



Community Area Grant Application Form 2012/2013

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

To fund projects up to £1,000 without the need for matched funding

To fund up to 50% of projects costs of projects over £1,000

Maximum Grant £5,000

For larger projects we strongly advise you to contact Charities Information Bureau three months before you approach the area board. [\(See Section 2 for contact details\)](#)

Please contact your Community Area Manager before completing your application
[\(See Section 3 for contact details\)](#)

1. Your organisation or group

Name of organisation	VisitWiltshire Ltd		
Contact name			
Contact address			
Contact number		e-mail	
Organisation type	Not for profit organisation <input checked="" type="checkbox"/> Parish/town council <input type="checkbox"/> Other, please specify		

2. Your project

Project Title/Name	Salisbury Tourism Marketing Campaign		
What is your project about and what does it aim to achieve?	The proposal is for the Area Board to provide financial support for a business led project to grow the Salisbury economy by raising awareness of Salisbury as a tourist destination, and by increasing tourism visits and spend. The project will consist of: - An out-of-county marketing campaign on a theme of '10 Great Reasons to Visit Salisbury' - Inclusion in VisitEngland's national 'Romantic Heritage Cities' campaign (including Salisbury exposure in The Guardian, Mail, Classic FM) - A fulfillment piece of print to include a Salisbury map, distributed nationally and locally		
<i>Important: This section is limited to 600 characters only (inclusive of spaces).</i>			
In which community area does your project take place? <i>(Please give name – see section 3)</i>	Benefits all community areas		
I/we have discussed our project with the town/parish council?	Yes <input checked="" type="checkbox"/>	Date	No <input type="checkbox"/>
I/we have discussed our project with our Wiltshire councillor?	Yes <input checked="" type="checkbox"/>	Date	No <input type="checkbox"/>

Where will your project take place?	National and regional marketing campaign. Local print distribution.
When will your project take place?	February - April 2013
How did you discover there was a need for your project (please provide evidence) and how will your project benefit your local community? <i>Important: Please do not type/write in paragraphs – This section is limited to 700 characters only (inclusive of spaces)</i>	Discussions with local business organisations, local tourist providers and SCC have highlighted a need for a Salisbury-specific marketing campaign to drive additional visits and spend. In particular, a piece of print with a high quality map aimed at visitors has been requested by businesses, SCC and local tourism providers The project will benefit VisitWiltshire's 170 Salisbury partners with direct and indirect economic impact on all local visitor economy businesses - increasing local tourism spend; sustaining and creating jobs, improving quality of life
How many people will benefit from your project?	All local visitor economy businesses
How does your project demonstrate a direct link to the local community plan for your area? (see www.wiltshire.gov.uk/areaboards) or priorities of your area board) Please provide a reference/page no.	Direct link to the Economy and Tourism section of the Community Plan, including supporting local businesses, arts and culture, promotion
Any other information about your project. (Limited to a 1000 characters) VisitWiltshire funding allocated to this project will be directed at out-of-county marketing activity. A detailed media plan is being developed, likely to consist of online marketing, print advertising, Press & PR, social media activity and CRM. Area Board and local business association/SCC funding will be directed at supporting print production, including map, and local distribution costs. Campaign themes of 10 Great Reasons to Visit Salisbury are currently being developed: History & Heritage, Countryside, Events/Festivals & Arts & Culture, Shopping, Food & Drink, Activities, Accommodation, Days Out, Nightlife, Accessibility. Online response will be to a dedicated page on www.visitsalisbury.co.uk The campaign will attract 10 category sponsors. VisitWiltshire's 170 Salisbury tourism businesses will be included as partners on the print and website. In addition, this project is expected to attract support from other new Salisbury businesses.	
To be completed ONLY where town/parish councils are making an application	
Is your project one which parish/town councils have powers to raise local taxes to fund?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Could your project be funded from your reserves?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Is your project urgent (having to be completed in this financial year? If you answer YES please provide evidence elsewhere on the application form)	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

3. Management

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

Of these, how many are:

Over 50 years	Male	<input type="text"/>	Female	<input type="text"/>
25 – 50 years	Male	<input type="text" value="3"/>	Female	<input type="text" value="4"/>
Under 25 years	Male	<input type="text"/>	Female	<input type="text"/>
Disabled People	Male	<input type="text"/>	Female	<input type="text"/>
Black and Minority Ethnic people	Male	<input type="text"/>	Female	<input type="text"/>

If your project will continue after the Wiltshire Council funding runs out, how will you continue to fund it?
 This is a one-year marketing campaign project. In addition to Area Board funding, VisitWiltshire expects to generate an additional £6,000 income from local business groups and a wide range of local tourism partners

How will you know whether your project has made a difference in the community? What information will be collected to enable you to know that the project has made a positive impact on your community and met the local need?

- Campaign evaluation will include:
- Additional tourism visits and spend generated
 - PR advertising value achieved
 - Visits to www.visitsalisbury.co.uk
 - Campaign support from local tourism businesses

Has Charities Information Bureau (CIB) helped you with this application/to seek funding for this project?

Yes

Date contacted CIB

No

To whom have you applied for funding for this project (other than Wiltshire Council)?

Please list with amount applied for and whether you have been successful

Name of Funder	Amount Applied For	Amount Received
Local Business Organisations/SCC	TBC	
VisitWiltshire members/partners	TBC	
Other local tourism providers	TBC	
VisitEngland	£5,000	£5,000

Have you or do you intend to apply for a grant from another area board within this financial year?

If yes, please state which one(s).

Yes

No

Are you in receipt or anticipating other funding from other Wiltshire Council departments 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 currently held (i.e. money not committed to other projects/operating costs)	£	

5. Financial information – If you can claim back V.A.T. please exclude VAT from the figures you provide us. If you have to pay the V.A.T then please include V.A.T. in the figures you provide us.

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	
Fulfilment piece + map	£3,600	Own fundraising/reserves	P	£5,000
Iphone app	£3,100	Tourism members/businesses	P	£8,800
Android app	£3,100	Parish/town council		£
Online marketing	£4,000	Business Assoc/SCC	P	£3,000
Mktg & Distribution	£4,000	Trusts/foundations		£
PR	£2,000			£
	£	In kind		£
	£			£
	£			
	£	Other		£
	£		C	£
Total Project Expenditure	£19,800	Total Project Income		£16,800

Total project income B	£16,800
Total project expenditure A	£19,800
Project shortfall A – B	£3,000
Grant sought from Wiltshire Council Area Board	£3,000
Bank Details	
Please give the name of the organisations' bank account e.g. Barclays	
Please give the name of the organisations' bank account e.g. Chippenham Scouts	

6. Supporting information – Please enclose all the following documentation as failure to do so may lead to a delay in your application being considered

Enclosed (please tick)

- All written quotes including the one(s) you are going to use
- Latest inspected/audited accounts or annual report or Income/expenditure budget for current financial year
- 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. Declaration (on behalf of organisation or group) – I confirm that...

- This application meets all 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 a grant is received, I will provide copies of all receipts and invoices associated with the grant and provide information and photographs to demonstrate how the grant was spent.
- That any other form of licence or approval for this project has been received prior to submission of this grant application.
- That the necessary policies and procedures will be in place prior to the commencement of the project outlined in this application.
- Child Protection Safeguarding Adults
- 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: 21/11/12

Position in organisation:

Please return your completed application to the appropriate Area Board Locality Team ([see section 3](#))