



Reference no

Log no

For office use

Community Area Grant Application Form 2010/2011

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

We strongly advise that you contact your Community Area Manager before completing your application.

1 - Your organisation or group

Name of organisation	Devizes Carnival Committee		
Contact name			
Contact address			
Contact number		e-mail	
Organisation type	Not for profit organisation <input checked="" type="checkbox"/> Parish/town council <input type="checkbox"/> Other, please specify		

2 - Your project

In which community area does your project take place? (Please give name – see section 3 of the grants pack)	Devizes
Does your town/parish council know about your project?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
What is your project? Important: This section is limited to 300 characters only (inclusive of spaces).	Devizes Carnival and its associated Street Festival are high profile events attracting large numbers of people into town. To ensure maximum economic benefit from them it is essential they be promoted to a wider audience. This project enables a professional marketing campaign to effect this.
Where will your project take place?	Devizes town and around
When will your project take place?	22 nd August to 4 th September 2010
How many people will benefit from your project?	c. 10,000+
How does your project demonstrate a direct link to the community plan for your area? Please provide a reference/page no.	1. Improves promotion of area's attractions to tourists and locals; 2. brings communities together; 3.drives economic development Opp'tunit's, Cult' and Leis', Economy

What is the link between your project and other local priorities? e.g. Priorities set by your area board and parish plans.

Carnivals and festivals are an important way of bringing people together in an inclusive and happy way. Our events provide opportunities for participation and bring unrestricted access to the arts for new audiences. Promoting them more widely will allow more to benefit from them.

How did you discover there was a need for your project and how will your project benefit your local community?

Important: Please do not type in paragraphs – This section is limited to 1200 characters only (inclusive of spaces)

Although the Carnival and Street Festival are big and well attended events we draw mostly from the local area for our audiences. The street festival now rivals festivals in the big cities, in terms of its size and the quality of the international programme it presents. We should not be keeping it to ourselves! There are major benefits for all if we can bring these events to the attention of a wider audience: one, it will in future enable us to approach, more successfully, commercial sponsors from outside the Devizes area, helping to support the high costs of staging them and, two, by bringing more people into town there are obvious economic development benefits for the town. Promoting the town in this way puts Devizes on the map: long term gains will be enjoyed from the resulting prestige and increased tourist visits can be expected all year round. Within the town there are many community benefits of having big successful, crowd drawing events going on. We receive much grateful comment after the events from Devizes people, eg 'we feel proud that our town can put on such wonderful things!'

Any other information about your project.

The marketing campaign will include: a glossy programme brochure, extensive poster distribution within and around Wilts, flyers distribution throughout Wilts and Oxforbs by Ocelot music magazine, also extensively in Bristol, Bath and Swindon. New Carnival/Festival website and Facebook page. Press releases to national and regional newspapers. Listings in national and local newspapers and on many festival websites. Colourful local roadside signs and promotional banners.

3 - Management

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

Of these, how many are:

Over 50 years	Male	<input type="text" value="5"/>	Female	<input type="text" value="1"/>
25 – 50 years	Male	<input type="text" value="5"/>	Female	3 <input type="text"/>
Under 25 years	Male	<input type="text" value="0"/>	Female	<input type="text" value="0"/>
Disabled People	Male	<input type="text" value="0"/>	Female	0 <input type="text"/>
Black and Minority Ethnic people	Male	<input type="text" value="0"/>	Female	0 <input type="text"/>

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

We intend to continue to market and promote the Carnival and Street Festival in future years and will seek alternative funding for it.

If you were not awarded the full amount requested, what would be the impact on your project?

There would have to be a reduction in the level of marketing for the events with subsequent loss of benefit to the town.

How will you know whether your project has made a difference in the community?

We will monitor attendance at events and use questionnaires to assess where audiences have come from, assess levels of satisfaction with festival and carnival programmes and estimate visitor spend. We will also monitor press and media coverage and compare this with previous years.

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

Yes

No

To who have you applied for funding for this project (other than Wiltshire Council)?

Devizes Town Council

Have you been successful?

Yes

No

Have you or do you intend to apply for a grant from another area board within this financial year?

Yes

No

If yes, please state which ones.

Are you in receipt or anticipating other funding from Wiltshire Council for this project?

Yes

No

4 - Information relating to your last annual accounts (if applicable)

Year ending: 2009

Month: Oct

Year: 2009

A - Total income:

£94,566

B - Minus total expenditure:

£89,234

Surplus/deficit for year: (A minus B)

£5,332

Free reserves held:

£0.00

5 - Financial information

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	
Design:posters, brochure, flyers	£1,300	Own fundraising/reserves		£
Print: above	£2,450		C	£1,700
Road entry signs	£650	Parish/town council		£
Flyer distribution, adverts	£1,000	Devizes TC	C	£1,000
	£	Trusts/foundations		£
	£			£
	£	In kind		£
	£			£
	£	Other		£
	£			£
	£			£
	£			£
	£			£
Total Project Expenditure	£5,400	Total Project Income		£2,700

Total project income B £2,700

Total project expenditure A £5,400

Project shortfall A – B £2,700

Award sought from Wiltshire Council Area Board £2,700

Bank Details

Please give the name of the organisations' bank account e.g. Barclays

Please give the title name of the organisations' bank account e.g. current

6 – Supporting information – Please enclose the following documentation

Enclosed (please tick)

- Written quotes including the one you are going to use
- Latest inspected/audited accounts or annual report
- Income and expenditure budget for current financial year
- Project budget (if applicable)
- 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 - Equalities and Inclusion – Wiltshire Council is committed to ensuring that its work through the Area Boards benefits all sections of our community and promotes equality and inclusion. To assist us in assessing how your application aims to meet our commitment to equality and inclusion, please provide a brief answer to the following:

a) How does your project work to either (a) promote equality and access to services/facilities, and/or (b) reduce disadvantage?

Almost all carnival and street festival activities are provided free. This fact and by advertising events extensively we ensure wide access for all.

b) How does your project work to promote inclusion, participation and good community relations?

There are many open access opportunities provided by Carnival for people to participate in the arts and community activities through workshops in costume making, dance and music and the parade itself. They are well supported and popular.

c) Is your project targeted at a specific group? If yes, please tick any of the following which apply

- Under 25's Over 50's
- Mostly or all men/boys Mostly or all women/girls
- Specific minority ethnic groups (please state which groups)
- Specific faith groups (please state which groups)
- People/families on low income
- Other disadvantaged groups (please state which groups)

8 - 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 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:

Date: 26/04/2010

Position in organisation:

Please return your completed application to the appropriate Area Board Locality Team