

Good afternoon Peter.

1) On the Area Boards grant applications online site, there is a limit of 3 Area Boards that applications can be submitted.

Ideally I would have submitted grant applications to all of the Area Boards where we had people attended from, but I therefore picked those Area Boards in Wiltshire where we had the highest proportion of appointments from as follows:

32.5% Trowbridge

15.2% Melksham

15.2% Westbury

62.8% Total

So nearly 2/3 of the people that come to the ILC for the benefits advice service comes from either Trowbridge, Melksham or Westbury Area Boards.

2) We book appointments from anyone in the Wiltshire area that is looking for a service, but I can commit that that we will look to advertise the service in proportion to the funding provided. So, if one Area Board provided 3x the funding of another, then the amount spent on advertising in local newspapers or other social media, would be in direct proportion to that funding.

As this plan is to extend existing capacity, I would expect that the spend on advertising would stimulate more demand specifically in those areas where the Area Board funding was coming from.

The Westbury Area Board has confirmed a contribution of £ 3,000 and the Trowbridge Area Board has yet to consider the matter.

Regards.

Kevin

On Mon, 20 Jan 2020 at 11:39, Dunford, Peter <Peter.Dunford@wiltshire.gov.uk> wrote:

Kevin,

The councillors would like you to comment on their concerns:

- that Melksham, Westbury and Trowbridge are arbitrarily being targetted to fund what is a countywide service
- how dedicated hours promised from a financial contribution by Melksham could be guaranteed in the light of areas such as Westbury funding at a higher rate?

I look forward to hearing from you.

Regards,

Peter