



Reference no

Agenda  
Item N.10iii

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	Melksham 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)	Melksham
Does your town/parish council know about your project?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
What is your project?  <b>Important: This section is limited to 300 characters only (inclusive of spaces).</b>	To promote and market the new cinema offering within Melksham Assembly Hall. This project is intended to promote a major new community benefit, alerting residents within the Melksham area to the opportunity to enjoy an affordable high quality cinema experience within the locality.
Where will your project take place?	Melksham and surrounding areas
When will your project take place?	February - December 2011
How many people will benefit from your project?	Unable to quantify precisely
How does your project demonstrate a direct link to the community plan for your area?  Please provide a reference/page no.	The Melksham Area Community Strategy (2004 - 2014) clearly identifies the lack of a cinema facility within the town as a weakness  Intro1.4; Priority Area One 2.2;

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

**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 lack of a cinema within the town is specifically referred to as a weakness within the Melksham Area Community Strategy (2004-2014) document. The opportunity now exists through the White Horse Pictures initiative ("WHPI") to bring a cinema facility with cinema quality projection and sound systems to the Melksham Assembly Hall. Melksham is one of a select few locations in Wiltshire and the Test Valley to participate in this initiative which will significantly enhance the leisure and recreational offering within the town, particularly for young people and families. Crucially, it has the potential to provide a wide community benefit that will serve to encourage people to come together to enjoy a cinematic experience with their friends, families and neighbours. WHPI is being launched as a three year pilot project with a viability review after year one. The grant applied for will allow the project the greatest possible chance of success by advertising and marketing the new offering to the widest possible audience within the locality.

**Any other information about your project.**

WHPI is co-ordinated by a consortium including South West Screen, Wiltshire Council, and Moviola. Further information about these organisations and this initiative can be accessed via the respective websites: [www.moviola.org](http://www.moviola.org); [www.swscreen.co.uk](http://www.swscreen.co.uk); and [www.whitehorsepictures.co.uk/](http://www.whitehorsepictures.co.uk/)

### 3 - Management

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

**Of these, how many are:**

**Over 50 years**

**Male**

**Female**

**25 – 50 years**

**Male**

**Female**

**Under 25 years**

**Male**

**Female**

**Disabled People**

**Male**

**Female**

**Black and Minority Ethnic people**

**Male**

**Female**

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

If successful, it is considered that the cinema facility within the Assembly Hall will become an established, key and self sustaining part of Melksham's social and recreational "scene". Links will be established through local community organisations including local schools; retirement homes; youth centres; and local parish forums to communicate and promote upcoming feature films, whilst accrued attendance related revenues will be used to fund on going marketing initiatives in 2012 and beyond.

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

The ability to market and promote the new offering will be compromised with a consequential adverse impact on attendances. If the initiative is deemed not to be viable after year one, the WHPI cinema may be withdrawn from Melksham and the benefits it provides for the local community, the town and the Assembly Hall, may be lost.

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

Buoyant attendances and on going demand, illustrating that the local community are enjoying a high quality cinematic experience and that the social and recreational offering within the Melksham area has been significantly enhanced.

**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:**

**Month:**

**Year:**

**A - Total income:**

£

**B - Minus total expenditure:**

£

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

£

**Free reserves held:**

£

## 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
Media Advertising:		Own fundraising/reserves	P £1,448
Melksham News	£715		£
Wiltshire Times	£990	Parish/town council	£
Posters/Flyers	£660		£
Postage/Distribution	£165	Trusts/foundations	£
Internal Display Board:	£131		£
External Display Board	£234	In kind	£
	£		£
	£	Other	£
	£		£
	£		£
	£		£
	£		£
<b>Total Project Expenditure</b>	<b>£2,895</b>	<b>Total Project Income</b>	<b>£1,448</b>

<b>Total project income B</b>	£1,448
<b>Total project expenditure A</b>	£2,895
<b>Project shortfall A – B</b>	£1,447
<b>Award sought from Wiltshire Council Area Board</b>	£1,447
<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?**

The project seeks to promote and advertise the availability of a local high quality, affordable cinematic experience for all residents within the Melksham community area, avoiding the costs and travel difficulties associated with a journey to a regional centre or bigger town for a cinema facility.

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

The project seeks to promote a new social and recreational opportunity, encouraging people to come together and enjoy a cinematic experience at a local level. Information links will be established through local community organisations including schools; retirement homes; and youth centres.

**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:**

**Date:** 30/11/2010

**Position in organisation:**

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