



Performance Reward Grant Scheme

APPLICATION FORM

To be returned to:

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Area Board	<i>Warminster</i>	
Form submitted by (contact for all queries)	<i>on behalf of Warminster and Villages Development Trust (WVDT)</i>	
Name of initiative	<i>Warminster Windows</i>	
Brief Description of Initiative	<p><i>Filling the windows of vacant shops with posters and/or displays with the intention of:</i></p> <ul style="list-style-type: none"> <i>a. improving the street scene</i> <i>b. through sponsorship, increase local interest and involvement in local action</i> <i>c. bring Warminster to Warminster residents and visitors</i> <i>d. encouraging new lettings through maintaining appeal of site</i> <i>e. discouraging vandalism and flyposting</i> <p><i>The aim is to encourage self-help and local funding by providing enabling facilities and examples of good practice</i></p> <p><i>The assets bought will be used often by other community groups in other settings as such Community Days when display material is at a premium. Current display material is of a very poor standard and very limited in quantity.</i></p> <p><i>Overall this will be a significant contribution to helping Warminster residents take a much more positive view of their town than hitherto.</i></p>	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	X
	Improving affordable housing	
	Lives not services	
	Supporting economic growth	X
	Safer communities	X
	Protecting the environment	X
	Action for Wiltshire – combating the recession	X

Amount of funding sought	£2,049
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><u>Posters</u></p> <p><i>Design of 3 alternative posters</i> £150</p> <p><i>Printing examples of alternatives</i> £100</p> <p><i>Sundries for hanging</i> £30</p> <p><u>Displays</u></p> <p><i>Movable background screens</i></p> <p><i>5 x 2m height x 1m width Phantom Panels</i></p> <p><i>6 x 2m length x 16mm diameter Poles</i></p> <p><i>4 x Pack of 10 16mm Clips</i> £600</p> <p><i>Movable display lighting</i></p> <p><i>5 x panel lamps</i> £200</p> <p><i>3 x 30m extension leads</i> £100</p> <p><u>Plasma Screen</u></p> <p><i>50" screen (Currys)</i> £799</p> <p><i>DVD player</i> £40</p> <p><i>Extension leads</i> £30</p> <p>TOTAL £2949</p>
Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken	<p><i>Building resilient communities through encouraging local action by example and using enabling facilities for self-help and self-funding from within the community.</i></p> <p><i>Supporting economic growth through maintaining the appeal of a site and creating involvement in the commercial area of the town.</i></p> <p><i>Safer communities through discouraging vandalism and flyposting, and 'dark corners'</i></p> <p><i>Protecting the environment by maintaining involvement in unused building therefore reducing the need, when unused for some time, of much remedial work.</i></p> <p><i>Combating the recession by supporting economic growth (see above) and building resilient communities (see also above) that are appreciate their town and become used to thinking and acting for themselves.</i></p>
What makes this initiative a local priority (eg evidence from research and local support)	<p><i>There are a growing number of shop fronts which have been empty for some time, in one case years. The expectation grows that 'nothing can/will be done' and a spiral of decline ensues. See also WVDT survey of empty shops. This initiative is intended to stop that trend.</i></p> <p><i>Warminster is developing its own Town Plan in 2009/10. The Plan is vital to growing the town's vision and ambition for itself</i></p>

	<i>into the future. This activity supports this (see first poster which formed part of the Vision and Scoping Study phase of the Plan) in a timely and widespread fashion.</i>
How will you know you have been successful?	<i>When all unlet shops have some form of poster or display as a norm (WVDT driven). When estate agents seek to have posters/displays in the shops they are marketing (economy driven). When churn in vacant shops is not more than 3 months. When town councillors are congratulated for their actions.</i>
<ul style="list-style-type: none"> How will you measure the impact? (may have more than one measure) 	<i>WVDT monthly survey of empty shops, compiled in conjunction with WVCP Economy and Tourism Theme Group. Through feed back from Town Clerk. Through feed back from Town Plan consultations.</i>
<ul style="list-style-type: none"> What is your improvement target (s), and when do you expect to achieve this/these? 	<i>First target is to get 'easy-wins' in place by end of September. Second target is to encourage all estate agents dealing with buildings in the Town to agree to seek owners' permissions for posters/displays during unlet periods. Initial contacts to have been made by end 2009.</i>
<ul style="list-style-type: none"> How will you ensure that the improvement continues after the end of the initiative? 	<i>WVDT monthly survey of empty shops, compiled in conjunction with WVCP Economy and Tourism Theme Group.</i>
Who will benefit from this initiative?	<i>All of Warminster both residential and commercial. Owners of properties with posters in windows. The Development Trust in demonstrating its utility in matters intimately affecting the town</i>
Confirm no unfunded commitments from this initiative	<i>Please delete the statement that does not apply: I confirm that there will be no unfunded financial commitments arising from this initiative,</i>
What are the key risks to success and how will these be managed?	<i>Assuming funding sought is actually granted: 1. lack of flexibility in sponsorship allowed on posters/displays. WVDT to monitor and set standards 2. lack of publicity and encouragement for initiative. WVDT to encourage Town and County politicians to be overtly supportive.</i>
Who will manage the initiative	<i>Chairman Warminster and Villages Development Trust (WVDT)</i>

Signed:

Chairman of Area Board

Dated: