

# APPLICATION FORM FOR GRANT 22/23

Please read the policy on pages 1, 2 and 3 **before** filling in the form.

1. Name/Address of Organisation:

ACTIVATE PERFORMING ARTS  
7 – 9 THE LITTLE KEEP, BARRACK ROAD  
DORCHESTER, DT1 1SQ

Name of person making the application: DOM KIPPIN

Position in organisation: PRODUCER (OUTDOOR ARTS, FESTIVAL, TOURING)

Contact phone number: [REDACTED]

Email address: [REDACTED]

## About Your Organisation

2. Does your organisation:

	Yes
Have its own bank account, which requires two unrelated people to authorise cheques and make withdrawals?	YES
Have at least three members on its management committee	YES
Have a constitution, terms of reference or set of rules ( <i>please contact for help with this if needed</i> )	YES

3. Are you a registered charity? Yes/No: YES

If so, please give your charity number: 1069622

4. Is your organisation part of, or affiliated to, a larger organisation? NO

If so, which: .....

5. Aims and objectives of your organisation; What does your organisation do and how

Activate works with artists to create extraordinary experiences in Dorset and across the UK – touching the lives of many. We produce programmes that change lives, create unforgettable memories and celebrate our unique part of the world.

Based in Dorset for more than 30 years as a charitable company and an Arts Council NPO organisation, we are an ambitious, hard-working and committed organisation, delivering social justice through the arts and maintaining the rich talent and venue development that supports the county.

We are a trusted local organisation and have delivered large scale projects to put Dorset on the map, such as 'Danny Boyle's Pages of the Sea' with 14-18 Now, which took place on Weymouth beach and in Lyme Regis in 2018, and as the lead partner of the Dorset Festivals Consortium producing 'Dorset Moon' to mark the 50th anniversary of the Moon landing. The closing weekend Dorset Moon event took place at Nothe Fort and was produced in collaboration with Portland's b-side Festival.

Since 2005 our Inside Out Dorset festival programme and signature events have presented high quality, large-scale, outdoor arts events to hundreds of thousands of people and engaged them through the learning and community outreach programme. Inside Out Dorset brings together incredible artistic work and combines it with beautiful, inspiring Dorset locations. The programme has a profound impact on the wellbeing of a place, encouraging feelings of pride and enabling everyone to take part and experience.

Past events in Weymouth include Teatr Podrozy at Nothe Fort in 2007, Vel e Vents at Bowleaze Cove (in celebration of the launch of the Cultural Olympiad in 2008), various events as part of the Cultural Olympiad programme Battle for the Winds in 2012, Ray Lee's 'Chorus' outside Weymouth Pavilion in 2016, Mark Anderson's 'Furious Folly' at Mount Pleasant Park & Ride in 2018 (also part of 14-18 Now), and the memorable Sense of Unity in 2021, which saw nearly 7,000 people come together on the streets of Weymouth. We have also presented popular events outside the festival, with Cirque Du Platzak at North Quay, as part of the Pommery Dorset Seafood Festival in 2017, and most recently 'Peixos' by Sarruga in 2022.

Activate has worked with Weymouth College putting on Youth Performance Platforms, sitting on their industry panel, and worked with the students to perform in our Street in the Park event in Dorchester annually over the last few years. In 2010 we worked with Weymouth Parkour group to perform with No Fit State Circus in Dorchester's Maumbury Rings as part of our festival. The Remix and Premix, which are our groups for children and young people aged 7-19, many of whom have disabilities, sensory impairments, are on the autistic spectrum or have learning difficulties - provides regular free workshops and performance opportunities in dance and theatre with members from Weymouth.

We are committed to challenging perceptions that the arts are elitist and not for everyone. We seek to remove barriers to participation, particularly for under-represented groups and individuals and champion arts for its inherent value as well as the effect it has on our general well-being and health. We offer support for Dorset based artists through CPD and bespoke support on developing their work and we are currently promoting a free course for young and emerging artists to learn how to create events. We have also been working with Abri Housing Association and the HAF programme for children on free school meals – with workshops most recently in Littlemoor.

does it benefit the residents of Weymouth?

6. Where does your organisation meet?

Our work takes place across the county of Dorset – Weymouth past and future activity is outlined above. Our voluntary board of Trustees meets for quarterly Board Meetings at different locations across the county to accommodate members.

7. How often do you meet?

We run events and workshops which take place at least on a fortnightly basis: year round, we normally have approx. 10 projects running at any one time. Our Board Meets quarterly and has 1-2 away days a year.

8. How many members does your organisation have?

Our Board consists of 8 Trustees/Directors who are the members. We do not have a wider membership structure.

9. How many people will benefit from this funding?

At least 5,000

10. How many of these are Weymouth Town Council area residents?

We estimate 70%

11. How much funding are you applying for?

£5,000

12. What is the total cost of your project?

£55,500

**NOTE:** Weymouth Town Council will only approve allocations up to £5,000 in exceptional circumstances that are clearly detailed in question 15, with regard to the information in Policy point 6.

13. Briefly describe the project or purchase you would like the funding for:

This application is requesting support towards enabling everyone to access an invaluable cultural event that brings people together. During austerity and the challenging impact of inflation, many people are unable to afford to take themselves or their families to events and experience reduced quality of life. Our festival, which is free to the public, will run from 15 - 24 September 2023 across Dorset and the BCP area and will draw to a close with a large-scale finale performance taking place on two nights, in Weymouth Town Centre by one of Europe's most in-demand outdoor performance companies. The closing event of Inside Out Dorset 2023, taking place in Weymouth Town Centre will be a joyous moment for everyone to enjoy.

The performance is an uplifting processional piece which will journey through Weymouth town centre with one performance on each of the evenings of 22<sup>nd</sup> and 23<sup>rd</sup> September. Three giant dolls, wearing dresses inspired by famous artists, glide through the crowd. Like porcelain dolls out of an old toy box, they enthral the audience with a performance mixing original compositions, popular songs and the finest operatic arias. Hidden in their dresses are a colourful troop of drummers, who create playful musical exchanges all along the parade route.

14. Which of the Council's priorities does the project contribute to?

- Improve the wellbeing of the people of Weymouth.
- Manage the Council's assets and resources responsibly and transparently.
- Manage the Council's services effectively to meet the needs of the communities we serve.
- Work to become greener and cleaner in our activities as well as supporting our communities and partners to be as green as possible.
- Promote opportunities for economic success of the area.
- Strive for continuous improvement and service development.
- Work with partners to deliver our core values and strategy.

15. If your application is for between £3,000 and £5,000 please give full details of the **exceptional circumstances** relating to your request. Please see policy point 6 for examples of what constitutes exceptional circumstances

We believe the circumstances are **exceptional** for the following reasons highlighted in **bold**:

**The programme will have significant and wide-ranging community reach:** As evidenced by previous Inside Out Dorset events in Weymouth, this main event(s) will attract an estimated 5,000+ audience over the two nights, and up to 200 through the outreach programme (subject to funding). From past evaluations we know our events attract a diverse audience from across the community as explained in more detail below under Question 15.

We also know that events such as this can improve residents' perceptions of where they live. By participating as active spectators within the procession, residents will see their town with a new pride and the event(s) will help build community pride and aspirations.

In the lead up to the event(s), we plan to deliver a community engagement programme which will target participants from diverse communities in Weymouth, including people experiencing social exclusion, older adults, families, and community spaces such as libraries – explained in more detailed under Question 15. This will directly engage participants in the themes of the project early on, give them a sense of ownership and encourage their attendance to the finale event(s): making it fully inclusive. Arts and culture can provide the tools to help alleviate social, economic and environmental challenges and enhance wellbeing. For example, our 2012 festival (part of the 2012 Cultural Olympiad) generated £750,000 social return on investment.

**The event will have significant economic impact:** We know that our events attract both local residents and visitors to the county: for example, a third of the 27,500 visitors attracted to Inside Out Dorset 2021 travelled from outside the county. Our economic impact assessment of Inside Out Dorset 2021 showed that over 70% of festival attendees undertook some economic activity while attending events. 72% of people also visited a restaurant, café, pub or bar as part of their visit to Inside Out Dorset, while nearly 20% of attendees went shopping.

The event(s) will take place on the streets of Weymouth town centre at dusk on a Friday and Saturday evening, as well as at Saturday lunchtime. As well as providing local retailers an opportunity to extend their opening hours and benefit from the extra footfall, it will also encourage people to visit the town later than they might usually, helping boost the night-time economy and supporting Weymouth's Purple Flag status.

Finally, the cost of living crisis has led many to find savings wherever possible. Increased prices for housing, energy and food has led many to cut back on other expenses, such as going out for entertainment. As stated above, the benefits for a town of events such as the one proposed here are numerous. We predict at least 70% of audience members will be Weymouth residents, and by providing free activity in public spaces, the event(s) will help alleviate some of the negative impacts experienced as a result of the cost of living crisis.

**The event will celebrate Weymouth's heritage:** The event(s) – which will interact with the urban architecture and follow routes through key sites of historic significance including Town Bridge, The Esplanade, and the Town Centre - will celebrate these attributes, raising people's awareness of the natural and historic heritage where they live. It will build Weymouth's reputation as a destination for unique cultural events, as well as raise Weymouth's profile when compared with other coastal towns with comparable populations such as Scarborough (Yorkshire Coast), Morecombe, Bognor Regis and Great Yarmouth, who all already utilise culture as a key driver in the socioeconomics of their towns.

In summary, we are making a special request for Weymouth Town Council to contribute up to £5,000 in order to confirm the event. We recognise that £5,000 is the upper level of the Community Grant.

The total cost event is £55,500, of which we have secured £48,700 (88%) to date from Arts Council England, Weymouth BID, and Dorset Council.

In addition, we are continuing to talk to Insitutut Francais, who have previously supported our work. We also expect a proportion of the budget will be met by the generous donations of those attending the event.

16. How will you spend the money you are applying for? Please remember that Weymouth Town Council do not normally give grants for running costs unless associated with a specific project:

Item	Amount
Artistic and Engagement programmes	£26,000
Production costs	£12,000
Overheads - project specific staff and project management (note these are <u>not</u> core running costs)	£9,500
Audience development and evaluation	£8,000
<b>Total</b>	<b>£55,500</b>

17. How else are you funding your project? Include grants from other organisations, fund raising and existing reserves:

Source	£	Confirmed?
We Are Weymouth	20,000	Yes
Activate (via Arts Council England)	22,900	Yes
Activate (via Dorset Council)	3,800	Yes
Insitutut Francais & Donations	3,800	Pending
<b>Total</b>	<b>50,500</b>	

## 18. How will the funding benefit the community or residents of Weymouth?

### **Community Engagement Programme:**

In advance of the event, we are planning for a programme of community engagement.

**Workshops:** We have previously worked with the talented facilitator Holly Miller: in 2021 communities from Weymouth created puppets to be displayed in the windows of local businesses, and in 2022, for our presentation of Peixos by Spanish artists Sarruga, the community workshops made fish and other marine creatures, again displayed across Weymouth town centre.

In 2023 we plan to work with a range of communities to create 'plastic bottle dolls', supporting both the theme of the event(s) itself, but also the increased focus on recycling, led by Weymouth BID and Weymouth Town Council. As before, the dolls will be displayed around Weymouth, along the route of the procession in shop windows. Workshops will engage people from across Weymouth, bringing them together through engaging activities, free to participate in. Target locations being explored are: Waverley Centre Community Hub, Littlemoor Community Centre, 'Let's Make It' Community Project, The Palm House, Veteran's Hub, and Weymouth Library.

**Daytime performance:** We have programmed an additional daytime show for Saturday 23 September. This is intended as a way of offering a way of experience the event for those unable or unwilling to attend a later event. As with all our programme, a full access offer will be available, including a visual story, assisted routes, accessible viewing areas, audio description and touch tours.

We believe this programme will benefit people living, working in or visiting Dorset in the following ways:

- This high-profile event presented for free in Weymouth Town Centre will attract a diverse audience from different socio-economic backgrounds and inspire them to see their local environment differently. Outdoor arts is proven to appeal to diverse audiences and the show will attract audiences across a broad range of age ranges including families. Using our extensive data, built up over previous Weymouth events, our festival marketing will target audiences who generally have lower arts engagement and face barriers due to low wealth. Reporting by the Audience Agency showed 70% of people surveyed at outdoor arts events strongly agreed that an event is good for the image of a place. Activate have a long history of working in Weymouth and our two most recent events in the town – Sense of Unity by Worldbeaters and Dundu, and Peixos by Sarruga - show the reach we have. Over 12,000 people attended the two events we produced in Weymouth in 2021 and 2022, and the images and video of the event reached many thousands more, by way of local and national print and digital media. By programming a community-engaged and family-friendly performance, Activate will also help improve Weymouth's reputation, making the town a more attractive destination for all demographics. It will build pride within the community and help to reduce anti-social behaviour.
- Our festival and engagement programme will bring diverse Weymouth communities together, contributing to community cohesion. We will work with people from people and communities experiencing social exclusion, to engage them in the programme, as described above. Through the workshops the communities will learn new skills and build a sense of pride in being part of a larger community event. The activities will be free to attend and open to all, providing both learning and entertainment to many already experiencing increased levels of hardship due to the cost of living crisis. By creating inspiring events we will enrich peoples' lives: participation in culture is consistently associated with good health and high life satisfaction.
- The event – which will interact with the urban architecture and follow a route through key sites of historic significance including Town Bridge, The Esplanade, and the Town Centre will celebrate the landscape and heritage of Weymouth and will raise people's awareness of the heritage where they live. Through seeing it differently in this unique procession, we hope that people will be inspired to learn more about their town and look after it.

- Volunteering opportunities for between 10-20 Weymouth residents, will offer meaningful experiences which enrich their lives as well as give them new skills. A past volunteer on our events told us: *"In this experience I saw things differently, I learned, I connected, I grew as a person and developed a feeling of belonging to my community."* In the run up to the festival we will recruit and train volunteers who will gain skills and experience in communication, stewarding, evaluation and event production.
- Economic impact for the town. As explained above under (10) the event will bring visitors to the town and generate increased footfall and audience spend, benefitting local business owners. Our partnership work with the Weymouth BID through the doll displays in shop windows will support this. Local freelance service providers and business will benefit through paid work on the festival. This is therefore an excellent opportunity to further promote Weymouth Town Council's profile.

19. If your project focusses on a particular area of Weymouth, please give the name of the Councillor who is supporting your application?

Our work takes place in different areas of Weymouth, depending on the specific project and its requirements. No specific conversation has taken place with a Councillor regarding this project, though Cllr Orrell may well be aware of it, as We Are Weymouth (Weymouth Business Improvement District) are a significant funder.

As an organisation that has been working in and supporting Weymouth communities for many years, there are several current Councillors who we have met with, including Cllr Hamilton, Cllr Wheller and, most recently, Cllr Weaving, who attended a community engagement session we ran in Littlemoor as part of an event we produced in 2022 called Green Space Dark Skies.



20. How do you know that the groups you work with, or the local community, want this project to take place? Please detail any consultation undertaken:

We evaluate all our activities, gathering both quantitative and qualitative data from audiences, participants, artists, volunteers, partners and funders in order to continually improve and ensure that we are meeting the desires of the communities we are working with.

“Looking back, I am proud of what we all achieved for the community and visitors to Weymouth. I am used to parades and moving classes on trips and looking out for health and safety, but never on this scale. The professionalism of the whole inside out team made me feel confident and I will volunteer again. The actual show was inspiring, seamless and a special spectacle that I will never forget.” **Volunteer feedback, Weymouth 2021**

“I watched ‘Sense of Unity’ with my son & grandson. We all thought it was amazing, particularly the finale on the promenade stage. Fabulous performers & we all felt safe yet free to enjoy the wonder of it all.” **Audience feedback, Weymouth 2021**

“Have to say, it was amazing, one of the best art festival events I've covered and one heck of a crowd too. Chatting to a chap who went to both and the second night was even more packed than the first which is down to social media I guess.” **Photographer feedback, Weymouth 2021**

‘The project has highlighted Littlemoor in a favourable manner to a wider audience, which we are keen to develop.’ **Community feedback, Weymouth 2021**

“More of this please! A fantastic atmosphere and makes Weymouth attractive.” **Audience feedback, Weymouth 2022**

“We are locals and enjoyed this very much. Very entertaining and can't wait to see next year's.” **Audience feedback, Weymouth 2022**

“It was lovely, thank you. We do not have much money so it was nice to take the kids to see such a lovely parade.” **Audience feedback, Weymouth 2022**

21. How will this funding lead to greater self-sufficiency and lessen the need for future applications?

Regarding self-sufficiency, Weymouth Town Council have not been able to provide grant funding for this event, as they have done for previous successful Inside Out Dorset events in Weymouth. We have been able to work with our other partners and funders to continue our work with communities in Weymouth, as we understand the value of the work we do with them and did not want to see those relationships end. In terms of our resilience – we are not relying on one investor: Weymouth Council's total investment, if successful, will represent just 9% of the total. The scale of this event requires investment from a broad range of partners including Weymouth BID, Arts Council England and Dorset Council (all confirmed).

22. How is your organisation normally funded? Not applicable to new organisations:

Our turnover can range between c. £500,000 in a non-festival year to c. £650,000 in a festival year.

In 2018-19 (a festival year) our turnover was slightly higher at £806,000 consisting of: Arts Council England: 46%, Earned Income: 36%, Other Public Grants: 9%, Local Authority Funding: 7%, Trusts and Foundations: 1.5%. Donations: 0.5%

The above percentage have shifted slightly in the profile of our income sources: in 2022/23, Arts Council England: 52%, Earned Income: 30%, Other Public Grants: 3%, Local Authority Funding: 12%, Trusts and Foundations: 2.75%. Donations: 0.25%

23. What are your current/planned subs/fees/charges?

There are no charges planned for the event or engagement programme. In order for our work to remain as accessible as possible to as many people as possible, this will all be free to the public.

24. Have you applied for any other funds/grants towards the cost of this project or purchase? Please include details below:

As detailed above, we have secured £20,000 from We Are Weymouth (the Weymouth BID), £22,900 from Arts Council England and £3,800 from Dorset Council. We are in conversation with the Institut Francais about additional funding and are preparing a robust donations plan.

25. What fund raising activities took place in the **last** 12 months and what fund-raising activities are planned for the **next** 12 months, if any?

All staff work on Fundraising and are use an organisation-wide Fundraising Strategy across all projects. The Board of Trustees includes a dedicated Income Generation and Fundraising sub-group which meets quarterly to interrogate fundraising plans.

In 22/23 our turnover was £549,000 which we raised from Arts Council, Local authority grants, Trust & Foundations, other public funding, donations and earning income through contracts to deliver services.

For 23/24 year our target is £706,000 due to the festival year. Almost 75% of this is confirmed, secured from the same sources as above. Further grant applications are being submitted along with donation raising and earned income expected to cover other project areas.

26. Anticipated income/expenditure for the next 12 months?

Our anticipated income for the 23/24 is £706,000 and Expenditure is £781,000– the difference in expenditure to income in the year will be offset by brought forward restricted and designated funds from the previous financial year.

27. Details of any grants or financial support received from local authorities including Weymouth Town Council in the past three years with dates:

Please see attached PDF – '[Activate LA Grants 2020-2023](#)'

28. Grants from non-local authority sources in the last three years with dates, if you have any:

Please see attached PDF – '[Activate Other Grants Income 2020-2023](#)'

29. Has the project that you want the funding for already happened? No

30. Will you be passing the funding on to any other groups (except to pay for goods and services)? No

31. If the funding is for security measures do you have the support of the local police and/or crime reduction officer?

Not applicable

32. If the funding is for work with vulnerable adults or children, do you have the support of either Adult Social Care or Children's Services at Dorset Council?

Not applicable

Please give us details of the bank account that the grant should be paid into if approved (this cannot be a building society passbook account):

Name of Account [REDACTED]

Account number [REDACTED]

Sort Code [REDACTED]

**Please ensure you have read the policy on pages 1 - 3 before signing the form.**

*Checklist (please tick the appropriate boxes)*

*Have you submitted the following?*

- A copy of your most recent accounts (not more than 12 months old);
- Your most recent bank account statement & details of any other investments/savings (not more than 3 months old);
- A copy of your constitution / terms of reference / set of rules;
- A copy of the notes from your last Annual General Meeting;
- Details of your organisation's officers (included in Accounts);
- A copy of your safeguarding policy if your group works with vulnerable adults, or children;
- A copy of your adopted equal opportunities policy or statement;
- Any other documentation you feel may help in assessing your application.

### Privacy Notice

In accordance with the General Data Protection Regulation (GDPR), I/We agree that Weymouth Town Council will process and hold personal information about me/us and my/our group or organisation only in relation to this grant application. I/We consent to my/our personal information, including that contained in this form, being stored manually and/or electronically by Weymouth Town Council. It will be held securely and treated confidentially for six years after an application is made. I/We understand that it will only be accessed by authorised staff members to manage the grant application process.

I also understand that Weymouth Town Council may pass details onto an official organisation where required to do so by law or contract. I/We understand that my/our data will be disposed of securely six years after the application and that I/we have the right to correct the information at any time. I/We have been made aware of my/our rights under GDPR.

Declaration:

I/We declare that the information confirmed in this application is correct and that any grant received will be applied as detailed in the request.

I/We declare that we have read the policy on pages 1 - 3 and that our application complies with the policy.

I/We declare that I/we have included all the requested information.

I/We fully understand that if I/we do not include the requested information and/or if mine/our application does not comply with the policy, the application may be rejected.

I/We fully understand that we will need to attend a Finance and Governance Committee meeting to present our request.

Signed: Signed

Name: Dom Kippin, Producer (Outdoor Arts, Festival, Touring) Date: 11/5/2023

### For Office Use Only

Grant applications must be checked against the following criteria. Any questions where the answer is no must be reported to the Finance and Policy Committee meeting where the application is being considered and must form part of the formal agenda items list for that meeting.

Yes	No (investigate)	
Yes		The grant will result in a benefit for the area covered by the Town Council and will contribute positively to the area of Weymouth?
Yes		Does the grant exclude ongoing running costs?
n/a		If the application is for running costs has the applicant included plans for where future running costs will be found from?
Yes		Is the grant for a group and not for individuals or organisations whose function is primarily undertaken by the health authority or Dorset Council's Social Services?
Yes		Is the grant for non-political or non-quasi-political organisations or projects?
Yes		Is the grant application for £5,000 or less?
n/a		For applications in excess of £5,000, has the applicant fully detailed the exceptional circumstances?
Yes		Does the application include the required financial and organisational information?
Yes		Is this the only application in this financial year from this group or organisation?
	No	Is the applicant based in the Town Council area? If not, has the applicant detailed what proportion of beneficiaries of the grant reside in the area?
Yes		Is the application for future funding? (i.e. not retrospective)
Yes		Is the grant for the sole use of the applying group and not to pass on money?
Yes		Has the applicant demonstrated how one-off grant funding will lead to greater self-sufficiency and lessen the need for future applications?
n/a		For applications for funds for security measures, does the applicant have the support of the local police or crime reduction officer?
n/a		For projects involving vulnerable children or adults, do the organisers have the support of Adult Social Care or Children's Services at Dorset Council?
Yes		Will a representative be attending an F&G meeting?

Assessing officer: Helen Legg

Date of assessment: 31<sup>st</sup> May 2023

Decision (delete as applicable): proceed to committee Approved as agenda item for the

Finance and Governance meeting on: 7<sup>th</sup> June 2023