

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 – talking to each other”</i>	
Brief Description of Initiative	<i>As a result of the piecemeal development of community resources, there is a lack of coherence in the way news and information is handled in the town. For visitors and residents, this can make retrieval of information off-putting and complicated. This sometimes creates problems when it comes to advising people of important town meetings or consultations. With the start of regeneration of the town centre, in three years’ time, Bradford on Avon will look and feel very different. For some, BoA has become a retirement home; for others it is a place where they want to establish themselves in new and growing businesses. Without being in any way prescriptive, we need now to assess what values we wish the town to convey to residents, tourists, business and other visitors, other local authorities, our neighbours and the world at large. We then need to build a framework within which a range of channels including websites and other Internet-based social media, newsletters, noticeboards etc can be used to deliver those values and bring people closer together. This proposal covers the input of communications professionals, together with targeted research across the town and wider community, together with the production costs of introducing new and enhanced ways for the community to stay connected.</i>	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	<input checked="" type="checkbox"/>
	Improving affordable housing	<input type="checkbox"/>

	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	£26,996	
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 not involving bricks and mortar, this work represents an important investment that will have far-reaching consequences impacting on everyone in the community. Note also that c. £12,340 of the budget total is accounted by the costs of production to implement the framework and the channels of communication.</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. Resilient communities depend on shared stories, experiences and hopes. This project will provide the framework within which that resilience can be nurtured.</i></p> <p><i>The project is about helping people be part of a broad community through their own ability to communicate and be in touch with each other. It is absolutely about providing the framework for them to do that.</i></p> <p><i>The project supports economic growth by providing a coherent message that can be understood by external investors, as well as by providing strong, well-supported media through which existing businesses can communicate with customers and supporters.</i></p> <p><i>The project supports safer communities by providing an accessible and well-resourced means through which important community messages can be distributed – as well as providing a safety valve and message board through which people can raise concerns.</i></p> <p><i>The project will be designed to fit comfortably within the framework of a sustainable town, and will be a key means of communication for the success of the Bradford on Avon Carbon Neutral 2050 initiative.</i></p> <p><i>The programme will also make an important contribution to boosting the economy of the town, including job advertising, employment schemes etc.</i></p>	

<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p><i>There is long-standing confusion over town and community websites. There is a lack of effective communication channels through which calls for action, events etc are advertised (impacting adversely on breadth of community involvement in relevant issues). Existing communication channels sparsely used – eg community website running at only 1,500 hits per month, averaging less than two minutes per hit.</i></p>
<p>How will you know you have been successful?</p>	<p><i>Engagement by the community not only in the process covered by this proposal, but also in the extent to which people use the communication channels created / revived by our actions.</i></p>
<ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) 	<p><i>Engagement in the research and development process. Levels of engagement with the channels developed – eg extent of use of community website. One target for the websites is to generate sufficient traffic to justify advertising – and for the websites to become self-financing.</i></p>
<ul style="list-style-type: none"> • What is your improvement target, and when do you expect to achieve this? 	<p><i>As above. Expect immediate improvements, wef summer 2010.</i></p>
<ul style="list-style-type: none"> • How will you ensure that the improvement continues after the end of the initiative? 	<p><i>As part of the framework, a process of self-measurement will be created. A working group will also be formed to maintain a watching brief on the subject.</i></p>
<p>Who will benefit from this initiative?</p>	<p><i>The whole population of Bradford on Avon (4,340 households, population c. 9.500).</i></p>
<p>Confirm no unfunded commitments from this initiative</p>	<p><i>There will be some unfunded financial commitments arising from this initiative – including e.g. the ongoing costs of web editing, the costs of producing the town newsletter. Funding streams will be put in place for these elements as part of the activity covered by this proposal. As stated above, in the medium term, it is intended that communication channels become self-funding.</i></p>
<p>What are the key risks to success and how will these be managed?</p>	<p><i>Management. The initiative will be run on behalf of the Economic Development Working Group by the Development Trust by means of a service agreement. A steering group will be formed and will provide additional support and oversight.</i></p>

Who will manage the initiative	<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>
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Signed:

Dated:

Chairman of Area Board

ITEM COSTS October 2009-May 2010	Dev trust	Profl consult	Rsch	Web design	Graphic design	Print	Misc	TOTAL
Present plan for action to EDWG								
Establish sources of finance/resource								
First workshop – with first line stakeholders	450	600						
Focus Groups – led by market research specialists	600	600	1500					
Review responses of workshop & focus groups	300							
Test brief and responses with branding agency	300	600	300					
Prepare proposals	600	600						
Second workshop – discuss proposals with first line stakeholders	450	600						
Prepare brief for design competition	150							
Prepare brief for TC redesign	150							
Prepare brief for redesign of community website	300							
Prepare business plan to cover development and ongoing maintenance costs of community website	600	300						
Prepare brief for community website editor	150							
Prepare terms of reference for proposed working group on signage, including proposed membership & timeframe	200							
Prepare business & design plan for town newsletter (Gudgeon 2.0)	600	600						
Design competition	300							
Advertise for Community website editor	100			50				
Commission BoA ‘device’ competition winner	100				1500			
Commission TC stationery	100				1000	1000		
Commission website redesign	100			6000				
Commission community website editor	100			1000				
Define guidelines for use of BoA official device/ logo	150							
Introduce new stationery, launch website, launch community newsletter, launch BoA on Twitter	600							
Miscellaneous							500	
TOTAL	6400	3900	1800	7050	2500	1000	500	23150
VAT October-December	68	90					38	196
VAT January-May	1041	578	315	1234	438	0	44	3650
	7509	4568	2115	8284	2938	1000	582	£26,996