

Ref number:
084



Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

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Area Board	<i>Melksham</i>	
Form submitted by (contact for all queries)	<i>Graham Ellis, 404, The Spa, Melksham, SN12 6QL 01225 708225 graham@wellho.net</i>	
Name of initiative	<i>TransWilts Rail</i>	
Brief Description of Initiative	<i>To confirm the case (to professional standards required by Government) for a TransWilts rail service connecting the communities of Wiltshire, from Swindon and Chippenham to Salisbury (with links beyond).</i>	
Please put a cross against the ambition(s) that this initiative will support *It is only necessary to identify those ambitions on which you feel your bid will make a significant impact.	Building resilient communities	
	Improving affordable housing	
	Lives not services	
	Supporting economic growth	X
	Safer communities	
	Protecting the environment	X
	Action for Wiltshire – combating the recession	
	Improving outcomes for Children and young people	
Amount of funding sought	<i>£25,000.00</i>	
What will this money be spent on?	<i>15000.00 – Validation to Industry Standards 5000.00 – Network Rail (timetabling / routing work) 5000.00 – Community Rail Partnership</i>	
Is planning permission required? Yes/No	<i>No</i>	
Have quotes been obtained? Yes/No	<i>Quotes will be available via Paul Johnson / Chambers of Commerce and Knorr Bremse for the all except the community rail operational support element (2000 pounds)</i>	

Note: Bids will only be considered if they help us to achieve our ambitions in the Local Agreement for Wiltshire. It is important that initiatives have a positive local impact, and that we are able to show success. In this section you are being asked to provide information about how your project contributes, and how you will measure that success. The level of improvement we expect to see will be proportional to the level of the bid: i.e. the more funding required, the greater the level of impact and improvement that will be necessary.

Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken

The provision of an appropriate rail service linking the major towns of Wiltshire (Salisbury - Warminster - Westbury - Trowbridge - Melksham - Chippenham and on to Swindon) would provide a major economic stimulus for the towns along the route, connecting the communities to each other by fast public transport and relieving road pressures, and also providing better links into and out of the area, and through the new LEP region with Swindon up to Gloucester and Cheltenham.

Network Rail's Greater Western Route Utilisation strategy (March 2010) gave a benefit to cost ratio for this service (which would not require additional infrastructure) of over 2, and work by Wiltshire Council has also indicated the significant benefits that would accrue from a service running hourly (contact - David Philips). The TransWilts Community Rail Partnership has over 750 signed up supporters via their web site, representing over 150,000 journeys per annum made in Wiltshire, and Wiltshire Council's Local Transport Plan (3), currently in draft form, includes considerable reasoned support for the scheme.

At the present time, First Great Western are working with the Department for Transport for additional stock and provision of improved services under the current franchise. Wiltshire Council (David Roberts, Dick Tonge, Richard Gamble), First Great Western (Russell Evans), Network Rail (Claire Burch), Duncan Hames (MP for Chippenham and Melksham), Paul Johnson (Wessex Chambers of Commerce / Knorr-Bremse) and Graham Ellis (TransWilts Community Rail) are working together / feeding through the needed background information to present the complete case, with a start date for services in December 2011.

As part of the bid, separate evaluation of the scheme is required through rail industry models (known as MOIRA and LENON) which look at a wide range of data such as previous ticketing experience, passenger flows, comparisons with other areas. These studies / evaluations can only be undertaken by a limited number of organisations with the appropriate knowledge, and are necessary in order for the case / service to move forward within the Department for Transport System. All indications are that the evaluations will come out favourable, but they cannot be done by volunteers, and an independent specialist consultant will give them the necessary authority, as well as allowing variants on the model to be run to ensure that the best possible

	<p><i>proposal for connecting the communities of Wiltshire, and for the area, is the one that is taken forward.</i></p> <p><i>This bid is in three elements:</i></p> <p><i>a) Network Rail - 5000 pounds - Timetabling evaluation</i></p> <p><i>b) Consultants (probably MVA associates) - 15000 pounds - to include MOIRA and LENON modelling of the various options</i></p> <p><i>c) Community Rail Partnership - 5000 pounds - (2k - website, 1k - publicity and printing, 2k - Operation support)</i></p> <p><i>Although this bid is being routed via the Melksham Area Board (Melksham would gain more significantly than other towns), it is very much a project that links the larger communities of Wiltshire; if successful it will bring direct public transport, at a significant level, from Trowbridge to Swindon, from Chippenham to Salisbury, and to a host of other journeys which are presently poorly served if at all.</i></p>
<p><i>What makes this initiative a local priority (e.g. evidence from research and local support)</i></p>	<p><i>Comparative studies and local support; traffic flows and movements along the Trowbridge – Chippenham corridor; much evidence is available. Local support gathered (purely won by unfunded volunteers) from 750 people representing 150,000 annual journeys in Wiltshire and many organisations. Also a strategic priority in the local transport plan, due to both economic and environmental issues.</i></p>
<p><i>How will you know you have been successful?</i></p>	<p><i>Success will be measured by us gaining an appropriate rail service level as identified by the professional experts, and will be subsequently measured by the numbers of journeys made.</i></p>
<ul style="list-style-type: none"> <i>• How will you measure the impact? (may have more than one measure)</i> 	<p><i>Numbers of journeys made on the TransWilts Rail line. We will also look for other measures of the effect of those journeys on the local economy, and on factors such as the transfer of traffic to rail from other modes such as private car.</i></p>
<ul style="list-style-type: none"> <i>• What is your improvement target (s), and when do you expect to achieve this/these?</i> 	<p><i>Currently, there are around 20,000 (est) journeys per annum made by train on the Chippenham via Melksham to Trowbridge. Part of the outcome of the reports that this funding is to sponsor will be to set target levels, but an increase to 80,000 in the first year and to 200,000 within 5 years would be a fair preliminary target.</i></p>
<ul style="list-style-type: none"> <i>• How will you ensure that the improvement continues after the end of the initiative? (this is one-off funding)</i> 	<p><i>The studies are one-off so no further funding would be needed. The community rail partnership will be seeking limited additional funding from other sponsoring bodies, as with the models on the Heart of Wessex and Three Rivers lines, both of which operate into / through Wiltshire already and have similar key support.</i></p>

Who will benefit from this initiative?	<i>The benefits will be widespread; businesses in West Wiltshire with extra connectivity, individuals who travel from, to and through the communities connected, and the economy of the towns along the way. It should be noted that rail travel (and longer distance connectivity) is especially important for those who cannot drive themselves – young, old, or medically unable to hold a license.</i>
Confirm no unfunded commitments from this initiative	I confirm that there will be no unfunded financial commitments arising from this initiative
Will ongoing maintenance of premises/equipment be necessary?	No
What are the key risks to success and how will these be managed?	<i>There is a strong political will and everyone's coming together as part of this overall scheme, but clearly there's a risk that in spite of all the will and efforts it won't all come through. There's also a small risk that the reports will come out, contrary to all the evidence so far, against a service improvement – but if that's the case, this funding will have been money well spent as it will tell us that we should not be going forward with the requests for a TransWilts rail service as suggested, but rather let the resources it would have used be used for the benefit of others.</i>
Who will manage the initiative	<i>Graham Ellis, details as above Paul Johnson, Knorr-Bremse / Chambers of Commerce</i>

Signed:

Chairman of Area Board

Dated:

NB: It is the responsibility of the Area Board to ensure that:

- bids are robust and well-founded
- public money is spent appropriately and in accordance with the details of the bid and with any conditions placed on approval by the PRG Panel
- the initiatives are managed well to achieve the benefits and that performance improvement is reported