



Trowbridge Shadow Community Operations Board

Report to Trowbridge Area Board on the second phase of the consultation

From the start of June to 26 July 2013 the Trowbridge Shadow COB carried out its second phase of consultation. A questionnaire approved by the Area board in April 2013 was used which set out the working proposal drawn up by the SCOB from the results of the first phase of carried out in 2012. The questionnaire was available in both paper and electronic form.

Thank you to everyone who has fed in their views. The total responses to the questionnaires were 1,134. A small number of responses were received after the deadline and although these have not been included within the presentation of the results, the COB will incorporate this feedback when analysing the results.

A summary of the consultation results is attached to this paper, as are all of the comments received in survey responses.

How the consultation was carried out.

- A paper questionnaire was produced with an online version.
- Members of the SCOB supported by members of TCAF and Wiltshire Council's Campus Team spent eight mornings or afternoons in the Atrium at County Hall. This proved a particularly good place to get responses from members of the community.
- Specific presentations have been given to Trowbridge Town Council, Trowbridge Sports Forum, Trowbridge WI, Trowbridge Luncheon Club, St James' Church and Trowbridge Schools Collaborative.
- Members of the COB spent three evenings at Castle Place Leisure Centre and another two at Trowbridge Sports Centre canvassing opinion.
- The COB had a presence at a number of community events including the Sports and Play event, the Armed Forces Weekend and a number of school fetes.
- Most secondary and primary schools agreed to send the questionnaire home to parents either in paper or electronic form and published a short article about the Campus in their newsletters. Many schools also encouraged their pupils to complete the questionnaire, either at school or through sending the questionnaire home.
- Specific approaches were made by members of the SCOB to the Polish and Moroccan communities and other ethnic minorities in Trowbridge.
- Questionnaires were distributed through other organisations such as Trowbridge Town Council, Trowbridge in Bloom, Trowbridge Chamber of Commerce, The Trowbridge County town Initiative and Trowbridge Town Team.
- Questionnaires were given to Wiltshire College's Trowbridge site for students to complete.
- Some questionnaires have been hand delivered.
- Copies of the questionnaire have been placed with and collected from the Tourist Information Centre, Library, Sports Centres, supermarkets and some local shops.
- There have been several articles in the Wiltshire Times.
- The Trowbridge Magazine July edition included a long editorial about the Campus and reproduced the questionnaire.



Feedback

1. Analysis of the questionnaires

Based on the questionnaires the main findings are.

- Overwhelming support for the idea of a campus. 96.9%
- Overwhelming support for the proposed community facilities 95.5%
- Overwhelming support for the proposed sports and leisure facilities 96.6%
- Additional comments on the idea of a campus – 319 comments
- Additional comments on community facilities – 267 comments
- Additional comments on sports and leisure facilities – 409 comments
- Some general comments
- Other facilities that were suggested

2. Oral responses and qualitative feedback

Most people were very enthusiastic about the proposal and in general conversations were more positive than in 2012. There were many additional ideas. Some concerns expressed were

- Access- it was important that there was adequate parking and good access from bus routes
- Pricing –it was important that prices were at a level to be affordable for the people of Trowbridge
- Governance and ownership concerns that it might be owned and run by a commercial organisation

A small number of people we spoke to expressed opposition to the campus but declined to complete a questionnaire. The main reasons given for not completing a questionnaire were because people felt;

- Nothing ever happens in Trowbridge so it will not happen
- The perception that the campus is going to be on the Bowyers site where people felt the cinema should have been
- It is the wrong time to spend money on this during a recession when people are being made redundant and services are being cut
- There are enough facilities in Trowbridge

Next Steps

- The SCOB wishes to know if the Area Board are content that the consultation has been thorough and that the views of the community are reflected in the results,
- Once the SCOB has the Area board's approval it will then provide the information to the Campus Delivery and Operational Models Team to assess options for delivering the campus proposal to meet as much of the brief as possible.
- It is then a matter of the SCOB to await the outcome of this process. We hope for a positive outcome and will update the Area Board once more information is known. It is hoped that Wiltshire Council's Cabinet will be able to receive a proposal in the near future.



If you want to know more

The full results of the consultation are presented in Appendix A and Appendix B that can be accessed at www.wiltshire.gov.uk/TrowbridgeCommunityCampus

How can I help or get involved?

If you are interested in the work of the COB and would like to help with this or if you would like more information about the project please contact

CampusConsultation@wiltshire.gov.uk or telephone 01225 718350.

**Colin Kay, Chair
Trowbridge Shadow Community Operations Board**