



CHALLENGES

- Weymouth and Portland's tourism sector is very important to the local economy (impacting on food, entertainment and arts businesses amongst others). However, there is a problem with wet weather facilities. What could we build or set up to appeal to any of the following groups: people between 18-30; 30+ professionals; families; international visitors.
- Weymouth and Portland are trying to build a new image to appeal to people that are keen on adventure – kitesurfing, kayaking, climbing, sailing. Can you come up with some ideas for events that we could put on to build this market further? What technology or apps could be useful in supporting this growing industry?
- Iron Man competitions are becoming a regular part of the annual event calendar. This brings in visitors to the town that we would like to encourage to come back and spend their money. Can you design an app to help the competitors and their families to enjoy their time in the borough?
- Hidden Gems app. Can you come up with a type of game app (that includes scores and rewards) that will help visitors discover the hidden nature reserves (and what can be found within them) across the borough... - have a list of spaces... and some of the animals/plants that can be found there...
- There are a number of empty shops in Weymouth... What could be done with these empty spaces? What might encourage more people to shop in the high street rather than online? Retail employs 19% of our workforce in Weymouth and Portland. Can you come up with an idea for an app to help small or micro businesses to start selling products on the high street or at markets? Do you have any ideas for markets that would appeal to shoppers?
- There is a huge space around the Pavilion that could be used more effectively. How could this space be used, be built on... how could it be used by local people, tourists, business?
- There are increasing numbers of cruise ships coming into Portland Port. This brings more tourists into the area, many from different parts of the world such as Germany and China. How can we benefit from these new visitors by keeping them in the local area? Perhaps a tech idea that they could get on the boat or on arrival. What services might be set up for them? What businesses could be created to gain custom from these tourists?
- We have a lot of open space on Portland. Coupled with GPS locators on phones or GPS devices. How could we use sensor data, GPS and open space to create an activity for adventurers? Could this be a new form of competition with prizes?
- Weymouth and Portland has a rich history connected with the Spanish Armada, Christopher Wren, St Pauls Cathedral, Smuggling, the Black Death, the Civil War, George III, Dunkirk, D-Day and various wartime camps. How could we harness this for the promotion of our tourism industry? Are there any apps that could be created?

- Sensors can now be installed to collect all kinds of data. What data could we collect around the town and how could this be used to help businesses and the local economy?
- Wearable tech, such as Fitbit, is becoming more and more popular. The information it collects could be used to help people to become healthier. How could this information be used by apps or programmes to achieve this? Think about different groups of people and come up with different ideas for each.
- Virtual Reality is becoming increasingly complex and well-developed. How could VR be used to train people or give experiences to customers? Can you think of ways that VR could be used in Weymouth and Portland? Could you come up with a business that uses VR?
- 15 minute check visits are included in care plans to ensure that the service users are OK, and taking their meds. However, although necessary, they are very inefficient due to the time needed to travel to and from the service user's house. What could be done through the application of technology, volunteers, or a combination of both to fulfil the need to make contact with a service user, engage with them and keep them safe, but without always having to travel to their house?
- "While we have seen a notable increase in internet usage across all groups in recent years, many older and disabled people are still not online, with two-thirds of women over 75 having never used the internet." Pete Lee, Surveys and Economic Indicators Division, Office for National Statistics Using the above statistics. Social exclusion/loneliness is a significant issue for many older people; especially those who might be housebound. Technologies such as tablets and smartphones have the potential to help alleviate this; however building confidence to use such devices is a significant challenge. What ideas do you have for finding ways to help service users start to understand what a smartphone can do for them?
- Developing Food Tourism. We now have the Seafood Festival, food establishments around the harbour, farmers' markets, Dorset Cereals, Roberts Catering, Loose Moose, Forking Good Food and a number of other bespoke food businesses across the county. There is a growing market for international street food. Can you come up with an original idea for a food business, event or app to develop this market further?
- Product Development. Jimmy Cregan went on a road trip around Tasmania and discovered a drink that was not sold in the UK – Iced Coffee. He loved it so much that he created his own recipes and began selling it here in the UK. He now sells his product in Tesco, Sainsbury, BP, Londis, Selfridges, Budgens and on Ocado online. Have you seen any products on your travels that could be developed, packaged up, branded, marketed and sold in the UK? Come up with some ideas and develop them.
- Creating a better welcome to Weymouth at the train station (resurfacing/pedestrianisation/public art/building alterations/cycling integration)
- Designing a wayfinding strategy to better connect the town centre with the Nothe
- Addressing ageing and isolation by designing a scheme which pairs the elderly with the young (skills swap/community garden/DIY workshop)