

Ref number:
027



Performance Reward Grant Scheme

APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

Email: wiltshirelaa@wiltshire.gov.uk

Area Board	<i>Amesbury Area Board</i>	
Form submitted by (contact for all queries)	Mary Towle, Town Clerk, Durrington Town Council The Council Office, High Street, Durrington SP4 8AD durringtontowncouncil@btinternet.com 01980 670748	
Name of initiative	Larkhill Rejuvenation and Road Safety Project	
Brief Description of Initiative	To increase the feeling of well-being and community cohesion within Larkhill and specifically to address concerns over the increase in danger of the main through road – Larkhill Packway with the potential increase in traffic due to the Stonehenge development, temp closure of Bulford Bridge and Amesbury Distribution Centre. The current speed limit of 40 mph makes safety unsustainable with the recent accident highlighting the dangers of speeding traffic. The community are fully behind the proposed changes. This initiative was the catalyst for the recently completed Larkhill Community Plan which has motivated the community to form the Larkhill Community Partnership. Rejuvenation of the business sector at the Packway shops is also high on the agenda.	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	X
	Improving affordable housing	
	Lives not services	
	Supporting economic growth	X
	Safer communities	X
	Protecting the environment	
	Action for Wiltshire – combating the recession	
Amount of funding sought	£7, 495	
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)	(a) 'Welcome to Larkhill' signage (b) Speed limit assessment (c) Implementation for new speed limit (d) New street furniture for The Packway shopping centre (e) Raising local awareness and implementation of the new Community Plan (f) Helping to build a stronger and more vibrant voluntary sector . (g) Rejuvenating the business shop frontage to the Packway	

<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p>The reduction in speed limit will reassure the community that Larkhill is a safe environment for their children.</p> <p>The rejuvenation of the Packway has been started with volunteers giving their time to tidy the area and with new street furniture it will transform what was a run down area.</p> <p>Working with 'Local Businesses' to drive new business growth and sustain the existing shops and retail outlets.</p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p>Residents have been surveyed, and safety and a speed reduction for the Packway was the number 1 issue. Second to that was the rejuvenation of the Packway shops and the welcome signs which will give Larkhill more of a village community feeling.</p>
<p>How will you know you have been successful?</p>	<p>Feedback from the Larkhill Community Partnership, businesses, residents, the MOD and Durrington Town Council</p>
<ul style="list-style-type: none"> How will you measure the impact? (may have more than one measure) 	<p>When Larkhill has 30mph speed limit the already trained volunteers which form the Community Speed-watch will be able to do regular speed checks and feedback their overall speed results. The Partnership will measure its success by the amount of active members and total achievements set against the community plan. An increase in business activity will be evident Businesses.</p>
<ul style="list-style-type: none"> What is your improvement target (s), and when do you expect to achieve this/these? 	<p>To reduce the average overall speed to under 35 mph on the Larkhill Packway and surrounding roads. This should be achieved in 6 months from implementation of the new speed limit and signage. The rejuvenation of Larkhill shops will be finished within 6 months. Business will be sustained over a 5 year plan</p>
<ul style="list-style-type: none"> How will you ensure that the improvement continues after the end of the initiative? 	<p>By continuing monitoring the speed by regular Speed-watch checks and residents surveys. The condition of the Packway will be regularly monitored by Durrington Town Council in association with the MOD Garrison to ensure continuous improvement within the local area. The partnership between businesses will have increased.</p>
<p>Who will benefit from this initiative?</p>	<p>2500 residents in Larkhill and 250 children who attend the Larkhill Junior School and all who travel through and shop at Larkhill</p>

<p>Confirm no unfunded commitments from this initiative</p>	<p>Please delete the statement that does not apply: 1. I confirm that there will be no unfunded financial commitments arising from this initiative.</p>
<p>What are the key risks to success and how will these be managed?</p>	<p>We are confident that with reducing the speed limit from 40mph to 30mph the speed limit can be sustained to an acceptable level and speed checks will be continued on a regular basis.</p> <p>Regular positive achievements by the Partnership will be published so as to fully motivate local volunteer groups and build on successes. Integrating the businesses with the Larkhill Partnership will reduce the risk of failure to both business and the community.</p>
<p>Who will manage the initiative</p>	<p>Mary A. Towle, Clerk of the Council, Durrington Town Council durringtontowncouncil@btinternet.com</p>

Signed:

Chairman of Area Board

Dated: