

Appendix A: Campus proposal for the Calne community area

The following proposal was approved by the Calne Area Board on 14 February 2012:

Calne Community Campus

Working Proposal

Based on the responses to consultation, it is proposed that the Calne Campus should be a multi-site campus spread over 3 existing sites. The most significant requirements for each site have been identified as:-

Campus North (Beverbrook Sports and Community Facility)

- Safe pedestrian access
- Crèche
- Increased flexibility of the facility

Campus Central (Library Building)

- Reception for all services and facilities and offering advice on other council services
- A variety of multi-purpose meeting / training rooms
- Catering facilities
- Medical facilities (possibly a new Health Centre)
- Crèche (for campus users)
- Tourist information / local information / advice centre.
- Facilities and services for the young
- Personal care room(s) for disabled users and their carers
- Transport Hub
- Dedicated parking

Campus South (Calne Leisure Centre)

- Complete refurbishment of buildings and services to the latest environmental standards
- Tiered seating around the pool area to allow competitions to be held
- Multi-functional meeting / training rooms
- Crèche (for campus users)
- Sporting Goods Shop
- Improved parking

Developing the Proposal

The Calne area board established the Calne Shadow Community Operations Board on 3rd May 2011. At its initial meeting the board decided to simplify its title by referring to itself as the Calne Campus Working Group (WG). The WG representatives span a variety of organisations and sectors within the community area including local councils, Calne Community Area Partnership (CCAP) and Calne Area Transport (CAN), In order to broaden its skill and knowledge base the WG also co-opted representatives from John

Bentley School, Calne Leisure Centre and the Wiltshire Swindon and Users Network (WSUN).

Consultation

The Phase 1 consultation ran during August 2011, with the aim of establishing what services the Calne community area valued and where improvements to existing services were seen as desirable.

Community area views were sought through a series of response opportunities:

- 2,000 random paper freepost surveys sent to households throughout the community area.
- 3,000 paper surveys available at various locations throughout the community area.
- Electronic (on-line) surveys via the Wiltshire Council website, links to this website were cascaded electronically to local community groups and organisations.

The Phase 1 consultation included 4 questions relating to the proposed campus and a further 4 questions relating to the respondents (i.e. age, gender etc). In addition, there were a number of comment boxes where respondents could add their personal views if they wished. A total of 897 survey responses were received.

Strong themes from consultation:

- the most important and encouraging fact that emerged from the analysis of the responses was the encouraging approval rating of 78% for the campus concept.
- the analysis of Q1 (Which of the following would you like to see in a campus?), demonstrated a high approval rating for the campus to include an indoor sports facility (75%), the Library (61%) and an outdoor sports facility (59%). The Working Group felt that these were already well supported by existing facilities, namely the Calne Leisure Centre, the Calne library and the Beversbrook Sports and Community Facility. As a consequence, the Working Group proposed a multi-site campus spread over these 3 existing sites.
- When asked “What was important to them” in terms of services, the scoring protocol showed an approval rating of 87% of respondents saying that they wanted safe pedestrian access to the campus site and 76% wanted car parking provision at the campus. In addition, 53% wanted good cycle paths to the Campus sites and safe cycle storage whilst at the Campus.

Phase 2 Consultation

The Phase 2 consultation began on the 23rd November 2011 and closed on the 14th December 2011. The purpose of this phase of the consultation process was to determine whether the “Working Proposal” truly reflected the input from the first phase of consultation and whether it still met the needs of the Calne community area.

It was important that the “Working Proposal” was clearly and widely communicated throughout the community area. In order to achieve this, the Working Group decided to use a similar distribution method as in Phase 1.

-
- 3,000 paper copies of questionnaire were available throughout the town, i.e. at the three proposed Campus sites, the Community Hub, the Information Centre at Bank House. In addition, the questionnaires were made available at the Pafford House surgery (3 waiting rooms) and at numerous public surgeries.
 - 2,000 freepost copies were sent out to random households throughout the community area.
 - Copies were distributed to the Community Area Parish Councils for distribution into their community areas.
 - Electronic responses were available online via Wiltshire Councils website (web search Calne Campus).
 - The consultation document was also posted onto a local school website to facilitate online responses by parents and pupils.
 - Partner websites were used to email consultation documents to their members
 - A number of public surgeries were held in Phelp's Parade, the Calne Leisure Centre and at Beversbrook. The timings of these surgeries coincided with their busy periods (e.g. the Phelp's Parade events were held on market days.)
 - The Calne Community Hub was used as a permanent display area where volunteers were always on hand to answer questions and receive feedback.

The analysis showed that there was a 13.8% response rate to the Phase 2 consultation paper surveys. 324 responses were received to the online questionnaire.

In line with the Phase 1 consultation analysis, the results from the paper and on-line versions were combined to give a single approval rating for each question. In addition, the 'scoring protocol' as used for the Phase 1 analysis, was also applied. In response to the two questions, the following overwhelming approval rates were calculated:

- Q1 Do you agree with the working proposal for a multi-site campus spread over three existing sites? – 90.25%
- Q2 Do you think that the working proposal meets your own or your family's needs? 89.21%

Masterplanning Work

The Calne community planning work has identified a specific need to address the viability of the central area of the town. Wiltshire Council has significant asset interest in the geographical area and therefore funding has been made available from the Economy and Enterprise team to support the Town Council in leading on a specific piece of masterplanning work. This will identify options for the delivery of the 'central campus' facility for Calne incorporating library provision and some core elements. Other services could include a variety of health facilities. To enable the Council to deliver against options that may come forward it is recommended that the existing Library building in Calne and other assets owned by the Council that are within the geographical scope for the masterplanning work are made available to support asset backed regeneration options if that is considered appropriate and delivers the requirement for a central campus in Calne.

The WG has developed a set of strategic principles that underpin the future design of the campus and as such formed the basis of the project brief used to develop the business case. Key elements include:

Generic Design Requirements

Look and Feel

- the campus buildings should be inspiring to all users and be highly valued by the community that they serve. In addition, they should be welcoming, accessible and easy to use, be sustainable and respect the environment. Equally important they should be flexible, supportive and responsive to the changing needs of the community.
- An underpinning principle of the design and function of the campus sites is to solve existing problems and to improve and enhance services and access.
- The physical design(s) should engender a sense of community ownership, engagement and pride.
- Where possible the design of the buildings should encourage social interaction between different users of the various activity spaces, enabling a sense of community and mutual support and providing opportunities for friendship.
- The physical designs should be welcoming and encourage a sense of well-being in the individual user and the wider community.

Access

- All the campus buildings for the Calne Community Area should be fully accessible to **all** who use them, in terms of the design of the building itself and the ancillary areas such as parking and access facilities.

Service Infrastructure

- Sustainability is a core principle and where possible the buildings should be proactively sustainable and energy efficient in all feasible ways.
- All the Calne Campus buildings should take account of sustainable integrated transport means.
- Infrastructure and facilities should be appropriate for all users and where possible potential conflict of interests must be reduced, e.g. changing areas, quiet spaces, multi-purpose spaces etc.

Storage

- To be located across the facilities, with sufficient capacity to cater for all intended need.
- Storage issue needs to be quantified prior to design e.g. from both sports, community and service engagement partners.

Space Management

-
-
- Creativity and creative space should be a part of the design and functionality of the building.
 - Multi-purpose spaces to be flexible and functional for a variety of services and activities.

Future Proofing

- The campus is to hold a strong position within the community area for the future and able to cater for needs, or have the ability to cater for future needs, over the projected lifespan of the building(s).

Local approach to equalities

To ensure that equality and the needs of all sectors of the community were reflected in the scope of services and the design of the campus the WG facilitated an Equalities and Inclusion workshop on 18 January 2012.

The event was supported by the Wiltshire Council equalities team and the Wiltshire and Swindon Users Network (WSUN) and was attended a number of different organisations including Richmond Fellowship, Calne Access for all (local residents), Alabare, splash (supporting young people through positive activities) and a local GP surgery.

The session focused on asking local residents and equality sector representatives to identify barriers that may prevent the wider community from accessing proposed campus facilities and to suggest ways in which such barriers could be reduced or removed.

Over 25 people attended and the discussions resulted in the collection of data, views and ideas to inform the campus proposals from an equality perspective. Key themes being:

- Accessibility of campus site
- communications and access to information
- consultation/involvement
- community engagement
- Management of site

A full report of the event is available on the Calne Campus webpage of the Councils website.

The WG lead on Equalities and Inclusion also facilitated a site visit to the 3 proposed campus sites by a local resident who is a wheel chair user. This provided the WG with an invaluable insight into the current issues around accessibility of buildings and transport links which was used to inform their working proposal and travel plan.

Creation of travel principles

The COB has developed a number of Transport Principles. Key themes being:

-
-
- The Campus travel plan should encourage sustainable and healthier ways of travelling, such as walking, cycling, car sharing, public and community transport, giving priority where possible to these modes of transport over private car use.
 - The travel design must improve on existing facilities and address known problems including congestion (e.g. private car and school buses) around access points and signage.
 - Accessibility should be provided for all potential users across the Community Area, to enable use of the Campus on an inclusive basis.

 - Transport linkages should be established with the main Town Centre shopping area, particularly for people who may find walking between the Town Centre and Campus difficult.

 - The Plan should consider how to encourage and promote bus, taxi-bus, taxi and community owned bus schemes for short-stay, drop offs and regular users in order to encourage use of the Campus facilities in a sustainable low-carbon way without the need of private cars.

 - The Plan should be in general conformity with any other local transport plans or initiatives in order to create an integrated infrastructure facilitating ease of accessibility to the Campus site(s) and further afield by good transport linkages.

 - The Plan should promote a safe and secure environment for all those accessing the site(s) by foot, cycle or mobility scooter.

 - The Campus Travel Plan should be flexible and capable of responding to the needs of all users of the Campus site(s) whether they be residents of the Community Area villages or the urban area of Calne, now and in the future.

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
 - public 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
-
-