



Performance Reward Grant Scheme

APPLICATION FORM

To be returned to:

wiltshirelaa@wiltshire.gov.uk

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| Area Board | Malmesbury Area Board | |
| Form submitted by (contact for all queries) | 'Gloucester Road Community Group' | |
| Name of initiative | Eilmer Bridge | |
| Brief Description of Initiative | <p><i>The initiative is to build a memorial bridge linking Brooky Lane with the Old Station Yard Car Park. This ground breaking approach will (primarily) provide easy access for local residents of the Westport area of Malmesbury to the available parking in the long stay car park in Old Station Yard so reducing the current car parking/congestion difficulties in the Westport area. (See Appendix 1 for a location map)</i></p> | |
| 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 | x |
| | Supporting economic growth | x |
| | Safer communities | x |
| | Protecting the environment | |
| | Action for Wiltshire – combating the recession | |
| | Improving outcomes for Children and young people | x |
| Amount of funding sought | £58,580 | |
| What will this money be spent on? | <p>Four quotations for the bridge have been obtained, giving total costs in the region of £71,000 to £78,880. However, one supplier has offered to subsidise the bridge by gifting its profits (as this is a community project) and this quotation is therefore preferred.</p> <p>Bridge £42,800 Quotation from Quayquip Foundations £15,000 Erection £ 5,000 Lighting £ 10,880 Path work £ 1,900 Fees £ 3,300</p> <p>Total amount for project is therefore £78,880.</p> | |

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| | <p>However, as Quayquip have offered to return £20,300 to the project, this leaves the amount above to be found via this grant application at £58,580.</p> <p>(Note: we are also in discussion with Malmesbury Town Council with a view to obtaining some additional funding from this source.)</p> |
| <p>Is planning permission required? Yes/No</p> | <p>Yes, and this project is in the conservation area. The town council have indicated they strongly support the project and provisional discussions with the conservation officer have not suggested major obstacles with a good design.</p> <p>Initial discussions have been held with Simon Smith (Team Leader, Planning Dept, Chippenham).</p> |
| <p>Have quotes been obtained? Yes/No</p> | <p>Yes. These are as follows:</p> <p>Bridge:</p> <p>Quayquip, Malmesbury - £ 42,800 ABC Bridges, Cirencester - £ 38,500 CTS, Huddersfield - £39,000 Armadillo Eng, Malmesbury - £ 35,000</p> <p>Foundations: £15,000</p> <p>Path Work: £ 1,900 (Materials and waste disposal costs – labour will be provided by local residents)</p> <p>Lighting: £ 10,880</p> <p>Fees: £ 3,300 (In discussions with Moucel we understand that in the approval stage they will charge fees at the rate of £50 per hour. As this is unlimited, we have estimated 60 hours for this aspect. £300 is allocated for planning permission costs)</p> <p>For the bridge the quotation from Quayquip is the preferred quotation; this is a local company and they are prepared to provide £20,300 funding for the bridge.</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.

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

Malmesbury is a medieval town which is classed as a conservation area. Wiltshire Council have implemented a strict policy to control parking in the town which has limited parking due to its age. Access for emergency services has also been a deciding factor and as car ownership has increased, parking is in short supply.

The Old Station Yard parking facility is currently mostly empty during the night period and there have been issues in the past with youths acting in an anti social manner with many calls to the local police. Whilst this problem has been alleviated, it has not altogether gone away; greater (overnight) use of the Old Station Yard parking facility is seen as part of the overall solution to this problem and the bridge will encourage local residents utilise this facility. This will continue to reduce the level of anti-social behaviour.

Local residents have been canvassed to encourage use of the Old Station Yard parking facility and the prime reasons for not doing so have been given as cost, security and distance to travel due to the current location and layout. Wiltshire Council has already dealt with the cost aspect by offering a local residents scheme at a significant discount. MVCAP have a grant award to install short term CCTV in the car park and the local lighting has been improved which deals with the security aspect. No increased use has been seen due to the final aspect, namely distance to travel.

Our local residents' survey shows a potential initial take up rate of 50 cars which will have a significant impact on the local area; this subsequently will have a knock on effect on the whole community. Additional revenue for Wiltshire Council will also be generated with the additional revenue offering a R.O.I to Wiltshire Council of approximately 14 years.

Currently local businesses have clients struggling to find parking local to their outlets and this shorter route is expected to increase the day time use of the Station Yard facility. This revenue is unquantified but it is expected that this will reduce the R.O.I. period further.

The design being submitted has been discussed with the environment agency. There is likely to be minimal local environmental impact from its implementation. However currently there are a significant number of car journeys made by local residents to the recycling point in Station Yard. By shortening the distance a significant number of local residents have indicated that they would be likely to walk to the recycling point when they collect their cars thereby reducing the local carbon footprint. Whilst doorstep recycling of cardboard and

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| | <p>plastic is scheduled to be introduced shortly, there will still be a need for residents to use the recycling point.</p> <p>Currently St Joseph's primary school pupils have issues dropping and collecting on a busy and dangerous corner in the town centre. A number of the parents live locally to this project and the bridge would make it far easier for them to walk to and from this school. This would reduce local congestion at peak times and increase community safety.</p> <p>The river side area of Station Yard has had significant investment in landscaping to produce a pleasant community area. Whilst this is used the distance is prohibitive to local residents using it easily. This project increases the viability of increased leisure utilisation of this area with a subsequent decrease in recent vandalism of life saving equipment and park benches.</p> <p>Whilst Malmesbury fared well in the recent health survey the increased access to a pleasant walking area is supportive of Wiltshire Councils health objectives.</p> <p>Finally 2010 is the 1000th anniversary of Eilmer, the first man in recorded history to succeed in flying. He is an English equivalent of Leonardo De Vinci being learned, an inventor and scholar. Currently no memorial exists to this monk who has had a profound local impact. It is felt by the Town Information and Tourism Officer that such a memorial will support attracting increased visitor numbers helping the town in its efforts to combat the recession.</p> <p>To summarise this project offers:</p> <ol style="list-style-type: none"> 1. Decreased parking issues by offering better access to an underused existing facility. 2. Increased Wiltshire Council revenue offering a short pay back period. 3. Increased revenue for local business. 4. Improved Safety. 5. Potential crime reduction. 6. Reduction of risk to school children. 7. Improved Health 8. Reduction in Carbon footprint 9. Increased use of an existing leisure facility 10. A lasting memorial to Eilmer's 1000th year celebration. |
| <p>What makes this initiative a local priority (e.g. evidence from research and local support)</p> | <p>The area board has been inundated with comments at meetings relating to parking and recently had to adjudicate over increased yellow lining. Two town meetings had well over 100 local residents attend and local sentiments relating to parking are running high.</p> |

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| | <p>We have surveyed the immediate local residents and received over 50 replies which are referenced for statistical purposes. Copies of these replies can be provided if requested however in a bid to reduce wasting paper they have not been copied with this application.</p> <p>Wiltshire Council are well aware of the general issues with Station Yard and these have even been raised by our local MP at an area meeting. With Wiltshire Council already expending money on aiming to resolve these issues the question of access is the one remaining issue to be addressed. This scheme is a priority, therefore, because without increased utilisation of the Station Yard facility the current Wiltshire Council expenditure will not have maximum benefit.</p> <p>This project completes the Wiltshire Council's strategy to resolve both local parking and anti social behaviour issues.</p> |
| <p>How will you know you have been successful?</p> | <p>The Gloucester Road Management Committee will consist at least 4 four members including a chairperson, a member of the town council. Where possible all members will be local residents.</p> <p>The initial approach will be to manage the implementation of the project and coordinate the local community to assist in getting the actual bridge built. In doing this the local community will achieve psychological ownership of the project and the local awareness will be very high. Local residents will be kept informed via a newsletter and web site.</p> <p>During the bridge building phase the committee will commence canvassing local residents to apply and pay for annual parking in Station Yard on an annual basis. Initially it is anticipated that there will be an immediate take up of about 30 cars with additional take up during the first year. The management committee will continue to approach local residents on a quarterly basis during the first year of operation to maximise this crucial take up.</p> <p>The town council has offered to also include advertising about the facility in its news letter on an ongoing basis.</p> <p>By monitoring the take up the group will be able to assess accurately the use of the Station Yard Car Park and also the subsequent reduction in local cars parking outside of it in the evening periods.</p> <p>A representative of the group will attend Town council meetings on a monthly basis to receive feedback on local anti social</p> |

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| | <p>behaviour being reported and will also liaise with the local police on the same basis. In the first 12 months a spokes person from the group will address the area board with a report on progress on a quarterly basis.</p> <p>In order that we can assess the take up of long term parking by local residents, it would be helpful if Wiltshire Council could provide revenue information on Station Yard car park to close the information loop. We will request such information from Wiltshire Council.</p> |
| <ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) | <p>We will monitor all aspects of the local impact.</p> <p>The take up of parking by local residents will be checked and will also be encouraged by our management group.</p> <p>We will request revenue information on Station Yard car park from Wiltshire Council so that we can monitor the number of users of the car park, and therefore the bridge.</p> <p>A survey of local businesses will be undertaken every quarter to assess business impact.</p> <p>Quarterly information will be requested from the local police and St. Joseph's school as well as the town council to assess safety and crime levels in the Station Yard Car Park,</p> <p>The impact on carbon reduction will be extrapolated by canvassing users on their recycling habits and local journeys on a quarterly basis.</p> <p>The town information and tourism office will report bi annually on visitor numbers.</p> |
| <ul style="list-style-type: none"> • What is your improvement target (s), and when do you expect to achieve this/these? | <p>There are several targets covering a wide community area</p> <p>A. We are aiming for a complete cessation of current parking issues around Westport and Burnivale within 12 months.</p> <p>B. We are aiming for increased revenue for WCC to underwrite the investment within 12 months</p> <p>C. We are aiming for a cessation of anti social behaviour in Station Yard (combined with the current initiatives) within 12 months.</p> <p>D. We are aiming for corresponding reductions in our local carbon footprint associated with the above over the same period.</p> <p>E. We are expecting to see an increase use of the leisure facility within 18 months.</p> |

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| <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>The management group will hold a meeting after the first 12 months to monitor local issues including checking on ongoing take up of the residents parking scheme for Station Yard.</p> <p>From this meeting information will be put in the town council's newsletter ensuring a constant and ongoing awareness of the scheme is maintained and it will also be featured on the town councils web site and other community sites.</p> |
| <p>Who will benefit from this initiative?</p> | <p>The entire community of Malmesbury will benefit from this initiative which offers a form of positive social engineering to resolve a multitude of community issues.</p> <p>The biggest direct impact will be on the 350 houses in the immediate vicinity to the project however the reduction of parking issues local to these will have a much broader impact on the town.</p> <p>Local businesses in the Westport Area will also see a benefit, either with parking being readily available close to their premises or with the Old Station Yard car park being a viable alternative for their customers.</p> <p>Wiltshire Council will benefit directly by solving several ongoing issues that have been presented to the Area Board whilst also generating increased revenue from an existing under used facility.</p> <p>The community will also benefit from increased safety, health, leisure and decreased anti social behaviour.</p> |
| <p>Confirm no unfunded commitments from this initiative</p> | <p>I confirm that there will be no unfunded financial commitments arising from this initiative.</p> |
| <p>Will ongoing maintenance of premises/equipment be necessary?</p> | <p>In conjunction with the counties bridge engineers we have selected a design with a non maintained life expectancy of 125 years. There is no expected ongoing cost for maintenance for this reason.</p> |
| <p>What are the key risks to success and how will these be managed?</p> | <p>The key risks are:</p> <ol style="list-style-type: none"> No take up due to lack of CCTV or removal of resident's parking scheme, both low or unlikely risks. <p>It is deemed unlikely that a significant take up will not be achieved. However this is a risk in itself and for this reason the management committee will be constantly assessing and promoting the project to minimise this.</p> <ol style="list-style-type: none"> All relevant permissions (planning, environment, |

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| | <p>highways and conservation) have not yet been obtained; however it is assumed that with the support outlined (which includes the Area Board and the Town Council) that this is also a low risk for the correct design.</p> <p>3. Project risks are covered under our preferred suppliers method statements and risk assessments.</p> |
| Who will manage the initiative | <p>The Gloucester Road Community Group</p> <p>Contact:</p> |

Signed:

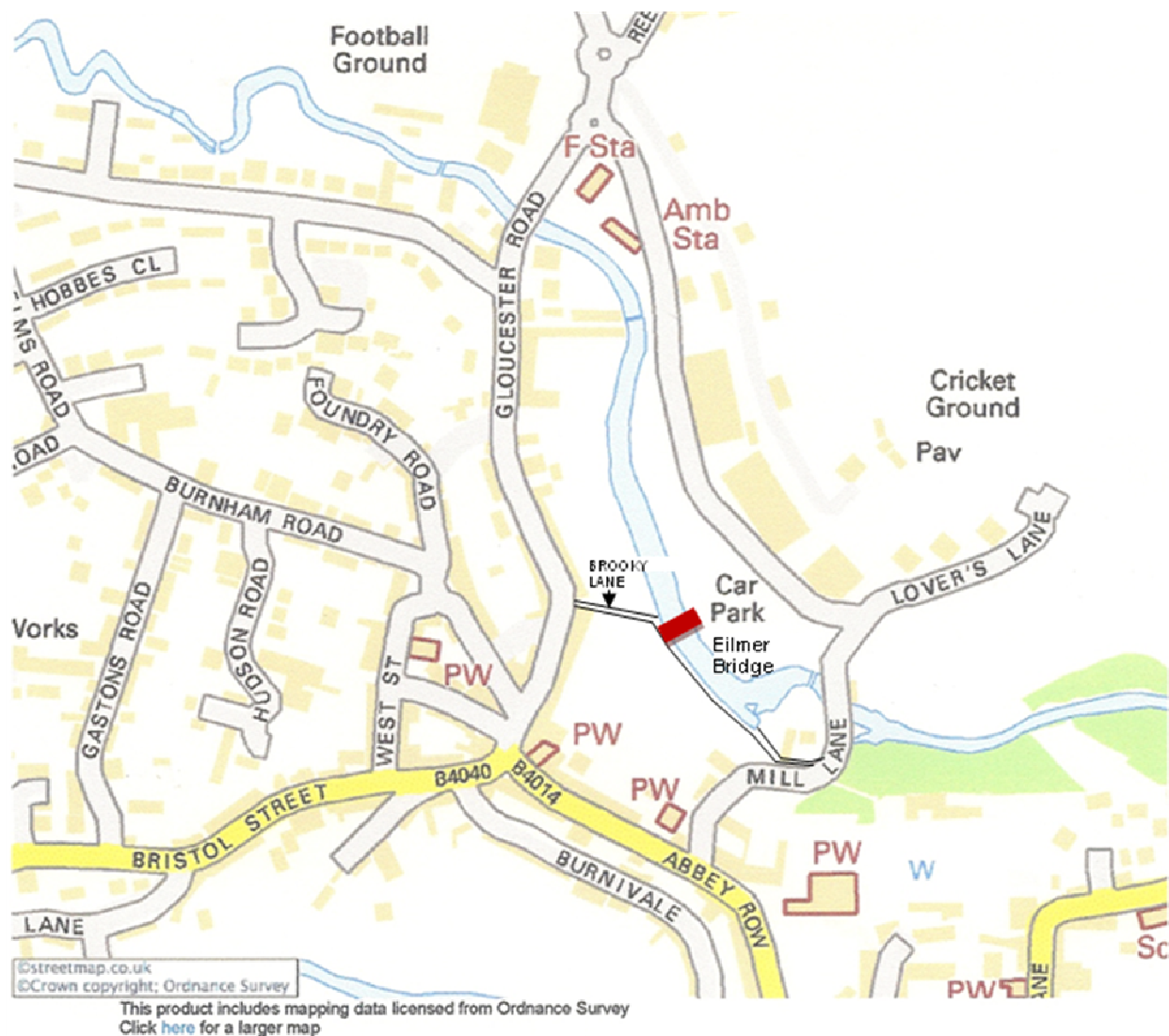
Dated:

Chairman of Area Board

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

Appendix 1 – Location Map for ‘Eilmer Bidge’



Appendix 2 – Summary of Quotations for Eilmer Bridge

| Bridge Supplier | Bridge | Foundations | Erection | Lighting | Pathway (car park to bridge) * | Fees ** | Total Costs | Subsidy | Required Grant |
|------------------------|---------------|--------------------|-----------------|-----------------|---------------------------------------|----------------|--------------------|----------------|-----------------------|
| ABC Armadillo Eng. | £38,500 | £15,000 | £5,000 | £10,880 | £1,900 | £3,300 | £74,580 | | £74,580 |
| CTS | £35,000 | £15,000 | £5,000 | £10,880 | £1,900 | £3,300 | £71,080 | | £71,080 |
| QuayQuip | £39,000 | £15,000 | £5,000 | £10,880 | £1,900 | £3,300 | £75,080 | | £75,080 |
| | £42,800 | £15,000 | £5,000 | £10,880 | £1,900 | £3,300 | £78,880 | £20,300 | £58,580 |

* Materials and waste disposal costs only - labour will be provided by local residents

** In discussions with Moucel we understand that in the approval stage they will charge fees at the rate of £50 per hour. As this is unlimited, we have estimated 60 hours for this aspect.
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