



Reference no
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For office use

Area Board Projects and Councillor Led Initiatives Application Form 2017/2018

To be completed by the Wiltshire Councillor leading on the project

Please ensure that you have read the Funding Criteria before completing this form

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

1. Contact Details	
Area Board Name	Bradford on Avon
Your Name	Sarah Gibson
Contact number	07501 719197
e-mail	sarah.gibson@wiltshire.gov.uk
2. The project	
Project Title/Name	Bradford on Avon Car Park Study
Please tell us about the project /activity you want to organise/deliver and why? <i>Important: This section is limited to 900 characters only (inclusive of spaces).</i>	<p>A key benchmarking report finding is that only 6% of all car parking spaces were vacant on the Market Day audit, the lowest figure recorded in the whole 2016 Benchmarking System and vastly lower than the National Small Towns (24%) and Regional (22%) figures. On the Non-Market Day audit the overall car parking vacancy rates increased to 18%, however this figure is still markedly lower than the National (35%) and Regional (35%) averages. Over half (55%) of Town Centre Users and Businesses (56%) rated Car Parking as a negative aspect, 12% higher than the National Small Towns average. Substantiating the quantitative data 'Increased Car Parking Provision' was a key theme to emerge from the Town Centres Users qualitative suggestions.</p> <p>The consultants, People and Places Insight Limited, recommend a follow-up Car Parking Study is undertaken which offers a more in-depth approach to both the traditional Benchmarking work and the well published Lambeth methodology. The consultants recommend that the town centre is visited on four separate days: 3 weekdays; including a 'busier' or 'market day' and 1 Saturday. On each day from 08.00-17.00 every on street and off-street car parking space in the defined town centre needs to be visited on the hour to calculate vacancy rates and identify trends and pinch points. The in-depth approach will provide the evidence base in ascertaining whether car parking provision needs to be increased/ amended in the town.</p>
Where is this project taking place?	Bradford on Avon
When will the project take place?	Spring 2018
What evidence is there that this project/activity needs to take place/be funded by the area board?	Bradford on Avon Town Benchmarking Report, November 2017

How will the local community benefit?	The evidence will support efforts to increase the overall provision of car parking and to better stratify approaches to short, long, commuter and resident parking in the town to support investment and tourism and to reduce conflict between these stakeholder groups.		
Does this project link to a current Community Issue? (if so, please give reference number as well as a brief description)	Ongoing issues with parking shortages at peak times.		
Does this project link to the Community Plan or local priorities? (if so, please provide details)	Supports efforts to promote the economy and town centre vitality.		
What is the desired outcome/s of this project? A better strategy for managing/ signing/ charging short and long stay parking, to support town centre vitality			
Who will be responsible for managing this project? Bradford on Avon Town Council			
3. Funding			
What will be the total cost of the project?	£ 2,000		
How much funding are you applying for?	£ 1,000 towards capital outputs		
If you are expecting to receive any other funding for your project, please give details	Source of Funding	Amount Applied For	Amount Received
	Bradford on Avon Town Council		1,000
Please give the name of the organisation and bank account name (but not the number) your grant will be paid in to. (N.B. We cannot pay money into an individual's bank account)	Bradford on Avon Town Council		
4. Declaration – I confirm that...			
<input type="checkbox"/> The information on this form is correct and that any grant received will be spent on the activities specified <input type="checkbox"/> Any form of licence, insurance or other approval for this project will be in place before the start of the project outlined in this application			
Name: Councillor Jim Lynch Position in organisation:			Date: 16/01/18
Please return your completed application to the appropriate Area Board Locality Team (see section 3)			