



Area Board Projects and Councillor Led Initiatives Application Form 2012/2013

To be completed by the Wiltshire Councillor leading on the project

Please ensure that you have read the Funding Criteria before completing this form
PLEASE COMPLETE ALL SECTIONS TO ENSURE THAT YOUR APPLICATION CAN BE
CONSIDERED

1. Contact Details

Area Board Name	Chippenham Area Board		
Your Name	Councillor Peter J Hutton		
Contact number	01249 660713	e-mail	peterjohnhutton@aol.com

2. The project

Project Title/Name	Purple Flag Status		
Please tell us about the project /activity you want to organise/deliver and why? <i>Important: This section is limited to 600 characters only (inclusive of spaces).</i>	Purple Flag has been designed as an objective assessment that will help improve our town centre at night. Most significantly it is designed to provide recognition that our centre is managing its night time experience and thus help overcome any negative public perceptions that may exist. Purple Flag provides the opportunity for successful centres to present themselves in their true colours and in a positive light to town centre users, including operators, residents, tourists and visitors.		
Where is this project taking place?	Chippenham		
When will the project take place?	2013/14		
What evidence is there that this project/activity needs to take place/be funded by the area board?	In order to gain Purple Flag for Chippenham an assessment must be carried out and a fee is due		

How will the local community benefit?	Areas that reach or surpass Purple Flag standards can fly the flag! Benefits include: <ul style="list-style-type: none"> • A raised profile and an improved public image • Increased visitors • Increased expenditure • Lower crime and anti-social behaviour • A more successful mixed-use economy Purple Flag gives a vision and plan for future proposals on how to improve safety etc,		
Does this project link to a current Community Issue? (if so, please give reference number as well as a brief description)			
Does this project link to the Community Plan or local priorities? (if so, please provide details)	The Community Safety Group has identified Purple Flag as a priority		
What is the desired outcome/s of this project? <ul style="list-style-type: none"> • More people using the town centre at night • Town centre feeling safer, more accessible and offering more choice • A good mix of clientele and improve perceptions • A wider range of attractions and consumers leading to longer term economic viability 			
Who will be responsible for managing this project? Joint management - Councillor Peter Hutton & Sue Wilthew			
3. Funding			
What will be the total cost of the project?	£ 1,800		
How much funding are you applying for?	£ 1,800		
If you are expecting to receive any other funding for your project, please give details	Source of Funding	Amount Applied For	Amount Received
Please give the name of the organisation and bank account name (but not the number) your grant will be paid in to. (N.B. We cannot pay money into an individual's bank account)	Chippenham Area Board		
4. Declaration – I confirm that...			
<input checked="" type="checkbox"/> The information on this form is correct and that any grant received will be spent on the activities specified <input type="checkbox"/> Any form of licence, insurance or other approval for this project will be in place before the start of the project outlined in this application			

Name: Peter J Hutton	Date:
Position in organisation: Wiltshire Council Councillor	
Please return your completed application to the appropriate Area Board Locality Team (see section 3)	