

Performance Reward Grant Scheme

APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

Email: wiltshirelaa@wiltshire.gov.uk

Area Board	<i>Bradford on Avon</i>	
Form submitted by (contact for all queries)	<i>Gerald Milward-Oliver, on behalf of Bradford on Avon Town Council and 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 Vision & 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. We will consult key stakeholders and the town's population & produce a Vision and Town Plan. We will work with WC with the objective of the Plan being adopted within the Local Development Framework. 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 in partnership with Bradford on Avon Town Council.</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	£29,610	

<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>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></p>
<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p><i>Action sheet/timelines, budget and stakeholder letters of endorsement attached.</i></p> <p><i>In line with Government guidance*, the Vision & Plan will (1) reflect the views of all sections of the community; (2) identify which features and local characteristics people value; (3) identify local problems and opportunities; (4) spell out how residents want the community to develop in the future; and (5) prepare a plan of action to achieve this vision.</i></p> <p><i>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.</i></p> <p><i>It reaches across all age groups and all backgrounds. 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. 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. 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> <p><i>* Countryside Agency guidance on parish and town plans. CA122 July 2004.</i></p>

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

*Bradford on Avon is rightly celebrated for its architectural heritage and historic character. It has a significant volume of tourist traffic, which provides a critical underpinning to the economy of the town. However, 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 of 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, while enhancing the historic character of the core zone, 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 Climate 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.*

With so much happening — and with the Core Strategy and LDF providing an externally generated strategic framework — it is essential (1) that the town's embedded character and strengths, defined in large measure by its spatial qualities and historic character, is not in any way endangered but is enhanced; and (2) that the key organisations and the people of Bradford on Avon have an opportunity to understand and help shape the impact of these issues through a sustainable town plan. 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. Supported by all key organisations, 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>Following extensive consultation, the Plan will conclude with (1) a detailed report explaining how the consultation was carried out and conclusions drawn; (2) a succinct action plan clearly setting out what needs doing, when, why, by whom and at what cost</i></p> <p><i>It is also our aim that the Sustainable Vision & Town Plan should be adopted within the Local Development Framework, potentially as a Supplementary Planning Document.</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.</i></p> <p><i>The ultimate test will be the strength of the plans that follow the launch of the Sustainable Vision & 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>By definition, the town plan will involve high level proposals for the development of new projects across Bradford on Avon. However, the completion of the town plan will not of itself create any commitment by any party to those projects. We can confirm therefore that the town plan will not result in unfunded commitments. The work programme for which funding is sought is finite and is clearly defined on the attached sheets, together with budget.</i></p>

<p>What are the key risks to success and how will these be managed?</p>	<p><i>(1) 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>(2) 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>(3) 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 Town Council and the Bradford on Avon & District Community Development Trust.</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:

Dated:

Chairman of Area Board

Appendices:

A. Process, timelines & budget

B. Letter from BoA Town Council

Email from J.Sherry, Interim LDF Leader, Economy & Enterprise, Wiltshire Council

Letter from Mid Wilts Economic Partnership

Letter from Climate Friendly Bradford on Avon

Letter from BoA Tourism Association

Email from BoA Chamber of Commerce

Email from BoA Preservation Trust

APPENDIX: PROCESS, TIMELINES & BUDGET

	December	January	February	March	April	May	June
Background preparation.	✗						
Financial requirements resourced.	✗						
A Steering Group will be formed, comprising key stakeholders from the town community, including a sound demographic and socio-economic mix.	✗						
Consultants appointed to provide the specialist input , based on experience – including that of running public consultations, workshops etc.		✗					
Consultation across the town by means of a questionnaire mailed to each household. This will ask for responses to a number of questions, as well as providing ample opportunity for people to provide their own additional input.		✗	✗				
During the consultation phase, a public event will be held at which people will be invited to express their views on best/worst attributes, as well as ideas on broad issues of sustainability – including how they would like to see the economy of the town evolving and what they would like to see happen from an environmental point of view.			✗	✗			
The Steering Group will analyse and discuss the findings of both the questionnaire and the public event.					✗		
A first draft vision and scoping study will be produced. This will then be discussed by the Steering Group and further drafts produced.					✗	✗	
A limited number of copies of the final vision and scoping study will be printed. The study will be made available on a special website linked to the existing community/Town Council website(s). The study will be launched through a press briefing and public event.						✗	
A public exhibition will be held, enabling the public to provide their own feedback on the conclusions, adding extra detail as they wish.							✗
A stakeholder workshop will be run, including a broader mix of the community than the Steering Group (who will, of course, participate) – in order to discuss the next steps and decide on how to move things forward from the scoping study.							✗
The Steering Group will meet for a final team as part of this exercise to propose a way forward.							✗

ITEM COSTS October 2009-May 2010	Project management	Scoping consultants	Mailing	Print	Website	Venue hire	Misc	TOTAL
Background preparation/briefing of consultants	900							900
Steering group workshop (1) — (a)	400	1000						1400
Consultation leaflet: content/artwork/print/distribute (4,300 copies) — (b)	1500		2100					3600
Consultation/enquiry : town open consultation event	1500	2000				500		4000
Consultation/enquiry : collate responses of leaflet/event	600							600
Steering group meeting (2) — (c)	400	1000						1400
Preparation of draft vision/scoping study	1500	2000						3500
Steering group meeting (3) — (d)	400	1000						1400
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)	400	1000						1400
Public exhibition — (g)	900					700		1600
Feedback analysis	300							300
Stakeholder workshop — (h)	600					100		700
Steering group meeting (5) — (i)	400							400
General admin							200	200
Total costs (ex-VAT)	11600	8500	2100	500	1000	1300	200	25200
VAT								4410
TOTAL BUDGET								29610

(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.

Letter from Bradford on Avon Town Council

Bradford on Avon Town Council

St Margaret's Hall St Margaret's Street Bradford on Avon Wiltshire BA15 1DE

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Karen Spence
Performance Manager
Performance Team
Wiltshire Council
County Hall
Trowbridge
Wiltshire BA14 8JN

26 November 2009

Dear Ms Spence

PRGS APPLICATION: the Bradford on Avon Sustainable Town Plan

We are writing to underline the enthusiasm and support of Bradford on Avon Town Council for the accompanying proposal for the preparation of a Sustainable Town Plan.

As a town we face considerable change, as regeneration projects are taken forward— notably the Kingston Mills development and the likelihood of a substantial mixed commercial/housing development on land to the east of the town. There are other significant initiatives — not least the charter to be launched next month by Climate Friendly Bradford on Avon, which the Town Council is supporting, for the town to achieve carbon neutrality by 2050.

With so much going on, there is an urgent need to provide a framework within which new projects can be placed and new ideas nurtured. The alternative is a vacuum that risks disjointed and bad decision-making. That is why the Town Council's Economic Development Working Group initiated the proposal for a Town Plan to be prepared and why the Town Council is now requesting support through the PRGS.

We are partnering in this work with the Bradford on Avon and District Community Development Trust. Whilst they may have a low profile for many in the town, it was they who initiated and ran the log-jam-breaking workshop over Kingston Mills. The Development Trust also provided resource for the *Priority for People* initiative aimed at resolving the town's traffic issues. Wiltshire Council just last week appointed consultants to design a new Historic Core Zone for the town and next week one of the *Priority for People* action groups has a high-level meeting with WC officers to explore specific community-wide opportunities. We fully expect the Development Trust to become one of the primary vehicles for the implementation of recommendations that follow from the Sustainable Town Plan project.

Finally, the Sustainable Town Plan project is being managed by Gerald Milward-Oliver, who was the driving force behind both the resolution of the Kingston Mills impasse and the *Priority for People* initiative, and who has been working with the Town Council on economic development for the past two years. He has a track record of achievement in



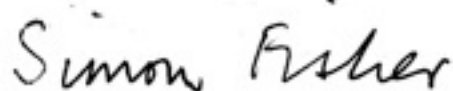
Clerk to The Council and Responsible Financial Officer Diane J Holmes BA, CertHE

the town and we are confident that he and the stakeholders that are so strongly supporting this project will deliver a result and a framework for the town's development through to 2026 and beyond.

Yours sincerely

A handwritten signature in black ink that reads "Isabel Martindale". The signature is written in a cursive style with a long, sweeping tail on the letter 'l'.

Cllr Isabel Martindale
Chair of Bradford on Avon Town Council

A handwritten signature in black ink that reads "Simon Fisher". The signature is written in a cursive style with a small dot above the letter 'i'.

Cllr Simon Fisher
Chair of Bradford on Avon Town Council
Planning & Town Development Committee.

Letter from Climate Friendly Bradford on Avon



*Richard Craft, Chairman, Climate Friendly Bradford on Avon
19, Regents Place, Bradford on Avon, Wiltshire, BA15 1ED
01225 866601 richardcraft@talktalk.net*

23rd November 2009

To whom it may concern,

On behalf of Climate Friendly Bradford on Avon I am delighted to endorse the Town Plan for Bradford on Avon. It is essential that sustainability, in all its forms is embedded in all future planning for the town and the proposed Bradford on Avon Sustainable Town Plan initiative certainly promotes this.

Yours faithfully,

Richard Craft
(Chairman, Climate Friendly Bradford on Avon)

www.climatefriendlybradfordonavon.co.uk

www.bradfordonavon2050.org

Letter from Bradford on Avon & Area Tourism Association



Bradford on Avon Information Centre
50 St Margaret's Street
Bradford on Avon
Wiltshire BA15 1DE

☎ 01225 865797

Email: tic@bradfordonavon.co.uk

23rd November 2009

Dear Ms Spence

SUPPORT FOR PERFORMANCE REWARD GRANT APPLICATION FROM BRADFORD ON AVON & DISTRICT COMMUNITY DEVELOPMENT TRUST (BOADC DT)

I am writing in my capacity as Chairman of the Bradford on Avon and Area Tourism Association to confirm our support to the application by Gerald Milward-Oliver on behalf of BOADC DT for a Performance Reward Grant in connection with their proposal for the first stage of a Town Plan (vision and scoping study).

The main role of Bradford on Avon and Area Tourism Association is to promote the Town and the surrounding area to encourage tourists and other visitors to the area, which in turn helps to create economic and social benefits, playing our part in the sustainable future outline in the application proposal. We represent a wide range of stakeholders including accommodation providers, visitor attractions, retailers and those involved in the hospitality industry. We provide a conduit for these parties to and from visitors to the area, and play our part in local community projects including cultural events and environmental initiatives. Visitors to our part of Wiltshire have increased markedly over the past 5 years, and for 2009 to date have totalled 38,500 based on the recorded visits to the Tourist Information Centre.

It is vital that the economic and social benefits of these visits are captured to the advantage of the various stakeholders and the community as a whole. We strongly believe that this can only be maximised by a collective strategic approach to the Town and its surrounding area, aligning interests and initiatives in a planned way. For this reason the sustainable Town Plan envisaged by BOADC DT is essential and we are looking forward to being involved with the process.

Bradford on Avon is a key tourist destination within Wiltshire and we are proud to play our part in its continuing success. However, as a community we now need the focus proposed by BOADC DT and we hope that you will therefore accept their application to allow the first stage of the Town Plan to move forward as envisaged.

Yours sincerely

Sean Hughes
Chairman
Bradford on Avon and Area Tourism Association

Letter from Mid Wiltshire Economic Partnership

MIDWILTSHIRE economic partnership

20th November 2009

Dear Gerald

Thank you for sending me the draft application to the Performance Reward Grant Scheme for the proposed Bradford on Avon Sustainable Town Plan.

MWEP warmly welcomes this important initiative, which will help capitalise on the significant amount of work undertaken over a number of years through the Bradford on Avon Town Council Economic Development Working Group.

Having served on the Working Group since its inception I have both followed and contributed to its work, never ceasing to be impressed by the energy and enthusiasm with which it seeks to drive forward the economic wellbeing of the town.

Bradford on Avon has reached an important point in its history for a number of reasons including the following:

1. Construction is about to commence on the Kingston Mills Site, which will bring new homes, retail and other employment opportunities.
2. The Town has declared itself to be 'climate friendly', and a range of important initiatives are in development which could set the model for other Wiltshire communities
3. Consultants will soon be appointed to produce recommendations for the creation of a Historic Core Zone for the centre of town.

It is important that the Town be given the opportunity to consider the implications for the future of all these developments through the production of a Sustainable Town Plan.

On a personal basis, as a Director of Warminster & Villages Development Trust, I can see for myself the benefits that are beginning to accrue from the emerging Warminster Town Plan. That project has resulted from the co-ordinated efforts of key organisation in the town, Warminster Town Council and Wiltshire Council. It is good to know that the key organisations in Bradford that are associated with the Working Group, the Development Trust, and the Area Board, are all giving their support to this application.

Kind regards

Len
Len Turner
Economic Partnership Manager
Mid Wiltshire Economic Partnership

Email from Wiltshire Council, Local Development Framework team

"Wiltshire Council believes that a Town Plan for Bradford on Avon will be a useful adjunct to the Wiltshire Core Strategy. As with the current Warminster Town Plan exercise, which we have also endorsed, we believe that the proposed Bradford on Avon Sustainable Town Plan initiative will provide essential local detail on top of our more strategic view. We are therefore pleased to endorse the proposal."

Jim Sherry, Interim LDF Leader, Economy & Enterprise, Wiltshire Council.

Email from Wiltshire Council, Head of Regeneration

"The Local Agreement for Wiltshire (LAW) includes an objective to understand how key settlements can evolve/regenerate as thriving and vibrant economic centres. It also supports the production of Settlement Strategies as part of the Local Development Framework process. From this, Community Area Boards have been asked to consider whether, like Warminster, they would like to participate in a pilot scheme to look at the regeneration of their local area. The proposal could be one mechanism for doing this."

David Roberts, Head of Service - Regeneration, Economy & Enterprise, Wiltshire Council

Email from Bradford on Avon Chamber of Commerce

"The Bradford on Avon Chamber of Commerce feel that a Town Plan would be very beneficial. The town is at an exciting stage of its development. We need to further encourage new businesses to set up here, to work towards carbon neutrality by 2050 and to ensure that the town supports a varied, vibrant community. The Town Plan will help us provide a framework and a strategy to ensure that we continue to develop in the right direction. I hope that you are successful in getting this necessary funding."

Andrew Eberlin, Chairman, Bradford on Avon Chamber of Commerce.

Email from Bradford on Avon Preservation Trust

"... you have our support and we hope that the application is successful."

David Moss, Chairman, Bradford on Avon Preservation Trust.