

Weymouth Business Improvement District Ltd Project Funding Application



Please note that applicants may be required to provide further information and give a presentation of the proposal to the Board.

Application Process:

- Complete the application form in full and make sure that all the requested information is included. This should be returned to the Weymouth BID office.
- Applications should be submitted as far as possible in advance.
- Your application will be considered by the Weymouth BID board of Directors.
- You will be notified of the date the decision is due to be made in advance.
- Once the decision is reached, you will be informed of the outcome.

Funding Procedure:

- Normally, once the funding is approved, and we have received your signed acceptance, you will receive payment. This may consist of staged payments, payable upon reporting from the applicant.
- If you haven't had all your money in place to start the project then we may hold your grant until all the money is secured.
- You will need to agree to send us copy invoices relating to the funding and complete a report form to say how you've spent the money. If we don't receive this we may ask for the money back.
- You must spend the money as stated in your application.
- You must return any unspent funds.
- You must tell us if you change the project as described in your application.
- Weymouth BID must be included in any press releases and handouts and the BID Board will confirm specific marketing requirements dependant on the proposal.

Name and address of your organisation and correspondence address:
(Including email address and contact telephone number if possible)

Weymouth & Portland Chamber of Commerce
C/o Albert Goodman

president@wpchamber.co.uk
Andrew Knowles 07970 108191

Describe your project:

Festival of Business 2019

As part of our centenary celebrations we will be hosting a series of business events including training workshops, exhibitions, business clinics etc.

The purpose is to equip local businesses with knowledge, skills and inspiration, to help them become more competitive.

Dorset Growth Hub have already agreed to fund a number of business workshops, which will provide the core of the festival. However, we are keen to give local firms an opportunity to share their expertise and experience for the benefit of others.

We are looking to the BID to provide funding for the creation of a 'festival of business' branding that could be re-used.

The festival will be open to businesses across Weymouth & Portland.

Describe how your project will benefit Levy Payers and how it fits within the Weymouth BID business plan (a copy of which is available on weymouthbid.co.uk):

Benefits to BID levy payers:

Local access to specialist training and support in digital marketing, business finance and starting out in business, that will:

- Stimulate new commercial ideas, and reinvigorate existing operations.
- Help businesses become more effective with digital marketing.
- Raise awareness of finance options and grants.
- Promote business mentoring opportunities.

The festival seeks to raise the aspirations and capability of local firms, which in turn contribute to the BID's core aims of improving the look and feel of the town and attracting people to spend money.

Will raise awareness of Weymouth as a place to hold conferences and workshops in the future.

Has the potential to become an annual event during the out of season winter period.

How much funding are you asking for from the Weymouth BID Ltd?

£3000

How will you spend the funds you are asking for? Please itemise the costs or project budget (use another sheet if necessary):

The funds will be used specifically to create a unique local branding for the festival, which will include:

- Distinctive name and logo
- Creation of digital images for online promotions
- Design and printing of flyers and banners

Ideally, a local firm will be selected to provide this service, for which firms will be invited to bid once the finance is agreed.

Please list at least six business who you have consulted and who support this project:

The following have been consulted:

- Gresham Hotel
- WHGLA Hotels and guesthouses
- Weymouth College

Please list any businesses that may be adversely affected by the project and explain what steps you have taken to mitigate those effects:

No businesses should be adversely impacted by the project.
It should present an opportunity for Weymouth College to showcase its business courses.

Additional Information you wish to submit in support of your application for consideration:

The core elements of the festival are already being organised and will go ahead regardless of BID involvement. Additional events can be added to programme based on need and capability to deliver.

As yet, the festival has no clearly defined start or end dates. This gives us flexibility to add events. It ties in loosely with the Chamber's centenary year – 2019.

The funding being sought from the BID will enable the festival to be given a stronger local feel, giving businesses a deeper sense of ownership.

DECLARATION:

I declare that this funding application has been authorised by:

Name of organisation: Weymouth & Portland Chamber of Commerce

Name of Applicant: Andrew Knowles

Signature of applicant:

Position: President

Date: 17/12/18

Assessment Criteria

The BID2 board will assess applications for funds using the following criteria:

Essential criteria:

1. The project or event is in accord with the BID2 business plan.
2. That the funding provided will benefit a significant number of Levy Payers
3. That the applicant has consulted Levy Payers in the area where the project or event is based.
4. Where any element of an event will compete with a Levy Payer or Levy Payers, that they have been consulted with a view to offering them participation or otherwise mitigate the effects of that competition.
5. Where any project or event will cause disruption or obstruction to any Levy Payer that they have been consulted in order to minimise the effects of this.
6. That any project will deliver tangible benefits within six months.
7. Where other funding has been sought for the project or event it is likely that it will be obtained
8. The application contains proposals to evaluate and monitor its expenditure
9. The application is well costed and value for money and that tenders have been requested where necessary.
10. The applicant agrees to account for how the funding has been spent, and to provide feedback to BID2 of the outcomes.
11. The applicant agrees to BID2 using details of the projects or events in publicity material and annual reports

Other factors that will be considered:

- A. Whether BID2 has been given adequate notice of the application
- B. Whether applicants have experience of managing funding in a professional way
- C. Whether the event needs BID2 funding or should be able to run itself
- D. Whether the Applicant or anyone associated with the Applicant will benefit financially in any way.