

Report to	Bradford on Avon Area Board
Date of Meeting	21st January 2010
Title of Report	Community Area Grants

Purpose of Report

To ask Councillors to consider 3 applications seeking 2009/10 Community Area Grant Funding

1. Hollyhocks Kindergarten and Seedlings, £1,600 to create a garden for Hollyhocks and Seedlings children, so that they grow and learn through a productive educational context. Officers are of the opinion that this application meets 2009/10 grant criteria. It is recommended that all match funding should be in place before a grant is awarded.
2. Bradford on Avon Tourist Information Centre, £1050 to reprint and distribute the Bradford on Avon Town Guide to other tourist information centres and tour operators to attract new visitors to the Bradford on Avon Community Area. Officers are of the opinion that this application meets 2009/10 grant criteria.
3. Limpley Stoke Parish Council, £5000 to introduce measures to reduce intimidation of traffic in the village.

1. Background

- 1.1 A single and simple application process was accepted by the Implementation Executive on 13th May 2009 for use during 2009/10. Appendix 1 contains the Community Area Grants Pack, which has been developed and includes details of the grants process and criteria.
- 1.2 Area Boards have authority to approve Area Grants under powers delegated to the Area Boards by the Leader of the Council (13th May 2009). Under the terms of that delegation Area Boards must operate within the policies set by the Leader and /or the Council. The Council has adopted an Area Grants policy, with funding criteria, to which the Area Boards must adhere.
- 1.3 In accordance with the Scheme of Delegation, any recommendation of an Area Board that was contrary to the funding criteria would need the approval of the Leader, the appropriate Cabinet Member or the Cabinet.

Background documents used in the preparation of this Report	<ul style="list-style-type: none">• Community Area Grant Application Pack 2009/10• Bradford on Avon Community Area Plan
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2. Main Considerations

- 2.1. Councillors will need to be satisfied that grants awarded in the 2009/10 year are made to projects that can realistically proceed before 31st March 2010.
- 2.2. There will be 4 rounds of funding during 2009/10. The third is contained in this report the remaining will take place on
 - 17th March 2010

3. Environmental & Community Implications

Community Area Grants will contribute to the continuance and/or improvement of cultural, social and community activity and wellbeing in the community area, the extent and specifics of which will be dependent upon the individual project.

4. Financial Implications

- 4.1. Awards must fall within the Area Boards budget allocated to the Bradford on Avon Area Board.
- 4.2. In 2009/10 the Bradford on Avon Area Board has been allocated a budget of £35,333. After the deduction of 20% of this budget to core fund the Community Area Partnership and the sum already awarded to community organisations, a total of

£22,511 remains to distribute through Community Area Grants. If grants are awarded in line with officer recommendations, Bradford on Avon Area Board will have a balance of **£4,679**.

5. Legal Implications

5.1. There are no specific Legal implications related to this report.

6. HR Implications

6.1. There are no specific HR implications related to this report.

7. Equality and Inclusion Implications

7.1 Community Area Grants give all local community and voluntary groups, Town and Parish Councils an equal opportunity to receive funding towards community based projects and schemes.

7.2 Implications relating to individual grant applications are outlined within section 8 – “Officer recommendations”.

8. Officer recommendations

Ref	Applicant	Project proposal	Funding requested
8.1	Hollyhocks Kindergarten and Seedlings	To create a garden for Hollyhocks and Seedlings children, so that they grow and learn through a productive educational context.	£1,600

8.1.1 Officers are of the opinion that this application meets 2009/10 grant criteria.

8.1.2 This application links to the Bradford on Avon Community Area Plan by working towards improving the quality of the pre-school experience (Bradford on Avon Community Area Plan p 10).

8.1.3 The project relates to Wiltshire Council priorities by increasing the number of local people involved in volunteer work (parent volunteers will work with the school to create the garden) and improving young people’s participation in positive activities (Children from the nursery will be involved in the construction of the garden as well as benefit from the facility on it’s completion). The project will also work to improve local biodiversity by creating a new habitat.

8.1.4 Hollyhocks Kindergarten and Seedlings is a charity run by parents. The charity serves 50 local families providing a kindergarten for 3 to 5 year olds, a parent and

toddler group for 0 to 3 year olds and a variety of family centred festivals.

8.1.5 Hollyhocks Kindergarten operates out of Churchfields School and has been allocated a space in the school grounds. However Hollyhocks children can not access this space when the school children are outdoors. The garden project would enable the designated area to be fenced off so that children from the School and Hollyhocks can use the outside area at the same time. Volunteers from Hollyhocks have designed a suitable garden which includes fencing the area with a living willow structure and integrated play houses. The project will also encompass a new shed to store outdoor play toys, plus sandpit, raised beds for growing vegetables, compost bin, water feature and suitable herbs and flowers for young children. The garden will be an important part of the educational setting, teaching children to understand, appreciate and care for the environment, whilst being a safe place for children to play. The school will also have access to the garden on Fridays. The garden will benefit children in the village and the local environment.

8.1.6 This scheme is particularly targeted at children aged 0 – 5.

8.1.7 If the area board decides against this grant application, the group will have to seek funding from alternative sources.

Ref	Applicant	Project proposal	Funding requested
8.2	Bradford on Avon Tourist Information Centre	Free distribution of reprinted 'Town Guides' to specific locations and tour operators within the U.K. and Ireland.	£1050

8.2.2 Officers are of the opinion that this application meets 2009/10 grant criteria.

8.2.3 This application has specific links to the Bradford on Avon Community Area Plan in that it responds to the community priority for investment in tourism (Bradford on Avon Community Area Plan p5).

8.2.4 The project directly reflects Wiltshire Council priorities by working to improve business productivity. As local volunteers are an important part of the local tourist economy, growth in tourism could consequently lead to more volunteering opportunities.

8.2.5 Membership of the Bradford on Avon Tourist Association is open to any local authority, business, and organisation or individual whose interests coincide with the

objectives of the Association, which are as follows:

- To add value to its members' business activity by promoting and developing the visitor economy within the Area.
- To create and manage activities and promotional media designed to encourage increased numbers of visitors to the Area.
- To encourage and stimulate local and regional interest in tourism and in doing so highlight the commercial importance of the activity to the Area.
- To act as a forum for members to exchange ideas and information and provide mutual help.
- To provide and manage a Tourist and General Information Centre (TIC).
- To promote high service delivery standards throughout the Association.

8.2.6 Grant funding is required to print and distribute approximately 20,000 guides to tour operators across the UK and Ireland. It is hoped that by increasing the reach of the TIC's marketing efforts, that this will lead to greater visitor numbers and to increased spend in local retail, leisure and hospitality outlets. The Bradford on Avon TIC has recently been involved in a marketing project with Bath City TV which increased visitor numbers by 30%.

8.2.7 If the area board decides against this grant application, the group will have to seek funding from alternative sources. Whilst the Tourist Information Centre hold reserves of £61,000, this amount is required in case of a reduction of grant income from the Town Council as they run at £16,000 deficit before grant. The TIC also requires some of the money for future capital expenditure in case they are required to move premises. They are committed to our lease which expires in 2017 at a current rent of £10,250 per year.

Ref	Applicant	Project proposal	Funding requested
8.3	Limpley Stoke Parish Council	The construction of various schemes to reduce traffic intimidation in Limpley Stoke.	£5000

8.3.1 The Limpley Stoke Community have identified traffic intimidation as an area of considerable local concern. 300 signatures from local residents were collected as part of a '20 is plenty' campaign undertaken in June 2009 and traffic issues were by far most cited concern by local residents in the Village Questionnaire carried out in 2007.

It is recommended that members consider the parishes bid for funding and whether the strength of community feeling on this issue should enable an exception to the

usual grant criteria. The application does not meet the following grant criteria:

11. Applicants should not apply to any other Wiltshire Council funding scheme for the same project.

14. Applications from Town and Parish Councils will not normally receive more funding than that contributed by that of the Town or Parish Council, since they are able to raise funds through the precept.

It is recommended that if the application for a grant is successful, that payment is made to the Parish Council with a condition requiring repayment if the scheme is not progressed within 12 months of the date it is paid.

8.3.2 This application links to the Bradford on Avon Community Area Plan in responding to the concern of the community around danger and intimidation and hindrance for pedestrians and cyclists (Bradford on Avon Community Area Plan p17).

8.3.3 The project relates to Wiltshire Council priorities by increasing the number of people who feel safe in their community. By encouraging people to walk rather than drive within the parish, it could help to reduce carbon emissions from transport and encourage people to make lifestyle changes that will have a positive impact on the health of both themselves and their family.

8.3.4 The applicant is a Parish Council.

8.3.5 Funding would go towards the introduction of traffic schemes to reduce intimidation by traffic. The detail of what these schemes would include is still to be defined. It has been agreed that Wiltshire Council Highways Officers will provide £5,000 of funding **in kind (officer time and advice)** to help the community work towards defining an appropriate traffic solution.

8.3.6 If the area board decides against this grant application, Limpley Stoke Parish Council would have to seek funding from alternative sources.

Appendices:	Appendix 1 Community Area Grant Criteria Appendix 2 Grant application – Hollyhocks Kindergarten Application Appendix 3 Grant application – Bradford on Avon Tourist Information Centre Appendix 4 Grant application - Limpley Stoke Parish Council
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No unpublished documents have been relied upon in the preparation of this report.

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