



Area Board Projects and Councillor Led Initiatives Application Form 2012/2013

To be completed by the Wiltshire Councillor leading on the project

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

1. Contact Details	
Area Board Name	Malmesbury Area Board
Your Name	Simon Killane
Contact number	e-mail simon.killane@wiltshire.gov.uk
2. The project	
Project Title/Name	Malmesbury Town Benchmarking
Please tell us about the project /activity you want to organise/deliver and why? <i>Important: This section is limited to 600 characters only (inclusive of spaces).</i>	Benchmarking is a "business health" assessment process that allows communities to gather, assess and manage information to maintain and ensure the vitality and viability of a town. a specialost consultancy will support the community and their rural hinterland to build and analyse data. The town benchmarking systems main aim is to provide a comprehensive portrait of the commercial life of the town and involves gathering and analysing data on Key Performance. (See detailed report attached)
Where is this project taking place?	<i>Malmesbury town</i>
When will the project take place?	August 2012
What evidence is there that this project/activity needs to take place/be funded by the area board?	There is no local startegy, plan or assessment system currently available to assess the "economic health" of Malmesbury. Future jobs and growth depend on our ability to target investment

How will the local community benefit?	Protected or improved vitality, viability and sustainability of local businesses. The town is a commercial centre for the local rural area. Town and rural communities will benefit from the improvements that the benchmarking assessment will identify		
Does this project link to a current Community Issue? (if so, please give reference number as well as a brief description)	N/A		
Does this project link to the Community Plan or local priorities? (if so, please provide details)	The local economy page 10		
What is the desired outcome/s of this project? To target improvements to the economic wellbeing of the benefit of the town and surrounding area.			
Who will be responsible for managing this project? Action for Market Towns & MTC			
3. Funding			
What will be the total cost of the project?	£ 2760 (including VAT)		
How much funding are you applying for?	£ 500		
If you are expecting to receive any other funding for your project, please give details	Source of Funding	Amount Applied For	Amount Received
	Neighbourhood planning (£20k)	£1160	
	Town Council Chamber of Commerce	£850	
	WC Economic Development	£250	
Please give the name of the organisation and bank account name (but not the number) your grant will be paid in to. (N.B. We cannot pay money into an individual's bank account)			
4. Declaration – I confirm that...			
<input checked="" type="checkbox"/> The information on this form is correct and that any grant received will be spent on the activities specified <input checked="" type="checkbox"/> Any form of licence, insurance or other approval for this project will be in place before the start of the project outlined in this application			
Name: Simon Killane		Date: 02/08/12	
Position in organisation: Wiltshire Councillor			
Please return your completed application to the appropriate Area Board Locality Team (see section 3)			