

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	Bradford on Avon Tourist Information Centre		
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)	Bradford on Avon Community Boa		
In which Parish does your project take place?	Bradford on Avon		
What is your project?	Free distribution of reprinted "Town Guides" to specific locations and tour operators within the UK and Ireland.		
Where will your project take place?	Bradford on Avon		
When will your project take place?	2010		
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"/> Page 5 - Investment in tourism 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)			
<small>IMPORTANT: PLEASE DO NOT TYPE IN PARAGRAPHS – THIS SECTION IS LIMITED TO 1500 CHARACTERS ONLY (INCLUSIVE OF SPACES)</small>			
The project will directly benefit the local and regional community by increasing the reach of our marketing efforts, leading to greater visitor numbers and to increased spend in local retail, leisure and hospitality outlets. It will also benefit local accomodation providers with greater visitors from a wider geographical area. We have recently been involved in a project with BOA Chamber of Commerce to add a local element to Bath City TV which shows in all Bath hotels - as a result the number of tourists from Bath visting Bradford on Avon increased by 30%. This has convinced us that marketing the Town proactively in other parts of the UK and directly with tour operators who organise coach and other tours across the country will have similar success and contribute to increased economic and social prosperity. An increase in footfall and subsequent trade in the town will surely help in attracting new businesses for the new Kingsdon Mills site. Tourism is vital for Bradford on Avon and for Wiltshire as a whole and has proven economic and social benefits.			

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)?

If our Grant application is successful this will provide the funding we require to reprint and distribute our "Town Guide" to other tourist information centres, tour operators and other sources of extra visitors throughout the UK and Ireland. We are hopeful that the free provision of these guides in 2010 will create new links and generate new visitors to the area. In turn we are confident that these visitors will greatly enjoy their stay, enhancing the reputation of the area and ensuring that Bradford on Avon remains firmly "on the map" in future years. Effectively, we are looking for funding from Wiltshire Council to "pump prime" this process" leading to sustainable success from building on the contacts made. Increased website revenue will be used for ongoing project costs.

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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We have strong links with BOA Chamber of Commerce, local retailers, local hotels, restaurants, cafes, public houses, and visitor attractions. We currently produce a "Where To Eat" and "Where To Shop" guide for the Town. We also publish "Where To Stay" - a guide to accommodation within the local area. We assist the accommodation providers by acting as a booking agency, and by giving advice on the type and standard of accommodation provided to ensure that it matches the demand from visitors. We are more than a provider of information to tourists, and fulfill a central role for local businesses and the general community as a conduit for information across a wide spectrum. For example, we act as a ticket agency for local events such as the annual Arts Festival.

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 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

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

Year Ending: 31 March 2009	Month: March	Year: 2009
Total Income:	£47,584	
Minus Total Expenditure:	£44,965	
Surplus/Deficit for year:	£2,619	
Reserves held:	£61,136 Please see attached note	

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	
Printing - approx 20,000 guides	£1,500	Bradford TIC		£1,050
Distribution centre cost	£600			£
	£			£
	£			£
	£			£
	£			£
	£			£
	£			£
	£			£
	£			£
TOTAL PROJECT EXPENDITURE	£2,100	TOTAL PROJECT INCOME		£
Total Project Income B		£1,050		
Total Project Expenditure A		£2,100		
Project Shortfall A - B		£1,050		
Award sought from Wiltshire Council Area Board		£1,050		
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 4 Female 7
People Under 25 years Male Female
Disabled People Male Female
Black & Minority Ethnic people Male Female

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:

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