



Levy Payers Forum – Tuesday 17 May 2016

Signage

- Numbering of properties along the sea front & streets in general will help visitors to move easily around the town.
- Showing trailers for films and other events on monoliths will create new revenue that can be offset against the signage costs.
- Ensure signage project is put out for tender, dependent on funding to get the best price possible.

Action – Survey Monkey to be sent to Levy Payers and used to provide additional comments and data including funding in relation to signage.

Marketing

- Two questions were asked at the Forum regarding the current Pay Per Click (PPC) campaign and our social media plans. The Pay Per Click campaign started at the beginning of April and has generated 12% of our overall traffic to date. Our long term strategy is to limit any cost for paid for traffic and as our organic traffic continues to grow then reliance on things like PPC will decrease. Our current social media advertising budget is set for 3 months at £150 p/m. This is promoting 3 adverts We Are Weymouth UK Page Promotion, Win a Trip Competition and Out Loud Video views.

Footfall

- Year on Year comparisons are confusing causing a lack of confidence in the footfall data.

Action – Include accurate data collection from cameras in St Mary's Street (North & South) in the BID Newsletters and explain data better on our website.

Action – Arrange for Springboard, who collate the footfall data, to present at the next Levy Payer meeting on Tuesday 2 August 2016, to explain how the cameras work and what the data means.

How's Business for the Levy Payers

Positives

- There is the possibility with the Cineworld Unlimited Customers to link with other businesses to offer vouchers/incentives.
- Communication through weareweymouth is very positive.

Negatives

- Vagrancy particularly bench front drinking is an issue.
- Mid-week trade is challenging in bars as it is lower than other times during the week.
- Late night opening for bars and clubs can cause issues within the town centre.
- Lack of communication on opening hours between Businesses around bank Holidays and late nights.
- Events aren't spread out enough geographically and seasonally.

Action – Speak to local churches and relevant authorities to get help with the vagrancy issue.

WIFI

- The idea is to investigate the possibility through-out the town. Where should WIFI be free? From the Harbour to?
- WIFI should be free at point of use.
- Should usage be limited? I.e. free for 30 minutes.
- Data collection of emails and postcodes through use of the free WIFI will be invaluable.

Action – Discuss WIFI details with providers and send a Survey Monkey to Levy Payer's asking if and how they want free WIFI.

Christmas

Suggestions for the town were as follows:-

- Best Dressed balcony/frontage along the Esplanade.
- Lighting up of the Esplanade.
- Georgian Christmas Market.
- Harbour 'Magical' Lights and trees.
- Victorian Christmas in St. Alban Street.
- Involve the Churches – nativities, carols, community concerts involving all the family.
- White lights on centre trees and churchyards.
- Sponsorship from large local traders.

Action – Circulate the ideas for 'The Big Christmas' to the Levy Payers and ask for feedback and champions to be responsible for different areas within town.