

INTRODUCTION

We Are Weymouth BID welcomes funding applications from applicants who wish to deliver a specific project/activity which will benefit Weymouth, BID levy-payers, and meet the three core aims of the BID business plan, which are:

Improving Weymouth - Driving standards and improving the look and feel of the town, including trails, wayfinding and place-making initiatives.

Marketing Weymouth - Promoting the We Are Weymouth brand, supporting events and developing initiatives to increase footfall and spend in the town.

Shaping Weymouth – Championing the interests of businesses and encouraging positive action that aligns with our interests.

WHO CAN APPLY?

We welcome funding applications from a wide range of organisations. All organisations must have a document which sets out how the organisation is managed. This may be proof of legitimacy, such as a certificate of incorporation, a UTC reference, constitution, memorandum of understanding, articles of association, or similar.

Any funding received from the BID is to be ring-fenced and must not form a part of any profits, nor form part of any onward disbursements, such as fundraising for other organisations.

HOW TO APPLY

Applications should be completed electronically and returned to info@weareweymouth.co.uk, however hard copies are available by request. Please contact the BID office on 01305 779410 to request a hard copy.

THE PROCESS

We advise you to submit your funding application as early as possible, and no later than three months ahead of the project/activity start date.

Once your application has been received by the BID office, we will acknowledge receipt and the Operations Team will review your application and seek any clarity they feel may be required, prior to submission.

The board will review your application at their next board meeting. Meetings are held monthly, however all documents need to be submitted a week in advance of the meeting, therefore, it may take up to seven weeks for your application to be discussed.

The board may invite you to provide a short presentation and answer questions at the meeting or invite you to present or provide additional information at the next meeting, should they feel that additional information is needed.

Once a decision has been made, the BID Office will be in touch to communicate the decision, along with any specific conditions of funding.

HOW MUCH CAN WE APPLY FOR?

There is no specified amount that you can apply for, however, the larger the amount you are requesting, the more rigorously the application will be reviewed to ensure that the Board feel that funding the project is an effective use of BID funds.

WHAT CAN BE FUNDED?

Projects and activities that:

- Address one or more of the BID Business Plan's Core Aims (Improving Weymouth, Marketing Weymouth and Shaping Weymouth)
- Benefits the business community
- Have clear goals and measurable outcomes
- Have specific costs

WHAT CAN'T BE FUNDED?

Projects and activities that:

- Do not address one or more of the BID Business Plan's Core Aims
- Are based or delivered primarily outside of Weymouth
- For which expenditure for an item or service that has already been ordered or paid for
- It will only benefit an individual
- Directly or indirectly bring profit to the applicant
- Disburse funds awarded to other organisations/projects

CAN YOU FUND ONGOING COSTS?

In exceptional circumstances, the board will consider funding ongoing costs, however you should attempt to make your project as sustainable as possible, and will be expected to demonstrate financial sustainability in your funding application.

HOW WILL THE APPLICATION BE ASSESSED?

The BID's Board of Director's will assess applications for funds using the following criteria:

1. The project delivers one or more of the aims of the BID Business Plan
2. The project will deliver benefits to a significant number of levy-payers
3. Consultation and feedback has been sought from levy-payers, including any levy-payers that may be disrupted by the project, or where the proposed project/activity may cause competition

YOUR APPLICATION

In your application, please provide as much information as possible to allow us to make an informed decision. When completing your application, be sure to provide information about:

- What the project is
- The start and end date of the project
- How the project will benefit Weymouth and BID levy-payers
- How the project meets the core aims of the BID Business Plan
- Whether this is a new or existing project, and whether you have sought funding from the BID before
- Whether you have applied for funding from other sources
- The amount of funding you require
- How you will evaluate the project

CONDITIONS OF A FUNDING AWARD

If you are successful in your application, you must comply with the following conditions of funding.

FINANCIAL MANAGEMENT

You must:

- Ensure that BID funds are ring-fenced and must not form a part of any profits, nor form part of any onward disbursements, such as fundraising for other organisations.
- Implement and maintain a sustainability plan to ensure the continuation of this project (if applicable), and acknowledge that We Are Weymouth makes no commitment to renew or award support
- Ensure that funding is spent within the timescales agreed with We Are Weymouth
- Return any unspent funds to We Are Weymouth
- Keep financial records of how funding has been spent, and provide copies of invoices for items funded to We Are Weymouth
- Make every effort to get value for money when purchasing goods or services, and you may be asked to evidence this
- Ensure that you have a dedicated bank account to receive the funding
- Immediately notify We Are Weymouth in writing if there is any material change affecting its finances or activities or any other matters stated in the application, throughout the period that the funding is being provided

MONITORING AND EVALUATION

You must:

- Detail the outcomes for your project and how you will monitor them
- Provide reports on the outcomes of the funded project at the end of the project, and at intervals determined by We Are Weymouth

MARKETING AND PR

You must:

- Ensure that We Are Weymouth BID is included in all press releases – please ask for a quote
- Ensure that We Are Weymouth BID is included on posters, flyers, handouts etc. – we will supply a copy of our logo and brand guidelines
- Invite We Are Weymouth to any launch or PR events for the project
- Provide photos and/or videos that show the work of the project
- Ensure that we are tagged in social media posts:
Facebook – We Are Weymouth UK & We Are Weymouth Business
LinkedIn – We Are Weymouth
Instagram – We Are Weymouth UK
Hashtag – #weareweymouthuk