

NHB Community Grants Scheme 2020/21

APPLICATION SUMMARY – Grant HIGHER

PROJECT NAME:	Roadside Air Quality Management Signage
Organisation:	Councillor Colella (Ward Councillor for Hagley West) Councillor Kent (Ward Councillor for Hollywood and Portfolio holder for Planning and Regulatory Services). Councillor Colella lead Cllr for purposes of this application.
Amount of Funding Requested:	£15,500 (each Ward Councillor)
Total Cost of Project:	£15,500 (each Ward Councillor)
Location of Project:	Hagley and Wythall
<ul style="list-style-type: none">Aim of Project:	<ul style="list-style-type: none">To advise and encourage motorists to turn off engines when parking outside schools, shops and at traffic junctions to reduce the air pollutants emitted from traffic whist stationary or parked.The objective is to reduce air pollutants in and around areas where there is high pedestrian footfall.

Category	Comments
1. Signed by Ward Councillor and supporting comments.	Councillor S. Colella
2. Evidence of how the impact of growth on the community will be met by the project.	<p>Bromsgrove District has seen housing growth over the last 5 years which has resulted in c2,500 new houses being built in a relatively short period of time. This has increased population by a further c7,000 people and an estimated increase in vehicles by c4,000.</p> <p>The high volume of transient traffic and acute congestion across Bromsgrove is well reported and recognised by both WCC Highways and Highways England. This has resulted in the highest number of AQMAs in Worcestershire.</p>
3. Evidence that the Project is sustainable (if applicable)?	See Application Form

4. Evidence that the Project has other funding streams in place (if applicable)?	'Other costs' are estimated to be time to erect the signage on street furniture. This is expected to be performed by the ward councillors or their representatives
5. Which Council Strategic Purpose does it meet?	
Help me to live my life independently	Yes
Help me to be financially independent	No
Keep my place safe and looking good	Yes
Help me run a successful business	No
Provide good things for me to see, do and visit	Yes
Help me find somewhere to live in my locality	No
6. Details of any Additional Information Provided	<p>A selection of signage based on type, style, size and message. An indicative price has been assumed but formalised on approval of a successful bid from suppliers.</p> <p>Any signs not erected by 31st January 2021 will be the responsibility of the ward councillor to return them to Cllrs Colella and Kent who will re-circulate to other interested councillors.</p> <p>The signs will remain the asset property of BDC and should be either returned to the current ward councillor or BDC environmental services should they be removed or require maintenance or repair.</p>