

REVEAL

Weymouth and Portland

Live framing document

Updated after feedback from Weymouth and Portland partners

And please note, visual identity is set to be updated by mid December 2024



Culture means more than artistic activity and is defined by participants in activities that they themselves define as cultural.

Football, ballet, language classes, parades, brass bands, natural history or heritage walks, artistic pursuits from knitting groups to pottery, stone masonry to film clubs, DJ'ing to festivals - are just a few examples of what we might call culture. Sometimes the activities are shared experiences - a book club for example - and sometimes they are solo pursuits that take place at home, such as playing an instrument or crocheting.

Weymouth and Portland Town of Culture 2025 is an opportunity to REVEAL and celebrate what we already do and what we might like to do when inspired by others.

Sally Watkins, Founding Director, b-side

Working method and timeline
(see appendix 1 for detailed timeline)



WINTER TO SPRING

SUMMER

AUTUMN TO WINTER

ALL YEAR = Map, highlight, amplify, and cross promote what is already happening

Audience Development

Jan: Producer training course, PR & Communications of existing projects, launch micro grants open call.

Feb – March: amplify existing projects and select micro grants.

April: ToC Physical Launch event(s) and announce micro grants. Start of Culture Passport.

April – August: Micro grants delivery.

Scaled and New Events

Sept: b-side 2025; Inside Out Dorset Weymouth; Weymouth BID's Dusk til Dark; Portland Sculpture Quarry Trust event; opening of Weymouth College Gallery.

Oct- Dec: (additional funding from Arts Council England dependent) new projects across Weymouth and Portland.

Dec: closing party and launch of W+P Cultural Strategy

Governance: Monthly Project Board meetings (see appendix 1)

Community Engagement: Monthly Community Panel meetings (see appendix 1)

Outcomes:

1. Larger, more engaged, and more diverse audiences, for culture.
2. An upskilled and more collaborative cultural sector, ready for increased infrastructure
3. A refined & combined, future focused, Weymouth and Portland Cultural Strategy

Activity Detail – funded activities



Highlighting and Amplifying

- **What?** In November and December 2024, Weymouth and Portland Town Councils gather events already taking place in 2025, and from January 2025 a PR company (see brief in appendix 2) is contracted to amplify these events to audiences across Dorset and the South West. Launchpad Reveal Grants (April – Aug 2025), and Launchpad Grants (Oct – Dec 2025) are also communicated, with the entire year receiving new press and media.
- **When?** A document gathering all 2025 events is currently being circulated, with support from the ToC Project Board. PR is currently being tendered for. If individuals or organisations want to use the ToC branding for their 2025, a simple criteria is adhered to.
- **Purpose:** More people are more aware of cultural activities already taking place in Weymouth and Portland. Audiences grow and the sector better supports each other's events. Later in 2025 and pending additional funding, a Cultural Calendar is considered for 2026 onwards.
- **Budget:** PR company annual contract, £8k inc VAT.
- **Finances secured?** Yes (but further funding required for Cultural Calendar)

Proposed Criteria for a Cultural Event to use the Towns of Culture brand:

1. A summary of the event (no more than one page, and to include title of event, location, date, time, and who the event is for) is to be submitted to ToC Project Coordinator for approval.
2. The organiser of the event – an individual or organisation - and the event itself must be working for the benefit of the residents of Portland and Weymouth.
3. ToC branding guidelines, which will be shared once approval to use ToC brand given must be adhered to.
4. On approval ToC Project Coordinator will make the ToC PR company aware of the event, to help promote the event.

January 2025 | Communications Launch:

- **What?** Online launch of Weymouth and Portland Towns of Culture 2025 and the Launchpad Reveal Grants scheme. Most likely in the form of combined and joined up messaging and short videos/reels across all partners sites and social media platforms.
- **When?** Week of 20th January 2025
- **Purpose:** 'Reveal' Weymouth and Portland Towns of Culture visual identity. Generate awareness of the venture to local and county wide audiences. Launch the Micro Grants scheme.
- **Budget:** Included in total budget for creation of a Visual Identity (£2k) and PR company contract (£8k).
- **Finances secured?** Yes.

'Launchpad' Reveal Grants (see appendix 3 for eligibility criteria)

- **What and When?** An open call, which goes live in January 2025, offering grants of £300 - £1,500 for Weymouth and Portland individuals, freelancers, or organisations to organise and deliver cultural activity between April and August 2025. Grant recipient also receive (optional) mentorship from a member of the Project Board.
- **Purpose:** to support Weymouth and Portland's cultural sector to deliver new, or increased activities during the first half of Towns of Culture 2025. The grants will 'Reveal' the breadth of W&P's cultural sector, give confidence to cultural organisers to deliver events with the Towns of Culture 2025 brand, and increase audience and community participation.
- **Budget:** £10k (between 6 and 30 grants will be offered)
- **Finances secured?** Yes. Although funds for evaluation needed and applied for within Arts Council England application.

Proposed Application Criteria for Launchpad Reveal Grants:

1. The cultural activity reaches new audiences in Weymouth and Portland.
2. The cultural activity is designed, made, and delivered with strong Environmental Responsibility principles. See: [Essential read: Environmental Responsibility | Arts Council England](#)
3. The cultural activity is designed, made, and delivered with strong Access and Inclusivity principles. See: [Essential read: Inclusivity & Relevance | Arts Council England](#)

April 2025 | Physical Launch Parties:

- **What?** Face to face launch of Weymouth and Portland Towns of Culture 2025 and announcement of Micro Grants successful applicants. The launch may be on multiple days in one week and at multiple sites (at least one on Portland, and one in Weymouth) as the physical launch parties will be hosted by ToC partners – e.g. Nothe Fort, b-side at the High Angle Battery, and Activate.
- **When?** April 2025
- **Purpose:** Physical get together of all ToC partners and interested audiences to celebrate the successful applicants for the micro grants.
- **Budget:** Finances are from individual partner's budgets e.g. b-side delivers a launch at High Angle Battery, Nothe Forte at their site, and Activate in site TBC. ToC covers cost of Project Coordination support.
- **Finances secured?** For project coordination support, yes.

September 2025 | Festival Season in Weymouth and Portland:

- **What?** b-side festival 2025 takes place on Portland, a significant section of Activate's Inside Out Dorset festival takes place in Weymouth, the Portland Sculpture Quarry Trust organise a significant exhibition of sculptors on Portland. Further partners programme significant events in Weymouth and Portland utilising their own capacity and resources.
- **When?** September 2025
- **Purpose:** We participate in and celebrate the local, national, and international events already planned for and taking place across our towns in September 2025. A Culture Passport (see below) encourages more young people to attend events. A PR company boosts online and face to face audiences, as well as press and media for our towns.
- **Budget:** Finances for these activities are from individual partner's budgets.

Activity Detail – unfunded activities

Funding currently being sought from Arts Council England



Scaled and New Events | Reveal Grants:

- **What and when?** An Open Call goes live in May 2025 for Weymouth and Portland ToC partners to deliver larger and/or new events for Towns of Culture from October – December 2025.
- **How much?** Circa. £30,000 awarded to 3 – 5 projects.
- **Purpose:** Weymouth and Portland partners work positively together to produce new and ambitious activities/events in the Autumn and Winter season. Socio-economic benefits of cultural tourism are offered to our towns e.g. audiences are offered high quality, intriguing, and inspirational cultural events - can reduce seasonal affective disorder and social isolation - local businesses benefit from increased audiences eating, staying, and shopping in W+P. Successful activities are built upon in 2026 as part of combined Weymouth and Portland cultural strategy and delivery plan.
- **Finances secured?** No, this initiative will be in the Arts Council England funding application

Proposed Application Criteria for Reveal Grants:

1. Two or more partners – individuals or organisations - work together to deliver new cultural activity in Weymouth and/or Portland.
2. The partners have never worked together before (leads to the forging of new partnerships and better joined up working in our towns).
3. The cultural activity reaches new audiences in Weymouth and Portland.
4. The cultural activity is designed, made, and delivered with strong Environmental Responsibility principles. See: [Essential read: Environmental Responsibility | Arts Council England](#)
5. The cultural activity is designed, made, and delivered with strong Access and Inclusivity principles. See: [Essential read: Inclusivity & Relevance | Arts Council England](#)

Culture Passport – full details to be provided by Saint Nics’ Jon Valendar:

- **What?** A booklet, listing Towns of Culture activities, distributed to Weymouth and Portland schools, in 2025/26 Autumn term, to encourage young people to attend ToC events from September – December 2025. Booklet is stamped at events, and a full Culture Passport enters you into a prize draw to win something related to a cultural career.
- **When?** Funding from Arts Council England being applied for now and outcome in April, book to be designed and printed by August 2025.
- **Purpose:** A pilot, to see if this initiative stimulates more young people to attend and participate in cultural activities in Weymouth and Portland. Evaluation required to note any shifts in audience demographics.
- **Budget:** TBC
- **Finances secured?** No, this initiative will be in the Arts Council England funding application

Legacy

Evaluation and how to ensure 2025 is the beginning

REVEAL

Weymouth and Portland Towns of Culture, Desired Outcomes:

One: Weymouth and Portland Towns of Culture generates larger – with measured increase of young people – and more diverse audiences for cultural activities

Baselines needed from partner organisations, to measure this change.

- 20% more people are attending cultural activities across Weymouth and Portland
- Of this, 80% are from Weymouth and Portland
- Of this, 30% are people between 11 – 25 years old
- Audiences meet or exceed local demographics of people who identify as disabled, or who are from ethnic minorities

Two: An upskilled, better resourced and more collaborative art sector, ready for increased infrastructure

Surveys needed before ToC (now), during, and after

- Cultural organisations note that ToC has improved their skillset – e.g. in the areas of application writing, events delivery, fundraising, evaluation.
- Cultural organisations note an increase in financial, social, or creative capital due to ToC
- Cultural organisations have increased connections to Weymouth and Portland cultural organisations

Weymouth and Portland Towns of Culture, Desired Outcomes (cont...)

Three: A refined & combined, future focused, Weymouth and Portland Cultural Strategy

Baseline: there is currently a Cultural Strategy for Weymouth devised by Weymouth Civic Society, and a Cultural Strategy for Weymouth devised by Weymouth Town Council. There is currently no Cultural Strategy for Portland.

- The production and distribution of one Weymouth and Portland Cultural Strategy in print and online.
- The strategy has received input from over 15 Weymouth and Portland partners.
- The creation of a draft delivery plan aligned to this strategy for 2026

Additional notes:

- ToC Project Board is reviewed quarterly as part of Legacy thematic and Simon Raynes tasked with seeing how Project Board may function for Weymouth and Portland cultural strategy 2026 and beyond.
- Funding for creation of evaluation framework and data collection tools provided in initial ToC budget and through ACE funding.
- Stakeholder management – individuals, businesses, authorities – managed through Project Board thematic groups.

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