

Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance and Risk Team

Email: wiltshirelaa@wiltshire.gov.uk

Area Board	Trowbridge	
Form submitted by (contact for all queries)	Lance Allan, Trowbridge Town Clerk 10/12 Fore Street, TROWBRIDGE, BA14 8HA 01225 765072	
Name of initiative	Active Trowbridge Coaching	
Brief Description of Initiative	<p>We provide 300 sports coaching sessions at schools each week, employing young people on apprenticeships. Schools in the town get a 40% discount and we would like to offer this to schools in the Community Area Parishes (Hilperton, The Mead, West Ashton, Southwick and North Bradley).</p> <p>We also require a vehicle to move equipment around.</p> <p>We also wish to purchase Junior Gym equipment to take around schools, establishing sport as part of a healthy lifestyle from an early age and help combat childhood obesity.</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	
	Action for Wiltshire – combating the recession	x
Amount of funding sought	£32,740	
What will this money be spent on? (please show split between capital and revenue) [Capital Expenditure guidance – please click here to view the guidance]	<p><u>Capital Items = £19,940</u> Gym equipment and monitors (see attached) = £9,940 Vehicle = £10,000</p> <p><u>Revenue Costs = £7,800</u> Coaching Discount to include parishes = £7,800 Nutritionist Costs £5000</p>	

<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p>It meets a number of local and national Initiatives for improving healthy lifestyles, Combating Childhood Obesity and Improving Chances for the very young. It will also help to combat Anti Social Behaviour through the provision of regular activities. With funding we will reduce costs to schools, increase the number of activities offered in schools and provide more regular Roadshows in the areas selected.</p> <p>We already have access to ALL primary and secondary school children and where staff identify obese / overweight children, both they and their parents will be contacted to participate in some more direct intervention strategies including increased activities / clubs and personal nutrition.</p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p>This is an Extended Schools Priority to providing more children with regular activities and targeting low income families. It is an NHS / PCT priority in Improving Lifestyles, Promoting Health & Fitness and a WASP (Wiltshire Area Sports Partnership) to increase the opportunities and increase the levels of Participation in Sport within the County.</p>
<p>How will you know you have been successful?</p>	<p>Through the number of young people attending the project, the number of sessions increased in schools, through monitoring health levels in the people participating, increasing parental participation, increased memberships for local sports and leisure clubs, increased use of Gyms and Leisure Facilities. We will also monitor the overweight group to identify the impact we have.</p>
<ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) 	<p>By monitoring Fitness Levels, Participation Levels, Reports on Anti Social Behaviour and requests for additional support. We will also obtain feedback from parents, children and teachers.</p>
<ul style="list-style-type: none"> • What is your improvement target (s), and when do you expect to achieve this/these? 	<p>Our improvement target will be to provide at least 4 new activities every week into every school. Provide regular club or Roadshow activities for around 300 young people aged 5 -13. Sign post young people and parents to existing clubs and increase local membership of clubs and facilities by 500 in the first year and improve the health of all participants.</p>
<ul style="list-style-type: none"> • How will you ensure that the improvement continues after the end of the initiative? 	<p>The current model being used by us means that the project will be self sustaining through the fees charged to users after the initial funding is obtained. We would then hope to expand on this provision through external grants, additional fees and sponsorship opportunities.</p>
<p>Who will benefit from this initiative?</p>	<p>All local Children through greater participation in activities, young people by providing employment opportunities, parents through more opportunities for them to participate and whole communities as more activities will help in building community relationships and alleviating anti social behaviour.</p>
<p>Confirm no unfunded commitments from this initiative</p>	<p>Please delete the statement that does not apply: 1. I confirm that there will be no unfunded financial commitments arising from this initiative, or</p>
<p>What are the key risks to success and how will these be managed?</p>	<p>The risk is that not ALL the funding will be granted.</p>

Who will manage the initiative	Hayley Bell, Leisure Activity Development Officer, Trowbridge Town Council.
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Signed:

Dated:

Chairman of Area Board