

Weymouth Business Improvement District Ltd Project Funding Application

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

Weymouth Rotary
Pilgrim House
1 Hope Street
Weymouth
Contact email : bobrezaei@aol.com
Contact telephone: 07967346703

Describe your organisations activities and objectives:

Local branch of Rotary International providing community services and charity donations and events geared towards members of the local Weymouth area.
Fayre In The Square is now an established community fundraising activity spread over two days held the last Bank Holiday Weekend of May.
Held in Hope Square and along the South side of the harbour, the event provides a mix of a central music stage and a range of commercial and charity stalls.

How will your project benefit the Town?

Fayre in the Square raises the footfall in an otherwise quiet period and provides a focal point for local activities on the Bank Holiday Weekend for Weymouth.
Each year we have produced 10,000 programmes which have been provided free on entry to visitors and have seen an increase in footfall year on year.
The monies raised by the event are donated to local groups and charities only.
The event is also advertised throughout the South West and beyond.

Describe how your project fits within the Weymouth BID business Plan:

Beating Seasonality in Weymouth

Fayre in the Square falls within the 'shoulder' months of the main seasonal period and falls within the remit of Weymouth BID to promote and encourage activities outside of the peak season.

Where do you get the majority of your funding from each year to run your organisation?

Fayre in the Square has been possible by the sponsorship by local businesses and organisations.

What do you aim to achieve with the funding you are requesting in this application?

The continued success of Fayre in the Square, increasing awareness of the Southside of the Harbour.

How much will your project cost in total?

Approx £11,000 pa

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

£5000

What percentage is this of the total project costs?

45%

Where will the rest of the funding come from?

Local businesses, Weymouth Rotary, sponsorship and advertising.

How much of this money have you secured?

40% approx

What is your organisation's reconciled bank balance as at today's date?

Approx. 3500

How will you spend the funds you are asking for? Please itemise the costs

Stage - £1200
Stage equipment - £800
Advertising £1000
Street licences, road closure notices, legal requirements - £750
Medical cover - £500
Manpower and security costs £750

What benefits do you aim to achieve with this project? List at least three benefits.

Increase in visitors to Weymouth, specifically the Southside Old Harbour area.
Increase in Weymouth visitors as a whole and increase in visibility in an off season period.
Providing a family orientated event with wide appeal to all social groups.
The raising of significant monies to donate to local groups and charities.

Benefits Continued:

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

Unfortunately we have lost our main headline sponsor, Waterside, due to management changes within the company and current trading conditions.
They had supported us annually with £5,000 towards the running of Fayre in the Square and main prizes for our main draw.

DECLARATION:

I declare that this funding application has been authorised by:

Name of organisation:
Weymouth Rotary Club

Name of Applicant:
Bob Rezaei

Signature of applicant:



Position:
Sponsorship Organisor (fayre in the square)

Date: 23-2-18.