

Trowbridge Area Board – Thursday 8 September 2011**Matters Arising from Previous Minutes****Response from Cllr Fleur de Rhe-Philipé, Cabinet Member for Economic Development and Strategic Planning, in response to concerns regarding the employment and economic situation in Trowbridge**

“I am sure the members of your Area Board will have seen the emphasis which the Core Strategy places upon Trowbridge as one of the three areas in Wiltshire for significant growth. You will also have seen that the very first Strategic Objective is “to deliver a thriving economy which provides a range of job opportunities”. The whole thrust of the Core Strategy is to prioritise the creation and retention of jobs in Wiltshire. Opportunities are currently being pursued both to bring in new investment and to facilitate the expansion of companies already established in the area.

Providing sites identified for employment use which can be brought forward rapidly when required is central to encouraging more jobs and higher value jobs in the town.

The Trowbridge Vision Board is currently bringing forward proposals to regenerate the centre of the town. The realisation of any of these projects will not only establish long term jobs but also require shorter term construction work. A huge amount of work is underway to bring forward regeneration projects as soon as possible and to ensure that they bring the greatest benefits to the town.

I hope that the priorities of the Core Strategy and the particular efforts underway to help Trowbridge will reassure the Area Board as to the importance the Council places on the health of the County Town.”