



Nothe Fort: A celebration of our achievements



- Owned by Dorset Council, Nothe Fort is operated by Weymouth Civic Society.
- Nothe Fort first opened its doors to the general public in 1980.
- It is a Grade 2 listed building and a Scheduled National Monument.
- Today, Nothe Fort is the No. 1 heritage attraction in Weymouth

“Nothe Fort is recognised as being one of the foremost drivers of tourist traffic in Weymouth and has considerable impact on our local economy, with their visitors also spending time at other locations (both retail and hospitality).”

The Fort’s new events programme and its resilience during the Covid period has been exemplary.”

Claudia Webb, Weymouth BID



Calculating the economic impact of Nothe Fort

“Nothe Fort is such an important part of Weymouth’s tourist offer. Visitors want a full range of things to do and the fort gives us that breadth, helping us compete effectively with similar resorts n Devon and Cornwall.” -**Craig Oakes, President of Weymouth & Portland Chamber of Commerce.**

We have used ‘AIM Economic Value of the Independent Museum Sector Toolkit 2019’ to calculate the gross economic impact (tourist spend) of Nothe Fort to the local economy. Nothe Fort has accurate details of our visitors’ postcodes for those who have bought an annual pass or used Gift Aid. We have used the same demographic formula for our day passes.

Nothe Fort Tickets Sales: 1st October 2019 - 30th September 2020

	Annual Passes	Day Tickets	Total
Adult	10,805	14,320	25,125
Child*	3602	4,773	8,375
Total	14,407	19,093	33,500

* proxy measure is to assume that 75% of visitors are adult and applied this ratio

Visitor Spend Data

Economic impact (tourism spend) is linked to adult visitor numbers, depending on whether they are local, day visitors or visitors staying.

Local visitors - £23.4 Day Trippers - £46.94 Overnight visitors - £51.04

	Number of adult visitors 2019-2020	Visitor Spend	% of visitors
Local (Dorset)	4045	£94,936.15	16.1
Day Trippers	6759	£317,267.46	26.9
Other	14321	£730,943.84	57
Total	25125	£1,143,147.45	

**The gross economic impact (tourism spend) of Nothe Fort to the local economy is
£1,143,147.45**



Nothe Fort Volunteers

"I've been a volunteer for 5 years at the Fort. I retired early because of health reasons, but I wanted to keep active and have some social connection. I started as part of the maintenance team and after a couple of years I wanted to do a bit more, and so stepped up as volunteer coordinator. I'm proud of the systems I've put in place already and I have so many ideas of how to develop the volunteer programme." **Bryan Ingram, Weymouth**

We have used the National Lottery Heritage Fund guidelines to calculate the economic impact of the Nothe Fort volunteers.

Calculation of volunteer economic contribution for August 2020

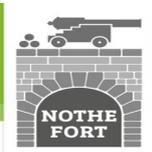
VOLUNTEER ROLE	Total Hours
Front of House	558
Stewards	744
Events	40
Artillery	252
Curatorial	392
Graphics	40
Facilities Manager	115
Surveyor	29
Electrician	25
Electrical Team	52
Welder	22
Maintenance	144.25
Volunteer Manager	18
Management Committee	110
Total	2541.25

In August 2020 the economic impact of the volunteer contribution was estimated £34,015. Nothe Fort summer season ran for 3.5 months from 11th July – 1st November 2020. The total economic impact for the season :- $3.5 \times £34,015 = £119,052.50$.

The economic impact of the volunteer contribution for this summer season can be estimated at £119,052.50.

"I am a Staff Sargent in the British Army, of 1 Regiment Army Air Corps and volunteer as a steward at the Nothe Fort in the weekends. I enjoy the opportunities I have when engaging with the customers and educating them on the history of the Nothe Fort or just having a general chit chat.

As a volunteer I not only get to be a part of something big, but I get to give back to my community. It fills you with a sense of pride when you walk away at the end of your shift knowing that you've contributed to making someone's day brighter." - **Mark Lynch, Nothe Fort volunteer.**



Nothe Fort Schools' Programme

	Number of schools	Number of Dorset schools	Total number of pupils	Total number of Dorset pupils
2018-2019	53	23	2,788	880
1019 – 2020	33	18	1,464	576

Dorset Schools participating in the evacuee experience 2019-20

St Gregory's Church of England VA Primary School (Y5/Y6) – Sturminster Newton
Wyke Primary School - Gillingham
Leweston Preparatory School - Sherborne
Motcombe CE VA Primary School – Sherborne
St Catherine's Catholic Primary School - Wimborne
Broadmayne First School – Broadmayne
Piddle Valley CE First School - Dorchester
Cheselbourne Village School – Dorchester
Wyke Regis Junior School – Wyke Regis
Puddletown CE First School – Dorchester
Beaminster St Mary's Academy - Beaminster
Frome Valley CE First School – Dorchester
Talbot Heath Junior School – Dorchester
Southill Primary School – Weymouth
St. Augustine's Catholic Primary School - Weymouth
Sunninghill Prep School – Dorchester
Clayesmore Prep School - Sherbourne
Sandford St Martin's C.E. (V.A.) Primary School - Wareham

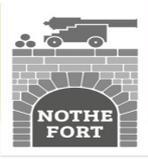
The local need for Nothe Fort schools' programme

During the summer we were not sure of how schools would react to visiting museums during Covid. However, by the end of September 2020 we had 18 Dorset booked in to visit Nothe Fort - clear evidence of the need.

“Schools are trying to navigate the new normal. They do not know what’s going to happen each day, which is unsettling for teachers, students, and management. A visit to Nothe Fort helps the children escape the new normal.”

The teachers have the chance to sit and enjoy their children. It is good for the children’s and adults’ mental health. They can get on with learning and not worry about all the current challenges they are facing. Nothe Fort provides a safe learning environment where they do not have to worry for the day.”

Dorset teacher



Case studies: Demonstration of Nothe Fort's range of cultural activities



Museum of the Moon & Silent Disco July 2019

Working with b-side and Activate, a staggering 13,845 visitors attended over one weekend. We are planning another silent disco with b-side in 2021.

"I had never visited the Fort before. I took my sister and we had the best evening – I still remember it." **Anna, Weymouth**

Pirates of the Pavilion August 2020

Weymouth Pavilion worked in partnership with Nothe Fort to ensure that the town's traditional summer panto was able to continue.

As one of the first open air theatre performances, after lockdown this photo (with the cruise ships in the distance) was featured in the Times and Telegraph.



Weymouth & Portland Heritage Road Show September 2020

This event saw 10 Weymouth & Portland Heritage providers come together to celebrate Heritage Open Day, in the safe environment of Nothe Fort.

The event was an instant sell out with 500 free tickets were snapped up within a week. It was hugely popular with local Dorset residents – with **54.1%** coming from the DT area.

The different heritage groups benefited from the shared platform, and Nothe Fort plans to support the work of the Thomas Fowell Buxton Society for Black History Month 2021.

"Today has opened my eyes! I never knew how many heritage organisations there are in the area, and lots of things I can do."

Isobel, Greenhill, Weymouth