

Agenda Item No.7

Report to	Melksham Area Board
Date of Meeting	3rd February 2010
Title of Report	Community Area Grants
Purpose of Report	
<p>To ask Councillors to consider 8 applications seeking 2009/10 Community Area Grant Funding:</p>	
<ol style="list-style-type: none">1. Shaw and Whitley Pre School have applied for a grant of £4000 towards the cost of creating an outside classroom/ play area and wildlife conservation area. The recommendation is to reconsider this application once planning permission has been received.2. Melksham Without Parish Council have applied for a grant of £1190 for the purchase of a speed indication device. The recommendation is not to award the funding as access to such equipment is available via the Community Speedwatch Scheme.3. Melksham Town Council have applied for a grant of £974 to improve the street scene of Melksham High Street by erecting window graphic in empty shops in the town centre . The recommendation is not to award the funding as no match funding has been provided.4. Melksham Town Council have applied for a grant of £3000 towards the costs of the Melksham Food and Drink Festival. The recommendation is to award £1000.5. Melksham Town Council have applied for a grant of £1000 towards the costs of a Play Day. The recommendation is to award £800.6. Melksham Town Council have applied for a grant of £980 for improvements to signage in Melksham shopping centre and car parks. The recommendation is to award the funding.7. Seend Play Group have applied for a grant of £5000 towards the refurbishment of The Lye Field Playground which Seend Playgroup uses. The recommendation is that the application should be postponed until the group has liaised with the Council's play development advisor regarding the type of equipment to be purchased.8. InfoZone the Homework Club have applied for a grant of £2889 towards salary costs. The recommendation is to consider the application for funding.	

1. **Background**

- 1.1 A single and simple application process was accepted by the Implementation Executive on 13th May 2009 for use during 2009/10. Appendix 1 contains the Community Area Grants Pack, which has been developed and includes details of the grants process and criteria.
- 1.2 Area Boards have authority to approve Area Grants under powers delegated to the Area Boards by the Leader of the Council (13th May 2009). Under the terms of that delegation Area Boards must operate within the policies set by the Leader and /or the Council. The Council has adopted an Area Grants policy, with funding criteria, to which the Area Boards must adhere.
- 1.3 In accordance with the Scheme of Delegation, any recommendation of an Area Board that was contrary to the funding criteria would need the approval of the Leader, the appropriate Cabinet Member or the Cabinet.

Background documents used in the preparation of this Report

- Community Area Grant Application Pack 2009/10
- Melksham Area Community Strategy (2004-2012)

2. **Main Considerations**

- 2.1. Councillors will need to be satisfied that grants awarded in the 2009/10 year are made to projects that can realistically proceed before 31st March 2010.
- 2.2. There will be two further rounds of funding during 2009/10. The first is contained in this report the remaining will take place on 31st March 2010 should any funding be remaining.

3. **Environmental & Community Implications**

Community Area Grants will contribute to the continuance and/or improvement of cultural, social and community activity and well-being 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 Melksham Area Board.
- 4.2. If all grants are awarded then the Melksham Area Board will have a balance of - £2,924.
- 4.3. If grants are awarded according to the recommendations then the Melksham Area

Board will have a balance of £10,440.

5. **Legal Implications**

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

6. **HR Implications**

6.1. There are no specific HR 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 recommendation”.

8. **Officer recommendations**

Ref	Applicant	Project proposal	Funding requested
8.1	Shaw and Whitley Pre School	Creating an outside classroom / play area and wildlife conservation area.	£4000

8.1.1 Application meets grant criteria 2009/10. Planning permission has not yet been sought. The recommendation is to reconsider this application once the group have the necessary permissions.

8.1.2 Application does not demonstrate a link to the Community Plan (Melksham Area Community Strategy).

8.1.3 Application demonstrates a link to various Wiltshire Council priorities including improving local biodiversity, encouraging healthy lifestyles and improving the area through intergenerational activities.

8.1.4 The applicant is a non-profit community organisation.

8.1.5 The overall project is to create an outside classroom/ playarea and wildlife conservation area. This would allow the young children that use the play school to play outside in a safe environment.

8.1.6 No equality and inclusion issues will be addressed by the project.

8.1.7 If the area board does not grant funding the project will not go ahead until alternative funding is found.

Ref	Applicant	Project proposal	Funding requested
8.2	Melksham Without Parish Council	Provision of a Speed Indication Devices (SID)	£1,125

8.2.1 Application meets grant criteria 2009/10. The Council has set up a Community Speedwatch scheme to provide SIDs for use on sites within parishes where excessive speed has been identified. Equipment can be accessed through this scheme.

8.2.2 Application demonstrates a link to the Community Plan (Melksham Area Community Strategy) in working towards improved road safety.

8.2.3 Application meets Wiltshire Council priorities in terms of increasing the number of local people who feel safe in their community and reducing deaths through accidents.

8.2.4 The applicant is a parish council.

8.2.5 A reduction in traffic speed in will benefit a significant proportion of the parishioners of the village.

8.2.6 No Equality and Inclusion issues will be addressed by the project

8.2.7 If the area board does not grant funding the project the parish council can have shared access to SIDs via the Wiltshire-wide Community Speed Watch scheme.

Ref	Applicant	Project proposal	Funding requested
8.3	Melksham Town Council	To improve the street scene of Melksham High Street by erecting window graphic in empty shops in the town centre.	£974

8.3.1 The grant criteria 2009/10 state that applications from Town and Parish Councils will not normally receive more funding than that contributed by that Town or Parish

Council, since they are able to raise funds through the precept. As no match funding is provided the recommendation is that the board do not award funding for this project.

- 8.3.2 This initiative fits in with themes in the Melksham Area Community Strategy, specifically “to generate a number of innovative, viable and effective design ideas that will assist the improve of the centre streetscape, and the creation of a street environment that is more pleasant, safe and accessible for pedestrians.” An intended outcome for the strategy was to create a situation where Melksham town centre is pro-actively marketed as a growing promising location for shopping and business use, this initiative will assist in promoting this outcome.
- 8.3.3 There are no clear links to the Wiltshire Council priorities listed, although the project is in line with the Action for Wiltshire programme to mitigate the effects of the recession in Wiltshire.
- 8.3.4 The applicant is a town council.
- 8.3.5 The application of window graphics (WG) will smarten the appearance of the High Street making the most of the unsightly units, the appearance of the High Street will change whilst also making these units safe & reducing vandalism. It will attract more business & bring more employment to the High Street. WG will support local business, they are adverts on the High Street, and without undermining existing business rates the empty units can be used to support existing business by creating complimentary media and supporting a shop local campaign. We will use the WG to support local events and initiatives.
- 8.3.6 No Equality and Inclusion issues will be addressed by the project
- 8.3.7 If the area board does not grant funding the project will be delayed until alternative funding is secured.

Ref	Applicant	Project proposal	Funding requested
8.4	Melksham Town Council	Towards the costs of the Melksham Food and Drink Festival.	£3000

- 8.4.1 The grant criteria 2009/10 state that Applications from Town and Parish Councils will not normally receive more funding than that contributed by that Town or Parish Council, since they are able to raise funds through the precept. As £1000 match funding is provided by the Town Council, the recommendation is that the board award £1000 towards this project.

8.4.2 Application demonstrates a link to the Community Plan (Melksham Area Community Strategy) which states that other towns across the UK appear to have improved their economic standing through specialist festivals or events that bring people to the town. Supporting and developing events such as this, and launching new ones (like the 2004 Spring Festival), and making them more visible to a wider market, would increase visitor numbers to the town.

8.4.3 Application meets Wiltshire Council priorities in terms of encouraging people to make lifestyle changes that will have a positive impact on the health of both.

8.4.4 The applicant is a town council.

8.4.5 The aims of the Melksham Food & Drink Festival are to encourage integration of different cultures and sections of the community using food as the common theme, help the local economy by promoting the production of local food and drink products and promoting local business. As part of the festival the town council intend to hold a wide variety of activities with a number of different local organisations within the Melksham Community Area including cookery demonstrations, a tea dance, a poetry evening, food science demo, food allergy information evening, quizzes, recipe competition and many others.

8.4.6 Equality and Inclusion that will be addressed by the project: none

8.4.7 If the area board does not grant funding the event will be significantly smaller and have less impact on the people of Melksham

Ref	Applicant	Project proposal	Funding requested
8.5	Melksham Town Council	Towards the costs of a Play Day.	£1000

8.5.1 The grant criteria 2009/10 state that Applications from Town and Parish Councils will not normally receive more funding than that contributed by that Town or Parish Council, since they are able to raise funds through the precept. As £800 match funding is provided by the Town Council, the recommendation is that the board award £800 towards this project.

8.5.4 Application demonstrates a link to the Community Plan (Melksham Area Community Strategy) which states one of the objectives to be increasing local awareness of opportunities that are available to young people, through improved publicity and networking between groups and agencies, so young people can make better-informed decisions. The playday does this by working with a variety of agencies and organisations that work with children & young people. The playday

will give children & young people the opportunity to try out new things, play and have fun.

8.5.3 Application meets Wiltshire Council priorities in terms of encouraging people to make lifestyle changes that will have a positive impact on the health of both themselves and their family, improve young people's participation in positive activities, and reduce perceptions of antisocial behaviour.

8.5.5 The applicant is a town council.

8.5.6 Playday will provide a day of activities and fun for children of all ages and will include such things as Frisbee games, archery, climbing wall, art based activities as well as fun activities like bouncy castles and train rides in the King George V Park. An estimated 500 children & young people will attend. The event is completely free making it accessible to all, the town council feel this important in the current economic climate, especially as Melksham North - north east and south west wards are ranked 10th & 11th on the Index of Multiple Deprivation. Playday will encourage children to become more active and consider becoming involved in activities they may not previously thought about.

8.5.5 Equality and Inclusion that will be addressed by the project: none

8.5.6 If the area board does not grant funding the event will be significantly smaller and have less impact on the children and young people of Melksham

Ref	Applicant	Project proposal	Funding requested
8.6	Melksham Town Council	Improvements to signage in Melksham shopping centre and car parks	£980

8.6.1 Application meets grant criteria 2009/10. The recommendation is that the board award funding of £980.

8.6.2 Application demonstrate a direct link to the current Community Plan (Melksham Area Community Strategy), that identified that more attention needed to be paid to street furniture and enhancement of the Town Centre. Replacing the out of date unsightly signage at Avon Place with new and up to date signs and putting in new notice boards will not only do this but will make the Town Centre more attractive for residents to shop in, so increasing much needed footfall and trade for local businesses.

8.6.3 There are no clear links to the Wiltshire Council priorities listed, although the project

is in line with the Action for Wiltshire programme to mitigate the effects of the recession in Wiltshire.

8.6.4 The applicant is a town council.

8.6.5 The funding will be used for replacing signage at Avon Place Shopping Centre and putting up new additional signage and erecting a lockable, exterior cabinet that will house local business maps in the main town centre car park. These simple improvements will support and attract more business and bring more employment to the High Street, the improvements will impact positively on bringing more footfall back to the Town Centre. Melksham has been fortunate to have a map designed by 2 local residents that identify all shops in Melksham we would like to erect a lockable exterior notice boards in the Church Street car park that would then house this map.. Melksham is very fortunate to have a variety of unique individual traders who in this economic climate are struggling. The Town Centre will become more marketable as a growing, promising location for shopping and business users.

8.6.6 Equality and Inclusion that will be addressed by the project: none

8.6.7 If the area board does not grant funding the project will be delayed until alternative funding is secured.

Ref	Applicant	Project proposal	Funding requested
8.7	Seend Play Group	Towards the refurbishment of The Lye Field Playground	£5000

8.7.1 Application meets grant criteria 2009/10. The recommendation is that the group meet with the play development officer at the Council to discuss their plans for the refurbishment of the playground and return to the board at a later date for reconsideration of the application. This is because the officer has reservations about the choice of equipment made by the group.

8.7.2 Application does not demonstrate a direct link to the Community Plan (Melksham Area Community Strategy).

8.7.3 Application will impact on Wiltshire Council priorities including encouraging people to make healthy lifestyle choices.

8.7.4 The applicant is a non profit community group.

8.7.5 The playfield is used by the village and the parish's pre-school and school children. It is the Pre-school children who will benefit most from this refit. As rural play areas are vital to the community the group feel this refit could benefit the parish as a

whole, encouraging integration as it draws families together and knits the community in a very beneficial way to both children and potentially isolated parents who have no common ground to make new contacts. Currently a lot of parents travel outside the parish (by car) to other well equipped playgrounds which is causing excess car use and taking the chance to meet other villagers away.

8.7.6 Equality and Inclusion that will be addressed by the project: none

8.7.7 If the area board does not grant funding the group will have to seek funding from alternative sources in order to proceed with the project.

8.8	InfoZone the Homework Club.	Grant of towards salary costs	£2889
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8.8.1 The grant criteria 2009/10 state that running costs which include salaries are not normally funded. However, Councillors may decide to override the criteria if they feel the project had significant 'community benefit'. The recommendation is to consider the application for funding.

8.8.2 Application demonstrates a link to the Community Plan (Melksham Area Community Strategy) which states it aims to provide more social and leisure events and facilities for young people, in particular teenagers

8.8.3 Application meets Wiltshire Council priorities in terms of improve young people's participation in positive activities, reduce perceptions of antisocial behaviour and increase the number of people who feel safe in their community.

8.8.4 The applicant is a community group.

8.8.5 **insert**

8.8.6 Equality and Inclusion that will be addressed by the project: **insert**

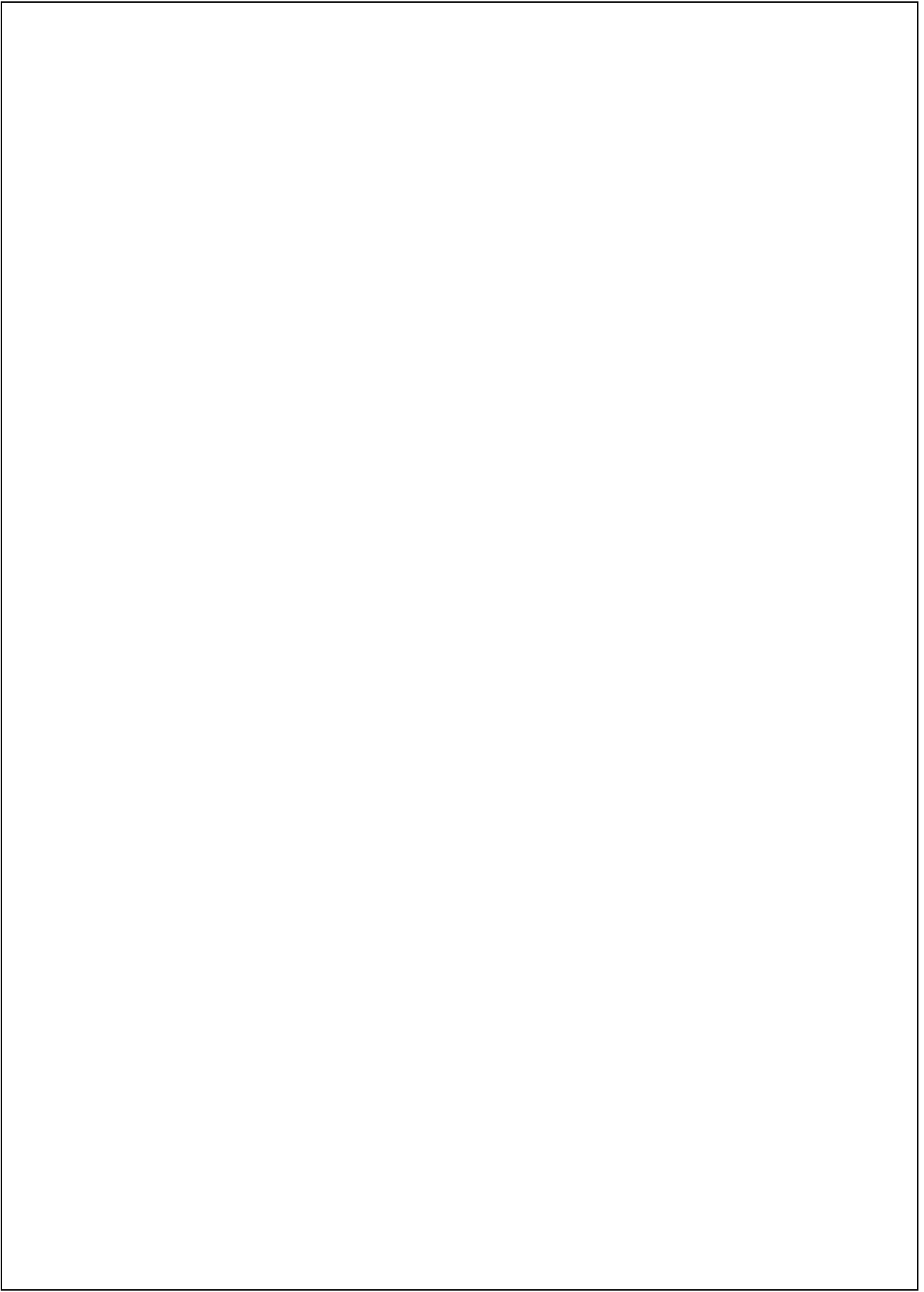
8.8.7 If the area board does not grant funding the parish council will have to seek funding from alternative sources.

Appendices:	Appendix 1 Community Area Grant Criteria Appendix 2 Grant application –Shaw & Whitley Pre School Appendix 3: Grant application – Melksham Without Parish Council Appendix 4: Grant application – Melksham Town Council Appendix 5: Grant application – Melksham Town Council Appendix 6: Grant application – Melksham Town Council Appendix 7: Grant application – Melksham Town Council Appendix 8: Grant application – Seend Play Group Appendix 9: Grant application – Infozone the homework club
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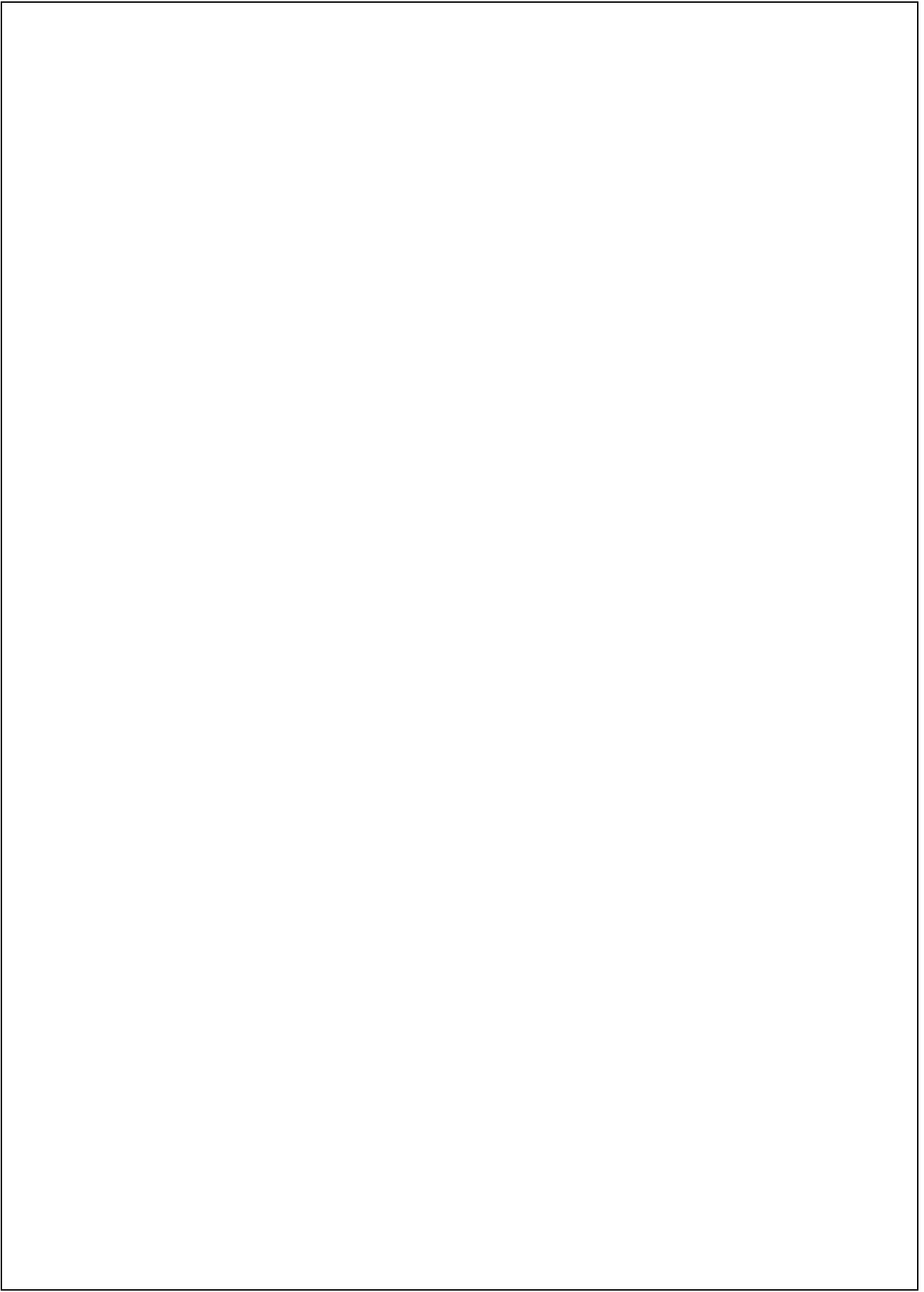
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