



Reference no
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## Area Board Projects and Councillor Led Initiatives Application Form 2017/2018

**To be completed by the Wiltshire Councillor leading on the project**

Please ensure that you have read the Funding Criteria before completing this form

**PLEASE COMPLETE ALL SECTIONS TO ENSURE THAT YOUR APPLICATION CAN BE CONSIDERED**

<b>1. Contact Details</b>	
<b>Area Board Name</b>	Bradford on Avon
<b>Your Name</b>	Councillor Sarah Gibson
<b>Contact number</b>	07501 719197
<b>e-mail</b>	sarah.gibson@wiltshire.gov.uk
<b>2. The project</b>	
<b>Project Title/Name</b>	Home Run app
<b>Please tell us about the project /activity you want to organise/deliver and why?</b>  <i>Important: This section is limited to 900 characters only (inclusive of spaces).</i>	<p>We know from the Atkins Traffic Study that the school run has a major impact on traffic congestion at peak times. We also know that half of all students at St Laurence school do not live in the town and travel in from nearby towns and villages. The schools are keen to reduce dependency on car-based travel to school through encouraging car sharing, cycling, walking and public transport. The public authorities are committed to working together to reduce traffic volumes and intimidation and to improve pedestrian safety and air quality in the town.</p> <p>A presentation was made to the Bradford on Avon Area Board at its meeting on 22 November 2017 on "Home Run", the mobile phone app which tracks travel to school patterns and encourages shared travel options. Full details are appended to this report.</p> <p>The Town Council is interested in principle in jointly funding a study using the app. Discussions have been held with the secondary and primary schools in the town. There is a firm commitment from St Laurence and possible interest from one or both of the primary schools. An update will be given following a meeting of headteachers on 23 January 2018.</p>
<b>Where is this project taking place?</b>	Bradford on Avon
<b>When will the project take place?</b>	Starting Summer term 2018
<b>What evidence is there that this project/activity needs to take place/be funded by the area board?</b>	Continuing traffic congestion, pedestrian intimidation and poor air quality in the town, requiring co-ordinated action from the public authorities and schools.

<b>How will the local community benefit?</b>	<p>Changed behaviours among parents including more shared journeys by car and more children cycling, walking and using public transport to get to school will reduce the problems of traffic congestion in the town at peak times and the related problems of pedestrian intimidation by traffic and poor air quality that blight the town.</p> <p>The schools “leading by example” will hopefully encourage the wider community to get out of their car more often and to participate in community events such as cycling and walking festivals.</p>		
<b>Does this project link to a current Community Issue?</b> (if so, please give reference number as well as a brief description)	An Air Quality Management Area has been designated since 2001 in recognition of the problems of traffic and air pollution.		
<b>Does this project link to the Community Plan or local priorities?</b> (if so, please provide details)	It addresses priorities for improved traffic management, pedestrian safety and air quality.		
<b>What is the desired outcome/s of this project?</b> Changed behaviours among parents including more shared journeys by car and more children cycling, walking and using public transport to get to school			
<b>Who will be responsible for managing this project?</b> Ruth Durrant, School Travel Plan Advisor, Wiltshire Council			
<b>3. Funding</b>			
<b>What will be the total cost of the project?</b>	£ 2, 500 for each school participating		
<b>How much funding are you applying for?</b>	£ 1, 250 for each school participating		
<b>If you are expecting to receive any other funding for your project, please give details</b>	<b>Source of Funding</b>	<b>Amount Applied For</b>	<b>Amount Received</b>
	Bradford on Avon Town Council	£1,250/ school	
<b>Please give the name of the organisation and bank account name (but not the number) your grant will be paid in to.</b> (N.B. We cannot pay money into an individual's bank account)	Wiltshire Council, Traffic Engineering team		
<b>4. Declaration – I confirm that...</b>			
<input type="checkbox"/> The information on this form is correct and that any grant received will be spent on the activities specified <input type="checkbox"/> Any form of licence, insurance or other approval for this project will be in place before the start of the project outlined in this application			
Name: Sarah Gibson		Date: 16/01/8	
Position in organisation: Wiltshire Councillor			
Please return your completed application to the appropriate Area Board Locality Team (see section 3)			