

## Community Area Award Application Grant Application Form

Cricklade & Wootton Bassett Community Area (2)

*North  
Wiltshire  
District  
Council*

Please ensure that you have read all the Funding Criteria and Additional Guidance Notes before completing this form **PLEASE COMPLETE ALL SECTIONS TO ENSURE THAT YOUR APPLICATION CAN BE CONSIDERED**

| 1 - Your Organisation or Group   |   |
|--|---|
| Name of Organisation   | Ashton Keynes Village Hall  |
| Contact Name   |   |
| Contact Address  |   |
| Contact number   | e-mail  |
| Organisation Type  | Non profit organisation <input checked="" type="checkbox"/> Local Authority <input type="checkbox"/> Other <input type="checkbox"/>               |
| 2 – Your Project   |   |
| In which Community Area does your project take place?  | 1 <input type="checkbox"/> 2 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> |
| In which Parish does your project take place?  | Ashton Keynes   |
| What is your project?  | Rural Cinema  |
| Where will your project take place?  | Ashton Keynes Village Hall  |
| When will your project take place?   | As soon as all funding is in place  |
| Does your project demonstrate a direct link to the Community Plan for the area?<br>If YES, please provide a reference/page no. | YES <input checked="" type="checkbox"/> 22/23 NO <input type="checkbox"/>   |
| Are you applying for Capital or Revenue Funding?   | <input checked="" type="checkbox"/> CAPITAL <input type="checkbox"/> REVENUE  |
| If you are applying for Revenue funding, please confirm that your project will be completed by 31 <sup>st</sup> March 2008     | YES N/A NO <input type="checkbox"/>   |

### **What is the Community benefit of your project, and approximately how many people will benefit?**

Ashton Keynes Village Hall is the main function venue for the community. Most village organisations and groups use the Village Hall extensively for regular social, sporting, cultural and informative events. All age groups from Baby & Toddler through to Golden Years use the Hall on a regular basis. The Hall is operated and managed by a Management Committee (Managing Trustees) who not only look after the day-to-day operation, but organise a broad range of functions for the whole community rather than individual groups. Ashton Keynes has just been chosen to represent Wiltshire in the Calor Village of the Year Competition 2007/2008. The letter from CPRE stated that the judges were impressed with "the way in which the community was at the fore-front of every aspect of life in the village". We feel that the competition category sponsored by DEFRA (Building Community Life) is imperative to village life and the project covered within this application is yet another building block to strengthen our community.

We are very eager to start an Ashton Keynes rural cinema. Unfortunately the existing schemes in the south of the County (Moviola) will not travel this far north and the scheme in the neighbouring County (Cotswold DC) is impractical for both logistical and selection reasons. Rural cinemas are a massive benefit to village communities, in particular for those that are disadvantaged and/or feel socially excluded. Many residents cannot travel due to lack of transport, disabilities or just do not like being away from their surroundings after nightfall. Of course the reduction in car journeys also helps the environment. As rural cinemas can (to an extent) set their own pricing, we propose to have concessionary pricing for age groups, for families and for anyone that is socially disadvantaged, (i.e. on state benefits). Now that the Cinema in Cirencester has been demolished, the nearest ones are in Swindon. We have established that we can still hire films within the 'gap' period (post Box Office; pre DVD) and therefore need to purchase the equipment. As the equipment can be used for other types of function, we propose to share it with other Village venues and if practical and acceptable, to other local Villages within the area.

We anticipate an average audience of 60 to 70 people after the first three events and we hope to run 8 events in the first 12 months. Equally we expect some to be regular attendees. Therefore [6 x 65, -30 (5 Regulars at 6 events) + 35 (1st event) + 45 (2nd event)] our target for Year 1 is a minimum of 440 individuals (470 tickets) and then the same (or more) each year. Of course these numbers could be significantly higher. Other village venues and Groups will benefit from simply having the equipment available.

Our objective is to show a variety of films covering all age groups and as mentioned above, our target in the first year is 470 ticket sales. The measurable output will be the number of tickets sold, the number of volunteers that come forward to assist and the social mix. We want to specifically attract those that cannot (or do not want to) get to the Cinemas in Swindon as well as new Cinema goers.

This grant application is for the purchase of equipment and the Village Hall Management committee has carried out extensive research on what is required. This involved speaking with Moviola and the operators of the scheme in Norfolk. Each supplier we approached for a quotation came back with high pricing. We therefore decided that the most cost efficient route for purchase was via the online suppliers. Copies of the quotations can be provided if required.



