



Board Meeting Agenda

Date: 24th February 2021

Time: 11:00

Location: Pilgrim House or Zoom

Item		Time
1.0	Welcome	11.00
2.0	Apologies for Absence	11.05
3.0	Declaration of Interest	11.10
4.0	Observers Natalie Merry (Weymouth College)	11.15
5.0	Matters Arising from Previous Minutes	11.20
6.0	Governance and Engagement (CT report)	11.25
7.0	Finance Report <ul style="list-style-type: none"> • Levy Collection Update and plans Accounts Received Update CT 	11.35
8.0	Marketing and Events (DR TM LF) <ul style="list-style-type: none"> • Subcommittee update <ul style="list-style-type: none"> • Marketing <ul style="list-style-type: none"> • Window Wanderland • Events leaflet • Totally Locally – FIVER FEST • Staycation • Events <ul style="list-style-type: none"> • Carnival • Inside Out • QR code trail pilot 	11.50

9.0	Employment/Job Creation (DR CW) <ul style="list-style-type: none"> • Update 	12.10
10.0	Improve (DR JO GP) <ul style="list-style-type: none"> • Sub-committee update <ul style="list-style-type: none"> ▪ Arts Mural trail ▪ Brown signage (in minutes) ▪ Hanging Baskets (in minutes) ▪ St Alban Street Lighting ▪ Heritage Paving Slabs (in minutes) 	12.20
11.0	Funding Applications <ul style="list-style-type: none"> • Wessex Folk Festival (see pack) 	12.40
12.0	A.O.B	12.45
13.0	Items for next meeting	12.55
14.0	Date of next and subsequent meetings 31/03/2021 28/04/2021 26/05/2021 23/06/2021	13.00



We Are Weymouth Ltd

Minutes of Board Meeting

Date: **Thursday 28th January 2021**

Time: **11.00**

Location: **Zoom**

Item	Details	Action
<p>1.0</p>	<p>Attendees</p> <p><u>Present: Board Members</u></p> <p>Chairman, Chris Truscott (CT) – McDonalds Lynne Fisher (LF) – St John’s Guest House Johnathan Oldroyd (JO) – Gloucester House Hotel Graham Perry (GP) – The Bridge Fair Trade Shop Tamsin Mutton-McKnight (TM-M) – Sealife Centre, Merlin Chris Wells (CW) – ITSA, St Nicholas Street</p> <p><u>Present: Non-Board Members</u></p> <p>Dawn Rondeau (DR) – BID Chief Operations Officer Chris Cole (CC) – BID Operations Assistant Helen Heanes (HH) – Economic Development, DC Cllr. Jon Worth (JW) Cllr. Clare Sutton (CS) Tony Hurley (Operations Manager, WTC) joined at 12.45</p>	
<p>2.0</p>	<p>Apologies</p> <p>Vice Chairman, Ian Ferguson – Weyline, BeeCars, StreetCars ED Warr - Town Centre Manager Keith Treggiden – Rendezvous, Slug and Lettuce, Royal Oak Cllr. Jon Orrell Natalie Merry – Weymouth College</p>	

Item	Details	Action
3.0	<p>Welcome</p> <p>Board welcomes Chris Wells as board director. CW appointment to be updated on Companies House, DR to follow up.</p> <p>The Board also welcomes Dawn Rondeau and Chris Cole who are new to post with the BID in January.</p>	
4.0	<p>Declaration of Interest</p> <p>None</p>	
5.0	<p>Matters Arising from Previous Minutes</p> <p>None</p>	
6.0	<p>Improve</p> <p>GP, JO, DR, HH and Edward Warr had a positive first meeting of the Improve Subcommittee.</p> <ul style="list-style-type: none"> • Hanging Baskets – DR gave a brief update on the status of project. DR to check how many additional baskets to be placed, how many in total, and any extra costs. CC to conduct walkaround of hanging basket sites. • St Alban Street Lighting – DR gave update on project. CT confirmed electrical to be supplied and dealt with by WTC. CW believes ground floor retail units should help drive the scheme and it be made clear this would not be happening without the BID. DR to look into wayleaves and get support from Ed Warr. • Centre of Excellence – DR gives an update but is waiting for further information. It looks like project will push on though timeframes are unsure. CW made a declaration of interest that his property was being considered for the scheme, but he pulled out of the process in December. • Paving slabs – DR has received a quote from Dorset Council (DC) for £1695 to install paving slabs. There is some debate over whether it was originally agreed for the BID or DC to pay for the installation. All agreed this needs to happen before Easter. DR to look into and check contract includes DC to carry out maintenance and repair. The board voted to put funding to a vote, providing the contract is checked. 	<p>DR CC</p> <p>DR</p> <p>DR</p>

Item	Details	Action
	<ul style="list-style-type: none"> CSAS – It is generally agreed that CSAS officers are helping to reduce anti-social behaviour in the town. CW raises concerns about funding schemes that are not attributed to the BID and whether funding services such as CSAS officers will cause them to disappear if/when the BID goes. There is an appetite to support the scheme again providing the BID have more insight on placement through a place on the board and greater visibility. DR to find out when the last payment was made and what period this covers. DR to investigate how the BID can have a representative on the board and DR and JO to present proposal to the board as to who this should be. Purple Flag – Subcommittee previously agreed the BID should support the town’s night-time economy. Concerns are raised as to how this meets the BID’s priorities. DR to access the value of the scheme to the BID though it is agreed this is not a priority. Weymouth Station Gateway – Paperwork needs to be signed to release funds. DR waiting to hear back from Police Commissioner. Digital Wayfinding Points – It is not understood how digital wayfinding points fit into a town-wide signage plan and there is no appetite from the board at this time to pursue this. Concerns are raised over the out-of-date BID maps and brown signage throughout the town. GP would like to see signage improved but unsure whether the BID should support or whether it is the Council’s responsibility. DR has baseline agreement and will feedback Subcommittee – It is agreed to ringfence some money to provide a framework for subcommittees to seriously discuss initiatives and bring proposals to the board. Spend from these subcommittee budgets would still need to be brought to the board for ratification. GP suggests subcommittees to have up to £1000 spend without coming to the board for approval. CT and GP to look at budgets, aims and allocations and return with proposal on notional budgets for subcommittees. 	<p>DR JO</p> <p>DR</p> <p>CT GP</p>
7.0	<p>Marketing and Events</p> <ul style="list-style-type: none"> In the Bag PR update – DR expressed ITB’s concerns over the lack of lead time for the Christmas campaigns and presented plans for after the easing of lockdown. ITB to deliver campaigns and PR focussed on elevating levy businesses. DR and TM-M to discuss further. Previous fund threshold clarified. 	<p>DR TM-M</p>

Item	Details	Action
	<ul style="list-style-type: none"> • Website Management Review – DR reveals there is no contract with PXLtree following their tender for the work. It is agreed that there is a need to formalise the relationship with a contract and policy/performance standards. DR to look into with CW in support. • Totally Locally – No kit has been received by DR yet and signage has gone to WDAT. Do not yet have information to follow the launch process, DR to follow up. • Carnival – Discussion needs to be had as to whether the Carnival will go ahead this year due to Covid-19 restrictions. It is not believed the Red Arrows have been contacted but CT confirms this is not the BID’s responsibility. • Map Printing – DR confirms that new maps have been printing and will be arriving today (Thu 28 Jan) • Inside Out Festival – DR details events initially scheduled for September though there is still debate over whether this will be allowed to happen. CT suggests this be carried over to the next meeting. • Accommodation Booklet – DR explains this has been produced internally by the BID. LF to proofread. • New proposals – Agreed to carry forward to next meeting. 	<p>DR CW</p> <p>DR</p> <p>LF</p>
8.0	<p>Employment/Job Creation</p> <p>CW gives update on creation of Subcommittee to act as a coordinated effort for job growth and make recommendations to the board, though with no initial budget at this stage. CT recommended board members and levy payers are approached. CW to send invitations.</p>	CW
9.0	<p>Shaping Weymouth</p> <p>GP gives an update on the Neighbourhood Plan. GP will be self-nominating for the steering group on Friday (29 Jan) and reveals that work groups are to be set up on Movement/Home, Economy, Town Centre, Green Spaces, and Heritage. CW and DR express interest in joining Economy working group, and GP in the Heritage group.</p> <p>Regarding new development proposals for North Quay and the old Bowling alley, Cllr Clare Sutton suggests the BID put forward collective representation to proposals. CW made a declaration of interest that the former Bowling alley site is his neighbour.</p>	

Item	Details	Action
10.0	<p>Governance and Engagement</p> <ul style="list-style-type: none"> CT has spoken to Matt Prosser and agreed that with the state of the economy, job creations and partnerships with WTC/DC are more important than ever. DC do not want active board director role in the BID. Cllr Jon Orrell to initially act as levy payer's observer with the view to joining the board as a director. CT and DR to work on moving with forward. Articles of Association – Waiting guidance from Dorset Council. 	<p>CT DR</p>
11.0	<p>Finance Report</p> <p>CT and GP to pick up on ringfenced budgets for. Board directors have been sent information on the levy collection update, including outstanding invoices. It needs to be decided how/when to collect this. This will be put forward to the next meeting. DR to bring statistics from national picture to next session.</p>	<p>DR</p>
12.0	<p>Funding Applications</p> <ul style="list-style-type: none"> Wessex Folk Festival – CT to pick up with organisers and return to the board with update Parabellum – The event is scheduled for June and it is unsure whether or not this will go ahead. DR to pick up. 	<p>CT DR</p>
13.0	<p>A.O.B</p> <ul style="list-style-type: none"> High Street Safari – DR gives overview of the scheme and explains it is one of the few events that could successfully be delivered during the pandemic. DR to put application together to bring to the board. Social Media Admin – It is agreed that DR, CC, Kelly Davies, and In the Bag PR will be the only admins for social media pages. Focus Groups – DR suggesting the set up of sector specific focus groups for levy payers that feel isolated and need support. Roundabouts – DR has had suggestions from levy payers about improving the state of the roundabouts on entry routes into Weymouth. This needs to be part of a subcommittee 	<p>DR DR</p>

Item	Details	Action
	<p>consideration before being brought back to the board. Agreed to discuss at next meeting when Ed Warr is present.</p> <ul style="list-style-type: none"> • Cllr Jon Worth asked whether BIDs in the local area work together. CT accepts that more contact is needed and could present opportunities for management and the board. HH to facilitate contact with DR. 	<p>HH DR</p>
<p>14.0</p>	<p>Items for Next Meeting TBC</p>	
<p>15.0</p>	<p>Date of next and subsequent meetings TBC</p>	

Signed as a true record by

Chris Truscott
Chairman

Date



MINUTES OF THE IMPROVEMENT SUBCOMMITTEE MEETING

Date: Tuesday 9th February 2021

Time: 11.00

Venue: ZOOM

Meeting called by: Dawn Rondeau

Attendees: Graham Perry, Jonathan Oldroyd, Ed Warr, Helen Heanes

Minutes: Chris Cole

Guests: Ben Heath, Amanda Wallwork

Ongoing Projects

Hanging Baskets

CC has conducted walkaround of hanging basket sites. Emails and letters with consent forms have been sent out with a two-week opt-in for any remaining premises. The final numbers and cost from Window Flowers will be brought to the next full board meeting.

St Alban Street Lights

DR gave an update on progress with the lighting scheme. BID still waiting on Turrells to send a plan so that permissions from affected properties can be sort. DR has started filling in SSE paperwork but will need to seek help from Bob Savage and Turrells for further information. DR to contact Dorset Council regarding planning.

GP raised concerns about permissions regarding listed buildings on St Alban Street and whether Weymouth Town Council should be playing a more active role in the running of this project. EW offered to set up a meeting with Bob Savage and Tony Hurley to discuss WTC involvement.

It was generally agreed that traders on St Alban Street should help drive this project, especially when it comes to getting permissions from building owners. DR has included this on the BID newsletter.

Centre of Excellence

DR gave an update following her meeting with Chris Wilson. DR to clarify the deal regarding a rent-free period to offset the £17,000 already paid and find a formal agreement.

Paving Slabs

EW confirmed that the price quoted from Dorset Council was at cost and the best available. DR waiting on installation from DC and is still to check the maintenance contract.

CSAS

DR to speak to Ian Cook at the next Town Centre Management meeting regarding a place on the board, as discussed in the previous meeting.

Purple Flag

DR researching the BID's involvement in the Purple Flag initiative while EW says WTC will be going for the Purple Flag to support Weymouth's night-time economy. GP suggested to defer discussion to the next board meeting. It was agreed that lack of promotion for the scheme was a problem and this issue would be brought to the marketing subcommittee.

Gateway

DR confirmed the £5000 grant is for funding anti-social behaviour initiatives. DR to have meeting with Steven Booth to discuss further.

New Proposals

Art Mural Trail – Ben Heath

BH gave a presentation on the Art Mural Trail proposal for 8 painted murals around the town centre commissioned by local artists. The trail aims to help increase footfall around the town and cost approx. £30,000. BH proposed direct funding from the BID, promotion of the project, and help engaging with businesses.

Concern was raised over the concentration of the project to just the town centre with acknowledgement that businesses towards Bowleaze can often be left out of BID supported projects. BH said they had identified wall spaces from the Nothe to Overcombe that could help extend the project to the extremities of the BID area. It was suggested that the board would likely want involvement in the process of selecting or approving artwork should the BID choose to support.

It was agreed that a proposal to support 10 murals with up to £20,000 funding would be taken to the board, subject to planning approval, on the basis it is set up as a partnership between the BID and WTC.

Brown Signage

DR explained brown signage is paid for by the individual businesses and this has caused issues with out-of-date signs still being in place after businesses have closed. HH has spoken to Dawn Heath from Highways to conduct an audit as to how big the issue is in and around Weymouth.

Roundabouts

It was agreed that there was some support from the board for this but that more information was needed. It was decided to defer discussion to the next subcommittee meeting.

Heritage Trail

It was decided to defer further discussion to after Easter once feedback on the initial 6 paving slabs was gathered.

Harbour Information Boards

DR confirmed that the BID had agreed to support two information boards, one on the Esplanade and the other on the south side of the harbour.

Weymouth Arts Trail – Amanda Wallwork

Amanda gave an overview of the Weymouth Arts Trail, commissioning 6 sculptural installations around the town. They are looking for funding from the BID for the expansion of seating or paving areas outside the White Hart. Concerns were raised about the expansion of the project in the town centre which might prove controversial for levy payers, and regarding heritage issues with the White Hart.

It was generally agreed that members liked the idea but would not take this proposal to the board, though they would be open for discussion about any future projects.

AOB

Town Centre Maps

GP raised concerns about the out-of-date maps in the town centre though nobody was sure how many maps there are or where they are located. DR to follow up with EW.

Empty Premises not Paying Levy

HH confirmed that nothing about this can be done at this stage as it was stated in the last BID ballot and business plan that empty premises would not be charged the levy.

Shelters

JO raised concerns as to the state of the shelters on the Esplanade. EW confirmed that they were the Beach Manager's responsibility and that they were likely to be dealt with soon. EW agreed to bring to the attention of the Beach Manager.

Phone boxes

JO raised concerns about the state of disused phone boxes on the Esplanade and in the town centre.

Advertising on seafront rails

JO was concerned that businesses installing advertising signs on the seafront railings were not being dealt with correctly. HH suggested contacting Dawn Heath.

Next meeting: Tuesday 9 March, 10am

Draft Financial Report - February Board Meeting

WE ARE WEYMOUTH LIMITED

For the 5 months ended 31 January 2021

Draft Financial Report January 2021

WE ARE WEYMOUTH LIMITED

For the 5 months ended 31 January 2021

	NOTE	ACTUAL SPENT THIS YEAR TO DATE	FINANCIAL YEAR TO 30AUG2020
INCOME			
BID Levy Income	2	212,871	273,629
Government Coronavirus Grant Income		-	14,500
Total INCOME		212,871	288,129
IMPROVE			
Improve Funding Applications	3	5,309	53,607
Total IMPROVE		5,309	53,607
MARKETING			
Advertising		258	260
PR		1,032	12,816
Marketing Tender / Website Costs		2,907	20,615
Marketing Funding Applications	4	24,811	87,074
Total MARKETING		29,007	120,765
MANAGEMENT			
Staff Costs		24,165	51,067
Premises		2,663	7,927
Legal and Professional		2,000	8,050
General Administrative Costs		3,227	7,546
Finance Charges		38	76
Total MANAGEMENT		32,094	74,666
LEVY COLLECTION			
Levy Collection costs		-	4,000
Operating Surplus / (Deficit)		146,462	35,091

1. Report Presentation

The layout and presentation of the monthly financial report has been dictated by the requests of the board over time. The general requirement was that the board could see not only what had already been spent, but also what had been approved as project and event funding, combined with the remaining expected overheads, resulting the predicted surplus / (deficit).

It has always been felt that a summary document is far more useful than pages of detail. Any analysis can be provided if requested. I have included a comparative column, showing the total spend for Ye 31/08/2020.

These figures are prepared in draft. They may be subject to adjustments and change as a result of a full review prior to the independent inspection. This is a normal procedure, making sure that all the costs etc are posted correctly and any timing adjustments are made. This ensures that the accounts show a true and fair view of the financial position of the business and that the activities and costs of the organisation are correctly reflected.

2. Income

The income shown represents the amount that had been invoiced to the council as at 31/01/2021. Details of the levy income collected by Dorset Council, last received on 5th February 2021, confirmed an amount available to draw of £91,640.70. This amount has been invoiced, £79,496.70 in January and the remaining £12,144 in February.

	NOTE	ACTUAL SPENT THIS YEAR TO DATE	FINANCIAL YEAR TO 30AUG2020
3. Improve Funding Applications			
Community Boards and Maps		-	232
Costal Community (WADT)		-	17,500
CSAS Community Safety Accred Scheme 19-20		-	20,000
Golden Broom Awards		-	224
Hanging Baskets 2019		-	80
Hanging Baskets 2020		-	750
Heritage Paving Slabs		5,309	-
Topiary Balls		-	87
Totally Local		-	710
Town Centre Decorative Lighting		-	3,730
Town Cryer Competition		-	294
Weymouth Gateway Match Funding		-	10,000
Total Improve Funding Applications		5,309	53,607

	NOTE	ACTUAL SPENT THIS YEAR TO DATE	FINANCIAL YEAR TO 30AUG2020
4. Approved Marketing Funding Applications			
Christmas Cindertrail 2019		-	35,623
Christmas Events		7,490	1,239
Christmas in the Square 2019		-	1,840
Christmas Victorian Market 2019		-	1,508
Christmas Weekend of Entertainment		-	13,210
Bus Stop Advertising		-	2,000
Cruise Passenger Benches		-	1,380
Dine for Less - Oct19 / Jan20		-	3,000
Festival Events Brochure		-	2,000
Halloween Event		50	1,368
Heritage Website Hosting		50	-
History Trifold Leaflet		-	200
Inside Out Dorset - Sense of unity		15,000	5,000
It's a Knockout		-	74
More Than Just a Beech		-	369
NYE 2019-20 Fireworks		-	10,850
NYE Free bus service		-	80
Pirate Parlay		461	-
The Perfect Weekend		-	462
Town Centre Maps		919	56
Wanderland Event		400	-
Weyfarers		-	1,032
Weymouth Half Marathon 2020		-	5,584
Weymouth Heritage Group		-	198
Other Small Events		440	-
Total Approved Marketing Funding Applications		24,811	87,074

Balance Sheet

WE ARE WEYMOUTH LIMITED As at 31 January 2021

	31 JAN 2021	31 AUG 2020
Fixed Assets		
Tangible Assets	931	931
Total Fixed Assets	931	931
Current Assets		
Debtors	98,372	2,976
Cash at bank and in hand	209,670	150,857
Prepayments and accrued income	16,060	15,139
Total Current Assets	324,102	168,972
Creditors: amounts falling due within one year		
Supplier Accounts Payable	17,166	23,051
Accruals	3,000	3,000
VAT	49,674	30,835
Wages and Salaries	-	4,285
Total Creditors: amounts falling due within one year	69,840	61,172
Net Current Assets (Liabilities)	254,262	107,800
Total Assets less Current Liabilities	255,193	108,731
Net Assets	255,193	108,731
Capital and Reserves		
Current Year Earnings	146,462	35,091
P&L Reserve - Retained Earnings	108,731	73,640
Total Capital and Reserves	255,193	108,731

Weymouth Mural Trail – Artist Brief

Project Title: Weymouth Mural Trail

Introduction

Weymouth Town Council would like to commission a group of local artists to develop a series of 8 murals reflecting and celebrating Weymouth which will form a mural trail around the town centre. Eight wall spaces have been identified around the town to be used as canvases for new colourful and inspiring painted artworks which will breathe new life and interest into all the chosen areas. The project will deliver a refreshed sense of excitement within the town centre, giving colour, life, and interest; similarly seen in the Glasgow and Glastonbury mural trail projects. The project is being led and managed by Weymouth Town Council who have commissioned The Arts Development Company as a consultant to help deliver the project.

Aims & Objectives:

- To commission an experienced small group of artists to research and design 8 vibrant murals.
- To produce a series of 8 wall painted murals (of various sizes) on pre-selected and agreed spaces around the Weymouth town centre to enhance the visual aesthetics of the chosen locations.
- The 8 completed artworks will collectively form a mural trail that can be promoted to residents and visitors alike attracting people into the town centre.
- To increase footfall in the town centre through people following the trail and viewing the artworks.

Roles and Responsibilities

The chosen artists will be responsible for:

- The research and design of all 8 murals based on public feedback and content guidelines.
- Presenting a breakdown of the budget to include artist's time and materials and demonstrate value for money.
- Consider and provide information on maintenance and upkeep of the finished artwork.

Artists will be required to hold and provide evidence of a valid Public Liability Insurance.

Artwork Design & Consultation

It is imperative that we get the subject matter and design of the murals right and deliver something that the public will appreciate and enjoy. To ensure we achieve this we will run a public consultation period that will gather the ideas and comments from the community to help guide the mural designs. The mural designs need to have a link to Weymouth and be family friendly this could include Weymouth history and heritage, links to the sea and seaside, the environment and landscape, wildlife,

etc. The murals should not contain advertising or have offensive or political material and be kept neutral in that respect. This is very important to ensure the trail is well received and regularly visited and appreciated.

Artists should design murals that will enhance the appearance of the environment by producing colourful and interesting artworks that will transform the walls and locations.

Following the public consultation you will have up to 4 weeks to produce your mural designs which need to reflect the feedback gained from the public consultation.

Target Audience: Weymouth residents and visitors to the town. It is hoped that the mural trail will attract new people to visit the town.

Project Deadline: Project to start in June 2021 and be completed by 31st May 2022.

Project Budget for Paying Artists: £24,000 required (cost per mural will vary based on size and complexity of design content)

- The artists fee is inclusive of all material, travel and expenses required to complete the artwork being undertaken.
- A percentage of the artists fee will be paid for research and design time prior to starting the final painting, with the main part of the fee being paid on successful completion of the mural. This amount will be deducted from the overall commission value for each specific mural.

Artists will be required to submit invoices and receipts for work completed and materials bought. Money will be paid on completion of the artworks, on a mural-by-mural basis.

Materials

The artwork needs to be created in a medium that is appropriate to location, security, maintenance, durability and health and safety must be addressed in material selection.

The proposed structure for delivery of the project:

- Recruit Artists – April 2021
- Public Consultation – March/April 2021
- Artists Design Murals – April/May 2021
- Artist Complete 8 Murals – June 2021 - May 2022 (All artwork must be completed with this 12 month timeframe)

Mural Specifications

There will be 8 separate mural locations around the town centre which will require artworks that range from Xm (high) x Xm (long) to Xm (high) x Xm (long).

Health & Safety Requirements

- **Working at height** – All the wall spaces will involve working at various degrees of height, the artist must be happy and confident to work in this way.

- **Personal protective clothing** - Whilst working on the sites the artist should follow all safety guidelines and wear the appropriate PPE – gloves, masks, etc
- **Environmental impact** - Environmentally safe practices and products should be used to produce the murals and safe and responsible cleaning / disposal of any materials.

Selection procedure and criteria

If you are interested in working on this project, please submit:

- A short proposal outlining your approach to the commission and initial responses to the brief. Max 1 A4 page (2 sides)
- A current CV
- The materials you would use.
- Five images of your work, in particular any mural work you have undertaken (including photos) showcasing your experience in this discipline.
- Provide names of previous clients that could be approached for a reference.
- Copy of your public liability insurance.

Artists must demonstrate the following in their expression of interest:

- Experience of delivering painted murals
- Evidence of the ability to produce high quality outcomes
- A clear understanding of the theme and focus of the project

We will select the candidate who appears to be most suitable; our decision is final.

Your application should be submitted by **Friday 9th April 2021** to:

Or email:

If you would like to discuss the projects in more detail please feel free to contact

Project Plan name :...Weymouth Mural Trail.....

	Information
Document Id	<i>[Document Management System #]</i>
Document Owner (Officer)	<i>Ben Heath (Project Officer)</i>
Document Owner (Councillor)	<i>Alex Fuhrmann</i>
Issue Date	<i>27/01/21</i>
Version	<i>1</i>
Last Saved Date	<i>17/12/20</i>

The Project

Project outline

Project Goal: To produce a series of 8 wall painted murals (of various sizes) on spaces around the Weymouth town centre to enhance the visual aesthetics of the existing buildings that can be promoted to residents and visitors alike as a cultural trail to follow promoting all areas of the town.

To develop blank / dead spaces and walls in the town centre, with colour and images, into a select group of murals that can be viewed individually or followed as a trail by visitors and locals alike.

The artworks will last (with some refreshing) approximately five years, at this stage it would be anticipated that if the project has been a success the mural sites would be recommissioned, and 8 new artworks installed. This would add a new lease of life into the mural trail and encourage people to view the new artworks.

Project justification

A positive promotion of the mural trail both inside and outside of the town will encourage a wide variety of visitors to come and explore the trail bringing new people into the town which will have an associated economic benefit. This will promote culture, facilities, the environment, businesses and everything else Weymouth has to offer.

The walking trail will provide an entertaining and free activity to engage with around the town making it accessible to everyone in the community. This will help promote people to be physically active and have a positive effect on their mental health and well-being.

Town centre business has seen a dwindling footfall in recent times, which has been magnified during the Covid19 pandemic, and this opens the possibility to a new demographic of footfall alongside prompting local residents and families to explore the town centre.

Partners

We will approach Weymouth Bid and Weymouth & Portland Chamber of Commerce about getting involved as a partner with the project, they may be able to offer a monetary contribution and/or to help promote the trail via their organisations and

wider connections as we are attempting to help increase public footfall in the town centre.

Planning

Scope

To produce a series of 8 wall painted murals (of various sizes) on spaces around the Weymouth town centre to enhance the visual aesthetics of the existing buildings that can be promoted to residents and visitors alike as a cultural trail to follow promoting all areas of the town.

To develop blank / dead spaces and walls in the town centre, with colour and images, into a select group of murals that can be viewed individually or followed as a trail by visitors and locals alike.

Project Deliverables:

- 8 x Mural paintings on agreed locations around Weymouth town Centre.
- 8 x Agreed sites in the town centre (utilising WTC buildings where possible to reduce the issues of building permissions required) that have the owners permission for the artwork.
- Identify £30,000 to finance the project (WTC budget / external arts grants).
- Identify local artists to bid for the project commission.
- Artist brief written and advertised
- Artists submit applications including design proposals and examples of previous work.
- Public consultation on mural content and trail.
- Artists produce 8 x designs that are agreed and signed off.
- Conservation Area approval granted for all locations.
- Advertisement consent granted (Planning permission is not required) for all locations.
- Process set up for administration of claims funding to artists (invoices/receipts submitted).

Milestones

List and describe the key project milestones within the following table:

Milestone	Description	Delivery Date
Project Plan Approved	The Project Plan approved at TEAF / Services Committee	27/01/21
Apply for internal & external funding	Apply for internal Council funding & submit external grant applications.	14/02/21
Arts Contractor Appointed	Commission The Arts Development Company to help manage the delivery of the project.	14/02/21
Recruit Artists	Artists brief written and advertised	15/03/21

Mural sites Approved	TEAF / Services committee approve 8 sites for mural trail.	15/04/21
Funding Secured	Decisions received from external funding applications. Full funding secured.	15/04/21
Artist Appointed	Local artists apply for the commission and are selected and appointed.	15/04/21
Public Consultation Delivered	Gather public feedback on mural design, content, and trail. Online and face to face on site/on the street. Building owner – what do they want on their wall?	15/04/21
Mural Designs Produced	Artists produce 8 designs	26/05/21
Site Permissions Approved	Written consent (via Council agreement) received from building owners to use their wall space. Dorset Council Conservation area approval and Advertisement consent for murals granted.	31/05/21
Mural Designs Approved	TEAF / Services committee approve 8 mural designs.	02/06/21
Artwork Begins	First mural is started	07/06/21
Mural Trail Developed	Mural trail route and map developed	31/07/21
Mural Trail Completed	All 8 murals completed.	31/05/22
Launch Mural Trail	Press event to launch the trail	01/04/22
Mural Trail Publicised	Mural trail marketing plan implemented	04/22 - Ongoing

Phases

List and describe the major project phases within the following table.

Phase	Description	Sequence
Project Planning	Define project scope, set costing structure for artworks/artists, agree 8 potential sites, write an artist brief.	Must be done 1 st to ensure everyone understands the project.
Project Approval	Project plan & artist brief taken to Services Committee for approval (22/01/21).	Follows Project Planning.
Project Funding	Apply for internal council funding, Apply for external grant funding, budget.	Funding applications following project approval.

Project Locations	Identify project locations, where possible use WTC buildings that will not need external building owner agreements.	Happens alongside funding applications
Project Permissions	Planning pre-application advice, Conservation Area permission applied for & granted, advertisement consent applied for and granted, permissions given by building owners, agreement documents developed (leasing wall space) and signed with building owners.	Applications for approvals happens alongside funding and after sites are identified
Project Execution	Recruit artists, artist develop & submit designs for sites, run public consultation on designs and trail, amend & approve 8 final designs, artists complete 8 artworks by 31/05/22, monitor mural delivery throughout this phase.	Happens once all permissions and full funding is in place.
Project Promotion	Promote completed artworks as they are finished, produce an artwork trail map, promote on website & social media channels, promote through other organisations, regular promotion of trail.	Promote the project multiple times as it is delivered. Maximise impact.
Project Closure	Complete project completion report	Once the artworks are complete.
Project Evaluation	Evaluate public feedback and the processes and procedures from the project.	Following project closure.

Capacity

Phase	Activity	Description	Time to complete
Project Planning	Detailed project delivery plan	Produce a document describing all tasks, timescales and budget.	
Project Funding	Funding applications	Write funding applications for internal and external funding.	
Project Locations	Identify mural sites	Identify 8 suitable town centre sites avoiding listed buildings and where possible utilising WTC assets.	Managing the implementation of the project (consultation, procuring the
Project Permissions	Apply for permissions	Apply for Conservation Area approval & Advertisement Consent from Dorset Council. Apply for road restrictions if required.	

Project Execution	Manage the project delivery	Recruit artists, artist develop & submit designs for sites, run public consultation on designs and trail, amend & approve 8 final designs, artists complete 8 artworks by 31/05/22, monitor mural delivery throughout this phase. Administration of funding to artists.	artists, property negotiations etc) - circa 30 days of officer time.
Project Closure	Project report	Complete project completion report	1 day
Project Evaluation	Evaluation report	Evaluate public feedback and the processes and procedures from the project.	
Project Monitoring	Ongoing monitoring of murals	Monitoring of the mural sites and actioning any cleaning work required across the project life.	Build into Maintenance Officer work programme

Project Plan Schedule

See project schedule table – Appendix

Assumptions

It is assumed that:

- The project will not change in scope (A mural trail of 8 paintings).
- We can identify 8 suitable sites and gain all the required permissions.
- Funding (internal / external) will be granted upon request.
- £30,000 estimate is enough budget to produce 8 murals.

Constraints

- The project must operate within the funding and resource allocations approved.
- The completed mural images must match the approved designs.
- Each site must have Conservation approval and advertisement consent.

Risks

List any risks identified.

- Reputational damage – As art is subjective not everyone in the community will like all the images, it is imperative that the public are consulted on the project before it is started. - Gain feedback which is fed into the mural design process.
- Potential risks around content of the Artwork. - Mitigated against with guidelines for the artist around expectations of the artwork (family friendly, Weymouth link etc) and agreeing designs before the painting starts.
- Poor quality of artwork. – Recruit professional artists with previous experience of creating large outdoor paintings. Get guidance from The Arts Development Company to help advertise and select the right artist/s.
- Full funding is not secured. – Internal and external funding applications. Murals are not started until the project funding has been confirmed.

- Artists start a painting but don't complete it – Artists will receive staged payments with the majority of the fee being paid on completion.
- Murals encourage an increase in random graffiti around the town centre.
- Clashing with other art projects happening in the town, there are two projects (The Water Fountain Art Trail and the revamping of the Railway Station) that have art installations as part of their design. It is important that this project fits in and doesn't clash or replicate what is already being worked on.

Benefits

- Attracts more/new footfall to view the artwork and visit the town centre helping to increase economic benefit.
- Improves the aesthetics of some tired looking wall spaces in the town centre.
- Creates a positive buzz and news story for the town that can be promoted over a period of time.
- It promotes physical activity and well being.
- It is something unique that other local towns don't have.
- Opportunity to recommission artworks and add to the trail in the future.

Monitoring

Monitoring responsibility

The long-term management and monitoring will be built into the work programme of the Maintenance Officer.

Monitoring methodology

The officer will carry out site visits during the painting of the murals to ensure they match the agreed design for each individual location and to ensure the artist is working in a safe manner. A site visit will take place on completion of each mural to sign it off before the artist can claim payment and move on to the next location.

Project end

8 Murals in place on walls around the town and a promotable trail set up to advertise to residents/visitors.

The Project Officer will complete the project completion report.

Impact Assessments

Resources

No additional internal posts will be required to deliver the project but a recommendation to commission The Arts Development Company to help the officer manage the project would be very advantageous to maximising the positive outcomes.

Financial

Estimated £30,000 budget to complete 8 mural artworks.

Required Costs

The Arts Development Company consultancy fee - £1,000

Artist fees inclusive of materials £24,000 (Inclusive of Research & Design costs)

Refresh artwork retainer annual contract/payments for artist – X Days @ £ per day

Decommissioning plan – Painting over the original artwork - £1,000

Pre-application planning advice - £160 (inclusive VAT £26.67)

Anti-graffiti paint- £140/5ltr (8m² per ltr)
Scissor Lift (8m – 14m) – 1st day £252 / extra days £70 / Week £280 (A1 Hire)
Digital design and development of the trail information - £1,000

Possible Additional Costs

Council leasing privately owned wall space - £ per site
Road restrictions / closures (if required) - £

Funding

Internal Weymouth Council Funding – £25,000
External funding – Application made to Dorset Council Leisure Fund (£5,000)

Equalities

- To ensure that all sites for murals on the trail are fully accessible by everyone.
- To ensure that all mural subject matter does not contain discriminatory images.

Environmental

- To ensure that all process to produce the murals are environmentally friendly and do not pollute the environment in any way.

Crime and Disorder

- There is a risk that young people see walls around the town being painted and see it as an invitation to paint on other buildings themselves.
- People alter/deface the artwork and therefore the building. However the majority of completed artworks painted on walls are rarely defaced.

Recommendation

Officer recommendation:

1. The project is deliverable in terms of existing officer time. It is recommended that The Arts Development Company are commissioned to assist in delivering the project.
2. Sourcing 8 suitable sites will not be easy as the majority of Weymouth town centre is in a conservation zone and there are many listed buildings. Therefore, it is recommended where possible to utilise WTC assets to remove the issue of gaining building owner consent and potentially having to lease the wall space at an additional cost.
3. Funding will need to be secured to allow the project to go ahead (internal & external).

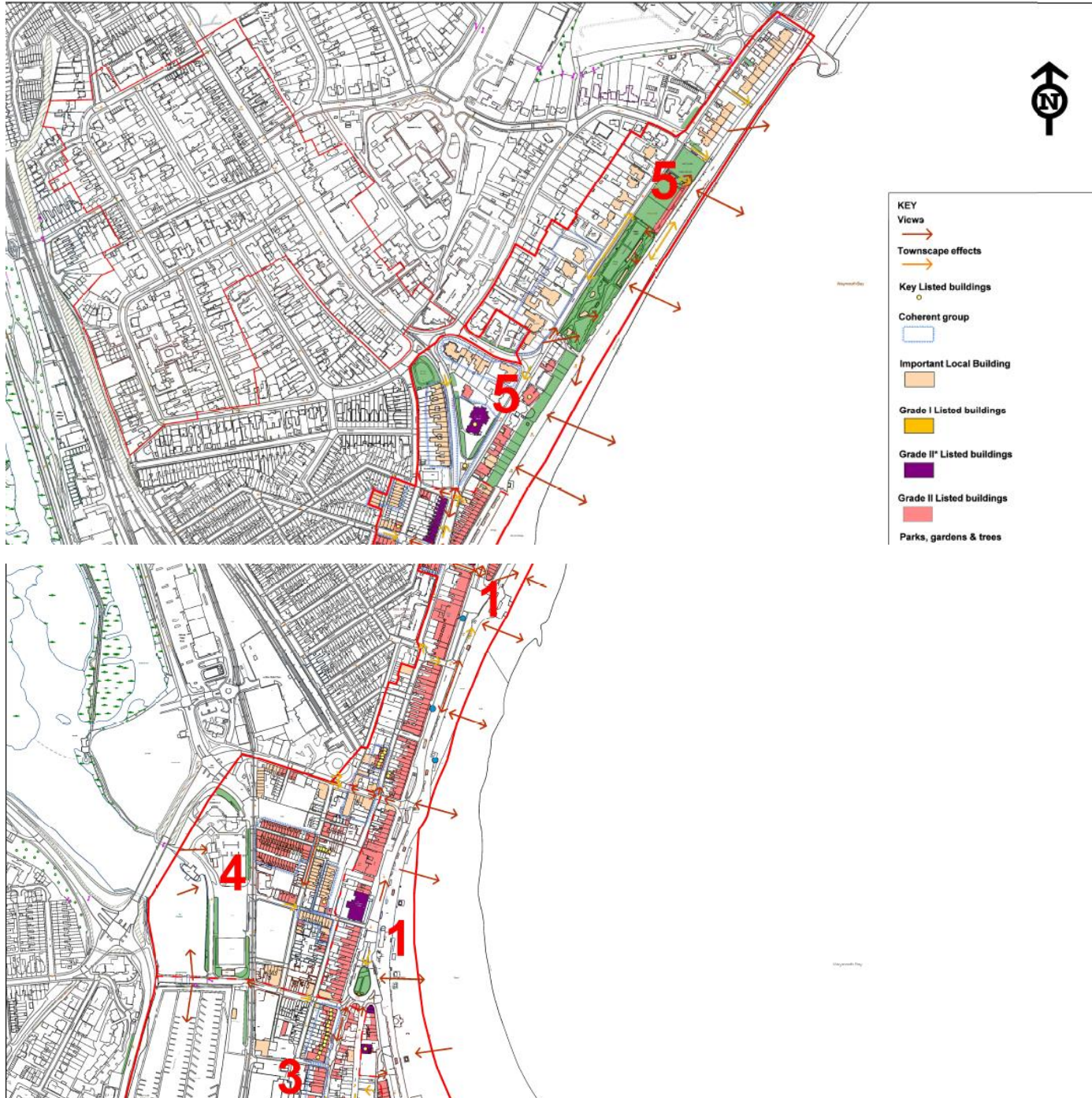
The officer recommendation is that the project could be progressed if we commission The Arts Development Company to help deliver the project and support the officer to ensure we avoid the potential pitfalls and maximise the benefit of installing the artwork. Their previous experience and expertise in the Arts sector will ensure the project is delivered to a high standard.

Appendix

Attach any documentation you believe is relevant to the Project Plan. For example:

- Artist brief
- Weymouth Town Centre Conservation Area Map/Listed Buildings

Weymouth Town Centre – Conservation Area & Listed Buildings Map





**WEYMOUTH TOWN
CONSERVATION /
CHARACTER APP**

ASSETS MAP

Not to scale



PROPOSAL

Weymouth BID Levy Payers

Weymouth BID to finance the advertising of ALL it's Levy payers on the Love-Weymouth.co.uk at a one off cost of £15,000 + VAT to run until April 1st 2021

We would like to propose a "Re-start 2020" initiative for the good of Weymouth and it's businesses, to add all Weymouth BID levy payers onto our love-weymouth.co.uk website.

Individual Business Entries on our website would include all the benefits of our system namely :-

1. Direct messaging
2. Use of our "special offers" section
3. Live links to website and all social media channels
4. Inclusion of promotional video where available
5. Inclusion of a business Facebook feed within their entry
6. Online booking link provision if required
7. Direct editing by a business of it's entry
8. Linking of events to a business entry
9. Advanced mapping and direction finding on business entries
10. Business sector specific tabs on our Facebook page will include details of all advertised businesses.

All of these features are already setup and ready to go in our current website. Adopting this simple approach of collaboration would I believe benefit both the BID, it's levy payers and our town. These adverts for all businesses would run until April 1st 2021, where we can then review the success of this collaboration. Levy Paying businesses would then have a much stronger online presence through both love-weymouth.co.uk & weareweymouth.co.uk and both these visitor audiences, giving them increased opportunities to generate business.

In addition, Loving Weymouth & Portland will continue to promote visitor centric messages to our huge web and social audience, carrying through our Cover Picture on Facebook the strapline "in association with We Are Weymouth" or "in association with Weymouth BID" (words to be agreed) and relevant logo.

As for the actual model of the BID funding advertising for its members, there has already been a presedence set for this by Weymouth BID on three occasions with the "Dine for Less" promotion with The Dorset Echo for a combined cost of approximately £6,000.00 and benefiting just a maximum of 25 restaurant levy payers. In comparison I think this proposal looks extremely good value I hope you agree.

**LOVING
WEYMOUTH
& PORTLAND**



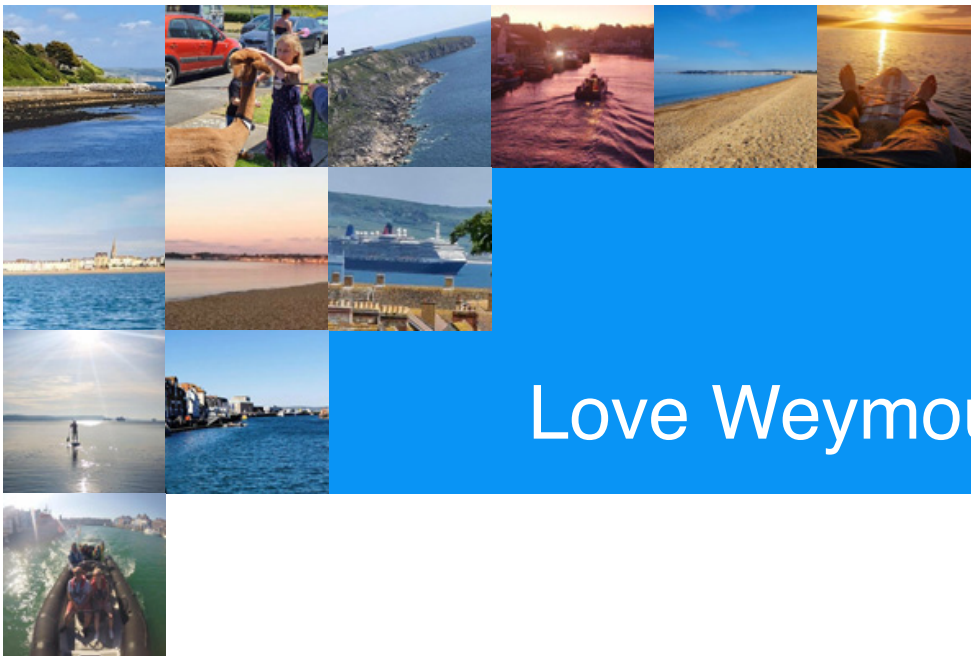
LOVING WEYMOUTH & PORTLAND



@LOVEWEYMOUTH



LOVE-WEYMOUTH.CO.UK



STATS

Love Weymouth Network

OUR NETWORK AT A GLANCE:

- **WEBSITE:** love-weymouth.co.uk

Latest figures 1st May - 31st May **26,000** visitors

- **FACEBOOK:** Loving Weymouth & Portland

43,900 fans. Latest figures 1st May - 31st May **3,930,339** people reached, **375,800** video minutes viewed.

- **INSTAGRAM:** @LoveWeymouth

8,100+ followers

- **YOUTUBE:** Love Weymouth

650 active subscribers

- **TWITTER:** @LoveWeymouth

10,000 + active followers

**LOVING
WEYMOUTH
& PORTLAND**



LOVING WEYMOUTH & PORTLAND



@LOVEWEYMOUTH



LOVE-WEYMOUTH.CO.UK



We Are Weymouth Limited 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 We Are Weymouth office.
- Applications should be submitted as far as possible in advance.
- Your application will be considered by the We Are Weymouth 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 detail how you've spent the money. If we don't receive this, we may request the money back.
- If the event or project does not go ahead then any funding will need to be refunded to We Are Weymouth immediately.
- We Are Weymouth should be invoiced for anything that is Vatable.
- 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.
- We Are Weymouth must be included in all press releases and handouts and the BID Board will confirm specific marketing requirements dependant on the proposal.

Please state how much money you are requesting in total from We Are Weymouth:

£2,340.00

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

Nothe Fort, Barrack Road, Weymouth, Dorset DT4 8UF

General.manager@nothefort.org.uk

07770 890786 (General manager's mobile number)

Describe your project:

DORSET ART WEEK IN WEYMOUTH

Saturday 22nd – Wednesday 26th May 2021

Nothe Fort, Artwey and Cove Gallery have teamed up to enable Dorset Art Week 2021 (DAW) to go ahead in Weymouth as a covid-safe event .

Nothe Fort would exhibit 23 Weymouth artists from Artwey in a large marquee in the Fort's parade ground.

Cove Gallery would exhibit one artist in their gallery during DAW, but they would also hold an event at Nothe Fort.

We would like to offer Weymouth BID the opportunity to host a private view event on Friday 21st May 5pm onwards. Such an event would attract publicity and would be a perfect marketing opportunity for Weymouth and Weymouth BID.

This event and partnership has developed because the usual Weymouth venues of the Heights and Old Town Hall are unable to participate due to the limitations covid-safety guidelines. Nothe Fort is able to offer a safe space coupled with tried and tested covid-safety procedures. This would be a one-off event to enable Dorest Arts Week to continue in 2021.

Who are you targeting with this project/event? E.g. Visitors/locals

TIMING AND DEMOGRAPHIC

Our aim is to attract a high spend visitor to Weymouth on a lower footfall week. Weymouth's DAW would appeals to the more affluent, older visitor. It offers an alternative attraction to the beach, and is not weather dependent.

We have chosen the week before half term – 22nd to 26th May - which would be attractive to this demographic who would wish to not be caught up in of the school holiday peak.

This group would have already had their first, and maybe second, job and would be keen to get out and spend! These older visitors are especially appreciative of cafes and pubs serving food and drink and enjoy pottering in shops.

With so many local artists participating there would also be a strong local interest.

- Dorset wide audience.
- Day trippers (within 50 mile radius)
- Overnight stay tourists
- Local residents

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

Weymouth BID Priority 2: Marketing Weymouth

- Participation in Dorset Arts Week will deliver an attractive and creative event driving people into Weymouth
- The partnership of Nothe Fort, Artwey and Cover Gallery will celebrate Weymouth's creative industry– making visitors aware of what the town offers including art, culture and history
- The partnership will demonstrate a joined-up approach to the development of the town.
- Pride in Weymouth – the event will raise the profile of Weymouth and demonstrate a positive 'can-do' early in the tourist eason
- DAW will support the 'We are Weymouth' brand through Private View.
- Our participation will enable Weymouth to maximise the DAW extensive successful marketing, media and social media presence.

Due to covid restrictions is a great uncertainty and confidence that surrounds organising events, and many events are being cancelled or are virtual. Most of DAW across Dorset will be a virtual exhibition. However, because Nothe Fort has a unique covid safe managed environment, we are confident that we can deliver a great experience. This success, early on in the tourist season, will have a positive impact on Weymouth profile as it will send a positive message not only to potential visitors but also to the town itself.

Time and Attendance (Estimated)

- Event dates:** Saturday 22nd May – Wednesday 26th May 2021 inclusive (5 days)
11am – 4pm
- Private View:** Friday 21st May 2021
4.30pm – 7.30pm
- Set up:** 19th & 20th May 2021
Breakdown: 27th May 2021
- No. of Staff:** Minimum of 8 Nothe Fort Staff & volunteers
1 manager who is covid-safe gold commander
- No. of Participants:** Approx 6 Artwey members at the show at one time
1 manager who is the duty manager for the artists
- Visitor numbers:** 300 – 500 per day = 1,500 – 2,500 visitors
250 visitors to private view

Licensing

Does your event include any of the following:

Music (live or recorded)	No
Entertainment (plays/films/dance performances)	No
Sale /supply of alcohol	No
Provision of late-night refreshment	No

If your event contains licensable activities have you been granted the appropriate licence? If no, please state when you are looking to apply for the licence:

Temporary Event Notice <i>Date application to be submitted</i>	No
Premises Licence <i>Date application to be submitted</i>	No

Health & safety

Public Liability Insurance:

For all activities it is a statutory requirement to hold a minimum of £5m public liability insurance. *Please attach a copy of your Public Liability Insurance Certificate with your application, if you currently hold such insurance.*

Risk Assessment:

For all events we require a completed risk assessment for your event. *Please attach an outline copy of your Risk Assessment with your application.*

First Aid/Medical

Please provide the name of organisation/service and a breakdown of the following first aid provisions.

Numbers 6 members of Nothe Fort Staff are First Aid trained.

First aiders

First aid post

Ambulances

Paramedics

Emergency Services

As the event organiser, you are required to notify the appropriate emergency services of your planned event. Please indicate those services that you have or will be contacting:

Police Yes No

Ambulance Service Yes No

Nothe Fort has Fire procedures in place

Fire and Rescue Service Yes No

Coastguard Yes No

RNLI Yes No

Highway Authority Yes No

Emergency Planning

If you already have an Emergency Plan Document, please attach as part of this application. If not, please answer the following questions:

Please describe how you would alert key personnel of an emergency at your event and decide the level of action to take?

Nothe Fort has a duty manager who is also responsible as gold commander for covid safety on the day. Nothe Fort events manager will be responsible for the smooth and safe running of Dorset Arts Week, and Artwey will appoint a daily duty manager to coordinate the artists.

Please describe how you would inform the public of an emergency at your event, if required?

Dependent on the type of emergency Nothe Fort has a fire alarm and tanoid system.

Please describe how you would evacuate the event site in an emergency, if required?

Dependent on the type of emergency and its location Nothe Fort has different evacuation procedures.

Traffic Management

Please describe what impact your event will have on the traffic flows around the event venue?

None. Nothe Gardens has adequate car parks.

Please describe what measures you have or wish to put in place to help manage traffic? i.e. directional signage, road closures etc. and attach a location plan defining roads to be affected.

If your event requires a road closure have you applied to Dorset Councils Highways? Please note that up to 12 weeks' notice is required.

No

Site services and welfare

Toilets

Please describe what toilet provisions are being provided at your event?

Nothe Fort has adequate toilets for visitors.
We have employed extra covid-safety cleaners when open to the general public.

Children

Can you confirm that those running the facility are DBS Checked or will be DBS checked by the date of your event? ***Please note that all personnel responsible for lost children must be DBS checked. (Copies of certification to be provided on request)***

Yes

Waste Management

Please describe what Waste Management arrangements you are providing at your event?

Nothe Fort has a contract with Dorset Council Waste Partnership.

Will food be sold at your event? All individual food traders must have Public Liability, not just the organisers. Please detail below the policy number, name of insurer and amount of PL.

Nothe Fort has an café on site.

Funding

What will the approximate spend per visitor be at this event, in your opinion?

Between £1.50 for a card up to £500 for a painting.
The way that art works is that visitors may not buy at that moment, but in the future.

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

£2,340

Please detail any other funding you have in place and where it is coming from. Proof may be required.

£400 - Artwey have paid to participate in Dorset Arts Week

Nothe Fort will cover all the associated costs for setting up and staffing the event. We shall also staff the private view, but will need to set a budget for refreshments (pimms always goes down well!).

Nothe Fort shall be charging it's usual admission fee during Dorset Arts Week, as visitors will also have the opportunity to access all areas of the Fort.

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

£1,683 15m x 21 m Marquee
£290 Cleaned used carpet
£80 Electrics and lights
~~£205.30 Discount~~
£102.65 Damage Waver
£309.07 VAT

£2,340.42 Total

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

Due to the current lockdown, and just before the latest government announcement, it is really difficult to consult with other businesses.

In previous years Artwey has consulted with other numerous businesses in Weymouth but we have decided it would be more appropriate to wait until closer to the event to talk to businesses on how we can work together to drive visitors into town.

We are working closely with Cove Gallery (now the only Art Gallery in Weymouth) to ensure that we drive visitors down to the gallery, and that we support them to deliver their programme of activities (the gallery has space limitations which means that only a very limited number of visitors are allowed in at one time due to covid restrictions).

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

In previous years Dorset Arts Week has been hosted by the Heights Hotel in Portland and the Old Town Hall in Weymouth, but both these venues are unable to this year due to covid-safety restrictions. It is expected that DAW will return to these venues in future years.

There are no businesses that would be adversely affected by DAW being held at Nothe Fort. The event is guaranteed to bring more visitors to the area, with more publicity for the area and raised profile of Weymouth as a cultural destination.

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

Artwey

Artwey CIC has been a major arts participant in the Weymouth area for over 10 years, benefitting from Weymouth BID support in 2017 and 2019.

Over that time Artwey has participated in Olympic Giant Wall, Pilgrims House Fair, Exhibition at the Nothe Fort, Exhibition at Dulston Country Park, Art Sessions with Recoup at the Verne, mural at Portland Castle as well as stalls in events throughout the years from Kite to Seafood festivals. Artwey CIC has run exhibitions each year either as part of Dorset Art Weeks or in Open Studios/ OPEN FOR ART at various commercial venues throughout Weymouth.

Artwey CIC has successfully strived to maintain a presence in the Weymouth art sphere through the efforts of its volunteer group of organisers. This has been achieved by the persistence and tenacity of its Directors Olivia Nurrish and more recently Carol Cruickshank.

Example of previous success

From July – December 2020 Nothe Fort hosted the Dorset Food & Drink Pop-up market on the last Sunday of each month. In November and December stall holders used a large marquee. This proved to be a great success both with visitors and stall holders.

We will use the good practice learnt during the Dorset Food & Drink markets to ensure that Dorset Arts Week is a success.

DECLARATION:

I declare that this funding application has been authorised by:

Name of organisation: Nothe Fort

Name of Applicant: Mary-Anne Edwards

Signature of applicant: Mary-Anne Edwards

Position: General Manager (job share)

Date: 17th February 2021



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 We Are Weymouth of the outcomes.
11. The applicant agrees to We Are Weymouth using details of the projects or events in publicity material and annual reports
12. Whether We Are Weymouth has been given adequate notice of the application
13. Whether applicants have experience of managing funding in a professional way
14. Whether the event needs We Are Weymouth funding or should be able to run itself
15. Whether the Applicant or anyone associated with the Applicant will benefit financially in any way.