

Report to	Amesbury Area Board
Date of Meeting	31 March 2011
Title of Report	Performance Reward Grant Scheme
<p>Purpose of Report</p> <p>To ask Councillors to consider the details of 2 applications for funding from the Performance Reward Grant Scheme:</p> <ol style="list-style-type: none"> 1. The Army Primary Health Care Service is requesting a grant of £20,800 to assist with the costs of delivering the Skilled for Health project in Bulford. 2. Amesbury Town Council is requesting a grant of £8,500 to assist with the costs of the “Amesbury 2012 & Beyond” project, intended to improve the tourism and economy of Amesbury and increase community involvement, using the 2012 Olympics and Queen’s Diamond Jubilee celebrations to galvanise this. 	

1. Background

1.1 Wiltshire agreed a Local Public Service Agreement with government that ended in March 2008. This contained 12 ‘stretch’ (difficult) targets that required a number of organisations to work together to achieve the improvement. Our performance against these targets earned Performance Reward Grant (PRG) of £5.4m. This is paid by government over two years; half in 2009 and half in 2010.

This presents a unique opportunity for us to put additional resources into our Local Agreement for Wiltshire (LAW) and to combat the recession in Wiltshire through the Action for Wiltshire programme. £1.6m of this grant will be reinvested in the target areas that earned the grant, to take forward Wiltshire’s ambitions. Another £1m will support some countywide initiatives under Action for Wiltshire. The balance of £2.8m is available over two to three years for bids supported by Area Boards that propose initiatives that take forward those things in the LAW and Action for Wiltshire that are important to local people.

Ideally all community areas of Wiltshire will benefit from this scheme, and there will be a spread of initiatives across LAW ambitions and Action for Wiltshire. We understand that not all bids will be made at the same time, and that proposals will take time to develop. The timing of local initiatives will also vary. To help ensure that projects in all community areas have the opportunity to bid, the funding will be released in 3 month tranches of £250,000. We will keep this under review and if appropriate will vary the timing and amount of funding in each tranche. At the end of the tranche any unallocated money will go back into the pool for future bids. Any bids pending when all the money in that tranche has been allocated will be carried forward to the next tranche.

The government imposes a grant condition that the grant must be used half for capital and half for revenue expenditure. Guidance on what counts as ‘capital’ is given in the funding pack on the Wiltshire Council website. Experience so far is that bids tend towards revenue expenditure, so it may be easier to get funding for ‘capital’ type initiatives.

Bids will initially be submitted as ‘Expressions of Interest’ to the local appropriate Area Board. The Area Board will make a decision as to which bids it supports. Lack of support from the Area Board does not rule out the bid going forward to the grant scheme.

Full details of the Scheme and a Funding Pack are available from the Wiltshire council website: www.wiltshire.gov.uk/.../localagreementforwiltshire/performanceawardgrantscheme.htm

2. Criteria for the Grant Scheme

2.1 Points to consider are:

- Funding under this scheme is for initiatives that have local support and will take forward ambitions in the Local Agreement for Wiltshire, or help combat the recession as part of the Action for Wiltshire programme. Information on this is provided in the grant pack.
- It is one-off funding, so should not be used for things that will result in an unfunded financial commitment after the end of the project. As part of the bid you will be asked to confirm that no unfunded commitments will result from your proposal.
- In total, Performance Reward Grant must be spent half on revenue and half on capital expenditure (guidance is given in the pack). Experience is that many initiatives are ‘revenue’, so there may be more money left available for ‘capital’ bids. We will need to account to government on the use of the grant, so will ask you for information on what the money will be used for.
- It is important that these initiatives have a positive local impact, and that we are able to show success. So you will be asked how you will measure that success – and we will ask you to let us know how well it worked.

The use of the grant will fall within the Area Board’s usual good governance arrangements.

Ref	Applicant	Project proposal	Funding requested
3.1	Army Primary Health Care Service & NHS Wiltshire	This partnership led Skilled for Health programme, between NHS Wiltshire, the MOD and other partners is seeking funding assistance to continue the programme in 2011/12 in Bulford. The overall programme integrates the goals of reducing health inequalities with those of improving the literacy, language and numeracy skills of adults in Tidworth, Bulford, Larkhill and Warminster. The aim is to support the families of service men and women (and now civilian families) through a series of short courses, i.e. healthy eating, how to stop smoking and responsible drinking.	£20,800

- 3.1.1 It is recommended that the Area Board supports this application on the basis that it supports 4 out of the 8 ambitions of the Performance Reward Grant Scheme – building resilient communities, supporting economic growth, safer communities and improving outcomes for children and young people. This is an innovative partnership led project which has a number of objectives, including that of military and civilian integration.
- 3.1.2 Additionally, the board is asked to strongly endorse this application, as the initiative has a proven track record in helping young mothers in particular who live in isolated communities to improve their confidence, self-esteem, understanding of health and nutrition, and prospects of achieving employment and economic wellbeing.
- 3.1.3 In April 2010, the Amesbury, Tidworth and Warminster Area Boards (and subsequently the Performance Reward Grants Panel) approved funding (£25,000) for the Skilled for Health (SfH) programme to be delivered in Tidworth, Larkhill and Warminster in 2010/11. This application is now solely to benefit military and civilian families in Bulford in 2011/12.
- 3.1.4 The total cost of this project for 2011/12 is £86,480
- £53,000 of this is funded by NHS Wiltshire,
 - £10,000 by Plain Action,
 - £20,800 is sought from the Wiltshire Council Performance Reward Grant
 - £2,680 is being sought from the Royal British Legion and the Army Benevolent Fund
- 3.1.5 With an increase in knowledge of health issues, improved educational attainment through basic skills courses, and the integration of civilian and army families, the SfH project will be working towards building a resilient community, which is able to confidently take care of itself and all who live in it. Those who progress to either new employment, or obtain better paid work will contribute to the economic growth of the area. The practical sessions (including dealing with safety in the home, first aid and resuscitation) will provide learners with skills to keep their homes and community safe. The project also provides employment for local people as tutors, and as crèche workers.
- 3.1.6 The benefits of the project have been evaluated since 2008/09, helping the programme to secure funding from NHS Wiltshire in 2009/10 and 2010/11. Data to measure the success of the project is collected locally and as part of the national project. This data demonstrates a good uptake of further education, employment and voluntary work, and a good response to making healthier lifestyle choices.

Ref	Applicant	Project proposal	Funding requested
3.2	Amesbury Town Council	The “Amesbury 2012 & Beyond” project is designed to bring the community together with one vision to put Amesbury onto the tourist map and make it a place where people want to visit. It will involve a mix of sporting activities and community art projects and will use the celebrations for the Olympics and the Queen’s Diamond Jubilee as the springboard for the town’s regeneration, improved tourism and community involvement.	£8,500

- 3.2.1 After careful consideration by the informal Grants Panel, whilst the area board is recommended to confirm its support for the project detailed in this application, it is not recommended to ask the Performance Reward Grants Panel to consider the application for funding assistance in this instance.
- 3.2.2 The main reason for this recommendation is that, whilst the board will want to encourage any project or initiative which seeks to regenerate and improve Amesbury’s tourist and economic prospects, it ideally should first look to the town to fund this project in the early stages.
- 3.2.3 This project is in the early phases of development, and Amesbury Town Council has a clear vision to use the high profile events of the Olympics and Diamond Jubilee to reinvigorate the town’s tourist and economic prospects. The project will positively encourage community involvement in a series of sporting events and community art projects, starting at the 2011 Amesbury Carnival and ending at the 2012 Carnival. The art pieces produced will then be used to form a long-lasting art trail through the town, for tourists to visit and enjoy year after year.
- 3.2.4 This project also includes plans to develop links with English Heritage, through a community event and procession to Stonehenge, to promote strong cultural links between this world heritage site and the town.
- 3.2.5 Amesbury is currently suffering an economic downturn, and celebration events such as the Olympics and Jubilee, along with the untapped potential of Stonehenge, each present real opportunities for the town in terms of tourism and community involvement, to showcase Amesbury, boost community spirit and bring local people into the town.
- 3.2.6 This is the beginning of a long-term project, which extends beyond 2012. Its success will be measured initially by the number of people taking part in sporting events, the future increase in sports club and arts club memberships, the creation of new, sustainable town initiatives, and ultimately an increase in visitors to the town, which will bring in new businesses, and economic revival.
- 3.2.7 It is hoped that any ongoing financial support required for this project in the long-term, can be found from local business sponsorship.

Report Author	Karen Linaker, Community Area Manager Tel: 01722 434697 E-mail: karen.linaker@wiltshire.gov.uk
----------------------	---