

Report to	Bradford on Avon Area Board
Date of Meeting	18 July 2012
Title of Report	Community Area Grants

Purpose of Report

To ask Councillors to consider three applications seeking Community Area Grant funding:

i) Made in Bradford on Avon requesting £ 5,000 towards the Made in Bradford on Avon retail shop and social enterprise

Officers recommend that £ 5, 000 is awarded to Made in Bradford on Avon towards the retail shop and social enterprise.

ii) Bradford BarnStorm requesting £ 5, 000 towards Noyes Fludde event in July 2013

Officers recommend that £ 5, 000 is awarded towards the Noyes Fludde event in July 2013.

iii)Councillor-led grant from Councillor Brown requesting £ 10, 250 for new Town Bridge Advance Weight Limit Signs

Officers recommend that £11, 748 is awarded for new Town Bridge Advance Weight Limit Signage

1. Background

- 1.1 Area Boards have authority to approve Community Area Grants under powers delegated to them by the Deputy Leader and Cabinet member for Community Services (27 February 2010). Under the Scheme of Delegation Area Boards must adhere to the Area Board Grants Guidance for funding.
- 1.2 In accordance with the Scheme of Delegation, any decision of an Area Board that is contrary to the funding criteria and/or the officer's recommendation would need to demonstrate that the application in question has a wider community benefit, and give specific reasons as to why this should justify an exception to the criteria.
- 1.3 In accordance with the Area Board Grants Guidance, officers are required to provide recommendations in their report, however the decision to support applications and to what level is made by Wiltshire Councillors on this Area Board.
- 1.4 Bradford on Avon Area Board has been allocated a budget in 2012/2013 of £47,110 for community grants, community partnership core funding and councillor led initiatives.
- 1.5 It has been decided that paper copies of funding applications will no longer appear as part of the agenda in an attempt to reduce the volume of paper used. However, the application forms will be available on the Wiltshire Council website and hard copies will be available upon request.
- 1.6 The 2011/2012 funding criteria and application forms are available on the Council's website (www.wiltshire.gov.uk/areaboards) and paper versions are available from the Community Area Manager.

Background documents used in the preparation of this Report	<ul style="list-style-type: none">• Community Area Grant Application Pack 2011/12• Bradford on Avon Community Area Plan• Wiltshire Local Area Agreement
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2 Main Considerations

- 2.1 Councillors will need to be satisfied that grants awarded in the 2012/13 year are made to projects that can realistically proceed within a year of the award being made.
- 2.2 There will be 6 rounds of funding during 2012/13, this being the second.

3 Environmental & Community Implications

- 3.1 Community Area Grants will contribute to the continuance and/or improvement of cultural, social and community activity and wellbeing 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 Bradford on Avon Area Board.

4.2 If grants are awarded in line with recommendations, Bradford on Avon Area Board will have a balance of approximately £ 16,500 remaining in the grants budget for the 2012/13 financial year.

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 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 Recommendations”.

8 Officer Recommendations

Ref	Applicant	Project proposal	Funding requested
8.1	Made in Bradford on Avon	Fit out retail shop unit and establish social enterprise	£ 5, 000

8.1.1 This application meets the community area grant criteria for 2011/12.

8.1.2 The application demonstrates a link to the Bradford on Avon Community Plan and Wiltshire Local Area Agreement through its support for the local economy and the tourism potential of the area. The product will help to market the town for investment and will contribute to community life and to social networks.

8.1.3 Made in Bradford on Avon retail shop and social enterprise offers a platform for local artists, jewellery makers, ceramics, wood crafters and food producers to sell their products. Through sharing costs, ideas and expertise it allows all participants to move forward with individual projects and offers 'Made in Bradford on Avon' branded merchandise to market and promote the town to a wider audience. The shop unit will contribute to increased visitor flows in Lamb Yard and the development of a hub of community activity.

8.1.4 Positive feedback was received from local events on 3rd March 2012 at St Margaret's Hall and 1st May Jubilee celebrations in Salisbury where there was excellent participation from local artisans and producers and extremely positive comments from the general public. Discussions with a Business Adviser have confirmed the suitability of the plan to set up a social enterprise and to invite membership subscriptions from local artisans.

8.1.5 The applicant has put together a funding package which includes income from sales commissions, grants, donations, in-kind support from Linden Homes and from volunteers. The shop unit is a make-shift space at the moment without proper lighting and other essentials; this grant will help to fit it out to a professional standard.

8.1.6 An officer from the Council's Economic Development team has visited the applicants and has commented: I think the Made in Bradford model is a real success, and it is phenomenal what has been achieved with the shop in such a short space of time. It is interesting to explore how far this is down to an idea or model that might be applied elsewhere or whether the success is a lot to do with the individuals involved, and perhaps other features specific to Bradford on Avon. Something that everyone echoed was the importance of these being community led initiatives. The fact that the applicant knows much of the art and artisan community personally, and perhaps more importantly is known by them, is an important component of why the shop is a success. The model of the shop is dependent on people donating their produce, shop fit items and their time - willingness to do this can depend heavily on personal relationships, as well as a personal identification with the importance/ righteousness of the project. The fact that the brand is very clear is another great asset. It is clear already that there is a coherence in what sort of things are being sold and how they are being presented. Everything is of a very high quality, while being craft produce. It also has a clear ethical alignment, as with the recycling of school uniforms. The branding of the bags and baby grows with the logo, is inspired, and is a strong marketing tool which will encourage loyalty among existing customers as well as acting as advertising. In general the impression I got was commitment to the success of the project - not worrying about things like electricity or having everything in place at the beginning. In general the attitude of focusing on the possibilities, rather than obstacles and difficulties, is very admirable. I hope that I will be able to create opportunities where you can pass this on to other towns. It was interesting to me that because BoACAN took responsibility for securing the site, it was possible for the applicant to focus on the running of the shop without having to think about the logistical and legal difficulties of securing a space. Indeed without having the space presented to her, the applicant would probably not have pursued the project. I think this is a role which Wiltshire Council could explore adopting, either by acting as a responsible authority so that individuals have some backing in securing space, through creating some sort of checklist or framework for those interested in securing space, educating agents and landlords, or indeed by securing space to gift to these sort of initiatives. I think there is the potential for this sort of venue

happening in other towns in Wiltshire. Much of what Wiltshire Council is keen to do for potential business, giving advice on marketing, branding and business models, are already happening instinctively in Made in Bradford on Avon and this speaks to the power of these sort of initiatives. Not all communities are lucky enough to have such self motivated individuals living there, though I think there are local producers everywhere who would benefit from similar business opportunities.

Officers recommend that £ 5, 000 is awarded to Made in Bradford on Avon to fit out the retail shop unit and establish the social enterprise.

Ref	Applicant	Project proposal	Funding requested
8.2	Bradford BarnStorm	Noyes Fludde	£ 5, 000

8.2.1 This application meets the community area grant criteria for 2011/12.

8.2.2 The application demonstrates a link to the Bradford on Avon Community Plan and Wiltshire Local Area Agreement through its support for local arts and leisure activities, through its development of educational links with schools and for its support to the community use of the Tithe Barn.

8.2.3 The project, to mark the Centenary of Benjamin Britten, will take place in July 2013 and will be a large scale, community musical event in the historic C14 Tithe Barn involving 400 local school children, members of the West Wiltshire Youth orchestra, a large community choir, all led by professionals, aimed at a local audience of 1,500. This will be a collaboration between Iford Arts, Wiltshire Music Centre, the St Laurence school cluster, Wiltshire County Music Service, Salisbury Playhouse, the Bradford on Avon Festival with support expected from the Town Council. The organisers have first-hand experience of the popularity of the Barn in use for community musical events. The immediate effect of the project will be its impact on 400 children and their attitudes to music making. Most of these children will be in immediate pre- and post-transition stages in the school system and will benefit socially from the integrated activity. The longer term effect will be to encourage a greater degree of integration of the Tithe Barn into the cultural and social life of the community. The legacy of the project will be three-fold. We will negotiate with English Heritage permission to install certain physical elements which might be left in place, or stored nearby , to facilitate future use of the Barn for a variety of cultural and social purposes. These elements might include a removable safe covering for the hazardous threshing floor; lighting bars to avoid having to install lighting towers for every use. This landmark large scale production will be a high calibre performance combining the amateur community with high quality professionalism from outside. The immediate objective is to inspire the regenerated town Arts Festival 2013 for which Noye's Fludde will be the culminating event.

8.2.4 The Councils' Arts Development Officer comments: The project is aimed at

involving large numbers of the community and there are a number of different partners to help them deliver this vision. There will be opportunities for the community to take part in a number of different ways, through schools, choirs etc. It is an opportunity to celebrate, bring the community together, and demonstrate how the Tithe Barn can be used by the local community for events – a real asset to the community. A great effort has been made to identify all the costs in developing such a large scale project. In general terms, I think they are realistic and identifies areas of in kind support. I suggest you discuss the budget with them in detail to clarify some of the detail (e.g. the stage manager role seems to suggest that there it should cost £130, but it does not appear in the final expenditure list). Ticket prices seem to be acceptable, although I am not sure whether the £8.20 is the actual cost for each ticket or an average cost of ticket for full and concessionary prices (the latter are not specifically mentioned in the application). There is some way to go to fundraise for the project, but as the event takes place next July, it does give some time to do this. Increased participation in arts activity would be seen as a high priority for the arts service. The individuals leading this project are enthusiastic and committed to delivering arts work in the community and I have no reason to suggest that they would not be in a position to deliver this project. The event is not until July 2013 and it is good to see that the group has been actively engaging with partners and planning already. It is good to see that the group is working in partnership with others such as the Wiltshire Music centre, County Music Service, Salisbury Playhouse. I understand that there have been positive discussions with English Heritage about future use of the Tithe Barn for future events and with the production support from Salisbury Playhouse, it predicts to be a high quality event and experience for all those involved. It is good that the project will link to the Bradford on Avon's 2013 Arts Festival and that it appears that some of the expenditure will be used for equipment that can be used by the community for future events.

Officers recommend that £ 5, 000 is awarded to Bradford Barnstorm for the Noyes Fludde event in July 2013.

Ref	Applicant	Project proposal	Funding £ requested
8.3	Councillor Brown	Town Bridge Advance Weight Limit Signage	£ 10, 250

8.3.1 This is a Councillor-led grant application. The project has been referred from the Community Area Transport Group for funding.

8.3.2 The new, clearer, signage will help address the continuing problem of intrusion in the historic core zone of Bradford on Avon by overweight HGVs in contravention of the 18

tonne weight limit on Town Bridge. More than 1000 overweight lorries have been recorded by Lorry Watch volunteers in the last 6 months alone. Local fears are heightened by the threatened Lorry Ban at Cleveland Bridge in Bath which could aggravate the current problem further. HGV reduction will also support efforts to ameliorate the air quality problem in the centre of the town. It is also hoped that the signs will deter HGVs from seeking shortcuts through villages in other parts of the community area.

Officers recommend that £11, 748 is awarded for Town Bridge Advance Weight Limit Signs

Appendices:	Grant applications from: Made in Bradford on Avon Bradford BarnStorm Councillor Rosemary Brown Officer Comments from Arts Development Officer Officer Comments from Economic Development Officer
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No unpublished documents have been relied upon in the preparation of this report.

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