



Area Board Projects and Councillor Led Initiatives Application Form 2013/2014

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	Royal Wootton Bassett & Cricklade		
Your Name	Allison Bucknell		
Contact number	07976 891377	e-mail	allison.bucknell@wiltshire.gov.uk

2. The project

Project Title/Name	PROMOTING TOURISM
Please tell us about the project /activity you want to organise/deliver and why?	<p><i>A Councillor-led project by former councillors Peter Doyle and Peter Colmer saw the commencement of a project in conjunction with Cricklade Business Association, Royal Wootton Bassett Chamber of Commerce and Visit Wiltshire.</i></p> <p><i>There were various parts to this project, including the production of the Royal Wootton Bassett & Cricklade visitor leaflet, which has entries for each and every town and parish in the area, a presence on the Visit Wiltshire website and in the Visit Wiltshire brochures, and much tweeting and facebook activity intended to draw visitors' attention to the glories that we have to offer in this part of Wiltshire.</i></p> <p><i>A joint membership of Visit Wiltshire was entered into, which is due to expire, and unless it is renewed we will no longer appear in the brochures and on the website and the good work will be lost.</i></p> <p><i>A further year's membership paid for by the Area Board will allow Towns to budget for next year's precept if they wish to continue past 2014.</i></p>

Where is this project taking place?

All of the towns and parishes in Royal Wootton Bassett & Cricklade community area

When will the project take place?

What evidence is there that this project/activity needs to take place/be funded by the area board?	Cricklade TC, Royal Wootton Bassett TCI, Cricklade Business Association and RWB Chamber of Commerce have all been approached with this suggested way forward and welcome and support it		
How will the local community benefit?	Increased tourism will bring additional much needed trade to the whole of the area		
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)	NCAP Community Plan 2005-2015 Economy - Tourism		
What is the desired outcome/s of this project? Increased tourism			
Who will be responsible for managing this project? VisitWiltshire - see proposal at Appendix 1			
3. Funding			
What will be the total cost of the project?	£ 840		
How much funding are you applying for?	£ 840		
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...			
<input checked="" type="checkbox"/> The information on this form is correct and that any grant received will be spent on the activities specified <input checked="" type="checkbox"/> 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: Allison Bucknell	Date: 16/10/2013
Position in organisation: Councillor	
Please return your completed application to the appropriate Area Board Locality Team (see section 3)	