

Community Area Grant Application Form

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

1 - Your Organisation or Group

Name of Organisation	We Love Marlborough		
Contact Name			
Contact Address			
Contact number		e-mail	
Organisation Type	Non profit organisation <input checked="" type="checkbox"/> Parish/Town Council <input type="checkbox"/> Other <input type="checkbox"/>		

2 – Your Project

In which Community Area does your project take place? (Please give name – see pp 2-4 of funding pack)	
In which Parish does your project take place?	Marlborough
What is your project?	We Love Christmas: entertainment for Marlborough area families, promoting, and encouraging trade with, local retailers.
Where will your project take place?	Marlborough town centre
When will your project take place?	Thursday, November 26
Does your project demonstrate a direct link to the Community Plan for the area? If YES, please provide a reference/page no.	YES <input checked="" type="checkbox"/> The Economy (p6); Culture (p20) NO <input type="checkbox"/>
Please confirm your project will be completed by 31st March 2010	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

What community benefits will your project provide and, who are the beneficiaries (e.g. numbers of people, age, gender, particular groups)

IMPORTANT: PLEASE DO NOT TYPE IN PARAGRAPHS – THIS SECTION IS LIMITED TO 1500 CHARACTERS ONLY (INCLUSIVE OF SPACES)

We Love Christmas is an evening of high-quality, some free-to-attend events in and around Marlborough town centre for the benefit of an estimated 800 to 1,200 people from across the entire community area. This project is led by We Love Marlborough, in partnership with Marlborough Chamber of Commerce, Marlborough's Retail Forum and Marlborough Christmas Lights Association. The event will bring Marlborough to life, with jugglers and stilt walkers in seasonal outfits, a family cabaret act, live music, a Santa's grotto, a town hall art market for Christmas gifts by local artists, a Christmas concert, and a children's disco. Benefit to public – a positive experience of Marlborough for a multi-generational family audience; free and low cost events means income and recession are not a barrier to involvement; meets Local Plan targets 8.4 (raise profile of arts), 8.5 (encourage new community events). Benefit to business community – an event to retain the Christmas lights audience and encourage trade, as requested by the majority of independent retailers and artists through the Chamber of Commerce's Retail Forum; encourages Christmas shopping on the night and over the festive season, and promote trade with Marlborough's independent retailers throughout the year; supports local businesses and artists during tough economic conditions; meets Local Plan targets 1.4 (networking & communications) and 1.6 (new tourism products).

Wiltshire Council will be unable to meet the ongoing costs of your project. Please describe, therefore, how you will ensure the financial sustainability of your project beyond the period of this grant (if successful)?

Once the success of the event has been established in year 1, it is our intention to seek further corporate sponsorship in years 2 and beyond. We have already secured £1000 of sponsorship in year 1, and are confident of a further £1,000 this year (included in the figures below). We expect more commercial investment and revenue from services provided as the event grows.

3 – Additional information to support and strengthen your application e.g consultation, community involvement, energy efficiency measures

Please tell us more about the organisations and groups that are involved in your project, who will benefit from the award and how will you know that it is making a difference.

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The event is organised by We Love Marlborough - a not-for-profit co-operative - in partnership with Marlborough Chamber of Commerce and Marlborough Retail Forum, and in co-operation with the Marlborough Christmas Lights Association. We Love Marlborough was set up as a co-operative in April this year and encourages membership from both individuals and organisations interested and involved in the area's arts and culture.

The project will build on the Christmas lights switch-on to create a family-orientated highlight of Marlborough's calendar, which can be enjoyed regardless of background or income.

We will use local suppliers – for instance the street entertainers and cabaret act are from the East Kennet-based Curious Company.

It will give local volunteers, young and old, another opportunity to be involved with a high-quality professionally-run community event.

We are running an art market in response to many requests from local artists following the success of the summer We Love Marlborough art markets.

The children's disco is as a result of feedback from local group, Marlborough Matters.

The success of the event will be judged on attendance of indoor events and ticket sales, shop footfall and sales, and feedback from members of the public and traders through consultation and feedback.

4 – Relationship between your project and Wiltshire Council priorities. Which of the following statements apply to the project/service your hope to provide? Please tick as many as you think apply.

The project will:	
Engage with local people to find out their priorities and work with them to deliver solutions	<input checked="" type="checkbox"/>
Increase number of local people involved in regular volunteering	<input checked="" type="checkbox"/>
Increase the number of affordable homes	<input type="checkbox"/>
Improve access to services for people with dementia	<input type="checkbox"/>
Improve access to primary care services for people with learning disabilities	<input type="checkbox"/>
Encourage people to make lifestyle changes that will have a positive impact on the health of both themselves and their family	<input type="checkbox"/>
Improve adult participation in sport	<input type="checkbox"/>
Improve young people's participation in positive activities	<input checked="" type="checkbox"/>
Improve business productivity through innovation e.g. provide business with specific information, knowledge events and other support	<input checked="" type="checkbox"/>
Increase the number of people who feel safe in their community	<input type="checkbox"/>
Improve local area through intergenerational activities such as street clean ups and community events	<input checked="" type="checkbox"/>
Reduce perceptions of antisocial behaviour	<input type="checkbox"/>
Reduce deaths through accidents	<input type="checkbox"/>
Increase uptake of energy efficiency and renewable energy measures	<input type="checkbox"/>
Increase levels of recycling and re-using household waste especially amongst those people who currently do not recycle	<input type="checkbox"/>
Increase awareness of climate change adaptation, leading to action taken by individuals, communities and businesses	<input type="checkbox"/>
Reduce carbon emissions from transport through development, sustainable transport, traffic management and new technology	<input type="checkbox"/>
Improve local biodiversity	<input type="checkbox"/>

THE FOLLOWING INFORMATION MUST BE PROVIDED, FAILURE TO DO SO WILL RESULT IN THE APPLICATION BEING REJECTED

5 – Information relating to your last annual accounts (if applicable)

Year Ending: N/A	Month:	Year:
Total Income:	£N/A	
Minus Total Expenditure:	£N/A	
Surplus/Deficit for year:	£N/A	
Reserves held:	£N/A	

6 - Financial Information

PROJECT COSTS A Please provide a <u>full</u> breakdown e.g equipment, installation etc.		PROJECT INCOME B Please list all sources of funding for this project, as provisional (P) or confirmed (C)		
			P/C	
Street performers	£1802	Street performers	P	£580
Santa's Grotto	£927	Santa's grotto	P	£600
Management other (see budget)	£841.65	Santa's Grotto sponsorship	c	£150
Concert	£1,650.5	Concert	P	£1,200
Marketing & Print	£362.85	concert sponsorship	P	£1,000
Art Market	£171.35	Art Market	P	£700
Pre-event organisation	£5,200	Management underwritten by WLM	C	£3,120
On-day management	£1,300			£
Volunteer help	£200	Volunteer help in kind	P	£200
	£			£
	£	misc sponsorship	C	£500
TOTAL PROJECT EXPENDITURE	£12455	TOTAL PROJECT INCOME		£7,550
Total Project Income B		£7,550		
Total Project Expenditure A		£12,455		
Project Shortfall A - B		£4,905		
Award sought from Wiltshire Council Area Board		£4,905		
Is your organisation able to claim VAT?		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		

7 – Management

How many people are involved in the management of your group/organisation?

People Over 50 years	Male 1	Female 1
People Under 25 years	Male 0	Female 0
Disabled People	Male 0	Female 0
Black & Minority Ethnic people	Male 0	Female 0

8 – Supporting Information – Please enclose the following documentation

Enclosed (please tick)

- ☐ Latest inspected/audited accounts or Annual Report
- ☒ Income & expenditure budget for current financial year
- ☒ Project budget (if applicable)
- ☒ Terms of Reference/Constitution/Group Rules

For new groups, only the group's terms of reference and a projected income and expenditure budget covering a period of 12 months is required.

9 – Equal Opportunities – To assist us with our equalities monitoring please indicate whether your application is specifically targeted at people within one or more of the six equality strands. You may tick yes for more than one category e.g. if your project is for ethnic minority senior citizens.

Please note that by answering NO to any of the following questions WILL NOT PREJUDICE your application.

a) Is your project targeted towards, or of particular relevance to, people of a specific age?

☒ Yes ☐ No If 'Yes' please tick... ☒ Under 25's ☒ Over 50's

b) Is your project targeted towards, or of particular relevance to, people with disabilities (physical or mental/emotional)?

☐ Yes ☒ No

c) Is your project targeted towards, or of particular relevance to, people of a specific gender?

☐ Yes ☒ No If 'Yes' please tick.... ☐ Male ☐ Female

d) Is your project targeted towards, or of particular relevance to, people of a specific sexuality?

☐ Yes ☒ No If 'Yes' please tick.... ☐ Gay ☐ Lesbian ☐ Bisexual

e) Is your project targeted towards, or of particular relevance to, people from a specific ethnic background?

☐ Yes ☒ No If 'Yes', indicate the ethnic background of the people who will benefit from your project.

White ☐ British ☐ Irish ☐ Other **Mixed** ☐ Mixed ethnic background

Asian or Asian British ☐ Indian ☐ Pakistani ☐ Bangladeshi ☐ Other Asian

Black or Black British ☐ Caribbean ☐ African ☐ Other Black

Chinese or other ethnic group ☐ Chinese ☐ Other ethnic group

f) Is your project targeted towards, or of particular relevance to, people from a specific religion or faith?
(e.g. a Muslim women's sports club, which encourages active participation, rather than promoting religious beliefs)

☐ Yes ☒ No If 'Yes' please specify

10 – Declaration (on behalf of organisation or group) – I confirm that.....

☒ Accounts and quotes where appropriate are enclosed.

☒ A copy of our constitution or terms of reference are enclosed.

☒ The information on this form is correct, that any award received will be spent on the activities specified, that I will complete a monitoring form (if requested) following completion of the project.

☒ If an award is received, I will complete and return an evaluation sheet

☒ That any other form of licence or approval for this project has been received prior to submission of this application

☒ That the necessary policies and procedures will be in place prior to the commencement of the project outlined in this application. ☒ Child Protection ☒ Public Liability Insurance

☒ Equal Opportunities ☒ Access Audit ☒ Environmental Impact

☐ Planning permission applied for (date) or granted (date)

☒ That acknowledgement will be given of Wiltshire Council support in any publicity or printed material.

☒ I give permission for press and media coverage by Wiltshire Council in relation to this project.

Name:

Position in organisation:

Date: 24/08/2009

Please return your completed application to the appropriate Area Board Locality Team (see pages 9-10)