



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.

£11K
STOLEN
GOODS
RETURNED

7011 BUSINESS VISITS

20% REDUCTION SHOPLIFTING

REGULAR SUPPORT TO NTE THROUGH PUBWATCH



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

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.

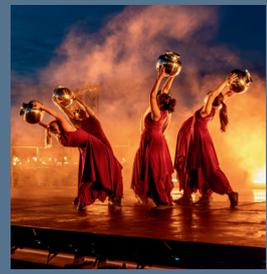
Over the past year, businesses nationwide have faced increasing pressures from rising business rates, National Insurance, and minimum wage costs. In response, the BID has actively challenged these issues, working with other BIDs and Chambers of Commerce at a national level. We have also acted as an intermediary 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)

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.