



Performance Reward Grant Scheme

Expression of Interest Form for Wootton Bassett & Cricklade Area Board

To be returned to: Karen Scott, Wootton Bassett & Cricklade Community Area
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 Chippenham SN15 1 ER
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Organisation	Cricklade Town Council																					
Form submitted by (contact for all queries)																						
Name of initiative	High Street Car Park																					
Brief Description of Initiative	<p>Construction and enhancement of a new town centre car park. This will provide an additional 48 spaces. It will:</p> <ol style="list-style-type: none"> 1. Address the deficit of parking spaces in the town (<i>identified as having the poorest parking provision of all market towns in Wiltshire</i>) 2. Help to regenerate and realise the potential of the retail sector in the town 3. Promote a burgeoning tourism industry 4. Ease the traffic congestion caused by double-parking, paralysing the High Street 																					
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	X																				
	Improving affordable housing																					
	Lives not services																					
	Supporting economic growth	X																				
	Safer communities	X																				
	Protecting the environment	X																				
	Action for Wiltshire – combating the recession	X																				
Amount of funding sought	£50,000.00																					
What will this money be spent on? (Please show split between capital and revenue. For capital expenditure guidance – see Appendix 1 in the Bid Pack)	<p>Capital Project</p> <p><u>Phase 1 (completed and funded by Cricklade Town Council)</u></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Cost of leasehold (125 years)</td> <td style="text-align: right;">20,000</td> </tr> <tr> <td>Legal Fees</td> <td style="text-align: right;">7,480</td> </tr> <tr> <td>Signage</td> <td style="text-align: right;">71</td> </tr> <tr> <td>Clearance of site</td> <td style="text-align: right;">3,500</td> </tr> <tr> <td>Surveys (topographical, design, landscaping, drainage)</td> <td style="text-align: right;">7,765</td> </tr> <tr> <td></td> <td style="text-align: right;">£38,816</td> </tr> </table> <p><u>Phase 2 - Construction of Car Park</u></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Cricklade Town Council (ring fenced/earmarked reserves)</td> <td style="text-align: right;">23,000</td> </tr> <tr> <td>Performance Reward Grant</td> <td style="text-align: right;">50,000</td> </tr> <tr> <td>Other sources (e.g. Public Works Loan, other funding streams)</td> <td style="text-align: right;">77,000</td> </tr> <tr> <td>Total <i>estimated</i> cost of project (awaiting detailed costings)</td> <td style="text-align: right;">£150,000</td> </tr> </table> <p><i>Total Phase 1 and 2 project costs £188,816</i> <i>Total Town Council commitment £61,816</i></p>		Cost of leasehold (125 years)	20,000	Legal Fees	7,480	Signage	71	Clearance of site	3,500	Surveys (topographical, design, landscaping, drainage)	7,765		£38,816	Cricklade Town Council (ring fenced/earmarked reserves)	23,000	Performance Reward Grant	50,000	Other sources (e.g. Public Works Loan, other funding streams)	77,000	Total <i>estimated</i> cost of project (awaiting detailed costings)	£150,000
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	<p>Building Resilient Communities Community involvement underpins this project. The car park has been identified by local people and the business community as a priority for the town that will benefit all socio-economic groups and recognised as the most significant development since the building of the bypass in 1974.</p> <p>Supporting economic growth The initiative supports the drive to better understand how towns and villages can become vibrant economies. Tourism has an increasing role in the economic life and development of the town. Cricklade is a Saxon town steeped in history, boasting 112 listed buildings, has been judged as Best Small Town in the UK in the RHS Britain in Bloom competition, has areas of natural beauty (North Meadow Fritillaries (an SSSI), Blakehill Nature Reserve), is in close proximity to the Cotswold Water Park and the Swindon & Cricklade Railway) – all attracting an increasing number of visitors (the Fritillaries attract in excess of 9,500 visitors each year).</p> <p>Cricklade, a market town, would be used more as a destination for local services by surrounding villages (for dentists, opticians, the library, leisure centre, shopping).</p> <p>This project also meets aims to support Wiltshire businesses during the economic downturn in speeding up this delayed development project.</p> <p>Safer communities The site is adjacent to a doctor's surgery which has been subjected to anti social behaviour together with vandalism at the public toilets (now closed at 6pm to alleviate the problem). An enhanced car park would provide an improved street scene and reduce crime and anti-social behaviour (the project will include CCTV). Road safety would be improved with a reduction in potential danger to pedestrians caused by illegal parking in the High Street.</p> <p>Protecting the Environment There would be a lessening of journeys to other towns for (e.g. Cirencester, Swindon) thereby reducing the carbon footprint. The design incorporates environmentally friendly measures – the provision of cycle racks, proposals for recycling banks and energy efficient lighting.</p> <p>Combating the recession This initiative works towards supporting Wiltshire's businesses and economy in a sustainable way encouraging the local business community (SMEs) to grow and it will increase the town's potential as an investment location.</p>
<p>What makes this initiative a local priority (e.g. evidence from research and local support)</p>	<p>Local Support - This is a high local priority. First proposed 40 years ago, public consultation and community involvement has been at the heart of assessing demand. <i>(Delays were caused through difficulty in obtaining access to Town Council owned land. Recent and successful negotiations have resulted in a lease giving access together with rights over an existing private car park).</i> Community involvement has included public meetings and continued endorsement from the Cricklade Business Association. The Northern Community Area Plan 2005-2015 and its 2009 review also highlights this as priority need.</p> <p>Evidence - Recognition of need is set out at para 4.3 of the Cricklade Conservation Area Statement. Mouchel Parkman's HGV Traffic Management Report also makes clear the need for additional off street parking to improve the flow and safety of High Street traffic. Development plans were drawn up by the District Council's Urban Designer. NWDC's Area 2 Committee also recognised the need for the</p>

	project and awarded it £10,000 from its Community Award Scheme (a sum not claimed due to problems in acquiring access to the land). Visit Wiltshire has commented that current car parking provision is insufficient and a new car park will be key to improving Cricklade's tourism industry.
How will you know you have been successful?	The success of the car park will be determined by user numbers through proper performance monitoring and the reduction of illegal High Street parking.
<ul style="list-style-type: none"> How will you measure the impact? (may have more than one measure) 	<i>E.g. performance indicator, public perception survey, number of...</i> Working with the Business Association, an impact survey will be drawn together. User monitoring will include details in community use as well as visitor/tourist use.
<ul style="list-style-type: none"> What is your improvement target (s), and when do you expect to achieve this/these? 	<i>In some cases improvement may be achieved in stages, so you may want to give more than one improvement target</i> <ol style="list-style-type: none"> 1. <i>Reduced illegal parking in the High Street – 2011/12</i> 2. <i>Reduction in traffic congestion – 2011/12</i> 3. <i>Increased footfall in shops and tourist attractions – 2011/12-2012/13,</i>
<ul style="list-style-type: none"> How will you ensure that the improvement continues after the end of the initiative? 	Rolling maintenance programme built into Town Council precept and budget
Who will benefit from this initiative?	The new car park will bring the total spaces in the town to approx. 80. It will be in the town centre and close to important amenities - shops, post office, library, doctors' surgeries, leisure activities, schools and churches. Beneficiaries will be i) Cricklade residents who currently drive to other retail centres in Swindon or Cirencester- ii) those living in surrounding villages (Latton, Marston Meysey, Ashton Keynes) who could shop in nearby Cricklade rather than driving further afield- iii) the elderly and infirm needing to park close to the High Street- iv) the disabled who would be provided with dedicated spaces- v) parents and children at the adjacent primary school- vi) cyclists who would be provided with cycle racks- vii) those using the adjacent doctors surgery (2 additional spaces)- viii) retailers would see increases in expenditure from local people and visitors- ix) other local businesses, particularly those in the burgeoning tourism industry, would be more attractive to investors and visitors.
Confirm no unfunded commitments from this initiative	There may be on-going commitments which will be funded from ongoing budgeting through the precept.
What are the key risks to success and how will these be managed?	Main risk to success of project is if funding is not secured. This will result in a delay to the project, continued parking and road safety problems in the High Street and a threat to sustainability of the local economy and tourism industry.
Who will manage the initiative	Cricklade Town Council - Planning, Conservation and Transport Committee – Car Park Working Party

Signed:

Dated:

Applicant: