



AREA BOARD PROJECTS AND COUNCILLOR LED INITIATIVES APPLICATION FORM 2015/2016.

Area Board Project
1. What is the Initiative?
<p>A 'meet the producer' event designed to showcase food and goods produced in the Cranborne Chase AONB.</p> <p>During the morning local businesses, including hotels, B&Bs, farm shops, pubs, restaurants and cafes, will be invited to meet and get to know other local producers, encouraging them to regularly stock, sell and use local produce.</p> <p>Buyers from local stores and larger retailers and supermarkets will also be asked along to the event to ensure it is as beneficial for local businesses as possible.</p> <p>In the afternoon the Fair (and Gardens) will be open to the general public.</p>
2. Where is the initiative taking place?
<p>The Larmer Tree Gardens, Rushmore Estate Office, Tollard Royal, Wiltshire.</p>
3. When will the initiative take place?
<p>Wednesday 20th April 2016.</p>
4. What is the Community benefit/evidence of need/links to Community Plan/Community Issue?
<p>South West Wiltshire Area Board has agreed a local priority to provide 'continuing support to businesses in the area.'</p> <p>South West Wiltshire Area Board previously supported initiatives with Cranborne Chase AONB in 2013/14 (committing £9,800 in funding) to promote sustainable rural tourism in South West Wiltshire, which culminated in the launch of the 'Discover Nadder' and 'Discover Chalke Valley' websites. One of the main aims of this initiative was to support local businesses.</p> <p>The Area Board has also previously given grant funding to starting up local community shops.</p>
5. What is the desired outcome of this initiative?
<p>The aim is to increase local people's knowledge and awareness of the high quality foods available on their doorstep. By encouraging them to ask for it in shops and eateries they will</p>

then act as ambassadors for the local area and its products.

6. Who will Project Manage this initiative?

Cranborne Chase AONB.

The Community Engagement Manager will work closely with Cranborne Chase AONB to ensure local businesses and the general public in South West Wiltshire engage with the event.

7. Costs/quotes/ match funding? (total cost £5k require 1 quote, total cost £5k-25k require 3 quotes)

£400 for hire of The Larmer Tree Gardens for the event.

8. Additional information