



Ref number:  
035

# Performance Reward Grant Scheme APPLICATION FORM

To be returned to:  
 Karen Spence, Performance Manager, Performance and Risk Team  
 Email: [karen.spence@wiltshire.gov.uk](mailto:karen.spence@wiltshire.gov.uk)

Area Board	<b>Warminster</b>	
Form submitted by (contact for all queries)	Barry Mole/	
Name of initiative	Community Radio Technical upgrade	
Brief Description of Initiative	<p>To establish reliable media and communications service by upgrading WCR Community Radio studios in preparation for full time service to the population of Warminster and villages.</p> <p>WCR already work closely with Warminster Area Board, to promote the work of the board and to record the opinions of local people who are unable to attend the meetings.</p> <p>Without upgraded studio equipment WCR will be unable to apply for a full 5 year licence, which is vital for growth and ongoing services offered to the community and statutory bodies.</p>	
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	£26411	
What will this money be spent on? (please show split between capital and revenue) [Capital Expenditure guidance – please click <a href="#">here</a> to view the guidance]	<p><b>Capital:</b> supply &amp; fit 2 studio desks complete with woodwork and, cables and sockets. Supply of equipment to transmitter site £21,411</p> <p><b>Revenue:</b> 3 engineers for 1 week £3000 2 trainers for 20 hours £1600 See attached breakdown of entire project costs.</p>	



Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken

**Building Resilient Communities:**

Through mutual information gathering and sharing and by providing the opportunity for community action groups to communicate with community.

WCR is a well recognised and supported community resource, established with the public over 14 years of services provided via trial broadcasts each year. There is a core of dedicated local volunteers and regular opportunities for the community to get involved. Media training is offered to all ages and backgrounds, including those with disabilities, the disenfranchised by reason of poverty or location and works with local schools to promote literacy and social interaction.

WCR will go out into the community, for example to community events and to work in schools (e.g. school, primary and secondary, news programmes and media training sessions).

**Lives not Services:**

The project will enable WCR to work with the area board and all community services to communicate directly with the population of Warminster and surrounding areas to impart information and gather public opinions.

WCR is working with the area board to record the opinions of people who cannot attend the meetings. This project has the potential to be extended to provide a conduit into council services. WCR are ideally placed, as a locally known.

Presenters on the station range in age from 11 to 85 and include a disabled presenter. Those wishing to pursue a career in radio find that WCR is an ideal stepping stone to the BBC and commercial companies. To date there are around 15 WCR trained people working in the sector.

**Supporting Economic Growth:**

WCR works closely with the Army services to offer training for those about to leave the Army and return to civilian careers.

The station has a close association with Kingdown School and has worked with students from their inclusion unit, especially those in the 'NEET' category.

WCR publicises local producers and supports the 'Buy Local' campaign, by raising awareness of the availability and value of local produce.



	<p><b>Safer Communities:</b> WCR will work closely with the police and other agencies to promote important local messages. The station is ideally placed to promote interaction between the community and emergency services.</p> <p><b>Protecting the Environment:</b> WCR publicises the work of environmental volunteers and actively advertises good practice for members of the public when disposing of rubbish and other items that have an impact on the environment.</p> <p><b>Combating the Recession:</b> WCR already offers training sessions to people who are not in education, employment or training. Along with regular volunteering opportunities, the station gives local people a chance to learn new and exciting skills, build confidence and self esteem.</p> <p>Action: Refurbish aging studios as detailed and equip transmission site, to sustain five years full time operation, enabling the application for a full OfCOM licence.</p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<ul style="list-style-type: none"> <li>• A desire from the public to have the service over 14 years evidenced through phone calls, letters, donations, membership etc.</li> <li>• Financial support from local traders over the last 14 years</li> <li>• Financial support from local Council over the last 14 years</li> <li>• This application was supported unanimously by the public and elected members at the area board.</li> </ul>
<p>How will you know you have been successful?</p>	<p>Response from the public via phone/email/letter etc. Feedback from statutory and community organisations that use the service. Feedback from the Community Radio Advisory Board, which is made up of representatives from local bodies and the public.</p>
<ul style="list-style-type: none"> <li>• How will you measure the impact? (may have more than one measure)</li> </ul>	<ul style="list-style-type: none"> <li>• Number of interactive calls by phone or email</li> <li>• Increase requests for services provided</li> <li>• Increased requests for publicity from local groups and services.</li> </ul>
<ul style="list-style-type: none"> <li>• What is your improvement target (s), and when do you expect to achieve</li> </ul>	<ul style="list-style-type: none"> <li>• To increase number of interactive calls, from 0 (this application will start the service) to 30-50 per day (based on previous trials) within 6 months of starting the service.</li> <li>• To increase number of volunteers participating from 30 to 50</li> </ul>



<p>this/these?</p>	<p>within 6 months of starting the service.</p> <ul style="list-style-type: none"> <li>To increase number of live broadcast hours from 50 hours per week to 125 hours per week within 6 months of starting the project.</li> <li>To increase use of the services and resources we offer to statutory and community organisations from 4 weeks per year (during trials) to 52 weeks per year. Expected improvement within the first year</li> </ul>
<ul style="list-style-type: none"> <li>How will you ensure that the improvement continues after the end of the initiative?</li> </ul>	<ul style="list-style-type: none"> <li>On-going training of new volunteers</li> <li>Regular maintenance of equipment</li> <li>On-going development of a dedicated media training centre to cope with the increased provision of local services.</li> <li>All equipment installed in existing studios will be transferred to the new development.</li> </ul>
<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. Local service providers.</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"> <li>I confirm that there will be no unfunded financial commitments arising from this initiative, or</li> </ol>
<p>What are the key risks to success and how will these be managed?</p>	<p>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 to the community.</p>
<p>Who will manage the initiative</p>	<p>Barry Mole Chair of trust and fellow trustees</p>

Signed: Andrew Davis

Dated: 19 May 2010

Chairman of Warminster Area Board