

Report to	Bradford on Avon Area Board
Date of Meeting	11 January 2012
Title of Report	Community Area Grants

Purpose of Report

To ask Councillors to consider three applications seeking 2011/12 Community Area Grant Funding:

i) Wiltshire Music Centre requesting £ 4, 987

The Grants Advisory Group recommends that £ 4, 987 is awarded to Wiltshire Music Centre to present 3 live family music concerts to engage young people in a wide variety of music, this to be one-off support for the coming year only.

ii) Bradford on Avon Community Area Network - Sports Festival Group- requesting £ 5, 450

The Grants Advisory Group recommends that £ 4, 000 is awarded to the Bradford on Avon Community Sports Festival and Olympic Torch Event in 2 tranches of £ 2,000 and recommends the balance of costs be raised through commercial sponsorship.

iii) Monkton Farleigh Parish Council requesting £ 850

The Grants Advisory Group recommends that £ 850 is awarded towards a Diamond Jubilee Tea Party and Barn Dance at Monkton Farleigh Manor on 4 June 2012.

If grants are awarded in line with recommendations, Bradford on Avon Area Board will have a balance of £ 1, 721.40 remaining in the grants budget for the 2011/12 financial year.

1. Background

- 1.1 Area Boards have authority to approve Community Area Grants under powers delegated to them by the Deputy Leader and Cabinet member for Community Services (27 February 2010). Under the Scheme of Delegation Area Boards must adhere to the Area Board Grants Guidance for funding.
- 1.2 In accordance with the Scheme of Delegation, any decision of an Area Board that is contrary to the funding criteria and/or the officer's recommendation would need to demonstrate that the application in question has a wider community benefit, and give specific reasons as to why this should justify an exception to the criteria.
- 1.3 In accordance with the Area Board Grants Guidance, officers are required to provide recommendations in their report, however the decision to support applications and to what level is made by Wiltshire Councillors on this Area Board.
- 1.4 Bradford on Avon Area Board has been allocated a budget in 2011/2012 of £47,110 for community grants, community partnership core funding and councillor led initiatives. The carry forward from the 2010/2011 budget is £12,142. This gives a total budget of £59,252 for the 2011/2012 financial year. It will not be possible for unspent monies at 31/03/12 to be rolled forward into the budget for the 2012/13 financial year.
- 1.5 It has been decided that paper copies of funding applications will no longer appear as part of the agenda in an attempt to reduce the volume of paper used. However, the application forms will be available on the Wiltshire Council website and hard copies will be available upon request.
- 1.6 The 2011/2012 funding criteria and application forms are available on the Council's website (www.wiltshire.gov.uk/areaboards) and paper versions are available from the Community Area Manager.

Background documents used in the preparation of this Report	<ul style="list-style-type: none">• Community Area Grant Application Pack 2011/12• Bradford on Avon Community Area Plan• Wiltshire Local Area Agreement
--	--

2 Main Considerations

- 2.1 Councillors will need to be satisfied that grants awarded in the 2011/12 year are made to projects that can realistically proceed within a year of the award being made.
- 2.2 There will be 6 rounds of funding during 2011/12, this being the fifth round.

3 Environmental & Community Implications

3.1 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 If grants are awarded in line with recommendations, Bradford on Avon Area Board will have a balance of £ 1, 721.40 remaining in the grants budget for the 2011/12 financial year.

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 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	Wiltshire Music Centre	To present 6 family music concerts to engage young people in a wide variety of music	£ 4, 987

8.1.1 This application meets the community area grant criteria for 2011/12.

8.1.2 The application demonstrates a link to the Bradford on Avon Community Plan and Wiltshire Local Area Agreement through its contribution to the promotion of arts, culture, leisure and activities for young people. It contributes to furthering the music curriculum and to out of school learning for 14-19 year olds.

8.1.3 The Grants Advisory Group commented that Wiltshire Music Centre is a large and successful organisation with an income of £ 700,000 per annum and there are some doubts as to whether support to this sort of professional organisation is a priority for the grant scheme. However, any steps to bring the WMC closer and more accessible to the community are to be welcomed in order to overcome some perceptions of elitism. The targeting of activities at under 7's, over 7s, and older children is supported. The funding request for less than 30 % of total costs represents good leverage. The grant scheme does not allow support for recurring costs so this would be a one-off grant.

8.1.4 The Wiltshire Music Centre project will give families a rich musical experience which is fun, dazzling and entertaining as well as developing participants skills and experience. It is a key way for Wiltshire Music Centre to increase its engagement with the local community alongside involvement in pre-Olympic and Cultural Olympiad events and the Arts Festival. It will give young people valuable early experiences through attending concerts and events, developing a relationship between them and the Centre, a cultural facility on their doorstep. Research shows that children engaged in music and creativity are more likely to thrive academically and socially than those denied these opportunities. The Centre has an excellent track record for involving all the local area board schools and since opening we have delivered projects in all of them. In 2012 Winsley and Holt primary schools are taking part in the Small Schools project. In addition we have at least 10 concerts for local schools each year.

8.1.5 Family concerts, promoted to all local schools through bookbag leaflets, give hundreds of young people and their families the opportunity to attend affordable concerts. To make them accessible for all, we need to offer tickets at a substantially reduced price. This means the Centre has to budget them at a loss (£10 adults, £6 children), and subsidize the tickets to sustain the scheme. Plans for family concerts include:

- Six professional informal and interactive family concerts during 2012.
 - Concerts for each age range, two for under 7s, two for age 7+ and two for older children.
- All concerts are an hour without interval. Discovery workshops for up to 90 people prior to

family concert.

8.1.6 Audience feedback will be invited through the website and formal feedback will be gathered through a survey at two concerts during 2012. The success of the scheme will ultimately be established by the audience numbers and their engagement with the musicians in the participation elements of the concerts.

The Grants Advisory Group recommends approval of the application in full, this to be one-off support for the coming year only.

Ref	Applicant	Project proposal	Funding requested
8.2	Bradford on Avon Community Area Network - Sports Festival Group	Bradford on Avon Community Sports Festival and Olympic Torch Event	£ 5, 450

8.2.1 The application meets the Community Area Grant Scheme criteria for 2011/12.

8.2.2 The application demonstrates a link to the Bradford on Avon Community Plan and to the Wiltshire Local Area Agreement through its support to culture, leisure and sport and to supporting community cohesion.

8.2.3 The Grants Advisory Group commented that celebrating the Olympics and the Torch Relay in Bradford on Avon is a once-in-a-generation opportunity, but there is concern as to some of the costs of the event, such as £ 2,250 for a reception for the torch bearers and £ 1,750 to decorate the torch route, which is considered rather profligate. Might this not be better spent on the sports events themselves? The project appears to be reliant on an unsecured grant from Sports England of over £ 5,000. What is the fall-back position if this grant is not forthcoming? The value of time in-kind at £ 3, 880 seems high; fundraising is low at only £ 200. There is no business involvement or sponsorship at present which seems a missed opportunity. The sum requested is in excess of the normal £ 5, 000 grant threshold.

8.2.4 From the 2011 Festival there have been some very positive outcomes including the development of a Sports Clubs Directory and a Bradford Sports website, which will include the directory, a sports network and a rolling calendar of events. Also we hope to include individual sporting star profiles.

8.2.5 This years project will celebrate 10 days of sporting events linked to the 2012 Olympic Games Inspire criteria of: participation, involvement, new challenges, competition, healthy lifestyle and developing an interactive community spirit. The weekend of 19/20 May will run alongside the externally organised Triathlons and 10K runs. There will be Bradford on Avon Community Area Inter-Parish Challenges. There will be a Paralympic element on Sunday 13 May in St Margaret's Hall with a variety of activities for both disabled and the general public. One element will be our own, local Torch Relay – precise details yet to be decided. Inter-Primary School Activities are being planned for Monday 21

May. Pupils from St Laurence School Sports Council and members of the Bradford on Avon Youth Club will be organising some fun events. In 2011 they organised an Old Style Sports Day and Scooterthon and both were very successful and for 2012 we are planning more involvement in the planning by these young people. The 2012 Festival will culminate on Tuesday 22 May with a once-in-a-lifetime Olympic Torch Relay through the town followed by a planned Reception for the Torch Bearers, together with other activities and entertainments during the afternoon and evening.

8.2.7 BOACAN is working alongside The Town Council in leading the organisation of the event. The surrounding Parish Councils, the Sports Clubs, the Chamber of Commerce, the TIC, the Music Centre, Arts and Craft groups, Schools and a variety of other community groups and organisations will all be invited to play a part in the overall organisation. The young local Olympic hopefuls that took part in the Torch Relay announcement and photoshoot in November will also be involved, together with other sports celebrities. We are aiming for the whole Festival and in particular the Torch Relay Event to leave a lasting legacy and inspire the next generation in our community area.

8.2.8 There is a huge potential benefit for businesses, involvement of schools, sports clubs, and a wide variety of groups to showcase themselves. There will be wall-to-wall BBC and press coverage for the Torch Relay, with local, national and International media output. Media coverage will raise the profile of the Bradford on Avon Community Area, with potential for further, longer term increases in tourism, etc. It is important for us to organise and put on a striking and memorable event. It is a real opportunity to bring the town and community properly together and to leave a lasting legacy for future generations.

8.2.9 The success of the project will be measured by the legacy of thriving sports clubs and community engagement in leisure activities in the town. We also hope to encourage fitter, healthier and more-fulfilled members of the community.

Subject to receipt of further details of the costs of the reception event and the decoration of the torch route, the Grants Advisory Group is minded to recommend a reduced sum of £ 4,000 towards this project in 2 tranches of £ 2,000 and recommends the balance of costs be raised through commercial sponsorship.

Ref	Applicant	Project proposal	Funding requested
8.3	Monkton Farleigh Parish Council	Diamond Jubilee Tea Party and Barn Dance at Monkton Farleigh Manor on 4 June 2012	£ 850

8.3.1 This application meets the community area grant criteria for 2011/12.

8.3.2 The application demonstrates a link to the Bradford on Avon Community Plan and Wiltshire Local Area Agreement through its support for social and cultural development and for community cohesion in the village.

8.3.3 The Grants Advisory Group liked the project and considered it was a good

opportunity to bring the community together. The event location at Monkton Farleigh Manor, it seems, is a good choice to unite all sides of the village. A great many fundraising events have or will take place including coffee mornings, wine tastings, whist and bridge drives, a garden party and plant and cake sales. The Parish Council is contributing to costs and the total sought from the Area Board is less than 30 % of total costs.

8.3.3 As part of the nation’s celebrations of the Queen’s Diamond Jubilee, on 4 June 2012 there will be a tea party including a fancy dress parade and children’s sports, followed by an evening barn dance. This will be free for all 400 villagers and will be held in the grounds of Monkton Farleigh Manor. Other activities are planned to create a lasting reminder for the Jubilee, such as tree planting.

8.3.4 The project will enable everyone in Monkton Farleigh to celebrate with the nation and bring together villagers of all ages and backgrounds helping reinforce the sense of belonging to a local community. Strengthening this sense of community will lead to a better quality of life and improve social networks and relationships. Other activities will improve the local environment and village facilities. Exhibitions will provide opportunities for children and adults to learn more about the history of Monkton Farleigh and the nation.

8.3.5 The success of the project will be measured by the number of people attending the village party and their response to it. Fund raising events will generate interest in the event and create further opportunities for community gatherings. It is hoped that the Jubilee celebrations will lead to the demand for further village events and encourage greater participation in all aspects of village life.

The Grants Advisory Group recommends approval of the application in full.

Appendices:	Grant applications from: Wiltshire Music Centre Bradford on Avon Community Area Network – Sports Festival Group Monkton Farleigh Parish Council
--------------------	--

No unpublished documents have been relied upon in the preparation of this report.

Report Author	Peter Dunford, Community Area Manager Tel: 01225 713060 E-mail peter.dunford@wiltshire.gov.uk
----------------------	--