Wiltshire Council
Where everybody matters

Community Area Grant Application Form

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	MELKSHAM TOWN COUNCIL		
Contact Name			
Contact Address			
Contact number		e-mail	
Organisation Type	Non profit organisation ☐	Parish/Town Council ☒	Other ☐

2 – Your Project	
In which Community Area does your project take place? (Please give name – see pp 2-4 of funding pack)	MELKSHAM
In which Parish does your project take place?	MELKSHAM TOWN
What is your project?	WINDOW GRAPHICS FOR EMPTY SHOPS IN MELKSHAM TOWN CENTRE
Where will your project take place?	MELKSHAM
When will your project take place?	When funding permits
Does your project demonstrate a direct link to the Community Plan for the area? If YES, please provide a reference/page no.	YES ☒ 27 & 30 NO ☐
Please confirm your project will be completed by 31st March 2010	YES ☒ NO ☐

What community benefits will your project provide and, who are the beneficiaries (e.g. numbers of people, age, gender, particular groups)
  IMPORTANT: PLEASE DO NOT TYPE IN PARAGRAPHS – THIS SECTION IS LIMITED TO 1500 CHARACTERS ONLY (INCLUSIVE OF SPACES)
The funding, if received will be used to dress empty shop windows in Melksham with bright, colourful and innovative window graphics. They are an easy solution to transform empty retail units in the centre of the Town. The application of window graphics (WG) will smarten the appearance of the High Street making the most of the unsightly units, the appearance of the High Street will change whilst also making these units safe & reducing vandalism. It will attract more business & bring more employment to the High Street. WG will support local business, they are adverts on the High Street, and without undermining existing business rates the empty units can be used to support existing business by creating complimentary media and supporting a shop local campaign. We will use the WG to support local events and initiatives. This initiative very much fits in with themes in the Melksham Area Community Strategy, specifically "to generate a number of innovative, viable and effective design ideas that will assist the improve of the centre streetscape, and the creation of a street environment that is more pleasant, safe and accessible for pedestrians." An intended outcome for the strategy was to create a situation where Melksham town centre is pro-actively marketed as a growing promising location for shopping and business use, this initiative will assist in promoting this outcome.

Wiltshire Council will be unable to meet the ongoing costs of your project. Please describe, therefore, how you will ensure the financial sustainability of your project beyond the period of this grant (if successful)?

This is a one off project, the Town Council will be responsible for any ongoing maintenance costs.

3 – Additional information to support and strengthen your application e.g consultation, community involvement, energy efficiency measures

Please tell us more about the organisations and groups that are involved in your project, who will benefit from the award and how will you know that it is making a difference.
IMPORTANT: PLEASE DO NOT TYPE IN PARAGRAPHS – THIS SECTION IS LIMITED TO 1500 CHARACTERS ONLY (INCLUSIVE OF SPACES)

The pictures to be used will be designed/photographed/written by local residents as a local competition supporting both the local artistic & business communities. The story of how the town dresses its shops, uses a local design and attracts more footfalls back to the High Street is a powerful one in these times. When the Melksham Community Area plan was written a SWOT analysis was carried out on the Town Centre, some of the weaknesses included: a bad first impression and ugly modern shops in the centre. Although this will not improve an ugly modern shop it will however improve the bad first impressions, instead of empty shops looking unkempt they will look clean and visually attractive, which can then detract from the ugly modern shops that are empty. The Broken Windows theory suggests that vacant units and spaces are more prone to vandalism and this can trigger a downward spiral in any area or community, Taking simple measures such as installing window graphics helps to keep the area looking vibrant and friendly and so can help with regeneration.

We will know that it is making a difference by introducing measures to evaluate the success such as questionnaires that incorporate footfall and satisfaction reviews with local traders and verbal feedback from residents.

4 – Relationship between your project and Wiltshire Council priorities.   Which of the following statements apply to the project/service your hope to provide? *Please tick as many as you think apply.*

The project will:	
Engage with local people to find out their priorities and work with them to deliver solutions	☒
Increase number of local people involved in regular volunteering	☐
Increase the number of affordable homes	☐
Improve access to services for people with dementia	☐
Improve access to primary care services for people with learning disabilities	☐
Encourage people to make lifestyle changes that will have a positive impact on the health of both themselves and their family	☐
Improve adult participation in sport	☐
Improve young people's participation in positive activities	☐
Improve business productivity through innovation e.g. provide business with specific information, knowledge events and other support	☒
Increase the number of people who feel safe in their community	☐
Improve local area through intergenerational activities such as street clean ups and community events	☐
Reduce perceptions of antisocial behaviour	☐
Reduce deaths through accidents	☐
Increase uptake of energy efficiency and renewable energy measures	☐
Increase levels of recycling and re-using household waste especially amongst those people who currently do not recycle	☐
Increase awareness of climate change adaptation, leading to action taken by individuals, communities and businesses	☐
Reduce carbon emissions from transport through development, sustainable transport, traffic management and new technology	☐
Improve local biodiversity	☐

THE FOLLOWING INFORMATION MUST BE PROVIDED, FAILURE TO DO SO WILL RESULT IN THE APPLICATION BEING REJECTED

5 – Information relating to your last annual accounts (if applicable)

Year Ending:	Month:	Year:
Total Income:	£	
Minus Total Expenditure:	£	
Surplus/Deficit for year:	£	
Reserves held:	£	

6 - 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	
				£
Window Grahics	£974			£
	£			£
	£			£
	£			£
	£			£
	£			£
	£			£
	£			£
	£			£
	£			£
	£			£
TOTAL PROJECT EXPENDITURE	£974	**TOTAL PROJECT INCOME**		£

Total Project Income B	£974
Total Project Expenditure A	£
Project Shortfall A - B	£
Award sought from Wiltshire Council Area Board	£
Is your organisation able to claim VAT?	Yes ☒　　　　No ☐

7 – Management

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

People Over 50 years	Male	Female
People Under 25 years	Male	Female
Disabled People	Male	Female
Black & Minority Ethnic people	Male	Female

8 – Supporting Information – Please enclose the following documentation

Enclosed (please tick)

☒　　Latest inspected/audited accounts or Annual Report

☐　　Income & expenditure budget for current financial year

☒　　Project budget (if applicable)

☐　　Terms of Reference/Constitution/Group Rules

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.

9 – Equal Opportunities – To assist us with our equalities monitoring please indicate whether your application is specifically targeted at people within one or more of the six equality strands. You may tick yes for more than one category e.g. if your project is for ethnic minority senior citizens.

Please note that by answering NO to any of the following questions WILL NOT PREJUDICE your application.

a) Is your project targeted towards, or of particular relevance to, people of a specific age?

☐ Yes ☒ No   **If 'Yes' please tick…** ☐ Under 25's   ☐ Over 50's

b) Is your project targeted towards, or of particular relevance to, people with disabilities (physical or mental/emotional)?

☐ Yes ☒ No

c)   Is your project targeted towards, or of particular relevance to, people of a specific gender?

☐ Yes ☒ No   **If 'Yes' please tick….** ☐ Male ☐ Female

d)   Is your project targeted towards, or of particular relevance to, people of a specific sexuality?

☐ Yes ☒ No   **If 'Yes' please tick….** ☐ Gay ☐ Lesbian ☐ Bisexual

e)   Is your project targeted towards, or of particular relevance to, people from a specific ethnic background?

☐ Yes ☒ No   **If 'Yes', indicate the ethnic background of the people who will benefit from your project.**

White   ☐ British   ☐ Irish ☐ Other   **Mixed** ☐ Mixed ethnic background

Asian or Asian British ☐ Indian   ☐   Pakistani ☐   Bangladeshi ☐ Other Asian

Black or Black British ☐ Caribbean   ☐ African   ☐ Other Black

Chinese or other ethnic group ☐ Chinese   ☐ Other ethnic group

f) Is your project targeted towards, or of particular relevance to, people from a specific religion or faith?
(e.g. a Muslim women's sports club, which encourages active participation, rather than promoting religious beliefs)

☐ Yes   ☒ No   **If 'Yes' please specify**

10 – Declaration (on behalf of organisation or group) – I confirm that……

☒ **Accounts and quotes where appropriate are enclosed.**
☐ **A copy of our constitution or terms of reference are enclosed.**
☒ **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 or printed material.**
☒ **I give permission for press and media coverage by Wiltshire Council in relation to this project.**

Name:	**Date:** 09/12/2009
Position in organisation:	

Please return your completed application to the appropriate Area Board Locality Team (see pages 9-10)