



## 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

<b>Area Board Name</b>	South West Wiltshire		
<b>Your Name</b>	Tony Deane		
<b>Contact number</b>	01722 716981	<b>e-mail</b>	tony.deane@wiltshire.gov.uk

### 2. The project

<b>Project Title/Name</b>	Chalke Valley Tourism Initiative - Cecil Beaton exhibition at Salisbury Museum		
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**Please tell us about the project /activity you want to organise/deliver and why?**

*Important: This section is limited to 1000 characters only (inclusive of spaces).*

*To support Salisbury museum by committing £5,000 towards the cost of marketing the exhibition, in return for a specific focus on promoting tourism and supporting local businesses in the Chalke Valley and the South West Wiltshire area.*

*The museum is planning a major exhibition on Cecil Beaton for the summer 2014. There will be associated events happening out in the community and the museum will be encouraging visitors to explore the incredible landscape of South West Wiltshire where Beaton lived. Costs associated will include advertising through media, printing, mailouts, sales promotion and signage.*

*In 2012/13 South West Wiltshire Area Board financially supported the sustainable rural tourism programme in the Nadder Valley, working in partnership with the Cranborne Chase & West Wiltshire Downs Area of Outstanding Beauty. The Board has previously expressed its intention to support a tourism initiative into the Chalke Valley.*

*Further details are provided in the supporting information*

**Where is this project taking place?**

*Salisbury museum, with events out in the community*

**When will the project take place?**

*The exhibition runs from 23 May to 19 September 2014*

<b>What evidence is there that this project/activity needs to take place/be funded by the area board?</b>	Salisbury museum currently receives £60k per annum from Wiltshire Council for core running costs (e.g. salaries). The Beaton exhibition has to be funded entirely externally.		
<b>How will the local community benefit?</b>	Local communities will benefit as a result of the commitments from Salisbury museum listed in the supporting information document.		
<b>Does this project link to a current Community Issue?</b> (if so, please give reference number as well as a brief description)			
<b>Does this project link to the Community Plan or local priorities?</b> (if so, please provide details)	Area Board priority to promote local tourism.		
<b>What is the desired outcome/s of this project?</b> Increase number of visitors into the Chalke Valley and surrounding area, benefitting local businesses. To meet the commitments listed by Salisbury museum in the supporting information document.			
<b>Who will be responsible for managing this project?</b> The exhibition falls under the responsibility of the museum's exhibition officer Kim Chittick and the Director Adrian Green.			
<b>3. Funding</b>			
<b>What will be the total cost of the project?</b>	£ 50,000 (marketing = approx £6,000)		
<b>How much funding are you applying for?</b>	£ 5,000		
<b>If you are expecting to receive any other funding for your project, please give details</b>	<b>Source of Funding</b>	<b>Amount Applied For</b>	<b>Amount Received</b>
<b>Please give the name of the organisation and bank account name (but not the number) your grant will be paid in to.</b> (N.B. We cannot pay money into an individual's bank account)	N/A		
<b>4. Declaration – I confirm that...</b>			

**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:** 28/11/2013

**Position in organisation:** Wiltshire Councillor

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