



BOARD MEMBER PACK 2023-2028

WE ARE WEYMOUTH LTD

We Are Weymouth is Weymouth's Business Improvement District, and works to make Weymouth a better town to live, work and visit.



ABOUT WE ARE WEYMOUTH

BID stands for Business Improvement District (BID). It does not replace the statutory activities or services carried out by the council, police or other public agencies. It is an arrangement under which local businesses improve their own trading environment and agree via a BID operating company on how the levy should be spent on a range of projects to boost the town centre, trading environment and increase footfall.

Weymouth BID is operated by We Are Weymouth Limited, a wholly independent, non-profit distributing company limited by guarantee. It has a board of up to 16 directors from local businesses.

The current Weymouth BID term operates for 4 years, 7 months. It started on 1 September 2023 and will end on 31 March 2028.

A ballot was carried out in March 2023 and all businesses in the BID area were given the opportunity to vote for or against the BID levy. The result of the ballot was a 'yes' vote, therefore all businesses liable for the levy are required to pay.

We Are Weymouth works in partnership with a range of organisations to deliver projects to benefit the town, through marketing, improving and shaping the town.

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

*Graham Perry
Chair*

OUR PRIORITIES



MARKET

The role of the BID is to support events created by others rather than trying to be an events company. External creativity needs to be supported, encouraged and made easier to deliver within the town.

The 'We Are Weymouth' brand is used as a platform from which to reach people and encourage them to make a positive decision to spend time and money in Weymouth.

We invite interested parties to work with us to create a compelling, year-round events programme. As part of all the marketing communication we want to maximise business visibility so that the full offer of the town is seen by visitors.

In summary our focus is:

- Build a robust brand and marketing strategy
- Manage the 'We are Weymouth' website and associated social media within a realistic and appropriate budget
- Build annual events plan through coordinating with event organisers
- Create marketing campaigns that drive journalist interest in Weymouth

IMPROVE

The role of the BID is to improve the look and feel of the town with a focus on delivering higher standards for Weymouth. We use our partnerships to tackle long-standing issues that impact people's experience of the town and ensure a brighter, safer and more welcoming town for those who live, work and visit here.

We seek to work in partnership with statutory bodies to improve the town with schemes such as hanging baskets, arts trails and heritage plaques. Every project is focused on maximise the perception of the town as 'the destination' to visit.

In summary our goal is to:

- Identify and invest in improvements for the town
- Work with partners to maximise outcomes within a realistic and appropriate budget
- Create legacies that enhance Weymouth's Unique offer

Build communication to tackle business concerns around crime and antisocial behaviour

SHAPE

The role of the BID is to work on behalf of the business community to shape Weymouth and secure the future of Weymouth as a vibrant coastal town.

We provide a strong voice to directly represent businesses interests and lobby for change.

In Summary we make a difference through:

- Being the conduit between the business community, Weymouth Town Council and Dorset Council
- Ensuring that projects are managed in line with baseline agreements,
- Playing a proactive part in any consultation process
- Providing a strong unified voice to champion the business community's shared interests.

WHY BECOME A BOARD MEMBER?

We Are Weymouth 'makes a difference' to Weymouth.

We can only do this with the commitment of a diverse board of directors who represent the views of the business community and who want to share their insights and expertise when decisions are being made.

Every geographic area and sector needs to have a voice to ensure that decisions affect the many not the few. We need directors who are passionate about the town, not just their own business, and who want to be part of making impactful decisions which affect the town's economy.

Every board member brings their life skills, their work history and their passion, and together the board represents the whole Business community.

We Are Weymouth Limited is the Management Board set up to manage the BID Business plan and provide the strategic direction of the BID over its elected term.

BID Levy payers are entitled to join the Board as Voluntary Directors through an election process at the Annual General Meeting. Details of this process are written into the constitution.

The Board is supported by an Operational Team led by the Chief Operations Officer who administers and delivers the business plan based on the strategic direction of the board.

Board meetings are usually on the last Wednesday or Thursday of the month from 11-2pm and last for two hours. Board meetings are a mix of in-person and on-line TEAMS meetings.

A Board pack is issued a week prior to board meetings for board members to peruse, research and identify any questions for the operational team.

Board meetings are for the purposes of ratifying projects discussed within subcommittees, and agreeing spend particularly project spend and external funding requests.



WHAT DOES IT MEAN?

The BID is a not-for-profit company, and is run by a Board of Directors, made up from a range of businesses in the town.

We Are Weymouth is a not-for-profit Company who manages the Business Improvement District (BID). Any levy payer can stand to be elected onto the Board.

All Board member positions are voluntary and do not receive payment.

This Company is Limited by Guarantee, which means the members' liability is limited to £1.00 each. The Directors have their regulatory liability covered by Directors & Officers insurance.

This structure ensures that the Board of Directors is fully accountable to BID levy-payers and is controlled by BID levy-paying organisations. All the levy paying businesses are entitled to become members of the company and all registered members are entitled to vote at the AGM and those meetings include the appointment of the Board of Directors. A suitable rotation policy has been developed. Additional members may be co-opted, as required.

The Board is elected from the members to create a representative, business-led group to oversee the financial, managerial and operational activities of the BID.

Subject to consultation with the businesses, the Board shall have the ability to vary service delivery and expenditure allocation according to changing demands of the levy payers or when substantial changes to economic circumstances impact on the BID area. However, any change to the BID boundary or to the levy rate would require an additional 'alteration' ballot.

The Board meets at least six times per year and receive both management and financial reports at each meeting. They communicate regularly with levy-payers on key issues, particularly including progress against the Business Plan.

All BID levy-payers are entitled to attend meetings of the Board to raise any matter and the Board would also follow industry best-practice in the following areas:

- Being subject to independent, accredited, external audit, leading to the production and submission of an Annual Report, annual accounts and the submission of statutory financial and corporation tax returns
- Producing regular updates to BID levy payers
- Allowing the rotation of Board representatives as required via elections



OUR TEAM



Graham Perry – Chair

Graham's roots are in Weymouth, and despite working elsewhere for an extended period, this town has always been his anchor. Upon returning to Weymouth in 2014, he purchased a waterfront property that he and his wife refurbished. This site is now home to The Bridge Fair Trade Shop, managed by the Fairbridge Trust. This charity not only supports Fair Trade products but also raises funds to combat poverty locally and globally. As a Director of Weymouth Civic Society, Graham actively advocates for maximizing Weymouth's heritage and historic harbour to boost the area, especially outside the typical tourist season.



Lynne Fisher – Vice Chair

Lynne resides in Weymouth with her husband Andy and daughter Chloe. Since November 2017, they have owned and managed St Johns Guest House. Lynne's extensive background in the NHS as a nurse and midwife, holding senior management roles, has equipped her well for the hospitality sector. She notes the similarities in the needs of patients and guests, benefiting from a caring approach. Lynne adores Weymouth and feels incredibly fortunate to live in such a picturesque location. This sentiment drives her to represent similar businesses on the BID Board, contributing to maintaining Weymouth's traditional seaside charm while fostering growth. Ensuring that both the local community and visitors enjoy the advantages and successes of the BID approach is crucial to her.



Chris Truscott

After a successful career holding senior commercial and directorial roles at renowned brands globally, Chris decided to settle on the South Coast. He now owns three McDonald's restaurants in Dorset, two of which are situated in Weymouth. Chris is convinced of Weymouth's ability to capitalize on its natural resources and is dedicated to encouraging local businesses to showcase the town's strengths. By working together with all local partners, businesses in the area can thrive, maintaining Weymouth as a vibrant and attractive spot for both locals and tourists, and contributing to the local economy.



Jonathan Oldroyd

Jonathan, the proprietor of Award winning Gloucester House Bed and Breakfast on The Esplanade, brings a wealth of experience from the Hotel and Events Industry, spanning 28 years. He has held various high-level positions in General and Regional Management with leading National Hotel Chains throughout the UK. Jonathan is deeply committed to the BID's efforts to enhance Weymouth's prosperity, safety, attractiveness, and vibrancy. Jonathan strongly believes in the power of local businesses collaborating to achieve greater impact collectively, surpassing what any single business could accomplish alone. Through elevating Weymouth's success, all businesses stand to prosper.



Jye Dixey

Jye, the Manager of William Henry pub and a resident of Weymouth, brings his expertise from different seaside resorts to the board with the aim of boosting economic development in the area. With a hospitality background, especially in the late-night sector, he joined the BID to enhance safety in the town. Jye contributes valuable insights on local projects, activities, and business growth, utilizing his experience at both local and national scales. He actively participates in the marketing and improve sub-committees.



Cllr Howard Atkinson

Howard has lived in Dorset since 2012 after retiring as a Professor in the School of Biology where he led many research projects worldwide aimed at enhancing food security. Transitioning into local politics, Howard was chair of a local Parish for 5yrs and coordinated their neighbourhood plan. Howard is interested in river health and biodiversity in Dorset, valuing the importance of the nature reserves in Weymouth. He was recently elected as a councillor for the Melcombe Regis Ward, joining the BID Board to represent the local community, convey the town council's viewpoint, and facilitating communication for strategic decision-making within the BID.



Josephine Parker

Josephine established the E-BIKE cafe during the pandemic, launching the business in November 2020. With a diverse background and strong business acumen, Josephine has garnered recognition through accolades like Top Salesperson in the UK and Worldwide for Lyreco, as well as a Dorset Tourism Award for E-BIKE cafe. Her aim is to make a positive impact on the town, viewing participation in the BID board as a means to achieve this goal. "I am dedicated to Weymouth and the harbourside business community, striving to create a meaningful change in our hometown, where I reside."



Paul Mooney

As the owner of a Gallery on Trinity street, Paul has extensive contacts in the arts and culture sector. He aims to represent both this sector and independent retailers on the board, plus represent South Harbourside. Paul's goal is to positively impact the town, through this role leveraging his background in partnership development and multi-stakeholder projects. He brings senior management experience from private, public, and third sector organizations, with a specialization in urban regeneration, particularly in town centres. Additionally, he possesses extensive knowledge in education, finance, marketing, and operational management. "I am eager to apply my skills in writing, evaluating, and delivering funding applications to support the operational team effectively."



Dave Hiscutt

Dave brings over 20 years of retail experience, including 15 years in management roles with companies such as Marston's and Bourne Leisure. For the past 16 years he has successfully operated the Bassett Retail Group, managing multiple stores across the South West. Passionate about both technology and crime reduction, Dave is committed to improving business safety and integrating practical tech solutions to support local retailers. As former Chair of ShopWatch, and an active participant in DTE meetings with Dorset Police and the Dorset Safer Partnership, he remains dedicated to strengthening crime prevention across Weymouth and providing a county wide perspective in board meetings.



Lyn Mackenzie

Lyn has worked in Weymouth for over 30 years and is the landlady of The Black Dog (since 2024) and The Tin Cat (since 2025, following her management of The Belvedere from 2019-2025). With experience across hospitality, B&B and nightclub management, catering, events and promotion, she has delivered year-round live music, entertainment, and cultural activity across all her venues. Well-connected throughout the town and supported by long-standing family ties to Weymouth, Lyn is passionate about preserving and celebrating its heritage and hopes to bring her insight, experience, and community connections to the Board.



Kerry Gilbert

Kerry is the owner of Tattoo Morningstar, a respected and well-established studio she has operated in Weymouth since 2019. With 17 years' experience as a barber in the town centre, she brings extensive local knowledge, strong community ties, and a clear understanding of the needs of independent businesses. Having lived in Weymouth for many years and raised her family here, Kerry is firmly rooted in the community and supports the local cultural scene through managing a band. She is passionate about Weymouth's long-term prosperity and committed to helping shape a vibrant, resilient town centre that benefits residents, visitors, and the wider economy.



Dawn Rondeau-Irvine **CEO**

Dawn became the Chief Operations Officer at We Are Weymouth in January 2021, bringing 14 years of experience as an award-winning Business Advisor. She aims to leverage her expertise to enhance Weymouth's position as a top seaside resort, drawing from her background in supporting SMEs across various sectors. Dawn's personal connections to the area and previous experience in coastal communities drive her to ensure Weymouth thrives as a destination.



Kelly Davies **Operations Assistant**

Kelly, originally from Weymouth, finished her fine art studies in Southampton before moving to Brighton to further her career. After ten years, she came back to Weymouth, where she has been raising her family, working for the BID since 2019. Her strong attachment to her hometown motivates her work with the BID team, concentrating on boosting tourism, engaging in different projects, and supporting local initiatives.



Anita Darling **Operations Assistant**

Anita, who has dedicated 30 years to the pub and hotel industry, recently relocated to Weymouth after falling in love with the area and its vibrant music scene during her frequent visits. Following the sale of her pub in Ringwood, she and her husband made the move. Anita's extensive background allows her to connect with numerous business owners in town, where she enjoys sharing the benefits of marketing initiatives and the crime reduction scheme.

Outsourced services



WHAT NEXT?



If making a difference to Weymouth appeals, and you want to represent your sector or geography, please have a chat with us and we will talk through any questions you may have.

Every board member brings their life skills, their work history and their passion, and together the board represents the whole Business community.

Code of conduct

BOARD MEMBERS AGREE TO HAVE:

- Respect for the Business community we work with and serve.
- Integrity in our actions.
- Responsibility for our decisions and their consequences.

We are committed to:

- Acting honestly, truthfully and with integrity in all our transactions and dealings;
- Appropriately handling actual or apparent conflicts of interest in our relationships;
- Treating every staff member, board member and business owner with dignity and respect;
- Treating operational team with respect, fairness and good faith and providing conditions of employment that safeguard their rights and welfare;
- Acting responsibly toward the business community in which we work and for the benefit of the businesses that we serve;
- Improving the accountability, transparency, ethical conduct and effectiveness of Weymouth BID



GET IN TOUCH

OUR PRIORITIES

-  Improve the look, feel and safety of the town
-  Attract people to spend money in the town all year round
-  Provide a strong and unified voice to promote your interests

CONTACT US :



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