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| Reference no          |
| Log no                |
| <b>For office use</b> |

## 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**

### 1. Contact Details

|                        |                  |               |                            |
|------------------------|------------------|---------------|----------------------------|
| <b>Area Board Name</b> | Bradford on Avon |               |                            |
| <b>Your Name</b>       | Jim Lynch        |               |                            |
| <b>Contact number</b>  | 07501 719197     | <b>e-mail</b> | jim.lynch@wiltshire.gov.uk |

### 2. The project

|  |  |
|--|--|
| <b>Project Title/Name</b>  | Coach Friendly Bradford on Avon - signage  |
| <b>Please tell us about the project /activity you want to organise/deliver and why?</b><br><br><i>Important: This section is limited to 900 characters only (inclusive of spaces).</i> | <p>Bradford on Avon Town Council has recognised the untapped potential of coach tourism to boost the local economy. Research shows that coach visitors will spend an average of £ 10 each on refreshments and in local shops while on short visits.</p> <p>An application has been made to the Confederation of Passenger Transport for a package of improvements to secure “coach friendly status” for the town which includes drop-off points, coach parking, information, driver facilities, disabled facilities, meet and greet hospitality service and blue badge tour guides.</p> <p>A recent survey has shown some coach signage to be damaged or inadequate. A new scheme of coach signage has been drawn up by traffic engineers from Wiltshire Council to guide coaches entering the town from all directions (proposals attached).</p> <p>The Town Council Highways and Transport Committee has committed to fund 50% costs (£ 1,275) for these signs and has invited the Area Board to match this sum.</p> |

|   |   |
|---|---|
| <b>Where is this project taking place?</b>  | Bradford on Avon  |
| <b>When will the project take place?</b>  | Spring 2018   |
| <b>What evidence is there that this project/activity needs to take place/be funded by the area board?</b> | There is anecdotal evidence from the travel industry and coach operators that Bradford on Avon is currently not on their radar, due to the lack of coach friendly facilities. |

|  |  |                           |                        |
|--|--|---------------------------|------------------------|
| <b>How will the local community benefit?</b>   | A flourishing coach tourism industry will bring visitors and spending on goods and services, helping to sustain the local economy and bringing vitality to the town. |                           |                        |
| <b>Does this project link to a current Community Issue?</b> (if so, please give reference number as well as a brief description)   | The issue is that the current lack of clear coach signage and related facilities is holding back the potential for coach tourism in the town.                        |                           |                        |
| <b>Does this project link to the Community Plan or local priorities?</b> (if so, please provide details)   | The project will support the local economy and the vitality of the town centre.  |                           |                        |
| <b>What is the desired outcome/s of this project?</b><br>Better coach friendly signage leading to a boost in coach tours, visitors and spending in the town  |  |                           |                        |
| <b>Who will be responsible for managing this project?</b><br>Bradford on Avon Town Council   |  |                           |                        |
| <b>3. Funding</b>  |  |                           |                        |
| <b>What will be the total cost of the project?</b>   | £ 2,550  |                           |                        |
| <b>How much funding are you applying for?</b>  | £ 1,275  |                           |                        |
| <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  |                           | £ 1,275                |
|  |  |                           |                        |
| <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)   | s  |                           |                        |
| <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<br><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: Jim Lynch<br>Position in organisation: Wiltshire Councillor  |  |                           | Date: 16/01/18         |
| Please return your completed application to the appropriate Area Board Locality Team ( <a href="#">see section 3</a> )   |  |                           |                        |