

Calne Community Air Quality Action Plan – Draft, November 2015

Theme	Projects	Progress, Action, Comments	Project Lead	Costs	Budget	Milestones, comments
'Love calne, love clean air' Promotional Campaign						
	School Poster Design	Liaise with schools	GA			Completed at Area Board – October 2013
	AQ themed Area Board meeting		GA/JV			Held in October 2013.
	Create promotional materials and Campaign identity.	<ul style="list-style-type: none"> Liaise with Comms, 'brand' created. 	RK/GA/JV			November 2014
		<ul style="list-style-type: none"> Seek funds/support to promote brand. 	Group			
Travel to School/work						
	Swipe a Tree (Beat the Street)	<ul style="list-style-type: none"> Identify project, undertake feasibility 	All			
		<ul style="list-style-type: none"> Identify funding for Beat the Street Project. 	JV/RK/GA			Funded by Public Health grant Autumn/Winter 2014
		<ul style="list-style-type: none"> Group to develop and plan project with Devizes AQ management group. 	JV/RK/GA and Intelligent Health			
		<ul style="list-style-type: none"> Promote/ encourage engagement 	JV/RK/GA			
		<ul style="list-style-type: none"> Identify local sponsorship/prizes 	All group			Local business support and Area Board donation of book tokens each day for school children.
		<ul style="list-style-type: none"> Celebration/prize 	JV/RK/GA			

		giving				
		• Evaluation/feedback	All/Intelligent Health			Ran Beat the Street Project in May/June 2015. (24% of the population engaged in the project).
		• Report/Analysis	Beat the Street			
	Walking Bus	• Engage with local schools	GA/JV			
	Encourage School Transport Plans	• Work with School travel planner.	Group			
	Collect data on how people get to school/work	• Calne Area Transport Travel Survey	Anne Henshaw			
	Develop a walk to work project/incentive					
Encouraging/enabling cycling						
	Bobbies on Bicycles (purchase of branded bikes for the local NPT)	• Liaise with local NPT Sergeant/Inspector	GA/JV			
		• Identify Funding	GA/JV	£1,000		Funded by the Area Board October 2014
		• Promotion	All			Included at Area Board Comm. Safety Fair Feb 2015
	Bike Stands at GP surgeries	• Contact/liaise with GPs	JV			
		• Identify funding	GA/JV			Funded by the Area Board February 2015
		• Work with Highways	GA/JV			

		to implement				
		• Promote				
Encouraging/enabling walking						
	Free guided walks	<ul style="list-style-type: none"> Local volunteers provide guided walks for local people to discover their local area 	Calne Environmental Network (Peter Knight/Sue Wallace)			<p>Fri 15 Aug 2014 - St Mary's & The Green (in assoc. with Calne Library). Meet 2.00pm in Calne Library for intro.</p> <p>Sun 7 Sep 2014 - Cherhill White Horse & its landscape. Meet at Noon outside the Divine Café, Cherhill.</p>
		<ul style="list-style-type: none"> Wiltshire Get Walking group 	Led by volunteer and Wiltshire Council			ongoing
		<ul style="list-style-type: none"> Heritage week walks 	Sue Wallace			September 2015
	Enhance the local area to make walking more attractive	<ul style="list-style-type: none"> Map the local area for 'grot spots' 				
Tree Planting Schemes						
	Plant Silver Birch trees in the Air Quality Management Area	<ul style="list-style-type: none"> Achieve funding for trees 	GA/JV	£1,000		Funded by Area Board Feb 2015
		<ul style="list-style-type: none"> Identify planting locations 	GA/JV/CB/AH			Completed Sept 2015
		<ul style="list-style-type: none"> Work with Town Council and Young People's Magna 	GA/JV			

		Carta Group to plant and promote				
	2 nd tree planting scheme with containers for the High Street	• Identify funding				
	3 rd tree planting scheme, offer trees to residents living along the A4.	• Identify funding				