

Area Board Project/Councillor Initiative

1. Name of councillor submitting project

Cllr Peter Doyle and Cllr Peter Colmer

2. What is the project?

The proposal is for the Area Board to provide financial support for a business led project to support the development of the local economy by increasing visitor numbers to the two market towns and more generally throughout the community area.

The project will build on the existing reputation of the two market towns following on from the award of Champion of Champions by the Royal Horticultural Society to Cricklade and the conferment of the title Royal Wootton Bassett by Her Majesty during 2011.

The project will be run jointly by the Cricklade Business Association and Royal Wootton Bassett Chamber of Commerce with support from VisitWiltshire.

3. Where and when will the project take place?

The project will take place principally in the two market towns, Cricklade and Royal Wootton Bassett but with input from around the wider community area particularly in relation to places of interest and visitor attractions.

The project will commence immediately and be continue on an-ongoing basis and may be further extended subject to further review and available support.

4. Please outline:

- **Community benefits**
- **Evidence of need**
- **Links to Community Plan**
- **Community Issue**

Community Benefits:

- The project supports joint working between the two local business organisations (Cricklade Business Association and Royal Wootton Bassett Chamber of Commerce) thus leveraging additional support from VisitWiltshire to the overall benefit of many visitor dependent businesses throughout the entire community area;
- Visitor attractions in the community area will benefit from associated improvements to the VisitWiltshire website and other associated marketing and promotional activity.
- The overall unique profile of the community area, situated between two AONBs (Wessex and Cotswolds)

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and in proximity to the Cotwold Water Park will be enhanced.

Evidence of Need:

Discussions with and between both business organisations in the two market towns have highlighted a need for action to lengthen the stay of visitors to the towns and surrounding area so as to increase the economic benefit to local businesses. There is also a general need to support local business and economic activity in the 'gap' between the RAF leaving Lyneham and full establishment of the tri-service technical training centre.

Links to Community Plan:

There is a clear link many aspects of the Economy of the Community Plan (2005-2015) including supporting tourism, supporting the retention of high street business activity and the promotion of the historical market town image of Cricklade and Royal Wootton Bassett.

Community Issue:

There is a need for the local economy to be supported and encouraged during the run-down of the RAF establishment at Lyneham and the full establishment of the tri-service technical training centre.

5. What is the desired outcome/s of this project?

- Improvements to the local visitor economy
- Economic benefits to High Street businesses and across the community area
- Information/tourist map for the community area
- Higher profile for local visitor attractions outside of the two market towns
- Improved identity for the community area as an area of interest for potential visitors

6. Who will Project Manage this project?

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The proposal is that this is a business led project with both local business organisations being involved in the management of the project:

- Royal Wootton Bassett Chamber of Commerce will lead the project
- Cricklade Business Association will provide financial management of the project
- Advice and support will be provided by VisitWiltshire (website enhancement, search engine optimisation, direct marketing campaign, social media marketing activity, events promotion and PR including tailored PR activity/press releases, 2012/13 print programme)
- As project leader, RWB Chamber of Commerce will be free to involve additional parties as needed
- RWB Chamber of Commerce will lead and manage the involvement of VisitWiltshire in the project

7. Please confirm costs and provide quotes

- Total project costs up to and including £5,000 - 1 quote
- Total project costs over £5,000 - 3 quotes

The project proposal is to provide an initial sum of £5,000 capital to initiate joint working between Cricklade Business Association and Royal Wootton Bassett Chamber of Commerce for project work to support the wider business economy in the community area as a whole. This will enable the respective business organisations scope to develop the project as appropriate in the knowledge that some initial financial support is directly available and without which such a business development project supporting the business community across the wider community area would be unlikely to be developed

It is envisaged that additional funding (or other advisory or technical support) will be obtained as necessary from further potential partners to support the project, once the full scope of the project has been determined. The full detail of the project and associated costings will be developed in conjunction with and advice from Visit Wiltshire as they are a key partner in this activity.

The detail of the full scope of the project and subsequent progress reports will be provided to the Area Board on an on-going basis, as a partner update.

8. Additional information in support of the project

By providing support for this project, the Area Board is acknowledging and providing a specific contribution to support the broad recommendations of the Portas Review commissioned by the Prime Minister in May 2011 to support the High Street and town centre business environment.

Royal Wootton Bassett Chamber of Commerce will be liaising with Calne Chamber of Commerce in respect of any involvement of Lyneham based businesses.