

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	Salisbury City Centre Management		
Contact Name	Lindsey Brown		
Contact Address	22 Bedwin Street, Salisbury, Wiltshire SP1 3UT		
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)	Salisbury		
In which Parish does your project take place?	Salisbury		
What is your project?	The Salisbury Christmas Lights and Switch On Event		
Where will your project take place?	Market Place, salisbury		
When will your project take place?	Thursday 26 November 2009		
Does your project demonstrate a direct link to the Community Plan for the area?	YES <input type="checkbox"/> N/A NO <input type="checkbox"/>		
If YES, please provide a reference/page no.			
Please confirm your project will have commenced 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) Salisbury's Christmas Festival brings together all communities, endeavours to incorporate local schools and groups, and is aimed at both residents and visitors of Salisbury. It is a joyous, fun, accessible and FREE event; it can bring into the Market Place between 6,000 and 8,000 people of all ages. The additional value for the business community is first time visitors who may return to shop, and the festive environment that the lighting provides for the following late night shopping Thursdays. The event itself offers opportunity for local performer involvement, and has in the past included the St. Thomas' Church Choir, local solo artists including Emma Corden and Ticklish Allsorts. Salisbury Cathedral Choir will perform as part of this years truly Christian event that can be enjoyed by all and strengthens links between the Cathedral and city. Switch on night is a family event that the community of Salisbury look forward to where they expect the spectacular, particularly where the firework finale is concerned now from two rooftops. In addition our event supports The Local Agreement for Wiltshire priorities 'building resilient communities and 'supporting economic growth' through community pride and a means in which to compete with our competitors during the festive period.			

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)?

It is very much hoped that Salisbury City Council will continue its support of the annual event however this can not be relied upon and business sponsorship is a key element of the work Salisbury City Centre Management carry out each year. In addition, we manage the cross street banner promotion in the city, which uses the Christmas light catenary wires and therefore all revenue is collected toward the annual event.

The event does offer advertising opportunities which are also used to raise funds for the event, for example the Big Screen in the Market Place provides a revenue stream as do the publications such as Fab, Fun and Festive, which Salisbury City Centre Management produces to promote Christmas in Salisbury.

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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Our project is not about specific groups but the Salisbury community as a whole, all of whom are able to enjoy the Christmas Lights either on the night or the following evenings during the festive period. It does not discriminate in any way and can be enjoyed by all religious denominations all brought together by a Christian festival.

Our statistics proved that last year's lighting scheme and activities improved sales for retailers with 9% reporting an increase in sales above average compared to 2007.

Groups and charitable organisations can all benefit by using the lighting as a means to add to their own street entertainment or fundraising activities.

The purchase of LED lighting in 2008 has reduced the overall wattage of the lighting scheme and therefore has provided the city with energy efficiencies. Where possible local businesses and entertainers are used to reduce the overall carbon footprint of the city.

4 – Relationship between your project and Wiltshire Council priorities. Which of the following statements apply to the project/service you 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 type="checkbox"/>
Increase number of local people involved in regular volunteering	<input 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 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 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

Appendix 10

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

Year Ending:	Month: March	Year: 2008
Total Income:	£128,365	
Minus Total Expenditure:	£122,983	
Surplus/Deficit for year:	£5,382	
Reserves held:	£24,884	

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	
Erection of Lighting Scheme	£26,950	SCC Grant	C	£37,000
Call Out	£1,500	Additional SCC Funds	C	£25,000
Storage	£3,750	City Projects eg street banners	C	£1,500
Event	£18,000	City Projects eg street banners	P	£500
Fireworks	£10,000	Sale of pre 2008 lighting	P	£1,000
Sundry items eg power	£3,000	Business Contribution	P	£3,000
Marketing	£5,000			£
Insurance	£500			£
Management	£4,300			£
	£			£
	£			£
TOTAL PROJECT EXPENDITURE	£73,000	TOTAL PROJECT INCOME		£68,000
Total Project Income B		£73,000		
Total Project Expenditure A		£68,000		
Project Shortfall A - B		£5,000		
Award sought from Wiltshire Council Area Board		£5,000		
Is your organisation able to claim VAT?		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		

7 – Management

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

People Over 50 years	Male 5	Female
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. Appendix 10

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:

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