

Weymouth BID

Project Funding Application

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Please note: This is 1 application to cover **3 separate projects**

Section 1: Organisation Details	
Company	Just Racing (UK) Ltd
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Website	www.justracinguk.com
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Section 2: Company History / Overview	
Area of Speciality	Sports Event Management
Established	Since year 2000 (18 years)
Total Number of Events Organised	210
Individuals racing one of our events	113,849
Major Event History	9 European and National Championship Events Delivered 8 World and European Qualifying Events Delivered
Geographical Impact	Delivered events across 10 Counties in the UK
Weymouth and Dorset	Established / Delivered Challenge Weymouth Triathlon 2014 - 2015 Established / Delivered IRONMAN 70.3 Weymouth 2016 - 2018 Established / Delivered Weymouth Half Marathon 2015 - 2018 Dorchester Half Marathon 2019 (<i>new</i>)

Section 3: 2019 Project Overview (Weymouth Events)				
Events	Event Type	Date	2019 Target Entries	Additional Supporters
Weymouth Half Marathon	Run	17th March 2019	1500 - 2000	3750 - 5000
Swim The Bay	Swim	20th July 2019	500 - 750	1250 - 1875
Jurassic Wheels	Bike	21st July 2019	500 - 1000	1250 - 2500

Section 4: How will our projects benefit Levy Payers?	
The BID Plans	JRUK Plans
<p>Plan #1 <i>Attracting New Visitors</i></p>	<p>Our aim is to target potential athletes within a 3 hour radius of Weymouth. This is where we are likely to have the most success for attracting new visitors to the town. Athletes seldom come to events alone and our research / data shows that the average they bring with them is 2.5 supporters. <i>Refer to section 3 for further details.</i></p>
<p>Plan #2 <i>Increasing Footfall</i></p>	<p>Athletes and families will be staying in Weymouth, using the facilities and supporting participants, throughout the year. The local marketing will also encourage local support and further visits to the town, especially if we are able to generate local business - event partnerships. Our work with local organisations is essential in driving this.</p>
<p>Plan #3 <i>Beating Seasonality in the Town.</i></p>	<p>The events for 2019 are not all scheduled for the peak season, which will bring exposure and people to the town out of the normal busy influxes Weymouth already has. From our experience with IRONMAN, athletes will want to visit Weymouth to recce the area and train on the routes they will be competing on. This often involves visits with families and / or friends over a longer stay. It is our intention to make Weymouth an endurance sport training and racing location all year round, generating visits over a 12 month period. Once again our work with local organisations is essential in driving this.</p>
<p>Plan #4 <i>Marketing Weymouth</i></p>	<p>Marketing Weymouth and its Jurassic coastline as a place to train and compete in some challenging events in a stunning location. These single and multi sport events are targeted at a wide range of people, to offer something for everyone. Previous research / data from our IRONMAN surveys suggest there is a strong correlation between a positive event experience / offering and the athlete revisiting the town (with friends / families). <i>Refer to social media campaigns in section 5b</i></p>
<p>Plan #5 <i>Building on Weymouth's Event Schedule Calendar</i></p>	<p>Events are a fundamental and proven method to increase footfall and potential repeat visits to the town. We want to build and add to the already successful events calendar Weymouth has on offer with World Class Sporting events.</p>
<p>Plan #6 <i>Supporting Levy Payers & Local Charities</i></p>	<p>JRUK give athletes the opportunity to race for free if they gain sponsorship for local charities, which will in turn put funds back into the community. We have established a partnership with Weymouth Rotary for all 3 projects in 2019. The Weymouth Half Marathon has raised between £10,000 and £20,000 each year alone for local charities.</p>

Section 5a: Funding Overview	
What we don't want...	<p>These are our events and we fully expect to be paying for them and underwriting the event delivery, which includes (but not limited to);</p> <ol style="list-style-type: none"> 1. Event Infrastructure 2. Venues 3. Course and Route preparation / delivery 4. Medical and all safety cover 5. Traffic Management 6. Event Staff and Security 7. Timing and Communications 8. Athlete Expenditure (medals, food, gifts, trophies, prizes etc) 9. Administration (insurances, design, etc) 10. Other event delivery costs
What we do want...	<ol style="list-style-type: none"> 1. To attract athletes to Weymouth from a wider geographical area for: <ol style="list-style-type: none"> a. Event day / weekend / week b. Training / Recces / Family visits outside event 2. To develop a membership scheme for businesses and athletes 3. Develop local activity and engagement from local businesses and individuals throughout the year in and around Weymouth <p><i>See section 5b for further information on our Marketing Plans and how BID funding could help us both achieve our shared aims...</i></p>

Section 5b: Funding Plans			
	Activity	Additional Needs	Associated Costs
Overview	Our marketing plan currently consists of mainly attracting entrants from our existing database and followers for triathlon, running and cycling events, along with small social media campaigns. It is our intention to reach new markets via social media, specialist partnerships and broader marketing campaigns.		
Local	<p>Local Media and Business Partnerships Press releases with event specific updates and news.</p> <p>Leaflet production with drops to public places and businesses</p>	<p>Staff (1 day p/w) Leaflet production</p>	<p>£5,000 £500</p>

Local	Business Membership Implementation and monitoring. This includes promoting businesses to competitors throughout the year, giving access to business entries and event partnerships	Staff (1 day p/w) Material Production	£5,000 £1,000
National	<p>Specialist Publications Marketing Media (Online and Press) Establish deeper relationships with key publishers of 4 sports (swimming / Cycling / Running / Triathlon) to ensure greater feature content alongside advertising campaigns.</p> <p>It would be our intention to work with 2 of the key publishers of each sport to ensure quality in depth and the greatest reach / promotion for the events and Weymouth.</p>	<p>2 x Swim Publishing Partnerships</p> <p>2 x Bike Publishing Partnerships</p> <p>2x Run Publishing Partnerships</p> <p>2 x Tri Publishing Partnerships</p>	<p>£3,000</p> <p>£3,000</p> <p>£3,000</p> <p>£3,000</p>
Regional and National	<p>Social Media Further expand our social media campaigns.</p> <p>Based on the extra planned spending each events campaigns would reach an additional 600,000 - 1 million reach with strong weymouth messaging / imagery, totalling a reach of 1.8 - 3 million people throughout the year</p> <p>The main focus will be Facebook, Twitter and Instagram.</p>	<p>Staff (1 day p/w)</p> <p>Swim Campaigns</p> <p>Bike Campaigns</p> <p>Run Campaigns</p>	<p>£5,000</p> <p>£3,000</p> <p>£3,000</p> <p>£3,000</p>
Regional	<p>Direct contact with organisations outside of Weymouth town, focussing on both Dorset and surrounding Counties to encourage participation and visitations throughout the year.</p> <p>Also achieved by working with local organisations for continued engagement and extended relationship building (eg. Weymouth Bay Sea Swimmers)</p>	<p>Staff (1 day p/w)</p>	<p>£5,000</p>

Section 5c: Funding

Funding for each Project:	£14,167
Total Funding Application (for all 3 projects combined)	£42,500

Section 6: Consultations

Business	Comments
First Group Bus Company	"Great to see more events coming to Weymouth and delighted that Just Racing have booked us for their transport at some of these events in 2019".
Weyline / Bee Cars	"Ironman has proved to be an amazing draw for either competing, assisting, supporting or spectating for thousands of people. A lot of them having never been to Weymouth before and enjoying hospitality, dining, accommodation and even retail. Yes the traffic is a little slower, yes there are some road closures, which in my sector create some logistical challenges but all said and done our job count goes up by at least 15% and the town enjoys an influx of customers across the board. Would I like to see similar types of events - is the pope Catholic"!
1652 Coffee Shop	"Our sales and footfall during both IRONMAN and the half marathon weekend went crazy. Not only this, but the type of people that came to us were engaging, interesting and loved our independent shop. We would wholeheartedly support more Just Racing high quality sports events coming to Weymouth".
The Pavillion	"It is very important that these sporting events, be it swimming, cycling or running, continue in the centre of Weymouth as they bring in large numbers of visitors and these events build on the legacy of sporting history that we have in the area. We have enjoyed working with the team at Just Racing and will continue to do so in to 2019 and beyond".
DOMVS	"Domvs would be delighted to see Just Racing bring their planned sporting events to Weymouth in 2019. Following the success that IRONMAN brings to our town, which really puts it on the map. The DOMVS team look forward to supporting Just Racing in what we know will be some fantastic events".

<p>Formotion / Massage Weymouth</p>	<p>“I have been treating out of area clients all year round from those partaking in the IRONMAN and Half Marathon events. Despite many of these athletes being out of town clients, they have become part of my regular customers / client base as they regularly visit the area to train. These athletes continue to recommend more out of town clients, making it a positive contribution to my business, Weymouth and other local businesses. I will be supporting more sporting events from Just Racing in 2019”.</p>
<p>The George / Batida / Lazy Lizard</p>	<p>“These events coming to the town provide Weymouth with a broader spectrum of visitors, create a positive effect on the town and a feel good atmosphere. We have experienced the athletes and their families visiting both before, during and after the events, have experienced an increase in turnover and would welcome more large scale sporting events in the town”.</p>
<p>Weymouth Bay / Seaview Holiday Parks</p>	<p>“We have noticed an increase in athletes staying with us over the last few years, not just during event week, but throughout the year. They bring a really positive vibe whenever they are staying at the parks and their feedback is always positive about the event and Weymouth as a place to visit. Consequently we are seeing more consistent repeat bookings from athletes throughout the year. We would definitely support more high profile sports events coming to the town and would happily get involved in any way we could”.</p>
<p>Economy, Leisure and Tourism WPBC</p>	<p>“We are delighted to support these new sporting event weekends in the Borough bringing additional high spending visitors to the area outside of the main summer season”.</p>
<p>Hotel Rex / Crown Hotel / Fairhaven Hotel / Hotel Central / New Vic</p>	<p>“Anything that brings people to the town and increases the exposure of Weymouth we would definitely support. Especially sporting events outside of the summer holiday period”.</p>
<p>Coffee 1</p>	<p>“IRONMAN weekend was our best weekend ever. Bringing 3 more large scale sports events to Weymouth is an excellent idea and one that we would definitely support”.</p>
<p>NOTE:</p>	<p><i>No businesses will be adversely affected by our projects - all have the potential to benefit throughout the course of the year</i></p>

Section 7a: Additional Supporting Information	
JRUK	Promo Video available
IRONMAN Weymouth	Promo Video available
Weymouth Half Marathon	Promo Video available
Local Suppliers	Where possible we will always aim to use local providers
Local Clubs / Communities	In all our projects we aim to engage with both local organisations, clubs and community groups and where possible create links with local businesses

Section 7b: Sample Athlete Feedback from Events	
Mel P	“Recently I have been to many other races run by other organisers. It is not till you do that, that you realise just how great a job Just Racing do at their events. Great event, great organisation, great day out. Thank you!”
Katherine B	“Thanks for a brilliant race yesterday. I thoroughly enjoyed it (except that hill on the run!) and your team were fantastic at organising it all. Well worth the trip from Sussex.”
Milly C	“Thank you so much for yesterday - it was such a good first experience and I really appreciate all the effort that went into it! Hope to join you again next year!”
Mark F	“First of all, big thanks for such a great event. My first time doing it and I’ll definitely be back! Having heard from team mates about last year’s weather I’m very thankful for yesterday’s sun!!”
Mike M	“it was a great course and superbly run event.”
Jo P	“... well done for an excellent event. Your organisation was superb as ever. All timings spot on and I think you thoroughly deserved to host a national championship and a world/European qualifier. I found all the marshals excellent”



DECLARATION:

I declare that this funding application has been authorised by:

Name of Organisation: Just Racing (UK) Ltd

Name of Applicant: Alan Rose

Signature of Applicant:

Position: Managing Director

Date: