



## Community Area Grant Application Form 2011/2012

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

**For larger projects we strongly advise you to contact Charities Information Bureau three months before you approach the area board. (See Section 2 for contact details)**

**Please contact your Community Area Manager before completing your application (See Section 3 for contact details)**

1. Your organisation or group			
<b>Name of organisation</b>	Amesbury Town Council (Amesbury 2012 Committee)		
<b>Contact name</b>			
<b>Contact address</b>			
<b>Contact number</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;"></td> <td style="width: 20%; text-align: center;"><b>e-mail</b></td> </tr> </table>		<b>e-mail</b>
	<b>e-mail</b>		
<b>Organisation type</b>	Not for profit organisation <input type="checkbox"/> Parish/town council <input checked="" type="checkbox"/> Other, please specify		
2. Your project			
<b>Project Title/Name</b>	Amesbury 2012		
<b>What is your project about and what does it aim to achieve?</b>  <i>Important: This section is limited to 600 characters only (inclusive of spaces).</i>	Amesbury 2012 & beyond – one town one vision is a community project bringing people together throughout the year with events, arts & craft classes & activities in the build up to the Olympics & Diamond Jubilee. The purpose is to provide something free & fun that will encourage participants to consider Amesbury & what can be done to put it back onto the tourist map and to make it a destination location, adding to a day-out experience for visitors to Stonehenge & in doing so, boosting our local economy. An evidence based analysis from the feedback will be used for a new blueprint for Amesbury.		
<b>In which community area does your project take place? (Please give name – see section 3 of the grants pack)</b>	Amesbury		
<b>I/we have discussed our project with the town/parish council?</b>	Yes <input checked="" type="checkbox"/> Date 03/05/11      No <input type="checkbox"/>		
<b>I/we have discussed our project with our Wiltshire councillor?</b>	Yes <input checked="" type="checkbox"/> Date 03/05/11      No <input type="checkbox"/>		

<b>Where will your project take place?</b>	Amesbury and surrounding villages
<b>When will your project take place?</b>	June 2011 – June 2012 and beyond
<p><b>How did you discover there was a need for your project (please provide evidence) and how will your project benefit your local community?</b></p> <p><i>Important: Please do not type/write in paragraphs – This section is limited to 1200 characters only (inclusive of spaces)</i></p>	<p>This project is a local priority. Amesbury is currently suffering an economic downturn, with footfall in the town centre affected by the nationwide economic climate, roadworks, and out-of-town competition and recent parking charges. The proximity of Stonehenge – which sits within the parish boundaries – shouldn't be ignored, and is recognised as a missed opportunity to tell visitors to come to Amesbury /Salisbury/Wilton for a day out experience rather than other Towns out of the area. From evidence gathered at Stonehenge, tour operators don't visit because they are unaware of Amesbury's attractions, what to do or where to go. With no Brown and White signs Historic Amesbury is also missed by car driven tourists, who simply don't know it exists. Amesbury is steeped in History and its local heritage, captured through art and cultural activities if marketed &amp; developed can be used to draw visitors into the town. Local businesses will obviously benefit from this. The community-centred Amesbury 2012 programme, inspired by the Olympics, will also be focus on the heritage and used to showcase Amesbury, boost community spirit and also bring local people into the town.</p>
<b>How many people will benefit from your project?</b>	10,000 +
<p><b>How does your project demonstrate a direct link to the local community plan for your area?</b></p> <p><b>Please provide a reference/page no.</b></p>	<p>Tackling vandalism and anti-social behaviour by creating activities  Reducing crime – improving community safety by bring people together  Improving activities and facilities for young people, especially teenagers  (Stonehenge Community Area Plan 2004/09 – analysis for new community plan)  Creating an economy that is fit for purpose  Reducing disadvantage and inequalities  (24 Feb Area Board Meeting Item 4)</p> <p>The Amesbury 2012 project aims to engage all members of the community in <b>free</b> sport and art-based activities, creating stronger community links, introducing individuals of all ages and abilities to activities, and developing a greater feeling of belonging within the community.</p> <p>Raising the profile of the town and improving links with Stonehenge will put Amesbury on the tourist map, benefitting the current businesses and attracting new businesses to the town.</p> <p>The project encompasses areas within the Area Board – Durrington, for example, is also taking part, through an inter-town rounders/cricket competition.</p>
<b>To be completed ONLY where town/parish councils are making an application</b>	
<b>Is your project one which parish/town councils have powers to raise local taxes to fund?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
<b>Could your project be funded from your reserves?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>Is your project urgent (having to be completed in this financial year? If you answer YES please provide evidence elsewhere on the application form)</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

**Any other information about your project.**

The Town Council has the power to raise local taxes to fund the project, and it is putting £2,000 towards it. With the current economic climate, and following the lead of Wiltshire Council, the precept was maintained to ensure no rise in council tax for the residents of Amesbury.

This is not a one-off project, but rather the beginning of a long-term project, which extends far beyond 2012 and the Town Council will continue to promote the town.

Once people participate in sport, they are very likely to continue with the activity.

As more businesses come to the town, so will more people visit. The busier the town, the more attractive it is to businesses....

Regular cultural events/culture-historic trail will attract more visitors/tourists to the town.

A new community group will be formed to look at/promote future community events.

Amesbury will benefit as a whole – through increased trade and community spirit.

Individuals will benefit from involvement in sport/art/ community projects.

The funding requested is purely to help get the project launched and get the community engaged without asking them to put their hands in their pockets. Once the ball starts rolling, the project will become self funding.

**3. Management**

**How many people are involved in the management of your group/organisation? 13**

**Of these, how many are:**

<b>Over 50 years</b>	<b>Male</b>	<input type="text" value="2"/>	<b>Female</b>	<input type="text" value="3"/>
<b>25 – 50 years</b>	<b>Male</b>	<input type="text" value="3"/>	<b>Female</b>	<input type="text" value="2"/>
<b>Under 25 years</b>	<b>Male</b>	<input type="text" value="3"/>	<b>Female</b>	<input type="text"/>
<b>Disabled People</b>	<b>Male</b>	<input type="text" value="1"/>	<b>Female</b>	<input type="text"/>
<b>Black and Minority Ethnic people</b>	<b>Male</b>	<input type="text" value="1"/>	<b>Female</b>	<input type="text"/>

**If your project is intended to continue after the Wiltshire Council funding runs out, how will you continue to fund it?**

There may be on-going commitments which will be funded from an Amesbury Trust Fund, set up as part of the initiative. As businesses sign up to Amesbury 2012 and create local initiatives to bring visitors to the Town, surplus income generated will be deposited in this fund. This fund will also have its own fundraising arm and money raised will go towards the rejuvenation of the town and continuation of the project.

**How will you know whether your project has made a difference in the community? What evidence will be collected to enable you to know that the project has made a positive impact on your community and met the local need?**

Its success will be measured initially by the number of people taking part in the sports 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.

The impact will be measured as follows:

Community opinion poll to determine community support/views

A survey of sports clubs, and arts clubs to mark any increase in participation

Meetings with the Chamber of Trade to quantify an increase in business and footfall

A record kept of coaches visiting the town

**Have you contacted Charities Information Bureau for help with your application/ to seek other funding?**

Yes

Date

No

**To whom have you applied for funding for this project (*other than***

**Name of Funder**

**Amount Applied For**

**Amount Received**

<b>Wiltshire Council)?</b>  <b>Please <u>list</u> with amount applied for and whether you have been successful</b>	See page 4		
<b>Have you or do you intend to apply for a grant from another area board within this financial year?</b>  <b>If yes, please state which one(s).</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
<b>Are you in receipt or anticipating other funding from other Wiltshire Council departments for this project?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		

Given the current economic climate, companies / societies have not been asked for funding, but rather for time/support. To date we have received the following:

Salisbury Arts Festival: offered help with arts classes, and other support

The Holiday Inn: given a weekend Stonehenge experience and a meal as prizes for the balloon release

Cascade Flowers and Physique Boot Camp: given 2012 balloons and organising the balloon launch at the Amesbury Carnival

Stonehenge Ales is giving a new Amesbury 2012 ale, decided on by the community through a competition at the Amesbury Carnival

Support/advertising through the Salisbury Journal, the Avon Valley News and the Stonehenge Trader

Local traders are advertising 2012 in their shops

The Amesbury Texaco Garage is running a competition with a free parking space in the town as a prize.

4. Information relating to your last annual accounts (if applicable) N/A		
Year ending:	Month: March	Year: 2011
A - Total income:	£341041	
B - Minus total expenditure:	£208175	
Surplus/deficit for year: (A minus B)	£132866	
Free reserves currently held:	£157000	

**5. Financial information – If you can claim back V.A.T. please exclude from figures given below**

Project Costs A Please provide a <u>full</u> 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	
5 x Arts Classes & materials	£5,500	Own fundraising/reserves Currently unknown		£
Advertising	£600			£
Artwork	£1000	Parish/town council	c	£2000
Badges/medals	£600			£
Prizes	£250	Trusts/foundations		£
Stationery/postage/	£50			£
Venue Hire (throughout the year)	£200	In kind see page 4	c	£650
Launch	£300		c	£1100
	£	Other	c	£500
	£			£
	£			£
	£			£
<b>Total Project Expenditure</b>	<b>£8500</b>	<b>Total Project Income</b>		<b>£4250</b>

<b>Total project income B</b>	£4250
<b>Total project expenditure A</b>	£8500
<b>Project shortfall A – B</b>	£4250
<b>Grant sought from Wiltshire Council Area Board</b>	£4250
<b>Bank Details</b>	
<b>Please give the name of the organisations' bank account e.g. Barclays</b>	
<b>Please give the title name of the organisations' bank account e.g. current</b>	

**6. Supporting information – Please enclose all the following documentation as failure to do so may lead to a delay in your application being considered**

**Enclosed (please tick)**

- Written quotes including the one(s) you are going to use
- Latest inspected/audited accounts or annual report or Income/expenditure budget for current financial year
- 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. 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  Safeguarding Adults
  - 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:**

**Position in organisation:**

**Date:** 27/03/11

**Please return your completed application to the appropriate Area Board Locality Team (see section 3)**