Chippenham Community Campus

Second phase public consultation report

Method

The second phase of consultation for the Chippenham Community Campus ran from Monday 7th October to Friday 29th November 2013. The Chippenham Campus Development Team (CDT) created a number of different resources for the consultation. This was to ensure that regardless of the individual needs there was an opportunity for each community resident to respond. The consultation material included:

- An easy read, eye catching and quick consultation questionnaire
- A more detailed and informative consultation questionnaire
- An online survey, accessible via e-mailed links or via the Community Campus webpage
- A5/ A6 flyers highlighting the four ways of responding to the survey, which were:
    - Via the QR code
    - Online at the campus webpage
    - Via E-mail
    - Via dropping a paper copy to one of the 4 return boxes situated within the town centre

The CDT completed a thorough and varied approach to obtaining the views of the community residents, via the completion of the following activities. The group:

- Set up 4 static displays in Monkton Park offices, Olympiad leisure centre, Chippenham Town Hall and Chippenham Library. Each display consisted of a detailed information board, two questionnaire options, A5 and A6 flyers and a consultation returns box. Forms were also distributed and returned from 3 Chippenham Children's Centre locations.
- Completed face to face consultation events at Emery Gate shopping centre, Sainsburys supermarket, Chippenham College and the Olympiad leisure centre.
- Handed out of flyers and met members of the community at the Chippenham train station.
- Travelled with the mobile Library to meet residents in the more rural community areas
- Promoted responses through local primary school newsletters.
- Completed a presentation at the Children's Parliament, which directly spoke with local Children and obtained their feedback to the campus proposal.
- E-mailed the survey out to all users of the Children's Centres and Library users in the Chippenham area.
- Wrote a press release promoting consultation responses and completed a radio interview with BBC Radio Wiltshire.
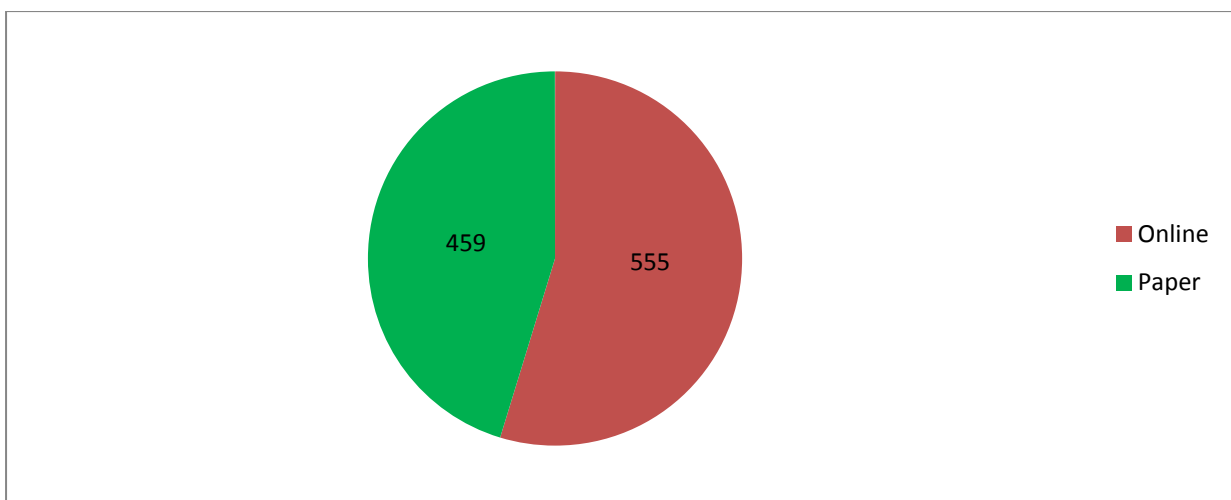
Results

Method and location of response

Over 1300 responses were received, 1014 of these were completed questionnaires and approximately 300 local School children provided feedback. The analysis of the results from the local Schools is shown separately later in the report.

Of the 1014 questionnaire responses, the method in which they were made is shown below:

Online – 555 (54.7%)

Paper – 459 (45.3%)

Figure 1 - Method of consultation response

The percentage of the responses that were completed online shows how effective the direct e-mailing of the consultation had been and how well opportunity to participate online had been publicised.

The paper responses can be further analysed into the exact location the response was received. There were 4 static displays set up in the Chippenham town centre, 3 Children's Centre locations and the CDT completed a number of face to face events. The responses from each location are as follows:

Chippenham Library – 245 (24.2%)
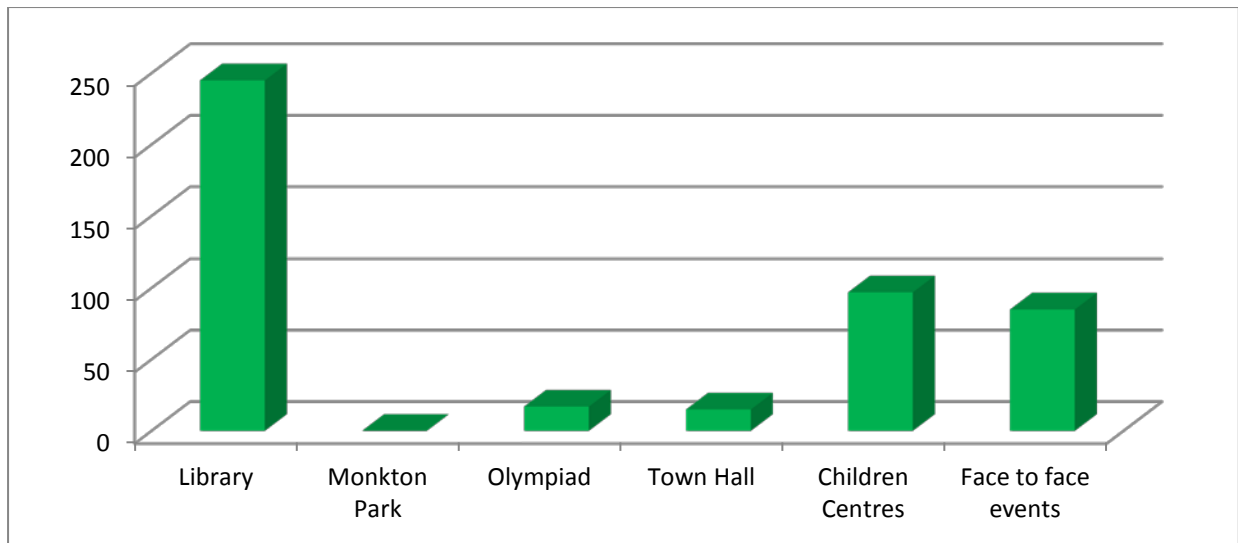
Monkton Park offices – 0 (0%)

Olympiad leisure centre – 17 (1.6%)

Chippenham Town Hall – 15 (1.5%)

Chippenham Children's Centres - 97 (9.5%)

Face to face events – 85 (8.4%)

Chippenham
Campus Development Team

Working in partnership with
Wiltshire Council
Where everybody matters

Figure 2 – Source of paper consultation responses

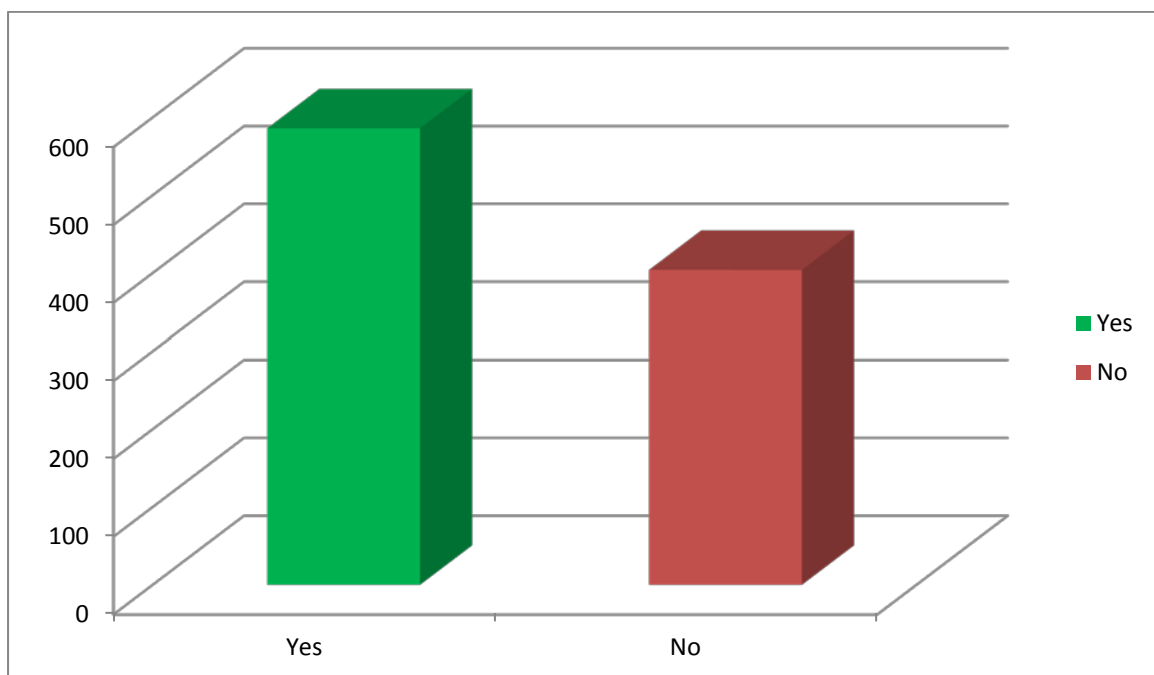

Numerical data of responses

The questionnaire simply stated the CDT's proposal for the Chippenham Community Campus and asked the respondent whether they agreed with this proposal – yes or no. The overall responses to this question are shown below:

Yes - 586 (59.2%)

No - 404 (40.2%)

There were an additional 24 incomplete responses where comments have been analysed but a yes or no answer has not been provided.

Figure 3 – Do you agree with the Chippenham Community Campus proposal?

Chippenham
Campus Development Team

Working in partnership with

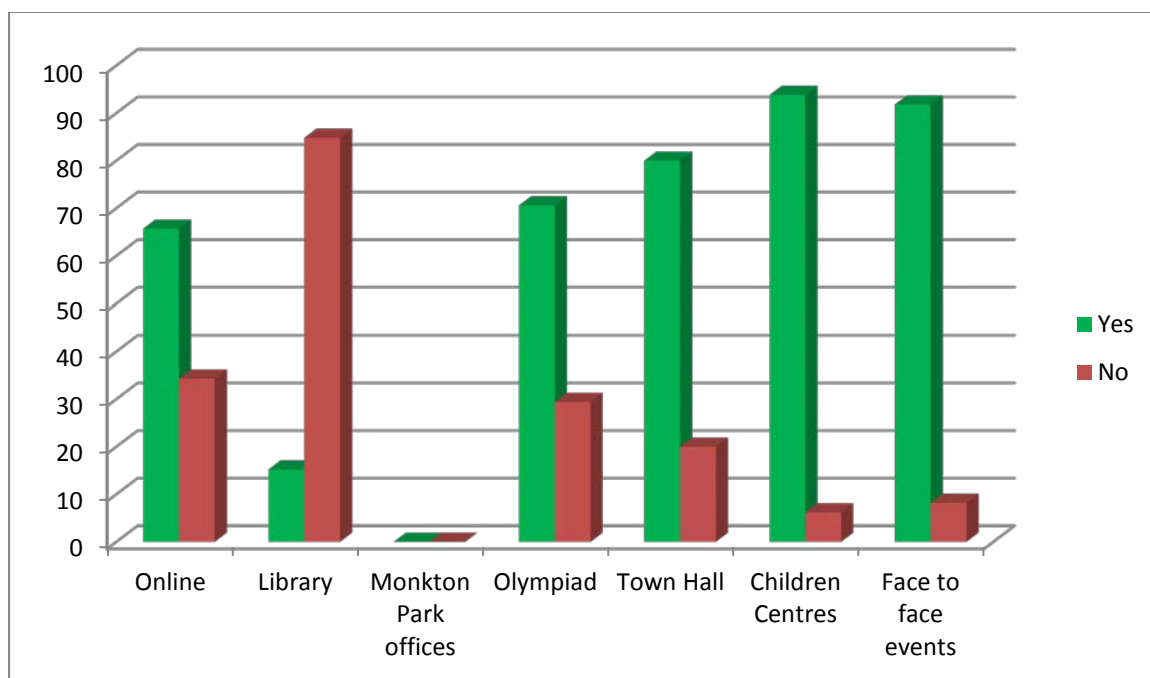Wiltshire Council
Where everybody matters

This result shows that the Chippenham Community Campus does have the support of the majority of the residents that responded to the questionnaire. Due to the complexity of the proposal, (a number of different elements being suggested) further analysis of the numerical data was completed to create a better understanding of the responses. The first stage was to breakdown the responses by method and location, to understand which user groups supported or opposed the proposal.

Figure 4 – Percentage of Yes/ No responses by method and location (table)

Method/ Location	Yes	No
Online	358 (65.7%)	187 (34.3%)
Library	35 (15.2%)	196 (84.8)
Monkton Park	0 (0%)	0 (0%)
Olympiad	12 (70.6%)	5 (29.4%)
Town Hall	12 (80%)	3 (20%)
Children Centres	91 (93.8%)	6 (6.2%)
Face to face	78 (91.8)	7 (8.2%)

Figure 5 - Percentage of Yes/ No responses by method and location (graph)

The above graphic shows that the respondents from the vast majority of the sources gave considerable support to the Campus proposal. There was however, a large number of Library users who disagreed with the proposal. The proposal suggests to integrate the Library into the Campus in Monkton Park, so a conflict in opinion is understandable. 48.5% of the total 'no' votes came from returns box within the Chippenham Library. Given the extreme variance in response, the CDT deemed that further separation of the results would be beneficial.

By removing the 231 completed Library responses and the 24 incomplete surveys, there were 759 responses in total. These came from the online survey and paper copies from the

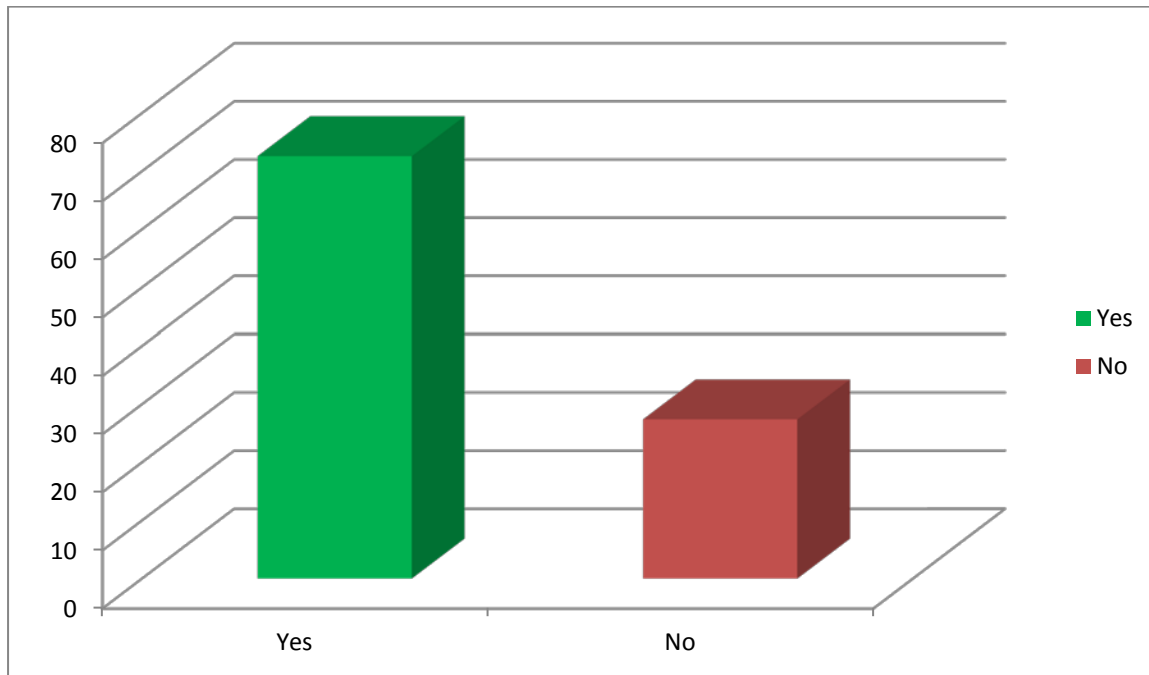**Chippenham**
Campus Development Team

Olympiad leisure centre, Chippenham Town Hall, various Chippenham Children Centre's and face to face events. The overall response from these locations is shown below:

Yes – 551 (72.6%)

No – 208 (27.4%)

The significant figure here is that approval for the proposal increased considerably from 59.2% to 72.6%. The table below illustrates the figures provided.

Figure 6 – Percentage approval for Campus proposal (without Library responses)

It has already been established that the response from the Library users showed 84.8% against the proposal and 15.2% for. To fully understand the reasons why there was such a difference between all other user and groups and the Library users, the analysis of written responses was extremely important.

Analysis of written responses

The questionnaire invited written comments to add context to a 'no' vote and also provided space for all respondents if they wished to voice any other thoughts or considerations. All of the written considerations have been analysed and categorised. The CDT wished to use this data in two ways, which were:

- To highlight the community residents aspirations for Chippenham Community Campus and which elements from the existing proposal that they agree with
- To highlight the community residents concerns with the proposal

Figures 7 and 8 show the comments made from the 1014 respondents. Each time one of the suggestions/ concerns was mentioned it is shown within the table. Therefore each respondent could theoretically appear a number of times in the data below.

Figure 7 - Top 10 suggestions for inclusion within the Community Campus

Rank	Suggestion	No. Of people who mentioned it
1	Activities for children/ young people	24
2	Space for Arts/ Music/ Culture	19
3	Improvements to leisure	15
4	Additional meeting spaces	10
5	Free parking for users	5
6	Improve water front area	5
7	Improved transport links	4
8	Ensure it embraces community involvement/ spirit	3
9	Inclusion of health services	3
10	Activities for older people	2

The suggestions from the Chippenham community residents correlate very closely with the CDT's proposal, as all elements are being strongly considered by the group. In particular the improvements to space for arts/ music/ culture and to leisure are all very prominent in the CDT's vision.

Figure 8 - Top 10 concerns about the Community Campus proposal

Rank	Concern	No. Of people who mentioned it
1	Current Library has good access/ more difficult to access a Library at Monkton Park	198
2	Would like the existing Library to be kept where it is	136
3	Money could be better spent/ waste of money	91
4	Lack of suitable parking	69
5	General concerns about access to the Monkton Park	48
6	Moving library will hurt the town centre/ worries about vacant buildings	43
7	Current Library is convenient for town centre shopping	32
8	Concerned about everything being in one place	24
9	Insufficient information/would like more information	22
10	Campus not in right place and/or not in town centre	20

The main concern raised through the comments within the consultation is the proposal to move the Library. Almost 200 respondents made comments regarding accessibility being very good for the current Library and/ or had concerns that a change to the location would be

Chippenham
Campus Development Team

Working in partnership with
Wiltshire Council
Where everybody matters

detrimental for accessibility.

Looking in more detail at the 198 Library access related comments, the key issues in numerical order (highest to lowest) were as follows:

- Current Library is very convenient to bus station/ Monkton Park has poor public transport links
- Monkton Park would be difficult for elderly, disabled and parents with children
- Monkton Park is not central enough
- Monkton Park is on a hill
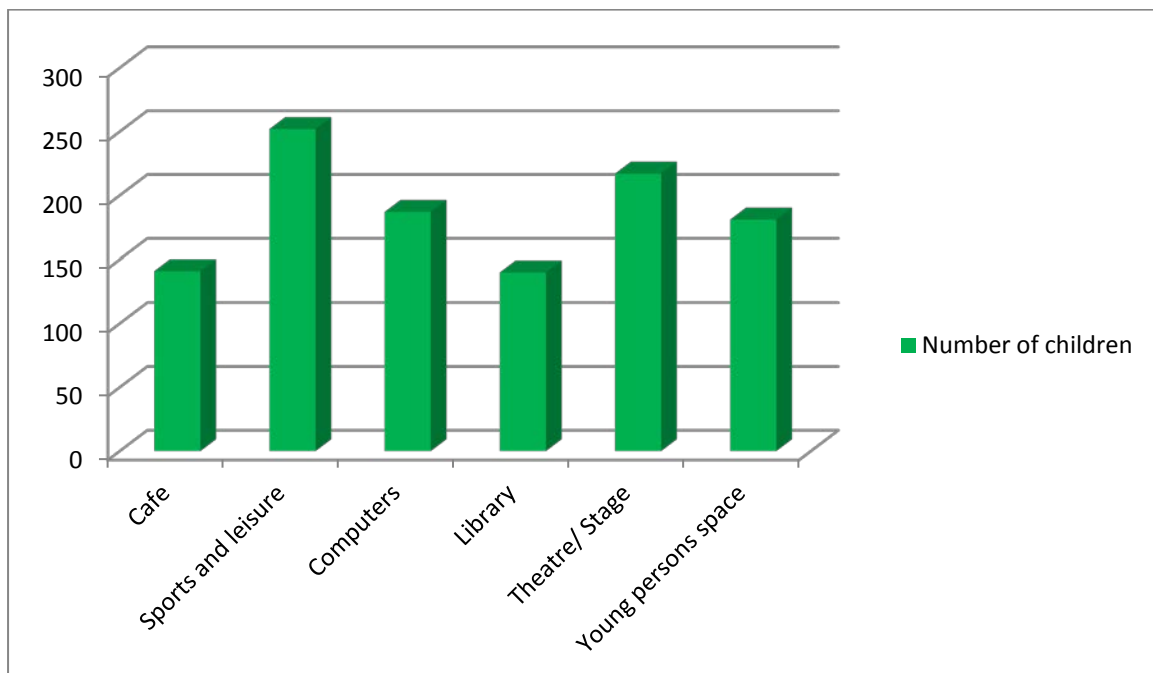- It would be extremely hard to park at Monkton Park

The CDT had considered these access issues prior to the consultation, however, the public response has reinforced how crucial getting this right will be. The comments and points made will be reflected and used to shape the proposal further.

Children's Parliament response

The CDT completed a presentation at the Children's Parliament meeting on Wednesday 11th November. The meeting introduced the children to the Campus concept and asked them to help shape its future by identifying what services they would like to have in it. The attendees at the meeting were also asked to return to their respective Schools and complete the task with their classmates.

Over 300 children from local Schools participated in this task aged 7 to 11 years. The children were asked what they would like to see within the new Campus facility, and were given 6 options.

Figure 9 - Services School children would like to see in the Campus

The table shows that the highest priority for local children is to ensure there is adequate sport and leisure provision, with amendments/ upgrades to the leisure pool, particularly high

Chippenham
Campus Development Team

Working in partnership with
Wiltshire Council
Where everybody matters

on the agenda. There is also a large interest in providing stage and theatre facilities.

The children were also asked to add comments, under the heading 'What have the adults missed'. There were a large number of comments which can be found in appendix 1.

Summary

Overall the CDT are very pleased to have obtained such a large volume of response from the Chippenham community area residents. The feedback provides a comprehensive picture and enables the CDT to re-visit and further develop their proposal.

Given the nature of the consultation form (a yes or no response to the entire proposal), the CDT have identified that a number of 'no' votes, have concentrated on one element of the proposal they dislike and therefore voted against. In essence, they may have liked the majority of the proposal but due to one aspect have provided a 'no' vote. This appears particularly apparent from the Library responses, where many respondents have simply stated they do not want the Library to move, without further reference to the Campus proposal itself.

The key data that the CDT have extracted from the consultation is as follows:

- Overall the majority of the Chippenham residents are in agreement with the Campus proposal
- A large number of Library users expressed their concern about the potential relocation of the Library, with the main concern being access
- Activities for young children and an improvement to arts/ culture/ music and leisure provision are important elements to consider
- Improving access to the campus site will be fundamental to ensuring Chippenham community residents are able to make use of all Campus services

The Chippenham CDT will now continue to develop their proposal and feedback their findings to the Chippenham Area Board.

Chippenham
Campus Development Team

Working in partnership with
Wiltshire Council
Where everybody matters

Appendix 1 – comments made from local School children

What the adults have missed?

Sport and Leisure	Music, arts and crafts	Miscellaneous
Smaller slides for youngsters	Bandstand outside	IPads/ IPods to use
Outdoor lazy rivers	Separate adult and child's Library	Aquarium
Ice Rink	Allotment Area	More parking spaces and cheaper
Ten pin bowling	Gift shop	Extend existing cafe
Rock climbing wall	Workshop for craft	Fresh fruits/ breakfast
Indoor mini golf	Music room	Take away meals
Table football/ Table Tennis	Art room/ studio	Small convenience shop
Sand pit	Lego role play	
Soft play area	Plays to watch when you wanted	
Bigger cinema	Use of kindles in Libraries	
Ball pit/ play area	Quiet zone in Library	
Outdoor playground		
Arcade		
More outdoor facilities		
Diving boards		
Laser Quest		
Toy room		
More flumes and rapids		