APPLICATION FOR FUNDING

WE ARE WEYMOUTH

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

PROJECT / ACTIVITY NAME	International Peace Arts Trail

YOUR DETAILS

First Name:	Ian
Surname:	Cox
Role:	Director
Email:	iancoxart@yahoo.com
Telephone Number:	07966439161
Address:	5 Gallwey Road Wyke

YOUR ORGANISATION

Organisation Name:	Artwey CIC
Registered Address:	Reed Woodruff 24 Cornwall Rd Dorchester DT1 1RX
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:	06986906
Telephone Number:	
Address:	

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

We are a not-for-profit community of artists based in Weymouth, Portland and Dorchester on the Jurassic Coast in the beautiful County of Dorset, UK. Our mission is to promote art and artists in our communities. Anyone, of any skill level, can join our friendly group. We believe that art is for everyone. Currently, our membership of over 100 artists ranges from beginners to well-established professionals. Our members work in a wide range of artistic media including paint, print, sculpture, textiles, ceramics, photography, encaustic wax.

We provide lots of opportunities for our members to exhibit their work and we also reach out in our communities to schools and other organisations to promote creativity. In addition we host various open workshops, demonstrations and presentations.

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THE PROJECT/ACTIVITY

Start Date:	7th September 2024
End Date:	21st September 2024
Is this a new project/activity?	Yes ■ No ☐

Please provide a summary of your project/activity:

To create a temporary Art trail in Weymouth on the Theme of Peace culminating with a party/gathering open to all on Saturday 21st September to celebrate 15 years of Artwey and International Peace Day.
We are all aware of the current world situation where stories of war and terrorism and civil unrest dominate our news channels every single day. We should all be promoting the subject of peace in whatever way we can.

This year Artwey will be celebrating its 15th anniversary of promoting art in our community. We propose to create an Art Trail through the town, this will consist of 15 venues (predominantly shop windows) where artwork with the Peace theme will be displayed. On each venue a QR code will be displayed so the viewer can record visiting each site. A drawticket for a prize will be awared to those completing the trail. Catalogues, including a trail map, will be made available free of charge. Local groups are being asked to become involved with several of the displays.
For the duration of the Art Trail we will host various creative workshops within Weymouth, the resulting Art will be displayed during the Party/Gathering on International Peace Day event. At this event,throughout the day, there will be various displays and performances from performance arts groups and students.

Who is your project/activity aimed at?

Aimed at visitors to the town, encouraging new visitors to the town, local residents, local groups and education centres.

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

Improving Weymouth-This project will raise the profile of Weymouth as an arts rich town and will be promoted via the artists' social media countrywide. Populating some empty shop windows with vibrant art will improve the look and feel of the town as the peak season ends.
Marketing Weymouth- With excellent promotion and advertising to art lovers and supporters of peace, this initiative should increase footfall and visitors to Weymouth in the later months of the year.By positioning some of the works inside some businesses e.g. the Pavilion, people will be encoraged to come in and see what other arts events they may want to enjoy during their stay. Visitors will be able to enjoy cafes and hospitality in local venues. Business will be provided with an opportunity to show their support for the Arts and the Peace theme they will also be invited to advertise in the Peace art trail brochure,

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.	This event will attract visitors to the town outside the peak season	- Attendees will be encouraged to follow the art trail with the use of QR codes, these can be readily monitored and visitors number collated at the end of the event. -Attendees will be encouraged to collect signatures from the trail to enter a prize draw. -Event locations will be encouraged to monitor visitor numbers. Feedback from attendees will be encouraged via visitor comment books which will be available at all locations. Discussion with visitors at the party or the venues will also be recorded
2.	It will encourage residents to spend more time in the town centre and visit shops they would not otherwise visit.	Feedback questionnaires
3.		

Positive Economic Impact

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

With sufficient promotion and marketing this event could increase the footfall in the town conciderably over a 2 week period, and by encourage attendees to explore the town will attract new visitors to different areas of the town.

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FUNDING

How much will the project/activity cost?	£5,000.00
How much are your requesting from We Are Weymouth BID?	£3,000.00
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): Weymouth Town Council Amount(s): 2000

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.

By encouraging local business and groups to support this as an annual event and to appreciate the important message it promoted, and that it attracts greater number of visitors to the town. Importance of having business being shown to support this event. By raising the profile of Weymouth as an 'Arts venue' as are other seaside towns e.g. Margate, St Ives.

Please provide a breakdown of expenditure below (excluding VAT)

Item	Description	Cost
Venues	Providing and installing venues with display board and presentation materials, monitor and maintain throughout the 2 week period	750
Workshops	Craft materials, venue rents and artist fees	2000
Catalogues	Design and printing Catalogues and maps	750
Peace Day Venue	Venue rent, refreshments etc	1500

BUSINESS ENGAGEMENT

Please provide details of five local businesses you have consulted who support your application:	Gezzini Sophie Gardener 26-27St Thomas St 07759302466 Crown Hotel Lee 52 St Thomas St 01305 760800 Pavilion Phil Say Esplanade 01305 783225 Modern Barbers Sadie Gale 57 St Mary St 01305 789355 La Luna 45 St Mary St 0105 766936
Are there any businesses that may be adversely affected by your project? **If so, what steps have you taken to mitigate this?**	None
As part of your application, please outline how you intend to use local businesses to deliver services (e.g. printing, PA hire, security etc.)	Use local companies to design and print information maps, catalogues, flyers. Use local firms to transport boards to and from venues. Central local venue to be used for the party. Provide information to hotels, guest houses and B and Bs to circulate to their clientele

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	Ian Cox
Date	24/01/24