



Ref number:

Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance and Risk Team

Email: karen.spence@wiltshire.gov.uk

Area Board	Warminster	
Form submitted by (contact for all queries)	Barry Mole/	
Name of initiative	Community Media training centre	
Brief Description of Initiative	To establish reliable media and communications training centre and public broadcast studios	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	X
	Improving affordable housing	
	Lives not services	X
	Supporting economic growth	X
	Safer communities	X
	Protecting the environment	X
	Action for Wiltshire – combating the recession	x
Amount of funding sought	£50,000	
What will this money be spent on? (please show split between capital and revenue) [Capital Expenditure guidance – please click here to view the guidance]	Capital only: towards construction cost of media centre estimated at £484,000	



<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<ol style="list-style-type: none"> 1. A full time community radio service on FM to the area of Warminster and surrounding region; to provide an internet service to areas not served by the FM coverage. 2. A multi - media training facility for all ages, 13- 19 group, N.E.E.T., disabled, inclusion persons, ethnic minorities, retired, returners to work and army leavers, those involved in promoting local business, environmental and agricultural issues 3. A community facility to promote lifelong learning in association with other teaching agencies 4. A recording facility for film and sound to assist emerging new talent and new professionals, to develop work which promotes local business, produce, environmental issues, collaboration between other agencies to further their own objectives. <p>Action : engage construction company to build</p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<ul style="list-style-type: none"> • A desire from the public to have the service over 14 years evidenced through phone calls, letters, donations, membership etc. • Financial support from local traders over the last 14 years • Financial support from local Council over the last 14 years
<p>How will you know you have been successful?</p>	<p>Response from the public via phone/email/letter etc</p>
<ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) 	<ul style="list-style-type: none"> • Number of interactive calls by phone or email • Increase requests for services provided • Increased requests for publicity from local groups and services.
<ul style="list-style-type: none"> • What is your improvement target (s), and when do you expect to achieve this/these? 	<ul style="list-style-type: none"> • To increase number of volunteers participating • To increase number of live broadcast hours • Increased use of the services and resources we offer <p>Expected improvement within 1 year</p>
<ul style="list-style-type: none"> • How will you ensure that the improvement continues after the end of the initiative? 	<ul style="list-style-type: none"> • On-going training of new volunteers • Regular maintenance of equipment
<p>Who will benefit from this initiative?</p>	<p>The whole community but particularly the vulnerable, the elderly, those disenfranchised by poverty, location or disability. Those in the N.E.E.T. category</p>
<p>Confirm no unfunded commitments from this initiative</p>	<p>Please delete the statement that does not apply:</p> <ol style="list-style-type: none"> 1. I confirm that there will be no unfunded financial commitments arising from this initiative, or



What are the key risks to success and how will these be managed?	Underfunding for core expenses. These will be managed by regular grant applications, from initiatives from our own fund-raising committee and from our own media services offered.
Who will manage the initiative	Barry Mole Chair of trust and fellow trustees

Signed:

Dated:

Chairman of Area Board