



Reference no
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For office use

Area Board Projects and Councillor Led Initiatives Application Form 2016/2017

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	Bradford on Avon		
Your Name	Councillor Magnus Macdonald		
Contact number	07889 811589	e-mail	magnus.macdonald@wiltshire.gov.uk

2. The project

Project Title/Name	New tourism brochure for Bradford on Avon
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Please tell us about the project/activity you want to organise/deliver and why?

Important: This section is limited to 900 characters only (inclusive of spaces).

At the Tourism, Heritage & Events Working Group meeting on 13 December 2016, Jim Oribine, Head of Membership at Visit Bath gave an outline on the opportunities that could be afforded to BOA working in partnership to promote visitor dispersal from Bath; the city being an international destination brand. Marketing goals for 2017 include increasing spend across the destination by 5% per annum and spreading visitors throughout the city and wider areas and BOA has a great advantage with this as it is only a 10 minute train journey into the city. Statistics have shown that on average UK visitors stay 2.4 nights and Overseas visitors 4.9 nights.

Accommodation in Bath is expensive and very often at full capacity and they are keen to work with accommodation providers in the hinterland to fill beds outside of the city. They will be addressing group membership packages to support towns, arrangements with the National Trust and event organisers.

It would be possible to rack a BOA DL sized leaflet in the Visitor Centre in Bath and he gave an example of a Wirksworth leaflet recently produced, which BOA could use as a template and suggested a producing 40,000 leaflets prior to Easter for the new season.

He could not rack the BOA Accommodation Guide as it would be a conflict of interest to their members. He explained that the growth in digital awareness, online bookings and travel reviews such as tripadvisor etc was being reflected in the decline of inspection schemes and there was now a move away from this trend especially with younger generation.

He said that BOA was prominent of the Visit Bath website and this was reflected in BOA being ranked 5th on the 'Beyond the City' statistics, the first four being, Cotswolds, Radstock & Midsommer Norton, Bristol & Castle Combe. (He did comment that the Radstock one was probably being confused with Midsomer Murders!).

It would appear to be a priority action to take advantage of the offer to have a BOA leaflet racked in the Bath Visitor Centre and every effort must be taken so now not to miss this important deadline. There is no other leaflet on display relating to BOA.

The design of the leaflet is currently being prepared using the same format of the leaflet recently produced for use at the Visit Wiltshire London Tourism events.

The front will have a picture of BOA with very visible large font at the top that will clearly denote BOA. It will fold in three; with the town map and 8 places of interest in the centre; how to get to BOA information on the back, and the remaining one third fold showing main attractions. There will be no advertising.

Three quotes have been obtained for the following proposal:-

Format 420 x 297 mm Flat

Printing from PDF files supplied 4/4 colours on 115gsm Matt Art

Trim to size, fold as 12pp

Bulk pack in double walled export carton

40,000 Copies

It would be desirable to share the cost of this work, 50% Town Council and 50% Area Board and the results of which would be beneficial in all forward planning activities.

Where is this project taking place?	Bradford on Avon
When will the project take place?	Spring 2017
What evidence is there that this project/activity needs to take place/be funded by the area board?	<p>To be able to promote Bradford on Avon through the Bath Visitor Centre, in this way, is an important marketing opportunity.</p> <p>This project supports the priority given by the Area Board to tourism development and is supported by BoA Business and Visit Wiltshire.</p>

How will the local community benefit?			
Does this project link to a current Community Issue? (if so, please give reference number as well as a brief description)	An enhanced marketing profile for the town will benefit the community, through increased visitor spending on goods and services to support the economy and cultural vitality of the town.		
Does this project link to the Community Plan or local priorities? (if so, please provide details)	This projects supports .		
What is the desired outcome/s of this project?	An enhanced marketing profile for the town at the Bath Visitor Centre .		
Who will be responsible for managing this project?	Daryl Jones, Tourism and Events Manager, Bradford on Avon Town Council		
3. Funding			
What will be the total cost of the project?	£ 800		
How much funding are you applying for?	£ 400		
If you are expecting to receive any other funding for your project, please give details	Source of Funding	Amount Applied For	Amount Received
	Bradford on Avon Town Council	400	
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)	Bradford on Avon Town Council		
4. Declaration – I confirm that...			
<input type="checkbox"/> The information on this form is correct and that any grant received will be spent on the activities specified <input 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: Councillor Magnus Macdonald		Date: 27 February 2017	
Position in organisation: Chairman, Bradford on Avon Area Board			
Please return your completed application to the appropriate Area Board Locality Team (see section 3)			