



We're making a difference

TCAF Progress report January 2015

Safer Places Project

35 businesses have signed up to the Safe Place Project which enables members of the public to visit registered businesses to seek help and refuge if they feel vulnerable.

- Trowbridge is the sixth town in Wiltshire to launch this nationwide initiative. TCAF has worked with the Police, Wiltshire Victim Support, Wiltshire Community Safety Partnership, WfCAP and Dorothy House to initiate this project.
- An article featured in the Wiltshire Times (12th December 2014) launched the initiative to members of the public. Leaflet drops and an announcement through community networks will help publicise the service in January.
- The primary focus was initially on the town centre. Gaps have been identified and out of town shopping areas will now form phase 2 of the project; signing up additional businesses to join the project.

The Wiltshire Guide for Migrants

The Polish Translators project, which falls under the Wiltshire Guide for Migrants, continues to support pupils and their families in Trowbridge. One volunteer regularly supports a pupil at The Mead and additional translators have been approached for additional sessions at the school. Specific sessions have also proved successful when teachers need to meet parents/ families of the pupils to feedback on their academic year.

- An article featured in the Wiltshire Times (21st November 2014) promoted the resource and initiative to members of the public.

Environment Issues

'Care top Repair' Event - Saturday 22nd November

Working in partnership with the Wiltshire Wildlife Trust the event was an opportunity for local residents to bring along broken items; Electrical, IT, Fabric or Bric-a-Brac where volunteer menders either fixed the item for free or offered signposting.

- Extensive promotion through community networks, intranet sites, banners and a press release (14th November 2014) marketed the event to members of the public. A total of 14 people attending, with 16 items (over 80%) fixed, diagnosed or signposted. The feedback forms were unanimously positive with requests for future events.

SPICE - Time Credits

Together with Trowbridge Town Council and Wiltshire Council, TCAF met with the Wiltshire Time Credit co-ordinator, November 2014, to research the potential of developing the time credit scheme in Trowbridge. The Time credits scheme recognises the time that individuals give to support the local community, voluntarily, and aims to encourage more people to get involved and give their time.

Further research this year will determine where a Time Credits Hub should be situated and what organisation it best to progress the scheme. (An organisation that has a remit across the whole community area takes on the responsibility of running the Hub and local Time Credits programme with the support of Spice and Wiltshire Council.)

Health

The Health theme group of TCAF is now committed in developing Trowbridge as a Dementia Friendly Community. The long term project will utilise lessons learnt from Royal Wotton Bassett and is in its initial stages.

Consultation – Action For Market Towns

TCAF completed a Benchmarking project together with the Trowbridge Town team and Trowbridge Chamber of Commerce. The project provides a comprehensive portrait of the commercial life of Trowbridge town and involves gathering and analysing data on 12 Key Performance Indicators (KPI's) within a designated town centre area.

KEY PERFORMANCE INDICATOR DATA COLLECTION
METHODOLOGY
KPI 1: Total number of commercial units ; Visual Survey
KPI 2: Retail by Comparison/Convenience; Visual Survey
KPI 3:Key attractors / multiple trader
Representation; Visual Survey
KPI 4: Number of vacant units; Visual Survey
KPI 5: Number of markets / traders; Visual Survey
KPI 6: Prime retail property yields; Contacting Commercial Agent
KPI 7: Zone A Retail Rents; Contacting Commercial Agent
KPI 8: Footfall Footfall; Survey on Market and Non Market Days
KPI 9: Car Parking Availability and Usage; Footfall Survey on Market and Non Market Days
KPI 10: Business Confidence Business; Confidence Survey
KPI 11: Visitor Satisfaction Visitor; Satisfaction Survey
KPI 12: Shoppers Origin Shoppers ; Origin Postcode

- The project has been conducted in over 300 towns in England. Two street consultations were conducted in Trowbridge gathering shoppers views and every business within the town centre received a questionnaire. Over 70 businesses responded. The report was returned to Action for Market Towns on December 31st.
- Approximately 70 volunteer hours were contributed to conduct and complete the Benchmarking exercise.

Charitable Status

First Application was submitted to the Charity Commission; November 2014. This application was rejected, one reason being; “ *The reference to community is potentially political and therefore outside of an exclusively charitable purpose.*”

Second submission will be sent in January 2015.

The Future of TCAF – funding ceases March 31st 2015

TCAF's focus now is on

- To persuade Wiltshire Council to continue to provide some funding. A separate paper will be presented at a meeting request support from the Area board.
- To seek additional funding from other sources.
- To develop an exit strategy to try and maintain as much of TCAF's current activity as possible and entirely through volunteers.

Colin Kay Chair
Lindsey Millen Project Officer
January 2015