

Ref number:  
031



## Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

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Area Board	<i>Marlborough Area Board</i>	
Form submitted by (contact for all queries)	<i>Chris McGrorty, Chairman, on behalf of The MCLA Committee, 107 High St, Marlborough, Wilts, SN8 1LN. 01672-512244</i>	
Name of initiative	<i>Sustainable Christmas Lights Illumination</i>	
Brief Description of Initiative	<i>This initiative establishes the Christmas Lights illumination in Marlborough on a permanent basis. The initial capital expenditure in 2007 of £26000 provided a basis of a display that continually draws cultural and economic attention to Marlborough as a market town of note. MCLA seeks £5000 to invest in expanding the illumination (capital), marketing Christmas in Marlborough through using the illumination (revenue) and establishing a sustainable maintenance agreement (capital) to ensure the longevity of the display. In the light of potential economic decline in the High Street, MCLA is keen to attract business to Marlborough to support especially independent traders. 'The Lights' are a successful brand that will be exploited by this initiative and therefore tackle head-on the effects of recession in this local area. Partnerships: Marlborough and District Chamber of Commerce Marlborough Town Council Marlborough Area Development Trust</i>	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	xx
	Improving affordable housing	
	Lives not services	
	Supporting economic growth	xx
	Safer communities	
	Protecting the environment	
	Action for Wiltshire – combating the recession	x
Amount of funding sought	<i>£5000.00</i>	

<p>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)</p>	<p><i>Capital: Replacement of standard light bulbs with more expensive but longer lasting Led bulbs, complete extension of the display into areas off the High St, storage and erection of the illumination: £3000</i>  <i>Revenue: Engagement of an experienced project team to market the Marlborough Lights experience to attract large scale, long term sponsorship of the illumination: £2000</i></p>
<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 annual Christmas lights display engenders enormous civic pride and promotes seasonal trade, drawing people into the town from the community area and further afield. The display costs approximately £10 000 annually. The initial purchase was only one aspect of the cost. The MCLA is drawn from local traders and residents who volunteer their time and energy to ensuring the display happens each year. Although this contributes to building a strong and vibrant community, it is not very sustainable. Effective branding of Marlborough’s illumination will help promote local business productivity through innovation. The longevity of the display depends on attracting large scale sponsorship and this can’t happen without professional input.</i></p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p><i>The annual display draws support from every section of the wider community area. It improves the street scene in the area’s largest town, improving the local urban environment, creating a strong sense of identity through inclusivity, bringing all ages together. The illumination brings visitors to the town, specifically the High St., stimulating economic growth particularly in the retail sector. This initiative encourages collaborative partnerships between local government and the voluntary sector, supporting community well being and resilience.</i></p>
<p>How will you know you have been successful?</p>	<p><i>The annual illumination becomes a sustainable, self perpetuating event.</i></p>
<ul style="list-style-type: none"> <li>• How will you measure the impact? (may have more than one measure)</li> </ul>	<p><i>-a survey of traders to determine change in footfall during the display</i>  <i>-size and commitment of long term sponsorship deal</i>  <i>-feedback survey collected through our website: <a href="http://www.mcla.org.uk">www.mcla.org.uk</a></i></p>
<ul style="list-style-type: none"> <li>• What is your improvement target (s), and when do you expect to achieve this/these?</li> </ul>	<p><i>By December 2010, 30% of the existing lights will be replaced by improved, longer lasting types, a marketing campaign will have been launched and long term funding will be secured.</i></p>
<ul style="list-style-type: none"> <li>• How will you ensure that the improvement continues after the end of the initiative?</li> </ul>	<p><i>Sustainable improvement</i>  <i>-Sponsorship agreement.</i></p>

Who will benefit from this initiative?	<i>The whole of the Marlborough Community Area- residents of the town and its neighbouring villages, local traders and other businesses, particularly tourism related and visitors to the area.</i>
Confirm no unfunded commitments from this initiative	Please delete the statement that does not apply: 1. There may be on-going commitments of £10 000 which will be funded from fundraising and sponsorship.
What are the key risks to success and how will these be managed?	<i>National economic downturn results in inability to attract suitable long term sponsor. In this event, MCLA will continue as long as it can begging and scraping from locals to keep the display trickling along.</i>
Who will manage the initiative	<i>Chris McGrorty, Chairman, on behalf of The MCLA Committee, 107 High St, Marlborough, Wilts, SN8 1LN. 01672 512244</i>

Signed:

Chairman of Area Board

Dated: