



# Performance Reward Grant Scheme

## APPLICATION FORM

To be returned to:

[wiltshirelaa@wiltshire.gov.uk](mailto:wiltshirelaa@wiltshire.gov.uk)

Area Board	<i>Amesbury</i>	
Form submitted by (contact for all queries)	<i>Wendy Bown Amesbury town Council, Shears Drive, Amesbury 01980 622999 amesburyclerk@btconnect.com</i>	
Name of initiative	<i>Amesbury 2012 And Beyond....</i>	
Brief Description of Initiative	<i>It is the desire of Amesbury Town Council to support and facilitate a year of community led events in a program that will encourage participation in a variety of games and cultural activities giving participants a chance to compete, have enjoyment, create ideas, concepts and artwork relating to our Town and most importantly a sense of community spirit in the build up to the Olympics, whilst bringing together local people to help create one vision for Amesbury and a legacy for its future. Please see attached brief summary.</i>	
Please put a cross against the ambition(s) that this initiative will support *It is only necessary to identify those ambitions on which you feel your bid will make a significant impact.	Building resilient communities	X
	Improving affordable housing	
	Lives not services	
	Supporting economic growth	X
	Safer communities	X
	Protecting the environment	
	Action for Wiltshire – combating the recession	X
	Improving outcomes for Children and young people	X
Amount of funding sought	<i>£8,500.00</i>	
What will this money be spent on?	<p><b><u>Sport element</u></b>  <i>£3,000: Publicity 1 flyer per household</i>                            £440.00 printing costs (a4 double colour)                            £100.00 delivery costs                            Clerical involvement printing of Rules/Team Sheets etc                            £1000.00 (50 groups @ £20 each)</p> <p>Participant badges                            £860.00 (500 @ £1.72 each)</p> <p>Participant certificates                            £100.00 (500 @ £0.20 each)</p>	

	<p>Winners certificates £500.00 (50 @ £10 each) Winners Prizes (self sourcing from activities during year)</p> <p><b><u>Artwork/Cultural</u></b></p> <p>£5500.00 Community art projects £5000.00 (25 @ £175 teaching sessions) Venue hire for teaching sessions Materials for projects £500.00 (5 @ £100)</p>
Is planning permission required? Yes/No	<p><b><i>If 'Yes': has it been granted? (Please give details)</i></b></p> <p>n/a</p>
Have quotes been obtained? Yes	<p><i>Yes quotes for teachers, room hire, printing and delivery costs have been obtained</i></p>
<p>Note: Bids will only be considered if they help us to achieve our ambitions in the Local Agreement for Wiltshire. It is important that initiatives have a positive local impact, and that we are able to show success. In this section you are being asked to provide information about how your project contributes, and how you will measure that success. The level of improvement we expect to see will be proportional to the level of the bid: i.e. the more funding required, the greater the level of impact and improvement that will be necessary.</p>	
Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken	<p>It is hoped to use the Olympic/Jubilee initiatives to start the regeneration of the town, bringing the community together with one vision for the future success and sustainability. The ideas link in with Team Wiltshire's Inspire Mark programme. The project relies on community involvement in a series of sporting events, starting at the Amesbury Carnival in June 2011, and ending at the Carnival in June 2012, open to a wide variety of groups/individuals, of all ages, abilities and interests, enabling people to try their hand at any number of sports/activities. Alongside this will be art/craft workshops, run by local people, teaching their craft to members of the public, resulting in pieces of community art which will form a long-lasting art trail through the town. It is hoped to develop links with English Heritage/Stonehenge, through a community event/procession to Stonehenge, promoting strong cultural links between the site and the town. We will use this as a springboard to a future increase in tourism as well as local community involvement.</p>
What makes this initiative a local priority (e.g. evidence from research and local support)	<p>This project is a local priority. Amesbury is currently suffering an economic downturn, with footfall in the town centre affected by the nationwide economic climate, roadworks, and out-of-town competition. The proximity of Stonehenge – which sits within the parish boundaries – cannot be ignored, and must begin to be used to the town's advantage. Local heritage, captured through art and cultural activities can be used to draw visitors into the</p>

	town. Local businesses will obviously benefit from this. The community-centred Amesbury 2012 programme, inspired by the Olympics, will also be used to showcase Amesbury, boost community spirit and bring local people into the town.
How will you know you have been successful?	This is the beginning of a long-term project, which extends beyond 2012. Its success will be measured initially by the number of people taking part in the sports events, the future increase in sports club and arts club memberships, the creation of new, sustainable town initiatives, and ultimately an increase in visitors to the town, which will bring in new businesses, and economic revival.
<ul style="list-style-type: none"> <li>How will you measure the impact? (may have more than one measure)</li> </ul>	<p>The impact will be measured as follows:</p> <p>Community feedback will be gathered to determine community support/views</p> <p>A survey of sports clubs, and arts clubs to mark any increase in participation.</p> <p>Full support of the Chamber of Trade will enable business involvement/ initiatives and provide economic growth feedback.</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>Improvement Target:</p> <p>Summer 2011:</p> <p style="padding-left: 40px;">500 people participating in Amesbury 2012 sport events</p> <p style="padding-left: 40px;">newcomers to clubs – 25% increase</p> <p style="padding-left: 40px;">footfall in town centre through inspirational art and heritage trails – 10% increase</p> <p>Summer 2012:</p> <p style="padding-left: 40px;">sports club membership – 10% increase</p> <p style="padding-left: 40px;">footfall in town centre – 15% increase</p> <p style="padding-left: 40px;">new businesses – 3</p> <p>Summer 2014:</p> <p style="padding-left: 40px;">sports club membership – 10% increase</p> <p style="padding-left: 40px;">footfall in town centre – 20% increase</p> <p style="padding-left: 40px;">new businesses – 6</p>
<ul style="list-style-type: none"> <li>How will you ensure that the improvement continues after the end of the initiative? (<i>this is one-off funding</i>)</li> </ul>	<p>It is anticipated that the Amesbury 2012 initiative will become the catalyst to bringing the whole community together with a common vision. Whilst enjoying the activities planned in the build up to the Olympics, we will be working together with various groups to create a blueprint for future economic growth of Amesbury, with sculptures, art trails and new shops that will make the Town a “destination” that will sit proudly alongside Stonehenge.</p> <p>As the blueprint develops more people visit and so the catalyst created will commence the process of putting Amesbury back on the map.</p>

	The Town Council will continue to promote the town. Regular cultural events/culture-historic trail will attract more visitors/tourists to the town. A new community group will be formed to look at/promote future community events.
Who will benefit from this initiative?	Amesbury will benefit as a whole – through increased trade and community spirit. Individuals will benefit from involvement in sport/art/ community projects
Confirm no unfunded commitments from this initiative	The Amesbury 2012 initiative seeks some initial funding to launch. However once established and if projects require funding will self generate any funds needed through local business sponsorship.
Will ongoing maintenance of premises/equipment be necessary?	No
What are the key risks to success and how will these be managed?	Initial lack of participants – unlikely with the boost given by the Olympics Unwillingness of English Heritage to cooperate with cultural events linked to Stonehenge – unlikely due to current good relations between the Town Council and EH. Dialogue will continue over the coming years.
Who will manage the initiative	Andy Rhind-Tutt (Deputy Mayor)/Wendy Bown (Town Clerk) The Bowman Centre, Shears Drive, Amesbury, SP4 7XT

Signed:

Chairman of Area Board

Dated:

**NB: It is the responsibility of the Area Board to ensure that:**

- bids are robust and well-founded
- public money is spent appropriately and in accordance with the details of the bid and with any conditions placed on approval by the PRG Panel
- the initiatives are managed well to achieve the benefits and that performance improvement is reported