

Marlborough Area Board 23 November 2010

Chairman's Announcements

a. Mobile Phone Safety

Immobilise, the UK national property register, are running a scheme to help protect your mobile phone and other property in the future. Please visit their website, www.immobilise.com, to register your mobile phone for free. This will help Wiltshire Police to recover your property and to catch the thief. If you would like a poster to display or further information about this scheme, please see the Immobilise website.

b. Adverse Winter Weather – Call for Partnership Working

Wiltshire Council is looking to expand its partnership working with the city, town and parish councils should problems be caused by adverse winter conditions.

Wiltshire Council is encouraging local Councils to record their interest in working with us to help provide services during adverse weather conditions. This could involve being a local agent for storing salt, or refilling salt bins, or mechanical salting of footpaths and roads.

This partnership working will help us jointly to provide a better and more extensive coverage at a time when resources will be fully stretched.

The local councils are asked to register their interest via their Community Area Manager before 30 November 2010.

c. Help tomorrow take shape – the 2011 Census

The 2011 Census is coming:

- The census has collected information about the population every ten years since 1801 (except in 1941). The next census in England and Wales is on 27th March 2011.
- The 2011 Census will produce a high quality estimate of the population. It is a count of the people and households in England and Wales. The census is carried out by the Office for National Statistics (ONS) on behalf on Parliament.

- Everyone is asked the same questions in order to take a snapshot of the population at one moment in time.
- The census tells us how many people live where and the types of people they are, for example whether they are young, old, married, single, etc. This means decisions, like working out who needs facilities in the future, are focused on accurate, relevant details.
- You can find out all general information about the census at www.census.gov.uk

The 2011 Census is vitally important for Wiltshire and its communities:

- Census data is used to ensure that all the required local facilities and services needed across Wiltshire can be accurately identified.
- Central funding allocation for Wiltshire is heavily influenced by the census data – it is estimated that Wiltshire Council will potentially lose around £500 per person per year for 10 years for every person not counted.

What Wiltshire Council and ONS would like local councils to do:

- Publicise and promote the 2011 Census in your community.
- Use your expert local knowledge to let us know about potential areas that may be hard to count in your community such as travellers, communes, religious establishments, migrant workers for example.
- Promote locally that there are around 250 Census jobs being created across Wiltshire in 2011 and, as well as getting paid, that this is a great opportunity for knowledgeable local people to be part of something that will benefit their community. You can find out more information and apply for all available jobs at www.censusjobs.co.uk.

d. Consultation on TICs in Avebury, Corsham, Devizes, Marlborough and Salisbury

Earlier this year Wiltshire Council asked VisitWiltshire (its tourism unit) for recommendations as to the future direction of tourism within the county, taking into account anticipated reductions in Council spending over the next four years. At its meeting on 19 October Cabinet considered and approved the following key proposals:

- a) To establish VisitWiltshire as a separate 'company limited by guarantee' which, under a Service Level Agreement with Wiltshire Council, will focus on marketing Wiltshire as a tourist destination, bringing increased economic benefit and building engagement with the industry

- b) For Wiltshire Council to explore the feasibility, with local interested parties, of de-coupling and giving greater local control for those tourist information centres (TICs) currently funded and/or operated by Wiltshire Council through VisitWiltshire in Avebury, Corsham, Devizes, Marlborough and Salisbury.

The newly created VisitWiltshire would have four main objectives:

- a) To increase the value and profitability of the visitor economy
- b) To raise the quality of the visitor experience
- c) To improve the environmental sustainability of the industry
- d) To engage with those involved in tourism

The proposals set out in the Business Plan are designed to:

- a) Give Wiltshire Council the best return on its investment by concentrating on generating the maximum additional, new visitor spend to the county
- b) Build on the Council's objectives of empowering local communities by transferring the remaining five TICs to local control – as is already the case with the other 13 TICs across Wiltshire
- c) Reduce Council spending on tourism over the next three years.

Based on annual research by South West Tourism, Wiltshire welcomes around 12.5m visitors per year. From figures supplied by the TICs, less than 2% of these visit one of the five TICs supported or managed by Wiltshire Council, through VisitWiltshire. Yet, VisitWiltshire spends nearly 50% of its funding on these TICs.

Following Cabinet approval, consultation is underway with key interested parties in Avebury, Corsham, Devizes, Marlborough and Salisbury in order to prepare a report for the December Cabinet meeting. The aim is to set out proposals for the successful transfer of visitor information services to local management in these five locations.

If you feel you would like to contribute to this debate, or wish to offer support in some form or other to help achieve this transfer, please write to or email:

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Wiltshire Council

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Trowbridge

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peter.wheelhouse@wiltshire.gov.uk

e. Participatory Budgeting for Disabled Access

Marlborough Area Board intends to invite applications from all community organisations in the Marlborough community area who wish to improve their premises to enable disabled access. This will be held as a participatory budgeting event in early March 2011 with a top award of £10,000 for the best proposal. Further details will be available soon.