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 Rotary Club Fayre in the Square 2024

YOUR DETAILS

First Name:	David
Surname:	Langridge
Role:	Stage Events Manager
Email:	davidl@hotmail.co.uk
Telephone Number:	07990 508355
Address:	c/o Weymouth Rotary Club, Pilgrim House, 1 Hope Street, Weymouth DT4 8TU

YOUR ORGANISATION

Organisation Name:	Weymouth Rotary Club Chaitable Trust
Registered Address:	ilgrim House, 1 Hope Street, Weymouth DT4 8TU
Organisation Type:	Charity ■ / Community Interest Company ☐ Limited Company ☐ / Charitable Incorporated Organisation ☐ Sole Trader ☐ / Partnership ☐ Other (please state) ☐
VAT Status:	Not VAT Registered ■ / VAT Registered ☐
Company/Charity/UTC Number:	1101630
Telephone Number:	01305 761828
Address:	Pilgrim House, 1 Hope Street, Weymouth DT4 8TU

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

Weymouth Rotary Club is a community service organization. The purpose of a local Rotary club is to connect people who then work together to solve community problems, provide humanitarian aid, and promote goodwill and peace. We have been doing this in Weymouth for over 100 years. We provide the mechanism to raise funds for the good of our community and those in need, we do this at Fayre in the Square by encouraging locals and holidaymakers into the town by means of an event. We work with local traders primarily (over 80%) to ensure they benefit from the event and keep Weymouth vibrant.

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THE PROJECT/ACTIVITY

Start Date:	25th May 2024
End Date:	26th May 2024
Is this a new project/activity?	Yes ☐ No ☒

Please provide a summary of your project/activity:

Fayre in the Square 2024
A celebration of family fun on the harbourside and in Hope Square. We have been running this event since 2014. This year it is, as always, on the Bank Holiday weekend Saturday May 25th and Sunday May 26th.
We have a full Live Music stage with 17 predominantly local artistes over the two days, a mix of solo's, duo's and bands. We showcase local talent to give them a platform to gain more work and/or to showcase young talent. We also have stalls which are predominantly local businesses (over 80%), we do this to ensure this event benefits local people and showcases them and there businesses. This year we will expand out a childrens area called "Kids Street" utilising an organisation called Houseworks who I know the We Are Weymouth team use for other events.
The aim is all about having good family fun to drive more people into the south harbour area, both locals and holidaymakers alike.

Who is your project/activity aimed at?

Visitors and locals

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

Increased numbers of visitors and locals to the area attracted by the extensive publicity of the event. We utilise the local Dorset Echo and Social Media extensively. The quality of the artistes we attract drives visitor numbers.
We expect an extra 10000 people per day to be attracted to Weymouth for this weekend. This is based on our experience in running this event for many years.
We of course publicise all businesses in the square from the stage as we appreciate their support.
This year we will expand out a childrens area called "Kids Street" utilising an organisation called Houseworks who I know the We Are Weymouth team use for other events.
Many local businesses have stalls at the Fayre and many have been coming year after year as they feel they benefit greatly from the event. We have always focused on using local businesses and this number is over 80% local traders.
We provide stage based entertainment from 10.00 to 18.00 on both days utilising predominantly local artists.

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 over 10,000 visitors each day and this is outside Weymouth's main holiday season	We have run this event since 2014 and always hold an evaluation meeting after the event to ensure we are hitting the numbers we need. Last year our numbers increased as we were able to donate more to local charities
2.	We utilise the local Dorset Echo to help publicise the event and they produce our FREE programme which is given out to anyone entering our venue area. In addition we have extensive coverage in solcial media which has already started and continues up to and through the event	Our sponsors and supporters appreciate the Echo coverage and also the advertisers in the programme. Our social media coverage is extensive and more details of numbers can be provided if required.
3.	Lastly but most importantly this is a charity event. All money raised goes to local charities and organisations for their benefit. We have donated now well over £100,000 since the event started. WE cannot do this without our local traders supporting the event and ensuring they get value for money from their investment.	The feedback we get from all the charities and organisations we support is worth its weight in gold as we make so much difference to them being able to do good in their chosen area. The stall traders we utilise give us positive feedback and many book for next year as this one finishes.

Positive Economic Impact

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

As noted above by providing entertainment and stalls over the weekend we drive an increased footfall of over 10,000 people, typically in family groups which all need to use Weymouth businesses in the immediate area and of course throughout Weymouth as they further explore what Weymouth has to offer. Utilising many (over 80%) local traders for the stalls benefits them on the day and also for repeat furture business too.

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How much will the project/activity cost?	£10,000.00
How much are your requesting from We Are Weymouth BID?	£3,100.00
Have you received any other funding for this project? If yes, state the source(s) and amount(s)	Yes ☐ No ■ Source(s): Amount(s):
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.

The event is sustainable however we endeavour to obtain funding like this and from other sponsors to cover our costs so all the money raised can be utilised by local charities. Given the economic situation all the people we support ie local traders and charities benefit and if this event becomes economically challenging the event will be lost from the calendar. All events rely on sponsorship to enable it to thrive.
We have also endevoured to expand our partnership with Wessex Folk Festival by sharing many costs and activities to help however this year they have decided to apply independently which will result in potential savings being lost. WE are still keen to share costs ie stage and associated costs to drive economies of scale.

Please provide a breakdown of expenditure below (excluding VAT)

Item	Description	Cost
1	Matrix Scaffolding Stage costs	£1850
2	Sound engineer for both days	£750
3	Lighting engineer and sound assistant for both days	£350
4	Banners for stage area	£150

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BUSINESS ENGAGEMENT

Please provide details of five local businesses you have consulted who support your application:	Jason Craig (new owner) Brewers Quay - he is providing electricity for the stage for the duration of the event and is very supportive of our event. He also said he is looking forward to work with us once the development is complete. Our other key sponsors besides the We Are Weymouth last year were Albert Goodman, Blanchards Bailey and Waterside Holiday Group all commented on the great work Weymouth Rotary do and were happy to be part of our key sponsors for the Fayre in the Square event. In addition the following local businesses all are taking stalls at the event to support us and generate additional revenue from the event for themselves - Weymouth Cider Supermarket, Chris Frost Photography, Weymouth 51 Chilli Sauces.....a full list of stall traders booked for this year can be supplied.
Are there any businesses that may be adversely affected by your project? **If so, what steps have you taken to mitigate this?**	Generally we feel no local business will be adversely affected as the increase in footfall over the whole weekend should help all businesses locally. However one challenge one local trader (Londis) face is getting their delivery truck in on the Saturday morning once the road is closed. However we work with him and the driver of the truck to help him get in and out safely. As noted before all the businesses in the Square also get a mention as supporters of us at each break between bands.
As part of your application, please outline how you intend to use local businesses to deliver services (e.g. printing, PA hire, security etc.)	Matrix Scaffolding (Niall Laming) for the stage, Eyrie Audio for Sound, Calebrations Roadshow for lighting and sound services. Printing of our banners is with Sprint Signs and the Program by the Echo. Security is by Real World Security Services. We of course use Dorset Waste Partnership for waste services.

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	David Langridge
Date	23rd January 2024