



Chippenham Community Campus

Working proposal

Section A - Background context

Cabinet Decision

At the 15 February 2011 Cabinet meeting, councillors approved a programme of work to deliver community campuses across the county and to develop and test alternative solutions to the management of public services. The Corsham, Salisbury and Melksham Community Areas were identified for inclusion in this first phase of work which is being referred to as the 'preliminary management project'.

What is a campus?

A campus is a building (or buildings) where members of the local community can access a number of services or activities.

A campus can include a variety of community services, leisure facilities or Wiltshire Council services such as housing officers or registrars.

Community campuses will be developed through input from local people ensuring each campus is as individual as the community it serves. They will provide the services communities need in one easy- to-access location – placing customers and their needs at the heart of future plans.

The aim is to make maximum and efficient use of the council's buildings – both new and existing – and create campuses that deliver more for local communities.

The Shadow Board and the campus programme

The Chippenham Shadow Community Operations Board (Shadow COB) was formed by the Area Board in December 2011 to represent the community throughout the development of the proposals for a community campus for the Chippenham community area.

The Shadow COB consists of an elected member from the area board, a town/parish council representative and members of various community groups to make sure it can represent the wider local community area effectively. Shortly after initiation, the Chippenham Shadow COB changed their name to Chippenham Campus Development Team (CDT) as they felt this better represented their role within the project.

Section B – Role and work of the Campus Development Team

Since its formation, the Chippenham Campus Development Team has undertaken a significant process correlating data on the local community area and investigating key background information regarding the Chippenham community area. This included reviewing background documents such as the evolving Core Strategy, the Joint Strategic Assessment for Wiltshire, Intelligence Network data for the Chippenham Community Area, the Review of Leisure Services and a number of other documents assembled to inform and support the background information report. All the background documentation was amalgamated into a single document referred to as the Baseline report.

In addition to the background work, the Campus Development Team have undertaken a wide variety of ‘promotional’ activities that includes presentations to Area Board County councillors, Town and Parish councils, attendance at the River Festival and meetings with partner organisations. This has included Wiltshire College who are currently working on a detailed space requirement within the campus.

Completion of the background work by the Campus Development Team led up to the first phase of consultation which ran throughout October and November 2012.

Section C - Consultation survey results – first phase

The first phases of consultation ran between the 1st October 2012 to the 30th November and in total 631 responses were received with a split of 318 paper forms completed, 262 online forms completed and 51 responses to the image boards.

The CDT utilised a number of different approaches to gain these responses that included:

- Consultation form in Talk of the Town newsletter
- Consultation forms (example attached)
- Online form
- A QR code (linking to the online form) on posters that were placed in shops around Chippenham and surrounding area and on handouts distributed at the railway station.
- Drop boxes at key locations such as Town Hall and library
- Direct mailing of document and link to partners
- Link sent via GROW network of contacts
- Consultation via image boards

Many of the consultation forms that were completed involved face to face contact with local residents as the CDT utilised the Wiltshire Council communications trailer to not only gain consultation feedback, but to also publicise the key messages behind the campus proposal. The trailer visited the High St & Market Place, major supermarkets, and some of the surrounding villages

In addition to the many 'standard' methods of consultation, the CDT created a number of image boards to further engage with local community members. The image boards were available for services such as the learning disability day service (operating from Monkton Park) during their sessions for clients of the service to provide their feedback.

Consultation 1 findings

The consultation highlighted the following points:

- 83.1% of respondents highlighted that services should be located together
- 88.1% of respondents highlighted that the campus should be located near the town centre.
- 83.1% of respondents would like council services to be included within the campus
- 80.9% of respondents would like advice services to be included within the campus
- 77.8% of respondents would like the campus to provide community information.

Full breakdowns of the consultation 1 findings are located in appendix A

Section D - Working proposal

The Chippenham Campus Development Team would like to propose the following for the Area Board's agreement.

To allow the second phase of consultation to be completed based on the following proposal:

To develop a community campus by creating one building that comprises the Wiltshire Council office building and enhanced leisure facilities at the Olympiad Leisure Centre.

It is the aspiration of the Campus Development Team (CDT) that the campus should become a focal point for community activities and embrace a wide variety of local services, facilities and amenities to support the Chippenham community area.

The campus could include the following elements:

- A change to the aspect of the current council offices so that its principal façade and entrance faces the River Avon with access from Monkton Park at ground floor level.
- The building should enhance and utilise the riverfront and visually integrate the existing building and its facilities with its surroundings and the Town centre.
- External enhancements should include an Atrium entrance at ground floor level and include external seating areas to the front of the building linked to a café/catering facility and an adjoining covered outdoor performance area.
- A library/family learning/information technology centre accessed via the Atrium to provide a whole range of information technologies including cutting edge and futuristic technologies
- Public access to the internet and computers
- A central reception area
- Improved secure and level access with the town centre.
- Adaptable multi purposes spaces for a wide range of activities to include spaces and facilities for large conferences, performances and the arts.
- Training links to Chippenham College and development opportunities for social enterprise facilities/services.
- Provision for the delivery of essential and specified Wiltshire Council services for the benefit of the Chippenham and adjoining community areas.
- Suitable areas for local organisations, charities, the elderly, disabled and the voluntary sector to operate from and function within.
- Functional space for partners such as Wiltshire College and the CAB.
- Facilities and accommodation for Youth Leisure services

Further development of the list of facilities would be generated after the second phase consultation and based on community opinion.

Note: The development of the campus proposal will be subject to further public consultation, area board scrutiny, agreement and further feasibility work. This may include feasibility work on other sites should this be deemed necessary.

Section E – Next Steps

If the working proposal is agreed by the area board the Campus Development Team will complete a second phase of consultation based on the working proposal.

The second round of public consultation will give residents a further opportunity to comment on the proposal and following analysis will, it is anticipated, provide further supporting data and affirmation of the proposals for further consideration by the Area Board.

The CDT's aim is to gain Area Board agreement for a submission to Wiltshire Council in early November 2013 for consideration and budgetary approval in the 2014/15 budget.

Appendix A

Consultation 1 Report



Chippenham Community Campus

Consultation Report



Chippenham Campus Consultation 1 Results Questionnaire Forms

Method

The Chippenham Campus Development Team (CDT) created a questionnaire over a period of several meetings for local community members to complete throughout the consultation period. The CDT also wished for the consultation form to be included within the Talk of the Town newsletter which was distributed to 18,000 homes in the local area. In addition to the talk of the town, the CDT held day events in Chippenham town centre, at local supermarkets and worked with local groups, such as the youth club, to have forms completed.

The consultation questionnaire was also placed online via the Wiltshire Council website and was linked with QR codes to ensure that people with Smartphone's could access the questionnaire.

Results

A total of 580 consultation results were collected over the consultation period with the following breakdowns:

Paper forms completed: 281

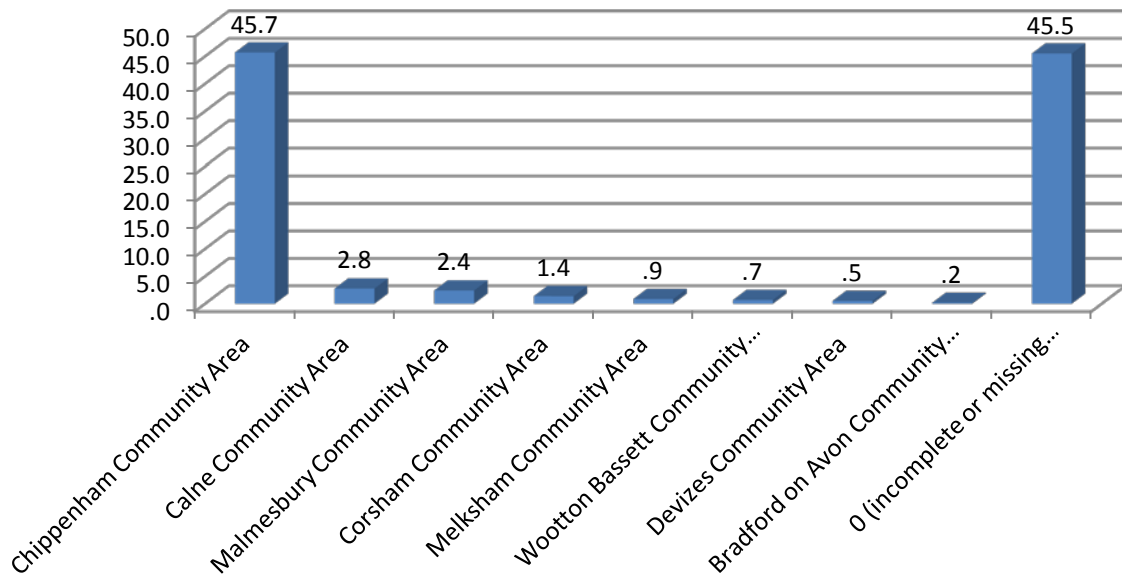
Paper forms from Talk of the Town: 37

Online Forms completed: 262

Q1 – Postcode.

The questionnaires highlighted that 45% of the total questionnaires gained were completed from community members within the Chippenham area. An addition 45% of respondents did not complete the postcode field with the final 10% of postcodes coming from Wootton Bassett, Malmesbury, Corsham, Calne, Bradford on Avon, Melksham and Devizes community areas.

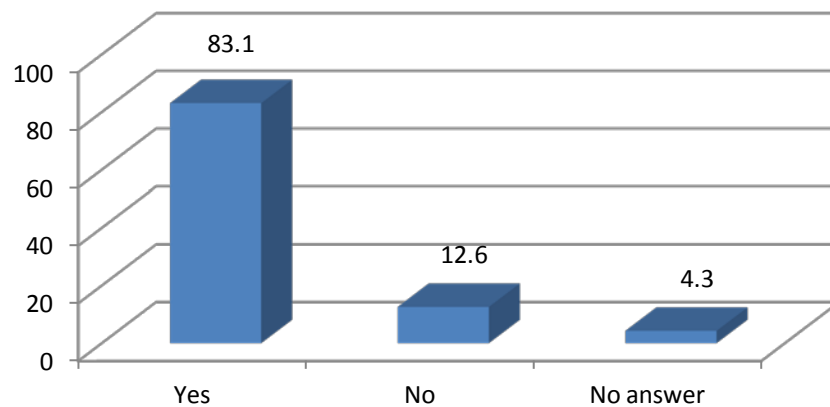
Q1 - Postcode Percentage of responses



Q2 – Services located in one location.

83.1% of respondents highlighted that services should be located in one location
 12.6% stated No for services to be located together
 4.3% left either answer blank

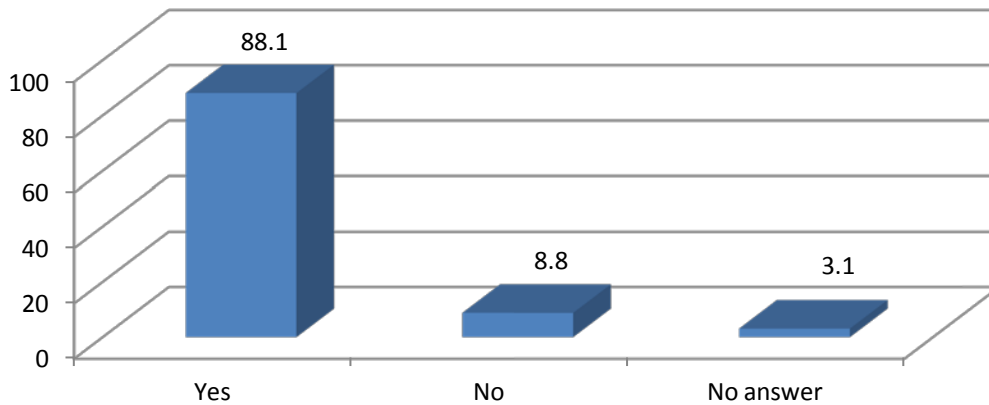
Q2 - Services located in one location Percentage of responses



Q3 – Services to be located near town centre

88.1% of respondents selected “Yes” for services to be located near the town centre
8.8% stated No for services to be located near town centre
3.1% left either answer blank

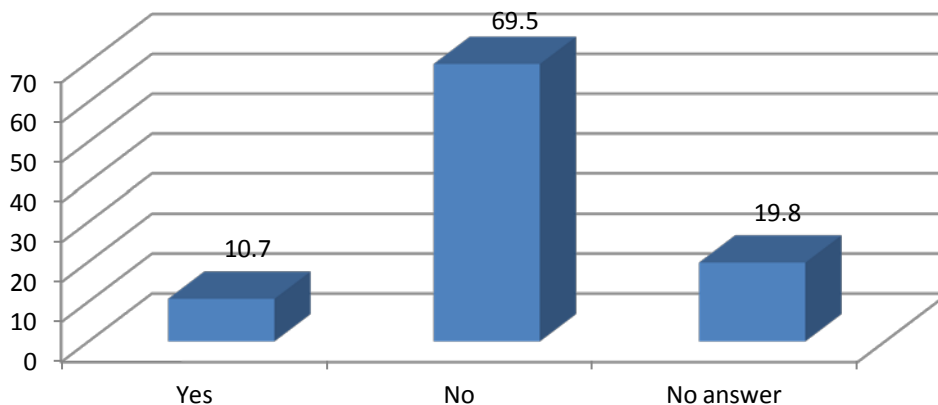
Q3 - Services to be located near town centre
Percentage of responses



Q4 – Service to be located out of town

10.7% of respondents selected “Yes” for services to be located out of the town centre
69.5% stated No for services to be located out of the town centre
19.8% left either answer blank

Q4 - Services to be located out of town
Percentage of responses



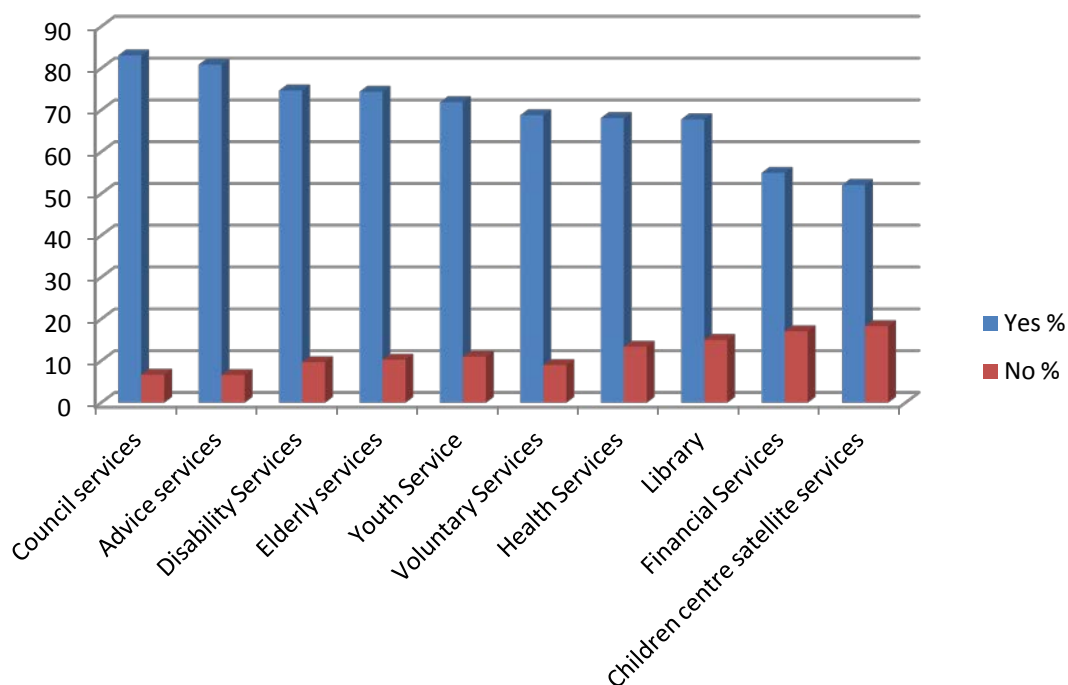
Q5 – Services that could be included within the campus

The following percentages were recorded against each service within the questionnaire

Service	Yes %	No %
Council services	83.1	6.7
Advice services	80.9	6.6
Disability Services	74.7	9.7
Elderly services	74.4	10.3
Youth Service	71.9	11
Voluntary Services	68.8	9
Health Services	68.1	13.4
Library	67.8	15
Financial Services	55	17.1
Children centre satellite services	52.1	18.3

Table 1

The following chart depicts Table 1 (above) in graphical form



Q6 – Additional services

Question 6 was an open text box where respondents were asked to record any additional services that they felt should be included within the campus. The following responses were noted and have been grouped into common themes.

NOTE: Some responses could cover multiple areas

Service Specific Responses	
Counselling Services	37
Drop in health centre/Dr surgery/chemist	9
Job centre plus	7
Wiltshire Council officers including - Income tax advisors/Planning officers/Social services	7
Unsure if police to be located	6
Wish for services to be delivered in the community	6
Community Police to be included	5
School & college information centres	4
Local clubs - luncheon clubs, activity clubs	4
Mental health advice services	3
Advice services for under 18's	3
Local business centre/small business support	3
History centre/TIC to be included	3
Citizens Advice Bureau	3
Connexions	2
Nursery/pre-school	2
Careers support	2
Department of Work and Pensions	1
Spice time credits	1
Olive branch	1
British Legion	1
Voluntary sector partners	1
Older people/disables satellite services	1
Crime prevention	1
Family advice	1
Adoption/fostering advice	1
Generic services	1
Legal advice	1
1st aid centre	1
Soup kitchen	1

Activities & Facility Responses	
Sports/Leisure/Gym/Swimming	54
Youth activities/scouts, guides, army cadets	9
Back to work classes	8
Rock climbing/free running/Basketball/Skate Park	7

Beauty parlour/Health and beauty/place for nails & hair	4
Music centre/hub	4
Spaces for community groups	3
Cinema/bowling	3
Green/environmental, conservation & animal welfare promotion	2
Do not like campus idea	2
Restaurant/ Big food place	2
Library to stay where at current location	2
Dance spaces	2
Library (if moved) - same staff, better opening hours and good lighting	2
Soft play	2
Free Wi-Fi	1
Visitor information	1
Drop in centre for Dorothy house	1
Theatre	1
Facilities for parents/children	1
Large supermarket in town centre	1
Areas where different religions can meet	1
Fun fair	1
More for people to do	1
After school clubs	1
Activity centre for under 18's	1
Relaxation area	1
table tennis	1
snooker	1
Study areas	1
churches	1
DJ equipment/recording	1
Self defence classes	1

Location Responses	
Use Olympiad/Monkton park/Link with existing swimming pool	9
Central location	5
River island location	1
Use existing facilities	1
Located close to college	1

Access/Transport Responses	
Parking needed	4
Transport services	2
Access easier just inside town centre	1
Access for everyone	1

To break down the most popular responses the following table depicts the 10 most common themes:

Top 10 most popular responses	
Sports/Leisure/Gym/Swimming	54
Counselling services	37
Drop in health centre/Dr surgery/chemist	9
Youth activities/scouts, guides, army cadets	9
Use Olympiad/Monkton park/Link with existing swimming pool	9
Back to work classes	8
Job centre plus	7
Wiltshire Council officers including - Income tax advisors/Planning officers/Social services	7
Rock climbing/free running/Basketball/Skate Park	7
Unsure if police to be located	6

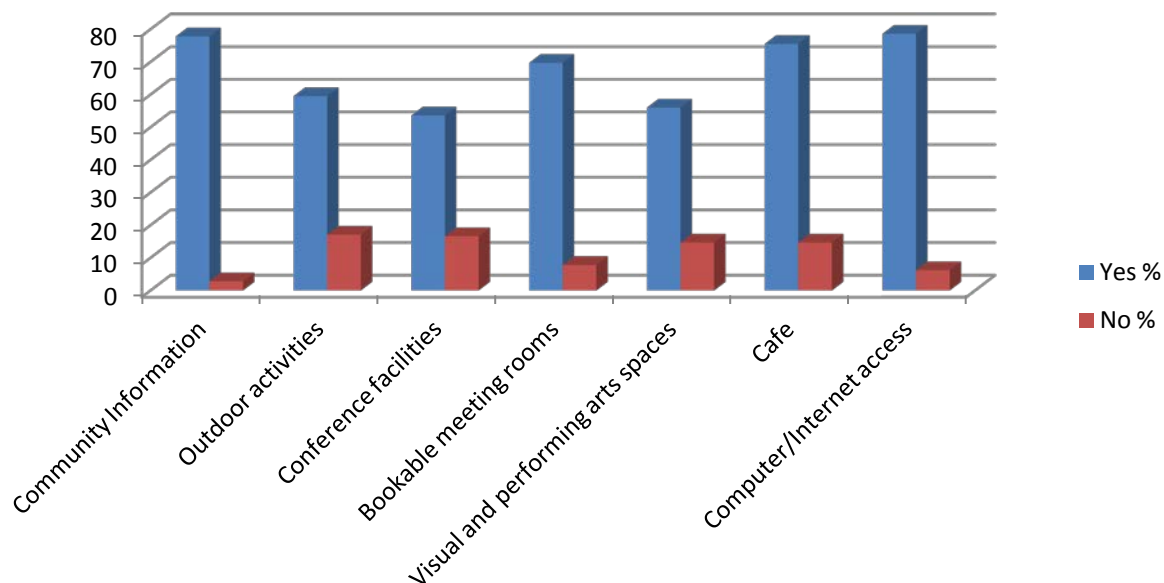
Q7 – Facilities to be included within the campus

The following percentages were recorded against each facility within the questionnaire

Facility	Yes %	No %
Community Information	77.8	2.8
Outdoor activities	59.5	17.1
Conference facilities	53.6	16.6
Bookable meeting rooms	69.7	7.8
Visual and performing arts spaces	56.0	14.7
Cafe	75.5	14.7
Computer/Internet access	78.6	6.2

Table 2

The follow chart depicts table 2 (above) in graphical form



Q8 – Other recommendations

Question 8 was an open text box where respondents were asked to record any other recommendations for the campus. The following responses were noted and have been grouped into common themes.

NOTE: Some responses could cover multiple areas

Services & Facility responses	
Free running	19
Free wi fi – covered in core spec	10
College Courses/Training/Careers advice to enable people to get into jobs/education/life skills/classes	10
Affordable hire for voluntary groups of space to compliment and not replace existing/local facilities	8
Provision of conference facilities/meeting rooms & bookable space for advice and information – part fo core spec	8
Affordable café/ coffee shop/healthy food	7
Music Visual Arts facilities including rehearsal and small performance studio	7
Police	5
library and Olympiad to remain in current location	4
Delivery of community services e.g. Carers Support, Mind, Stroke support etc,	4
Multi- use Open flexible space – part of core spec, but nice to add that spaces should be open	4
Cinema/outdoor cinema/bowling	3
Multipurpose meeting space for youth/elderly – part of core spec	2
Youth provision which should also include a skate park	1
Opportunities for social enterprise	1
Youth Trusts e.g. Princes trust	1

Community information to be located with TIC	1
Supervised Soft play area/infants crèche	1
Food bank Is there a current provider?	1
RAID centre?	1
Library to be included with café facilities	1
Hydro pool	1
Include TIC	1
Utilising technology within conference facilities/Hearing loop	1
Post box facilities	1
Virtual campus to access services online	1
Better access to Wiltshire Council officers	1
Advice services located together e.g. CAB, Age UK	1

Location responses	
Located at Olympiad/Monkton park/riverbank	20
Location close to town centre/central	6
Location important	1
Utilise existing library	1
Use Bridge centre	1
Use Old school site	1
Use Ivy House site	1
Use Spanbourne avenue site	1
Use Bath Road Car park	1

Transport Responses	
Parking/Adequate parking/car park/free	26
Bus stops/transport links/free transport/taxi rank	7
Access important	2
Easy access for pedestrians	1

To break down the most popular responses the following table depicts the 10 most common themes:

Q8 – Top 10 responses	
Parking/Adequate parking/car park/free	26
Located at Olympiad/Monkton park/riverbank	20
free running/climbing wall/outdoor activities/BMX/Archery	19
Free wifi	10
Courses to enable people to get into jobs/education/life skills/classes	10
Don't want campus/services to remain as is/waste of money	9
Make use of green spaces/river/garden or reflective spaces	9
Discount hire for voluntary groups/halls compliment existing/local group priority/fair	8

charging	
Business incubation units/use of conference facilities/meeting rooms & renting space/advice	8
Affordable coffee shop/healthy food	7



Chippenham Campus Consultation 1 Results Consultation Boards

Method

The Chippenham Campus Development Team (CDT) created several image boards to consult with local residents who may suffer from learning difficulties or individuals who may prefer to use images rather than the questionnaire. Residents were asked to add coloured dots to the images that they feel should be included within the campus which covered 15 different sectors.

The areas included:

- Advice Services
- Bookable spaces
- Cafe
- Children Centre Satellite Centres
- Computer/Internet access
- Community Information
- Health/medical services
- Leisure facilities
- Library
- Outdoor activities
- Service for the disabled
- Services for the elderly
- Visual/performing arts
- Voluntary organisations
- Youth services

In addition, a separate children's image board was created to assist with gaining feedback from children under the age of 6 that consisted of images representing play, eating, swimming (leisure) and reading.

Results

Standard image boards

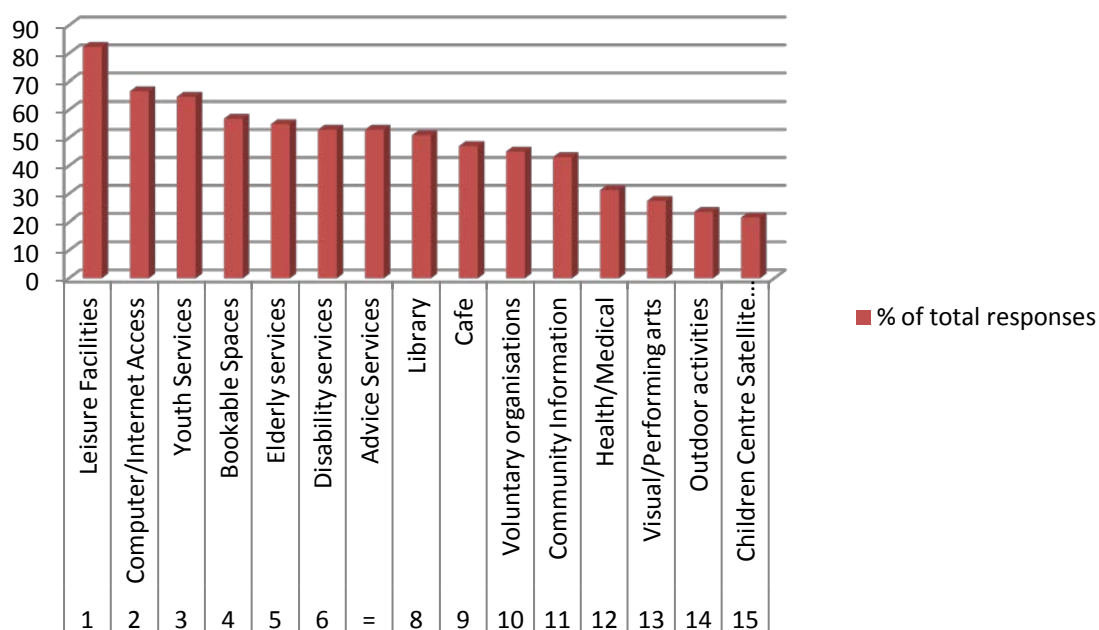
A total of 51 individuals added coloured dots to the image boards with the following results in descending order:

Rank	Facilities	No. of coloured dots	% of total responses
1	Leisure Facilities	42	82.35
2	Computer/Internet Access	34	66.67
3	Youth Services	33	64.71
4	Bookable Spaces	29	56.86
5	Elderly services	28	54.90
6	Disability services	27	52.94
=	Advice Services	27	52.94
8	Library	26	50.98
9	Cafe	24	47.06
10	Voluntary organisations	23	45.10
11	Community Information	22	43.14
12	Health/Medical	16	31.37
13	Visual/Performing arts	14	27.45
14	Outdoor activities	12	23.53
15	Children Centre Satellite Centres	11	21.57

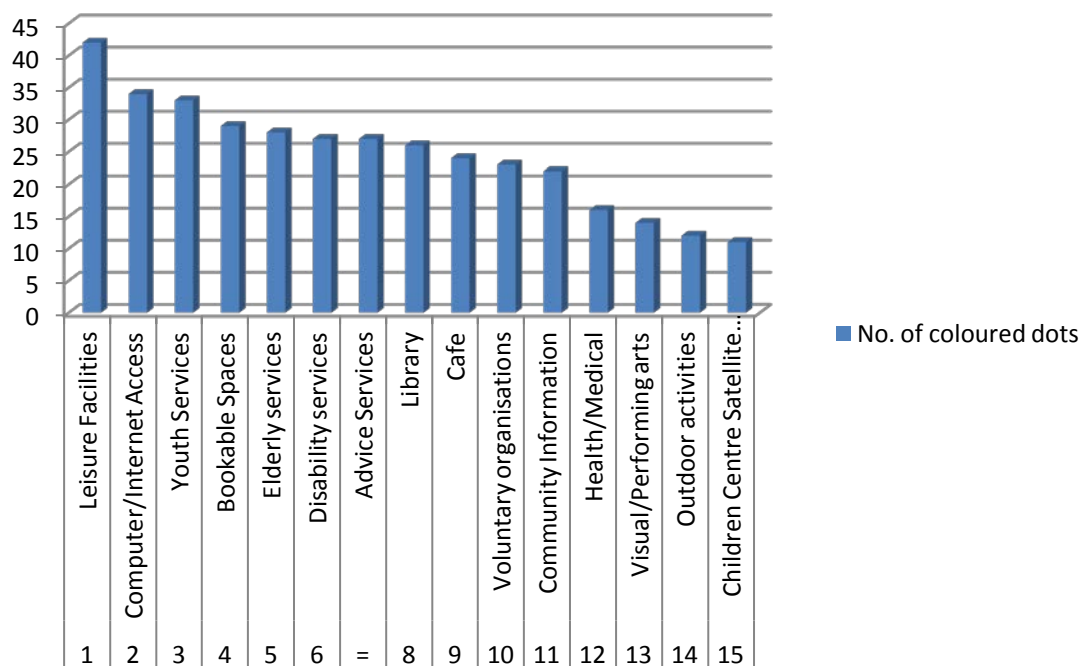
The figures show that over 82% of the total responses gained were in favour of included leisure facilities within the campus with computer/internet access scoring over 66% of the total responses.

The following charts represent the figures in graphical form

% of total responses



Number of dots received



Children's Images boards

A total of 4 children under the age of 6 completed the children's consultation boards with the following results:

1. Play = 4
2. Eating = 4
3. Reading = 4
4. Swimming/leisure = 2