Wiltshire Council
Where everybody matters

Community Area Grant Application Form
2010/2011

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
We strongly advise that you contact your Community Area Manager before completing your application.

1 - Your organisation or group

Name of organisation	Wiltshire Heritage Museum
Contact name	
Contact address	
Contact number	**e-mail**
Organisation type	**Not for profit organisation** ☒ **Parish/town council** ☐ **Other, please specify**

2 – Your project

In which community area does your project take place? (Please give name – see section 3 of the grants pack)	Amesbury, Pewsey, Devizes and Marlborough Community Areas
Does your town/parish council know about your project?	**Yes** ☒ **No** ☐
What is your project? **Important: This section is limited to 300 characters only (inclusive of spaces).**	The Henge Hopper 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, to stay in the town and to use local facilities. It will boost tourism in the Avon Valley, linking with B&Bs and pubs.
Where will your project take place?	Stonehenge, Amesbury, Avon Valley, Vale of Pewsey, Avebury, Devizes
When will your project take place?	Pilot service to launch in Spring 2011
How many people will benefit from your project?	1,000 people (pilot service)
How does your project demonstrate a direct link to the community plan for your area? **Please provide a reference/page no.**	Amesbury Community Strategic Plan - Key issues (p.24) 2. Lack of Amesbury 'brand' tourism 10. Lack of community transport

What is the link between your project and other local priorities? e.g. Priorities set by your area board and parish plans.

Community Plan - p.27 An important step will be to make sure that any new Visitor Centre (planned as part of the Stonehenge improvements) has good interpretation, too, of Amesbury's amenities . Transport must be available from Stonehenge to bring visitors to the town.

2

How did you discover there was a need for your project and how will your project benefit your local community?

Important: Please do not type in paragraphs – This section is limited to 1200 characters only (inclusive of spaces)

The Stonehenge and Avebury World Heritage Site Management Plans both identify the need for improved transport links to encourage visitors to explore the WHS. We plan a route that wil do this, but have recognised the importance including Amesbury in the route, as well as linking with accomodation providers (B&Bs and pubs) in the Avon Valley. We aim 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 to stay overnight. We plan to complement and not to compete with public transport providers. The service has been developed on surveys of visitors to Stonehenge, and through online surveys..

Any other information about your project.

lThis is a pilot project to deliver to provide a public transport link between Avebury and Stonehenge from Spring 2011. The service will be
•   A regular timetabled service operated by 12 seat minibuses that would link Avebury, Wiltshire Heritage Museum and Stonehenge
•   Run using a minibus on a regular schedule for a 'hop on, hop off' service with a ticket costing about £10 that was valid for a whole day or weekend and £2.50 return fare from Amesbury to Stonehenge
•   Support walkers using the Great Stones Way
More information can be found at www.stonehenge-avebury-bus.org.uk

3 - Management

How many people are involved in the management of your group/organisation? 17
Of these, how many are:

		Male		Female	
Over 50 years	**Male**	12	**Female**	5	
25 – 50 years	**Male**	0	**Female**	0	
Under 25 years	**Male**	0	**Female**	0	
Disabled People	**Male**	0	**Female**	0	
Black and Minority Ethnic people	**Male**	0	**Female**	0	

If your project is intended to continue after the Wiltshire Council funding runs out, how will you continue to fund it?
We are seeking support fo the start-up costs of a pilot service and are aiming to ensure that it is self-supporting on a full-cost recovery basis by the end of the pilot phase.

If you were not awarded the full amount requested, what would be the impact on your project?

We are attempting to balance an early launch, which will bring marketing benefits, with the time it is expected to take before it is sustainable. If we are not successful in raising funding, then it will be a shorter pilot and will mean that we have to decide much more quickly if it is possible to run as a sustainable service. We may need to make this decision before the impact of the launch and marketing has resulted in sustainable numbers of users.

How will you know whether your project has made a difference in the community?

We will have clear evidence from the number of users, and particularly in identifying how many people are either using the Amesbury/Stonehenge link, or are staying in B&B accomodation.

Have you contacted Charities Information Bureau for help with your application/ to seek funding?	Yes ☐ No ☒
To who have you applied for funding for this project (other than Wiltshire Council)?	Yes - to the North Wessex Downs AONB Sustainable Development Fund (decision due 10 January) and the Wiltshire Community Transport Fund (successful - £1,000).
Have you been successful?	Yes ☐ No ☐

Have you or do you intend to apply for a grant from another area board within this financial year? **If yes, please state which ones.**	**Yes** ☒　　　　**No** ☒ Marlborough Area Board - £500
Are you in receipt or anticipating other funding from Wiltshire Council for this project?	**Yes** ☒　　　　**No** ☐

4 - Information relating to your last annual accounts (if applicable)

Year ending: April 2010	**Month:** March	**Year:** 2010
A - Total income:	£235,759	
B - Minus total expenditure:	£284,178	
Surplus/deficit for year: (A minus B)	£48,419 (deficit)	
Free reserves held:	£675,432 (endowment)	

5 - Financial information

Project Costs A Please provide a full 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	
Set-up - Staff Costst	£1,990	**Own fundraising/reserves**	c	£4,500
Set-up - Marketing & PR	£1,200			£
Set-up - Purchase of goods & eqi	£2,650	**Parish/town council**		£
Pilot Phase - staff costs	£11,816			£
Pilot Phase - bus hire	£4,000	**Trusts/foundations**		£
Pilot Phase - fuel	£3,250	N Wessex Downs AONB	p	£5,160
	£	**In kind**		£
	£	Volunteers	c	£3,500
	£	**Other**		£
	£	Wiltshire Community Transport Fu	c	£1,000
	£	Ticket sales	p	£6,500
	£	Marlborough Area Board	p	£500
	£			£
Total Project Expenditure	£25,200	**Total Project Income**		£21,160

Total project income B	£21,160
Total project expenditure A	£25,200
Project shortfall A – B	£4,040
Award sought from Wiltshire Council Area Board	£2,040
Bank Details	
Please give the name of the organisations' bank account e.g. Barclays	Lloyds TSB
Please give the title name of the organisations' bank account e.g. current	Wiltshire Archaeological & Natural History Society

6 – Supporting information – Please enclose the following documentation

Enclosed (please tick)

☐ Written quotes including the one you are going to use

☒ Latest inspected/audited accounts or annual report

☒ Income and expenditure budget for current financial year

☒ Project budget (if applicable)

☒ 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 - Equalities and Inclusion – Wiltshire Council is committed to ensuring that its work through the Area Boards benefits all sections of our community and promotes equality and inclusion. To assist us in assessing how your application aims to meet our commitment to equality and inclusion, please provide a brief answer to the following:

a) **How does your project work to either (a) promote equality and access to services/facilities, and/or (b) reduce disadvantage?**

Aims to generate income in the tourism industry in Wiltshire

b) **How does your project work to promote inclusion, participation and good community relations?**

Will encourrage more people to become involved in their heritage and in exploring the landscape

c) **Is your project targeted at a specific group? If yes, please tick any of the following which apply**

☐ Under 25's ☐ Over 50's

☐ Mostly or all men/boys ☐ Mostly or all women/girls

☐ Specific minority ethnic groups (please state which groups)

☐ Specific faith groups (please state which groups)

☐ People/families on low income

☐ Other disadvantaged groups (please state which groups)

8 - Declaration (on behalf of organisation or group) – I confirm that…

☒ **I have read 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 an award is received, I will complete and return an evaluation sheet.**

☒ **That any other form of licence or approval for this project has been received prior to submission of this application.**

☒ **That the necessary policies and procedures will be in place prior to the commencement of the project outlined in this application.** ☒ **Child Protection** ☒ **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:** 17/12/2010
Position in organisation:	

Please return your completed application to the appropriate Area Board Locality Team