



Reference no
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For office use

Area Board Projects and Councillor Led Initiatives Application Form 2017/2018

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	Jim Lynch
Contact number	07501 719197
e-mail	jim.lynch@wiltshire.gov.uk
2. The project	
Project Title/Name	Minerva Owls of Bath 2018
Please tell us about the project /activity you want to organise/deliver and why? <i>Important: This section is limited to 900 characters only (inclusive of spaces).</i>	<p>A giant "parliament" of over 80 supersized individually decorated owls is nesting across Bath and region this summer. This colourful public art event celebrates Bath's Roman history, marks the 10th anniversary of the popular King Bladud's Pigs trail and raises money for local charities. The Roman Baths temple was dedicated to Minerva, the Roman Goddess of Wisdom, whose symbol is the all-seeing Owl. The owl sculptures have been generously sponsored by business, organisations and individuals and decorated by talented artists, designers and schools to produce unique works of art. The supersized sculptures will remain on public display throughout the summer before being auctioned for charity in October. All profits will go to the designated charities: 70% to the Royal United Hospital Cancer and Therapies Centre and the remaining 30% split between the B&NES Young Carers Centre, the Roman Baths Archway Project and the UK Little Owl Project. An Owls of Bath</p> <p>In Bradford on Avon "Frida Owlo" is sited on Town Bridge for maximum visual effect. She was created by artist 'Bunny' who was inspired by the Mexican Artist and Political activist Frida Kahlo (1907-1954). Her use of vibrant colours and subtle symbolism was often underpinned by her life-long commitment to Womens' Rights and this is what particularly appealed to us, as Bradford on Avon has a year long programme of Womens 100 Activities. The local sponsors are: The Swan Hotel, Strawberry Blue, Dible and Roy, Cobb Farr, Travel Options4u, By the Way, Varn media, The Doghouse, Instant Vintage, Second hand Rose, Heathers, Browns Hardware, Dream Doors, Bathrooms at Number 5, Christines Supermarket, The Dandy Lion, Dixons Health, Westview Day Nursery and Bradford on Avon Town Council.</p>
Where is this project taking place?	Bradford on Avon
When will the project take place?	July-September 2018
What evidence is there that this project/activity needs to take place/be funded by the area board?	The project has been led and largely financed by the business community to demonstrate their commitment to promoting the town for business and tourism. The public authorities were asked to underwrite the balance of costs, to ensure the project could go ahead at short notice.

How will the local community benefit?	A free smartphone app can be downloaded or via QR codes on the owls' plinths. Visitors can follow the interactive map and as they approach each owl information about the owl and local sponsors will pop up on their phone, including fun questions to answer with prizes on offer. The hope is that this high-profile public art trial will capture the public imagination and encourage many more people to visit the Bradford on Avon area on day trips from Bath. To be part of this fun trail gives the local community confidence that the public authorities and businesses are working together to promote the area for locals and visitors alike.		
Does this project link to a current Community Issue? (if so, please give reference number as well as a brief description)	It addresses concerns over the vitality of the town centre and is part of a calendar of events designed to bring more visitors to the area.		
Does this project link to the Community Plan or local priorities? (if so, please provide details)	It supports ongoing work with Bath Tourism to encourage visitors to make day trips to Bradford on Avon and area, as part of their stay.		
What is the desired outcome/s of this project? Increased numbers of visitors to the area bringing new spending to the local economy on goods and services.			
Who will be responsible for managing this project? BoA Business			
3. Funding			
What will be the total cost of the project?	£ 3,300		
How much funding are you applying for?	£ 900		
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		£ 900
	BoA Business		£ 1,500
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)	BoA Business		
4. Declaration – I confirm that...			
<input checked="" type="checkbox"/> X The information on this form is correct and that any grant received will be spent on the activities specified <input checked="" type="checkbox"/> X 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: Jim Lynch			Date: 01/07/18
Position in organisation: Wiltshire Councillor			
Please return your completed application to the appropriate Area Board Locality Team (see section 3)			