



Performance Reward Grant Scheme

APPLICATION FORM

To be returned to:

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Area Board		
Form submitted by (contact for all queries)	Avon Valley College, Recreation Road, Durrington, Salisbury, SP4 8HH mmclannahan@avonvalley.wilts.sch.uk 01980 - 634884	
Name of initiative	International Media Centre	
Brief Description of Initiative	<i>A purpose led Media Centre to provide facilities to aid and enhance the college and surrounding communities. Provision for International communication with friends and families in global locations. The IMC will offer a studio for community and college use and media production and editing facilities. An auditorium will be included for college and community use. Initially built in stages it is planned that the facilities will be expanded to include sanitary provisions and a meeting area.</i>	
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	
	Protecting the environment	
	Action for Wiltshire – combating the recession	
Amount of funding sought	£20,000	
What will this money be spent on? (Please show split between capital and revenue. For capital expenditure guidance – see Appendix 1 in the Bid Pack)	<i>Fixed capital: Please see attached breakdown. This is not an exhaustive list but rather an indication of some of the capital purchases required.</i>	

<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p><i>The International Media Centre will help the college and community gel together. Modern technologies such as VOIP (Voice over IP – conversations via the Internet) and Video-conferencing will enable users to communicate and interact with others and family. As many of our students have family posted abroad this would also help them communicate with their relatives. The studio would be available for local communities and groups to use and would help support this need without them having to travel extensively and at great expense. Local business can also use the centre for staff training and development. As part of the initiative, we have requested quotes from local builders to carry out the work to complete the conversion.</i></p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p><i>Through the concept of future schools, Avon Valley College is a community at heart, at the heart of the community. We act as feeder school to our junior and primary schools in the area providing health and safety, facilities and Information technology expertise. This will be expanded to offer business and community access to our advanced facilities. There are very few facilities in the surrounding vicinity that can offer these facilities and traditionally it's extremely expensive too. There are no known recording studios in the vicinity at present. As our all through school develops we will have more and more interaction with our fellow primary schools. We would like to offer them our facilities to enhance and develop their curriculum and development.</i></p>
<p>How will you know you have been successful?</p>	<p><i>By raising achievement, aspirations and grades within Avon Valley College. Business and community use of new facilities. Enhancing our reputation for AVC of a college that is a true community provision for all.</i></p>
<ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) 	<p><i>Increased public interest and perception of AVC's facilities. An increase in grades, aspirations and achievements of the local communities students (not just our own but all students that are able to use our facilities) International use of the new facilities to extend to all nationalities and residents of the vicinity.</i></p>
<ul style="list-style-type: none"> • What is your improvement target (s), and when do you expect to achieve this/these? 	<p><i>Stage 1 - Through a set of national curriculum targets gauged in concert with the Wessex Partnership. Courses offered will be educational, recreational and certificated. A rise in the grades, aspirations and achievement at AVC. Offering the provision to a wide range of groups and businesses.</i> <i>Stage 2 – Increased community use and making the building self sufficient (sanitary, basic food/drink preparation) and a socialising area.</i></p>
<ul style="list-style-type: none"> • How will you ensure that the improvement continues after the end of the initiative? 	<p><i>Through our participation with the Wessex Partnership and various others partners we are actively seeking support. Expanding on our current community use of our facilities to establish AVC as a community portal. Actively promoting the facilities with advertising, promotion and word-of-mouth. Using the IMC as a valuable asset in our "All-Through-School" status.</i></p>

<p>Who will benefit from this initiative?</p>	<p><i>The International Media Centre will benefit the local community of students, parents, relatives, and residents. It will offer invaluable opportunities to local businesses, groups and communities. It will be accessible in and outside of traditional "school-hours" to establish itself as a community hub.</i></p>
<p>Confirm no unfunded commitments from this initiative</p>	<p>Please delete the statement that does not apply: 1. There may be on-going commitments, monies to be decided, which will be funded from an award of our second specialism to enhance facilities and provisions.</p>
<p>What are the key risks to success and how will these be managed?</p>	<p><i>Relocation of current users of identified area (Site team) – Current plans in hand for new work area of team and relocate. This has a cost implication which at present (Jan 2010) is not clarified. This will be ratified within the next two months.</i></p>
<p>Who will manage the initiative</p>	<p><i>Michael McLannahan Head of Systems and Services, Avon Valley College</i></p>

Signed:

Chairman of Area Board

Dated: