APPLICATION FOR FUNDING

WE ARE WEYMOUTH

Please ensure that you have read the *Information for Applicants* document before completing this application.

PROJECT / ACTIVITY NAME	WEYMOUTH BEACH VOLLEYBALL CLASSIC

YOUR DETAILS

First Name:	GRAEME
Surname:	SAWYER
Role:	CLUB BEACH LEAD
Email:	graemesawyer@yahoo.com
Telephone Number:	07812728098
Address:	3, Broughton Crescent,Weymouth,DT4 9AS

YOUR ORGANISATION

Organisation Name:	weymouth Beach Volleyball Club
Registered Address:	
Organisation Type:	Charity ☐ Community Interest Company ☐ Limited Company ☐ Charitable Incorporated Organisation ☐ Sole Trader ☐ Partnership ☐ Other (please state) ■ sports club
VAT Status:	Not VAT Registered ■ VAT Registered ☐
Company/Charity/UTC Number:	
Telephone Number:	07812 728098
Address:	3, Broughton Crescent , Weymouth, Dorset Dt4 9AS

Please summarise what your organisation does (max. 150 words):

Weymouth Volleyball Club organise beach volleyball activities on the beach throughout the summer, most of these are based around the permanent courts by The Boat Café. On midweek evenings we have events on every night for many local players but also attract players from Poole, Bournemouth & Exeter. Last year over 250 players aged between 9-70 took part in these sessions from beginners to experts.

On 4 weekends between April and July we organise four lower level UKBT events which attract players from all over the country to compete in the Weymouth events. Our Town & volleyball courts will host 3 weekend training camps for Volleyball England ' s South West England Juniors teams thereby bringing more visitors to the area and spending more money in our economy.

Our main competition is the Weymouth Beach Classic, the most prestigious event which all the top players in GB want to win. The Classic is recognised by the players and governing body as the top Beach Volleyball event in the country.
The Classic has been run by Weymouth Volleball Club and held in our town for 41 years.

The Club also has a number of other sections, these include: - an indoor mens team that plays in the NationalLleague (second highest division), also men's and women ' s teams that play in the South West regional leagues. Over the last few years we have expanded the age range and now have junior teams at various age group.

Any profit that is made from the Classic is ALWAYS ploughed-back into the sport for future development. Nobody connected with the club receives any money for running these events, it is all voluntary.

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THE PROJECT/ACTIVITY

Start Date:	Thursday July 25th
End Date:	Sunday July 28th
Is this a new project/activity?	Yes ☐ No ■

Please provide a summary of your project/activity:

The Weymouth Beach Volleyball Classic is now in its 41st year and is the leading Beach Volleyball competition held in Great Britain, attracting all the top British teams & also teams from Europe to Weymouth! Our aspiration is always to remain Britain's most prestigious Beach Volleyball event.

We are part of the UK Beach Tour (UKBT) who run all Beach Volleyball events in the UK, last year there were over 200 such events of which only 2 were given Grand Slam status in 2023.

We had hoped to lower the amount we were asking for from 'We Are Weymouth' this year unfortunately in December we were informed by Weymouth Town Council that they are withdrawing thier financial support for the event and on top of that they are going to charge us approx £1500 plus VAT for the use of the beach. As a result of this and despite already attracting more outside sponsorship than in 2023 we are now in a position where the event is under serious threat!

The organisation team, which are all locally based, have developed this event over 41 years, so that it is now recognised internationally and we would now like to take it to the next step. We are a not for profit organisation and all work on a voluntary basis. Members of the organisational team were involved at the London 2012 Olympic Games, running the beach volleyball event held in Horse Guards Parade. One of our team worked for LOCOG for 12 months and is able to bring a wealth of international expertise to our event.

The Classic begins on Thursday 25th July and the finals are on Sunday 28th July.

On the Thursday evening prior to the Classic there is a large Charity event where up to 32 local businesses will enter teams with over 320 locals will be taking part and spending money in the local economy. A survey at this event last year showed that each player averaged a spend of £15 each therefore generating at least £4800 into the local food/drink economy

The Classic is played on Weymouth's main beach between the sand modeller and the Pavilion and will include a temporary stadium with seating for 300 people, an estimate of 20k spectators will see the event over the 4 days tournament. Large numbers of people (a mixture of locals, visitors and volleyball fans) always turn up to watch the matches which are made even more exciting by Live commentary and music from a top BBC Radio 1 producer.

Who is your project/activity aimed at?

On the Thursday evening prior to the Classic there is a large Charity event where up to 32 local businesses will enter teams with over 320 locals will be taking part and spending money in the local economy. A survey at this event last year showed that each player averaged a spend of £15 each therefore generating at least £4800 into the local foThe activity is aimed at providing high level sport for the benefit of the town. With the exception of sailing, it is probably the only time that sports stars up to Commonwealth Games level compete in Weymouth. As a result of holding the Classic over 200 players/ coaches/and officials will visit and stay in the town. All the top British players have competed at Weymouth.

In 2022 the Scottish and English players who competed at the Birmingham Commonwealth Games had all played in Weymouth and in 2022 the Scottish girls team won the Weymouth Classic, just two weeks before playing in the Commonwealth Games. This was referred on BBC1 ' s coverage of the Games

The event will be watched by thousands of locals and visitors. In 2023 we carried out a pedestrian count of people walking along the esplanade past the Centre Court on the Sunday and calculated that approx 20,000 people walked past the event and had exposure to the marketiuing area around Centre Court and over 5,000 stopped to watch the event. We also know that the seating areas were fully for both mens and womens finals

Members of the club are fully involved in the setting up and managing the event from start to finish. Last year a team of 40 local volunteers were involved

How will your project/activity benefit Weymouth, including the business community?

We know that the Weymouth Beach Volleyball Classic heightens the profile of the town especially to a young age demographic 18-30. You will see in sections below data that supports this statement. We feel the event associates the town with a young, healty vibrant lifestyle sport.

We are regularly covered in the National media and all local media including in 2023: - BBC Radio 1 ,BBC TV and the Daily Mail website.

As a result of the Classic and related Volleyball events, local businesses will benefit from increased trade.

On the Thursday evening prior to the Classic there is a large Charity event where up to 32 local businesses will enter teams with over 320 locals will be taking part and spending money in the local economy. A survey at this event last year showed that each player averaged a spend of £15 each therefore generating at least £4800 into the local economy.

We know that 128 players take part in the Classic as well as 22 officials and 64 coaches the vasy majority of whom do not live in the area so stayed in town for at least one night. We know that an average spend for this group was £110 meaning that in total they brougt £24,000 into the local economy. Therefore combining this with the Charity evening and our other smaller events we calculate that Volleyball events in total bring in at least £32,000 into the local economy during the summer.

This figure does not include money that will have been spent by local competitors and locals coming in large numbers to watch the Classic.

We also know that many people not directly involved in the competition come for thier holidays in Weymouth every year to coincide with the Classic.

Is this application for an event?	Yes ■ No ☐ If your application is for an event, please provide a copy of your Event Management Plan and an event schedule with your application.

OUTCOMES AND MONITORING

Successful grant holders must undertake monitoring and evaluation activities to demonstrate the success of and any learning from the project. Outcomes must be monitored and evaluated.

In advance of your application/project, you should consider how you will monitor it. Will you need to collect data to help with this, and what data do you need? How will people provide feedback? How will you measure the impact of your project?

Outcomes - Detail		Outcomes – Monitoring and Evaluation
Ex.	The event will attract visitors to the town outside of the peak season.	- Attendees will be asked to pre-register and provide an email address - Attendees will be surveyed post-event - Attendance figures will be collected - Social media post reach will show potential
1.	The event attracts 200 players/officials/ coaches etc	These players will be surveyed post event to find out length of stay and spend within the town. As per 2023
2.	We expect approx 20,000 will pass the site and watch for at least 5 minutes over the weekend	Sample counts will be carried out throughout the weekend . As per 2023
3.	We expect there to be high level social media coverage throughout the season but particularly over Classic weekend	Social Media coverage locally and Nationally will be monitored and figures reported back on.

Positive Economic Impact

Please detail how your project will provide a positive economic impact to Weymouth businesses, for example by increasing footfall and spend:

We know that 20,000 people passed the site last year and on the Sundayand will have seen the marketing for ' We are Weymouth' and other local businesses displayed around the Centre Court.

We know that approx 200 players/officials/coaches etc come to stay in Weymouth. We know from survey results that the average spend of these people in the town was approx £110 per person

We know that UKBT social media accounts (Weymouth is their top event) had a reach in 2023 of 350,000 and the accounts were engaged by 40,000 people across GB who would have been seeing positive images of Weymouth Beach!

We know that our own club website had over 2000 hits during the event and that 75% of these were under 40. Throughout the period of our activities on the beach (April to July) the site had 4,000 individuals visits to the site.

We know that there are approx 320 local competitors in the Thursday evening Charity event. We know that the majority visit the local bars & restaurants before and after the evenings event and/or spend money at the event bar run by Bacaro Bar and Restaurant. The average spend was £15 per person

From April to July we run events on the beach every midweek evening, on average this attracts 50 local people per evening to the beach who then go to local pubs/bars for a post activity drink at a time when the town is very quiet.

Our 3 lower level UKBT competitions held in May, June and July attract 50 competitors to the town over that weekend that would not otherwise have come to the town.

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FUNDING

How much will the project/activity cost?	£20,000.00
How much are your requesting from We Are Weymouth BID?	£7,000.00
Have you received any other funding for this project? If yes, state the source(s) and amount(s)	Yes ■ No ☐ Source(s): Nantes, Bacaro Bar, UKBT entry fee, Bacaro associated event* Amount(s): £2,000, £500, £2,240, £3,000
Have you submitted any other funding applications for this project? If yes, state the source(s) and amount(s)	Yes ☐ No ■ Source(s): Amount(s):

Sustainability
Please describe how you will build resilience into the project. Grants will rarely be awarded on an ongoing basis; therefore, you will need to describe how the project will be funded in the future, if necessary.

We had hoped to lower the amount we were asking for from 'We Are Weymouth' this year unfortunately in December we were informed by Weymouth Town Council that they are withdrawing their financial support for the event and on top of that are intending to charge us approx £1500 for the use of the beach.

As a result of this despite already attracting more outside sponsorship than in 2023 we are now in a position where the event is under serious threat.

We are working closely with UK Beach Tour, our Governing Body, to try to ensure that we can gain local and National sponsorship. We are working with the UKBT marketing and social media manager in trying to attract this sponsorship/ partners and are confident that we can achieve this in the coming months. We recognise that funding from Weareweymouth is difficult at this time and therefore although we have put in for £7000 we realise we may not achieve this figure and if we are successful in attracting other funding streams we could return funds to We Are Weymouth if required.

Please provide a breakdown of expenditure below (excluding VAT)

Item	Description	Cost
Seating	Grandstand seating for 300 spectators	6022
Security	The site needs be monitored at all times throughout the event	2527
Marquee	The marquee is used by players, officials, VIP's, medical and the organisation team throughout the event	2036
Players prize fund		2000
Match Officials	This pays for the referees travel expenses and accommodation	1200
PA system	The high quality PA system ensures the event has a vibrant atmosphere	900
	For full list of costs see separate sheet	

BUSINESS ENGAGEMENT

Please provide details of five local businesses you have consulted who support your application:	Nantes Solicitors Weymouth Pavilion Magical Design (website design) The Travel Trunk Event Security Southern Ltd Dorset Waste Partnership Bacaro Bar/Restaurant
Are there any businesses that may be adversely affected by your project? **If so, what steps have you taken to mitigate this?**	None that we are aware of
As part of your application, please outline how you intend to use local businesses to deliver services (e.g. printing, PA hire, security etc.)	PA hire from Weymouth Pavilion Printing from Sherrens printers. Nantes solicitors take the lead on the Charity Thursday evening event Bacaro bar and restaurant will run a bar on the beach at the event. Players/officials will be given info about all local accommodation. Magical Design built and maintain/update our website.

DECLARATION

By submitting this application, I certify that:

- I am authorised to make this application on behalf of the organisation
- The information provided is correct and I will notify We Are Weymouth of any subsequent changes
- I have read the 'Information for Applicants' document, and agree to all funding terms and conditions set out in the document
- I understand that additional terms may be imposed by the BID, which will be detailed in the offer letter once a decision has been made by the BID
- I understand that should I/we fail to comply to, or agree with the terms set out in the Information for Applications document, or any additional terms set by the BID board, funding will not be provided or may need to be returned to the BID.

Signature Tick box if submitting electronically	☑
Name	Graeme Sawyer
Date	7/1/24