

Performance Reward Grant Scheme

APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

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Area Board	<i>Bradford on Avon</i>	
Form submitted by (contact for all queries)	<i>Gerald Milward-Oliver, on behalf of Bradford on Avon & District Community Development Trust. T: 01225 866612 / M: 07802 335969 E: gerald@milward-oliver.com</i>	
Name of initiative	<i>Bradford on Avon Sustainable Town Plan</i>	
Brief Description of Initiative	<i>After 15 years of blight, Bradford on Avon is about to start on a journey of regeneration. By 2012, the town will look and feel very different as Kingston Mills and other projects come to completion. We need to ensure that the townspeople's aspirations are fully taken into account & that there is a degree of consensus over the way forward. In partnership with the Town Council, we will consult the town's population & produce the first stage of a Town Plan (vision and scoping study). We will work with WC to ensure that the Plan is adopted as a Supplementary Planning Document. It will reflect the town's commitment to be carbon neutral by 2050 & will therefore focus on how Bradford on Avon can evolve through to 2026 as an increasingly economically, environmentally and socially sustainable community. The exercise will be managed by the Development Trust under the overall control of the Town Council's Economic Development Working Group.</i>	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	x
	Improving affordable housing	x
	Lives not services	x
	Supporting economic growth	x
	Safer communities	x
	Protecting the environment	x
	Action for Wiltshire – combating the recession	x

Amount of funding sought	£31,764
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)	<i>Budget attached. Although this is entirely revenue spend, it will provide the foundation for future community-based capital spend in the town, including new community resources and facilities. As such, this investment will be able to leverage future investment from a wide variety of sources.</i>
Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken	<p><i>Proposal document + action sheet attached. The purpose of the Sustainable Town Plan is 100% focused on building a strong, sustainable, resilient community for all of the people living in Bradford on Avon, complementing the work of Wiltshire Council spatial planning teams on the Local Development Framework through to 2026. It reaches across all age groups and all backgrounds.</i></p> <p><i>Through extensive consultation, it is designed to support economic growth by listening to how people believe we can build on our strengths and constructively address our weaknesses. It will also address the need for additional affordable housing and identify the challenges and opportunities for addressing both the availability and quality of affordable housing.</i></p> <p><i>Although the impact of the Plan will extend through to 2026 and will therefore have limited immediate impact on the current recession, its role is to help promote sustainable economic growth – and therefore to help build a lasting foundation on which future quality of life can be constructed.</i></p> <p><i>Overall, the Plan will provide a framework within which we can build a community that has a vision for its future direction of travel – moreover, a future that is economically, environmentally and socially sustainable.</i></p>

What makes this initiative a local priority (eg evidence from research and local support)

By 2012, it is likely that Bradford on Avon will be looking and feeling a very different town, thanks to a number of complementary but individual strands. First, construction work is about to start on the six-acre town centre Kingston Mills site, after 15 years delay and controversy. As the commercial part of the site takes shape, so we will be regenerating a working community on the site. Second, we are addressing the whole issue of transport, traffic and how people in the town get around, through the Priority for People initiative. Implications from that will start flowing through in the next 2/3 years and will have an impact for years to come. Third, the town is about to commit itself to becoming a carbon neutral town by 2050, through an initiative led by Carbon Friendly Bradford on Avon. There are other elements that will also be coming together in the next 2/3 years that will provide positive and welcome change to many aspects of Bradford on Avon life – for example continued evolution of the recently revived Chamber of Commerce, the launch of an initiative aimed at helping those wanting to earn professionally from their creative activities (from painting to music) and plans for a new museum. Also plans for substantial enhancements in the social networking media and other communication channels, directed at helping organisations and people communicate more effectively on issues relating to the town. In addition, with the Core Strategy and the Local Development Framework set for completion within the next couple of years, the time is right to determine how the town will meet the vision that lies at the heart of the Core Strategy. All of these factors will throw up challenges for the years that follow. Without a plan, built on solid and durable foundations, but also designed to evolve as new opportunities arise, then we risk falling into the same traps that have bedevilled us in the past – creating a vacuum that others may seek to fill, and not necessarily to the long-term benefit of the town. The Sustainable Town Plan gives the town's community the legitimacy to be master of its own destiny.

<p>How will you know you have been successful?</p>	<p><i>The launch of the completed Sustainable Town Plan vision and scoping study with demonstrable levels of public support and engagement – and public involvement in and support for subsequent plans for implementation. In addition, the adoption of the Town Plan as a Supplementary Planning Document within the Local Development Framework will of itself indicate a degree of success and approval from Wiltshire Council.</i></p>
<ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) 	<p><i>The proposal includes consultation with every household in the town, as well as public events and briefing meetings to the town community. The ultimate test will be the strength of the plans that follow the launch of the Sustainable Town Plan and how that fits with the evolving Core Strategy – in other words, the next stage, the definition of which is one of the concluding elements in the Plan’s work schedule.</i></p>
<ul style="list-style-type: none"> • What is your improvement target, and when do you expect to achieve this? 	<p><i>See above.</i></p>
<ul style="list-style-type: none"> • How will you ensure that improvement continues at the end of the initiative? 	<p><i>See above.</i></p>
<p>Who will benefit from this initiative?</p>	<p><i>The population of Bradford on Avon (4,340 households, population c. 9,500). It will also impact the surrounding villages that, together with the town, make up the Bradford on Avon Community Area (total population c. 17,000)</i></p>
<p>Confirm no unfunded commitments from this initiative</p>	<p><i>I confirm that there will be no unfunded financial commitments arising from this initiative.</i></p>

<p>What are the key risks to success and how will these be managed?</p>	<p><i>Lack of public engagement. This will be countered through extensive publicity through local and town media, through local amenity groups and by raising the general conversation on the issue.</i></p> <p><i>Lack of consensus. Consensus is not critical, but it will allow us to move forward. There is no right or wrong conclusion. We will deal with what we find, always with the positive purpose in mind of delivering a coherent plan with which the majority will engage in some way.</i></p> <p><i>Management. The initiative will be run on behalf of the Economic Development Working Group of the Town Council by the Development Trust by means of an agreement. A steering group will be formed and will provide additional support and oversight.</i></p>
<p>Who will manage the initiative</p>	<p><i>Gerald Milward-Oliver, on behalf of Bradford on Avon & District Community Development Trust, in association with the Bradford on Avon Town Council's Economic Development Working Group.</i></p> <p><i>1 Wine Street Terrace Bradford on Avon, Wiltshire BA15 1NP gerald@milward-oliver.com 01225 866612 / 07802 335969</i></p>

Signed:

Chairman of Area Board

Dated:

ITEM COSTS October 2009-May 2010	Dev Trust	Extl Conslt	Mailing	Print	Web design	Venue hire	Misc		TOTAL
Background preparation/briefing of consultants	900								900
Steering group workshop (1) — (a)	600	1000							1600
Consultation leaflet: content/artwork/print /distribute (4,300 copies) — (b)	1500		2100						3600
Consultation/enquiry leaflet : town open consultation event	1500	2500				500			4500
Consultation/enquiry leaflet : collate responses	600								600
Steering group meeting (2) — (c)	600	1000							1600
Preparation of draft vision/scoping study	1500	2000							3500
Steering group meeting (3) — (d)	600	1000							1600
Artwork/printing of vision/scoping study (45 copies)	1200			500					1700
Preparation of vision/scoping study website	300				1000				1300
Launch of vision/scoping study — (e)	300	500							800
Steering group meeting (4) — (f)	600	1000							1600
Public exhibition — (g)	1000					500			1500
Feedback analysis	300								300
Stakeholder workshop — (h)	600					100			700
Steering group meeting (5) — (i)	600								600
General admin							700		700
Total costs (ex-VAT)	12700	9000	2100	500	1000	1100	700		27100
CASH FLOW October 2009-May 2010	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	TOTAL
Development Trust	0	300	2700	2700	1500	3000	1900	600	12700
External consultant	0	0	0	1000	3500	2000	2500	0	9000
Mailing	0	0	0	2100	0	0	0	0	2100
Print	0	0	0	0	0	500	0	0	500
Web design	0	0	0	0	0	0	1000	0	1000
Venue hire	0	0	0	0	500	0		600	1100
Miscellaneous	0	100	100	100	100	100	100	100	700
Total	0	400	2800	5900	5600	5600	5500	1300	27100
VAT October-December 15%	0	60	420						480
VAT January-May 17.5%				1033	980	980	963	228	4184
Total	0	460	3220	6933	6580	6580	6463	1528	31764

See notes overleaf.

NOTES TO BUDGET PLAN

- (a): Assume half-day opening workshop for stakeholders.
- (b): Mailing costs - assume 8pp=36px4300=1548 +list rental (500)=2048 ex VAT .. allow extras, say 2100. Print cost included.
- (c): Assess conclusions; agree on framework for public consultation on conclusions; agree on desired outcomes from consultation.
- (d): Comments on draft; approval to publish.
- (e): Public meeting/press conference.
- (f): Assess response to publication of vision/scoping study; agree on detailed next steps.
- (g): Public presentation of vision & scoping study, including invitation for feedback on next steps, particularly in terms of people's priorities.
- (h): A broader group of community stakeholders than represented in the steering group, brought together to discuss next steps in light of the vision & scoping study, as well as responses from public exhibition.
- (i): Assess feedback from exhibition. Define Town Plan proposal including milestones, expertise required, implementation, budget implications etc. Conclusions to be presented to TC and other key stakeholders for adoption.