

## **Marlborough Area Plan: Project Outline (The MAP)**

**March 1<sup>st</sup>, 2011.**

The first Local Community Area Plan for the Marlborough Community Area (MCA) was published in February 2004 and was intended to provide the vision for Community Planning until 2014. It was written by Officers of Kennet District and Wiltshire County Council after a series of consultations including a 2000 household survey, exhibitions in 5 different locations, Focus Group discussions and a desktop Needs Analysis.

Marlborough Area Development Trust has been commissioned (initially by MaVCAP) to review and update the existing plan. The outline proposal involves 6 stages:

### **Phase 1. Review and Audit the existing Marlborough Community Area Plan.**

- Identify actions and outcomes
- Engage stakeholders to review progress
- Evaluate and prepare a report on progress.

### **Phase 2. Undertake Consultation Events x 5**

- Establish consultation website focussing on on-line surveys
- Organise venues and catering where appropriate
- Provide Introductory session
- Facilitate workshops
- Write up outcomes of workshops.

### **Phase 3. Draft New Marlborough Area Plan.**

- Define and describe issues identified in the workshops
- Place the issues in the Marlborough Area Plan context
- Develop actions and desired outcomes to address issues identified in the workshops
- Prepare draft Marlborough Area Plan for consultation.

### **Phase 4. Consultation on draft Marlborough Area Plan**

- Send draft Marlborough Area Plan to consultees including all PCs, Wiltshire Council, MaVCAP, attendees at consultation events, libraries and other identified community/environmental/business groups
- Manage and log consultation responses.

### **Phase 5. Response to Consultations**

- Post consultation responses on the website where appropriate
- Prepare report on addressing consultation responses and post on website.

### **Phase 6. Prepare final Marlborough Area Plan for Printing and Distribution.**

- Re-write Marlborough Area Plan in the light of consultation
- Desk Top Publish Final Marlborough Area Plan.

**Total Cost to MaVCAP = £7 950.** Costs incurred over and above this figure will be addressed by Marlborough Area Development Trust.

## Timeline

<b>2010:</b>	<b>Oct</b>	Audit/Evaluation of Existing Plan
	<b>Nov</b>	Audit/Evaluation of Existing Plan
	<b>Dec</b>	Audit/Evaluation of Existing Plan
<b>2011:</b>	<b>Jan</b>	Evaluation Report Available
	<b>Feb</b>	
	<b>Mar</b>	Primary Consultation <i>J Mar 15th: Event 1- Launch Website</i>
	<b>Apr</b>	Primary Consultation <i>JApr 20<sup>th</sup>: Event 2- Marlborough St John's</i>
	<b>May</b>	Primary Consultation <i>JMay 12<sup>th</sup>:Event 3: Aldbourne Village Hall</i> Primary Consultation <i>JMay 19<sup>th</sup>:Event 4: Lockeridge KV Hall</i>
	<b>Jun</b>	Primary Consultation <i>JMay 31<sup>st</sup>: Event 5: Business Consultation Lunch</i>
	<b>Jul</b>	Primary Consultation (surveys continue) and Writing of 1 <sup>st</sup> Draft
	<b>Aug</b>	Writing of 1 <sup>st</sup> Draft
	<b>Sep</b>	Review and Comments on Draft Plan
	<b>Oct</b>	Write New Marlborough Community Area Plan
	<b>Nov</b>	Write New Marlborough Community Area Plan
	<b>Dec</b>	Write New Marlborough Community Area Plan
<b>2012:</b>	<b>Jan</b>	Publish and Launch New Plan

## Website

[www.marlborougharea.org](http://www.marlborougharea.org)

This is the one-stop-site for information and consultation regarding revising the Community Plan. Anyone can contribute to the process by completing one or more on-line surveys covering the following themes:

- Adult Education and Employment
- Amenities
- Children and Young People
- Community Safety
- Environment
- Health and Well-being
- Housing
- Local Economy
- Transport

The same surveys and themes will form the backbone of the Public Consultation Events being held in Marlborough and two representative villages, Lockeridge and Aldbourne.

## Promotion and Marketing

- Online promotion- through the dedicated website and using the MADT and Stakeholder membership data-bases
- Printed promotional Postcards sent to all households in the St John's catchment area
- Posters and information leaflets in strategic locations e.g. Libraries
- Through Parish Councils