

Report to	Calne Area Board
Date of Meeting	26/01/2016
Title of Report	Community Area Grant funding

Purpose of the report:

To ask councillors to consider a Councillor Initiative requesting funding from the Calne Area Board:

	Amount requested
Councillor: Tony Trotman (Calne Chilvester and Abberd) Project Title: A4 Tourist Route marketing project	£2,500

1. Background

Area Boards have authority to approve Area Grants under powers delegated to them. Under the Scheme of Delegation Area Boards must adhere to the [Area Board Grants Guidance](#)

[The funding criteria and application forms](#) are available on the council's website.

2. Main Considerations

- 2.1. Councillors will need to be satisfied that funding awarded in the 2015/2016 year is made to projects that can realistically proceed within a year of it being awarded.
- 2.2. Councillors must ensure that the distribution of funding is in accordance with the Scheme of Delegation to Area Boards.
- 2.3. Councillors will need to be satisfied that the applications meet the Community Area Board grants criteria
- 2.4. In addition to CAGs and digital literacy grants councillors can submit an Area Board/Councillor Led Initiative. This enables area boards to tackle sticky community issues and/or community identified priorities. Cabinet has emphasised it does not wish these to be used to avoid complying with Community Area Grant criteria or for filling gaps where there are council service shortfalls

3. Area Board Priorities

Calne area board has agreed to prioritise three themes from the 2013-15 Joint Strategic Assessment. These are to:

- Increase employment opportunities (especially apprenticeship and work experience initiatives) and social activities for/ in consultation with young people.
- Recognise and address child poverty and childhood obesity.
- Build a positive reputation for Calne Community Area to attract more visitors to venues and events.

4. Environmental & Community Implications

Grant Funding will contribute to the continuance and/or improvement of cultural, social and community activity and wellbeing in the community area, the extent of which will be dependent upon the individual project.

5. Financial Implications

Financial provision had been made to cover this expenditure.

6. Legal Implications

There are no specific legal implications related to this report.

7. Human Resources Implications

There are no specific human resources implications related to this report.

8. Equality and Inclusion Implications

Community Area Boards must fully consider the equality impacts of their decisions in order to meet the Council's Public Sector Equality Duty.

Community Area Grants will give local community and voluntary groups, Town and Parish Council's equal opportunity to receive funding towards community based projects and schemes, where they meet the funding criteria.

9. Safeguarding Implications

The Area Board has ensured that the necessary policies and procedures are in place to safeguard children, young people and vulnerable adults.

10. Councillor Initiative for consideration

Ref	Councillor	Proposal	Funding requested
10.1.	Tony Trotman	A4 Tourist Route marketing project	£2,500

- 10.1.1. This initiative has arisen from the Calne Our Place group.
- 10.1.2. The group and this project address one of the Area Board community priorities emerging from the 2014 JSA - to build a positive reputation for Calne to attract more visitors to venues and events.
- 10.1.3. The funding requested represents 50% of the overall cost of the project.
- 10.1.4. Calne Our Place is a project that has emerged from and is being developed by local people and involves a radical rethink of the way the Calne Community Area is presented locally, nationally and internationally.
- 10.1.5. A Steering Group is driving the project forward made up of local residents, business members, community groups and local Councillors to engage visitors and put Calne and surrounding villages on the tourist map.
- 10.1.6. The group aims to:
- Increase visitor numbers
 - Increase the length of visits to and amount of visitor spend in the area.
 - Improve the retail offering for tourist and residents
- 10.1.7. Working groups and actions have been identified around specific projects; the A4 Tourist Route is one of these.
- 10.1.8. The group believes that the A4 route from London through Wiltshire to Bath has the potential to become as well known as Route 66 in America. This notion has been enthusiastically received and embraced by other towns along the A4 as well as Visit Wiltshire and Visit England.
- 10.1.9. As Calne is a relatively small town on the route compared to others, the group has identified a need to maintain a high profile within this rapidly growing initiative and would like to embark upon a yearlong marketing campaign in order to maintain a focus on the Calne Community Area.
- 10.1.10. Visit Wiltshire has developed a marketing campaign which will focus on digital activity, offline activity, and PR for a pilot stretch of the A4 from Hungerford to Bath. The group has the option to engage with this high profile campaign at a range of levels and would like to be able to opt for maximum engagement (level 1).
- 10.1.11. Level 1 engagement will include the following digital and offline coverage:
- Lead images and content highlighted on web pages
 - Enhanced editorial within campaign print
 - Imagery included within advertising

- Sponsored features in newsletters
 - Lead priority in social media and competitions
- 10.1.12. This initiative represents a revenue spend and the 2016 Community Area Grant scheme is for capital projects only.
- 10.1.13. Members have indicated an interest in discussing that, if an Area Board project or Councillor initiative is deemed an exceptional circumstance and presents an opportunity to make an impact upon one of the top community priorities; and where capital projects linked to providing positive activities for young people to an equivalent financial level have been allocated, it may wish to allocate funding from its youth budget.
- 10.1.14. The Area Board youth grant initiative is a revenue budget.
- 10.1.15. In the current financial year it is anticipated that the Area Board capital budget will have supported projects aimed at providing positive activities for young people to a value of at least £6,000.
- 10.1.16. The Community Youth Officer has advised that on 26th January 2016 the Local Youth Network is likely to present recommendations for funding applications and procurements which could total £17,500, leaving a revenue balance of approximately £3,500.
- 10.1.17. The 26th January 2016 Calne Area Board meeting will represent the last scheduled funding round of the 2015/16 financial year.

No unpublished documents have been relied upon in the preparation of this report

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