



## 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>	Bridget Wayman		
<b>Contact number</b>		<b>e-mail</b>	bridget.wayman@wiltshire.gov.uk

### 2. The project

<b>Project Title/Name</b>	Chalke Valley Tourism Project
<b>Please tell us about the project /activity you want to organise/deliver and why?</b>	<p><i>This proposal is to mirror the Nadder Valley Tourism Project undertaken by the CC&amp;WWDAONB (Deb Beeson) which has now been completed. The AONB had obtained funding to undertake the Nadder valley Project but has no further funding to do the same for the Chalke Valley. The Area Board expressed a desire to continue the project to include the Chalke Valley to meet the aspiration to promote tourism in the Area Board.</i></p> <p><i>Important: This section is limited to 1000 characters only (inclusive of spaces).</i></p> <p><i>Councillor Deane has sought funding to support the Cecil Beaton exhibitions at Salisbury Museum and Wilton House on the understanding that they promote the tourism trails in SWWAB, but we do not have a completed number of routes although I suspect that there are many local walking groups and residents who could provide good detail and knowledge of how and where routes could be developed. Completed routes would then be added to the AONB website. We should concentrate on routes to complement the exhibitions as a priority.</i></p>

<b>Where is this project taking place?</b>	Chalke Valley
<b>When will the project take place?</b>	2014

<b>What evidence is there that this project/activity needs to take place/be funded by the area board?</b>	The Nadder Valley project was funded by the AONB but they do not have sufficient funding for the Chalke Valley project		
<b>How will the local community benefit?</b>	The local economy would benefit from developing walking, riding and cycling routes through increased tourism to the area using local B&Bs, pubs and restaurants and shops.		
<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)	Yes, it links with SWWAB priority to help promote		
<b>What is the desired outcome/s of this project?</b> The walking, cycling and riding routes in the Chalke Valley are added to the AONB tourism website which will attract tourism for the benefit of the local economy.			
<b>Who will be responsible for managing this project?</b> Cranborne Chase & West Wiltshire Downs AONB in partnership with local groups and the SWWAB.			
<b>3. Funding</b>			
<b>What will be the total cost of the project?</b>	£ 25,000		
<b>How much funding are you applying for?</b>	£ 20,000		
<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>
	CC&WWDAONB	5,000	0
	SWWAB	20,000	
<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)			
<b>4. Declaration – I confirm that...</b>			
<input checked="" type="checkbox"/> <b>The information on this form is correct and that any grant received will be spent on the activities specified</b>  <input checked="" type="checkbox"/> <b>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</b>			

<b>Name:</b> Bridget Wayman	<b>Date:</b> 02/12/2013
<b>Position in organisation:</b> Wiltshire Councillor and member of SWWAB	
<b>Please return your completed application to the appropriate Area Board Locality Team (<a href="#">see section 3</a>)</b>	