d-day-installation-fully-booked-055710071.html			Standing with Giants
06.11.25	Dorset Echo	Print	10196	£788.86	Dawn comment
08.11.25	Daily Mirror	Print	185252	£38209.90	Press Trip
08.11.25	Daily Express	Print	114249	£33109.88	Press Trip
08.11.25	Daily Mirror (Ulster)	Print	22027	£4613.73	Press Trip
09.11.25	Sunday People	Print	90956	£18497.41	Press Trip
09.11.25	Daily Star on Sunday	Print	106995	£30379.33	Press Trip
11.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25609696.slug-lettuce-weymouth-closes-season-years/	65175	£1005.52	Slug & Lettuce
11.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25609127.weymouth-light-switch-on-host-elf-world-record-attempt/	65175	£992.29	Light switch on/Elf
12.11.25	Dorset Echo	Print	10196	£563.47	Slug & Lettuce

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12.11.25	Dorset Echo	Print	10196	£1155.12	Light switch on/Elf
18.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25629017.weymouth-portland-arrests-made-safer-business-week/	64205	£1251.23	BID rangers
21.11.25	Dorset Echo	Print	10196	£1155.12	BID ranger
21.11.25	Secret Elves Club	Newsletter			Elves
22.11.25	Hull Daily Mail	Print	17450	£5776.07	Press Trip
23.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25636099.brave-bold-drama-perform-streets-weymouth/	64205	£1303.36	Christmas events
23.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25636099.brave-bold-drama-perform-streets-weymouth/	64205	£729.88	Brace Bold Drama
23.11.25	Wales On Sunday	Print	14314	£4387.01	Press Trip
23.11.25	Sunday Mercury	Print	19568	£4429.76	Press Trip
23.11.25	Liverpool Echo	Print	38474	£11527.34	Press Trip
23.11.25	Manchester Evening News	Print	23794	£9515.45	Press Trip
23.11.25	Sunday Sun (Newcastle)	Print	23486	£4976.61	Press Trip
23.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25643643.autumn-budget-2025-businesses-share-views/	64205	£1055.72	budget
24.11.25	Coventry Telegraph	Print	14786	£2428.35	Press Trip
24.11.25	Newcastle Journal	Print	10789	£3269.22	Press Trip
24.11.25	Evening Gazette (Teeside)	Print	17557	£4610.60	Press Trip
24.11.25	South Wales Echo	Print	10942	£6203.97	Press Trip

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24.11.25	The Sentinel (Stoke On Trent)	Print	28862	£1490.79	Press Trip
24.11.25	South Wales Evening Post	Print	22572	£3167.84	Press Trip
25.11.25	Dorset Echo	Print	10196	£2282.06	Budget
01.12.25	Dorset Magazine	Print	13124	£6223.64	Steampunk
25.11.25	bbc.co.uk	https://www.bbc.co.uk/news/articles/c2epkepy9z1o	18482011	£127562. 84	Elf attempt
25.11.25	Newcastle Evening Chronicle	Print	26811	£6058.53	Press Trip
25.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25648768.weymouth-christmas-light-switch-elf-parade/	64205	£599.55	Elf attempt
26.11.25	My London	https://www.mylondon.news/whats-on/uk-town-direct-train-london-32938599			Elf attempt
26.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25651385.weymouth-esplanade-close-elf-parade-weekend/	64,205	£338.87	Elf attempt
26.11.25	Yahoo! News	https://uk.news.yahoo.com/uk-town-direct-train-london-050000466.html	207,823	4218.81	Elf attempt
26.11.25	Billericay & Wickford Gazette	Print	1196	£2068.59	Press Trip
26.11.25	Cornish Guardian	Print	11789	£2685.40	Press Trip
26.11.25	Dorset Echo	Print	10196	£1634.07	Christmas events
26.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25648755.locations-times-santa-sleigh-weymouth/	64205	£521.34	Christmas events
26.11.25	Grimsby Telegraph	Print	16406	£3182.77	Press Trip
26.11.25	Herald Express (Brixham)	Print	2114	£2518.29	Press Trip
26.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/256	64205	£1303.36	Budget

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We Are Weymouth (BID) | November 2025

		53652.autumn-budget-2025-dorset-busineses-react-statement/			comment
27.11.25	Birmingham Post	Print	6677	£3027.94	Press Trip
27.11.25	West Briton (Helston)	Print	£3097.89	£3097.89	Press Trip
27.11.25	Dover Express	Print	3074	£2509.02	Press Trip
27.11.25	The Bath Chronicle	Print	9435	£2328.42	Press Trip
27.11.25	Essex Chronicle	Print	18918	£3327.74	Press Trip
27.11.25	Gloucestershire Echo (Town)	Print	6812	£2748.13	Press Trip
27.11.25	Hertfordshire Mercury	Print	6771	£2680.59	Press Trip
27.11.25	Sevenoaks Chronicle	Print	7533	£2530.57	Press Trip
27.11.25	Western Gazette	Print	23028	£4345.96	Press Trip
27.11.25	Wells Journal	Print	7977	£1733.76	Press Trip
27.11.25	Dorset Echo	Print	10196	£760.69	Budget comment
27.11.25	Dorset Echo	Print	10196	£140.87	Elves
27.11.25	Leatherhead & Dorking Advertiser	Print	1680	£3268.26	Press Trip
27.11.25	greatbritishlife.com	https://www.greatbritishlife.co.uk/magazines/dorset/25638756.christmas-2025-weymouth-portland-dorset/			Elves
28.11.25	Croydon Advertiser	Print	5617	£5818.93	Press Trip
28.11.25	metro.co.uk	https://metro.co.uk/2025/11/28/lyrical-english-seaside-county-makes-perfect-winter-break-24635427/	711557	£14444.61	Press Trip
28.11.25	Dorset Echo	Print	10196	£760.69	Elves
28.11.25	BBC Solent	Broadcast	205,000		Elves

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | November 2025

28.11.25	Keep 106	Broadcast			Elves
28.11.25	ITV Meridian	Broadcast			Elves
29.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25658549.weymouth-elf-parade-go-ahead-comes-rain-shine/	64205	£977.52	Elves
29.11.25	The i Paper	Print	141223	£13994.33	Elves
29.11.25	theinews.co.uk	https://www.theinews.co.uk/inews-lifestyle/free-festive-days-out-4068720	216003	£4384.86	Elves
29.11.25	msn.com	https://www.msn.com/en-gb/travel/tripideas/free-festive-days-out-from-trails-to-opera-in-a-supermarket-car-park/ar-AA1RmWTO	17505752	£355366.77	Elves
29.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25660559.weymouth-gathering-elves-record-attempt-announcement/	64205	£977.52	Elves
29.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25660450.elves-gather-parade-world-record-attempt-weymouth/	64205	£1303.36	Elves
30.11.25	dorsetecho.co.uk	https://www.dorsetecho.co.uk/news/25660885.crowds-gather-weymouth-christmas-lights-switch-on/	64205	£1303.36	Elves
30.11.25	The Sunday Times	Print	647622	£2188.80	Elves

Total reach for November: 40,105,775

Total Advertising Value Equivalent for November: £792,791.60

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

Coverage Link: <https://share.coveragebook.com/b/3d9b475722fad436>

PDF:

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

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | November 2025

We Are Weymouth Marketing Strategy

- Focus on promoting Christmas events
- Drafted multiple Christmas events press releases and media send outs
 - Ongoing outreach to local and national media

Wey Back When

- Liaised with Finnarr Webster to arrange for him to attend Standing With Giants at The Nothe Fort
 - National coverage confirmed
- Liaised with the Dorset Echo to provide comment from Dawn on the changes/investment taking place in the town
- Liaised with Reach PLC to contribute to a press visit to Weymouth (not arranged by us)
- Pitched Chillies into LoveFOOD for Britain's best curry houses
- Liaised with METRO to confirm press coverage from visit - now appeared
- Circulated follow up email to Standing With Giants with photography to key local and national media targets in time for Remembrance Sunday
- Liaised with Dan Barton to discuss interview with GB News - unable to take part
- Liaised with Graham to provide comment for the Echo on the autumn budget - pre and post comments provided
- Pitched birdwatching holidays and Weymouth into PA Media
- **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

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | November 2025

Christmas

- Pitched the Elf World Record and Christmas weekends into arcadia magazine for feature on magical days out in the UK
- Uploaded Christmas events to Visit Dorset
- Drafted 'Perfect Festive Broadcast' media alert for Elves and circulated to broadcast contacts
- Liaised with Alan Carr agents to invite Alan to be an elf
 - Not able to attend
- Liaised with BBC Dorset to confirm coverage of elves
 - Multiple radio interviews
 - Multiple online pieces
 - Broadcast news coverage on BBC South Today and BBC Spotlight
- Pitched Elves into This Morning producer - forwarded to planning teams
 - She couldn't cover as it wasn't a weekday
- Pitched Dawn into iWeekend as a Christmas expert
- Pitched all Christmas events into Checklists for family days out
- Liaised with the Council to sign off Christmas press release and include quote from the Mayor
- Pitched the Harbour Swim into the guardian
 - Shared photography - expecting coverage mid Dec
- Liaised with Bauer Radio to confirm Elves radio ads
 - Signed off budget and script
 - Paid invoice
- Liaised with Greatest Hits Radio to arrange for Dawn to be interviewed by Jamie
- Pitched Steampunk into Dorset Magazine (online) - coverage confirmed
- Liaised with ITV Meridian to confirm Elves being featured pre-record break
 - Shared video footage and photography after event
- Liaised with Finnarr Webster to confirm attendance at Elf World Record Attempt
 - Photographs for nationals
- Shared photography with MyLondon to use in Christmas coverage
- Pitched elves into the i newspaper - festive days out - coverage appeared
- Liaised with Keep radio to secure recordings of Dawn's interviews
- Liaised with The Secret Elves Club (Reach PLC newsletter) to include elves in its mid November send out

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | November 2025

[Read in browser](#)



This newsletter contains affiliate links. We will receive a commission on any sales we generate from them. [Learn more.](#)

ELF TOP PICK

Elf yourself and be a record breaker!

A week today (Saturday 29th November), the seaside town of Weymouth will be filled with festive cheer as the town takes part in a world record attempt to become home to the largest ever gathering of elves. And you can take part!

Between 9am and 12 noon, workshops will help visitors get 'elf ready,' with hat-making, ear crafting and face-painting. Registration and the official count will take place at Weymouth Pavilion between 12 and 1pm before an official photo and an Elf Parade from 1.15pm to 2pm led by elves on stilts, a marching band and Father Christmas in his sleigh.

From 2-6pm there will be a full afternoon of entertainment on the seafront including bands, choirs, dance groups and other performers, before the 5pm Christmas Lights switch-on bringing festive sparkle across the town.

[The event](#) is being run by [We Are Weymouth](#). They need 1,762 elves to break the record - can you help, and become a record breaker?



Be a record breaker

in the bag

MONTHLY REPORT
We Are Weymouth (BID) | November 2025

Advertising

- Liaised with BBC History to discuss advertising for Nothe Fort
- Liaised with Dawn on Staycation and Dorset Life magazine advertising
- Liaised with Dorset Magazine to confirm advert booking - with Dawn

Social Media

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

AOB

- Phone calls with BID team
- Circulated monthly reports to WAW team
- Uploaded press releases to both websites
- Shared coverage with key businesses
- Submitted events to Visit Dorset website
- Digital safety training
- Liaised with Dawn on Artisan Island issue and crisis comms
- Attended Elf World Record Attempt

Upcoming activity

Christmas

BID Tender

2026 planning

LOVE WEYMOUTH REPORT TO WAW BOARD JANUARY 2026

Facebook Performance and Value Delivered Calendar Year 2025

Facebook along with Love-Weymouth.co.uk continued to be a primary channel for delivering high-visibility, cost-efficient promotion of Weymouth throughout 2025. As of the date of this report (13.01.26) The Loving Weymouth and Portland Facebook page has **97,930** followers and will have reached **98,000** followers by 20th January. We are confident that by Easter 2026 follower count will be **100,000 +** making it, as far as we can see, amongst the top three coastal resort towns/cities on the platform. Only bettered by Blackpool and Bournemouth.

Activity during the year shows strong growth across reach, engagement, video consumption, and direct audience interest, demonstrating clear return on investment for BID-supported activity.

Audience Growth and Reach

Net follower growth

- 2025: 11,300
- 2024: 8,800
- Year-on-year increase: +28%

This accelerated growth expands the audience available for promoting Weymouth businesses, events, and BID-supported initiatives, ensuring wider and more effective distribution of messaging.

Total post views (2025):

- 47,932,706

While a direct 2024 comparison is unavailable, this figure demonstrates the scale of organic exposure delivered in a single calendar year. This level of reach would represent a substantial advertising cost if achieved through paid media.

Video Performance and Storytelling Impact

Video Views (3 seconds and above):

- 2025: 4,281,554
- 2024: 1,500,000
- Increase: +185%

Video content has become a key driver of visibility and engagement. The significant year-on-year uplift reflects:

- Increased consumption of short-form video
- Strong audience retention

- Effective promotion of place, events, and experiences

This format is particularly effective for showcasing Weymouth as a destination and supporting BID priorities around events, footfall and perception.

Engagement and Community Interaction

Content interactions

- 2025: 639,100
- 2024: 465,000
- Increase: +37%

High interaction levels indicate that audiences are not only seeing content but actively engaging with it. This supports:

- Strong community connection
- Increased message amplification through sharing
- Greater visibility for local businesses and events

Audience Intent and Page Discovery

Page visits

- 2025: 239,200
- 2024: 201,900
- Increase: +18%

Page visits demonstrate growing intent, with users actively seeking further information after seeing content. This behaviour is particularly valuable for:

- Event discovery
- Business visibility
- Driving awareness beyond individual posts

Strategic Value to the BID

Taken together, these results show that Facebook activity in 2025 delivered:

- Tens of millions of organic impressions promoting Weymouth
- Rapid growth in video reach, aligned with platform trends
- Increasing engagement and community participation
- Strong audience intent and repeat interest
- Scalable, cost-effective promotion without reliance on paid advertising.

This performance underlines the role of Facebook as a high-impact channel for supporting BID objectives, including destination marketing, event promotion, and business visibility.

Website Performance and Context

www.love-weymouth.co.uk

Calendar Year 2025

The Love Weymouth website continued to operate as a central information hub for events, businesses, and destination content during 2025. It integrates closely with our social media channels particularly Facebook. While recorded traffic metrics show a year-on-year reduction, this change must be viewed within the context of significant industry-wide shifts in analytics measurement and user behaviour as explained below.

Recorded Website Usage

2024

- User sessions: 162,000
- Page views: 260,000

2025

- User sessions: 110,000
- Page views: 171,000

This represents a recorded decrease of:

- User sessions: -52,000 (approximately -32%)
 - Page views: -89,000 (approximately -34%)
-

Key Factors Influencing the 2025 Decline

1. Cookie Consent and Analytics Measurement Changes

In 2025, the website implemented an industry-standard, Google-approved cookie consent system, in line with evolving UK and EU data protection requirements.

As a result:

- Users who do not consent to cookies are not tracked by Google Analytics
- Their sessions and page views are not recorded, despite the site still being accessed
- This creates a known and accepted undercount in reported traffic figures

This change does not reflect a loss of real users, but rather a shift to privacy-first, compliant measurement, which is now standard practice across reputable websites.

2. Rapid Growth of AI-Driven Search and Content Delivery

2025 saw a significant acceleration in AI-driven search and answer delivery, including:

- AI tools such as ChatGPT
- AI-generated search results within Google and Bing

These platforms increasingly:

- Scrape structured information directly from websites
- Present event listings, dates, and summaries directly within search or AI responses
- Reduce the need for users to click through to the source website

As a result, the Love Weymouth website is:

- Still being actively used as a trusted data source
- Providing value through visibility and content syndication
- Experiencing fewer direct visits for information that users now receive instantly elsewhere

This represents a structural change in how information is consumed, not a decline in relevance or authority.

Strategic Interpretation

Taken together, these factors indicate that the reduction in recorded website traffic during 2025 is primarily attributable to:

- Improved privacy compliance affecting analytics visibility
- Industry-wide shifts in search behaviour driven by AI summarisation
- The website's role evolving from a pure destination for visits to a source of authoritative content feeding multiple platforms

Importantly, this change coincides with substantial growth in social media reach, particularly on Facebook, where content distribution, discovery, and engagement continue to expand at scale.

Strategic Value to the BID

Despite lower recorded session numbers, the website continues to deliver value by:

- Acting as the authoritative source for events and local information
- Supplying accurate data that is reused across search engines, AI tools, and social platforms
- Supporting social media activity through linked content, listings, and verification
- Providing a stable, compliant platform aligned with modern privacy expectations

In this context, the website should be viewed as a foundational infrastructure asset, rather than judged solely on traditional traffic metrics.

Forward-Looking Considerations

The 2025 data highlights an important strategic shift:

- Traditional website metrics alone no longer fully capture digital impact
- Value increasingly lies in content authority, accuracy, and reusability
- Social platforms and AI discovery now act as primary delivery mechanisms, with the website underpinning them

This reinforces the importance of continued investment in:

- High-quality, structured content
 - Accurate event listings
 - Integration between website and social media channels
-

Conclusion

While recorded website traffic declined in 2025, this reflects fundamental changes in analytics measurement and user behaviour driven by privacy regulation and AI-led search. The Love Weymouth website remains a critical content authority and underpinning platform, supporting large-scale social reach and external discovery, and continues to provide strategic value to BID objectives.

LOVE WEYMOUTH REPORT FOR NOVEMBER 2025

KEY SOCIAL MEDIA STATS NOVEMBER 2025 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 96,177 (95,440)
Monthly total Social Media visits to profile page:- 17,100 (23,500)
Daily visits to Facebook profile page : 530 (758)
Facebook content views: 3,600,000 (4,000,000)
Facebook video/reel views: 506,000 (550,800) + approx 60,000 views love elf parade live now deleted
Facebook Video Total Time: 61 Days 20 hours
Facebook Account Reach : 502,600 (710,600)
Facebook Engagement (likes, comments & Shares) 58,600 (50,200)
Instagram Followers : 18,336 (18,310)
Instagram total views: 69,100 (80,700)
Instagram video views: 33,500 (34,302)
Instagram Account Reach: 9,400 (11,300)
Total Social Media Account Reach: 512,000 (721,900)
Value of Social Media post reach based on average boosted post cost of £6.00 CPM views £22,014 (£24,480)

WE'RE LOVING WEYMOUTH AND PORTLAND FACEBOOK GROUP NOVEMBER 2025

Members: 46,500 (46,250)
Total Month Posts: 700 (780)
Reactions (comments and likes): 30,500 (45,500)
Approx (300,000) group content views
The group continues but growth is slower now the holiday season has ended. The downward trend is expected to last until Easter 2026 when growth will build again. The group is still 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 NOVEMBER 2025

Threads followers continue to grow slowly with subscribers up by 20 to 3,860 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 NOVEMBER 2025

Our account is growing slowly from 2,352 followers at end October to 2,362 at end November.

WEBSITE STATS NOVEMBER 2025

Recorded user sessions: 4,730 (7,225)

The events and gig guide were maintained throughout the month 210 individual events were listed at month end. Peak number of events listed in the month was 225.

Users declined this month and will continue to until the spring. Decline in user numbers is also be impacted month on month by AI scraping primarily event content and delivering it in search engine AI results bypassing the need for users to access the website. We expect this trend to grow over coming months.

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

YOUTUBE NOVEMBER 2025

Youtube Subscribers – 1,169 (1,167)

Youtube Video Views – 1,000 (5,800)

Youtube Minutes Viewed – 1,140 (2,592)

Viewing figures are down considerably from the previous month when we posted o number of video shorts mirroring reels that had been posted to Facebook. Although seasonality will have also played a part it seems very likely that thse postings had a positive effect and we will do this as a matter of course during 2026

OTHER ACTIVITY NOVEMBER 2025

1. As events have expired we've maintained the content of the events listings throughout the month with a total of 220 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 upcoming Christmas events
5. Elf Day events photography carried out with media uploaded to the WAW share. Live feed of Elf Parade dual fed to LWP and WAW .

LOVE WEYMOUTH REPORT FOR DECEMBER 2025

KEY SOCIAL MEDIA STATS DECEMBER 2025 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 97,300 (96,177)
Monthly total Social Media visits to profile page:- 19,600 (17,100)
Daily visits to Facebook profile page : not available 576 (530)
Facebook content views: 4,400,000 (3,600,000)
Facebook video/reel views: 2,117,000 (506,000)
Facebook Video Total Time: 186 Days 5 Hours (61 Days 20 hours)
Facebook Account Reach : 1,100,00 (502,600)
Facebook Engagement (likes, comments & Shares) 56,000 (58,600)
Instagram Followers : 18,325 (18,336)
Instagram total views: 28,000 (69,100)
Instagram video views: 22,000 (33,500)
Instagram Account Reach: 9,200 (9,400)
Total Social Media Account Reach: (512,000)
Value of Social Media post reach based on average boosted post cost of £6.00 CPM
views £26,508 (£22,014)

WE'RE LOVING WEYMOUTH AND PORTLAND FACEBOOK GROUP DECEMBER 2025

Members: 47,000 (46,500)
Total Month Posts: 720 (700)
Reactions (comments and likes): 31,100 (30,500)
Approx 320,000 (300,000) group content views
As per November the group growth is slower now the holiday season has ended. The downward trend is expected to last until Easter 2026 when growth will build again. The group is still 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 DECEMBER 2025

Threads followers continue to grow slowly with subscribers up by 24 to 3,884 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

X

We have not previously reported on X activity as we use it very little. However it may be of interest that we currently two accounts that we use from time to time to highlight things happening locally. The platform seems to be becoming more toxic at a fast pace though so we may remove the channels entirely :

@LoveWeymouth :- 9,100 followers

@LoveDorset_1 :- 17,100 followers

TIKTOK DECEMBER 2025

Our account is growing slowly from 2,362 followers at end November to 2,370 at end December. This is a channel we should definitely be able to do better on in 2026 by mirroring all our Facebook reels. Growth in followers has been slow although it should be noted that we have considerably more than Official Bournemouth Tourism, @lovebournemouth, that has 280 and the Official Visit Dorset Channel, @visitdorset, that has 1,482. Our average views per upload are considerably higher as well.

WEBSITE STATS DECEMBER 2025

Recorded user sessions:5,630 (4,730)

The events and gig guide were maintained throughout the month 170 individual events were listed at month end. Peak number of events listed in the month was 260.

There was an increase in users during the month due to interest in Christmas and New Year events but we still expect monthly umbers to decline from now until Easter due to the AI issue as reported in November stats

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

YOUTUBE DECEMBER 2025

Youtube Subscribers – 1,173 (1,169)

Youtube Video Views – 1,400 (1,000)

Youtube Minutes Viewed – 1,134 (1,140)

OTHER ACTIVITY DECEMBER 2025

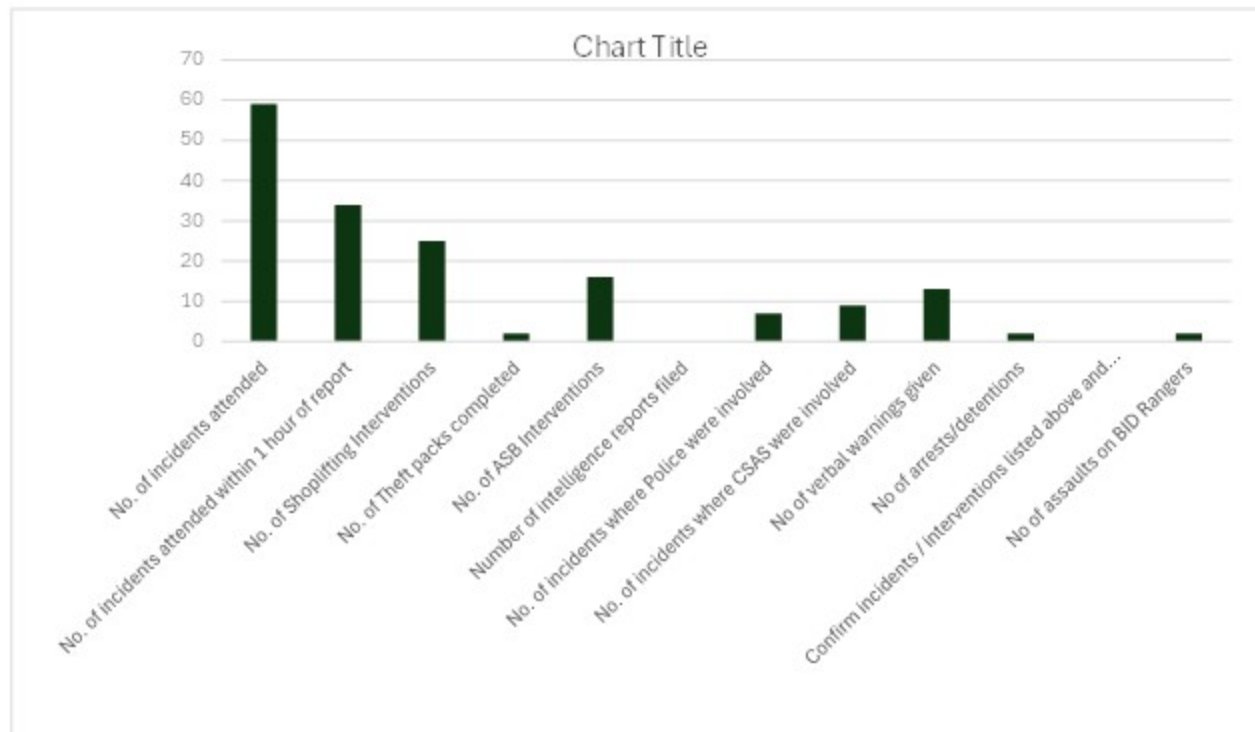
1. As events have expired we've maintained the content of the events listings throughout the month with a total of 170 listed events listed at month end
2. WAW press releases were published on the Love Weymouth website during the month and posted to our socials
3. All new We Are Weymouth upcoming Facebook 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 all WAW Christmas activities

5. Photography carried out for all WAW Christmas Weekend Events. In addition, photographs were taken of all Christmas Window Entries. Key Christmas events Chase the Pudding and Harbour swim along with many local business Christmas and NYE events were also supported

Andy Cooke

13.01.2026

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	Number of intelligence reports filed	No. of incidents where Police were involved	No. of incidents where CSAS were involved	No of verbal warnings given	No of arrests/detentions	Confirm incidents / interventions listed above and intelligence reports recorded on DISC	No of assaults on BID Rangers	Value of Stock Recovered £	Total number of Businesses Visited today
59	34	25	2	16	0	7	9	13	2	0	2	£ 220.85	1697



Minutes of Meeting: Place Informatics Live Demo & Q&A

Date: 13 January 2026

Time: 12:00 PM

Location: Online Meeting

Chair: Dawn Rondeau-Irvine

Attendees

- **Dawn Rondeau-Irvine** – We Are Weymouth CEO (Chair)
- **Clive Hall** – Place Informatics
- **Tony Goodman** – Place Informatics
- **Howard Atkinson** – Weymouth Town Council Representative
- **Paul Mooney** – South Harbourside & BID Board Representative
- **Helen Heanes** – Dorset Council Economic Development

Apologies:

- Lynne Fisher
 - David Hiscutt
-

Purpose of Meeting

To review Place Informatics' current dashboard, explore the new dashboard features, address board questions, and discuss next steps regarding adoption and integration.

Key Discussion Points

1. Dashboard Overview

- **Current Dashboard:** Provides footfall data, visitor origin, and indicative spend for Weymouth defined by a single polygon area.
- **New Dashboard (Place 360):**
 - Splits destination into multiple regions (e.g., Town Centre, Seafront, South Harbourside, Lodmoor, Bowleaze).
 - Adds **tourism segmentation** (tourists vs residents), overnight stays, and spend analysis.

- Enables **granular insights** by area and visitor type.

2. Enhanced Features

- Ability to compare **year-on-year and month-on-month data** across regions.
- Exportable datasets for further analysis in spreadsheets.
- Heat maps showing visitor flows and attraction performance.
- Spend breakdown by category (retail, food & drink, attractions) and by visitor type.
- **Tourism Demand Generation Tool:**
 - Targets marketing by demographics, distance, and income.
 - Outputs postcode/town lists for use in social media and Google Ads.
 - Levy payers can upload their own customer postcodes for tailored insights.

3. AI Integration

- Planned AI tool to allow **plain English queries** (e.g., busiest weekends, comparative performance with other seaside towns).
- AI will be limited to questions supported by available data; initial rollout will involve learning and refinement.
- Early adopters (including We Are Weymouth) will benefit from reduced pricing as part of development.

4. Board Questions & Responses

- **Overnight Stays:** New dashboard will track overnight visits; however, detailed accommodation spend data is currently cost-prohibitive.
 - **Event Impact:** Monthly-level analysis possible; daily-level spend data not yet viable.
 - **Comparative Analysis:** AI will enable benchmarking against other Dorset towns and national seaside destinations.
 - **Data Access for Levy Payers:** Each user will only access Weymouth-specific data; national chains cannot view other locations, but an understand how Weymouth is positioned with regards Dorset, Southwest and national trends.
-

Suggestions & Proposals

- **Howard:** Supports trial of new system for one year; sees potential for statistics to aid renewal campaign in 2027.
 - **Paul:** Recommends creating **sub-reports** for board and PR use; suggests collaborative work to define priorities.
 - **Helen:** Sees value for Dorset Council in regeneration and tourism projects; will explore internal support for data extraction.
 - **Dawn:** Proposes sector and area leads (e.g., retail, South Harbourside) to share responsibility for data use and reporting. Also proposes direct **tangible** value for levy payers considering BID renewal campaign in 2027.
-

Agreed Next Steps

1. **Board Decision:** To be made at next board meeting regarding adoption and budget allocation for April 2026–March 2027.
2. **Training & Access:** Identify key users and sector leads; ensure levy payers understand benefits.
3. **Collaborative Development:** Work with Place Informatics on AI question sets and dashboard usability.
4. **Integration with PR Strategy:** Align data insights with marketing campaigns to maximise impact.

Minutes of Meeting Ref Hotels

Date: 13 January 2026

Attendees:

- Dawn Rondeau-Irvine – Weymouth BID CEO
 - Julian Wain – Dorset Council (Strategic Property Advisor)
-

Purpose of Meeting

To clarify the process, timelines, and next steps for appointing a management agent for the hotel portfolio and address concerns from stakeholders regarding delays.

To brief and answer any questions on the Pre Market Engagement Questionnaire.

Key Discussion Points

1. Current Status

- The tender has **not yet been issued**; the current stage is **pre-market engagement/consultation** with a view to understanding the markets view of the opportunity and achieving the best possible scope.
 - Consultation launched **Monday, 12 January 2026** via the procurement portal.
 - Feedback from market and stakeholders is invited until **end of January 2026**.
-

2. Revised Timeline (Indicative)

- **January 2026:** Pre-market consultation open.
- **March 2026:** Target date to issue tender.
- **April 2026:** Tender return deadline.
- **May–June 2026:**
 - Evaluation period (~3 weeks).
 - Cabinet approval required for final decision.
- **July–August 2026:** Contract signing and mobilisation.
- **September 2026:** Anticipated start date for appointed agent.

Reason for Delay:

- Additional consultation step added to ensure tender is fit for purpose.
- Internal resource pressures and need for cabinet approval have extended timelines.

3. Interim Support

- Hoteliers can contact Dorset Council Estates Team for day-to-day issues:
 - **Sam Hoida** – Estates Service Manager
 - **Mike Hatt** – Estates Team
 - **James Tawse** – Day-to-day operational support

4. Communication & Transparency

- Dawn to share consultation link widely (LinkedIn, social media, guest house association, BID board).
- Dorset Council committed to fair and transparent process; historical rent reviews paused until agent appointed.

Actions Agreed

Action	Responsible	Deadline
Share procurement portal link and consultation document	Julian	Completed during meeting
Distribute consultation link to stakeholders and promote widely	Dawn	By 20 January 2026
Gather BID board feedback on consultation	Dawn	By end of January 2026
Follow-up meeting to review consultation feedback	Dawn & Julian	Mid-February 2026
Dorset Council to proceed with tender issue	Julian	March 2026
Dorset Council to update stakeholders on progress	Julian	Ongoing

Next Steps

- Dawn to formalise communication to stakeholders explaining revised timeline and rationale.
- Julian to monitor consultation responses and prepare tender documentation for March release.

Dorset BIDs and Council Strategic meeting

Minutes

Date: 8 January 2026

Time: 10:07 AM

Location: Virtual Meeting

Attendees:

- **Dawn Rondeau-Irvine** – Weymouth BID (Coastal/Town)
 - **Phil Gordon** – Dorchester BID (Town)
 - **Tammy Sleet** – Wimborne BID (Town)
 - **Mark Painter** – Ferndown & Udden's (Industrial Estate BID)
 - **Cllr Richard Biggs** – Dorset Council (Cabinet Lead for Economic Growth, Property & Assets)
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1. Introductions

- Each attendee introduced themselves and their roles.
 - Richard Biggs emphasized the need for stronger engagement between Dorset Council and BIDs.
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2. Purpose of Meeting

- Establish a strategic communication channel between Dorset Council and Dorset BIDs.
 - Aim to meet 2–3 times per year for collaboration.
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3. Dorset Council Economic Development Team

- Richard outlined the team structure:
 - **Matthew Piles** – Strategic Director
 - **Nick Webster** – Head of Service
 - **John Bird** – Service Manager
 - **Helen Heanes** – Principal Economic Development Officer (supports Weymouth BID)

- **Lloyd Savage** – Senior Economic Development Officer
 - **Susan Sullivan** – Supports Ferndown BID
 - **Colin Wood** – Innovation & Defence Lead
 - Team is small and focused on strategic priorities.
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4. Key Discussion Points

a. Economic Challenges

- All shared concerns over business rates, removal of subsidies, and impact on hospitality and retail.
- Need for Dorset Council to engage through BIDS the business community directly for real-time feedback.
- Shared view: Town centres risk decline without coordinated action.
- Mark raised concerns about development in Ferndown previously removed from Greenbelt and earmarked for employment/industrial use not progressing. Despite being a prime location, internal issues (e.g., Forestry Commission reluctance to sell) are delaying development.
- Richard Biggs noted that the next iteration of the Local Plan secures these sites for economic growth, emphasizing the need for timely development to avoid them remaining unused for another decade.

b. Partnership & Engagement

- BIDs highlighted their statutory role and ability to reach thousands of businesses.
- Request for better consultation and inclusion in Dorset Council strategies (currently chambers prioritized).
- All shared limitations of local chambers whilst recognising Dorset chamber value. Outlined BID's needed to be prioritised as all are 'bricks & mortar' businesses, whereas Chambers attracted largely consultants and networkers
- Suggestion: Dorset Council officers schedule business engagement meetings at times suitable for businesses (eg: Monday evenings).

c. Infrastructure & Transport

- Mark raised issues for industrial estates: transport links, cycle paths, and planning engagement. Dawn suggested this was a county wide matter and

transport changes needed early engagement with business community due to business impact, citing road closures in multiple places at once causing havoc Phi and Tammy concurred.

- Tammy shared concerns about Dorset Council's coordination across departments. Example given: planning permission granted for an ALDI near Canford Bottom roundabout (approx. 2 miles from Wimborne). Questioned whether an economic impact assessment was conducted to evaluate effects on Wimborne, including potential traffic impact on access via Canford Bottom.
- Discussion on Section 106 funds and potential for infrastructure improvements.

d. Parking Strategy

- Phil proposed phased parking charges and Tammy suggested Free parking after 3pm to encourage businesses to stay open and affect the economic slump particularly in Jan - Feb. Dawn requested better promotion of Dorset parking permits, also that Weymouth is out of alignment with the rest of the BID areas at £16/day in peak season
- Richard outlined the cost impact (£300k) of changing parking fee at machines and online and that nothing would be changed in next 2yrs
- Consensus: Parking impacts footfall; consultation needed before strategy finalization.

e. Market Town Strategy

- Richard confirmed framework is being finalized with town/parish councils.
- BIDs requested early involvement in consultation, not just final drafts.

f. Event Support & Martin's Law

- Tammy raised concern over rising costs for event security and road closures citing Martin's law.
- Suggestion: Dorset Council explore permanent/semi-permanent infrastructure (e.g., barriers) to support events.

g. Empty Shops

- Discussion on new powers to auction properties vacant for 2+ years.
 - Agreement: Even the threat of enforcement could encourage landlords to act.
 - Potential for media coverage to raise awareness.
-

5. Actions Agreed

- **Richard Biggs** to:
 - Ensure BIDs are included in consultations (economic strategy, parking, market town strategy).
 - Explore feasibility of infrastructure support for events.
 - Investigate Section 106 funds and planning engagement opportunities.
 - Raise issue of empty shop powers with Chief Executive and consider communication to landlords.
 - Share link to Dorset Council Economic Growth Strategy with BIDs

 - **BIDs** to:
 - Share feedback and examples for Dorset Council strategies.
 - Continue acting as conduits for business engagement.
 - Provide input on parking and event infrastructure needs.
-

6. Next Steps

- Schedule next strategic meeting in **3 months**.
- Invite **Matthew Piles** to attend future meetings.

Christmas 2025 Overview

We delivered four themed weekends under budget, with strong engagement and positive feedback:

- **Total Spend: Budget 25k**
 - Week 1 (Elves)
 - Week 2 (Steampunk)
 - Week 3 (Traditional)
 - Week 4 (Santa/Elf Express)
 - Marketing (posters, PR, collateral): Included in total.
 - **Footfall Highlight:**
Elves Weekend (29 Nov) saw 32,000 visitors, the highest across the period.
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Weekend Highlights

- **Week 1 – Elves (29 Nov):**
World Record attempt, parade, workshops, and entertainment. Strong engagement but logistical challenges (venue changes, foyer congestion). Recommendations: earlier artist bookings, better workshop coordination, improved sound, and snow machine contingency.
 - **Week 2 – Steampunk (5–7 Dec):**
Victorian/Georgian heritage theme with markets and parades. Good visitor appeal but venue/weather issues and partnership conflicts. Future: move markets indoors, secure venues early, make more town centric use pirate map idea and develop a Victorian / Steampunk Trail Map. Engage with ragged Victorians and other quirky acts for weekend.
 - **Week 3 – Traditional Christmas (13–14 Dec):**
First artisan market with Sticks & Bones, carols, Morris dancing, Salvation Army & Rock Choir, all supporting the Food Bank. Road closures worked well. Lessons: secure artists by September, maintain consistent PR, explore beach huts for weather cover.
 - **Week 4 – Elf Express (20–21 Dec):**
Introduced festive land train rides. Positive PR and connectivity but lacked a central Santa attraction. Future: structured Santa programme, themed map/trail, and early sponsor engagement.
-

Next Steps proposal

- Continue partnership with Weymouth Town Council
- Continue with current budget £25K for whole of Xmas festivities
- Continue Christmas programme for 2026 with refinements.
- Work with **Marketing Subcommittee** to develop new ideas and maintain strong PR.
- Explore with **Improve subcommittee** additional funding for:
 - **Enhanced Christmas light display**
 - **Investment in projectors** for immersive experiences.
- Use 2025 imagery for promotion and secure partnerships early.

Marketing Subcommittee Meeting Minutes

Date: 8 December 2025

Time: 11:04 AM – 1:51 PM

Location: Online

Chair: Dawn Rondeau-Irvine

Attendees:

- Dawn Rondeau-Irvine (COO, Weymouth BID)
 - Graham Perry (Chair of the Board)
 - Lynne Fisher (Board Member)
 - Dave Hiscutt (Board Member)
 - Pippa Gibb (PR & Marketing Contractor)
 - Andy Cooke (Digital Marketing Contractor)
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1. Purpose of Meeting

- Review current marketing and digital contracts with Pippa (PR & Marketing) and Andy (Digital).
 - Understand contractor perspectives on what is working and areas for improvement.
 - Discuss operational collaboration between BID staff and contractors.
 - Provide subcommittee recommendations for tender or contract continuation and/or changes.
 - Allocate time to review **events budget for 2026–2027**, enabling partners to plan and secure match funding.
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2. Contractor Feedback & Current Performance

Pippa (PR & Marketing)

- **Strengths:**
 - Strong national press coverage achieved through creative campaigns (e.g., Steampunk, Elves).
 - Facebook engagement is high; consistent growth in followers.
- **Areas for Development:**

- Expand presence on **TikTok and Instagram Reels**; video-based platforms underutilized.
- Explore partnerships with **travel bloggers/vloggers** and influencers for destination marketing.
- Need clearer strategic pillars from the board (e.g., tourism, heritage, walking) to shape campaigns.
- **Challenges:**
 - Influencer engagement often requires budget; levy payers need education on value of influencer marketing.
 - Suggests creating **scheduled video content** (e.g., “10 Hidden Gems of Dorset”) for year-round promotion.

Andy Cooke (Digital Marketing)

- **Strengths:**
 - Weymouth ranks among top UK seaside destinations for social media reach.
 - Year-to-date stats:
 - **39.5M post views, 500K engagements, 3.3M video views.**
 - Facebook nearing **97K followers**, Instagram at **18.5K**, TikTok growing.
- **Areas for Development:**
 - ROI on high-production reels is low; focus on simple, impactful videos.
 - SEO improvements needed for Google visibility (search engine optimization).
 - Gig Guide/Event Guide: Currently maintained but resource-heavy and low passion; Andy open to relinquishing responsibility.
- **Future Considerations:**
 - Andy indicated possible retirement in two years; succession planning required.

3. Subcommittee Discussion & Recommendations

- **Contract Continuation:**

- Consensus: Current suppliers deliver strong results; changing now would be disruptive ahead of 2027 ballot.
 - Proposal: **Extend contracts without full tender** but adjust scope.
 - Remove Gig Guide responsibility from Andy; reallocate £3K budget for alternative solution.
 - Maintain overall marketing spend (~£30K) with focus on evolving strategy (video, TikTok, influencer outreach).
 - **Gig Guide / Events Guide:**
 - Current guide is functional but not comprehensive; duplication exists with Town Council, Resort Dorset and Visit Dorset.
 - Action: Explore collaboration with **Weymouth Town Council, Visit Dorset**, and **Resort Dorset** for a unified “What’s On” platform.
 - Consider technical support from Wey-port (Jay Kavanagh) to improve usability and design.
 - **Strategic Priorities for Marketing:**
 - Increase digital video output (short-form, Instagram/TikTok).
 - Develop influencer engagement plan with clear target list.
 - Focus campaigns on **shoulder months** to boost off-season bookings.
 - Investigate coach-tour partnerships for group travel to Weymouth.
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4. Events Budget Discussion (2026–2027)

- **Urgency:**
 - Partners (e.g., Activate, Volleyball organisers) need confirmation to secure match funding and schedule artists.
 - Delay risks losing opportunities and press coverage.
- **Key Points:**
 - **Dusk Til Dark:**
 - Board appetite for September event confirmed; format may evolve.
 - Suggest tender for **light and sound installation** (weather-resilient, Instagrammable).

- Budget: £15K indicative; encourage match funding.
 - **Volleyball:**
 - Requires updated proposal and impact report for January board.
 - **Other Events:**
 - Steampunk, Pirates, Dino Run remain priorities.
 - Explore new concepts (e.g., Georgian heritage weekend) – initial support capped at £500 until viability proven.
 - **Marketing Allocation:**
 - Consider ring-fencing funds for targeted advertising to drive overnight stays.
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5. Data & Insights

- Place Informatics demo requested for January (or separate Zoom session).
 - Questionnaire to board/subcommittee to define data needs (e.g., visitor spend, event impact).
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6. Decisions & Actions

Decisions

- Recommend **contract extension for Pippa & Andy** (subject to board approval), with adjustments:
 - Remove Gig Guide from Andy; reduce fee by £3K.
 - Maintain PR and digital marketing focus; evolve strategy for video and influencer engagement.
- Proceed with **September event tender** for light/sound concept under Dusk Til Dark brand.
- Allocate indicative budgets for priority events; seek proposals for January board.

Actions

1. Dawn:

- Draft proposal for board reflecting subcommittee recommendations.

- Contact Activate, Pirates, Volleyball organisers, and other event partners for updated proposals.
- Issue tender for September event concept.
- Schedule Place Informatics demo; circulate questionnaire.
- Explore meeting with Weymouth Town Council, Visit Dorset, Resort Dorset re: unified events guide.

2. Subcommittee:

- Provide strategic pillars for marketing campaigns (heritage, tourism, walking, etc.).

3. All:

- Consider hoteliers' forum in Q1 2026 to address shoulder-month challenges.

Meeting Closed: 1:51 PM

Dear Dawn

I know you are very aware of Portland Port/Langham Industries plan to build an incinerator on Portland. Despite their claims that it's a green form of energy, it's fairly well established that incinerators are the UK's dirtiest, most polluting, form of power. (<https://www.bbc.co.uk/news/articles/cp3wxgje5pwo>) It was especially disappointing that the day after the courts said the plant could go ahead, Powerfuel (employed by the Langhams to do this) cynically applied for a permit to burn more hazardous waste.

They clearly have no regard for the people of Portland and Weymouth or of those of us who rely on tourism to make our livings. However, despite them trying to make out it's a done deal and there's nothing we can do to stop it, there are still plenty of avenues to pursue.

The Environment Agency is reviewing the application to burn more dangerous waste and there is also a bill going through parliament, supported by our MP, to stop incinerators being built.

However the most likely way we can stop this is to make it clear to any possible investors that burning rubbish on the Jurassic Coast is a bad investment. There are currently around forty sites in the UK where incinerators have been granted licences and planning permission but where they are not being built because there isn't enough investment.

I know that the last thing BID want is bad publicity for the town and therefore probably won't want to come out publicly saying how awful these plans are. But if they go ahead, there won't be any avoiding the awful publicity which won't go away like the barge did. I think, though, there's a role for BID in working with businesses, including the Langhams and their associated companies, to do what it can to help make sure it doesn't go ahead.

I'd like to hear your thoughts on this and to hear what you could do to help.

Best regards

Ian Hedley (Whitecliff Guest House)