South Western Railway

Customers and Community Improvement Fund Application Form

Name of Organisation or Charity (Please put Charity number if applicable)	**We Are Weymouth ltd**
Please provide details of your Organisation or Charity	**Grant Funding** We are Weymouth is a NFP whose primary objective is to improve, market and shape Weymouth for businesses, locals and visitors providing installations which capitalise on the cultural and historical heritage of the town; introducing a new range of artistic and cultural projects. We are Weymouth improves the look, feel and safety of the town through schemes such as hanging baskets, art installations, history slabs and mural trails, installing maps to inform anyone in the town where to explore its heritage and trails and installing community art to enhance the feel of the town. Our most recent 'We are greener' campaign was focussed on art projects utilising plastic bottles for a poppy wall and an art installation made from recycled plastic lids as a welcome sign for the train station. **If "other" please specify:** Click or tap here to enter text.
Which station on the SWR network is closest to your project?	**Weymouth**
Write a brief description of your project, setting out its objectives and scope of works proposed. *This description should not be longer than 250 words*	**Weymouth enhancement project** Our project is to create a visual focus for the train station within the town, as a central information point but also as an attractive place to visit. Every year we enhance the town with flowers as part of our contribution to the town' s look and feel. This year we would like to make the train station and approach road a focal point for the town. We currently install 8 hanging baskets on the train station but feel that a boat installation with flowers as well as flowering baskets or tubs on railings and throughout the vicinity within this deprived area would create a wow factor for the town and give people a sense of wellbeing within

	what is often neglected space. Flowers encouraging wildlife create a better welcome to the town, but also make the space greener and more environmentally friendly for the residents as well as those for those working on the roads adjacent to the railway station. The inclusion of the heritage trail as a focal point ensures that the station embraces the history and heritage of the town and incorporates it as a 'place to visit'. We would also like to install a 'station' heritage plaque as part of our heritage trail and install a floor-based installation showing the entire trail joining up the other plaques on the trail and giving people a focus to visit the train station as an attraction.
What is the identified need in the community? Set out how the project will benefit communities, and how you will spend the grant to address this need. How many people would benefit from the project, and what are the other impacts for the community? *This should not be longer than 250 words*	Weymouth is the most deprived town in West Dorset and the train station is within the most economically deprived part of Weymouth, yet it is one of the gateways to the town. Nine neighbourhoods in Dorset fall into the top 20% nationally for income deprivation - seven of these are in Weymouth and Portland and Melcombe Regis, where the train station resides, has the largest proportion of people lacking education, employment, with disability and overcrowding or poor housing. We believe that through enhancing the area not only as a visitor destination but also aesthetically this would improve the area for both locals and visitors. Those who live in the vicinity would benefit from a bedecked floral station and those who arrive in the town would see it as a welcoming and enhanced station. Working with local groups such as the civic society we would want to encourage tours based on the heritage trail commencing from the station. We also aim to work more closely with the southwest community rail partnership in ensuring installation of the flowering baskets, tubs and planters are best placed. We will maintain them and then replenish them with flowers from May to October every year during our tenure.

PROJECT COSTS

What is the total cost of your project? *Provide a best estimate if unknown*	**£22,626.97 ex vat**
What is the total amount of CCIF funding you are seeking?	**£16,186.97 ex vat**
How much match funding are you able to secure? *If you have any match funding please detail if it is already in place, when it will become available, or if its conditional?*	**£6,440.00 ex vat** This is already agreed from We are Weymouth ltd and is available immediately funding is secured for the whole project. **We are additionally spending £19,500 on flowers for the rest of the town** which we haven't included in this application although it forms part of the greater plan for the entire town.
Please provide high level breakdown of the project costs *This can either be included in the application or as an additional document.*	**3 boats bought £1,000.00** **3 boats planting £900.00** **20 baskets and planters £2,750.00** **Installation £1,250.00 (estimate)** **planting £4,400.00** **3 plaques £4,500.00** **plaque for train station £1,500.00** **trail dial £3,500.00 (estimate)** **installation £2,500.00 (estimate)** **£20,126.97**

PROJECT PERMISSIONS AND PLANS

Are any permissions or consents, i.e. planning permission, statutory consents needed to deliver the project? If so, have such permissions been obtained or applied for, and please give details of any timescales *This applies for all schemes, either on the railway or away from the railway*	**None required, other than from SWR. Carefully thought through as enhancing current initiatives and delivering a specific project which doesn't require planning consent**
When will the project be completed by? *Funding will be available from April 2023 and must be spent by March 2024.*	**29/03/2024**

Please provide a brief project timetable/plan showing high level breakdown of activities, key dates and milestones, including funding forecast *This plan can be included in a separate document, of no more than 2 pages of A4 in length*	Flowers: January, purchase planters from Amberol and flower boats from Etsy and ensure contractor grows and plant up by 29/01. Pay contractor. Plaques: instruct Ned Heywood ceramics company to create station plaque plus other 3 in January then also instruct and pay Ned to create the floor dial ready for installation on 29/03. Instruct Dorset council to install plaques by completion date and pay for installation by project deadline. Instruct Weymouth town council to install and maintain planters. Pay by project deadline. This is a very simple project with an easy delivery process yet has maximum impact
Can you think of anything that might prevent the project from happening? What is the biggest risk to its completion?	Weather implications for installation
How would you manage this?	We would buy all the equipment and ensure plaques made and paid for and planting is undertaken and paid for by date deadline, whilst installation date might be delayed due to spring weather

PROJECT CONTACT DETAILS

Company or Organisation	**We are Weymouth ltd**
Type of organisation	**NFP (BID)**
Name of Project Contact	**Dawn Rondeau Irvine**
Email address	**dawnrondeau@weareweymouth.co.uk**
Phone Number	**01305 779410**
Postal Address	**1, hope street, pilgrim house, Weymouth Dorset**
Postcode	**DT4 8TU**

Please read this section carefully. We are unable to accept an application if you have not confirmed that you are willing to accept these conditions.

- By submitting you agree that you are making an application for funding and that the information you have provided is correct to the best of your knowledge.
- You accept that if any information changes prior to an award being made you will need to notify SWR at the earliest opportunity.
- You understand that any funding awarded will only be made payable to the organisation or group which will benefit from the monies unless there are exceptional circumstances.

- You understand that SWR will record the information contained on this application form so we can make an informed decision of whether we can offer you support, and this information will have to be shared with the Department for Transport who hold ultimate authority.
- First Group PLC and its subsidiaries are committed to processing information in accordance with the General Data Protection Regulation ("GDPR"). The personal data collected on this form will be held in accordance with the GDPR. If you have any questions about this form or the use made of the data in this form please contact: The Data Protection Officer of First Group, c/o Group Legal, The Point, 8th Floor, 37 North Wharf Road, London, W2 1AF
- You understand if more information is needed, SWR will contact you using the details you provided on the application and you consent to this contact.
- You understand the funding is only to be used for the purposes stated in the application and you will be required to return any surplus funding which is not used for the project applied for.
- You understand SWR may use information and images from the application and the project for publicity purposes.
- You understand that any publicity or events generated by you in relation to this funding must include acknowledgement of SWR and our Customer and Communities Improvement Fund. We also request an invitation to any event and the opportunity to provide quotations in any press releases along with website links and connections on social media. In addition, we will provide a template media release to be completed by you, for our joint use confirming the award of funding.
- You understand SWR will require evidence of project completion
- You understand the ultimate decision maker for this fund is the Department for Transport and their decision is final.

Box to be ticked to confirm understood and agreed

☒**SUBMIT**

Once completed, please save your application, and send to ccif@swrailway.com