



Community Area Grant Application Form 2012/2013

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

To fund projects up to £1,000 without the need for matched funding
To fund up to 50% of projects costs of projects over £1,000
Maximum Grant £5,000

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

Name of organisation	Smart Zone		
Contact name			
Contact address			
Contact number		e-mail	
Organisation type	Not for profit organisation <input type="checkbox"/> Parish/town council <input type="checkbox"/> Other, please specify Limited Company (no profit)		

2. Your project

Project Title/Name	To increase our visibility within Cricklade		
What is your project about and what does it aim to achieve? <i>Important: This section is limited to 600 characters only (inclusive of spaces).</i>	Smart Zone has been in business for 11 years and we employ 9 part time staff, providing childcare to children from the age of 3 to 13. We run a breakfast club, after school club and holiday club from 7:45 am until 6 pm. Our OFSTED inspections have always received "Good with Outstanding Qualities". Despite running a service that we are very proud of, we must improve our marketing. We have a peeling sign on the building which needs replacing. We would also like a new sign close to the road, a 'plastic' banner for marketing at local events and a small sign at both primary schools .		
In which community area does your project take place? (Please give name – see section 3)	Royal Wooton Bassett and Cricklade		
I/we have discussed our project with the town/parish council?	Yes <input type="checkbox"/>	Date	No <input checked="" type="checkbox"/>
I/we have discussed our project with our Wiltshire councillor?	Yes <input type="checkbox"/>	Date	No <input checked="" type="checkbox"/>

Where will your project take place?	Smart Zone Building, St Sampsons Junior School site, Bath Road, Cricklade, SN6 6AT
When will your project take place?	As soon as possible, this Summer
How did you discover there was a need for your project (please provide evidence) and how will your project benefit your local community? <i>Important: Please do not type/write in paragraphs – This section is limited to 800 characters only (inclusive of spaces)</i>	At a recent festival in Cricklade where we had a stand for the first time, local residents asked where we were based. They were shocked to know that we had been on the school site for 11 years and they had no knowledge of us. Several parents and grandparents said that they would have used our services if they had known of us! We have relied upon word of mouth and recommendations, but clearly we have been missing a potential market! Our aim is to increase our visibility within Cricklade by placing signs at strategic points. Parents will see a quality childcare facility on their doorstep, and a potential opportunity to return to work. This in turn would increase local household income and spending, increase recruitment in the wider area and recruitment potential in Smart Zone.
How many people will benefit from your project?	Parents in the local areas.
How does your project demonstrate a direct link to the local community plan for your area (see www.wiltshire.gov.uk/areaboards) or priorities of your area board? Please provide a reference/page no.	
Any other information about your project. (Limited to a 1000 characters) Jo and I were advised to set up 11 years ago as a limited company as many 'committee' led childcare businesses were failing. This has been double edged - we are able to make decisions quickly, yet there are only two of us to cover all aspects of the business. We aren't able to fund raise or apply to charities; when funds are low, we just cover staffing costs etc and don't pay ourselves. We have struggled over the last few years, but are determined to keep going as our customers depend upon us and our loyal staff depend upon their wages. Marketing hasn't been our strong point, but we do need to improve our profile. Improving our signage is the first part of our new marketing strategy. We felt if we are to direct custom towards Smart Zone, they needed to recognise us as separate from the school buildings. We are also setting up meetings with all of our local schools. We need to develop a good web site but don't have the skills or the funds to do this as yet.	
To be completed ONLY where town/parish councils are making an application	
Is your project one which parish/town councils have powers to raise local taxes to fund?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Could your project be funded from your reserves?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Is your project urgent (having to be completed in this financial year? If you answer YES please provide evidence elsewhere on the application form)	Yes <input type="checkbox"/> No <input type="checkbox"/>

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

If your project will continue after the Wiltshire Council funding runs out, how will you continue to fund it?
The signage which we are hoping to commission from a local sign company comes with a 10 year guarantee. We are hopeful that our profits will be sufficient to cover any replacement signs in 10 years time.

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

Our 'registration' document includes a reference to where parents heard about Smart Zone. This data will be very easy to collate to give a clear picture as to whether any future children in our care are a direct or indirect result of our increased visibility.

Has Charities Information Bureau (CIB) helped you with this application/to seek funding for this project?

Yes

Date contacted CIB

No

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

Name of Funder

Amount Applied For

Amount Received

Please list with amount applied for and whether you have been successful

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 one(s).

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

Yes

No

4. Information relating to your last annual accounts (if applicable)				
Year ending: 2011		Month: August	Year: 2011	
A - Total income:		£51,809.65		
B - Minus total expenditure:		£51,748.50		
Surplus/deficit for year: (A minus B)		£61.15		
Free reserves currently held (i.e. money not committed to other projects/operating costs)		£ none (negative equity)		
5. Financial information – If you can claim back V.A.T. please <u>exclude</u> VAT from the figures you provide us. If you have to pay the V.A.T then please include V.A.T. in the figures you provide us.				
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	
Wall sign - gate - Dibond	£199	Own fundraising/reserves		£
Artwork	£35			£
Fitting	£50	Parish/town council		£
Wall sign - building - Foamex	£180			£
Artwork	£35	Trusts/foundations		£
Fitting	£50			£
Direction sign - pole mounted	£43	In kind		£
Artwork	£20			£
Fitting	£48			
Mosaic sign mounting	£65	Other		£
Portable Banner	£88			£
VAT @ 20 %	£162.60			£
Total Project Expenditure	£976	Total Project Income		£0
Total project income B		£0		
Total project expenditure A		£976		
Project shortfall A – B		£976		
Grant sought from Wiltshire Council Area Board		£976		
Bank Details				
Please give the name of the organisations' bank account e.g. Barclays				
Please give the name of the organisations' bank account e.g. Chippenham Scouts				

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)

- All 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...

- This application meets all 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 a grant is received, I will provide copies of all receipts and invoices associated with the grant and provide information and photographs to demonstrate how the grant was spent.
- That any other form of licence or approval for this project has been received prior to submission of this grant 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:

Date: 10/07/2012

Position in organisation: Director

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