



Reference no

Log no

For office use

## Community Area Grant Application Form 2010/2011

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

**We strongly advise that you contact your Community Area Manager before completing your application.**

### 1 - Your organisation or group

Name of organisation	WVCP, Economy and Tourism Group		
Contact name			
Contact address			
Contact number		e-mail	
Organisation type	Not for profit organisation <input checked="" type="checkbox"/> Parish/town council <input type="checkbox"/> Other, please specify		

### 2 - Your project

In which community area does your project take place? (Please give name – see section 3 of the grants pack)	Warminster
Does your town/parish council know about your project?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
What is your project?  <b>Important: This section is limited to 300 characters only (inclusive of spaces).</b>	To publish and widely distribute a new 2010 'Buy Local' Christmas leaflet featuring Warminster businesses to inform the wider community of what Warminster offers and to encourage local spending.
Where will your project take place?	Warminster and the villages in the surrounding area
When will your project take place?	Planning now, with distribution Sep - Dec 10
How many people will benefit from your project?	All benefit from a stronger economy.
How does your project demonstrate a direct link to the community plan for your area?  Please provide a reference/page no.	It supports the Community Plan's vision to achieve a thriving and sustainable economy and increased visitor spending on local goods and services.  Economy and Tourism vision page 8

**What is the link between your project and other local priorities?** e.g. Priorities set by your area board and parish plans.

See above. The Community Plan is endorsed by the Area Board.

**How did you discover there was a need for your project and how will your project benefit your local community?**

**Important: Please do not type in paragraphs – This section is limited to 1200 characters only (inclusive of spaces)**

The Buy Local Campaign, including this Christmas leaflet, has developed from the Group's compilation of a Buy Local Directory that lists local producers (as suggested by the former West Wiltshire District Council). Leaflets have been published and widely distributed using this information. A further development of the initiative was to focus on local traders in order to encourage people to shop in Warminster. Associated advertisements have been published in local journals along with other means of raising awareness, including an on-going sticker campaign. A natural progression is a 2010 Christmas leaflet, which features local traders with innovative gift ideas. This leaflet will have a new look, be constructed from scratch, include new participants and be in full colour to enhance its appeal. We are developing these ideas from the Group's previous leaflets and, as a new initiative, we are considering a discount scheme for leaflet holders in participating shops. All our projects are intended to encourage people to buy locally, which will boost the local economy, support local businesses, address environmental concerns, and invigorate the spirit of community.

**Any other information about your project.**

Businesses in the community area, as elsewhere, are finding the economic downturn a challenge, which is a possible threat to their livelihoods. The recession can represent an opportunity to emphasise what is available in our area and to encourage people to spend less on travel as their needs can be met locally. The campaign to 'Buy Local' this Christmas has benefits for the traders, residents and visitors alike by helping to encourage a vibrant high street. Together with the 'We Support Warminster Buy Local Campaign' stickers and press coverage, we intend to make a positive difference to the local economy, as it has been shown that money spent in the area supports local jobs and improves economic well being.

### 3 - Management

**How many people are involved in the management of your group/organisation?**

**Of these, how many are:**

<b>Over 50 years</b>	<b>Male</b>	<input type="text" value="3"/>	<b>Female</b>	<input type="text" value="8"/>
<b>25 – 50 years</b>	<b>Male</b>	<input type="text" value="0"/>	<b>Female</b>	<input type="text" value="0"/>
<b>Under 25 years</b>	<b>Male</b>	<input type="text" value="0"/>	<b>Female</b>	<input type="text" value="0"/>
<b>Disabled People</b>	<b>Male</b>	<input type="text" value="0"/>	<b>Female</b>	<input type="text" value="0"/>
<b>Black and Minority Ethnic people</b>	<b>Male</b>	<input type="text" value="0"/>	<b>Female</b>	<input type="text" value="0"/>

**If your project is intended to continue after the Wiltshire Council funding runs out, how will you continue to fund it?**

If feedback continues to be positive, Christmas leaflets will be produced in future years as part of the on-going buy local campaign. Ideas for future funding will need to be explored including possible grants and donations.

**If you were not awarded the full amount requested, what would be the impact on your project?**

The impact would mean that fewer leaflets would be produced lessening the impact of the campaign. Other bodies would be approached to help make up the funding difference but there would be consequential uncertainty for the production of the leaflet in sufficient time for the Christmas trade.

**How will you know whether your project has made a difference in the community?**

We hope to have a question included in those planned for the upcoming AMT Baselineing Exercise to ascertain footfall. Feedback about the leaflet from the traders over the last two years has been positive and we are constantly making improvements to the leaflet to make it more attractive and increasingly useful.

**Have you contacted Charities Information Bureau for help with your application/ to seek funding?**

Yes

No

**To who have you applied for funding for this project (other than Wiltshire Council)?**

None

**Have you been successful?**

Yes

No

**Have you or do you intend to apply for a grant from another area board within this financial year?**

Yes

No

**If yes, please state which ones.**

**Are you in receipt or anticipating other funding from Wiltshire Council for this project?**

Yes

No

**4 - Information relating to your last annual accounts (if applicable)**

**Year ending:**

**Month:**

**Year:**

**A - Total income:**

£

**B - Minus total expenditure:**

£

**Surplus/deficit for year: (A minus B)**

£

**Free reserves held:**

£

## 5 - Financial information

<b>Project Costs A</b> Please provide a <u>full</u> breakdown e.g. equipment, installation etc.		<b>Project Income B</b> Please list all sources of funding for this project, as provisional (P) or confirmed (C)	
			P/C
Design of leaflet	£70	<b>Own fundraising/reserves</b>	c
Printing of leaflet	£330		£100
Distribution	£120	<b>Parish/town council</b>	£
Analysis costs	£30		£
	£	<b>Trusts/foundations</b>	£
	£		£
	£	<b>In kind</b>	£
	£		£
	£	<b>Other</b>	£
	£	Donations	c
	£		£50
	£		£
	£		£
<b>Total Project Expenditure</b>	<b>£550</b>	<b>Total Project Income</b>	<b>£150</b>

## 6 – Supporting information – Please enclose the following documentation

<b>Total project income B</b>	£150
<b>Total project expenditure A</b>	£550
<b>Project shortfall A – B</b>	£400
<b>Award sought from Wiltshire Council Area Board</b>	£400
<b>Bank Details</b>	
<b>Please give the name of the organisations' bank account e.g. Barclays</b>	Lloyds TSB, Warminster.Sort code 30 99 13
<b>Please give the title name of the organisations' bank account e.g. current</b>	Warminster & Villages Community Partnership

## 6 – Supporting information – Please enclose the following documentation

**Enclosed (please tick)**

- Written quotes including the one you are going to use
- Latest inspected/audited accounts or annual report
- Income and expenditure budget for current financial year
- Project budget (if applicable)
- Terms of reference/constitution/group rules
- Evidence of ownership/lease of buildings and/or land

**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.**

**7 - Equalities and Inclusion – Wiltshire Council is committed to ensuring that its work through the Area Boards benefits all sections of our community and promotes equality and inclusion. To assist us in assessing how your application aims to meet our commitment to equality and inclusion, please provide a brief answer to the following:**

**a) How does your project work to either (a) promote equality and access to services/facilities, and/or (b) reduce disadvantage?**

The project is a way of showing what advantages local shopping affords, and the leaflet will be distributed to as many people as possible in the Warminster community area.

**b) How does your project work to promote inclusion, participation and good community relations?**

The project to promote shopping locally in Warminster seeks to invigorate a spirit of community.

**c) Is your project targeted at a specific group? If yes, please tick any of the following which apply**

- Under 25's     Over 50's
- Mostly or all men/boys                       Mostly or all women/girls
- Specific minority ethnic groups (please state which groups)
- Specific faith groups (please state which groups)
- People/families on low income
- Other disadvantaged groups (please state which groups)

**8 - Declaration (on behalf of organisation or group) – I confirm that...**

- I have read the funding criteria
- 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, printed or website material.
- I give permission for press and media coverage by Wiltshire Council in relation to this project.

**Name:**

**Date:** 10/06/2010

**Position in organisation:** Secretary WVCP Economy and Tourism Group

**Please return your completed application to the appropriate Area Board Locality Team**