



Item No.07

Performance Reward Grant Scheme

APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

Email: wiltshirelaa@wiltshire.gov.uk

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| Area Board | <i>Devizes Area Board</i> | |
| Form submitted by (contact for all queries) | <i>David Buxton, 2 Lansdowne Terrace, Devizes, SN10 1NX 01380 723099, on behalf of Devizes International Street Festival and Devizes Carnival</i> | |
| Name of initiative | | |
| Brief Description of Initiative | <p><i>To provide a professional event management resource to develop and run a wide range of events around Devizes Carnival, and to organise community workshops to encourage participation by schools and community groups.</i></p> <p><i>Events and workshops will encourage communities to take part in cultural activities, bring different age groups together and help people from all backgrounds and ages to take part in positive activities.</i></p> | |
| Please put a cross against the ambition(s) that this initiative will support | Building resilient communities | x |
| | Improving affordable housing | |
| | Lives not services | |
| | Supporting economic growth | x |
| | Safer communities | |
| | Protecting the environment | |
| | Action for Wiltshire – combating the recession | |
| Amount of funding sought | <i>£15k per year for two years</i> | |
| What will this money be spent on? (please show split between capital and revenue. For capital expenditure guidance – see Appendix 1 in the Bid Pack) | <p><i>Revenue: £12k</i></p> <p><i>Capital: £3k – equipment hire & purchase of workshop materials</i></p> | |

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| <p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p> | <p><i>Carnival has a demonstrable positive impact on the local economy. Evidence of attendance at Carnival and associated events is provided in a separate document – this will include details of evidence for average spend per attendee.</i></p> <p><i>Carnival also has a strong role in the ambition to build resilient communities, through generating pride in both the town itself, and in the schools and local community groups that take part. Workshops provide assistance to groups for creating high quality entries in the parade – groups that take part in a basic workshop one year can progress to higher level workshops in following years, so that volunteers can acquire enough skills to eventually be self sustaining in terms of carnival entries, and the skills learned are transferrable to other activities. Access to the workshops is free, and they can be provided across all age ranges and ability levels.</i></p> |
| <p>What makes this initiative a local priority (eg evidence from research and local support)</p> | <p><i>This initiative will protect a unique local event that is the envy of other towns across the county. The committee have worked hard to promote the town as a provider of quality community art events</i></p> |
| <p>How will you know you have been successful?</p> | <p><i>Public feedback forms will be available on event programme and website. Through national and regional media coverage. Also measurable through the amount of additional money levered in from Arts Council, and finally through being able to provide assistance to other carnivals and events across the county.</i></p> |
| <ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) | <p><i>Measurement of attendance at both carnival and fringe events. Customer feedback questionnaires. Number of programmes sold.</i></p> |
| <ul style="list-style-type: none"> • What is your improvement target (s), and when do you expect to achieve this/these? | <p><i>Annual increase in schools taking up basic workshops, or moving up to higher level workshops. Increase in other community groups taking up workshops.</i></p> |
| <ul style="list-style-type: none"> • How will you ensure that the improvement continues after the end of the initiative? | <p><i>Very difficult to provide an answer that isn't speculative. Experience shows that without a professional co-ordinator the quality of events and engagement will suffer. The initiative would certainly leave a higher number of volunteers with the skills to run projects to provide carnival entries.</i></p> |
| <p>Who will benefit from this initiative?</p> | <p><i>Local businesses will benefit from a vibrant, well attended carnival fortnight. As workshops are free they are accessible by all sections of the community, and will assist people in disadvantaged areas to have pride in their communities.</i></p> |

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| Confirm no unfunded commitments from this initiative | Please delete the statement that does not apply: 1. I confirm that there will be no unfunded financial commitments arising from this initiative |
| What are the key risks to success and how will these be managed? | <i>Separate document to be provided.</i> |
| Who will manage the initiative | <i>Dave Buxton, Artistic Director, Devizes International Street Festival & Devizes Carnival, 2 Lansdowne Terrace, Devizes, SN10 1NX</i> |

Signed:

Chairman of Area Board

Dated: