

Report to	Amesbury Area Board	
Date of Meeting	27th January 2011	
Title of Report	Community Area Grants	
Purpose of Report	<p>To ask Councillors to consider 6 applications seeking 2010/11 Community Area Grant Funding, totalling £14,323.</p>	
	<ol style="list-style-type: none"> 1. Wiltshire Heritage Museum – seeking £2,040 to contribute towards the cost of piloting a new Henge Hopper Bus Service linking Stonehenge and Amesbury in the spring of 2011. 2. The Stonehenge School – seeking £990 to pay for two Solomon Theatre Company evening performances to the community, to highlight the issues of domestic abuse and alcohol misuse. 3. Amesbury Community Carnival Committee – seeking £4,796 to contribute towards the costs of the 2011 Carnival & Show, which this year includes an enhanced element for all town and parish councils in the Amesbury Area and the Stonehenge Chamber of Trade. 4. Life Education Centre (Wiltshire) – seeking £2,100 to contribute towards the cost of delivering an educational programme to primary school children in the Amesbury Area on forming healthy living lifestyle choices. 5. Idmiston, Porton & Gomeldon Village Design Statement Team – seeking £997 to fund the generation of a Village Design Statement. 6. Newton Toney Memorial Hall Committee – seeking £3,400 to contribute towards the cost of providing an all weather cricket pitch on the village recreational field. 	<p><u><i>Recommendation</i></u></p> <p><i>Approve</i></p> <p><i>Approve</i></p> <p><i>Approve</i></p> <p><i>Refuse</i></p> <p><i>Approve</i></p> <p><i>Approve</i></p>

1. Background

- 1.1. Area Boards have authority to approve Area Grants under powers delegated to them by the Deputy Leader and Cabinet Member for Community Services (27 February 2010). Under the Scheme of Delegation Area Boards must adhere to the Area Board Grants Guidance for funding.
- 1.2. In accordance with the Scheme of Delegation, any recommendation of an Area Board that is contrary to the funding criteria and / or the officer's recommendation would need to demonstrate that the application in question has a wider community benefit, and give specific reasons as to why this should justify an exception to the criteria.
- 1.3. In accordance with the Area Board Grants Guidance officers are required to provide recommendations in their report, however, the decision to support applications and to what level is made by Wiltshire Councillors on this Area Board.
- 1.4. Funding applications will be considered at every Area Board meeting.
- 1.5. The Amesbury Area Board has been allocated a 2010/2011 budget of £50,529 for community grants, community partnership core funding and councillor led initiatives. The carry forward from the 2009/2010 budget was £7,200 (including returned funds from the Stonehenge Community Area Partnership). This gave a total budget of £57,729 for the 2010/2011 budget. £24,389 has previously been committed in grants approved at meetings in 2010, leaving a remaining total of £33,340.
- 1.6. A decision has been made in 2010/2011 that paper copies of funding applications will no longer appear as part of the agenda in an attempt to reduce the volume of paper used. However, the application forms will be available on the Wiltshire Council web site and hard copies available upon request.
- 1.7. The 2010/2011 funding criteria and application forms are available on the council's website (www.wiltshire.gov.uk/areaboards) or paper versions are available from the Community Area Manager.

2. Main Considerations

- 2.1. Councillors will need to be satisfied that grants awarded in the 2010/11 year are made to projects that can realistically proceed within a year of the award being made.

3. Environmental & Community Implications

- 3.1. Community Area Grants will contribute to the continuance and/or improvement of cultural, social and community activity and wellbeing in the community area, the extent and specifics of which will be dependent upon the individual project.

4. Financial Implications

- 4.1. Awards must fall within the Area Boards budget allocated to the Amesbury Area Board.
- 4.2. If grants are awarded in line with officer recommendations, the Amesbury Area Board will have a remaining balance of £21,117.

5. Legal Implications

5.1. There are no specific legal implications related to this report.

6. Human Resources Implications

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

7. Equality and Inclusion Implications

7.1. Community Area Grants give all local community and voluntary groups, town and parish councils an equal opportunity to receive funding towards community based projects and schemes.

7.2. Implications relating to individual grant applications are outlined within section 8 – “Officer Recommendations”.

8. Officer recommendations

Ref	Applicant	Project proposal	Funding requested
8.1	Wiltshire Heritage Museum	To pilot the Henge Hopper Bus Service linking Stonehenge and Amesbury in spring 2011	£2,040

8.1.1. It is recommended that the Wiltshire Heritage Museum is awarded a grant of £2,040 to assist with the cost of piloting the Henge Hopper Bus Service linking Stonehenge and Amesbury in spring 2011.

8.1.2. This application meets the grant criteria for 2010/11. Wiltshire Council’s Head of Heritage & the Arts has also commented in favour of this project, as an important and additional initiative to the core work of the Museum, benefiting tourism, transport and local communities.

8.1.3. This bus service will link Stonehenge and Amesbury as part of a wider service to link Stonehenge and Avebury. The service will encourage visitors to come to Amesbury and stay in the town to use local facilities. It will boost tourism in the Avon Valley, linking with B & Bs, pubs and other facilities. The service will also support walkers using The Great Stones Way.

8.1.4. The intention is to pilot the service in the spring 2011 as part of The Stonehenge & Avebury World Heritage Site (WHS) Management Plans which both identify the need for improved transport links to encourage visitors to explore the WHS. The aim is to encourage visitors to see a visit to Stonehenge as much more than a 1 hour experience, and to explore the local area, stopping to have lunch or stay overnight.

8.1.5. The bus service has been designed to complement and not compete with public transport providers, and developed in response to surveys of visitors to Stonehenge and through online surveys. The service also supports the priority in the Amesbury Town Plan to ‘ensure that any new Stonehenge Visitor Centre has good interpretation of Amesbury’s amenities, and transport needs to be available from Stonehenge to bring visitors into the town.’

- 8.1.6. The bus service will be a regular ‘hop on – hop off’ timetabled route operated by a 12 seater minibuses, with a ticket costing approximately £10 to be valid for a whole day or weekend, or a separate £2.50 return fare from Amesbury to Stonehenge.
- 8.1.7. This is a one off grant to assist with the start up costs of the Henge Hopper Service, which plans to be self-supporting on a full-cost recovery basis by the end of the pilot phase. Other Area Boards along the route have been approached for funding, including Pewsey, Devizes and Marlborough. The amount requested of the Amesbury Area Board reflects the level of service to be provided in this community area only.
- 8.1.8. The Museum is actively working to secure the outstanding £2,000 to cover the total pilot cost of £25,200 (see page 4 of the application form). If it is unable to do this, it will need to shorten the term of the pilot phase (currently March – May 2011).
- 8.1.9. The Museum’s accounts for 2009/10 (see page 3 of the application form) record a reserve of £675,432. The reserves act as an endowment for the museum, which provides an income to sustain it for the future. The Museum has an annual deficit of £50,000 which will need to be deducted from the reserves. Also the reserve will need to assist with the museum’s current pension deficit.

Ref	Applicant	Project proposal	Funding requested
8.2	The Stonehenge School	To put on two evening performances by The Solomon Theatre Company to the wider community, linked with the Personal, Social, Health Education (PSHE) curriculum, to highlight the issues of domestic abuse and alcohol misuse	£990

- 8.2.1 It is recommended that The Stonehenge School is awarded a grant of £990 to fund two evening performances for the community, linked with the PSHE curriculum, highlighting the issues of domestic abuse and alcohol misuse.
- 8.2.2 This application meets the grant criteria for 2010/11, as this does not represent a core service provided by the school, but an extra-curricular activity that will benefit the wider community.
- 8.2.3 Research carried out by Wiltshire Council with its health and community safety partners has identified that domestic abuse and alcohol misuse are issues of concern in the Amesbury Community Area, in particular in Durrington & Larkhill, Bulford and also Amesbury. Work is being carried out on a multi-agency basis to respond to this, and these performances will help to raise the profile of these issues.
- 8.2.4 The play titled “The Power of Love” will take place on the 15th February 2011 and relates to the issue of domestic abuse. The play titled “Last Orders”, covering alcohol issues will take place on the 16th March 2011. The school is seeking funding assistance from the board to pay for these two performances by The Solomon Theatre Company and to assist with the publicity and refreshment costs.

8.2.5 Without funding from the area board, it is unlikely that these community performances could be run.

Ref	Applicant	Project proposal	Funding requested
8.3	Amesbury Community Carnival Committee	To stage an enhanced Carnival & Show in 2011 that provides a new opportunity for all town and parish councils in the Amesbury Area, and the Stonehenge Chamber of Trade to have a stall and play an active part in the event	£4,796

8.3.1 It is recommended that the Amesbury Community Carnival Committee is awarded a grant of £4,796 to assist with the costs of an enhanced Carnival and Show in 2011 that incorporates stands and attractions for all town and parish councils in the Amesbury Area and the Stonehenge Chamber of Trade.

8.3.2 This application meets the grant criteria for 2010/11, and supports priorities in the Amesbury Town Plan to 'promote Amesbury and the surrounding area...and to bring people together....'.

8.3.3 The aim of this year's enhanced Carnival is to provide the opportunity of closer partnership working within the community by providing an arena for parish and town councils as well as the chamber of trade to showcase what they do in a fun and dynamic setting.

8.3.4 The Amesbury Community Carnival & Show has proved that it is a successful asset to the local community attracting 5,000 people to the area. The chamber of trade has asked to be involved in 2011 and the carnival committee would like to respond positively to this request by also extending the invitation to take part to all town and parish councils in this community area. The ambition is to stage an even bigger and better carnival and show, benefiting all who attend, whether members of the local community or visitors to the area, and also benefiting those who take part in the event, by virtue of the footfall and involvement on the day.

8.3.5 The area board grant will be used to assist with the costs of marquees, mobile WCs, crowd control barriers, and other associated costs of this event, including a carnival planning event in advance of the day when all participating partners will be invited to input into the planning phase.

8.3.6 Funding and other support will be requested from Amesbury Town Council, the Chamber of Trade and others in the community to also assist with this year's carnival.

8.3.7 The area board is recommended to approve this grant on the basis that the project meets the criteria of the Community Area Grant scheme, as it is a one off grant to assist with an enhanced carnival and show in 2011 that will benefit the wider community, and that approval does not signify commitment to provide further funding assistance in future years.

Ref	Applicant	Project proposal	Funding requested
8.4	Life Education Centre (Wiltshire)	To support the delivery of an educational programme to primary schools in the Amesbury Area on forming healthy living lifestyle choices	£2,100

- 8.4.1 The officer must recommend refusal of this grant application on the grounds that it does not meet the grant criteria because the request is to assist with running costs. However, it could be argued that this project might prove an exception to the criteria in terms of demonstrating a wide community benefit.
- 8.4.2 The Life Education Centre (Wiltshire) is part of a national charity which exists to work in partnership with schools, local authorities, health and community safety professionals to provide an educational programme to children from the ages of 4 years to 11 years on forming healthy lifestyle choices, including issues around alcohol, drugs and substance misuse, peer pressure, bullying and self-confidence. This educational programme helps in the long run to reduce anti-social behaviour, associated crime and to build healthy, self-confident, well adjusted and socialised young people.
- 8.4.3 This organisation has been established to own and operate one or more Life Education Centre mobile classroom(s) in Wiltshire. It has a voluntary board of trustees and is a not for profit organisation. The educational programme delivered is beyond the normal resources of any school to individually purchase.
- 8.4.4 The educational programme is delivered in specially equipped mobile classrooms and by a qualified specialist educator who provides lessons to children, their teachers, governors and parents/carers. Wiltshire Council previously supplied (at no cost) a trained educator and council employee for 2.5 days per week, funded via a central government grant for Healthy Schools, PSHE, Drug Education & Wellbeing. This grant was cut in June/July 2010 and subsequently, the services of the educator were lost to the project. The charity employs another educator for 2.5 days per week.
- 8.4.5 The application for funds from this area board will cover the primary, junior and infant schools in the Amesbury Area. In November, the Salisbury Area Board approved a grant for the same purpose for schools in Salisbury for £2,500.
- 8.4.6 The applicant is requesting £2,100 from the Amesbury Area Board as a contribution to its actual project costs in terms of the charge to schools (2,100 children x £4.50 = £9,450). The loss of the educator previously supplied by Wiltshire Council through central government grant assistance cut in 2010, means a loss in income previously generated by that educator. Without assistance from the board, this lost income would need to be recouped by charging local schools the full £4.50 per child fee, rather than retaining the current £3.50 per child fee. The area board would therefore be contributing £1 per child for the educational programme to be delivered in January – July 2011.

8.4.7 The Life Education Centre (Wiltshire) does not receive any form of annual grant from the local education authority, and therefore relies on low-level fundraising and donations of 'assistance' to trim the cost of running expenses. The project has contacted the Charities Information Bureau and is working on submitting a number of applications to various funding bodies to sustain the educational programme beyond July 2011.

8.4.8 Reserves held, cover mobile classroom replacement, each having a life span of 10 years, costing £70,000 each. The current mobile classroom is 3 years old, and as the project puts £7,000 per year towards replacement, £21,000 of the £25,000 reserve is committed to this.

8.4.9 A decision not to fund this application would mean the charge to schools would have to increase at a time when budgets are being reduced, and could potentially affect those schools in areas where this kind of project is most needed.

Ref	Applicant	Project proposal	Funding requested
8.5	Idmiston, Porton & Gomeldon Village Design Statement (VDS) Team	To generate a Village Design Statement	£997

8.5.1 It is recommended that the Idmiston, Porton & Gomeldon VDS Team is awarded a grant of £997 to fund the generation of a new Village Design Statement.

8.5.2 This application meets the grant criteria for 2010/11.

8.5.3 The VDS will be generated and owned by the local community, for adoption by Wiltshire Council as supplementary planning guidance. It will help local people ensure new development fits the local surroundings and complements local character.

8.5.4 The VDS is identified as a priority in the Idmiston, Porton & Gomeldon Community Plan, to meet local environmental and planning priorities. The exercise in devising the VDS will engage all in the community to constructively debate how to ensure developments in the three villages are shaped to the local character and remain in keeping with the local surroundings. The government's localism agenda adds weight to the objectives of the VDS team, whereby a new right is proposed for communities to shape their local areas and influence planning decisions.

8.5.5 Funding sought is needed to assist with costs for publicity, community surveys, events' room hire and workshop materials, printing draft and final VDS documents.

Ref	Applicant	Project proposal	Funding requested
8.6	Newton Toney Memorial Hall Committee	To provide an all weather (synthetic) cricket pitch on the village recreational field	£3,400

8.6.1 It is recommended that the Newton Toney Memorial Hall Committee is awarded a grant of £3,400 to assist with the costs of providing a new all weather cricket pitch on the village recreational field.

8.6.2 This application meets the grant criteria for 2010/11.

8.6.3 The Newton Toney Parish Plan identifies a village priority for a home pitch for team sports and to expand and consolidate sporting activity in the village. The only sports team in the village is the cricket club, which comprises members aged from 10 to 60. The club was formed in 1999 and most home matches have had to be played on a high priced MOD pitch some 5 miles away. This has made match fees high and, in some cases, hard to meet – impacting negatively on the local support / following of the team. There is strong support locally to reinvigorate cricket activities in the village, including the local school, and also more widely from villages in the Bourne Valley, who will be invited to use the new cricket pitch alongside other surrounding villages.

8.6.4 The cricket club is actively involved in this project and will be sponsoring several fundraising events to secure further finance for the new pitch and associated matters.

8.6.5 The hope is that the new cricket pitch will positively impact upon the membership of the cricket club, more villagers will attend home matches, youth cricket and a ladies cricket team will get underway, and more village support in general will be evident in sport and associated community activities.

Appendices – available online only	Appendix 1 Grant Application – Wiltshire Heritage Museum Appendix 2 Grant Application – The Stonehenge School Appendix 3 Grant Application – Amesbury Carnival Committee Appendix 4 Grant Application – Life Education Centre (Wiltshire) Appendix 5 Grant Application – Idmiston, Porton & Gomeldon VDS Team Appendix 6 Grant Application – Newton Toney Memorial Hall Committee
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