



Board Meeting Agenda

Date: Mar 12th 2026

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 updateb. Financec. Annual reportd. Director update	11:25
3	Reports <ul style="list-style-type: none">a) Marketing Q&Ab) Improve Q&A	11:40
4	Events budget and Funding applications <ul style="list-style-type: none">a. Dusk til Darkb. Event gig guide discussion	12:00
8	AOB	12.30
9	Dates of next Board meetings 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



WE ARE WEYMOUTH

2025-2026

ANNUAL REPORT



BUSINESS INSIGHTS



KEY EVENTS

SPONSORED or delivered

- DINO RUN
- Era Weekends
- Dusk 'til Dark Illuminations
- Pirate Festival
- Volleyball
- Elf World Record & Parade
- Steampunk Weekend
- Santa weekend
- Fossil trail
- Zombie Trail
- Halloween Parade
- Trunk n Treat
- Xmas Window Competition
- Knitted yarn bombing
- Spring Window Competition
- Sandworld competition
- Walking with Giants and more.



284 MILLION
Combined marketing reach through online, print, broadcast and PR campaigns
not including digital



12,649
PERSONAL INVITES TO GENERAL PUBLIC TO ATTEND EVENTS AND TRAILS



£2.7M
advertising value equivalent

55 MILLION
WEYMOUTH INFO VIEWS

*combined views on social media and websites
We Are Weymouth
Visit Weymouth
Loving Weymouth and Portland



Strong digital presence through the We Are Weymouth and Love Weymouth website and social media channels

£11K
STOLEN GOODS RETURNED

7011
BUSINESS VISITS

20%
REDUCTION SHOPLIFTING

REGULAR SUPPORT TO NTE THROUGH PUBWATCH



20,000
PRINTABLE MAPS PRODUCED WITH 5 TRAILS ON REVERSE

35,000
EVENT FLYERS PRODUCED AND DISTRIBUTED
IN PARTNERSHIP WITH WEYMOUTH TOWN COUNCIL

3 LARGE MAPS INSTALLED IN THE TOWN



5236 FAMILIES TOOK PART IN DINO RELATED ACTIVITIES

15 FOSSILS INSTALLED IN THE TOWN



FOSSIL TRAIL

HIGHLIGHTS OF THE YEAR

This year we delivered a series of impactful events and placemaking initiatives, including the installation of 15 fossils for the Dino Trail and the award-winning Dino Week. The signature pirate, zombie and elf weekends generated strong footfall and business participation. We will continue to develop on these themes through partnerships, expanded trails, activities and coordinated town-wide engagement.



ESPLANADE

SHAPING CHANGE

We serve as a strategic liaison between the business community, Weymouth Town Council, and Dorset Council, ensuring projects adhere to baseline agreements and consultation processes. Our role includes representing stakeholder concerns, negotiating with partners, securing funding for marketing, and campaigning on key issues including NI and rate increases, extension or reinstatement of relief measures for small businesses and hospitality. while maintaining accountability among MPs and councillors.

PR & MARKETING - SNAPSHOT OF THE YEAR

Our #WeyBackWhen Campaign launched BIG weekends celebrating iconic eras and delivered exceptional results, achieving a combined reach of almost **284M** across online, broadcast, and print PR, with 344+ articles worth an advertising equivalent of **£2.7M**. National coverage featured Weymouth's Pirates, Volleyball, Dusk 'til Dark, and Christmas events in major outlets including The Telegraph, The Times, The Sun, OK!, Hello, and BBC/ITV. Highlights include foreign press coverage for our Dino Run and 42 features with a reach of **29M** for this unique event, working with BID levy payer Sandworld to celebrate its 100th anniversary on This Morning, and seeing Weymouth feature throughout national, broadcast and online press. Our campaigns, press outreach, events and sponsorship drove visitors to Weymouth in shoulder months showing that "if we build it, they will come." Highlights include Zombies, Towns of Culture, Weymouth's heritage, Dino race, our Fossil Trail and much more, with over 620 events and gig nights listed on our website. Digital growth soared to 162,350 followers and **55M** video views across all channels. The Chase the Dinosaur reel alone hit 410K views receiving 1,100 positive comments, 2,000 likes and was shared 786 times.



CHAIR THOUGHTS

The Weymouth BID Board, which is made up of levy-paying local business owners, is committed to supporting the town's economic prosperity. We value levy-payer engagement and work to secure a stronger future for Weymouth.

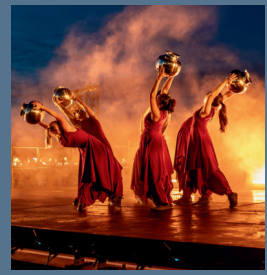
Over the past year, businesses nationwide have faced increasing pressures from rising business rates, National Insurance, and minimum wage costs. In response, the BID has actively challenged these issues, working with other BIDs and Chambers of Commerce at a national level. We have also acted as an intermediary on behalf of local hoteliers in discussions regarding lease arrangements with Dorset Council.

Key initiatives continued throughout the year, including Dusk 'til Dark, the Christmas programme, the crime reduction partnership, and the BID Ranger scheme. These were complemented by targeted marketing campaigns designed to attract visitors during the shoulder months. Many of these initiatives achieved both local and national recognition.

In addition, we established new placemaking groups to enhance the town's visual appeal and introduced the Fossil Trail. Together with Dino Week, these initiatives received two awards in recognition of their success.

The composition of the Board continues to evolve. This year saw Tamsin Mutton McKnight (Sea Life) relocate to another county, and Lynne Fisher take over from Jonathan Oldroyd as Vice-Chair. We were also pleased to welcome new Board members Lyn Mackenzie (The Black Dog and Tin Cat) and Kerry Gilbert (Tattoo Morningstar). Their experience will contribute significantly to shaping our long-term strategy. We encourage levy-paying members who are passionate about positive change to consider volunteering as directors, to ensure the Board remains representative of our diverse business community.

Finally, I would like to extend my thanks to Dawn, Kelly, and Anita, whose continued dedication ensures that Board decisions are effectively delivered.



DUSK TIL DARK



40-50'S



FEAST

The role of the Board is simple - to listen to the wide range of views from members, influence and make decisions which will benefit the many and not the few and this is a principle that we will uphold.

COMMUNICATION

If you want to be involved in town wide initiatives such as: Trails, PR opportunities, placemaking initiatives, campaigns, events and more, please take a moment to register to receive the newsletter www.weareweymouth.co.uk/newsletter-sign-up/ and follow us on social media on We are Weymouth BUSINESS

SAVE THE DATE

How we communicate with you
 The Annual report (Apr) The AGM (June 15th)
 F: We Are Weymouth Business,
 Focus groups: Pub watch, DTE, Hoteliers
 Newsletters via Email, DISC alerts via the app
 Blogs on the Weymouth BID website



PIRATE EVENT

The Board

Who represent your interests

CHAIR - Graham Perry **VICE CHAIR** - Lynne Fisher

Chris Truscott, Jye Dixey, Josephine Parker, Cllr Howard Atkinson, Dave Hiscutt, Paul Mooney, Lyn Mackenzie, Kerry Gilbert, Jonathan Oldroyd.

Retiring Directors

Tamzin Mutton-McKnight, Hayley Moore.

Dawn Rondeau-Irvine (CEO)
 Kelly Davies & Anita Darling (Operations Assistants)

01305 -779410

AWARDS

We achieved bronze for Jurassic week in the 2025 Dorset Tourism Awards and earned a civic award for the Fossil Trail. We delivered two award ceremonies, giving out 30 awards for window displays, participation and recognition throughout the year



JANUARY BUSINESS AWARDS



DORSET TOURSIM AWARDS 25

Business Improvements

Our Improve focus is to create a safer, more welcoming Weymouth for residents, businesses, and visitors. This year we've strengthened partnerships with Police, CSAS, Councils, Pubs and Retailers, using DISC for secure reporting and banning orders. The BID Ranger service handled 662 incidents, recovered £11K in goods, and supported 100 arrests, reducing shoplifting by 20%. We secured funding to Pilot a last bus scheme and undertook PLACEMAKING initiatives; installing recycled art for the train station, 3 permanent visitor maps, flags celebrating King George III and Lodmoor Hill and permanent trails attracting 5,236 participants, expanding business engagement and beautifying Weymouth year-round.

OUR MESSAGE: CRIME WON'T BE TOLERATED—COMMUNITY PRIDE WILL THRIVE.

FINANCE FOCUS

Income

Levy Income Due £307,323

Expenditure

Improve Projects £72,729

Marketing & Events £61,411

Advertising & PR £56,009

Staff Costs £71,004

General Office & Admin £33,205

WHAT'S NEXT : 26-27

A year-long 'Jewel in the Jurassic Coast' campaign whilst featuring on our Georgian Heritage and National Sport & Activity events, new placemaking installations, and FEAST events in Nov/Feb. Championing all sectors through window competitions, Loyalty schemes and #BusinessOfTheWeek initiatives. Delivering major events such as Zombies, Dinos and Elves. Strengthening our Ranger service and Business Crime Partnership, representing business views at key regeneration meetings, and boosting visibility through digital promotion and press activity.

**The figures have been prepared based on the management books and records. The full accounts as at 31st March 2026 will be made available online at www.weymouthbid.co.uk once they have been independently examined and approved by our inspectors.

www.WeymouthBID.co.uk

Minutes of the Board Meeting

Date: 22 Jan 2026

Time: 11:00 AM – 1 PM

Location: Pilgrim House

Chair: Graham Perry

1. Attendance and Apologies

- **Present:** Graham Perry, Jye Dixey, Lynne Fisher, Paul Mooney, Chris Truscott
 - **Apologies:**, Josephine Parker, Hayley Moore, Jonathan Oldroyd, Cllr Howard Atkinson, Dave Hiscutt, Kerry Gilbertyn MacKenzie, Helen Heanes
 - **Attendees:** Dawn Rondeau-Irvine
 - **Observers:** Cllr. Rob Hughes.
-

2. Declarations of Interest

- None declared.
-

3. Approval of Previous Minutes

- Minutes of the last meeting were reviewed and approved.
-

1. Matters Arising

- Regeneration concerns have been raised with senior Dorset Council officers.
- A **newsletter** has gone out to businesses with guidance on **business rates reviews**.

Ongoing actions

- Continue supporting businesses with rates guidance.
 - Maintain pressure and lobbying on regeneration and rates issues.
-

2. Governance, Levy & Finance

Levy Update

- £15,000 recovered from outstanding levy invoices this month.
- Reporting issues continue due to **Capita system limitations**, making it difficult to distinguish year-on-year income.

Financial Position

- Organisation remains **financially stable**.
- Currently income is more or less in line with the budget but expenses are expected to be within budget.
- Potential additional **£40k income next year** linked to increased rateable values but this is still to be confirmed.
- Clear agreement that spend must become **more visible and tangible** to levy payers as businesses still don't understand the work behind the national PR driving footfall and need visibility.
- Visibility (e.g. town-wide improvements) is important as many businesses think BID activity is “free”.

Actions / Decisions

- Revise and clarify **budget figures** ahead of next meeting.
- Plan spend that delivers clear, visible impact before re-ballot.
- DC meeting scheduled for **April** to discuss levy collection position.

Directors

- **Jonathan** is stepping down as Vice Chair due to ill health but **remains on the Board**.
- **Lynne Fisher** was unanimously approved to step in as **Vice Chair**

Action

- Update Board roles accordingly (Admin).
-

3. Reports & Operational Updates

Board Reporting


- Board pack currently **lengthy**.
- Some reports (e.g. *In the Bag*) better suited to subcommittees.
- Suggestion to use **AI summaries** to better highlight insight and actions.

Actions

- Marketing Subcommittee to review ITB, LWP and Facebook reports and summarize for Board to include: clearer **Weymouth BID stats** with context and meaning work with Andy to explore **benchmarking** against WTC, Visit Dorset, etc.
 - Improve subcommittee summarize Ranger, fossils and place informatics reports.
 - Dawn to provide executive summary of any meetings undertaken in month
-

Place Informatics

- Importance of this being treated as a **decision item** noted.
- Acknowledged concerns about whether data will genuinely change behaviour.
- Strong value seen in:
 - Measuring impact of events on spend
 - Supporting lobbying, regeneration and future funding

Decision  Board approved **£4,750** spend on Place Informatics.

Actions

- Access to begin **April** to allow a full year of data.
 - Arrange a **Board session/training** on use of the data.
-

Hotel Situation

- Dorset Council hotel tender slipped from employment in January to tender release in **February**.
 - Pre-consultation document was issued to strengthen tender.
 - No further rent increases to be pursued until new managing agent appointed. Noted that this extended delay would cause problems for many hoteliers, particularly those trying to sell their properties.
-

Dorset BIDs & Joint Working

- Regular meetings agreed between Dorset Council and Dorset BIDs.
- Consensus that **Direct Debits are wanted by BID's**, contrary to previous assertions.
- Potential for **joint PR campaign** (Dorchester BID Weymouth & Portland), with DC financial input.

Action

- Dawn working with Phil Gordon (D- BID) to send follow-up letter re marketing funds.
-

Office Move

- No update due to Christmas period.
 - Board clear that any new arrangement must be **significantly cheaper or better value**.
-

4. Events Budget & Funding

Approved / Agreed in Principle

- **Zombie** budget £5K agreed
- **Pirate Fest** – Approved at same level as last year (any increase e.g.: for a tall ship to return to Board for additional funds).
- **Volleyball** – Approved at same level as last year; international ambition for 2028 noted.
- **Beach Rugby** – No funding requested; BID to support via PR and branding.

Kings Dip (June)

- Request for £630 discussed.
- Concerns raised re governance and partnership working.

Decision Deferred – propose:

- BID offer **£300 - £500 max**, ideally alongside Weymouth Town Council (50/50).
 - Explore alternative funding (e.g. sponsorship).
 - Return with clearer structure.
-

Activate Dusk Til Dark

- Strong debate regarding cost vs impact.
- Acknowledged positives: BBC / ITV coverage, local engagement.
- Concerns: weather risk, consistency, declining impact, high cost (~£50k total) BID asked for £15K.

Decision Conditional support **in principle**, subject to:

- Clear event detail
- Weather-proofing measures
- Better value and impact clarity

Actions

- Event organisers to attend **next Board**.
 - Further detail required before funding confirmed.
-

Christmas & Seasonal Activity

- Christmas budget agreed unanimously £25K for December 4wk activities

- Christmas Window competition: **627 public votes**, good engagement and awards ceremony utilising media for PR.
- Spring window campaign agreed (to be announced at AGM).
- AGM on Coastal vibes cruise 15 June
- Discussion on providing **small Christmas trees** to businesses – costs vary significantly. Take to improve perhaps as a placemaking exercise

Priority

- Focus on **visibility and perception of uplift** ahead of re-ballot.
-

5. Marketing Contracts Review

- Strong desire for **continuity** with both ITB and Loving Weymouth given ballot timeline.
- Board agreed there was no obligation to formally tender at this stage.
- Board unanimously agreed to keep current suppliers* seen as having the lowest risk.
- Need to sharpen strategic direction (tourism, heritage, placemaking).

Decisions Extend existing contracts. Refocus scope and expectations.

Tender after ballot in January 2028 Focus groups in 2027 will fashion direction of marketing strategy

Actions

- Board to provide **clear strategic pillars**.
 - Greater emphasis on:
 - Video
 - TikTok / Instagram
 - Travel bloggers
 - *Gig Guide to be tendered; Loving Weymouth may tender separately.
-

6 & 7. Subcommittees

- **Improve & Marketing Subcommittees** to meet in **February**.
- **Hotelier meeting** to be scheduled in **March**.

Action

- Dawn to circulate invites.
-

8. AOB

- Incinerator letter discussed; Board position shared with DC.

Action

- Dawn to write to hotelier confirming what was agreed.
-

9. Dates Confirmed

- **12 March** – Board (Online)
 - **22 or 23 April** – Board (In person)
 - **27 May** – Board (Online)
 - **15 June** – AGM
 - **22 July** – Final Board of year
-

Key Board Priorities for 2026/7

1. Visible impact ahead
2. Clearer, leaner **board reporting**
3. Strategic use of **Place Informatics data**
4. Firm **2026/27 budget** agreed within next two meetings
5. Stronger strategic direction for marketing

Draft Profit and Loss Analysis for the Board

WE ARE WEYMOUTH LIMITED

For the 11 months ended 28 February 2026

Account	Spend Apr25-Feb26	Approved Budget 25-26	Adverse Variance	Variance vs pro-rata budget
INCOME				
Levy Income Received in the year				
Levy Income - Collected By DC	315,554	321,823	-6,269	
Total Levy Income Received in the year	315,554	321,823		
PROJECTS AND EVENTS				
IMPROVE				
Augmented Reality Trails 25-26	1,232	1,400		
Crime Reporting DISC 25-26a	4,161	4,000	161	£3,839
Graffiti Removal 25-26	0	500		
Levy Payer Engagement AGM25	417	500		
Levy Payer Engagement Events	590	500	90	£410
Signage 25-26	0	1,000		
Street decoration and Placemaking	6,539	15,000		
Total IMPROVE	12,938	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)	4,666	2,000	2,666	
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 25	24,711	25,000		
Dusk Til Dark 25	18,496	15,000	3,496	£11,504
BID Rangers 25-26	37,993	38,000		
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	100,111	105,700		
PR & ADVERTISING				
Advertising - PRESS	0	500		-£458
Advertising and PR	52	500		-£406
Outsourced Marketing Campaign	28,199	36,000		-£4,801
Loving Weymouth & Portland	16,500	18,000		£0
Total PR & ADVERTISING	44,751	55,000		-£5,666
Total PROJECTS AND EVENTS	157,801	183,600		
Website Costs				
WAW - Website	0	0		
Website Work	1,224	1,600		
Total Website Costs	1,224	1,600		
GROSS PROFIT	156,530	136,623	2	£95,669
STAFF COSTS				
Wages and Salaries including costs				
Total Wages and Salaries including costs	53,397	74,000		-£14,436
Total STAFF COSTS	53,397	74,000		-£14,436
ADMINISTRATIVE COSTS				
Accountancy - Annual Independent Inspection	-180	3,000		-£2,930
Bank Charges	83	84		£6
Board / Meeting Costs	68	0		£68
Cleaning	688	600		£138
Company Secretarial Costs	34	0		£34
Electric - Street Stand	640	0		£640
Insurance	1,177	1,200		£77
IT Software and Consumables	3,370	3,000		£620
IT Equipment and chairs	0	500		-£458
Legal Expenses	2,998	0		£2,998
Motor Vehicle Expenses	0	240		-£220
Outsourced Bookkeeping	3,600	4,800		-£800
Printing & Stationery	267	1,800		-£1,383
Sundry Expenses	1,417	1,800		-£233
Rent	6,041	8,000		-£1,292
Repairs & Maintenance	0	400		-£367
Telephone & Internet	3,779	1,800		£2,129
Contingency	0	10,000		-£9,167
Total ADMINISTRATIVE COSTS	23,982	37,224		-£10,140
OPERATING PROFIT	79,151	25,399		

GRANTS AND PART FUNDED PROJECTS ANALYSIS

Months

11

Account	Spend Apr25-Feb26	Approved Budget 25-26	Adverse Variance	Variance vs pro-rata budget
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	10,201	2,500		
Running Balance - First Bus - Last Bus	2,825	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	-9,792	5,000		
PROFIT ON ORDINARY ACTIVITIES	88,942	20,399		

Months
11

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

Marketing Subcommittee Summary

Meeting held on 5 Feb

Attendees: Dawn, Lynne F, Jye, Pippa, Andy

Apologies: Lyn M, Josephine

Key Achievements in 2025

- Significant **national media exposure**, positioning Weymouth as a vibrant, positive destination.
- **Events grew in scale and impact**, including Chase the Dinosaur, Dino Week, Elf Day, Pirate Fest and Harbour Swim – all supported by stronger photography, video and storytelling.
- Multiple **awards** for Dino Week and the Fossil Trail boosted credibility and national interest.
- Around **47 new businesses opened**, with **Primark's arrival** transforming sentiment and footfall, particularly at the top of town.
- Business survey results showed strong autumn trading, with **73% reporting better Sept/Oct results than 2024**, and **marketing support** ranked as the top area of need.

2025 Learnings

- **Engagement gaps** remain with hoteliers and retailers; more structured **two-way** communication is essential. Pubs, Attractions and Hospitality much better at 2-way comms.
- Social engagement works best with **tangible, visual, experience-led content** rather than concept-driven hashtag campaigns.
- Visitor expectations are shifting: younger audiences seek **experiences, wellness, adventure and group activities**.
- Christmas requires **significant elevation** in visual impact, experience design and operational coordination, particularly Santa Weekend and Steampunk management.

Strategic Direction for 2026/27

The committee agreed three clear, year-round destination campaigns that provide flexible structure across all seasons:

1. Dorset on Our Doorstep

Weymouth positioned as the **hub** from which visitors explore the whole county.

Focus areas: staycations, sustainable travel, rail partnerships, collaboration with Dorset Council, Dorchester BID and Portland Town Council.

2. Regency by the Sea

Strengthen Weymouth's heritage identity as Britain's original seaside resort.

Opportunities include Georgian storytelling, heritage trails, AI and AR experiences, and potential collaboration with Bath.

3. Jurassic Journey

Leverage the 25-year UNESCO milestone with fossil trails, Dino Week, adventure tourism, young-people-focused content, and coastal activity promotion.

Marketing Priorities for 2026

- Promote **all** events equally to reinforce Weymouth as a major **events destination**.
 - Expand use of **content creators** and micro-influencers, supported by clearer hosting guidance for levy payers.
 - Shift imagery to include **younger demographics, groups of friends and wellness seekers**.
 - Provide simple marketing toolkits and stronger newsletter content.
 - Expand rail, food & drink and cultural partnerships.
-

Christmas 2025 – Critical Showcase

- Build on strengths: **Elf Day** and **Traditional Weekend**.
 - Elevate **Santa Weekend** through partnership with Sea Life, Waterside and others aiming for a more immersive, Longleat-style family attraction.
 - Steampunk Weekend to be **BID-led**, ensuring quality, consistency and manageable community involvement.
 - Overall strategic aim: position Christmas as a **multi-day, stay-longer destination experience**.
-

Conclusion

The agreed approach for 2026 is bold, cohesive and directly aligned with levy payer priorities. The combination of strong national PR, expanded event promotion, clear thematic campaigns, and deeper collaboration will allow We Are Weymouth to enter the 2027 ballot year with demonstrable impact, confidence and momentum.

IMPROVE SUBCOMMITTEE – MINUTES

Date: 10 February 2026 **Time:** 09:30–11:00 **Location:** Teams

Chair: Dawn Rondeau-Irvine (DRI)

Attendees: Graham Perry (GP), Paul Mooney (PM), Howard Atkinson (CHA), Dave Hiscutt (DH)

Apologies: Jye Dixey (JD), Lyn Mckenzie (LM)

1. Overview & Context for 2026

DRI outlined that **2026 is a crucial delivery year** ahead of the 2027 focus groups for the 2028 BID ballot. All Improve activity needs **high impact**, visible, joined-up and strategically aligned with Marketing's three themes:

- **Jurassic Journeys**
- **Dorset as a connected destination**
- **Regency/Georgian heritage link (with Bath Connection)**

The group agreed all Improve projects should align with these themes and provide strong **placemaking, PR value and business benefit**.

2. Reflection on Previous Installations & Lessons Learned

Flags (Western Road, Lodmoor, South Harbourside)

Significant frustration shared:

- Equipment purchased (poles, brackets, flags) but **not installed** due to:
 - Businesses not progressing installation
 - Need for permissions
 - Lack of ownership from businesses despite earlier agreement
- Clear pattern: businesses are enthusiastic in planning but **drop off at delivery stage** unless the BID manages installation fully.

Group Conclusions

- Installation requires **professional contractor support**, not reliance on businesses.
- To manage liability, the BID can install only if **disclaimers are signed** (similar to hanging basket scheme).
- Important that previous expenditure is not wasted — **flags must be installed before Easter**.

3. Placemaking Strategy 2026

3.1 A Cleaner, Tidier Town Centre (High Priority Theme)

Strong consensus emerged that a core Improve priority for 2026 should be:

“A Clean, Tidy, Well-Maintained Town Centre All Year Round.”

Including: graffiti removal, weed management, verges and gateways, litter, seagull mess, general visual uplift.

Rationale:

- High business value
- Strong for PR
- Visible to visitors
- Could stimulate action from WTC/Dorset Council
- Supported by business community and retailers
- Seen by the board as a strategic necessity

HA noted WTC’s emerging **lengthsman** programme may support this.

Pg stressed:

- BID shouldn’t replace council services
- But should lead strategically and coordinate a cohesive town-wide standard.

DRI suggested a **strategic cleanliness meeting** with WTC, Dorset Council, volunteers, BID and Primark (who offer manpower not funding).

Group agreed: DRI to facilitate a cross-agency meeting to map responsibilities and create a unified seasonal approach.

3.2 Shop Wrapping / Window Dressing

Full wraps costly (£1.5k+ per unit) and agents often reluctant.

Consensus: focus on **internal window displays** on easels or freestanding boards — portable, reusable, non-invasive, low-risk. Could feature maps, AI imagery, event promotion, heritage etc. Stronger compliance with landlords. DRI to cost up modular display boards and large-format prints.

3.3 Key Gateways & Visitor Routes

- **Railway Station** – Improved with murals and new map; volunteers maintain gardens; Primark may assist further.
- **Roundabouts** – Sponsored but lacking coherent strategy; opportunity to influence Dorset Council.
- **South Harbourside** – Yarn groups produce high-impact installations; BID funds materials; agreed to continue and expand.

3.4 Large-Scale Art, Heritage & Cultural Strategy

Paul raised the need for a **long-term cultural vision**, not scattergun projects. Themes included: Weymouth as a cultural hub for the **Jurassic Coast**, public art locations, legacy from Towns of Culture.

Potential new venues:

- **Clipper** (gallery)
- **Hope Chapel** (performance)
- **Weymouth Museum** (future potential)

Group agreed the BID should have a **seat at the culture table**.

Graham to provide **historical background** for the Bath/Weymouth connection.

3.5 King's Statue – Replacement Sceptre

Dorset Council still delaying installation. When installed, strong PR opportunity — aligned with **King's Birthday/Dip Anniversary** and Regency/Georgian themes.

Action: DRI to push Dorset Council (via Matt & Ryan) for installation date.

3.6 Christmas 2026 Installations

Opportunity to trial **small wall-mounted Christmas trees** using new flag brackets. Pilot in one area only (Westham Road or Lodmoor). Keep promises realistic.

4. Crime Prevention

Daytime Economy meetings strong; Weymouth remains a **safe town**.

Chalets and Pedalos not operating in 2026 may move activity elsewhere.

HA noted Exeter's hotspot patrol model; DRI confirmed Dorset Police already similar but cautious on messaging. Crime prevention to remain standing item.

5. Heritage Plaque Trail – Outstanding Plaques

Two plaques still not installed due to Dorset Council/EA delays. Group stressed urgency; alternative: mount at Lodmoor Country Park. DRI emailed Dorset Council during the meeting.

6. Cross-Agency Engagement

DRI raised need for earlier consultation on installations affecting summer business impacts. HA recommended regular meetings with **Charmaine**. DRI to re-establish small tourism-focused working group with WTC, BID, First Bus, SWR.

7. Next Meeting

Date: Thursday 16 April 2026

Time: 09:30

Location: Pilgrim House (in person if possible)

ACTIONS LOG

Placemaking & Aesthetics

- **DRI** – Arrange cross-agency “Town Cleanliness Strategy” meeting.
- **DRI** – Conduct site walk-round with WTC & Swift Signs re: lighting column weight limits.
- **DRI** – Cost portable internal display boards/easel-based window solutions.
- **DRI** – Push Western Road & Lodmoor businesses and circulate disclaimers for contractor installation of flags.
- **DRI** – Arrange March meeting with Lodmoor traders.
- **DRI** – Push Dorset Council for King’s Statue sceptre installation date; suggest alignment with King George celebration weekend.
- **GP** – Provide Bath–Weymouth historical notes.
- **DRI** – Meet Charmaine re: 2026 beach/esplanade plans.
- **DRI** – Explore revived tourism working group.

Heritage Slabs

- **DRI** – Escalate installation of final two plaques; follow up every two weeks.
- **Contingency** – Explore steel-frame option at Lodmoor.

Crime Prevention

- **DRI** – Raise Chalet/Pedalo changes with police.
- **Standing item** – Monitor Feb–Mar anticipated crime spike.

Seasonal & Events

- **DRI** – Obtain pricing for small mounted Christmas trees; plan pilot.
- **DRI** – Assess shop displays and landlord attitudes (Hull Gregson Hull).

☀️ **IMPROVE SUBCOMMITTEE 2026**

BIG STATEMENTS! 🚀

Focusing on cleaner streets, vibrant placemaking, and strong impact for businesses and visitors.

Key actions include:

PLACE-MAKING



Installing flags before Easter



Rolling out portable window displays for empty shops



Forging ahead with street bunting



Trialling new mini Christmas installations

art and murals



Keeping Weymouth safe with continued crime-prevention focus



Launching a town-wide Clean & Tidy strategy with partners



Working together to shape a brighter, cleaner, more vibrant Weymouth!



Growing cultural projects + Jurassic, Georgian & Dorset themes



Pressing for the King's Statue sceptre installation

WE ARE WEYMOUTH – 2026 Marketing Strategy

🌟 2025 – A Year of Strong Performance



National PR Breakthrough:

Major national features repositioned Weymouth as a vibrant, thriving seaside destination.

Standout Events:



Chase the Dinosaur, Dino Week, Elf Day, Pirate Fest, Harbour Swim – bigger crowds, stronger media traction, award-winning recognition.

Business Growth:



47 new businesses. 73% of businesses reported stronger Sept/Oct trading; marketing identified as the No.1 need



Engagement Gaps:

Hoteliers and retailers need easier, clearer communication pathways.

Social Trends:



Visual, experience-based content performs far better than conceptual campaigns.

Visitor Shift:



18–30s seek experiences, wellness, group activities, adventure.

Christmas Elevation:



Strong foundations, but Steampunk and Santa weekends must be re-imagined for impact.

🎯 2026 Strategic Focus - Three Core Destination Campaigns

Dorset on Our Doorstep

Weymouth as the hub town for exploring Dorset.

Staycations, short breaks, wellness

Rail partnerships & regional collaborations

Promotes Weymouth as the best base for discovering the county

Georgian by the Sea

Amplifying Weymouth's Georgian heritage & cultural identity.

Heritage trails, AI/AR experiences

Bath-Weymouth partnership opportunities

Strong press potential around Regency storytelling

Jurassic Journey

Showcasing the Jurassic Coast and adventure experiences.

Fossil trails, Dino Week, coastering, SUP, hikes
Younger audience imagery (friends, adventure, wellness)

Aligns with the 25-year UNESCO milestone

Marketing Priorities for 2026

- Equal visibility for all events to strengthen Weymouth as an events destination.
- More content creators & micro-influencers.
- Younger, group-focused photography & video.
- Simple business marketing support for businesses.
- Stronger collaborations: rail, food & drink, culture, hospitality.

Outcome

A bold, cohesive, year-round strategy that:

1. strengthens levy payer confidence
2. elevates Weymouth's national profile



Christmas 2025 – Our Critical Showcase

What stays strong:

- Elf Day, Traditional Weekend
- What gets enhanced:
- A bigger, immersive Santa Weekend in partnership with Sealife

- BID-led Steampunk Weekend with curated community involvement
- A cohesive, multi-day Xmas visitor w/e experience