APPLICATION FOR FUNDING

WE ARE WEYMOUTH

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

PROJECT / ACTIVITY NAME	Wessex Folk Festival

YOUR DETAILS

First Name:	Peter
Surname:	Munz
Role:	Chairman
Email:	petermunz51@gmail.com
Telephone Number:	07903970570
Address:	18 Kellaway Court, Barrack Road, Weymouth, Dorset DT4 8XF

YOUR ORGANISATION

Organisation Name:	Wessex Folk Festival
Registered Address:	18 Kellaway Court, Barrack Road, Weymouth, Dorset DT4 8XF
Organisation Type:	Charity ☐ Community Interest Company ☐ Limited Company ☐ Charitable Incorporated Organisation ☐ Sole Trader ☐ Partnership ☐ Other (please state) ■ Not for profit community group
VAT Status:	Not VAT Registered ■ VAT Registered ☐
Company/Charity/UTC Number:	
Telephone Number:	07903970570
Address:	18 Kellaway Court, Barrack Road, Weymouth, Dorset DT4 8XF

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

We organise the annual Wessex Folk Festival, which takes place around Weymuth harbourside on the first weekend of May/June each year.(the weekend after the May Bank holiday. We are a not for profit free to access festival run by volunteers. This year our specific aim is to promote the involvement of young people's theatre and dance groups active in Weymouth.

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THE PROJECT/ACTIVITY

Start Date:	5 February 2024
End Date:	2 June 2024
Is this a new project/activity?	Yes ☐ No ☒

Please provide a summary of your project/activity:

The Wessex Folk Festival is a free festival, with two stages hosting about 25 nationally known and local acts across the weekend. The streets are also full of about 20 Morris dance sides. The festival has run for the past 20 years, apart from the Covid event.
During the afternoons and evenings we also hold music and dance workshops and music sessions in the local pubs and halls. The harbourside is lined with traders selling food,clothing and and other goods, carefully choosen to compliment the existing shops and businesses in the area.
This year we hope to involve Weymouth Performing Arts (Musical Theatre), Weymouth college, and WOW youth musical theatre - with the object of giving them the opportuntiy to present something to a live audience - using either of the two stages that will be in place. This matches our objective of engaging young people in live music in Weymouth. An effort will also be made to involve teenage children through the school music departments. We also involve the Hardy players regularly.

Who is your project/activity aimed at?

The festival is aimed at folk enthusiasts and Morris dance teams from across southern England - many of whom plan their holiday around the event. We also aim the festival at families - both local residents and tourists. There will be several planned entertainments expressly targetted for children. As described above we also want to involve young people more.

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

The festival attracts large numbers of visitors to the town each year, many of whom spend the weekend or longer in hotels or campsites. Clearly, they add businesses value by being here - through accommodation and food and beverage expenditure.
It will benefit the music students of Weymouth. They will be given a chance to perform to an audience - enjoying the facilities of a stage and professionally managed sound systems.
We help to raise the profile of the town, especially the harbourside, as a destination for visitors. More recently, international cruise ship passengers visiting Weymouth see Hope Square first. They love the festival.

We help to generate a positive sense of local community spirit. Weymouth has serious deprivation issues. Festivals such as these provide hope and encouragement - particularly amongst the young. Each event the town holds adds another layer of 'wellbeing' . If we start stripping these back so the town declines. The Christmas swim is a great example: now, a must attend event for many young people. What a great vibe. We are the same. If we do'nt have the funds, we can't deliver a festival. We will decline and vanish. Our funding allows us to be adventurous with music - which in turn enlivens and excites young people. This all leads to growth and success.

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 visitors outside the main tourist season - thus helping to extend 'the season' - a key objective of Weymouth's tourist industry	We monitor our social media posts and can demonstrate how far these reach. With help from the BID team we could devise a questionaire to get hard data from visitors.
2.	Take up from our schools and college initiative will demonstrate how that has worked	We will be able to talk to school/college principals to guage their response.
3.	Traders and existing pubs/cafes enjoy higher turnover through the two days of the festival	I do not know how this can be measured. The businesses themselves are reluctant to divulge how 'good' their trade has been! To the casual observer they appear to do very well.

Positive Economic Impact

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

- additional visitors to the town hotels and campsites
- increased footfall spend on businesses within the festival site

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FUNDING

How much will the project/activity cost?	£27,500.00
How much are your requesting from We Are Weymouth BID?	£6,000.00
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): Arts Council Lottery Grant Amount(s): £7000

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.

This is the third year the festival will run following the 2 year COVID break. We have now re-established the festival - evidenced by the requests to appear at the festival and the level of social media interest. Resilience is built in by developing a budget which is not absolutely dependant on grant funding. We could run a festival. However, it would be a such a reduced scale that it would call into question whether it is viable. Professional acts would be scaled back to zero if necessary. Also, we are increasingly required to improve/strengthen our health and safety requirements. We are in a public space and a lot of people are involved. Hence the budget forecast for this year is significantly higher. We are budgetting for 2 stages (£2500 each plus £1000 for security help BID Rangers)

Please provide a breakdown of expenditure below (excluding VAT)

Item	Description	Cost
Music Acts	25 artists ranging from £150 to £1500	£12500
Stage 1 and 2	Hope Square and Harbour stage and PA	£6000
Marketing	Programmes, Flyers, badges	£1700
Overheads	First aid, waste, H&S	£4300
Legal	PL Insurance, Street Closure, licenses	£1500
Security	BID Rangers	£1000
Total		£27000

BUSINESS ENGAGEMENT

Please provide details of five local businesses you have consulted who support your application:	We are currently contacting our regular sponsors. Last year the following businesses contributed, Dream Cottages, The Red Lion, Bennett's Fish and Chips, WeyPrint Weymouth Pavillion, The Sailors Return
Are there any businesses that may be adversely affected by your project? **If so, what steps have you taken to mitigate this?**	All the businesses within the festival area are heavily focussed on the food and drink sector. They benefit from the increased footfall. Londis is a general convenience store. We will be working closely with them to ensure their delivery requirements can be met.
As part of your application, please outline how you intend to use local businesses to deliver services (e.g. printing, PA hire, security etc.)	Stages and PA are a local supplier. Programme printing and all other printed material is a Weymouth based firm. Dorest Brewing company is Dorset based.

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	Peter Munz
Date	14th December 2023