

Appendix C: Campus proposal for the Pewsey community area

At their meeting on the 14th May 2012 the Pewsey Area Board supported the proposals for the development of a community campus and make the following recommendations to Cabinet:

To support a split-site community campus including the present Leisure/Youth complex, the library and a mobile facility, as defined within the report and ensure that the campus included as many of the services required as possible;

Pewsey Community Campus

The campus proposal developed by the COB is that the campus be split between the newly refurbished library site and the leisure centre/youth centre site on Wilcot Road. The COB has also identified a need for people in rural areas to access services through some form of mobile campus.

Vision

Pewsey Area Community Campus – Bringing modern services into the community area

Key themes identified as important to local people through the consultation

- Youth
- Community
- Leisure

Wilcot Road site – current leisure centre / youth centre;

- Core facilities as in body of Cabinet paper
- Multi-purpose spaces – provided as part of school
- Refurbishment of leisure centre to provide a sustainable leisure element
- Appropriate spaces for use by young people both through dedicated service provision and on an adhoc basis
- An appropriately-equipped mobile community service vehicle.
- Improved outdoor provision including parking, as well as exploring provision of climbing wall (indoors), all weather training area and wheeled-sports arena, in the Pewsey area

Pewsey library site

Maintain and consider further/wider uses of spaces.

Neighbourhood policing team to be incorporated within campus proposal

Consultation also identified a requirement for very rural communities to be able to access campus services through some form of mobile provision.

Partners

- Pewsey Vale School - the COB are currently exploring exciting opportunities for further links with Pewsey Vale School and campus proposal, opportunities to share space and potential to explore co-located school reception/campus single point of contact.
- Pewsey Parish Council have identified a proposed financial contribution towards a wheeled sports park in the Pewsey area.
- Pewsey Parish Council has identified a proposed financial contribution towards 'community space'.
- Neighbourhood policing team within campus proposal.
- Pewsey Children's Centre – links to the campus service where appropriate.
- Pewsey Primary School – the school has a strong interest in the provision of appropriate leisure facilities for the lower age-range and in parking and access facilities.

Pewsey area campus proposal – Vision

Pewsey Area Community Campus – Bringing modern services into the community area

- The COB describe the philosophy of the Pewsey Area Community Campus as being to host a variety of essential public services in a minimum number of readily accessible sites in Pewsey.
- The Pewsey Area Community Campus will provide sustainable and financially viable services to the Pewsey Area (including surrounding villages) that meets the needs of the whole community for the long term (a minimum of 25 years).
- The Campus buildings will be a hub of the community, a place where everyone feels welcome and where they can access all local government, community, social, youth and leisure services in a safe, comfortable and welcoming environment. The Campus should reinforce the sense of community.
- The Campus should provide the impetus for increased inter-activity between the Community Services facility, the Leisure Centre, young people and Pewsey Vale School.
- The COB are currently exploring opportunities for further links with Pewsey Vale School and the campus proposal, opportunities to share space and potential to explore co-located school reception/campus single point of contact, along with links to the Children's Centre for facilities for younger children.
- It is an overarching principle that the Campus design should foster and encourage a sense of community ownership, engagement and pride whilst balancing the need for value for money.

Developing the Proposal

The Pewsey Area Shadow Community Operations Board (Shadow COB) was formed by the Pewsey Area Board on 9th May 2011.

Pewsey campus proposal was always intended to be a split site campus proposal incorporating the newly rebuilt library which incorporates a hot desk area and small meeting room.

Pewsey COB includes representatives from parish councils, local sports clubs, as well as representatives for education and young people, representatives for the wider community and a representative from Pewsey area board.

Consultation

Phase 1 Consultation - Six thousand questionnaires were sent to all registered households in the community area August/September 2011). A return rate of 17.4% was received registering positive (71%) support for the principle of a centralised campus facility for the three primary elements of leisure, youth and community services.

- 75% were for a modern Leisure Centre
- 54% were for a public activity space
- 64% were for a library
- 62% were for provision of youth services
- 57% were for provision of outdoor/all-weather facilities
- 54% were for access to council services
- 55% were for other public sector services
- 50% were for internet access
- 47% were for a café
- 37% were for a playgroup
- 34% were for a skateboard park
- 37% were for a crèche
- 28% were for a luncheon club

The 3 most important factors that would enable access to these services are; opening times, costs of services and car parking.

Other important considerations in design and travel planning are; car parking on site, convenient bus stops and good bus services, and secure cycle areas.

Key themes of the proposal

From the consultation process four main themes were identified as follows:

(1) A modern facility to house services for young people

The Pewsey Youth Development Centre (SHAK) is well supported with typical evening attendances of 20-40 for meetings etc on 4 nights per week, as well as regular events on weekends and school holidays. There is ample opportunity/scope for expansion and development of youth services for the wider youth community,

including the Youth outstation at Great Bedwyn.

(2) **A modern Leisure Centre**

We seek to develop an attractive, modern and comprehensive facility which offers a good and diverse experience to all sections of the community including ages, disabilities and ethnicity. There are extensive opportunities to provide a wide and varied range of sporting, health and fitness activities.

(3) **Community Services**

It is intended that within the Campus, access to a wide variety of Wiltshire Services will be provided (eg Social Services, Planning, a Registrar outstation for the registration of births and deaths) as well as voluntary groups, health services, counselling groups, carers etc. There are good opportunities to provide a wide range of public/voluntary services on one site and for enhanced partnership working.

(4) **Satellite Services**

The Community area is over 30 miles from east to west, with some 30 villages and settlements. The COB This highlights the need to provide some form of mobile community service to those very rural communities.

Phase 2 Consultation - Open road shows (November/December 2011) at eight locations around the community area and face to face canvassing took place at locations across the local area and with local stakeholders at the Pewsey Co-op, Pewsey Library and Pewsey Leisure Centre.

The COB addressed the whole school (300 plus students) at Pewsey Vale School, canvassed two older peoples residential sites, and the Pewsey Scouts/Guides. They also sought comment from all community area parish councillors.

The consultation highlighted:

Leisure facilities –strong support for modern leisure facilities with a light and airy feel (74%) Flexibility in design and space is important to respondents as well as adequate storage for equipment; must be capable of responding to future needs and activities and must be fit for purpose for the long term
69% of respondents would like a green / eco friendly facility

Swimming facilities - very strongly supported (81%Would like a swimming pool). A small pool for very young children, disability hoist(s) and 'family-friendly' changing areas were also highlighted as being important. There is strong support for modernised changing rooms including family-friendly facilities.

Fitness suite – very popular (56% of respondents would like an expanded fitness suite. Respondents also requested more space and a lighter, more airy, environment.

Main sports hall must remain adaptable for a very wide range of indoor activities is strongly supported (68% would like an adaptable sports hall)

Externally, an all-weather training area is supported by a majority (56% would

like) for a range of sports and activities, both summer and winter.

There is also very strong support (74% would like) a **café/catering facilities** in support of the whole-family leisure theme.

Youth services

Youth services received overwhelming support (79% of respondents would like a modern youth provision) with strong support for: careers advice (66% would like), wheeled sports area (63% would like), audio centre (60% would like), Saturday and breakfast school holiday clubs (59% would like), Breakfast/lunch/evening facilities (56% would like), Saturday films (54% would like), youth counselling (54% would like).

Community services

Strong support was given for direct access to; Wiltshire Council services, advisory and support services, an employment and volunteer centre, a good neighbour scheme, housing association, adult education/extended schools, a meals on wheels centre, carer support, adult counselling, a community day centre, a crèche, and complementary health services.

Satellite services

The Shadow COB aim to continue to examine the potential for satellite services to outlying districts

Creation of strategic design principles

The COB have developed some initial draft strategic design to outline some of the key considerations and principles which can underpin both more detailed design and travel planning work. Key points of the initial draft travel principles include;

It is an overarching principle that the Campus design should foster and encourage a sense of community ownership, engagement and pride whilst balancing the need for value for money.

Key elements of the COBs strategic design principles and ambitions for the campus proposal include;

- Fit for purpose - Effective life of 25 years with longevity built in to the building and main services.
 - Appearance – Campus at Wilcot Road site to be totally integrated site including LC, parking, grounds etc and to look clean, warm, welcoming and appealing to the local community.
 - Sympathetic to local neighbourhood in appearance, noise reduction and traffic pollution.
 - Accessibility of both the site and the services – campus should be capable of being accessed by community with diverse needs, for example, level
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surfaces, automatic doors, appropriate signs, lifts as well as adequate parking for cars, motor bikes, cycles, disability vehicles, the disabled.

- Flexibility/Adaptability - building to be 'future proofed' to be capable of meeting future needs that are unknown at this point with rooms/spaces designed to be flexible and multi-purpose.
- Design should enhance the user experience and minimise any competing or conflicting uses, for example, quiet rooms and music rooms.
- Environmental - building to be energy efficient, utilise state of the art building materials and technology and to be an exemplar in energy usage and energy generation efficiency.
- Safety and Security - external design should enhance security and contribute to feeling safe.
- Functionality - takes account of current known needs and balance value for money with state of the art facilities.
- Continue to examine access to affordable services from locally provided Anaerobic Bio-digestion facilities.

Local approach to equalities

The COB held a workshop on the 23rd of May 2012 which was attended by a number of local people with an interest in equalities, as well as representatives of local groups and organizations with an interest in equalities.

The main feedback from the workshop included:

- Different ways of spreading information about the Campus are important, and well as clear pricing information, including pricing for those on low incomes with children.
 - Skills of person at single point of contact very important to ensure are familiar with sign language as well as Braille and signposting by pictures as well as words.
 - External Access considerations are important both to help people get to the campus sites as well as timetabling considerations to support everyone who wants to access services and facilities.
 - Internal access considerations are important to support everyone in the community to feel comfortable and welcome to access facilities and services e.g. low counter at reception for wheelchair users and mixed changing areas/family areas.
 - Flexibility of spaces and the services offered from the campus is very important to enable all groups to use the campus effectively.
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Creation of initial travel principles

The COB have developed some initial draft travel principles to outline some of the key considerations and principles which can underpin both more detailed design and travel planning work. Key points of the initial draft travel principles include;

- Because of the split campus it is essential that both sites are analysed so that the transport plan covers the users at both the Wilcot Road site as well as the library site.
- The travel plan should encourage sustainable and healthier ways of travelling, such as walking, cycling, car sharing, public and community transport. These options are preferable to private car usage but we need to be realistic and cater well by allowing ample parking spaces for able bodied and disabled users.
- Transport between the two locations needs to be clearly signed to cater for pedestrians and motorised users. The route needs to be carefully surveyed to ensure the route is safe and accessible to all.
- Access to other local key services such as the doctors surgery, school etc. Is very important.
- The design of the fabric of both locations needs to provide bus shelters, cycle racks, exterior lighting in other words user friendly.
- Have an open mind ongoing as forms of transport change such as electric charging points.

The Next Steps

- review of service specifications and discussions with services and partners to inform campus design
 - working through initial design process
 - development of travel plan
 - development of local management principles to inform strategic review of alternative delivery and management options
 - evaluating current usage statistics to determine outline operational programming of campus
 - a variety of user/focus group feedback
 - roadshow to inform design
 - a number of activities and tasks that would be carried out assuming approval, including planning permission submission and detailed design work, amongst others
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