



Reference no

Log no

For office use

## Community Area Grant Application Form 2010/2011

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

**We strongly advise that you contact your Community Area Manager before completing your application.**

### 1 - Your organisation or group

Name of organisation	Trowbridge Town Council		
Contact name			
Contact address			
Contact number		e-mail	
Organisation type	Not for profit organisation <input type="checkbox"/> Parish/town council <input checked="" type="checkbox"/> Other, please specify		

### 2 - Your project

In which community area does your project take place? (Please give name – see section 3 of the grants pack)	Trowbridge
Does your town/parish council know about your project?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
<b>What is your project?</b>  <b>Important: This section is limited to 300 characters only (inclusive of spaces).</b>	Trowbridge Christmas Lights Extravaganza. This event will promote the whole of Trowbridge Town Centre working in partnership with The Shires Shopping Centre. The day will include live entertainment, charity promotions, a Mr & Mrs Christmas procession and a Christmas market within the Shires Centre.
Where will your project take place?	Fore Street and Shires Shopping Centre, Trowbridge
When will your project take place?	04/12/10
How many people will benefit from your project?	9,000
<b>How does your project demonstrate a direct link to the community plan for your area?</b>  <b>Please provide a reference/page no.</b>	Economy, including tourism and employment and Culture, including Leisure, Recreation, Heritage and the Arts  6 & 8/9

**What is the link between your project and other local priorities?** e.g. Priorities set by your area board and parish plans.

Working in partnership to improve community facilities and bringing a vibrant atmosphere to the town centre.

**How did you discover there was a need for your project and how will your project benefit your local community?**

**Important: Please do not type in paragraphs – This section is limited to 1200 characters only (inclusive of spaces)**

The Christmas Lights switch on , on Fore Street has historically been well attended by residents of Trowbridge and the surrounding areas, this year, working in partnership with the Shires Shopping Centre Management team we will extend the event not only for the high street but also the two shopping centres in Trowbridge. Previously a Christmas market has been located on Fore Street, which, although attractive has not always been well received by the Fore Street retailers. This year we will locate the Christmas market within the Shires Centre thus attracting better quality traders within the shopping centre environment. The Santas grottos this year will be located in the shopping centre with a level of co-promotion throughout Trowbridge and the outlying areas.

**Any other information about your project.**

The Town Council has worked hard to develop an alternative solution for our Christmas Lights switch on event. Working in partnership with others gives us the opportunity to resolve a number of issues, whilst getting more for the overall investment and promoting a unified Trowbridge event.

### 3 - Management

**How many people are involved in the management of your group/organisation? 40**

**Of these, how many are:**

<b>Over 50 years</b>	<b>Male</b>	<input type="text" value="17"/>	<b>Female</b>	<input type="text" value="1"/>
<b>25 – 50 years</b>	<b>Male</b>	<input type="text" value="5"/>	<b>Female</b>	3 <input type="text"/>
<b>Under 25 years</b>	<b>Male</b>	<input type="text"/>	<b>Female</b>	<input type="text"/>
<b>Disabled People</b>	<b>Male</b>	<input type="text" value="3"/>	<b>Female</b>	<input type="text"/>
<b>Black and Minority Ethnic people</b>	<b>Male</b>	<input type="text"/>	<b>Female</b>	<input type="text"/>

**If your project is intended to continue after the Wiltshire Council funding runs out, how will you continue to fund it?**

On this occasion we are working closely with The Shires Shopping Centre, in future years we will increase business participation in the Trowbridge Christmas Lights event.

**If you were not awarded the full amount requested, what would be the impact on your project?**

The project would have to be substantially reduced

**How will you know whether your project has made a difference in the community?**

We will measure this by attendance throughout the day as well as feedback from the retailers and the general public.

**Have you contacted Charities Information Bureau for help with your application/ to seek funding?**

Yes

No

**To who have you applied for funding for this project (other than Wiltshire Council)?**

**Have you been successful?**

Yes

No

**Have you or do you intend to apply for a grant from another area board within this financial year?**

Yes

No

**If yes, please state which ones.**

**Are you in receipt or anticipating other funding from Wiltshire Council for this project?**

Yes

No

**4 - Information relating to your last annual accounts (if applicable)**

**Year ending:** 31/03/2009

**Month:** March

**Year:** 2009

**A - Total income:**

£1,738,917.00

**B - Minus total expenditure:**

£1,743,865.00

**Surplus/deficit for year: (A minus B)**

£(4948)

**Free reserves held:**

£254,122.00

## 5 - Financial information

Project Costs A Please provide a <u>full</u> breakdown e.g. equipment, installation etc.		Project Income B Please list all sources of funding for this project, as provisional (P) or confirmed (C)		
			P/C	
Hire of snow blowers	£870	Own fundraising/reserves	C	£3,000
Security	£1,539			£
Shed installation	£1,050	Parish/town council		£
Christmas presents	£835			£
PA System	£585	Trusts/foundations		£
Staffing	£4,090			£
Advertising/Marketings	£763	In kind		£
Procession Outfitsx 17	£408			£
Innovative Events	£2,840	Other		£
	£	Shires Shopping Centre	C	£5,000
	£			£
	£			£
	£			£
<b>Total Project Expenditure</b>	<b>£12,980</b>	<b>Total Project Income</b>		<b>£8,000</b>
<b>Total project income B</b>		<b>£8,000</b>		
<b>Total project expenditure A</b>		<b>£12,980</b>		
<b>Project shortfall A – B</b>		<b>£4,980</b>		
<b>Award sought from Wiltshire Council Area Board</b>		<b>£4,980</b>		
<b>Bank Details</b>				
<b>Please give the name of the organisations' bank account e.g. Barclays</b>				
<b>Please give the title name of the organisations' bank account e.g. current</b>				

## 6 – Supporting information – Please enclose the following documentation

### Enclosed (please tick)

- Written quotes including the one you are going to use
- Latest inspected/audited accounts or annual report
- Income and expenditure budget for current financial year
- Project budget (if applicable)
- Terms of reference/constitution/group rules
- Evidence of ownership/lease of buildings and/or land

**For new groups, only the group's terms of reference and a projected income and expenditure budget covering a period of 12 months is required.**

**7 - Equalities and Inclusion – Wiltshire Council is committed to ensuring that its work through the Area Boards benefits all sections of our community and promotes equality and inclusion. To assist us in assessing how your application aims to meet our commitment to equality and inclusion, please provide a brief answer to the following:**

**a) How does your project work to either (a) promote equality and access to services/facilities, and/or (b) reduce disadvantage?**

This event is free and accessible to all members of the public with promotion being done throughout the community of Trowbridge and the surrounding areas.

**b) How does your project work to promote inclusion, participation and good community relations?**

This event promotes inclusion by allowing Community groups, twinning associations and charities to promote their organisations throughout the day.

**c) Is your project targeted at a specific group? If yes, please tick any of the following which apply**

- Under 25's     Over 50's
- Mostly or all men/boys                       Mostly or all women/girls
- Specific minority ethnic groups (please state which groups)
- Specific faith groups (please state which groups)
- People/families on low income
- Other disadvantaged groups (please state which groups)

**8 - Declaration (on behalf of organisation or group) – I confirm that...**

- I have read the funding criteria
- The information on this form is correct, that any award received will be spent on the activities specified, that I will complete a monitoring form (if requested) following completion of the project.
- If an award is received, I will complete and return an evaluation sheet.
- That any other form of licence or approval for this project has been received prior to submission of this application.
- That the necessary policies and procedures will be in place prior to the commencement of the project outlined in this application.     Child Protection     Public Liability Insurance
- Equal opportunities     Access audit     Environmental impact
- Planning permission applied for (date)                      or granted (date)
- That acknowledgement will be given of Wiltshire Council support in any publicity, printed or website material.
- I give permission for press and media coverage by Wiltshire Council in relation to this project.

**Name:** t

**Date:** 06/08/2010

**Position in organisation:**

**Please return your completed application to the appropriate Area Board Locality Team**