



What matters to you?

Outcome of voting




Children and young people

1. To address the 10% Increase in Child Poverty	27%
2. To help children in need	16%
3. To develop collaborative approaches for a single vision for engagement with ALL Children and young people	56%




Community safety

1. Reduce the perception of fear of crime especially among the elderly	17%
2. Better communication and partnership working across the services to reduce crime and associated ASB	67%
3. Reducing the incidents of road traffic accidents across the community area	17%




Culture

1. Refurbishment of Neeld Hall for performing and visual arts.	8%
2. Improved marketing and publicity with a dedicated user friendly what's on website.	17%
3. Understanding of and greater use of spare capacity of existing venues.	20%
4. Development of an arts centre/hub.	24%
5. Making greater use of outdoor spaces including butter cross area and the river for events/festivals.	30%




Economy

1. Targeted marketing promotion of the towns USPs as an employment and retail centre(a business location of choice)	44%
2. Consolidate car parking capacity at locations attractive to users	17%
3. Encourage further investment in town centre office space to attract and retain businesses	39%



Environment

1. Better use, management and access to green spaces including the river.	61%
2. Tackling climate change including reducing the impact of new development.	27%
3. Strategies to encourage ecological lifestyles.	12%



Health and wellbeing

1. Strengthen links between council and voluntary sector health & social care organisations.	54%
2. Recognition and support for unpaid Carers	37%
3. Further understand the data provided and address it in the future	9%




Housing

1. Strategic plan for Chippenham including employment infrastructure, housing and environment and people fully involved through consultation.	50%
2. More affordable housing throughout the community area	26%
3. More transparency in the strategic planning process	24%




Leisure

1. Need for improved sport and leisure facilities in Chippenham. Several clubs could grow participation but for lack of facilities.	43%
2. Develop a Chippenham sports club forum to drive work forward, share best practice and to work collectively for Chippenham.	15%
3. Focus on delivering sports activities to young people from deprived areas to reduce inequalities and making better link between education and leisure	42%



Transport

1. Traffic congestion – inability of the highway network to cope with existing and future traffic demand	33%
2. Lack of and declining provision of alternatives to car use and lack of integration between transport modes including parking	23%
3. Maintenance of roads not keeping up with the level of road use, HGVs and weather damage and associated safety issues	44%



Our community

1. Better marketing and communication of what the community area has to offer	35%
2. Improved engagement with the wider community when making important decisions, particularly the under-represented/ deprived/hard to reach	45%
3. Engaging people who live in Chippenham but don't consider it their 'home'	20%

