



Area Board Projects and Councillor Led Initiatives Application Form 2012/2013

To be completed by the Wiltshire Councillor leading on the project

Please ensure that you have read the Funding Criteria before completing this form
PLEASE COMPLETE ALL SECTIONS TO ENSURE THAT YOUR APPLICATION CAN BE
CONSIDERED

1. Contact Details

Area Board Name	South West Wiltshire		
Your Name	Led by Cllr Tony Deane		
Contact number		e-mail	tony.deane@wiltshire.gov.uk

2. The project

Project Title/Name	Unpaid intern position for sustainable rural tourism project with Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty (AONB)		
Please tell us about the project /activity you want to organise/deliver and why? <i>Important: This section is limited to 600 characters only (inclusive of spaces).</i>	The Sustainable Rural Tourism Project is a new initiative covering the Nadder Valley Area led by the AONB. It aims to work in partnership with a range of visitor related businesses and key organisations to encourage sustainable tourism to the Nadder Valley area, benefitting rural businesses and the local economy as a whole. This is a pilot project for the AONB and if successful may be rolled out to other areas. South West Wiltshire Area Board identifies the joint benefits in this project, and is looking to fund an intern in order to work in partnership with the AONB for mutual benefit.		
Where is this project taking place?	<i>Within the Nadder Valley area of South West Wiltshire, including Mere and Wilton as 'gateways'</i>		
When will the project take place?	Between Feb - Oct 2013		
What evidence is there that this project/activity needs to take place/be funded by the area board?	Community Planning Event (March 2012) identified local business and tourism support as main priority for Area Board. Funding this position will enable the Board to work in partnership with the AONB.		

How will the local community benefit?	Helping to support and promote local businesses will enable local people to continue to use local services. Local tourism related businesses will benefit from increased visitor spend in the area. Resources will be made available that showcase the area and draw on its status as being in an AONB area. Closer working between the Area Board, the AONB and the local business chambers/association will enable further benefits into the future. The position will also create a local opportunity.		
Does this project link to a current Community Issue? (if so, please give reference number as well as a brief description)	No		
Does this project link to the Community Plan or local priorities? (if so, please provide details)	Yes - supporting local tourism		
What is the desired outcome/s of this project? Contribute towards the aims of the sustainable rural tourism project run by the AONB - more information is available at http://www.ccwwdaonb.org.uk/projects/sustain_overview.htm . Provide a local opportunity for somebody to gain experience. Improve opportunities for local businesses and tourism through improved marketing of the region. This funding runs in parallel with the funding for business chambers/association and is part of the Area Boards initiative to streamline and co-ordinate the business initiatives in the rural area.			
Who will be responsible for managing this project? The AONB will assume line management responsibility for this position. The Area Board and the Community Area Manager will work closely with the AONB to ensure mutual aims are being met. Funding is to cover reasonable expenses only (position is unpaid); any unspent funding will be returned to the Area Board.			
3. Funding			
What will be the total cost of the project?	£ 4,800		
How much funding are you applying for?	£ 4,800		
If you are expecting to receive any other funding for your project, please give details	Source of Funding	Amount Applied For	Amount Received
Please give the name of the organisation and bank account name (but not the number) your grant will be paid in to. (N.B. We cannot pay money into an individual's bank account)			
4. Declaration – I confirm that...			

The information on this form is correct and that any grant received will be spent on the activities specified

Any form of licence, insurance or other approval for this project will be in place before the start of the project outlined in this application

Name: Tony Deane

Date: 24/01/2013

Position in organisation: Wiltshire Councillor

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