



Board Meeting Agenda

Date: April 28th

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) Cllr Orrell (WTC)	11.15
5.0	Matters Arising from Previous Minutes	11.20
6.0	Governance and Engagement Director confidentiality	11.25
7.0	Finance Report <ul style="list-style-type: none"> • Levy Collection Update and plans Accounts Received Update 	11.30
8.0	CSAS – Q&A with Ian Cooke	11:35
8.0	Marketing and Events (DR IF LF) <ul style="list-style-type: none"> • Subcommittee update on Marketing Campaign with ITB (see minutes) • LWP 	11.50
9.0	Improve <ul style="list-style-type: none"> • Hanging baskets • Roundabouts 	12.10

10.0	Funding Applications Arts Mural Trail	12.35
11.0	A.O.B	12.50
13.0	Items for next meeting	12.55
14.0	Date of next and subsequent meetings 26/05/2021 23/06/2021 28/07/21	13.00

We Are Weymouth Ltd

Minutes of Board Meeting

Date: **Friday 9 April 2021**

Time: **10.00**

Location: **Zoom**

Item	Details	Action
1.0	<p>Attendees</p> <p><u>Present: Board Members</u></p> <p>Chairman, Chris Truscott (CT) – McDonalds Vice Chair, Ian Ferguson (IF) – Weyline, BeeCars, StreetCars (left at 10.20) Lynne Fisher (LF) – St John’s Guest House Johnathan Oldroyd (JO) – Gloucester House Hotel Graham Perry (GP) – The Bridge Fair Trade Shop Chris Wells (CW) – ITSA (left at 11.30)</p> <p><u>Present: Non-Board Members</u></p> <p>Dawn Rondeau (DR) – BID Chief Operations Officer Chris Cole (CC) – BID Operations Assistant Cllr. Jon Orrell (CJO)</p>	
2.0	<p>Apologies</p> <p>Tamsin Mutton-McKnight (TM-M) – Sealife Centre, Merlin Keith Treggiden – Rendezvous, Slug and Lettuce, Royal Oak Natalie Merry – Weymouth College Helen Heanes (HH) – Economic Development, DC</p>	
3.0	<p>Welcome</p> <p>CT explains that the board meeting was postponed from 31 March due to not having enough directors present to form a quorum. CT is grateful that time sensitive initiatives such as the WTC events leaflet for £1250 and W&P Heritage Group leaflet funding application for £1090 ex VAT were both accepted remotely prior to the board meeting.</p>	

Item	Details	Action
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>Governance and Engagement</p> <p>CJO is still present as an observer. Solicitors have been consulted and made suggestions regarding the articles of association which DR will forward to GP and CT for review. CT is keen to involve CJO in discussions at this time.</p>	DR
7.0	<p>Finance Report</p> <p>Whilst 80% of levy payers have paid there are still outstanding levy payments from a mix of large and small levy payers. Half of outstanding payments are under £200 which equates to under £4wk.</p> <p>A letter to all levy payers highlighting current and upcoming projects is due to land with businesses on Monday (12th April) and DR plans to be more visible to levy payers and will meet with business owners when shops open next week.</p> <p>It was agreed now that now levy payers have received updates on BID projects, the formal approach as guided by British Bid and Dorset Council for them to collect outstanding levy payments requires actioning. DR to contact DC and request draft letter for sanctioning prior to it being sent by them. CT and DR to discuss the wording and share with the board for feedback. Deadline end of April.</p>	DR CT
8.0	<p>Marketing and Events</p> <p>DR gave an update on the marketing report from In the Bag (ITB). The 'We Are Sunshine' campaign is under way and Weymouth was featured on ITV Meridian news in the past week and a feature is being undertaken on Weymouth's heritage with the Sunday Mirror. The campaign has received a positive response so far, and the PR News Wire has proved successful amongst levy payers. The marketing subcommittee is meeting next week to discuss the next phase; Charlie Sheppard, Katie Rickard and ITB to attend.</p> <p><u>Inside Out Festival</u></p> <p>This is still going ahead and the brief has been received. It's hoped this can still take place in the town centre, though Lodmoor is proposed as a backup plan.</p> <p><u>QR code trail</u></p> <p>Secret Carnival trail to take place in May and can be used as a pilot for future events, such as Halloween, to help drive traffic around the town. Cost is minimal at approx. £450 and feedback from businesses will be sought to gauge effectiveness.</p> <p><u>Britain in Bloom</u></p> <p>BID paid for entry in the competition for 2020 and confirmation has been received that the entry has been rolled forward to 2021 after last year's event was cancelled. DR and CC are working with WTC to enhance current and</p>	DR CC

Item	Details	Action
	<p>planned floral features such as the new hanging baskets, Hope Sq. planters and displays at Greenhill Gardens.</p> <p><u>Website</u></p> <p>CC gave an overview of the recent website audit on weymouthbid.co.uk and weareweymouth.co.uk. DR and CC are working with ITB to make the WAW website more user friendly and tie it into the We Are Sunshine campaign. The majority of content on the weymouthbid.co.uk is either unnecessary or out of date and is not supporting the BID's work or business plan. CC recommends this website is either completely redesigned or taken down as it is doing more harm to the BID than good in its current form. DR and CC are working with British BID to determine what documentation needs to be shared publicly. DR and CC to consider plans for the websites and take to marketing subcommittee.</p> <p>CT spoke of the need to bring the current marketing campaign to life in town and suggested (as an example) providing levy payers with free bottles of hand sanitiser. GP suggested these could come with the WAW branding, or the BID could provide branded social distancing signage. JO suggested publishing an online directory of which businesses are open and their covid policies, though it was generally agreed this would be difficult to keep up to date. Ideas to be discussed in next marketing subcommittee.</p>	<p>DR CC</p>
<p>9.0</p>	<p>Skills Audit</p> <p>A draft copy of the skills audit survey was included with the meeting pack. CW is happy to provide admin support to complete the audit, with the results being owned by the BID. CW is in discussions with local secondary schools to integrate them into the scheme. The board voted in favour of CW delivering the audit.</p>	<p>CW</p>
<p>10.0</p>	<p>Improve</p> <p><u>Art Mural Trail</u></p> <p>DR to conduct a walkaround with Ben Heath, Charlie Sheppard and Ed Warr on Monday 12th April to identify suitable buildings/walls for murals, levy payers thoughts will be requested in next newsletter.</p> <p><u>St Alban Street Lights</u></p> <p>DR and CC attended a meeting with Conservation on 24th February. No issues with the project were immediately apparent and plans are being drawn up to enable the start of the Planning process. Conservation recommend that the plates used to hold the lights are powder black coated; an adjusted quote is being sought from Turrells Ltd. An application for the new power supplies has been sent to SSE to arrange a survey of the site.</p> <p><u>CSAS</u></p> <p>DR contacted Ian Cooke regarding a place on the board, this initiated a discussion as the CSAS scheme does not currently have a board. Due to the discussion a meeting has now been arranged for 22nd April where all stakeholders will be invited. DR to invite Ian Cooke to next board meeting and brief him on discussion points surrounding lev payers concerns on ASB.</p>	<p>DR</p> <p>DR CC</p> <p>DR</p>

Item	Details	Action
	<p><u>Roundabouts</u></p> <p>DR has spoken to WTC to find out if the proposed scheme is possible. All roundabouts identified already contain advertising for levy payers. To be discussed at the next Improve subcommittee.</p> <p><u>Weymouth Gateway</u></p> <p>There is no new information on when the £5000 grant needs to be spent. CT and DR to discuss.</p> <p><u>Heritage Paving Slabs</u></p> <p>New paving slabs have been collected and are being installed. Responses so far have been positive though promotion of the project's completion is needed across social media, press, trail leaflet and website. Deferred to marketing subcommittee.</p>	<p>CT DR</p>
<p>11.0</p>	<p>Funding Applications</p> <p><u>Loving Weymouth & Portland</u></p> <p>DR gave an overview of LWP's updated funding proposal. Praise was given to LWP's social media reach and the importance of a unified events listings page for the town, though concerns were raised around paying for access for levy payers to list their businesses on the site.</p> <p>There was a general desire to commence working with LWP and review its success in 12 months. It was agreed for CT, CW and DR to discuss further with Andy Cooke and establish clear deliverables and KPIs to inform future decisions. The board voted and carried the proposal for £15,000.</p>	<p>CT CW DR</p>
<p>12.0</p>	<p>A.O.B</p> <p><u>Local Plan Response</u></p> <p>A summary of levy payer responses was included in the board meeting pack. CJO to check with Town Clerk to determine the next steps in order that DR can ensure the levy payers views are responded to.</p> <p><u>Pedestrianisation</u></p> <p>DR confirmed that roads will remain open along the harbourside with new outside seating areas. GP said Dorset Council should be applauded for the work they have done on the harbour. CT added that it was a good pragmatic solution that services the needs of the harbour users.</p> <p><u>Brewer's Quay</u></p> <p>GP announced he is running a campaign against Dorset Council's handling of Brewer's Quay and that DC need to be proactive in pulling organisations together to solve the problem. DC cannot disengage with the issue, even if they cannot purchase the site themselves. CT to speak to Tony Ferrari and see where to go from here.</p>	<p>CJO</p> <p>CT</p>
<p>13.0</p>	<p>Items for Next Meeting</p> <p>TBC</p>	

Item	Details	Action
14.0	Date of next and subsequent meetings Wednesday 28 April 2021	

Signed as a true record by

Chris Truscott
 Chairman

Date

Balance Sheet

WE ARE WEYMOUTH LIMITED

As at 31 March 2021

	31 MAR 2021	31 AUG 2020
Fixed Assets		
Tangible Assets	548	548
Total Fixed Assets	548	548
Current Assets		
Debtors	6,000	453
Cash at bank and in hand	266,140	150,161
Prepayments and accrued income	16,076	16,302
Total Current Assets	288,216	166,916
Creditors: amounts falling due within one year		
Supplier Accounts Payable	15,682	23,051
Accruals	3,000	3,000
VAT	16,797	30,826
Wages and Salaries	-	4,285
Total Creditors: amounts falling due within one year	35,479	61,163
Net Current Assets (Liabilities)	252,737	105,754
Total Assets less Current Liabilities	253,285	106,302
Net Assets	253,285	106,302
Capital and Reserves		
Current Year Earnings	146,984	32,662
P&L Reserve - Retained Earnings	106,302	73,640
Total Capital and Reserves	253,285	106,302

1. NYE 2021 Fireworks Cost prepaid.

An invoice was processed in July 2020 relating to the cost of the NYE fireworks originally booked for 2020-21. The deposit for the display was paid on 31/07/2020 of £3750 +VAT, this amount is non-refundable. A prepayment adjustment has been made for the cost of £15,000 in the 2020 accounts and will remain in the balance sheet as an asset until the display takes place in December 2021.

Board Financial Report as at 31Mar2021

WE ARE WEYMOUTH LIMITED

For the 7 months ended 31 March 2021

Draft Financial Report Year to Date

WE ARE WEYMOUTH LIMITED

For the 7 months ended 31 March 2021

	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 3	2021 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	AMOUNT REMAINING
INCOME						
BID Levy Income	1	224,668	286,000	-	286,000	61,332
IMPROVE						
Approved Improve Funding Applications	3	309	-	51,600	51,600	51,291
Improve Funding Pot		-	108,500	(51,600)	56,900	56,900
Total IMPROVE		309	108,500	-	108,500	108,191
MARKETING						
Advertising		258	-	-	-	(258)
PR		2,639	-	-	-	(2,639)
Marketing Tender / Website Costs		2,997	-	-	-	(2,997)
Approved Marketing Funding Applications	4	25,426	-	104,385	104,385	78,959
Marketing Funding Pot		-	103,500	(104,385)	(885)	(885)
Total MARKETING		31,319	103,500	-	103,500	72,181
MANAGEMENT						
Staff Costs		33,521	-	-	-	(33,521)
Premises		5,584	-	-	-	(5,584)
Legal and Professional		2,400	-	-	-	(2,400)
General Administrative Costs		4,488	-	-	-	(4,488)
Finance Charges		62	-	-	-	(62)
Management Budget		-	70,000	-	70,000	70,000
Total MANAGEMENT		46,056	70,000	-	70,000	23,944
LEVY COLLECTION						
Levy Collection costs		-	4,000	-	4,000	4,000
Operating Surplus / (Deficit)		146,984	-	-	-	(146,984)

1. Levy Income

The levy information from the council, received 12 April 2021, confirmed an amount available to draw of £4830.95. The council will be invoiced for this in due course.

The budget has been amended to reflect the value that has been invoiced by the council as this has changed significantly since the business plan budget was set.

Original budgeted levy receivable	£295,000
Total amount being collected by Dorset Council (Rounded to £1000)	£286,000
This results in a reduction in levy receivable of	£9,000

This reduction has removed the £6000 that we had as contingency and reduced the amounts available in improve and marketing by £1,500 each. If the board prefer to reduce areas than these, this can be actioned on request.

The "remaining amount" for levy income in the accounts represents the amount that we are not yet able to invoice to the council as the levy invoices have not yet been paid.

2. Funding Available

IMPROVE

Total Improve Funding Budget	£108,500
Total Funding Approved	£51,600
Remaining IMPROVE Funding Available	£56,900

MARKETING

Total Marketing Event Funding Budget	£103,500
Total Funding Approved	£104,385
Remaining MARKETING Funding Available	(£885)

This analysis considers the current year in isolation, but the balance sheet shows that we have an amount of £106,302 in surplus brought forward.

	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 3	2021 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	AMOUNT REMAINING
3. Approved Improve Funding Applications						
Hanging Baskets 2021		-	-	27,235	27,235	27,235
Heritage Paving Slabs 2021		5,309	-	7,695	7,695	2,386
Heritage Website Hosting		50	-	-	-	(50)
St Albans Street Lights		-	-	16,670	16,670	16,670
Weymouth Gateway Match Funding		(5,000)	-	-	-	5,000
Total Approved Improve Funding Applications		359	-	51,600	51,600	51,241
	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 3	2021 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	AMOUNT REMAINING

4. Approved Marketing Funding Applications

Accommodation Booklet		565	-	565	565	-
Carnival 2021 (Red Arrows)		-	-	15,000	15,000	15,000
Christmas Events		7,890	-	7,890	7,890	-
Halloween Event		100	-	100	100	-
Inside Out Dorset - Sense of unity		15,000	-	20,000	20,000	5,000
Loving Weymouth & Portland		-	-	15,000	15,000	15,000
Pirate Parlay		461	-	461	461	-
QR Code Trail		-	-	450	450	450
Town Centre Maps		919	-	919	919	-
Outsourced Marketing Campaign		-	-	40,000	40,000	40,000
Wessex Folk Festival 2021		-	-	4,000	4,000	4,000

	NOTE	ACTUAL TO DATE	BUDGET PER BUSPLAN YR 3	2021 APPROVED FUNDING TO DATE	BUDGET PLUS APPROVED FUNDING ADJ	AMOUNT REMAINING
Other Small Events		440	-	-	-	(440)
Total Approved Marketing Funding Applications		25,376	-	104,385	104,385	79,009

MARKETING Sub-committee meeting

15th April 2021 - 10:00

Meeting called by: Dawn Rondeau

Present: Lynne Fisher, Ian Ferguson, Sophie Kermani, Pippa Gibb, Charlie Sheppard, Katie Rickard

Minutes: Dawn Rondeau

ITB

In the Bag update

BUDGET:

DR clarified ITB budget of £15k plus for the We are Sunshine - We are Open campaigns and how that was being split for the purposes of the campaigns between ITB time and posts plus press releases, advertising, newswire and press trips.

DR advised the committee that ITB had submitted a proposal for the coming month re: advertising initiatives and asked ITB for clarity on impact measures and data for the meeting in order to gain agreement on the way forward. DR suggested the meeting started with reflection on previous month with a further discussion regarding future proposals and budgetary agreement.

ITB delivered presentation, on the successful launch of the 'We are sunshine' campaign which included: National press releases to introduce Weymouth to travel and lifestyle press eg: bratz guide and prima magazine, (responses attached)

PRESS TRIPS:

PG invited comment from the subcommittee regarding approaching levy payers in particular with regards press trips. Open discussion ensued. DR was concerned about ensuring that the geographic split was diverse and PG commented that different publications want different style accommodation and experiences for example the current drive by one publication is for NEW facilities.

LF suggested sending out to everyone via social media not cherry picking and DR suggested also utilising email and newsletter, all agreed it was imperative to leave the onus of reply to business owners in order to show transparency and openness and PG will identify sector opportunities. LF suggested that we need to encourage levy payers to be on the We are weymouth business facebook page. The Press trips will be in the summer with a focus on features are regarding coming back in the Autumn/Winter months

NEWSWIRE:

PG and SK informed the committee that whilst Email newswire updates have been sent out there is a great deal of bounce back. DR explained the benefits of Mailchimp and the minimal charge of £7 a month in order to register with responses sent to marketing@weareweymouth.co.uk. Agreement was made by LF and IF for ITB and WAW to utilise mailchimp from a branding perspective as well as a cleaner campaign plus monitoring. DR to instigate this.

DR also requested that anything urgent needing next day response a call or text would generate a more immediate response followed p by an email. Example Greatest hits radio, where they made a request PG texted DR, and recording was undertaken within hours for the next day.

Bloggers and influencers have also been contacted.

PRESS EDITORIAL

PG outlined the heritage element of the Sunday Mirror Heritage features working with Weymouth Museum

ADVERTISING:

See attached report for activity undertaken whereby discussion ensued agreements were:

- Online - local newspaper digital platforms: it was agreed that the geographic area best served would not be Manchester but would be best served by commutable areas such as Birmingham/Bristol, Cardiff and maybe Surrey or South London/ Kent for three locations the amount for three would be £2100 +VAT. IF highlighted need for series discount and LF and IF agreed if quantifiable and with a series discount to go with campaign.
- In station and on train advertising: DR showed concern ref data and impact measuring. LF thought on station advertising was too expensive and DR felt summer was the wrong time. Agreement was made to advertise in September for 6wks of 100 squares of advertising £2643 in an A/W campaign on train for London and Surrey demographic. PG suggested a code on advertising to direct to website. DR suggested a QR code which could be monitorable. IF suggested tying it into a voucher offer to ONLY use in Weymouth town and a big cash prize creating a compelling lure which provides tangible data. DR to work with PG and SK to get campaign right for the Autumn.
- Bauer Radio Advertising IF and LF and DR wanted the presentation sending first prior to making a decision
- Resort - tourist guide has gone to print for the 2 x ½ page campaigns in Summer and Autumn plus editorial for the £2685+VAT
- Newsquest - Staycation publication and local map The next booking opportunity for the Staycation magazine is September so we would look to work this into our A/W campaign.
- Social Media has had good response with Birmingham doing best for performance 73% success rate, saving and sharing 17K reach. Local promo undertaken with regards 'we are open' Budget for social media £600-£900 pcm. Report available
- Greatest Hits radio – joint concept with bid levy payers, required more information.
- Dorset Echo 8 page pull-out £3500+VAT We are open campaign, all levy businesses have a 3x3 listing supplement can also be used as an e-book and can be used on social media after the publication as a page turner. PG asked whether now or June? LF asked if it would go further than Dorset electronically yes via social media. A local offering focussed on services and professions covers larger than tourism. LF asked for a mock up, both IF and LF liked proposal in principle. The echo does the copy work. Proactive reliant on levy payers. Budget agreed if within £15K campaign

DR brought to light the current marketing initiatives that we need to promote as part of our ITB campaigns:

- Heritage slabs and trail leaflet now (PG has undertaken press release with GP and DR)
- Britain in Bloom July LF asked what WTC are doing with regards of this... DR informed that Tara and Ed are going to work on this with waste management
- Secret Carnival (QR codes trail) May half term
- Website to reflect social media campaign collaborate with us and discuss with CC

Potential for Autumn campaign to be 'We are celebrating'

PG and SK left meeting
CS and KR joined

Collaborative events with WTC

- Inside:Out festival Sept – DR outlined that the launch will be on 22/04 online DR agreed with CS that we will all push out the same comms on.
- Fireworks NYE and August: CS advised that WTC allocating budget for fireworks on 3 nights in August on a Monday night. Possibly 2nd, 16th, 30th at 21:30 CS asked if BID wanted to pay for the other 2. S/C agreed not to support Aug 2021 but impact study required and value to inform the committee for next year. DR brought up the NYE fireworks. IF advised that NYE was committed to by the board

- Christmas 4 week campaign DC offering free carparking on SBS, 27th Nov light switch on. No plan at present DR has ideas but interested in what business wants to see. CS requested a meeting with DR to bounce around ideas and send questionnaire to levy payers.
- Halloween initiatives DR informed committee that CSL had approached BID and WTC with a proposal for Halloween. DR felt that WTC would be the key partner with CSL as we were responsible for driving traffic through the town with the Halloween QR code trail. DR also said that CSL proposal was a large town inclusive event and that it was a good idea to do something unique in the evening a legacy which would draw visitors and encourage overnight stays. LF felt something half-hearted wasn't a good idea so the bigger the better. DR said we need to appeal to the NTE and hospitality industry not just retailers. LF requested that the pumpkin carving be on the Saturday and Sunday to encourage visitors to attend. IF said we need to try anything which is different and encourages visitors. LF liked the idea it would be like NYE putting Weymouth on the map. DR to pursue it further.

DR asked KR about the WTC tourism offering and they outlined their plans for video campaigns. KR said WTC are looking for a visitor website. LF asked whether there is an appetite on driving enquiries to WAW and KR said it was an option. DR informed the committee about events and LWP being our preferred partner for in-putting event information onto their site with a back link to ours and vice versa. DR felt it important KR at meeting as she is the comms. on all events and campaigns. DR requested WTC highlight that WAW are funding and partnering with the council on certain initiatives and communication reflects this. IF quoted a partnership is where both parties derive benefit and therefore it is imperative branding of any partnership initiatives bears our logo and we are approached for quotes on press releases. DR requested WTC keep LWP updated on events.

CS clarified meeting up w/c 19th

CS and KR left the meeting

Loving Weymouth & Portland

DR informed IF and LF regarding the outline of the LWP agreement that was there an accountability element and the S/C agreed that it would be good if LWP provided a report monthly to the subcommittee for accountability reasons. LF and IF asked about the contract. DR to pursue with tight contract based on: Conduct deliverables, confidentiality to ensure transparency. LF and IF Agreed 10-15 mins to bring presentation to committee. LF asked regarding approach. DR informed that AC will be approaching all businesses and if they're not levy payers they can become one or pay. AC approaches everyone and we issue map of the area. People need to pay their levy to be listed.

Promotion and support of levy payers:

- The subcommittee felt that hand sanitisers might be a good door opener but wasn't sure if it really hit the mark and were a bit of an insult to businesses who already had them by now. There was conflict about whether it would get people backs up if we spent the money that way. IF felt it was a weak gesture and might leave us open for criticism.
- DR asked about brochures given tourist enquiries had come through on where to go and what to do but this idea wasn't supported. IF suggested we need a better online directory and felt more work was required on the website listings maybe a PDF doc online we can send via email. And direction to VISIT DORSET website
- Shop wrapping with maps – IF and LF were in agreement for DR to look at costings for wrapping. LF suggested once we've got prices we need to look at what WTC are intending to do and DR to check whether a paper trail in house for previous wraps that had occurred. IF suggested that the business owner were to make their shop more inviting to customer by cleaning and window cleaning if we wrap or insist on a financial contribution. DR to identify which shops are empty and speak to estate agents

Next meeting 13/05/2021 10am

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 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 Weymouth BID immediately.
- Weymouth BID 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.
- Weymouth BID must be included in all 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)

Weymouth Town Council
Council Offices,
Commercial Road,
Weymouth,
DT4 8NG
01305 239839
office@weymouthtowncouncil.gov.uk

Ben Heath
Project Officer
benheath@weymouthtowncouncil.gov.uk
01305 239839

Describe your project:

Project Goal: To produce a 10-location street art trail in Weymouth to attract and inspire a wide range of residents and visitors to explore and enjoy outdoor artworks inspired by the history and culture of the town. The trail will enhance the visual aesthetics of the existing buildings adding colour and excitement to dead/blank spaces and increasing the footfall and economic benefit for local businesses following the Covid19 pandemic.
The trail will provide a free, accessible walking trail that will promote physical activity, mental well-being and enjoyment to everyone in the community. The artworks can be view individually or collectively over one or several visits.
The artworks will last approximately up to five years, at this stage it would be anticipated that if the project has been a success the mural sites could be recommissioned, and 10 new artworks installed. If this were not possible the artworks would be decommissioned and painted over at this point to prevent them becoming an eyesore in the town.

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

The artwork trail will provide a free, accessible walking trail to explore the town and enjoy the artworks making it open to all residents and visitors.

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):

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.

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.

If you are organising an event, please complete the next few questions. If this funding application is not for an event then please continue to the funding questions.

Time and Attendance (Estimated):

Event timetable	Day 1	Day 2	Day 3	Day 4
Dates open				
Opening times				
Closing times				
Event set up	From		To	
Event breakdown	From		To	
Event set up	From		To	
Event breakdown	From		To	
No. of Event Staff on Duty				
Number of Participants (if applicable)				
Likely number of overall audience or visitor attending				

Licensing

Does your event include any of the following:

Music (live or recorded)	Yes	No
Entertainment (plays/films/dance performances)	Yes	No
Sale /supply of alcohol	Yes	No
Provision of late-night refreshment	Yes	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>	Yes	No
Premises Licence <i>Date application to be submitted</i>	Yes	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.*

Health & Safety

- A Risk assessment will be completed that covers all sites and the Councils Health & Safety lead will be consulted to sign off all practices before any work starts.
- All relevant PPE and equipment will be sourced to ensure safe working takes place and site visits by Council staff will take place to ensure artists are following guidelines and working safely.
- All artists will be required to hold and provide evidence of a valid Public Liability Insurance.

First Aid/Medical

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

Numbers	Organisation providing
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
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?

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

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

Traffic Management

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

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.

Yes No

Site services and welfare

Toilets

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

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	No
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Waste Management

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

- To ensure that all processes to produce the artworks are environmentally friendly and do not pollute the environment.

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.

Funding

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

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

£20,000

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

Organisation	Amount	Status Confirmed / Pending
Weymouth Town Council	£10,000 - £20,000	Pending Budget meeting (Decision – May)
Arts Council England	£10,000	Pending (Decision - July)
Dorset Council Community & Cultural Project Fund	£5,000	Pending (Decision - July)

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

Who	Description	Expenditure
The Arts Development Company	Consultancy fee	£2,000
Artists Costs	Artist fees inclusive of materials (Inclusive of Research & Design costs) 10 x Artworks – Approximately £3,000 per artwork. (Some artworks might be more some might be less based on size.)	£33,000
Artists Costs & Weymouth Town Council	Refresh artwork – Artists Decommissioning plan – Painting over the original artwork	£4000
Weymouth Town Council	Dorset Council Planning Application (this should be the lower amount but budgeted on worst case scenario at this stage)	£160 - £1600 (£160 x 10 = £1600)
Materials	Marine Plywood 6 x Marine Grade Plywood Sheet - 18mm X 2440mm X 1220mm (For 2 locations)	£500
	Wood Preserver Clear (5 litre)	£25
Weymouth Town Council	Community engagement events – (Consultation & Completion of Artwork 10)	£500
Weymouth Town Council	Marketing & Digital Design & promotion of trail	£1000
Weymouth Town Council	Printing of hardcopy trail maps	£500
Professional Artist - Mentor	Artist development costs – Bristol artist to travel down to support.	£500
Weymouth Town Council	Contingency	£1300
TOTAL		£44,925

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

Dorset Council Arts Development Officer
Dorset Arts Development Company
Dorset BID – Sub committee presentation
Arts Council England – Regional Development Officer

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

- **Consent** - All artwork locations will have the consent of the building owner, a signed consent agreement will be obtained for each site prior to painting starting.
- **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. A community engagement activity is delivered as part of completing the last artwork to allow the community to feel part of/proud of the trail.
- **Artwork content** - Mitigated against with guidelines for the artist around expectations of the artwork (family friendly, Weymouth link – history/culture, etc) and agreeing designs before the painting starts.
- **Poor quality of artwork** – Recruit professional artists with previous experience of creating large outdoor paintings. Work with The Dorset Arts Development Company to help advertise and select the right artist/s.

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

Proposed timeframe for the project – see attached sheet.

Project Benefits

- Increases footfall around the town to view the artworks helping to increase economic benefit to a wide range of local businesses.
- Improves the aesthetics of some tired looking wall spaces/locations in the town centre.
- Creates a positive buzz and news story for the town that can be promoted over a period, building up to the completion of the last artwork with community involvement.
- It promotes physical activity, mental health, and general wellbeing.
- It is something unique that other local towns do not have.

DECLARATION:

I declare that this funding application has been authorised by:

Name of organisation: Weymouth Town Council

Name of Applicant: Ben Heath

Signature of applicant: *Ben Heath*

Position: Project Officer

Date: 20/04/21

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
12. Whether BID2 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 BID2 funding or should be able to run itself
15. Whether the Applicant or anyone associated with the Applicant will benefit financially in any way.

