



## Performance Reward Grant Scheme

### Expression of Interest Form for Chippenham Area Board

To be returned to:

Victoria Welsh, Chippenham Community Area Manager,  
Wiltshire Council, Monkton Park, Chippenham, Wiltshire, SN15 1ER

Email: [victoria.welsh@wiltshire.gov.uk](mailto:victoria.welsh@wiltshire.gov.uk)

Organisation	<i>Chippenham Vision</i>	
Form submitted by (contact for all queries)	<i>John Clark</i> <i>Chippenham Vision Board - Chairman</i> <i>39 Upper Seagry</i> <i>Chippenham SN15 5HA</i> <i>Tel 01249 721171</i> <a href="mailto:info@chippenhamvision.co.uk"><i>info@chippenhamvision.co.uk</i></a>	
Name of initiative	<b><i>Chippenham Riverside Improvements</i></b>	
Brief Description of Initiative	<p><i>Surveys and expert studies indicate Chippenham lacks a community identity; in particular Chippenham's river Avon is under-utilised and unappreciated.</i></p> <p><i>Following the successful 2009 Chippenham River Festival, the Chippenham Vision Board and the Chippenham &amp; Villages Area Partnership (and the many stakeholders they represent), now wish to implement measures to improve the enjoyment and appreciation of the river, for the benefit of the residents of the area and to be a source of community and civic pride.</i></p> <p><i>These comprise much improved facilities for recreational boating, walking, cycling, fishing and improvements to the appearance, experience and environment of the riverside.</i></p>	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	X
	Improving affordable housing	
	Lives not services	X
	Supporting economic growth	
	Safer communities	
	Protecting the environment	X
	Action for Wiltshire – combating the recession	
Amount of funding sought	<b><i>Up to £250,000</i></b>	

<p>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>	<p><i>Capital expenditure – total up to £250k (will be selected from the following line items, subject to agreed priority, feasibility and final costs)</i></p> <p><i>Boating:-</i></p> <ul style="list-style-type: none"> <li>- <i>Construction of boat landing pontoons in Monkton Park and near town centre (may attract partnership funding from private landlords and lessees, from grants and from the Chippenham Sailing &amp; Canoeing Club)</i></li> <li>- <i>Purchase and erect a simple safety barrier in front of the weir for punts and canoes</i></li> <li>- <i>Restoration work on the ‘Common Slip’ for the use of townsfolk</i></li> <li>- <i>Storage facility for punts (may attract partnership funding from ‘The Punting Company’ of Cambridge)</i></li> <li>- <i>More lifebelts (may attract partnership funding from riverbank landlords)</i></li> </ul> <p><i>Cycling and Walking:-</i></p> <ul style="list-style-type: none"> <li>- <i>Improve cycling and walking surface on paths</i></li> <li>- <i>Better information on the riverside for cyclists and walkers</i></li> <li>- <i>Provision of cycle hire facilities (may attract partnership funding from the private sector)</i></li> <li>- <i>Improvements to Sustrans National Route 4 (may attract partnership funding from Sustrans)</i></li> </ul> <p><i>Fishing:-</i></p> <ul style="list-style-type: none"> <li>- <i>Improvement to disabled fishing facility (currently unsafe to use)</i></li> </ul> <p><i>Environment:-</i></p> <ul style="list-style-type: none"> <li>- <i>Gladstone Bridge appearance improvement</i></li> <li>- <i>Riverbank improvements (may attract partnership funding from the Environment Agency)</i></li> <li>- <i>Sustainable flood protection measures, including studies</i></li> </ul>
<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p><i>The boating improvements follow from the successful experience of the 2009 Chippenham River Festival.</i></p> <p><i>It is clear that the reason that the river is not much used for boating is the lack of boats available for hire and the lack of places to embark and disembark.</i></p> <p><i>Preliminary discussions have been held with ‘The Punting Company’ of Cambridge who are willing to run a pilot scheme of hiring four punts in Chippenham providing facilities and a safety barrier are erected. Preliminary discussions have also been held with the Pitch and Putt Golf course proprietors and the Chippenham Sailing and Canoeing Club.</i></p> <p><i>The ‘Common Slip’ is theoretically available to the people of Chippenham to launch boats but needs substantial restoration work.</i></p> <p><i>Cyclists and walkers enjoy using the riverside but surfaces are poor</i></p>

	<p><i>and there is a need for published circular routes. The Sustrans National Route 4 is under threat from lease expiry.</i></p> <p><i>The disabled fishing facility in Monkton Park is currently too dangerous for disabled fishermen to use.</i></p> <p><i>The Gladstone Bridge fencing is very ugly and needs to be brought up to the attractive standard of the Town Bridge which features a work of public art. This may be applied on top of the existing structure, lessening cost.</i></p> <p><i>The ugly radial gate is necessary flood alleviation but is not sustainable. A more attractive solution needs to be investigated, which is more sustainable and designed against the latest flood predictions.</i></p> <p><i>The following documents are available to support this initiative:-</i></p> <ul style="list-style-type: none"> <li>- <i>'A Vision for Chippenham' – Chippenham Vision Board</i></li> <li>- <i>Sutton Griffin study into the needs of Chippenham</i></li> <li>- <i>King Sturge study into employment needs in Chippenham and related topics</i></li> <li>- <i>Chippenham &amp; Villages Area Community Plan 2009</i></li> <li>- <i>Results of Community Surveys conducted by the Chippenham &amp; Villages Area Partnership</i></li> <li>- <i>Relevant minutes of the Chippenham Vision Board and the Chippenham &amp; Villages Area Partnership</i></li> </ul>
What makes this initiative a local priority (eg evidence from research and local support)	<p><i>The documents listed above comprise expert studies and extensive surveys, which all demonstrate the priority to the people of the Chippenham Area of improving the utilisation of the river and attractiveness of the riverside.</i></p> <p><i>This priority is one of two top priorities identified by both the Chippenham Vision Board and the Chippenham &amp; Villages Area Partnership steering group.</i></p> <p><i>Between them, these boards represent all the main stakeholders in the Chippenham Area, such as the Wiltshire Council Area Board, Chippenham Town Council, Chippenham Chamber of Commerce, Borough Lands Charity, North Wilts Economic Partnership and Wiltshire College.</i></p> <p><i>Letters of support from these bodies may be made available if required.</i></p>
How will you know you have been successful?	
<ul style="list-style-type: none"> <li>• How will you measure the impact? (may have more than one measure)</li> </ul>	<p><i>By the increased number of people enjoying the river and the riverside - boating, cycling, walking and fishing</i></p> <p><i>By surveys into the improved civic pride Chippenham area residents have in the river as a distinctive feature in the vision for their town</i></p>

<ul style="list-style-type: none"> <li>What is your improvement target (s), and when do you expect to achieve this/these?</li> </ul>	<p><i>Commercially successful 2010 summer punting season with pilot scheme of four punts</i></p> <p><i>Successful institution of cycle hire facility</i></p> <p><i>25% more people walking and cycling along the river in 2010</i></p> <p><i>Independent measure of improved appearance or riverbank</i></p>
<ul style="list-style-type: none"> <li>How will you ensure that the improvement continues after the end of the initiative?</li> </ul>	<p><i>Extension of pilot punting scheme and cycle hire</i></p> <p><i>Further increase of at least 25% walking and cycling along the river in 2011</i></p> <p><i>Survey of public in how it has affected civic pride in Chippenham</i></p>
<p>Who will benefit from this initiative?</p>	<p><i>There are about 40,000 in the Parish of Chippenham who will benefit, and a further 10,000 in the villages of the Chippenham &amp; Villages Community Area.</i></p> <p><i>In addition, because Chippenham is the largest town in North Wiltshire, there will be considerable influx of people from outside the Community Area, and indeed outside the County.</i></p> <p><i>The initiative will benefit Tourism and will also help the town to attract and retain major employers and to target key retailers, which in turn will help Chippenham to turn its Vision into reality.</i></p> <p><i>Because enjoying a better riverside is a free and attractive facility for all, this initiative will have a very powerful effect on the well-being of those who have less disposable income.</i></p> <p><i>The disabled fishing facility will be of particular relevance to the disadvantaged.</i></p>
<p>Confirm no unfunded commitments from this initiative</p>	<p><i>[Please delete the statement that does not apply:]</i></p> <p><i>There may be on-going commitments (of an indeterminate amount) which will be funded from other sources available to the Chippenham Vision Board and/or the Chippenham &amp; Villages Area Partnership to take on this work and achieve even more.</i></p> <p><i>Examples include community funding sources, local and national grants, developer contributions</i></p> <p><i>However we are confident that the budget of £250,000 can be optimally targetted to achieve many of the major improvements described, and therefore achieve the objectives.</i></p>
<p>What are the key risks to success and how will these be managed?</p>	<p><i>Management resource will be required from the Chippenham Vision, Chippenham &amp; Villages Area Partnership, and from their represented bodies. This should be manageable bearing in mind the numerous bodies and the current commitment to resource the Vision Board.</i></p> <p><i>Costs for individual line items may be higher than anticipated. This will come out of procurement programmes- if the number of line items available within the budget has to be scaled back, the majority of the</i></p>

	<p><i>achievement will still be made. Chippenham Vision will work with the Area Partnership and other representative organisations to provide a transparent and rigorous decision process on priorities.</i></p> <p><i>Delays may be experienced in making the projects happen. The Chippenham Vision Board will keep the pressure up to achieve the benefits as quickly as possible, but even if there are delays, the important achievements will be made.</i></p> <p><i>Some approvals for activities may be difficult, for example if planning permission or Environmental Agency regulations require to be satisfied. These will be worked through professionally and as quickly as possible.</i></p>
Who will manage the initiative	<p>John Clark  Chippenham Vision Board - Chairman  <a href="mailto:info@chippenhamvision.co.uk">info@chippenhamvision.co.uk</a></p>

Signed: John E Clark

Dated: 19<sup>th</sup> December 2009

Applicant