

MINUTES

Meeting: TROWBRIDGE AREA BOARD
Place: The Atrium, County Hall, Trowbridge, BA14 8JN
Date: 17 January 2013
Start Time: 7.00 pm
Finish Time: 10.00 pm

Please direct any enquiries on these minutes to:

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kieran.elliott@wiltshire.gov.uk

Papers available on the Council's website at www.wiltshire.gov.uk

In Attendance:

Wiltshire Councillors

Cllr Graham Payne (Chairman), Cllr Ernie Clark (Vice-Chairman), Cllr Jeff Osborn, Cllr Peter Fuller, Cllr Stephen Oldrieve, Cllr John Knight, Cllr Francis Morland and Cllr Helen Osborn.

Cllr Trevor Carbin (Bradford-on-Avon Area Board).

Wiltshire Council Officers

Rachel Efemey, Trowbridge Community Area Manager
James Hazlewood, Senior Democratic Services Officer
Tim Martienssen, Head of Service (Service Delivery)
Kevin Sweeney, Youth Service Area Manager
Martin Aldam, Senior Transport Planner
Nick Glass, Manager for School Strategic Planning
Kieran Elliott, Democratic Services Officer

Town and Parish Councillors

Trowbridge Town Council – Bob Brice, D. Baker
North Bradley Parish Council – L. Lee, R. Evans
Southwick Parish Council – S. Carey, M. Carey, Kath Noble, Gaynor Polglase

Partners

Wiltshire Police – Inspector Lisette Harvey
NHS Wiltshire – Tony Barron
Trowbridge Community Area Future – Doug Ross, Tracy Sullivan, Colin Kay
Youth Advisory Group – Damian Meaden, Yakira Stone, Becky Bignold

Total in attendance: 68

<u>Agenda Item No.</u>	<u>Summary of Issues Discussed and Decision</u>
1	<p><u>Chairman's Welcome and Introductions</u></p> <p>The Chairman, Councillor Graham Payne, welcomed everyone to the meeting of the Trowbridge Area Board.</p>
2	<p><u>Apologies</u></p> <p>Apologies were received from Mr Mike Franklin (Wiltshire Fire and Rescue) and by Mr Peter Westlake on behalf of West Ashton Parish Council.</p>
3	<p><u>Minutes</u></p> <p>The minutes of the meeting held on 15 November 2012 were presented for consideration.</p> <p><u>Decision</u> The minutes of the meeting held on 15 November 2012 were agreed a correct record and signed by the Chairman.</p>
4	<p><u>Declarations of Interest</u></p> <p>Councillors Graham Payne, Jeff Osborn, John Knight, Peter Fuller, and Helen Osborn all declared general, non-pecuniary interests in Trowbridge Town Council issues due to being members of the Town Council.</p> <p>Councillor Peter Fuller declared a non-pecuniary interest in the Grant a (v), under minute 9, by virtue of being a member of 'Trowbridge Initiative'.</p>
5	<p><u>Chairman's Announcements</u></p> <p>The Chairman made a series of announcements, the details of which are contained within the agenda. The Chair also explained that the Trowbridge Joint Surgery item had been moved forward to after the Partner and Outside Body updates.</p>
5.1.	<p><u>Our Community Matters - blog site</u></p>
5.2.	<p><u>Legacy for Wiltshire</u></p> <p>Attention was drawn in particular to the meeting on this topic scheduled for Thursday 31 January 2013 at County Hall, Trowbridge from 1830-2000.</p>
5.3.	<p><u>Draft Police and Crime plan</u></p> <p>It was raised that all the planned meetings to meet with Commissioner Macpherson were scheduled for the East of the County (Salisbury/Swindon). Mr</p>

	<p>Matthew Keels from the Police and Crime Commissioner's Office, stated they would be willing to attempt to organize additional meetings in Devizes or Trowbridge.</p>
6	<p><u>Partner Updates</u></p> <p>Updates from partners were received as follows:</p> <ul style="list-style-type: none"> <li data-bbox="363 528 1495 891"> <p>i. Wiltshire Police The written update was noted. Inspector Lisette Harvey reported that she had now been in post almost six months, and detailed the progress since the last meeting. The drop in incidents of anti-social behaviour was raised as encouraging, and it was reported than neighbourhood schemes appeared to have been initially successful at containing such incidents. The rise in incidents of violence was raised as a worry, although the Inspector reported there had been an increase in domestic violence incidents in the run up to Christmas, and that her team were out patrolling and identifying repeat offenders to tackle the issue.</p> <li data-bbox="363 931 1495 1003"> <p>ii. Wiltshire Fire and Rescue Service The written update was noted. There were no further updates.</p> <li data-bbox="363 1043 1495 1115"> <p>iii. NHS Wiltshire The written updates were noted. There were no further updates.</p> <li data-bbox="363 1155 1495 1294"> <p>iv. Trowbridge Community Area Future (TCAF) The written update was noted. Colin Kay, TCAF Coordinator, presented the update. The successful securing of over £120,000 for the BA14 Culture scheme was noted.</p> <li data-bbox="363 1335 1495 1451"> <p>v. Town and Parish Councils The written update from Trowbridge Town Council was noted. The next meeting of Parish Council Liaison Group was noted as 06 Feb 2013.</p> <li data-bbox="363 1491 1495 1742"> <p>vi. Youth Advisory Group (YAG) The Board received a verbal update from the YAG, including that a Facebook and Twitter account had been created for the group, and that a report on a new skate park would be presented at the next Area Board meeting. Councillor Helen Osborn, the Board representative to the YAG, congratulated the group on their initial meeting, approving of its enthusiasm and organization.</p> <li data-bbox="363 1783 1495 1966"> <p>vii. Wiltshire Involvement Network (WIN) Update A written update was provided and is attached to these minutes. It was noted that the final meeting of the Network before being replaced by Healthwatch 02 February 2013, 10:30-15:30 at the Devizes Corn Exchange.</p>

7	<p><u>Outside Body Updates</u></p> <p>Updates from the Outside Bodies were received as follows:</p> <p>i. Transforming Trowbridge Councillor Jeff Osborn, Board representative to Transforming Trowbridge, expressed his concerns about the mandate of the body and its confidential nature, where he felt much of its work should come to the Area Board, and tendered his resignation from the body.</p> <p>It was agreed that the matter should be resolved after the May 2013 Local Elections, and a volunteer was sought to serve on the body until then.</p> <p><u>Decision</u> That Councillor Peter Fuller be appointed as the Area Board representative to Transforming Trowbridge.</p> <p>ii. Collaborative Schools It was raised that it would be more useful for the group to become refocused as a community liaison group to ensure community input.</p> <p>iii. Trowbridge Shadow Community Operations Board (COB) The Area Board was informed that the Shadow COB was currently working hard to produce a major item for the March meeting of the Board.</p>
8	<p><u>Trowbridge Joint Surgery</u></p> <p>Drs Toby Cookson, Steve Rowlands, and Mr Tony Barron presented an update on the progression of the Trowbridge Joint Surgery.</p> <p>It was stated that previous plans had included a new Primary Care Centre, but with Trowbridge Hospital remaining open, the new plans involved the merger of two surgeries, including the expansion of Adcroft Surgery. A public consultation meeting had been held at the Civic Hall in Trowbridge in November, and it was stated that 95% of those present had been supportive of the plans, with most comments relating to the parking arrangements.</p> <p>It was further noted that the new scheme would need to be submitted to Wiltshire Council planners by April 2013, and it was hoped construction would be able to be begun in the second half of the year.</p> <p>In response to queries, it was confirmed that although the plan had been to have the new arrangements up and running by the time the Primary Care Trust (PCT) was concluded in April, there had been delays to the process, but that the partners had been reassured funding and support would be in place after the PCT concluded.</p>

	<p>It was further assured that the administration of the merged surgery would be that they would be owned and run by the current partners, without third party involvement. It was also stated that the Primary Care Centre remained an objective for the future, but that this would involve the closure of the hospital, which would have implications for the land usage in the area.</p> <p>Comparisons with developments in Frome were raised by the meeting, and it was commented that the financial situations of Trowbridge and Frome had been considerably different, and that with the £74millions debt of Wiltshire paid off, the incoming Clinical Commissioning Group would be inheriting a surplus, and was in a good position to improve.</p>
9	<p><u>Funding</u></p> <p>The Area Board considered the following applications to the Community Area grant Scheme 2012/13:</p> <p>a) <u>Community Area and Small Grant Applications:</u></p> <p>i. <u>The Big Community Grow - Trowbridge Apple Festival</u> The sum of £2286 was requested towards children’s activities as part of the Trowbridge Apple Festival.</p> <p><u>Decision</u> To award the sum of £2286 towards children’s activities as part of the Trowbridge Apple Festival. <i>Reason: The application met the Community Area Grant Criteria 2012/13 and demonstrates links to the Trowbridge Community Area Plan Theme 6 - Environment - and Theme 7 - Education and Lifelong Learning.</i></p> <p>ii. <u>The Big Community Grow - Let’s Grow at the Children’s Centres</u> The sum of £880 was requested to work with families at two Children’s Centres growing plants/food.</p> <p><u>Decision</u> To award the sum of £440 on condition that ‘4 Children’, the Charity which operates the Children’s Centres who will benefit from the project, fund the remaining £440 towards the project. <i>Reason: The application met the Community Area Grant Criteria 2012/13 and demonstrates links to the Trowbridge Community Area Plan Theme 6 - Environment - and Theme 7 - Education and Lifelong Learning.</i></p> <p>iii. <u>The Sunday Club</u> The sum of £992 was requested to re-establish the Sunday Club for a pilot period, at a new venue with catering and health related activities.</p>

	<p><u>Decision</u> To award the sum of £992 to re-establish the Sunday Club for a pilot period, at a new venue with catering and health related activities. <i>Reason: The application met the Community Area Grant Criteria 2012/13 and demonstrates links to the Trowbridge Community Area Plan Theme 5 - Sport and Active Leisure - and Theme 8 - Health and Social Care.</i></p> <p>iv. <u>Trowbridge in Bloom</u> The sum of £1720 was requested to host the annual South West in Bloom Seminar.</p> <p><u>Decision</u> To award the sum of £520 toward the cost of hosting the annual South West in Bloom Seminar, (being the requested £1720 minus the cost of refreshments). <i>Reason: The application met the Community Area Grant Criteria 2012/13 and demonstrates indirect links to the Trowbridge Community Area Plan Theme 6 - Environment.</i></p> <p>v. <u>Trowbridge Initiative</u> The sum of £5000 was requested to support the 'Tourism in Trowbridge' initiative.</p> <p><u>Decision</u> To award £2050 specifically for the Brown Signs requested. The other items should seek sponsorship direct from the local businesses that will benefit. <i>Reason: The application met the Community Area Grant Criteria 2012/13 and demonstrates indirect links to the Trowbridge Community Area Plan Theme 1 - Economy.</i></p> <p>b) <u>Area Board Project Applications</u></p> <p>i. <u>Councillor Helen Osborn – Defibrillator Trowbridge Civic Centre</u> The sum of £2100 was requested to provide a defibrillator at Trowbridge Civic Centre.</p> <p><u>Decision</u> To award the sum of £2100 to provide a defibrillator at Trowbridge Civic Centre.</p>
10	<p><u>Youth Service Update</u></p> <p>Kevin Sweeney (Youth Service Area Manager, Wiltshire Council) presented a written update on changes to the Youth Development Service.</p>

	<p>It was stated the Youth Service had been interacting closely with the Youth Advisory Group (YAG), which as it developed would have 50% of its membership be aged under 19, and its Chair aged under 25, with the aim that young people would directly be able to hold the Youth Service and other service providers to account. It was emphasized the YAGs would build on the work of the former Community Area Young Peoples' Issues Groups (CAYPIGs) to develop and expand opportunities for volunteering.</p> <p>In response to queries it was stated that in some areas YAGs were responsible for directing some amounts of funding, and it would be down to the YAG and Area Board to determine how they chose to operate.</p>
11	<p><u>Trowbridge Transport Strategy</u></p> <p>Martin Aldam (Senior Transport Planner, Wiltshire Council) and Sean Finney (Mott McDonald) presented the emerging Trowbridge Transport Strategy, asking the Board to consider its adoption as a supporting document to the Wiltshire Core Strategy.</p> <p>It was stated that the emerging strategy had been designed to meet the needs of Trowbridge as it developed, including addressing the pressures on the road network increasing from the planned 6000 new homes laid out in the Core Strategy for the town and surrounding area, using technical projections through the application of a traffic model up to 2026 from a 2009 base level. The strategy had been the subject of three separate consultation exercises with local stakeholders throughout its development.</p> <p>Two committed schemes already at the planning stage, the Hilperton relief road and South-East Trowbridge relief road, were noted, and details were provided on proposed schemes for West Ashton and Yarnbrook. The total cost of the infrastructure investment and revenue costs was estimated at £16.3 millions over 10 years, to be funded through developer contributions, Community Infrastructure Levy, Local Transport Plans and other sources.</p> <p>It was acknowledged by the officers that the strategy aimed to reduce delays across the entire network, including on the A350, so that by 2026, despite increased traffic, delays would be no worse than at present. This could be achieved by highway improvements and by encouraging walking, cycling and passenger transport, although they stated that modelling work demonstrated that the strategy would be less successful at tackling delays at the signalised bridge at Staverton on the B3105. However, officers concluded that the strategy as a whole was seen as balanced, affordable and deliverable.</p> <p>The emerging strategy was then discussed in detail. The suitability of the Hilperton and Yarnbrook schemes was raised, along with issues in Trowbridge relating to lorry use, ease of cycling, the poor state of pavements for walking and lack of consideration for mobility units. Some Board members raised concerns about whether the funds required would be able to be raised as planned, and</p>

	<p>whether the emerging strategy appropriately addressed issues which had been raised during the Core Strategy consultation which it had been stated the transport strategy would address.</p> <p>The local member for Staverton and Holt, also requested that the strategy be sent to Bradford-on-Avon Area Board and Staverton Parish Council given the Trowbridge strategy would directly impact on those areas.</p> <p>In response to queries about the predicted delays on the B3105 at Staverton, officers clarified that the modelling work for the strategy presented the worst case scenario only and claimed that in reality many users would likely react to the increased delay by rerouting and changing their journey times.</p> <p>A scheme involving signal changes and one-way northbound on the B3106 was outlined. Whilst this proposal reduced delays it was acknowledged that delays are likely to be higher in 2026 than at present, and that the scheme had not yet gone out to full consultation.</p> <p><u>Decision</u> That the Area Board thank officers for their work on the Trowbridge Transport Strategy and note the report, but that the Chairman should draft a response to refer the draft back to officers and the Cabinet Member with the following comments on improving the strategy:</p> <ol style="list-style-type: none"> 1) Improved facility for mobility unit users; 2) Improved cyclist strategy; 3) Improved strategy on how to prevent lorries using the town as a through-route; 4) That the draft strategy be considered by Bradford-on-Avon Area Board and Staverton Parish Council, as affected areas.
12	<p><u>Trowbridge Master Plan and Future of the Peter Black site</u></p> <p><u>Master Plan</u> Tim Martienssen (Head of Service - Service Delivery, Wiltshire Council) gave a presentation on the development of the Trowbridge Masterplan.</p> <p>It was stated the Masterplan would proceed in five stages (Baseline Review, Options Assessment, Draft Masterplan, Consultation and Final Masterplan) to develop a family orientated focus for the town's future development, with the final document planned for completion by approximately June 2013.</p> <p>The key issues were noted as including a growing and ageing population, the reuse of Brownfield town centre sites, improvements to the rail station, lack of space for development, market demand for food retail sites, improved leisure offer in the town centre and existing and future care and extra care housing, among other issues.</p>

	<p>The Board discussed the proposed timetable and structure of the Masterplan, and it was noted that the Area Board was not scheduled to meet after March until July, and requested the Final document be presented for consideration at that time. Disappointment was also expressed at the lack of accompanying papers for the agenda item, and it was confirmed the presentation would be circulated with the minutes.</p> <p>In response to queries it was stated that pedestrian schemes would be a priority for the Masterplan, and would be pushed hard with any suggested development.</p> <p><u>Peter Black Site</u></p> <p>An update on the Peter Black site was also presented, with the note that enforcement teams had served the receivers of the site a notice to improve the appearance of the site. It was stated that options on how to deal with the site, including possible demolition of existing structures, would need to be explored further.</p> <p>The Board also expressed disappointment at the continued delays surrounding the site, and noted that its appearance and state were having a negative effect on nearby sites.</p> <p><u>Decision</u></p> <ol style="list-style-type: none"> 1) To note the report, while reiterating that the Area Board has concerns regarding the lengthy delays in serving enforcement on the site, which continues to be a poor reflection of the town. 2) That the Area Board receives a further update on this matter at its next meeting from the Service Director (Economy and Regeneration). 3) That the Chairman write a letter to the Cabinet Member for Economic Development and Strategic Planning, Councillor Fleur de Rhé-Phillipe, requesting details of why the Service Director (Economy and Regeneration) had been unavailable to attend to provide the Board with an update.
13	<p><u>Consultation on new Primary School for east Trowbridge - proposed consultation event</u></p> <p>Nick Glass (Manager for School Strategic Planning, Wiltshire Council) delivered a presentation on the plans for a new Primary School in the east of Trowbridge.</p> <p>It was confirmed that the new school would be an Academy as this was required by current legislation, and therefore there was a proscribed competition process to be followed.</p> <p>The timeline of events for the proposed school was outlined, with the school</p>

	<p>specification to be agreed by Council in early February, to be advertised to prospective bidders in early March along with informing the Department for Education, and with the final announcement of a successful bidder in July 2013 following shortlisting, interviews and a Cabinet decision. It was stated that the Secretary of State for Education could accept the Council recommendation, or reject it.</p> <p>Board Members discussed the proposed scheme, welcoming the likely positive impact on traffic congestion partially resulting from the lack of adequate numbers of primary schools in east Trowbridge, and questioned whether there would ever be a secondary school serving the east of Trowbridge, which it was stated was dependent on development in the area.</p> <p>It was noted that a consultation workshop was being run on 28 January at 6pm at the Town Hall building, and that all were welcome to attend and contribute their views on what the school specification should be.</p>
14	<p><u>Any Urgent Business and Forward Plan</u></p> <p>The Board discussed the proposed forward plan, adding an item on noise nuisance.</p> <p>The Board also discussed adding an extraordinary meeting of the Area Board in May 2013 after the Local Elections in order to elect a new Chairman and Vice-Chairman, due to the next scheduled meeting after the elections not taking place until July 2013.</p> <p>With the consent of the Chair, views were sought from Board Members and the public present on the suitability of the use of the Atrium at County Hall, known formally as The Ridgeway Space, for the use of Board meetings, and officers undertook to take these into account while planning future meetings.</p>
15	<p><u>Close</u></p> <p>The Chairman thanked everyone for attending the meeting. The meeting finished at 10.00pm.</p> <p>The next meeting of the Trowbridge Area Board would take place on Thursday 14 March 2013, 7.00pm at County Hall, Trowbridge.</p>



Wiltshire Involvement Network (WIN)

Report to Wiltshire Area Boards

WIN is one of a nationwide system of Local Involvement Networks (LINKs) set up under the *Local Government and Public Involvement in Health Act 2007* to listen to the concerns of local people, community groups and organisations about their health and social care services. They all want to see these services change for the better. By sharing your views and experiences of health and social care in Wiltshire, you can help influence how services are planned and run.

The Wiltshire Involvement Network will cease to exist after the 31st March 2013 and will be replaced by Healthwatch Wiltshire. WIN is keen to ensure that all of its work—processes, systems, volunteer efforts and resources—are not lost during the transition into Healthwatch.

WIN is committed to ensuring that this is achieved and that Healthwatch Wiltshire is in the best place to continue the functions of the LINK in a seamless way. With this in mind WIN will be spending the beginning of 2013 producing a comprehensive Legacy document, which will be handed over to Healthwatch Wiltshire. It will aim to ensure that the voices of local people continue to be heard and that opportunities for influencing decisions within health and social care continue to be available to the public. If you feel you have something to contribute to the WIN legacy, for example – what do you think WIN has achieved or what should be included as possible priorities for Healthwatch Wiltshire to include within their first work plan, please let us know.

WIN hopes that the new Healthwatch organisation will continue the good work undertaken so far by the LINK, whilst building on the excellent relationships that have already been formed. In this way, the people of Wiltshire will continue to have a voice on the provision of all health and social care services.

Health and Social Care in Wiltshire is changing from April 2013 - come along and find out more

We have a number of key speakers who will give a presentation and answer questions on:

- *NHS reforms nationally*
- *Healthwatch Wiltshire*
- *The role of the Clinical Commissioning Group*
- *Health and Wellbeing Boards*
- *Public Health in Wiltshire*
- *Joint Health and Wellbeing Strategy*

The Wiltshire Involvement Network (WIN) invites you to attend their Public Meeting on

Saturday 2nd February 2013 10.30am – 3pm

(Arrival and refreshments from 10am with a light lunch for attendees at 12 noon)

Devizes Corn Exchange, Market Place, Devizes SN10 1HS

(parking at Station Road car park)

Please book a place and if you need any specific support to attend, please contact Tracie Clark, WIN Administrator on **01380 871800** or email winadmin.wsun@btconnect.com or write to us at The Wiltshire Involvement Network, Independent Living Centre, St Georges Road, Semington BA14 6JQ by 25th January.

The Wiltshire Involvement Network is hosted by Wiltshire and Swindon Users Network.

For more information on the above meeting or if you would like to be involved with WIN, or find out what our future plans are contact us on 01380 871800, winadmin.wsun@btconnect.com or find us online at www.wiltshireinvolvementnetwork.org.uk



Trowbridge Area Board

17 January 2013

Welcome to this evening's meeting

Emerging Transport Strategy Trowbridge



January 2013
MM Ref 296862



Martin Aldam
Wiltshire Council

Sean Finney
Mott MacDonald



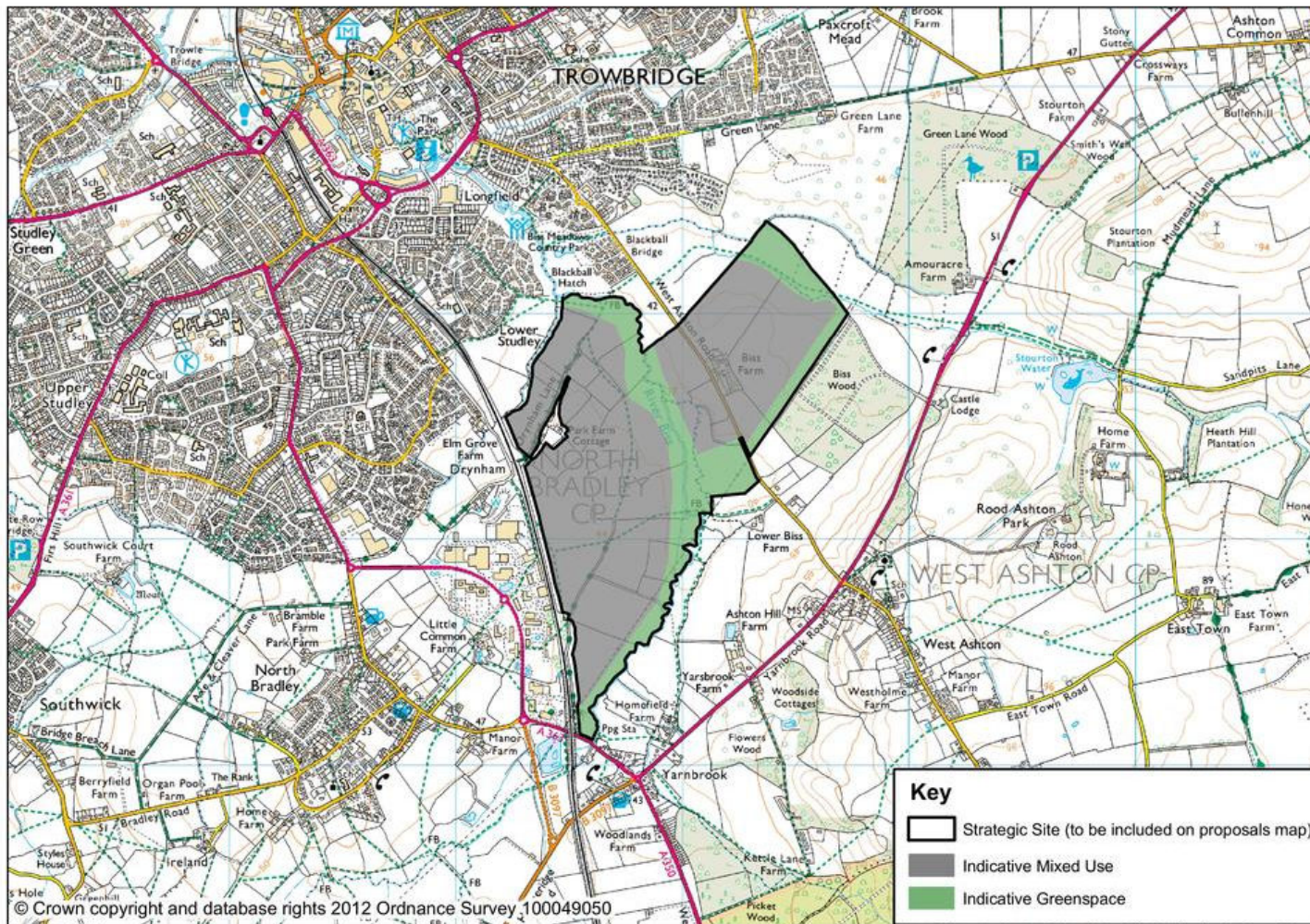
Content

1. Introduction
2. 2026 Reference Case traffic model results
3. Emerging Strategy - components and cost estimates
4. Modelling of Emerging Strategy
5. Conclusions and Recommendation to Area Board
6. Questions

Introduction

- Core Strategy Submission document (2006 to 2026)
 - 6,000 new homes within the Trowbridge Community Area
 - 25 hectares of employment land
 - 2,600 homes and 15 hectares of employment land in the proposed Ashton Park Urban Extension
- Transport Strategy to demonstrate that this level of development can be accommodated adequately
- Consultation to date:
 - Objectives for the strategy (September 2011)
 - Options Assessment Report Trowbridge Local Knowledge: Local Action Event (February 2012)
 - Report on Emerging Transport Strategy (November 2012)

Proposed Urban Extension in Core Strategy



2026 Reference Case

- Traffic model developed of 2026 'Reference Case' from 2009 Base Model
- Includes planned Core Strategy development and sites that already have planning permission
- Also takes into account general growth of traffic
- Includes committed schemes
- But no other improvements
- Predicts a large increase in congestion for trips to/from Trowbridge and on A350

2026 Reference Case Committed Schemes

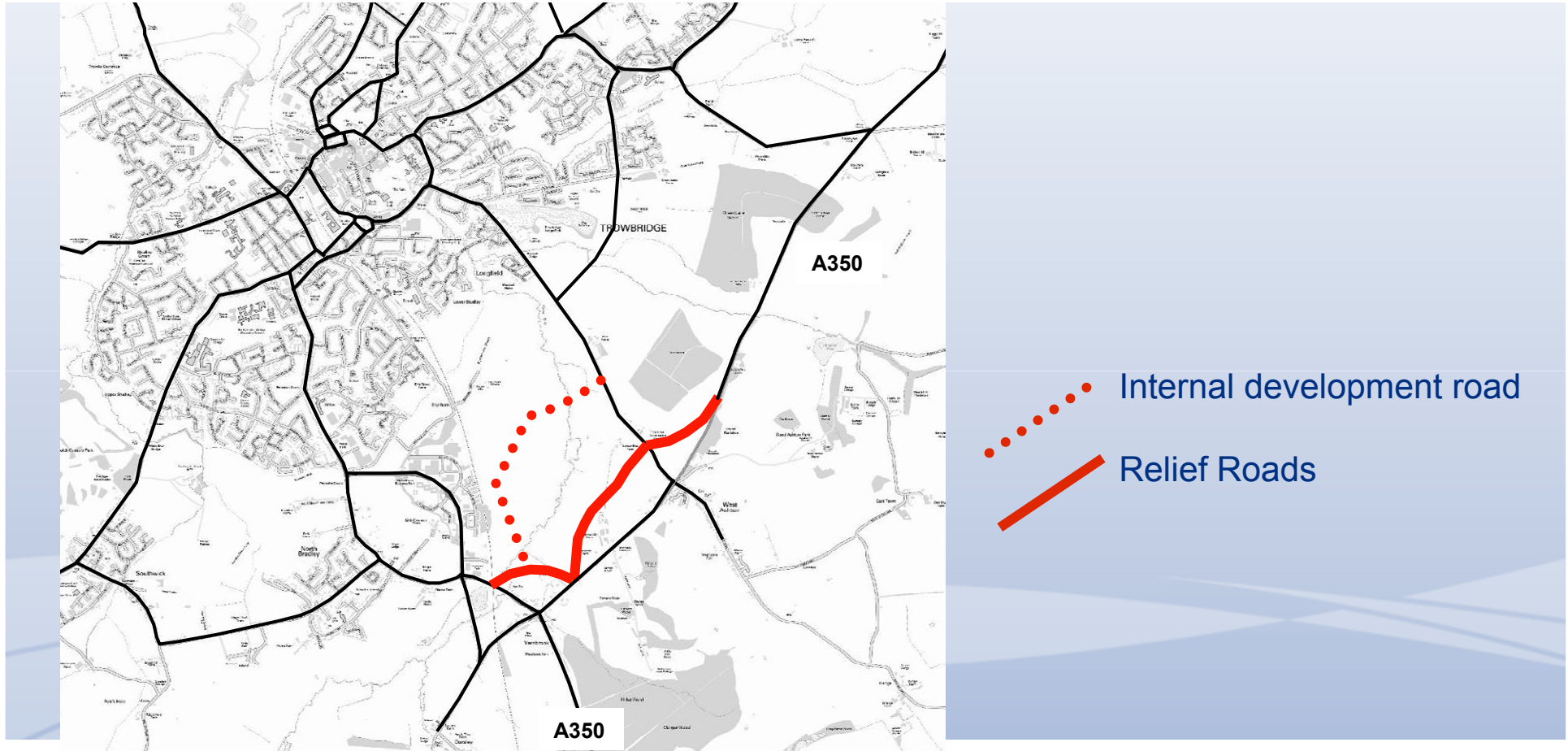


Emerging Strategy Components

Type	Scheme or Measure
Walking and cycling	<p>Pedestrian and cycling improvements on key corridors, including between the rail station and town centre</p> <p>New “at-grade” crossing facilities on County Way and at key junctions</p>
Public Transport	<p>A high frequency bus service between Ashton Park and the town centre</p> <p>Bus priority measures at new developments</p> <p>Rail station - redesigned station forecourt and interchange area</p>
Smarter Choices	<p>Work Place and Residential Travel Plans for new developments</p> <p>Measures and targets actively reviewed by a Travel Plan co-ordinator</p> <p>Continued use of and support for School Travel Plans</p>
Demand Management	<p>Maximise availability of short stay parking in town centre</p> <p>Maintain adequate long stay parking at the edge of the town centre</p> <p>Parking restrictions and charges consistent with council run car parks for new town centre developments</p> <p>A delivery strategy to restrict the movement of heavy goods vehicles at certain times in the town centre</p>
Road Improvement	<p>A350 Yarnbrook Relief Road</p> <p>A350 West Ashton Relief Road</p> <p>Traffic capacity enhancements at critical junctions in the town</p>

Potential Relief Roads Yarnbrook and West Ashton

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Emerging Strategy Estimated Costs and Funding

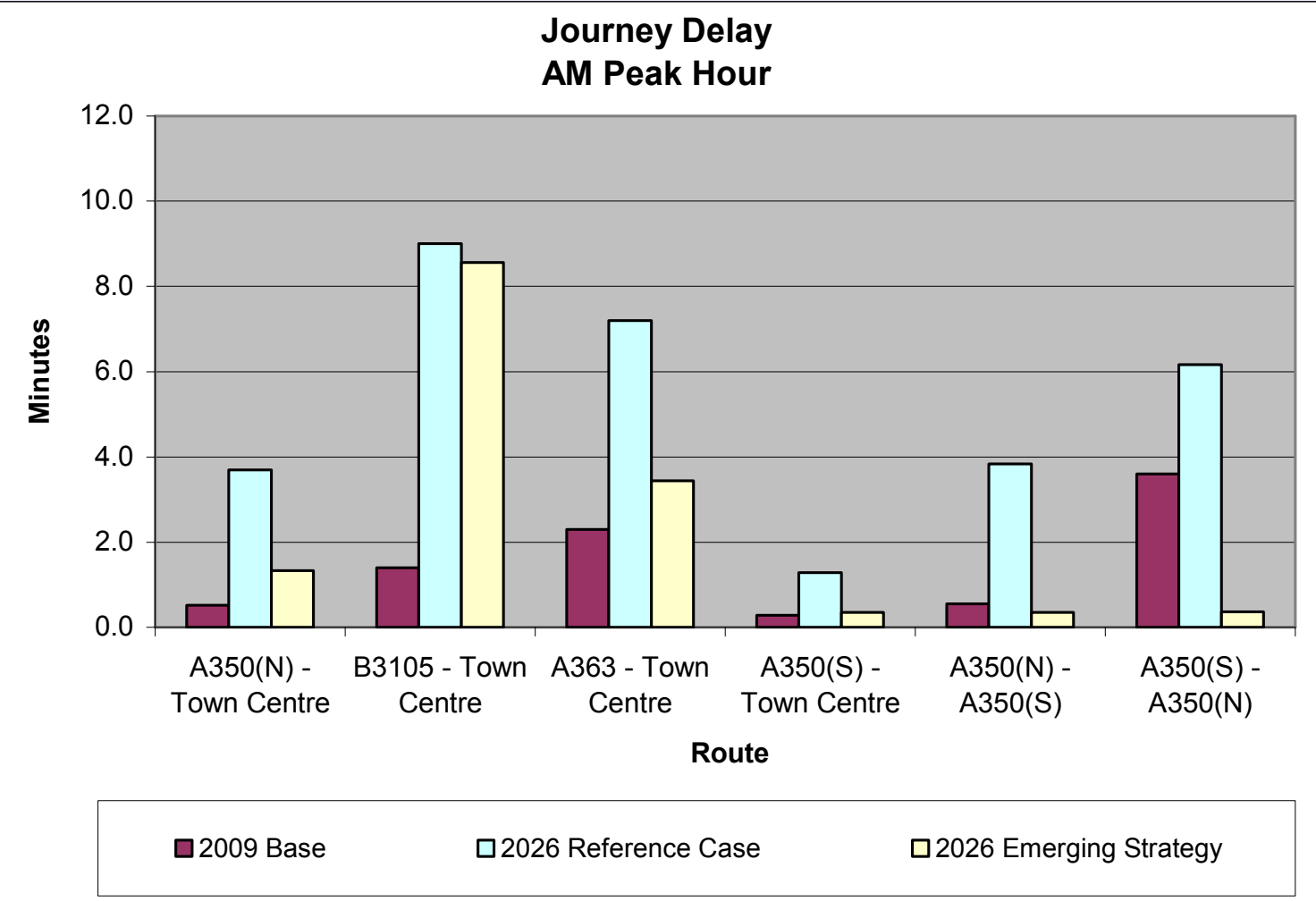
Infrastructure cost	£14.9m
Revenue cost (over 10 years)	£1.4m
Total	£16.3m

- Funding through a combination of:
 - Directly provided by developer
 - Community Infrastructure Levy
 - Local Transport Plan
 - Other sources

Modelling of Emerging Strategy

- Emerging Strategy shown to reduce delays significantly from Reference Case
- Delays on A350 minimised
- Overall, average journey time in 2026 reduced to around 2009 level
- Strategy will also reduce carbon emissions and improve air quality compared to Reference Case

Modelling of Emerging Strategy



Conclusions

- Emerging Strategy is successful in reducing traffic congestion
- It contributes to delivery of the agreed objectives
- The Strategy is considered to be deliverable and affordable
- The Strategy is appropriate to mitigate against the impacts of the additional trips associated with the Core Strategy proposed development
- Therefore it is recommended that the Strategy is accepted by the Area Board

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Trowbridge Area Board

17 January 2013

Welcome to this evening's meeting



Trowbridge Masterplan update

Masterplan

Arup appointed to develop a Masterplan and implementation and delivery strategy for Trowbridge central area.

Led by Transforming Trowbridge , the purpose of the Trowbridge Masterplan is to develop and refine the principles identified within the adopted Urban Design Framework, the River Biss SPD and the Core Strategy.

There are 5 stages to the Masterplan:

Stage 1 – Baseline Review

Stage 2 – Masterplan Options Assessment

Stage 3 – Draft Masterplan for Trowbridge Town Centre

Stage 4 – Consultation

Stage 5 – Final Masterplan for Trowbridge Town Centre

Vision

Trowbridge, a town where the family is constantly at the heart of everything it does

- Trowbridge will be a town where key assets, the river, parks, canal and historic buildings, provide a range of quality spaces and environments which invite communities and families to gather, arouse curiosity and allow for the interaction of people.
- Trowbridge will be a town that links residential, retail, commercial, leisure and civic areas and buildings in ways that are family friendly, child safe and accessible to young and old.
- People will choose Trowbridge because it offers a leisure and shopping destination that offers a whole day out for all the family.
- Trowbridge will be a vibrant town of business and commerce that provides a breadth of activities, jobs, opportunities, facilities and services that enable families to live rich, fulfilling and productive lives.
- Trowbridge will provide a future for families by ensuring that all design, development and delivery is sustainable.

Trowbridge Masterplan Timetable

- 13th December Draft Baseline Document review
- 14th December - Procure Additional Evidence
- 21st December – Review land use options (Leisure, Housing, Transformation etc)
- 16th – 21st Jan - Review Options and Sign Off
- 25th Jan - Draft Masterplan
- February - Stakeholder workshop
- February - Area Board hosted workshop
- March – April – refinement of Masterplan
- March – April - Development and production of detailed delivery plan
- May – June - Formal 6 week consultation and actions towards adoption as SPD
- 30th June – Final Masterplan

Baseline Review

The Baseline Review provides the evidence base to inform the development of the Masterplan for Trowbridge.

It includes an analysis of the planning and regeneration context, urban design headlines, key transport issues and property market analysis.

The work is the result of a mixture of desk based analysis, site visits and stakeholder consultation. It pulls together all previous studies and documents.

Purpose

The findings of this assessment have informed the preparation of the Vision and Objectives for the Masterplan.

The Vision is intended to provide an overarching aspirational framework for the future of Trowbridge against which to assess the merits of development and new investment proposals.

Ultimately the role of the Town Centre Masterplan is to help ensure that the Vision is achieved and that Trowbridge fulfils its role as a distinctive, attractive and welcoming place.

Key issues

- A growing and ageing population that will continue to generate demand for town centre functions – retail, leisure, jobs and housing.
- An economically active population with wage levels to both support the existing town centre shopping and leisure facilities and increase demand for a ‘wider’ offer.
- The reuse of Brownfield town centre sites to provide ‘significant levels of jobs’ as supported by the Core Strategy to help address a level of unemployment which is slightly above the national average.
- Improvements to the rail station to provide new gateway to Trowbridge and improved public transport connectivity

Key issues cont.

- There is a lack of space within the existing town centre to accommodate future development.
- There is no need for additional food retail in the town centre, however there is market demand to provide more food retail. There is need for comparison.
- There is an opportunity to improve the leisure offer within the central area.
- Suitable space should be provided in the central area as an accessible location to accommodate a Campus with the appropriate facilities and services as informed by the community consultation undertaken by the Council.
- There is an existing and predicted future need for care and extra care housing

Masterplan Options Assessment

Assessing options through 2 filters:

1. The Vision
2. Deliverability

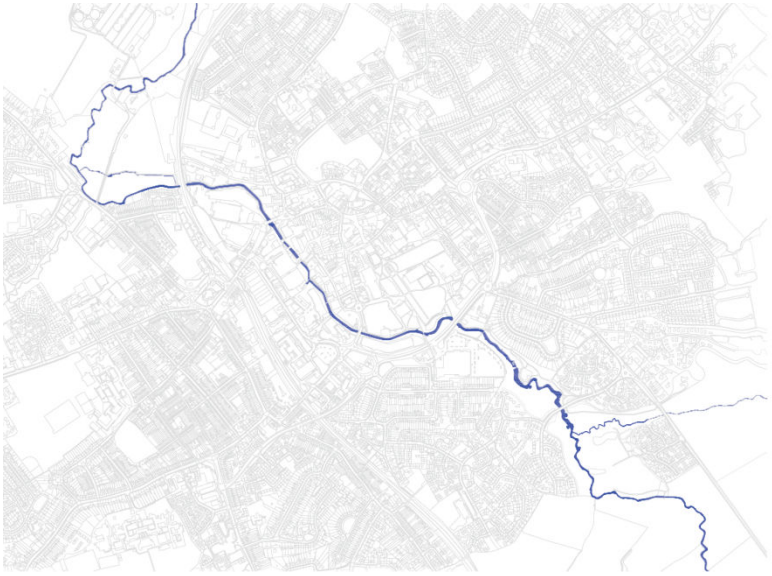
Evidenced based process

Delivering Core Strategy objectives

Reviewed long list of potential sites, potential land uses

Capacity assessment of resulting sites (planning constraints, infrastructure requirements, ownership issues, financial development appraisal etc.)

Structuring Elements



River Biss



Peoples Park

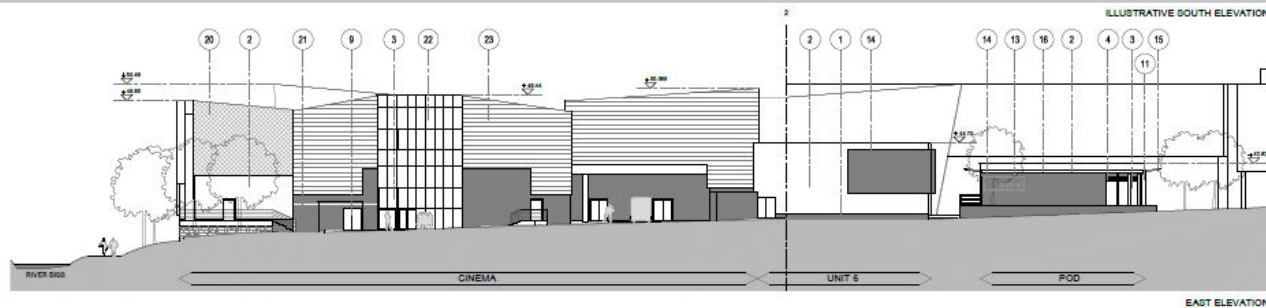
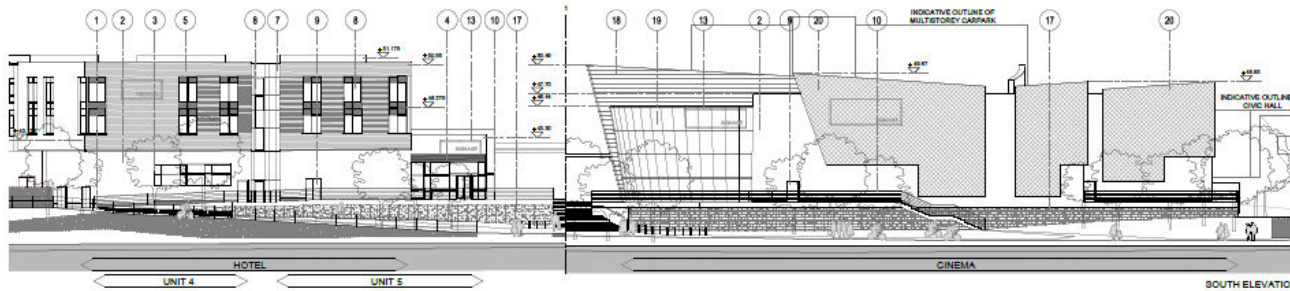


Residential Areas



Severing Elements

Consented St Stephens Development



The drawings are to be used only for the purposes stated above. They are not to be used for any other purpose without the express consent of the Architect.

All dimensions are in millimetres unless otherwise stated.

Site specific details and specifications for building materials are included in the Appendix to these drawings. It is not to be used for any other purpose without the express consent of the Architect.

The drawings may incorporate changes from other professionals. It is the responsibility of the client to ensure that all drawings are up to date and that any changes are reflected in the drawings. The client is responsible for ensuring that all drawings are up to date and that any changes are reflected in the drawings.

Architect: PETER BLACK ARCHITECTS (A/AS) LTD
 PROJECT: ST STEPHENS PLACE, TROWBRIDGE
 DRAWING NO: 1450-P07A
 DATE: 10/11/11

- MATERIALS**
- 1 Brickwork: Istoback Himley Ebony Black or equal and approved.
 - 2 Sto tharm insulated render system or equal and approved. White
 - 3 Polyester powder coated aluminium window system with clear glazing by Sapa or equal and approved. RAL 7039
 - 4 Polyester powder coated aluminium louvres system. RAL 7039
 - 5 Brickwork: Istoback Heritage Red Blend or equal and approved
 - 6 Sto Varotec rainscreen facade system or equal and approved. RAL 7043
 - 7 Sotech Optima FC anodised aluminium rainscreen facade system or equal and approved. RAL 7039
 - 8 Polyester powder coated aluminium window system with clear glazing and spandrel glazing by Sapa or equal and approved. RAL 7039
 - 9 Service doors: Accent Hansen steel solid core doors and frames or equal and approved
 - 10 Stainless steel tension wire balustrade or equal and approved
 - 11 Anodised aluminium fins. RAL 2011, RAL 6001, RAL 6018 & RAL 9003
 - 12 Stainless steel doors to service lift
 - 13 Indicative signage zones subject to separate application
 - 14 Vertical sweet chestnut timber cladding system or equal and approved
 - 15 Glass canopy system with polyester powder coated steel structure. RAL 9003
 - 16 Polyester powder coated steel C profile. RAL 7039
 - 17 Gabion wall cladding system
 - 18 Sotech Optima FC aluminium metal panel system or equal and approved. Copper Patina D6108M
 - 19 Sapa curtain walling SG glazing system or equal and approved
 - 20 Sotech anodised aluminium shingles cladding system or equal and approved. RAL 7035
 - 21 Fortoneta bathstone colour textured blockwork or equal and approved
 - 22 Trimo aluminium composite material insulated panels system or equal and approved. RAL 7039
 - 23 Trimo aluminium composite material insulated panels system or equal and approved. RAL 7006



MountfordPigott
 SOUTH & EAST ELEVATIONS AS PROPOSED
 1450-P07A
 1:200 @ A1 | 1:400 @ A3 | 10/11/11



ST STEPHENS PLACE, TROWBRIDGE ILLUSTRATIVE EAST ELEVATION

Draft Masterplan

- A statement of aims and objectives for the physical regeneration of Trowbridge town centre based on analysis of the baseline incorporating early ideas about how proposed developments can be delivered.
- Analysis of Trowbridge town centre's performance in terms of retail offer, services, parking and public transport provision including specific successes, shortcomings, or opportunities in these areas and how they could be addressed to strengthen the town centre.
- Analysis of existing site uses, owners, occupiers and sites and establish potential issues and opportunities for the strategic Masterplan area.
- Assessment of the impact of proposed developments looking in particular at the effect on the regeneration of Trowbridge arising from (a) developer contributions (b) direct provision of employment and community facilities (c) the increase in the critical mass of the local population.
- Assessment of the existing urban form. Examination of the opportunities for ensuring the Masterplan proposal provides an improved environmental quality incorporating innovative urban design principles and public realm improvements.

Common Infrastructure

Critical

- River Crossings
- River Biss Route – SPD

Essential

- Landing Sites – Safe, secure
- Legible Access – Station to Biss
- Peoples Park – Capacity building
- Way finding

Desirable

- Public realm enhancements –E.g. New Square - UDF

Draft Masterplan testing

Stakeholder workshop

- Structured afternoon / early evening facilitated discussion
- Masterplan Framework - key elements, objectives, strategy
- TT Board Members, Area Board Councillors, Developers, Landowners, Retailers, Local Businesses, Council Officers
- Assessment of willingness to deliver solution, understanding of whole context

Area Board hosted workshop

- Presentation and facilitated discussion of draft plan
- Feedback on issues, concerns and strengths of the proposal
- Developing understanding and opportunity to shape plan before it goes out for formal consultation

Consultation

Period of activity when proposals and recommendations are made available to the general public.

- Static public exhibition in the town centre
- Exhibition boards
- Online consultation via Wiltshire Councils website

The views of the general public will be sought at this stage via feedback forms.

This information will be used to refine the final masterplan.

A short report on findings from the consultation will be produced.

Final Masterplan

Refinement of document in light of consultation responses

Completed document containing baseline, spatial masterplan, delivery strategy

Final review and sign off by Transforming Trowbridge Board

Adoption as SPD

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