

App. 2 Melksham Community Area Partnership Report to Area Board December 2011

GROUPS	
Groups in touch with MCAP	Full mailing list: 749 of which groups/organisations/businesses/services: 326 of which are in regular touch with us: 163 of which work with us (attend meetings, provide info, services, support): 105 of which are sub/theme groups of the partnership: 4
Defining roles of groups in relation to MCAP	As everyone in the area is technically a member of the Partnership without knowing it, it is difficult to define membership. This still needs to be done, in liaison with WfCAP to ascertain definitions of member, partner, and any other categorisations necessary. We are in touch with many groups, but it is not clear if they see themselves as part of MCAP.
Is this successful or do you need to set up your own groups?	Community Safety, Waterways, Energy and Over 55's Forum are sub groups within MCAP. As well as keeping in touch with groups, following the Melksham Forward event we are publicising the priorities raised and calling for volunteers to join relevant theme groups. Economy, Transport, Health, Arts/Leisure/Culture, Youth, and Housing are being proposed, with Environment covered by Melksham Climate Friendly and Community Safety already existing as part of the Partnership.

<p>PRESS</p> <p>Can you write a brief report on how using the Melksham News to put out the community plan consultation went? Responses – number and quality.</p>	<p>The Melksham Independent News is a great resource which other towns envy. We have used it for two surveys:</p> <ol style="list-style-type: none"> 1. Campus consultation, with inserted questionnaire, 11,000 copies, around 800 responses. 2. Community Plan survey, 2 full page adverts within the paper, around 200 responses. <p>Perhaps as campus was a specific issue there were more responses, whereas the community plan is very general, and people don't necessarily see the importance of contributing their opinion. Also, although it was very simple, it looked complex, which may have put people off.</p> <p>Benefits</p> <p>Reaches 11,000 homes and businesses in the Melksham Community Area. Very easy to get an article in, with adverts and editorial complementing each other. Great relationship with the journalists and owners Insert fliers/ surveys are 23p per thousand, double full page spread £583 Great resource for finding out what is going on and what people are concerned about</p> <p>Drawbacks</p> <p>Not everyone reads it - some people have signs on their doors saying 'no free papers please' Only covers part of the Melksham Community Area – Poulshot, Great Hinton, Steeple Ashton, Bulkington and Keevil not included, while Holt is included which is not our area.</p> <p>Lessons</p> <p>An <i>inserted</i> survey seems to generate a higher response than one printed within the pages. People rarely respond to calls for action within adverts/articles in the paper Simultaneous inserts to parish magazines that cover the areas not covered by the Melksham News need to be done around a month earlier.</p>
Useful in adding to new plan?	The information returned on the community plan survey is useful as it provides a quantitative measure of previously qualitative data. By scoring the 120 priorities with a 1, 2 or 3, members of the community have effectively 'voted' on what they feel to be most important, thus providing guidance for top priorities within the plan. Comments and suggestions have also been collected, which are added to the hundreds already compiled. This data can help people in the theme groups in coming up with ideas for how to tackle issues and identifying people's concerns.
Value for money inc freepost	An insert into the paper would have cost roughly the same amount, but would have been more time-consuming to print and fold 11,000 times. However, people may pay more attention to an insert, and keep it longer than the newspaper which is quickly out of date. The freepost service is 27p per envelope, although some people simply drop it at the Town Hall. Including printing and distributing, for the campus consultation each response cost around £3 per response. For the community plan consultation each response cost around £3.10.

Articles sent to Melksham News		
Date	Article	Content
April	Letter	Thanking people for input to campus survey, and volunteers for help.
May	Invitation to seniors forum meeting	
May	Update from community safety	Development of Touch2id

June	contributed to an article on Campus	Assuring people that data collected from survey would still be useful in new site
July	Seniors Meeting with Area Board	Announcing area special older people's area board meeting
Sep 21	Your Campus Thoughts are wanted	Announcing online ongoing mini campus survey
October 7	Choose your Community Priorities	Encouraging participation in community plan survey
October 7	Double page survey including freepost reply	120 Community priorities listed by theme for people to score with 1,2 or 3
October 21	Thank you for your thoughts	Letter thanking people for completing survey and encouraging online survey
October 5	Melksham Energy Event	Announcement of energy event on November 5
October 24	Community chooses priorities	Report on community plan open day
November 5	Letter ref Community Safety	Points raised in Melksham Forward Meeting and invitation to Community Safety meeting
November 5	Melksham forward report – sent joint from Area Board	Report on success of event and summarising main priorities
November 15	Seniors Forum will discuss Campus	Invitation to equalities workshop on campus
December 1	Community Safety update Touch2id	Listing 29 venues that accept it
December 1	Encouraging people to join theme groups following Melksham forward	8 separate mini press releases focusing on specific issues raised

<p>RADIO Can you tell me about the new link with Melksham Radio? How are they supporting you? Do you know what sort of coverage the radio has?</p>	<p>Melksham Community Radio is now a key Partner of MCAP. They are just setting up and the steering group agreed to support with £800 for licensing fees. In January the radio will be live online. As it is digital, coverage will be the whole community area and beyond.</p> <p>We have already worked together on an open day for the community plan, in which radio interviews were carried out on the street and in shops in Melksham, generating discussion and publicity for the community plan. Once live, the radio can provide publicity and coverage for any events, surveys, issues that the Partnership or its theme groups wants to raise.</p> <p>Projects planned include:</p> <ul style="list-style-type: none"> • Regular weekly round ups of local events and news • 'Community Conversation' events – open days with radio interviews on specific themes • Radio debates on issues • Village reporters for each village.
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<p>EVENTS Can you tell me about events you have attended, what were you there for and were they successful?</p>	<p>As well as holding events, we attend others. Having a stand is good for publicity as well as gathering comments. It is difficult to attend as many events as we would like due to resource, but we try to have a presence at major events where people from the villages are also likely to attend.</p> <p>Melksham Party in the Park We had a stand with an interactive display on chapters of the community plan. Priorities were listed and people could add post-its with suggestions of how to tackle them, as well as add heart stickers on the ones they agreed with. We also consulted on the Queen Elizabeth 2 fields challenge, on behalf of the Area Board, to identify green areas that people wanted protected.</p> <p>Melksham Food Festival We had a stand, with an interactive display, focusing on health. The priorities for health were listed, with people contributing post it suggestions and heart stickers where they agreed.</p> <p>Area Board Meetings We have had similar displays before Area Board meetings, with specific chapters of the plan according to the theme of the meeting. These are not as useful as community events as they are not as well attended and they are only for half an hour, but are still good publicity.</p> <p>Melksham Forward Major meeting with over 100 attendees in conjunction with Area Board. We had a display, gave a presentation and provided draft community plan data for table discussion</p>
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