

Ref number:



# Performance Reward Grant Scheme

## APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

Email: [wiltshirelaa@wiltshire.gov.uk](mailto:wiltshirelaa@wiltshire.gov.uk)

Area Board	Malmesbury	
Form submitted by (contact for all queries)	Phil Rice, Deputy Town Clerk, Malmesbury Town Council, Town Hall Cross Hayes, Malmesbury, Wiltshire SN16 9BZ. 01666 822143' phil.rice@malmesbury.gov.uk.	
Name of initiative	<b>St Aldhelm's Mead, Malmesbury Play Area enhancement scheme.</b>	
Brief Description of Initiative	To create a groundbreaking multi-use games area in the town's gateway leisure area for older age groups. Recent improvements to other town leisure facilities have been strategically focussed on the younger ages. Local feedback, including a recent survey of 13 to 25 year olds, has supported the requirement for a facility aimed at older children, teenagers and adults.	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	X
	Improving affordable housing	
	Lives not services	X
	Supporting economic growth	X
	Safer communities	X
	Protecting the environment	X
	Action for Wiltshire – combating the recession	X
Amount of funding sought	£73,636 to cover the costs of total overall improvement in the area with a total project costing of £108,636.	
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>The total project includes refurbishment and restoration of the entire facility. Malmesbury Town Council has £35k of the total budget and is seeking funding for the specialist equipment and additional associated groundwork.</p> <p>The purchase and fitting of the following:</p> <ol style="list-style-type: none"> <li>1. AE Classic 5000 AB (14.67m x 29.35m – area 431 sq m) fenced off play area. <span style="float: right;">Cost £40,419.00</span></li> <li>2. Synthetic grass <span style="float: right;">Cost £15,086.00</span></li> <li>3. Tarmac and groundworks with tarmac base to be raised and sloped at edges to raise above potential floods <span style="float: right;">Cost £15,991.00</span></li> </ol>	

	<p>4. Welfare facilities <span style="float: right;">Cost £2,140.00</span>  Prices above do not include VAT.  All capital. Ongoing maintenance and any repairs will be budgeted by this council.</p>
<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p>There has been a co-ordinated strategy between Wiltshire Council (with former NWDC) and ourselves to improve local play facilities. The smaller facilities, linked to local area development, have mostly been completed and targeted at the needs of children aged 12 and below.</p> <p>The next step in the strategic approach was to evaluate better services for the 12-15, 15-18 and adult users. The requirements of this age range for outdoor facilities is understandably different from to those of younger users.</p> <p>Following public consultation including a survey of nearly 600 teenagers and young adults, the plan is to aim the design of the facility to include football, hockey, tennis, basketball and to cater for the for specialist interests such as handball; a rapidly growing sport throughout Europe.</p> <p>Malmesbury scored well in the strategic health review and the facility is aimed at maintaining the active health of our at risk community through sport.</p> <p>Feedback from residents and the local police indicate that this facility is also likely to reduce noise and anti-social behaviour in this and other town areas by supplying an outlet for structured physical activity.</p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<ul style="list-style-type: none"> <li>• Results of the recent survey show that young people are looking for facilities that support their interests, particularly those involving physical activities.</li> <li>• Feedback from the schools, particularly Malmesbury School, suggests that this type of equipment is badly needed and is not available elsewhere in the town.</li> <li>• This facility will be available additionally to young people and adults throughout the Malmesbury Area Board catchment area which adds significantly to the numbers who will use it.</li> </ul> <p>Looking at the Community Plan we would highlight the following aspects being linked to this project.</p> <ul style="list-style-type: none"> <li>• <b>Things We Value:</b> Page 8. Community is very important to people in the Malmesbury area. Local sporting and games facilities encourage better community integration</li> <li>• <b>Culture Sports and Young People</b> Page 18 and Page</li> </ul>

	<p>22: "" "More activities for teenagers"</p> <ul style="list-style-type: none"> <li>• <b>Education and Life Long Learning:</b> Page 12 This project helps build lifelong sporting skills</li> </ul>
How will you know you have been successful?	We will actively monitor the facility's use as we already do. Our staff will be on site on a daily basis and we will initiate a monitoring form to show levels of usage.
<ul style="list-style-type: none"> <li>• How will you measure the impact? (may have more than one measure)</li> </ul>	<p>We will instigate a steering group consisting of representatives of the town council, local schools, residents and other interested parties and will invite Wiltshire Council and local police to become involved. This will include members from Malmesbury Youth Football Club and the local adult and children's basketball sides.</p> <p>The steering committee will report to Malmesbury Town Council's Leisure &amp; Youth committee.</p>
<ul style="list-style-type: none"> <li>• What is your improvement target (s), and when do you expect to achieve this/these?</li> </ul>	<p>We will monitor anti-social behaviour in Malmesbury in co-ordination with the local police and so far our records indicate a reduction of 12.7%. The result is expected to be higher initially.</p> <p>We are aiming to see a local uptake of a wide range of sports and we will log this in our monitoring system</p> <p>Long term maintenance of our existing health trend.</p>
<ul style="list-style-type: none"> <li>• How will you ensure that the improvement continues after the end of the initiative?</li> </ul>	By working with the schools, youth groups and sports clubs to ensure the facility is well used.
Who will benefit from this initiative?	Children and adults of all ages – from 12 to 80.
Confirm no unfunded commitments from this initiative	I confirm that there will be no unfunded financial commitments arising from this initiative.
Who will manage the initiative	Jeff Penfold, Town Clerk, Malmesbury Town Council, 01666 822143; jeff.penfold@malmesbury.gov.uk

Signed:

Chairman of Area Board

Dated: