

Ref number:
003



Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

Email: wiltshirelaa@wiltshire.gov.uk

Area Board	Corsham Area Board	
Form submitted by (contact for all queries)	Adam Walton The Paddock, Lacock Road, Corsham, Wilts SN13 9HS Tel: 07980 817656, Email: adam@aw-consulting.co.uk	
Name of initiative	Corsham Area Transport Plan	
Brief Description of Initiative	To address the highest priority issue in the Corsham Community Area Community Plan by developing a sustainable transport plan, in the context of Wiltshire's third Local Transport Plan (LTP3), providing a framework for local transport planning issues so that, over time, the Area moves towards a sustainable transport infrastructure that addresses the transport concerns and aspirations of the whole community. The plan would be produced by the community partnership group in conjunction with Wiltshire Council Transport Strategy Team and the Area Board.	
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	X
	Safer communities	X
	Protecting the environment	X
	Action for Wiltshire – combating the recession	
Amount of funding sought	£30,000	
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)	The first phase of the plan (research and issue identification) will be conducted by volunteers from the community partnership team (Corsham Community Area Network or CCAN) working with the Wiltshire Council Transport Strategy Team (WCTST). The second phase (generating and evaluating options) will require expert input from consultants selected and managed by WCTST, who estimate a cost of £30,000 (revenue expenditure). <i>Estimate source: Spencer Drinkwater, Principal Transport</i>	

	<i>Planner, Wiltshire Council.</i>
<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p>Having an integrated and sustainable transport infrastructure is a key requirement in building a better future for the community. The Transport Plan will create a framework for local transport planning decisions which will, over time, enable the Corsham Community Area to develop such an infrastructure. This addresses the Local Agreement priorities as follows:</p> <p>Building resilient communities: the Plan will address the local community's top priority issue, and provide a framework for Wiltshire organisations to work together to create integrated and sustainable transport services. It will create stronger and more inclusive communities by improving access to public transport and making it easier for non-car owners to move around within and out of the community area.</p> <p>Lives not services: it will help those local people who depend on non-car transport have more independent and fulfilling lives. By reducing traffic dangers and improving facilities and safety for pedestrians and cyclists, it will improve the quality of life for everyone, and by supporting increased walking and cycling enable people to improve their long term health and well being.</p> <p>Supporting economic growth: it will improve the economic viability of rural villages in the Area by increasing mobility for residents who depend on non-car transport. It will also help reduce congestion on key routes within the Area.</p> <p>Safer Communities: It will improve the street scene by making it safer for pedestrians and cyclists such as by developing 'shared space' street areas which are more attractive and compatible with the heritage of our towns and villages. By reducing the dangers caused by traffic speeding and congestion it will help reduce road casualties in Wiltshire.</p> <p>Protecting the environment: The Plan will reduce Wiltshire's carbon footprint by reducing private car use and encouraging public transport, walking and cycling instead. It will create a planning policy which will make the transport aspects of new developments environmentally friendly.</p> <p>The action that will be taken will be to develop the Plan jointly with WCTST within the framework of LTP3 and the Local Development Framework. LTP3 contains proposed Strategic Transport Objectives which this Plan would fully support, including:</p> <ul style="list-style-type: none"> • 'To provide, support and promote a choice of sustainable transport alternatives • To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment • To improve sustainable access to a full range of

Comment [WCCU1]: It could be argued that this pre-empts the plan by proposing an identified solution

	<p>opportunities particularly for those people without access to a car</p> <ul style="list-style-type: none"> • To improve safety for all road users and reduce the number of casualties on Wiltshire's roads • To reduce the impact of traffic speeds in towns and villages • To reduce the level of air pollutant and climate change emissions from transport • To reduce reliance on the private car • To encourage people to improve their health by walking and cycling • To reduce barriers to transport and access for people with disabilities and mobility impairment' <p><i>Source: LTP3 Consultation Issues Paper</i></p> <p>Once endorsed by the Area Board and Wiltshire Council, the Plan would become the official transport policy of the Corsham Community Area, and become a material consideration in all transport-related planning decisions in the Area. It would also be used to attract funding for local transport schemes, possibly as a pilot area for testing sustainable transport schemes before roll out to the rest of Wiltshire.</p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p>Research conducted by CCAN for the 2009 Community Plan update interviewed over 1400 local people. The top priority issue by far was transport, including issues such as speeding, congestion, public transport, school run issues, walking and cycling and parking.</p>
<p>How will you know you have been successful?</p>	<p>The project will have been a success when the Plan is completed and endorsed by the Corsham Area Board and Wiltshire Council as the official transport policy of the Corsham Community Area, and widely supported by members of the community as addressing their key transport concerns.</p>
<ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) 	<p>The key measure will be official endorsement as above, which will be recorded in minutes of the relevant meetings. It will also be measured through community consultation to gain feedback from local people on how they feel the Plan addresses their transport concerns.</p>
<ul style="list-style-type: none"> • What is your improvement target (s), and when do you expect to achieve this/these? 	<p>The main target is to complete the plan and gain the endorsement described above. This is expected to be achieved by Spring 2010, in the same timescale as the drafting of LTP3.</p>
<ul style="list-style-type: none"> • How will you ensure that the improvement continues after the end of the initiative? 	<p>The ongoing success of the Plan will be measured by the extent to which it actually influences transport planning decisions in the Area and thereby enables the development, over time, of a sustainable transport infrastructure.</p>

Comment [WCCU2]: The plan will involve the setting of targets to measure progress towards the agreed objectives

Who will benefit from this initiative?	A sustainable transport infrastructure will benefit everyone in the community, particularly older or lower income people living in rural areas who cannot afford private car transport, younger people who will be able to walk or cycle to school in safety, and everyone else by making the Area a safer, more pleasant and less stressful place to live by reducing the current transport problems which form the top priority concern for local people. The Plan is an essential step in achieving this goal.
Confirm no unfunded commitments from this initiative	Please delete the statement that does not apply: 1. I confirm that there will be no unfunded financial commitments arising from this initiative
What are the key risks to success and how will these be managed?	<p>The key risks and management approaches are as follows:</p> <p>Plan does not address the real transport concerns of the community: managed by conducting research and consulting representatives of every town and village in the Area</p> <p>Inappropriate or unrealistic solutions are identified: use expert resources to develop solutions, managed by WCTST to ensure solutions are viable</p> <p>Plan is inconsistent with other priorities: work in conjunction with WCTST and the Area Board, and within the structure of LTP3 and the Local Development Framework, to ensure solutions identified are consistent with all relevant priorities.</p> <p>Plan is not endorsed by Area Board and/or Wiltshire Council: develop the plan in a collaborative way and within relevant frameworks and guidelines, to ensure a close fit to local priorities and other requirements of these stakeholders.</p>
Who will manage the initiative	<p>Adam Walton of the Transport Working Group of CCAN will manage the project, working with Spencer Drinkwater of WCTST.</p> <p>Adam's contact details are given at the top of this form.</p>

Signed:

Chairman of Area Board

Dated: