



Area Board Projects and Councillor Led Initiatives Application Form 2013/2014

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	Calne Area Board		
Your Name	Cllr Tony Trotman		
Contact number	01249 816062	e-mail	tony.trotman@wiltshire.gov.uk

2. The project

Project Title/Name	Calne Our Place A4 route 2016 Marketing Campaign		
Please tell us about the project /activity you want to organise/deliver and why?	<p><i>Calne Our Place has brought the community together to reposition the area as a unique and vibrant place to visit and spend time this involves a radical rethink of the way the Calne Community Area is presented locally, nationally and internationally.</i></p> <p><i>The Our Place Steering Group, on which I represent the Area Board, has identified 3 main aims:</i></p> <ul style="list-style-type: none"> • Increase visitor numbers • Increase visits and revenue spent in the area • Improve the retail offer <p><i>Actions have been identified around specific projects, the A4 Tourist Route is one of these: The group believes the A4 route from London through Wiltshire has the potential to become as well-known as America's Route 66. This notion has received enthusiastic support from other towns along the A4 and also Visit Wiltshire and England.</i></p> <p><i>The group is embarking upon a year long marketing campaign in order to maintain focus on Calne (a relatively small town compared to others along the route) as a part of this rapidly growing initiative.</i></p>		
Where is this project taking place?	Calne Community Area		
When will the project take place?	2016		

What evidence is there that this project/activity needs to take place/be funded by the area board?	This will 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		
How will the local community benefit?	Not only will the local community benefit from increased positive exposure of the area and the encouragement of greater economic activity in the town centre, but it will also promote the opportunities of local people working together and with Wiltshire Council and its partners to deliver positive outcomes and greater community resilience.		
Does this project link to a current Community Issue? (if so, please give reference number as well as a brief description)	Attract more visitors to events		
Does this project link to the Community Plan or local priorities? (if so, please provide details)	JSA community priority for action.		
What is the desired outcome/s of this project? To ensure that Calne remains a principal partner in the Great West Way (A4 tourist route)			
Who will be responsible for managing this project? A4 Tourist Trail Project Implementation Group			
3. Funding			
What will be the total cost of the project?	£ 5,000		
How much funding are you applying for?	£ 2,500		
If you are expecting to receive any other funding for your project, please give details	Source of Funding	Amount Applied For	Amount Received
	Calne Town Council	£2,500	£2,500
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)	Calne Our Place		
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: Cllr Tony Trotman	Date: 08/01/2016
Position in organisation: Wiltshire Cllr Calne Chilvester & Abberd	
Please return your completed application to the appropriate Area Board Locality Team (see section 3)	