



Reference no
Log no
For office use

Area Board Projects and Councillor Led Initiatives Application Form 2016/2017

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

Area Board Name	Bradford on Avon		
Your Name	Councillor Magnus Macdonald		
Contact number	07889 811589	e-mail	magnus.macdonald@wiltshire.gov.uk

2. The project

Project Title/Name	Town Centre Benchmarking and Signage Audit
Please tell us about the project /activity you want to organise/deliver and why? <i>Important: This section is limited to 900 characters only (inclusive of spaces).</i>	<p>Town Centre Benchmarking provides a comprehensive portrait of the commercial life of a market town and involves gathering and analysing data on Key Performance Indicators within a designated town centre area.</p> <p>This is a specialist area of work previously provided by the organisation Action for Market Towns, and now continued by People and Places Insight Limited, whose methodology has now been used in 300 locations across the United Kingdom. They are also specialists in providing wayfinding and town centre access reviews</p> <p>The information collated would assist both the Town Council and the business community of Bradford on Avon to gather performance management information prior to developing evidence based action plans for the town.</p> <p>Importantly it has the potential to provide information in the following areas:</p> <ul style="list-style-type: none"> • a review of town centre performance in a specific year • year on year analysis of town centre performance • a tool to identify the strengths, weaknesses and opportunities for improvement in town centres • an evidence base to develop, deliver and evaluate regeneration projects • a review of clusters of towns to ascertain high performers / under achievers • to understand localities in a regional and national context <p>In addition to the Benchmarking project, the Wayfinding review could be undertaken and be broken down into four main elements:</p> <ul style="list-style-type: none"> • assessment of approach, signage and car park access by road • assessment of pedestrian signage • summary of itemised recommendations for physical access and signage improvement • first time visitor review report all with photographic evidence

Where is this project taking place?	Bradford on Avon and its town centre
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When will the project take place?	Spring 2017
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<p>What evidence is there that this project/activity needs to take place/be funded by the area board?</p>	<p>The project will provide important data to help us understand the dynamics of how the town centre currently functions and will support future efforts to promote the town for business and tourism purposes.</p> <p>Signage is an important aspect of accessibility and navigability within the town; the audit will provide a baseline for improvements to signage to help improve the visitor experience of the town.</p>
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How will the local community benefit?	The community will benefit as, it is hoped that, the town centre will be strengthened by retaining and attracting investment in new jobs, shops and services. Visitor spending on goods and services will enhance the economy and cultural vitality of the town.		
Does this project link to a current Community Issue? (if so, please give reference number as well as a brief description)	This projects supports efforts to promote the town centre, business, tourism and spending in the local economy.		
Does this project link to the Community Plan or local priorities? (if so, please provide details)	This project supports the objectives of the Bradford on Avon Neighbourhood Plan and the priorities for Wiltshire Council emanating from the Joint Strategic Assessment for Bradford on Avon.		
What is the desired outcome/s of this project? A robust database of information to support the monitoring, marketing and promotion of the town.			
Who will be responsible for managing this project? Daryl Jones, Tourism and Events Manager at Bradford on Avon Town Council, with reps from BoA Business.			
3. Funding			
What will be the total cost of the project?	£ 3,000		
How much funding are you applying for?	£ 1,500		
If you are expecting to receive any other funding for your project, please give details	Source of Funding	Amount Applied For	Amount Received
	Bradford on Avon Town Council	1,500	
Please give the name of the organisation and bank account name (but not the number) your grant will be paid in to. (N.B. We cannot pay money into an individual's bank account)	People and Places Insight Limited		
4. Declaration – I confirm that...			
<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: Magnus Macdoanld		Date: 27 February 2017	
Position in organisation: Chairman, Bradford on Avon Area Board			
Please return your completed application to the appropriate Area Board Locality Team (see section 3)			