

Ref number:
093



Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

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Area Board	<i>Warminster Community Area Board</i>
Form submitted by (contact for all queries)	<i>Lesley Fudge, Director, Warminster and Villages Development Trust (WVDT), c/o Warminster Information Centre, Central Car Park, Warminster, BA12 9BT Mobile; 07734 176426</i>
Name of initiative	<i>Go Bustards!</i>
Brief Description of Initiative	<p><i>A county wide series of community arts events in 2012 will create and build spirit and pride in Wiltshire around the central theme of the Greater Bustard, the Wiltshire emblem. It will be a project similar to Lions of Bath in 2010. There will be a significant tourism benefit and conservation message.</i></p> <p><i>It will coincide with, and complement, the Olympic and Diamond Jubilee events. Local artists, communities, businesses, villages and the MOD, and all ages, genders, backgrounds and communities, will be included.</i></p> <p><i>Delivery will cascade down using the Community Area structure amongst other routes. The deliverables will be centrally generated models/templates/kits/ideas/resources that will be used by each community (or elements within communities) to involve and enthuse all within Wiltshire. Appropriate Wiltshire centrally generated events will also be mounted.</i></p> <p><i>Particular emphasis will be placed on the involvement of youth in all elements of the planning, preparation and delivery of this project. A figure of 80% will be sought.</i></p> <p><i>Another feature will be the emphasis on encouraging strongly entrepreneurial activity by the young throughout all the various supply chains that the activities create.</i></p> <p><i>This is a joint initiative with Wiltshire Council. It has the full support of Wiltshire Council's 2012 Steering Group and the Leader.</i></p>

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

Building resilient communities.

People will be brought together and encouraged and supported in their artistic creations by artists and sculptors to make a flock of bustards that will be 'launched' at a big event in Warminster Park in Summer 2012 and auctioned or sold after the event.

The Bustard as a county emblem is still woefully unrecognised. This initiative will provide that recognition and strengthen the emblem as a unifying and cohesive force for good.

A local charity, nominated by local people will receive a share of profits along with the Bustard group (the inspiration) and WVDT.

There is good potential, ready for development, for forging strong international linkages with European regions which contain bustard flocks.

There will be fun! There will be a spirit of community in these difficult times and the lasting effect is a feel-good factor for the area.

Supporting economic growth

There will be national interest in the project bringing a positive focus to Wiltshire. When linked to the Olympics, this focus will be international. As a consequence, tourism will increase. As a consequence of increased footfall in the town, villages and county, businesses will benefit from tourist spending in addition to the business involvement in the project creating Bustard related goods.

Those made in the villages will be taken to their 'home' and put on public display. A Bustard Trail will involve visitors finding all the Bustards and winning a small prize if they do. Many villages will see increased visitor footfall (good for pubs, cafes, shops etc)

Action for Wiltshire – combating the recession and Improving outcomes for Children and young people

Youth unemployment figures are dire and show no signs of stabilising, never mind reducing. There is also a need in these times to encourage the formation of new small and micro businesses which for by far the largest element of the economy. This initiative, by its nature and scale, brings together these two ambitions in a highly pragmatic and effective fashion. It also allows many opportunities, through mentoring, to benefit young enterprises with the experience of older, wiser and more experienced heads.

<p>What makes this initiative a local priority (e.g. evidence from research and local support)</p>	<p>At the local level, Warminster and villages have many talents that are not often recognised in the area. We want to make Warminster a place that people want to visit, and stay, and enjoy our town and villages. This event will be big enough and linked to the Great Bustard Group, Wiltshire Council events for the Olympics and Diamond Jubilee will be a revitalisation of the whole community.</p> <p>At the county level, the Bustard emblem is still not the unifying feature that it should be. This initiative should leave no resident of Wiltshire above 2 years old in any doubt what it is!</p>
<p>How will you know you have been successful?</p>	<p>It's too easy to say that we will feel it, but we will. We believe that this project has such a broad appeal, people will engage with it for many reasons.</p> <p>We will also maintain records of all those contacted and those who respond to determine uptake as the project progresses. It will also be possible to determine the economic activity generated and the benefits that accrue from it in terms of employment, new skills achieved and new businesses created</p>
<ul style="list-style-type: none"> How will you measure the impact? (may have more than one measure) 	<p><i>Involvement by Groups (records)</i> <i>Sponsors (records)</i> <i>Donations of materials (records)</i> <i>Level of media coverage (create list of mentions)</i> <i>Increased business income (by questionnaire)</i> <i>Number of people who come to the launch (head count)</i></p>
<ul style="list-style-type: none"> What is your improvement target (s), and when do you expect to achieve this/these? 	<p>These will be developed as the project develops and reported to the 2012 Steering Group for monitoring and clearance.</p>
<ul style="list-style-type: none"> How will you ensure that the improvement continues after the end of the initiative? (<i>this is one-off funding</i>) 	<p>Wiltshire Council will have achieved a new level of awareness of its emblem which normal communications with residents can maintain and improve.</p> <p>Each community will have had experiences, and hopefully legacies, which will be built on over succeeding years.</p> <p>Improvements in new businesses and skills will be monitored and fostered through the Wessex Association of Chambers of Commerce.</p> <p>The Greater Bustard Group will take forward the conservation benefits which this initiative will have generated.</p>

Who will benefit from this initiative?	We believe that this fun and unusual project will benefit people from all backgrounds, ages, genders and abilities to contribute to a sentinel project for the area which when combined with the Olympic and Diamond Jubilee events will also benefit business, tourism and the economy and pride of Wiltshire as a whole and Warminster and Villages in particular.
Confirm no unfunded commitments from this initiative	Please delete the statement that does not apply: 1. I confirm that there will be no unfunded financial commitments arising from this initiative.
Will ongoing maintenance of premises/equipment be necessary?	No
What are the key risks to success and how will these be managed?	The key risk is insufficient funding to make the project as wide as it might be. This will be managed by: <ul style="list-style-type: none"> • Starting early on fund generation • Starting early on achieving the requisite levels of awareness and sponsorship. • Excellent planning from the start to minimise costs and maximise benefits.
Who will manage the initiative	Steering Group. Wiltshire Council, WVDT, Community First, Police, Military, Greater Bustard Group, others as required. Project Team. Project manager (designate) already in post. Two suitable Future Jobs Fund employees already identified and start work in early March. Full time posts to be recruited when needed.

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