



Performance Reward Grant Scheme

APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

Email: wiltshirelaa@wiltshire.gov.uk

Area Board	<i>Amesbury</i>	
Form submitted by (contact for all queries)	<i>Alan Bush (Grant Coordinator) 8 Stonehenge Road Amesbury Wiltshire SP4 7BA e-mail: alanbush44@btinternet.com Tel: 01980-626506</i>	
Name of initiative	<i>Wyndham Community Hall</i>	
Brief Description of Initiative	<i>Until last year the Wyndham Community Hall was a derelict British Legion Hall in the centre of Amesbury. This new initiative will refurbish the Wyndham Community Hall for use as a community centre for the town, parish and people of Amesbury and its surrounding villages. It will provide a much needed hub where people of all ages and backgrounds will join together to enjoy life, give and receive support, and work for the good of others. Twenty-two of Amesbury's established voluntary groups, which jointly promote health, welfare, companionship, charity, care and quality of life, already support the project. Our evidence states that over 2000 people will directly benefit from this facility each year. A full description of the project, which will cost £443,250.00 and be complete by August 2011, is in the attached Sustainable Business Case.</i>	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	X
	Improving affordable housing	
	Lives not services	X
	Supporting economic growth	
	Safer communities	X
	Protecting the environment	X
	Action for Wiltshire – combating the recession	
Amount of funding sought	<i>£41,737.00</i>	

<p>What will this money be spent on? (please show split between capital and revenue. For capital expenditure guidance – see Appendix 1 in the Bid Pack)</p>	<p><i>This bid relates solely to capital funding, will cover part of the total refurbishment package and specifically the following costs to restructure the interior of the building:</i></p> <table data-bbox="635 353 1412 504"> <tr> <td><i>Stripping out the interior</i></td> <td><i>- £5,639.00</i></td> </tr> <tr> <td><i>The provision of walls</i></td> <td><i>- £5,378.00</i></td> </tr> <tr> <td><i>The provision of doors and panels etc</i></td> <td><i>- £16,502.00</i></td> </tr> <tr> <td><i>The refurbishment of ceilings</i></td> <td><i>- £7,262.00</i></td> </tr> </table> <p><i>The total application amounts to £41,737.00 which includes VAT @ the newly agreed rate of 20%.</i></p> <p><i>See page 27 of the attached Business Case for full refurbishment details.</i></p>	<i>Stripping out the interior</i>	<i>- £5,639.00</i>	<i>The provision of walls</i>	<i>- £5,378.00</i>	<i>The provision of doors and panels etc</i>	<i>- £16,502.00</i>	<i>The refurbishment of ceilings</i>	<i>- £7,262.00</i>
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<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p><i>As a project team, we are focused on delivering a sustainable award winning facility that will bring positive improvements to Amesbury, its surrounding villages and the county of Wiltshire. Currently Amesbury has the Melor Hall, one small community centre within a housing development on the outskirts of the town and a medium sized hall in the centre which is suited more to functions than group events. These together are insufficient for a town that has doubled in size in 4 years. Comprehensive community surveys have confirmed the need for a facility with the capacity of Wyndham Hall (circa 150 people) in a central location. Our project will provide these greatly needed additional facilities to allow numerous and diverse welfare and community groups in Amesbury and its outlying communities to function more effectively. These include improvements for youth, elderly, promotion of health and care and charitable fund raising activities. The hall will also be able to offer additional facilities to the families of Amesbury's military servicemen and women who are currently serving in war zones abroad, such as Afghanistan.</i></p> <p><i>In addition, the hall will be used for numerous Parish activities, to stage a range of community quality of life events (eg films, bingo and amateur dramatics) and private functions such as wedding receptions.</i></p> <p><i>The initiative will bring the area's people together, promote the integration of activities and groups and involve an increased number of people working together for the overall good of the community. The rooms in the hall will allow a number of concurrent activities for example the Ablaze Youth Club in its own dedicated room, the main hall being used for a wide range of activities from keep fit classes to amateur dramatics and the meeting room being used by smaller groups such as the Carer Group and Stroke Association. In addition, the parish office (a 'joint' office for the Church of England and Methodist churches) can be used for counselling sessions etc.</i></p>								

The project will impact significantly on the ambitions and objectives within the Local Agreement for Wiltshire:

*As part of the ambition to '**Build Resilient Communities**' It will help to develop local priorities and improvements for example, the Steering Group, which combines user groups, parish and members of the wider community (including other stakeholders), will provide a forum to identify and promote local issues and the Management Committee will deliver hall activities to meet these needs. The hall will thus create stronger community bonds and help young people to develop and take part in positive activities.*

*All activities will contribute significantly to providing a '**Safer Community**' and greater social awareness and cohesion. Youth activities will be closely supervised and the hall will provide a better environment for the elderly and disadvantaged with qualified and caring support.*

*In pursuit of '**Lives not Services**' objectives, Wyndham Hall will provide facilities for the development, skills training and health of all ages and abilities. User groups intending to use the hall include:*

The Young.

The Ablaze Youth Club (for 10-20 year olds including disabled) which will have its own dedicated club area.

The Scouts

The church Sunday School

The Older Person. *Three clubs meeting some 70 times a year to provide companionship and support:*

The Oasis Club

The Sunday Lunch Club

The Tuesday Friendly Club

Charitable Groups.

RNLI

Friends of Amesbury Abbey

Inner Wheel

Health and Care.

Keep Fit

Mothers and Toddlers

Slimming

The Link

The Care Support group

	<p>Amesbury GP Alliance Practice Boards The Alzheimer's Society The Stroke Association The Wiltshire Myasthenia Gravis Association</p> <p><u>Special Interest Groups.</u> Ladies Flower Club Conservative Association The Amesbury Society The Community Players (amateur dramatics)</p> <p><i>Full details of the Wyndham Hall's role in the community, its aims and objectives and contribution to working together in Wiltshire are in the attached Business Case.</i></p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p><i>There has been wide consultation including a detailed user survey) with local agencies and voluntary groups with an interest and stake in community needs. A total of twenty two current (ie those who presently use the Melor Hall) and potential user groups have been consulted to confirm the local priority for this initiative, to ensure coherence with other local initiatives and to target those facilities most needed. All support the case for the Wyndham Hall and include:</i></p> <p><i>Amesbury Town Council Wiltshire Council Amesbury Adult and Child Support Social Services Wiltshire Area Youth Coordinator Police and Fire Services Practice managers of the 2 largest practices The head teacher of Amesbury C of E Primary School The Adult Community Learning Coordinator, Wiltshire College Military welfare agencies Age UK CAB Salisbury Community First for the Wiltshire area</i></p> <p><i>Within the constraints of the age of the building and the cost of refurbishment, every attempt is being made to protect the environment by improving the energy efficiency of the Windham Hall with benefit to Wiltshire's carbon footprint:</i></p> <p><i>New insulation to Building Regulation Standards is being installed.</i></p> <p><i>The new gas fired system (a wet underfloor heating system was investigated but is not practical) will be energy efficient and have thermostatic valves and</i></p>

	<p><i>automatic timer.</i></p> <p><i>Low energy lighting will be used.</i></p> <p><i>Additional and larger windows are being installed which will be increase daylight levels inside the hall and reduce internal lighting requirements.</i></p> <p><i>The new windows will be double glazed to reduce heat loss.</i></p> <p><i>Consultations across the board will continue and it is expected that the number of potential users will increase further as the project develops.</i></p> <p><i>A summary of the user survey is at Appendix 3 of the Business Case.</i></p>
<p>How will you know you have been successful?</p>	<p><i>This project is all about bringing sustainable benefits to people, their quality of life, companionship, confidence, care, support, health, skills, community cohesion and, in the case of the young particularly, their social awareness. Success will, therefore, be measured and monitored by the number of organisations and people using the hall, especially those with above average needs, together with the quality, diversity and range of new activities that the Wyndham Hall will progressively deliver. Customer satisfaction surveys with users and group leaders will be carried out and there will be routine monitoring and reporting by the Management Committee to the Trustees. Additionally, a web site will be developed to inform and invite comment and 'open days' will be arranged to allow members of the community to comment on success and contribute to future plans and improvements.</i></p>
<ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) 	<p><i>The impact of the Hall on the local community will be measured largely by the success indicators outlined above. Measures will include:</i></p> <p><i>The number of groups and organisations using the hall.</i></p> <p><i>The number of people attending the various activities and particularly those with the greatest need for community support.</i></p> <p><i>The number and diversity of activities conducted in the hall.</i></p> <p><i>The income stream from private/corporate functions (this will be used to cover running costs and keep cost for other users to a minimum).</i></p>

	<p><i>Input from the community at large to the hall website, 'open days' and future surveys.</i></p>
<ul style="list-style-type: none"> • What is your improvement target (s), and when do you expect to achieve this/these? 	<p><i>Our targets fall into 2 categories; initially those concerned with the refurbishment of the Wyndham Hall followed by 'people' targets once it is up and running.</i></p> <p><u>Refurbishment Targets.</u> <i>Preparation of the hall for the refurbishment programme has already commenced with existing internal fixtures and fittings being removed by a party of volunteers. Thereafter refurbishment will be completed in 3 phases:</i></p> <p><u>Phase 1 – External Work.</u> <i>This will include structural work, roof repairs, the replacement of windows and doors and decoration. It will start in October/November 2010 and be complete by the end of this year.</i></p> <p><u>Phase 2 – Internal Refurbishment.</u> <i>Main items in this phase will be the refurbishment/replacement of internal walls, ceiling, floors and doors etc, plumbing and heating and electrical work. The target for completion is April 2011. This bid is concerned with part of the cost of Phase 2.</i></p> <p><u>Phase 3 – Decoration and Fitting Out.</u> <i>This will follow on from the internal refurbishment and will include the fitting out of toilets and kitchen and decoration. It is due to be completed by August 2011.</i></p> <p><i>In pursuit of achieving these targets, progress is reported weekly to the Amesbury PCC by the Project Delivery Committee Leader. The Project Leader also attends PCC meetings where he reports issues and obtains PCC/Trustee agreement for key decisions. Once the refurbishment contract has started, there will be weekly site meetings attended by the architect, Project Coordinator (appointed by the architect), Project Leader and contractor. There will also be a monthly evaluation meeting with the same attendees at which the status of the project will be assessed.</i></p> <p><i>Full details of the refurbishment tasks are at Appendix 5 of the Business Case.</i></p> <p><u>'People' Targets.</u> <i>As already stated above, success of the Wyndham Hall project will be measured by the number of organisations and people using the hall together with the quality, diversity and range of activities it is able to offer. All existing users of the Melor Hall will transfer their activities to the Wyndham Hall and the greatly improved capacity and facilities of the latter will allow them to expand the scope and size of their</i></p>

	<p>activities. Targets will undoubtedly change and increase as the facilities offered become more widely known but our targets for the first year are:</p> <ul style="list-style-type: none"> • <u>User Groups.</u> Our target is to increase the number of user groups from the current 22 to at least 27. In addition, we anticipate most user groups increasing their memberships, not least youth and elderly. Thus we will seek a 50% increase in the youth club membership and 25% in the elderly attending functions in the hall. • <u>The Parish Community.</u> The growing parish community will benefit from more space in the Wyndham Hall and greatly improved facilities (not least catering). We therefore expect an increase in the number of both parish social events held in the hall, such as harvest festival dinners which have hitherto been held in local barns, and the people attending them. A 15% increase in numbers is, hopefully, a conservative target. • <u>The Wider Community.</u> It is anticipated that the hall will attract private and business hirings from the wider community around Amesbury. In particular, given its proximity to the church, we anticipate an increase in private hirings such as wedding receptions, christening parties and wakes etc which, in the past, have been constrained by the size and facilities of the Melor Hall. Our target is to increase attendance from the current planning assumption of 1000 per year by 25%. <p>Pursuit of these targets will be a key role of the Wyndham Hall Management Committee.</p>
<ul style="list-style-type: none"> • How will you ensure that the improvement continues after the end of the initiative? 	<p>A Wyndham Community Hall Management Committee will be formed as refurbishment progresses and will take over the running of the hall on its completion. It will be responsible for the day to day management of the hall, monitoring and reporting on success, marketing and bookings as well as maintenance and finance. Marketing will be a major function of the committee to seek maximum utilisation of the hall and, in the process, an expansion of activities and user groups.</p>
<p>Who will benefit from this initiative?</p>	<p>Based mainly on current utilisation of the Melor Hall, numbers benefiting from this initiative will be:</p> <p><u>User Groups.</u> >500 people.</p> <p><u>The Parish Community.</u> >500 people.</p>

	<p><u>The Wider Community.</u> This is more difficult to estimate but the worst case planning assumption is 1000 people.</p> <p>This totals some 2000 many of whom will attend regularly. Hence we anticipate an attendance of some 15000 per year and this figure will undoubtedly increase as the Wyndham Hall activities expand.</p> <p>Detailed comment has already been included above on the activities which will be available in the Wyndham Hall and the groups and people who will benefit from this initiative not least the young and elderly.</p>												
Confirm no unfunded commitments from this initiative	<p>No commitments will be entered into until sufficient funds have been raised to cover them.</p> <p>The overall cost of the project (including the purchase of the Wyndham Hall) is £443,250.00. Fund raising commenced in 2006 and it is intended to meet the cost in full by the following measures:</p> <table data-bbox="635 981 1321 1198"> <tr> <td>Already raised</td> <td>- £76,000.00</td> </tr> <tr> <td>Further local fund raising</td> <td>- £10,400.00</td> </tr> <tr> <td>Donations with gift aid</td> <td>- £72,000.00</td> </tr> <tr> <td>Sale of Melor Hall site</td> <td>- £200,000.00</td> </tr> <tr> <td>Grants (this application included)</td> <td>- £90,000.00</td> </tr> <tr> <td>Total</td> <td>£448,400.00</td> </tr> </table> <p>The difference between the overall cost and measures to raise revenue is a contingency to allow for some variation in the above figures.</p> <p>Forty potential grant donors have been identified and applications are now being generated by a team of 10 volunteers. Together the total target of the applications is some £240,000.00 although an anticipated income of £90,000.00 is more realistic. A list of target donors is attached to this bid.</p> <p>Once the hall is refurbished and functioning, income generation will more than meet its running costs. A small charge will be levied on community, parish, charity and user groups to cover heating and light. Private hire charges will be higher to ensure sufficient income to sustain the hall.</p> <p>Further details of financial viability and sustainability are at Section 9 of the Business Case.</p>	Already raised	- £76,000.00	Further local fund raising	- £10,400.00	Donations with gift aid	- £72,000.00	Sale of Melor Hall site	- £200,000.00	Grants (this application included)	- £90,000.00	Total	£448,400.00
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<p>What are the key risks to success and how will these be managed?</p>	<p><i>The existing hall (Melor Hall) is becoming increasingly dilapidated and can no longer adequately meet the demands of usage placed upon it. Furthermore, the Wyndham Hall has already been purchased and hence failure to refurbish the latter and revert to the status quo is not an option. The key risk to success is insufficient funding in the required timeframe. This will lead to delay with the following consequences:</i></p> <ul style="list-style-type: none"> • <i>A gap in the social and welfare facilities available to the Amesbury community after the Melor Hall site is sold (in itself part of the funding stream) and before refurbishment of the Wyndham Hall is completed.</i> • <i>Refurbishment costs could also increase and these will have to be met by additional fund raising activity.</i> <p><i>The Trustees are monitoring very closely the funding timetable and process and will react quickly and positively to any projected shortfall. To achieve best possible value, the Melor Hall will be sold with planning permission for which an application has already been submitted and we are hoping for approval by the end of September. A chartered surveyor has been appointed to act as agent to market the hall and provide the necessary evidence required by the Charities Commission for the sale. We plan to put the Melor Hall on the market in October 2010 and complete the sale by January 2011.</i></p>
<p>Who will manage the initiative</p>	<p><i>Notwithstanding the role of the Wyndham Hall in the wider community, overall responsibility for the project rests with the Trustees of the Amesbury Parochial Church Council (PCC). They oversee policy, risk and overall direction of the Project. Running the initiative is delegated to:</i></p> <p><i><u>The Project Delivery Committee (PDC).</u></i> <i>The PDC is responsible for formulating the plan and delivering the project. It consists of 6 people leading the refurbishment, business, grants, finance, secretarial and fund raising activities. The team leader takes direction from, and reports to, the PCC.</i></p> <p><i><u>Wyndham Hall Management Committee.</u></i> <i>As explained above, this committee will be formed once refurbishment is underway and will take over the running of the hall when it is complete. It will be responsible for day to day management, monitoring and reporting on success, marketing and bookings, maintenance and finance. It will report to the PCC.</i></p>

The Project Steering Committee (PSC). *This consists of stakeholders and represents all users. It advises the PDC and, in due course, the Management Committee.*

Project Leader/Refurbishment Manager.

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Signed:

Dated:

Chairman of Area Board