



Reference no
Log no
For office use

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	
Area Board Name	Bradford on Avon
Your Name	Councillor Sarah Gibson
Contact number	07501 719197
e-mail	sarah.gibson@wiltshire.gov.uk
2. The project	
Project Title/Name	Clean Air Day
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>This national clean air campaign is to be held on 21 June 2018, the longest day, and is supported by Public Health England, the Environment Agency, the Royal College of Physicians, and many other organisations and Local Authorities. Their website provides toolkits for schools, communities and others to get involved and includes posters, leaflets, tips and sample newsletter articles and emails</p> <p>https://www.cleanairday.org.uk/Pages/Category/get-involved-in-national-clean-air-day</p> <p>The Bradford on Avon Streets Ahead group at its recent meeting resolved to make a public statement regarding its commitment to achieving clean air in Bradford on Avon and to seek support and resources from the local authorities, schools, businesses and youth groups to do so. Ideas for Clean Air Day designed to make an impact with motorists and the press include direct action through demonstrations, street art, banners, posters, placards, costumes, gas masks. Small but high impact measures could include petitioning cars queuing down Masons Lane to switch off their car engine while idling; encouraging parents to leave their car at home for the school run in favour of a mass walk/bus/cycle to school day; highlighting the health effects of pollution and promoting the benefits of active travel and exercise.</p> <p>Final decisions on activities will be made in discussion with the Town Council.</p>
Where is this project taking place?	Bradford on Avon town centre
When will the project take place?	Thursday 21 June 2018
What evidence is there that this project/activity needs to take place/be funded by the area board?	Bradford on Avon has a continuing problem with traffic volumes, pedestrian intimidation and poor air quality which is hindering efforts to promote the town for shopping and tourism. Surveys have shown a significant proportion of local car journeys across town, particularly to schools. There is great potential to encourage a change in travel

	behaviours around town and to promote the positive benefits of walking, cycling, public transport and electric vehicles. A day of action on Clean Air Day will help to raise the profile of this issue and to help to drive cultural change.		
Does this project link to a current Community Issue? (if so, please give reference number as well as a brief description)	An Air Quality Management Area has been designated since 2001 and this is part of the continuing efforts to reduce levels of pollution and to improve air quality in the town centre		
Does this project link to the Community Plan or local priorities? (if so, please provide details)	The Town Council is in active discussions with Wiltshire Council to promote improved traffic management/ pedestrian safety/ air quality		
What is the desired outcome/s of this project? Increased awareness of the air quality and traffic pollution issues in the town centre			
Who will be responsible for managing this project? Bradford on Avon Streets Ahead			
3. Funding			
What will be the total cost of the project?	£500		
How much funding are you applying for?	£250		
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	£ 250	
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)			
4. Declaration – I confirm that...			
<input type="checkbox"/> X The information on this form is correct and that any grant received will be spent on the activities specified <input checked="" type="checkbox"/> X 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: 23 May 2018	
Position in organisation: Wiltshire Councillor			
Please return your completed application to the appropriate Area Board Locality Team (see section 3)			