

# Community Area Award Application

## Grant Application from North Wiltshire District Council

Please ensure that you have read the Funding Criteria and Additional Guidance Notes before completing this form

**PLEASE COMPLETE ALL SECTIONS TO ENSURE THAT YOUR APPLICATION CAN BE CONSIDERED**

### 1 – Your Organisation or Group

<b>Name of Organisation</b>	Calne Area Transport
<b>Organisation type</b>	Non-profit making organisation

### 2 – Your Project

<b>In which Community Area does your project take place?</b>	Area 5
<b>In which Parish does your project take place?</b>	All parishes in area 5 including Calne Town
<b>What is your project?</b>	<u><a href="#">“Audit, Investigation and Review of Transport Provision Serving the Calne Community Area”</a></u>
<b>Where will your project take place?</b>	Calne Area/Wiltshire
<i>When will your project take place?</i>	Expected completion date: <b>End January 2007</b>
<b>Does your project demonstrate a direct link to the Community Plan for the area? If yes, please provide a reference/page no.</b>	CAT is the Transport Arm of the CCAP and as such is the link to all transport issues in the Community Plan i.e. education and lifelong learning; youth and community safety, recreation, health care and sustainable communities. References to Calendar: p3, p4, p5, p6, p7, p8, p9, p10 and p11.
<b>Are you applying for Capital or Revenue Funding?</b>	Revenue

If you are applying for Revenue funding, please confirm that your project will be completed by 31<sup>st</sup> March 2007

Yes

What is the Community benefit of your project, and approximately how many people will benefit?

### Background

As the Calne Community Area Partner in all transport matters CAT has worked closely with the County Council on improving cycleways and footpaths as well as promoting public transport and Wigglybus. CAT set up a Wigglybus Marketing Group, networked through a range of organisations and individuals, redesigned the Wigglybus leaflet assisted by John Bentley School and the Chamber of Commerce, consulted widely with information outlets, and organised transport stalls. Ridership figures have greatly improved as a result. (See [http://www.gocalne.org.uk/files/Wigglybus\\_map\\_and\\_times.pdf](http://www.gocalne.org.uk/files/Wigglybus_map_and_times.pdf)).

### Achievement

This work has helped bring the subsidy cost down from £12.00 to £3.20 per passenger. Calne's Wigglybus performance is better than that for the Kennet Valley Wigglybus service and some of the Pewsey Vale services that have been running 3 years longer! Whilst this result does not guarantee that the County Council will support the service beyond 2007 when government subsidy expires, *it demonstrates CAT's potential to achieve the best out of existing services and maximise future growth.*

### CAT's transport strategy

CAT wishes to build on its successful "word of mouth" evidence based method of marketing for all transport matters for the whole area. It has developed an innovative "Go-Between" marketing strategy which brings detailed evidence of transport need and means of provision working through volunteers. The method comprises 12 related but distinct activities, or "Steps", leading to a highly effective travel brokerage system.

Step 1 delivered the first edition of a one stop travel information website ([www.gocalne.org.uk](http://www.gocalne.org.uk)). Steps 2 to 5 involved CAT volunteers providing travel information to householders with a brief travel survey to identify transport issues and gaps. This was piloted by volunteers, initially for Wigglybus purposes, in selected neighbourhoods in Bremhill, Derry Hill, Calne and Avebury Trusloe. The approach brought valuable evidence for all transport issues.

### Project description: Steps 6 – 11

It is critical to CAT volunteers to gather detailed information about all transport provision serving the area and its potential to meet local travel needs prior to rolling out the above activities (Steps 2 to 5) across the whole of the Calne area. Steps 6 to 10 provides an assessment of the range of transport provision and its potential to meet travel need found by CAT volunteers (The data from this will enable the method developed in Steps 2 to 5 above to be implemented across the whole area) and Step 11 examines the scope of developing a multi modal travel hub.

### Research and system design

Thus to develop this new pattern of marketing and brokering for the rest of the Community Area, CAT needs an assessment of:

- what transport provision exists, and
- the potential to meet the serious shortfalls in provision that CAT volunteers have uncovered.

There are over 10 categories of transport provision in Calne. None is likely to be performing to its full potential. This "Audit, Investigation and Review" is a skilled research project that needs to be carried out by experienced professionals assisted by a group of CAT volunteers. The role of the volunteer team is to bring local knowledge to the research, liaison with CAT committee, and equip the community partnership with the necessary tools to negotiate independently in the future. This will lead directly to the sustainability of the group's transport strategy for Calne.

### Outputs

The research will show:

- The extent of under utilised transport capacity serving Calne Community Area
- The extent of travel opportunities across the week, (day and evenings)
- The potential to negotiate developments with the providers (and local authority)

- The ability of the community to negotiate greater utilisation (matching need with provision)
- The scope for developing a network of multi modal travel hubs

The findings, recommendations and comprehensive data will feed into CAT's 'Go between' activity, a community travel advice desk that is under consideration, upgrade CAT's website, exhibitions, transport stalls, telephone enquiries, newsletters, and events.

### Benefits to the Community

- Improve accessibility for all residents in the area.
- Ensure that travel opportunities are as near 24/7 as possible
- Improve their career prospects, and social opportunities for young people
- Offer travel opportunities other than the car
- Raise awareness of environmental impact of traffic and transport
- Strengthen the links between community sectors by joint working

### Numbers of beneficiaries

The whole community area is targeted: 20,000.

There are 15.5% non-car households, 42.2% one-car households. This amounts to some 4,413 households or over 10,000 individuals with travel needs that might not be met by the private car.

### NWDC will not meet future running costs for projects. Please tell us how these will be met in future.

The transport "Audit, Investigation and Review" is a one-off exercise.

<b>Has your organisation received a previous award from this Council?</b>	Yes (see 3 below)
<b>Date &amp; Amount of previous award</b>	30/01/2003          £2,000
<b>Details of award</b>	As community partner in the Wigglybus project: setting up of website (see <a href="http://www.gocalne.org.uk">www.gocalne.org.uk</a> ), promotional packs of travel information and telephone back-up. See above for further details.

### 3 - Additional information to support and strengthen your application e.g. consultation & community involvement

- CAT has successfully raised the profile of transport issues in Calne Area
- CAT's findings have influenced the future developments of the Calne town bus services
- The first comprehensive travel information website pertinent to Calne area was published with help from Wiltshire County Council

An independent assessment of CAT to evaluate the Community Group's fitness for Go-between purposes was carried out in November and December 2005. The evaluation was funded by Wiltshire County Council and carried out towards the end of last year. The report was published in February 2006 and was supplied to NWDC.

The evaluator praised CAT as a committed community group and concluded that CAT was equipped with appropriate skills and in an excellent position to be the community's partner in all transport matters. Detailed guidance was given and recommendations are being progressed. The evaluator recommended that CAT widen its community base to progress the Go-between work and keep up the momentum.

*The Go-between Method* has generated much interest including the SW RDA and GOSW.

### 4 – Financial information

<b>PROJECT COSTS</b> Please provide a <b>full</b> break down e.g. equipment, installation etc.		<b>PROJECT INCOME</b> Please list sources of funding for this project, as provisional (P) or confirmed (C)		
<b>Project management:</b> Manager to coordinate and carry out research; identify comprehensive audit of transport providers; setting up and carrying out interviews; coordination	£4,000		P/C	

and training of volunteers; report writing.				
<u>Project advice:</u> Transport consultant to bring expertise to develop, test and oversee research methods; advise on findings and made recommendations; attend CAT and volunteer team meetings and final presentation.	£4,200	The South West Regional Development Agency is considering project bid. If confirmed successful the following amount could be expected:	P	£7,000
Project management team to recruit, coordinate and train team of volunteers from a range of community sectors in order to closely assist with field work including:		Contingency budget to be covered by CAT	C	£1,000
<ul style="list-style-type: none"> <li>Investigation of potential revenue streams using full range of information services (advice desk, online information, and brokerage)</li> </ul>	Nil			
<ul style="list-style-type: none"> <li>Search for spare capacity and eligibility criteria of transport provided by local transport authority, social services, health authority</li> </ul>	Nil			
<ul style="list-style-type: none"> <li>Investigate community partnership for minibuses and local voluntary group transport</li> </ul>	Nil			
<ul style="list-style-type: none"> <li>Comprehensive audit of transport provision including taxis, current car sharing, bus and coach</li> </ul>	Nil			
<ul style="list-style-type: none"> <li>Examine scope of developing one multi modal travel hub in Calne</li> </ul>	Nil			
<ul style="list-style-type: none"> <li>Production and presentation of final report</li> </ul>	Nil			
<u>Project administration:</u> Internal and community communications.	£360			
<u>Contingency budget:</u> travel, subsistence, report production and other incidentals charged at cost.	£1,000			
<b>Total Project Expenditure</b>	<b>£9,560</b>	<b>Total Project Income</b>		<b>£8,000</b>
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<b>Total Project Expenditure</b>		<b>£9,560</b>		
<b>Project Shortfall</b>		<b>£1,560</b>		
<b>Award sought from NWDC</b>		<b>£1,560</b>		
<b>Is your organisation able to claim VAT?</b>		<b>No</b>		
<b>THE FOLLOWING INFORMATION MUST BE PROVIDED. FAILURE TO DO SO WILL RESULT IN THE APPLICATION BEING REJECTED</b>				
<b>Yes</b> Please tick this box to indicate that you have included a signed off summary of examined accounts, confirming your year-end accounts, assets and reserves				
<b>Section 5 - Declaration (on behalf of organisation or group)</b>				
<b>Yes</b> , I confirm that the information on this form is correct, that any award received will be spent on the activities specified, that I will complete a monitoring form (if requested) following completion of the project				
<b>Yes</b> , I confirm if an award is received that I will complete and return an evaluation sheet				
<b>N/A</b> I confirm that the necessary any planning permission was granted ___/___/___				
<b>N/A</b> I confirm that any other form of licence or approval for this project has been received prior to				

submission of this application

**Yes**, I confirm that the necessary policies and procedures will be in place e.g. Child Protection, Public Liability Insurance , Equal Opportunities etc prior to the commencement of the project outlined in this application


**Yes**, I confirm that acknowledgement will be given of NWDC support in any publicity or printed material

**Yes**, I give permission for press and media coverage by NWDC in relation to this project

**Position in organisation :**

**Date: 5 May 2006**

**Revised: 15 May 2006**

 Please return your completed application to: Community Partnership Officer, Community & Environment, Monkton Park, Chippenham, Wiltshire, SN15 1ER or e-mail [jvaughan@northwilts.gov.uk](mailto:jvaughan@northwilts.gov.uk)