

AGENDA SUPPLEMENT (1)

Meeting: Trowbridge Area Board
Place: The Ridgway Space, County Hall, Trowbridge BA14 8JN
Date: Thursday 12 September 2013
Time: 7.00 pm

The Agenda for the above meeting was published on 28 August 2013. Additional reports are now available and are attached to this Agenda Supplement.

Please direct any enquiries on this Agenda to Kieran Elliott, of Democratic Services, County Hall, Bythesea Road, Trowbridge, direct line 01225 718504 or email kieran.elliott@wiltshire.gov.uk

Press enquiries to Communications on direct lines (01225)713114/713115.

This Agenda and all the documents referred to within it are available on the Council's website at www.wiltshire.gov.uk

6 Partner Updates (Pages 1 - 32)

Updates from Wiltshire Police, Wiltshire Fire and Rescue and Trowbridge Town Council are attached.

9 Visiting Cabinet Representative (Pages 33 - 34)

Figures on car parking tariffs in Trowbridge are attached.

DATE OF PUBLICATION: 12 September 2013



Trowbridge Area Board September 2013

Neighbourhood Policing

Current NPT Priorities:

Up-to-date information about Neighbourhood Policing Teams (NPTs) including profiles, priorities and forthcoming community consultation events can be found on the Wiltshire Police website www.wiltshire.police.uk

Team News:

Both PS James Brain and PS Jim Suter continue to manage the NPT & engage with the community as well as our partners.

The following officers from the NPT covering Trowbridge:

PC Alison Davies, PCSO Laura Humphreys, PCSO Jo Matthews & PCSO Debbie Robbins – Trowbridge Town

PC Jamie Darvill & PCSO James Bates– Adcroft & Paxcroft

PC Sonya Stockhill & PCSO Matt Till – Trowbridge Park

PC Helen Daveridge, PCSO Vicky Huntley & PCSO Phil Greenaway – Drynham & Grove

PC Jade Coupland & PCSO Ben Brown – Lambrok

PC Mark Hough & PCSO Maria Badder – Trowbridge Rural

PC Jodie Price is providing a support function within NPT.

Overview – N.B. at the time of writing this report up to date data is not available. Any figures quoted in the report are from the force’s ‘Quick View Performance’ report for 1 April to 30 August 2013.

1 The reported ‘all crime’ figure for the Trowbridge Sector is a 5% reduction on the previous year. The Sector is one of few in Wiltshire Police to currently show a sustained improvement in this category.

2 Of the Home Office group that covers ‘Violence Against the Person’, there is a 13.6% reduction of such reported crimes.

Operation Exit still continues particularly, in the town, on a Saturday night. This is led by the NPT with a focus of high visibility and crime prevention.

3 There has been a significant reduction in vehicle crime from the beginning of the financial year. There is a 32.7% reduction compared to the same period of time last year.

It is still necessary though to highlight that there is a real need to secure vehicles and keep personal property out of sight.

A common theme for car users/owners is that vehicles have been broken into when parked around the town area overnight.

Sat Navs have been stolen. A good indicator that a Sat Nav is in the glovebox is the mark left by the holder on the glass. It is advised to use a purpose designed heavy mat that sits in the windscreen as opposed to sticking the holder to the glass or to wipe the windscreen after use.

These suggestions may make an opportunity for a thief less likely!

4 Operation Harness is a Wiltshire Police led operation to promote our engagement with local communities through organised days of action.

The operation utilises staff and officers from a wide range of departments and endorses key messages to local communities.

The key message of community engagement is further endorsed through the support from our partners within the wider community and Wiltshire Police welcomes the involvement of our partnership agencies.

We aim to keep all Area Boards and partner agencies up to date with the results of each Operation Harness activity and welcome suggestions from them about future activity in their locations.

- 5 The key concern, at this time of writing, however is the increase in burglary dwellings as opposed to non-dwellings (i.e. sheds, garages) where there is a steady reduction.

Houses being broken into is a concern and Operation Magpie2 is running on a weekly basis to combat this. At present there is a 16.2% increase in such burglaries compared to the same period last year.

Key prevention messages remain as:

- Secure your property
- Mark your property
- Record details of identifiable property and/or take photos of your belongings. This gives the police more of a chance to identify stolen property.

The website www.immobilise.com can be used to record these details and may even prevent offenders taking the item in the first place. Check on-line for this site and consider using it.

- Move garden furniture so it cannot be used to climb to windows or roofs
- Report suspicions to the police

- 6 One plug

Follow Sergeant Brain, Sergeant Suter & I on Twitter.

Twitter is proving a great way to get to know us & promote engagement over this social medium. You also get a flavour of our daily activity.

The Twitter addresses are:

@LisetteHarvey
@SgtJimSuter
@Sgt2517Brain

- 7 By way of a final comment though, I wish to thank all the community for its interaction with the team and Wiltshire Police. We are all part of the community and we need to work together to prevent crime and disorder. The continued support is greatly appreciated.

Lisette Harvey
Sector Commander
2 September 2013

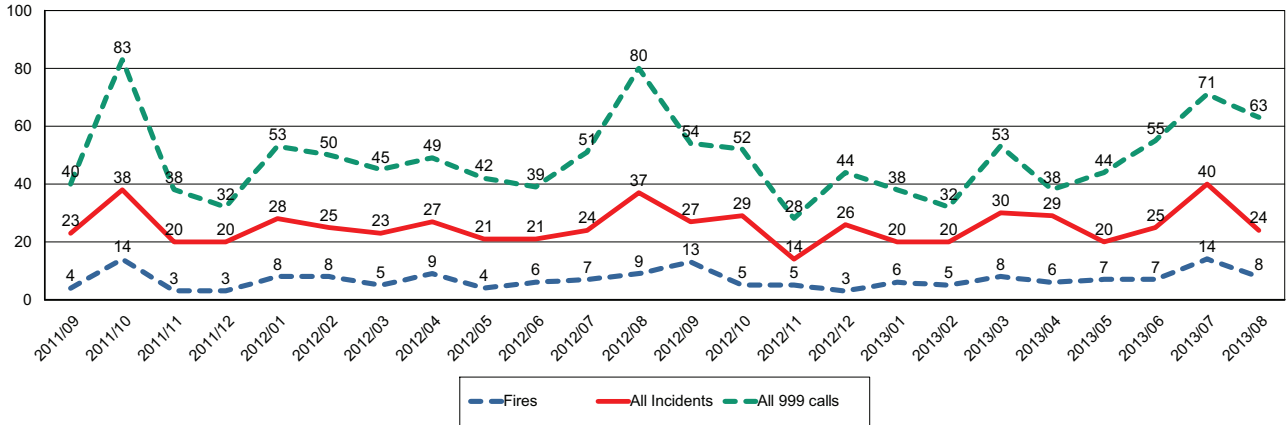
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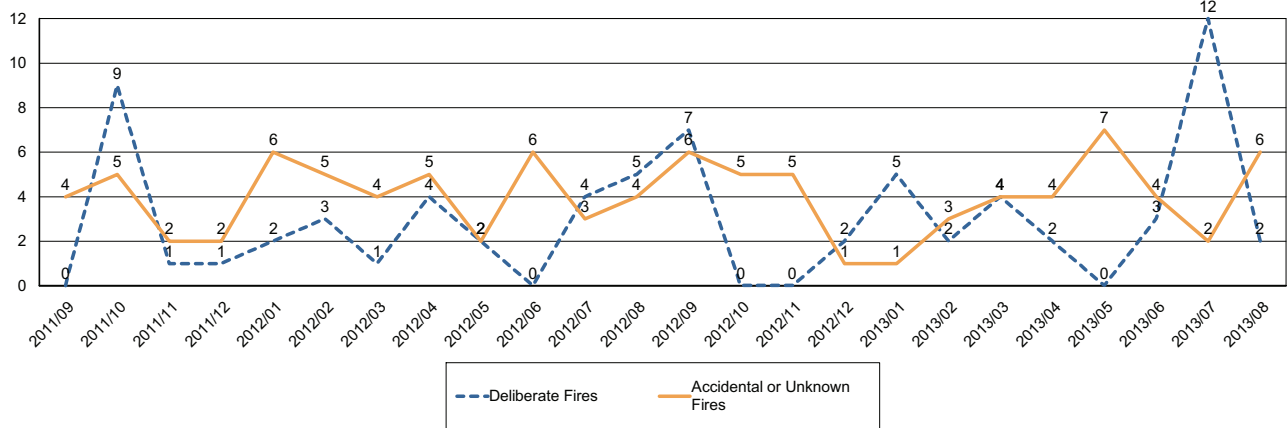
Report for Trowbridge Area Board

The following is an update of Fire and Rescue Service activity up to and including August. It has been prepared using the latest information and is subject to change.

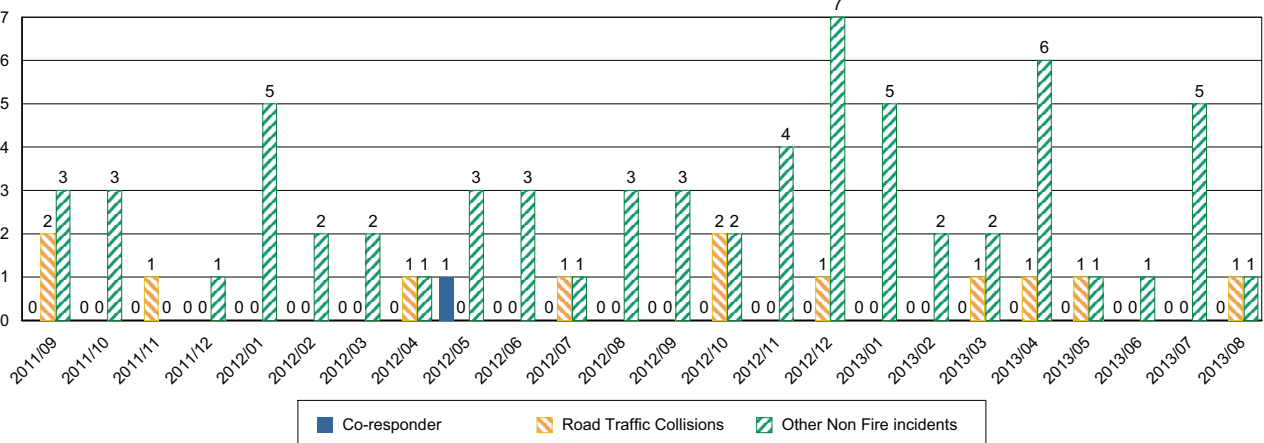
Incidents and Calls



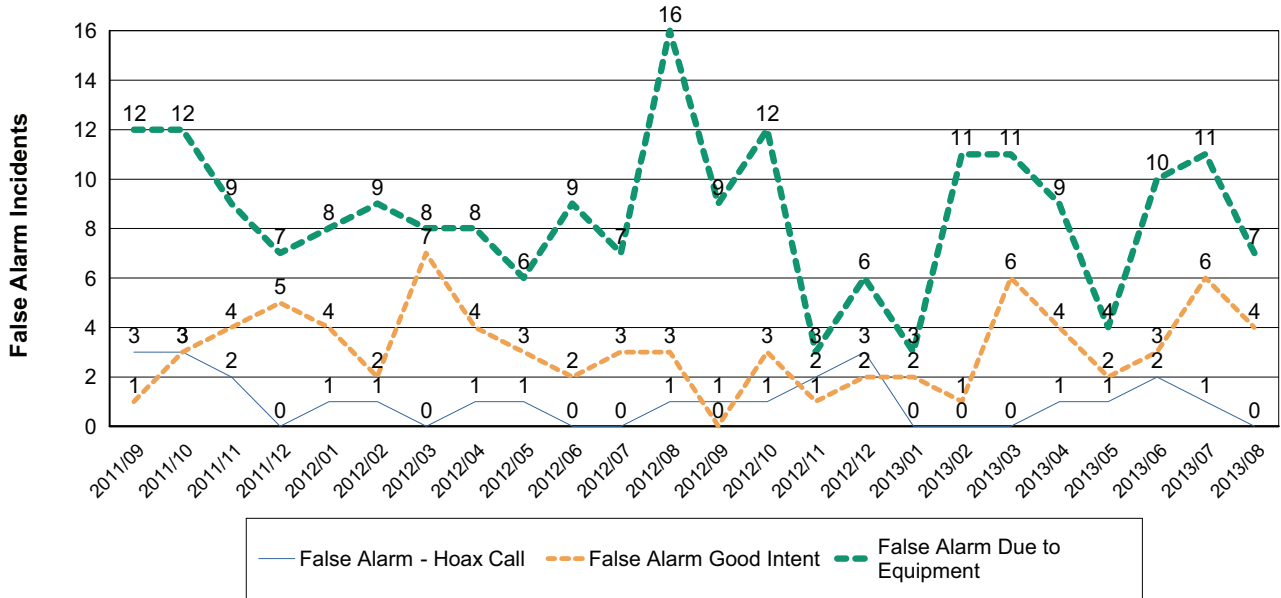
Fires by Cause



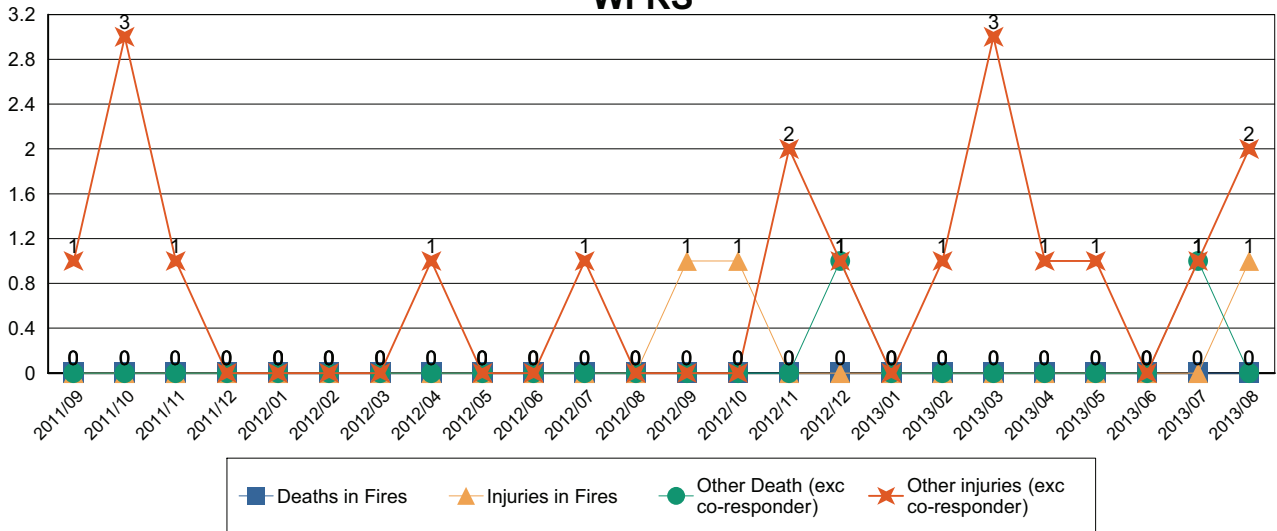
Non-Fire incidents attended by WFRS



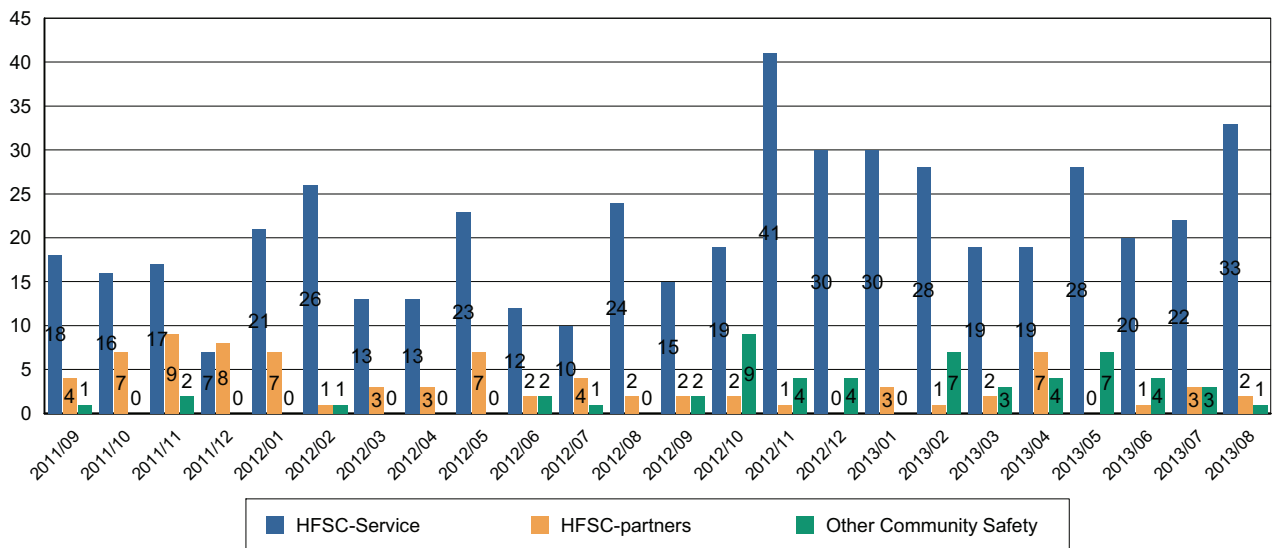
Number of False Alarm Incidents



Death & Injuries in incidents attended by WFRS



Home Fire Safety Checks and other domestic safety



Comments and Interventions overleaf

Town Clerk's Report 28th August 2013 to Policy & Resources Committee to be held on 3rd September 2013

1. POLICY

1.1 Town Council Strategy – (AGENDA ITEM 7) Following the Town Clerk's Annual Review and cascade of objectives to the management team through annual appraisals the Strategy Review has been undertaken and a new DRAFT Strategy for the period 2013 -2017, which outlines the focus of the council's priorities for the next four years, is attached for consideration. Included is a recommendation that the Council also replaces the Vision, Mission Statement and Aims, as part of the new Strategy document.

RECOMMENDATION: That the Policy and Resources Committee assesses the Draft Strategy and in conjunction with other committees presents a final version for adoption by Council at the 19th November Full Council meeting.

1.2 Community Governance Review – Wiltshire Council has acknowledged receipt of requests for CGRs from a number of towns and is reviewing the next steps.

2. FINANCE

2.1 Local Gov't Act S150(5), Orders For Payment – We are awaiting confirmation of repeal of the requirement that all orders for payment (cheques) are signed by two councillors and new arrangements from The Dept. of Communities and Local Govt. (DCLG). We are considering arrangements for the introduction of electronic banking in conjunction with the changes, this would still include two councillors approving a list of payments prior to electronic payments being processed.

2.2 Localisation of Council Tax Grant from DCLG – The grant in 2014 has been subsumed into the main direct grant formula to Wiltshire Council, DCLG has indicated that it expects Billing Authorities to pass the grant on the parish and town councils. I have met with Michael Hudson and have a further meeting on the 9th September. The Society of Local Council Clerks meeting on 20th September will be attended by Jane Scott, where I am sure the matter will be raised.

3. PERSONNEL

3.1 Recruitment

3.1.1 Leisure Services: In order to meet demand from schools for the start of the Autumn term, which coincides with the government funding to support sport and fitness we have strengthened our sports coaching team – the following have joined the team on 6 month Fixed Term Contracts: Martin Read 37 Hrs, Emily Hunter 30 Hrs, Mathew Briant 30 Hrs, Nathaniel Greathead 17.5 Hrs and Niall Bishop 17.5 Hrs. In addition the Administrative support for the department has increased to full time permanent with Amy Knowland as Admin Assistant.

3.1.2 Customer Services & TIC has also been strengthened with the appointment of Rebecca Gabb starting on 1 September 2013 as the new full time Customer Services Assistant including TIC cover on a 6 month fixed term contract, this role partly replaces Amy Knowland's part time reception activity.

3.1.3 Direct Services: Leaver: Sam Bitmead has been replaced by Sarah-Jane Bell as Civic Centre Supervisor FT 6 months Fixed Term Contract.

3.2 Investors In People - The assessment is scheduled for 23rd/24th September.

4. SERVICES

4.1 Museum & Tourism – The next committee meeting is 10th September.

4.1.1 Exhibitions: Textile & Weaving Festival - 17th August – 16th November. To celebrate the 5th anniversary there is *A Quintet of Quality Quirky, and Quaint Quilts* produced by local groups. The project involves working with Bath Spa University, Wiltshire College and local textile artists. There will be a 'Fleece to Fabric' event and free craft activities for all.

4.1.2 Trowbridge Arts Festival - 19th October - 2nd November.

4.1.3 Cloth Road 2014 - The Exhibition & Arts Officer is working with artists to get involved in the project. Saturday 3rd May – 27th September 2014.

4.1.4 Magna Carta 2015 – Following approval by Council we are now working on plans for celebration. The Market Charter gives Trowbridge the right to hold a three day festival around the feast of St James (Saturday 25th July) and we are looking at this as the date. Mrs Angela Milroy will act as liaison with the Magna Carta committee and with Wiltshire Council.

4.2 Leisure Services - The next committee meeting is now rescheduled to 12th November.

4.2.1 Active Trowbridge Fun Days – were held during the summer at Walwayne Court, John of Gaunt & Newtown Schools and will run in October half term at Walwayne Court.

4.2.2 Community Sports Roadshow – was run for FREE in various locations around the town during the Summer Holidays.

4.2.3 Youth Advisory Group (YAG) – Will consider appointments and priorities at the start of the new term.

4.3 Direct Services – The next committee meeting is 26th November.

4.3.1 Trowbridge In Bloom – Awarded Gold in 2011 and 2012 we will enter the main competition again in 2014 when we host the main SW awards event in September. We have received a number of very positive comments from residents and visitors from Bradford on Avon, Bath and other areas.

4.3.2 10/12 Fore Street Offices, Schedule of Dilapidations – Our agent Mr Rob Quartley is negotiating and we anticipate settling the matter soon.

4.3.3 Grounds Maintenance Contracts – We will be retendering each of the contracts for the period from April 2014.

4.3.4 Town Park – Significant improvements have been made since the Town Council took over in early July; the pond is full once again and the fountains performing, the

hedges have been trimmed, the crazy golf refurbished and a new fence is being installed around the Children's Play Area. We are also seeking funding from Wiltshire Council and the Police & Crime Commissioner for improvements to lighting and safety and security improvements related to re-profiling of shrubs. We have held very constructive discussions with the Bowls Club.

4.3.5 Civic Centre – The Management Board meets on 14th November.

4.3.6 Crown Catering - All financial matters have now been resolved to the satisfaction of the RFO.

5. MARKETING, PROMOTION & EVENTS

5.1 Newsletter – The September newsletter is incorporated into the Trowbridge Magazine; further editions will be published this way in November and throughout 2014.

5.2 Calendar of Events (please see the web site and at the end of the report)

www.trowbridge.gov.uk/Calendar-of-Events-wo-16.html

- 5.3 Website** – The Town Council web-site www.trowbridge.gov.uk provides information about all council activities and services as well as links to other Trowbridge web-sites. We are undertaking some changes to the site which make it easier to update and give a fresher look. Our other web-sites are: www.trowbridgecivic.co.uk for information about the Civic Centre, events and activities & www.trowbridgemuseum.co.uk for the Museum.
- 5.4 Whole Town Approach** – The idea of branding for the town is being pursued in conjunction with the Business Improvement District and a bid to DCLG to be a Community Budget pilot through the Our Place programme focussing on economic growth and jobs. It has been included in the Strategy, with references to both Discover Trowbridge and Trowbridge Success.
- 6. TOWN DEVELOPMENT** – Committee meets 10th September, 1st and 22nd October to consider all applications for planning permission in the town received by Wiltshire Council.
- 6.1 Transforming Trowbridge** – www.transformingtrowbridge.org.uk Established by Wiltshire Council, a partnership to support regeneration of the town centre is leading on development of a Masterplan. Due to meet on Thursday 5th September.
- 6.1.1 Business Improvement District** - Consideration is being given to the establishment of a Town Centre BID. Wiltshire Council will fund the promotional phase for Salisbury, Chippenham and Trowbridge and are seeking partnership funding for a feasibility study to start the process. A BID enables a levy to be charged to Business Rates if approved in a referendum, funding Town Centre improvements, which could include Christmas Lights, Floral displays, events, street furniture, signage and traffic improvements, with a BID board charged with overseeing the expenditure. This could also potentially be linked to the transfer of car-parks from Wiltshire Council. We have received some contribution towards the BID from businesses and the Initiative.
- 6.1.2 Masterplan** – Further public consultation will be undertaken following the conclusion of the Core Strategy Enquiry In Public.
- 6.2 Town Centre Developments**
- St Stephens Place** – work is progressing to schedule on site, to provide a 7-screen ODEON cinema due to open 25 October, 80-bed Premier Inn, Prezzo, Nando's and 4 other restaurant units. Premier Inns and ODEON have been interviewing at the Civic Centre.
- Cradle Bridge** – Former Peter Black site is for sale.
- Bowyers** – It is understood that Prorsus/Morrisons are pursuing an appeal for their original application although this has not been officially confirmed by Wiltshire Council.
- County Hall Remodelling.** The refurbishment of Old County Hall continues.
- Court Street** – the proposal for a mixed use office and residential scheme on the former Tremans Factory site has received permission.
- 6.3 Housing** – The following major sites are under development, total over 1,200 houses.
- H9 Southview Farm,** Wain Homes, 300 houses for sale.

H11 Castle Mead off Green Lane, Persimmon and Charles Church 650 houses for sale.

H8d Brook Meadow, Barratt and Taylor Wimpey 150 houses for sale, including a foot /cyclepath to Ashton Street, giving access to the town centre for Paxcroft Mead.

H8c The Pastures off Parsonage Way, Abbey New Homes 180 starting soon.

St James' Gardens off Union Street, Newland Homes 75 houses for sale.

Broad Street and York Buildings PFI sites for social housing now commenced.

Centenary Court, Yeoman Way, Selwood Housing social housing site now commenced.

Rugby Club, Green Lane – 90 houses.

Ashton Park – Mainly in West Ashton and North Bradley Parishes, proposes up to 3000 houses. An application is expected in the Autumn. Pre-meetings with the local councils and the Area Board are expected in September.

6.4 Wiltshire Core Strategy – The Town Clerk represented the Town Council, with specific issues around the allocation of a new secondary school site in the area and the need to focus on access issues in the Masterplan for the redevelopment of the town centre. Prior to the Inspector making his report the *schedule of proposed modifications* has been published and is available for consultation until the 9th October. It will be considered at the Town Development committee meeting on Tuesday 1st October.

6.5 Community Infrastructure Levy (CIL) – www.wiltshire.gov.uk/wiltshire-preliminary-draft-charging-schedule Wiltshire Council is in the process of introducing a CIL schedule, expected to be introduced in line with the adoption of the Core Strategy in 2014.

6.6 Infrastructure Delivery Plan - Items included in the Infrastructure Delivery Plan (IDP) will be funded by the CIL. The Town Council will need to consider the IDP as part of the developing Council Strategy to ensure that items required by the community are included. Such items would include; allotments, cemetery, play areas, highways, cycle routes and sports pitches, for which some money from developers through Section 106 contributions is already available. The IDP should be reviewed by Wiltshire Council on an annual basis.

6.7 Swindon and Wiltshire Local Transport Board (SWLTB) – Has established a list of schemes to be funded with the £11.3m government funding These are: A350 Chippenham Bypass improvements, M4 J16 improvements and M4 J15 improvements. The other priorities: Westbury Additional Platform, A350 West Ashton Relief Road and Yarnbrook Relief Road will now need to be funded from other sources. Funding for the two A350 improvements close to the town should be available through developers and Wiltshire Council.

<http://ww5.swindon.gov.uk/moderngov/documents/s61034/Consultation%20Document%20-%20Process%20and%20Outcomes.pdf>

6.8 Rail Services – It is reported that the consultant's report to government concludes that extension of electrification from Newbury to Westbury would not be cost effective. The additional services to Melksham, Chippenham and Swindon will be introduced with the December timetable changes, this provides for 8 return journeys

each day, affording significant improvements to journeys times from Trowbridge to London in addition to the four through trains each day.

7. PARTNERSHIP

7.1 Wiltshire Council - The parish newsletter is now published weekly and is circulated to members. www.wiltshire.gov.uk/council/parishnewsletterhome.htm

7.1.1 Area Board – The next meeting is on 12th September at County Hall. The Community Area Web Site is operational.

www.trowbridge.ourcommunitymatters.org.uk

7.1.2 Community Area Transport Group (CATG) – Considers transport matters as a committee of the Area Board, 2013 budget £21,864. The locations for grit bins have all now been agreed and will be located prior to the end of Autumn. Next meeting 21st October.

7.1.3 Stallard Recreation Ground Changing Rooms – This facility on Innox Rd will be implemented by Wiltshire Council, with a contribution from the Town Council, once football foundation money is confirmed at the end of the year.

7.1.4 Enterprise Wiltshire – [//theenterprisenetwork.co.uk/](http://theenterprisenetwork.co.uk/) One of the projects is the establishment of a business start-up facility at Ascot Court Enterprise Centre, White Horse Business Park which I visited on 15th July.

7.1.5 Trowbridge Shadow Community Campus Operations Board – The second consultation has now been completed, to confirm the range of facilities and locations.

7.2 Trowbridge Community Area Future (TCAF) – <http://tcafuture.wordpress.com/>

TCAF is funded through the Area Board and the Town Council, and is based at the Civic Centre. They bring together the work of a variety of partnerships and other voluntary groups to work for the future of the town. Meetings as follows (subject to confirmation)

TCAF Neighbourhoods	Mon 2 nd Sept – 18:00	Civic Centre
TCAF Steering Group	Mon 9 th Sept – 16:00	Civic Centre
TCAF BA14 Culture	Mon 9 th Sept – 20:00	Civic Centre
TCAF Health & Social Care	Thurs 19 th Sept – 18:00	Civic Centre

7.2.1 Collaborative Schools Ltd (CSL) – A not for profit company established as a partnership of all of the Trowbridge catchment area schools, works to deliver a range of activities and support to local schools. The ‘Every Child Matters’ community group of CSL operates as the Education Theme Group of TCAF.

7.2.2 New Primary School - to be built in the East of Trowbridge as part of Persimmon’s Castle Mead development. Selection of Academy to operate the school is subject to approval by the DfE.

7.3 Police and Community Safety – Inspector Lissette Harvey gives a written report to Full Council meetings, including details of neighbourhood teams.

7.3.1 Police and Crime Commissioner – Angus MacPherson has introduced a £1million innovation fund. Officers believe that improvements to lighting in the Park would be a suitable project for partnership funding from the PCC. He is due to attend Full Council.

7.4 Wiltshire Association of Local Councils (WALC) – Latest newsletter was circulated. www.wiltshire-alc.org.uk

7.5 Trowbridge Chamber of Commerce – Colin Kay is President.

7.6 Trowbridge Initiative – A group working to support the vitality of the town centre. The VISIT Trowbridge leaflet has been a great success and now the SHOP Trowbridge leaflet is in production. The initiative is also looking to work with the Town Council in the future on the provision of improved signage around the town centre and from key arrival points.

7.6.1 Markets – The weekly market started in March as a partnership between Wiltshire Council and the Town Team (A Community Interest Company and the operational arm of the Initiative). They will also be running Saturday themed markets on, Food Festival 31st August and Christmas Lights 30th November. Wiltshire Farmers Market also runs two Fridays per month.

7.7 NHS - The planning application for the new **Bradcroft surgery** is still being considered by Wiltshire Council. In a report to the Area Board the new Wiltshire Clinical Commissioning Group reported that they had been established on 1 April.

8. PROJECTS

The Town Council undertakes a number of projects, often involving capital expenditure, aimed to improve our services and community facilities.

- 8.1 CIVIC CENTRE – (AGENDA ITEM 14)** Following further negotiations with Beard I instructed Ian Williams (formerly of Hydrock and now working independently for the Council) to assess the additional information provided by Beard. As a result Ian is able to confirm that Beard have provided additional justification for some additional cost, although strictly under the terms of the contract this information was provided beyond the appropriate timescale. There remains a risk that adjudication could award additional costs against the council and it is therefore appropriate to consider reaching a settlement with Beard. Councillors may need to take this item as Private and Confidential if further information needs to be considered and debated. It is therefore **recommended:**

That the committee recommends to Council that the remaining retention amount £28,388.60 is paid and an additional amount for non-contract specified works to the roof, recommended by our health and safety consultant valued at £8,003.00 is paid and that an additional offer is also made, bringing the total remaining amount to be paid to Beard in full and final settlement up to £50,000. The additional £13,608.40 to be funded from general reserves.

- 8.2 SPORTS PITCHES** – We will be completing the purchase of 5 acres adjacent to the new Rugby Club Ground at Devizes Road in September, which will be funded from developer contributions (S106) via Wiltshire Council.
- 8.3 MUSEUM RELOCATION** – Caroline Taylor, our consultant, presented at the Area Board meeting. Securing the alternative property at Courtfield House is progressing, our agent has assessed the needs of the dance school and will report shortly on options. English Heritage and the Architectural Heritage Fund have also visited and are supporting the project, with funding for a conditions survey. The buildings at Courtfield House are expected to be added to the *at risk* register, enabling grant funding for remedial works.
- 8.4 ALLOTMENTS** – Being considered by Wiltshire Council Cabinet in the Autumn.

9. CIVIC & DEMOCRATIC ACTIVITIES

- 9.1 Councillor Nicola Blackmore – Grove Ward.** I can confirm that Cllr Nicola Blackmore has completed her Declaration of Acceptance of Office and is willing to join the Direct Services Committee and the Museum & Tourism Committee.

- 9.2 Council Meeting Dates.** Council and committee meetings for the next few months are:

Tuesday 3 rd September	Policy & Resources
Tuesday 10 th September	Museum & Tourism (6:30pm) followed by Town Development
Tuesday 17 th September	Full Council

Tuesday 24 th September	NO MEETING (TIB AWARDS EVENING)
Tuesday 1 st October	Town Development
Tuesday 8 th October	NO MEETING
Tuesday 15 th October	NO MEETING
Tuesday 22 nd October	Town Development
Tuesday 29 th October	NO MEETING
Tuesday 5 th November	Policy & Resources
Tuesday 12 th November	Leisure Services (6:15pm) followed by Town Development

9.3 Twinning - The town is twinned with Leer in Germany, Charenton in France, Elblag in Poland (jointly with Bradford, Melksham, Warminster and Westbury) and Oujda in Morocco. The council makes a small contribution to each association annually.

Leer Cultural Festival - there are three artists from the Cloth Road Artists sending work for the second 'Internationaler Leeraner Salon' - 25 October to 26 November - Paul Workman, Jill Hillman and David Moss - all Trowbridge based artists. The exhibition will be held in the Zollhaus - an old warehouse near to the Railway Station. The artists have been asked to submit (in addition to their paintings) an audio recording from each of them expressing their ideas and thoughts; these are going to be incorporated into a sound/visual sculpture created by one of the Leer artists.

The Mayor is to make an official visit to Elblag, Poland at the end of August, also to Leer, Germany mid-October for the Gallimarkt celebrations, along with a coach party of approx. 37 visitors from the twinning association; and to Charenton, France, to participate in the Mayor's New Year (2104) celebrations.

Lance Allan

Town Clerk

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E: info@trowbridge.gov.uk

T: 01225 765072

W: www.trowbridge.gov.uk

www.trowbridgecivic.co.uk

www.trowbridgemuseum.co.uk

Extract from the web site: www.trowbridge.gov.uk/Calendar-of-Events-wo-16.html

What's Happening in Trowbridge

For further event details, please click on links where applicable

2013

AUGUST

27-30	Active Trowbridge Fun Days	Newtown School
31	Trowbridge 'Food Fest'	Fore Street
31	'Summer Heat'	Civic Centre

SEPTEMBER

1	Wedding Fair	Civic Centre
7	Carnival Country Fayre/Boot Sale	Trowbridge Park
8	Sunday Club Outing	TBA
12	Trowbridge in Bloom meeting	Civic Centre
24	Trowbridge in Bloom Awards Evening	Civic Centre
27	Championship Boxing	Civic Centre
28	'The Croutons'	Civic Centre

OCTOBER

13	Sunday Club	Civic Centre
18	Trowbridge Arts Festival 2013 opens	TBA
19	Carnival Procession	
24	Trowbridge in Bloom meeting	Civic Centre
29 - 1 Nov.	Half-Term Activities	Museum

NOVEMBER

2	Trowbridge Arts Festival 2013 closes	TBA
2	Comedy Live @ the Civic	Civic Centre
3	Sunday Club	Civic Centre
9	'Jethro' - SOLD OUT!	Civic Centre
10	Remembrance Day Parade & Service	Trowbridge Park & St. James' Church
16	Fifth Textile & Weaving Festival closes	Museum
30	Christmas Craft Fayre	Civic Centre
30	Christmas Lights Switch On	Fore Street
30	Shoppers' Carol Service	St. James' Church

DECEMBER

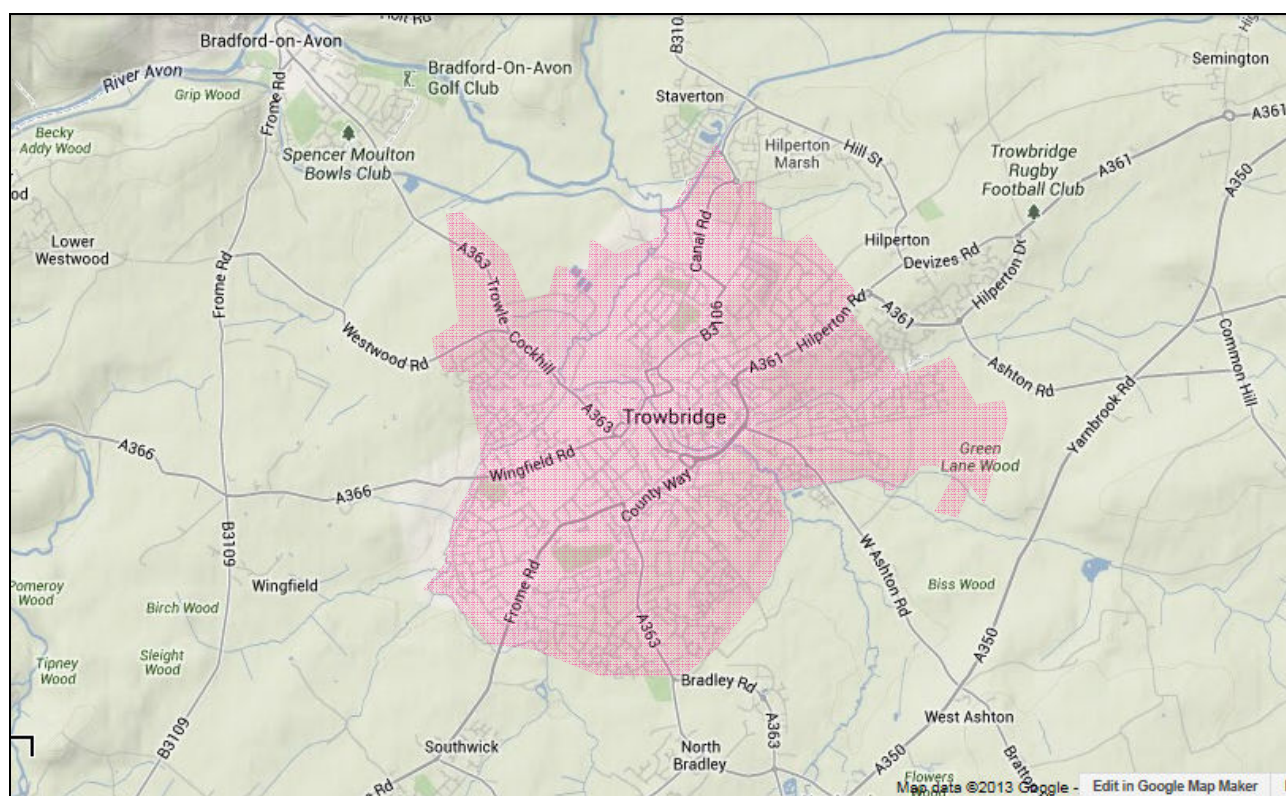
7	Dickensian Christmas Experience opens	Museum
8	Sunday Club Christmas Lunch	Civic Centre
12,13,14	'Enchanted Forest' Christmas Party Nights	Civic Centre
28	'The Magic Of Motown' show	Civic Centre

2014

FEBRUARY

15	'Popular Pitman, Convivial Crabbe' (ends 19/4/2014)	Museum
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DRAFT Town Council Strategy 2013-2017



Introduction

2013 has been a year of completion and renewal as well as being Trowbridge's Year of Opportunity. Completion, in that it has seen the end of a six year term of office for the council and significant progress made on the aims included in the Council Strategy. Renewal, in that for the first time all local government elections have taken place at the same time, and the need to consider how the council and the town move forward, building upon the successes of recent years, encapsulated in a new revised Strategy for the period up to 2017.

The Town Council will need to play an increasingly important role in the partnership for delivery of services and change for the community, delivering **Place Management** for Trowbridge. The council needs to continue to demonstrate with confidence, to the community; strength, leadership and purpose. There is still a lot to do in and for Trowbridge, if the Town Council is not at the forefront, guiding the process of change, opportunities will be lost. Wiltshire Council appears to be much closer to recognising the need for **Place Management**, (see Wiltshire Council's Business Plan adopted at the Full Council meeting on 3rd September 2013) the transfer of assets and services to the Town Council and closer working with the Area Board will remain key to delivering continued success for Trowbridge.

1. Town Development

The cinema, hotel and restaurants at St Stephen's Place will open in Autumn 2013. The Bowyer's site now has planning permission and it is likely that the new indoor active leisure element of the campus will be delivered on a town centre site. In addition the refurbishment of County Hall has brought a new library and more people working in the town centre. New housing is progressing on the former bottling plant as well as at Broad Street and York Buildings.

In the period up to 2017 the council will need to consider its response to the developing campus plans, in particular how the campus links in to existing facilities, such as the Library, Civic Centre and other potential facilities, such as a new Museum location and the Town Hall, creating a **Cultural Quarter** centred on the Park. The **Campus** development may need to focus on those elements not already adequately provided for, such as indoor active leisure, recognising that other facilities are already provided for in the town centre. In addition the council will need to ensure that the key **Town Centre Accessibility** aims identified in the **Masterplan** can be delivered and further developed, including:

- Pedestrian and cycle routes from the villages and suburbs into town
- Direct pedestrian access from County Hall to St Stephens Place, through a new bridge across the river and to the Shires with improved routes along both sides of the river
- Implementation of the Conigre/Upper Broad Street/Hill Street two-way scheme.
- Further development of this scheme with reversal of one-way on Manvers Street and Pedestrian prioritisation of Wicker Hill/Lower Fore Street.
- Pedestrian prioritisation of Market Street and Silver Street with concentration of bus stops in Castle Street.
- Improved way-finding in the town centre with map and directional totems.
- Improved public realm in Fore Street, Market Street and Wicker Hill.

Much of this will need to be linked to the **Infrastructure Delivery Plan** and funded through **Community Infrastructure Levy** and in conjunction with the establishment of a **Business Improvement District** (BID), which the Town Council will need to fully support and work in partnership with. The BID could take responsibility for some of the activities currently undertaken by the Council and could be the vehicle to seek transfer of car-parks from Wiltshire Council.

1.1 TOWN CENTRE.

Trowbridge Town Council will seek the continuation and development of the full range of services and facilities in the town centre, linking together the key locations within the town centre and promoting the town in conjunction with other local groups:

- a. The key locations are; The Retail Core (including Fore St, Market St, Castle Place and The Shires), The Railway Station, County Hall and The Cultural Quarter (including the St Stephen's Place leisure development, the Civic Centre and the Town Park). Pedestrian way-finding and access between them needs to be improved, supported by the Masterplan, including significant improvements to signage, a new pedestrian bridge between Court Street and Bythesea Road and significant improvements at the Railway Station;**
- b. Delivery of two-way traffic on Hill Street, Upper Broad Street and Conigre with the reversal of one-way on Manvers Street will allow the Fore Street/Wicker Hill area to be pedestrian priority and development of opportunities to remove buses from Silver Street/Market Street to allow pedestrian priority and to make Castle Street the main bus stopping point;**
- c. Delivery of appropriate development on the former Bowyer's factory site, the former Peter Black site and on the County Hall East site, which integrate well with the town centre and improve pedestrian flows and accessibility with other key locations identified above;**
- d. Improved indoor active leisure facilities, through the delivery of a Wiltshire Council Campus project, including a replacement gym, new swimming and leisure pools and a sports hall, in a town centre location;**
- e. Ensuring the Town Centre remains easily accessible for the residents of the town, neighbouring villages and for those travelling further, including improved walking and cycling routes from other parts of the town and local villages, high quality public transport and excellent car-parking;**
- f. The development of Business Improvement District for the town centre.**

The Core Strategy enquiry in public has concluded. The Council has been supportive, the only significant issues related to the location of a new secondary school and delivery of the Masterplan.

The arguments against growth, put forward by groups such as 'Campaign for a Better Trowbridge' were based primarily on the need to demonstrate that brownfield sites in the town centre are developed first. These are now underway. Planning applications for the Ashton Park urban extension as identified in the Core Strategy will come forward later this year. The great majority of the new development will take place in our neighbouring parishes and the town council will need to work closely with them and with Wiltshire Council to secure quality sustainable development. Clearly, matters relating to the **Community Infrastructure Levy** and the **Infrastructure Delivery Plan** will need to be considered.

It would NOT be appropriate to consider undertaking a **Neighbourhood Plan** for the whole town, but this should be kept under review. One exception could be the potential exception site to the South of Green Lane, beyond the current development at Castle Mead and bounded to the East by Green Lane Woods. The Town Council will need to

consider if the town can continue to grow sustainably beyond the proposals contained in the current Core Strategy. Any further growth beyond the built up area of the town would be either outside a sustainable travel distance of 2km from the town centre or in the Green Belt, but such issues are unlikely to require consideration early in this four year Strategy period.

1.2 FUTURE GROWTH.

Trowbridge Town Council will continue to support growth in areas closest to the town centre, recognising that significant areas of green-field development have now been allocated to accommodate 300 or more homes per year, to the East and South East.

The delivery of other elements of the strategy as development gain (allotments, sports pitches, a new cemetery, children's play facilities, etc), need to be linked to these developments through the Community Infrastructure Levy and Infrastructure Delivery Plan.

The Town Council should only support the development of a Neighbourhood Plan for the greater Trowbridge area in conjunction with neighbouring parishes and Wiltshire Council or for specific locations within the town if there are clear benefits.

2. Direct Services

We have now resolved the final account for the Civic Centre Project and the Civic Centre is performing well. Our new booking software which has now been implemented is further enhance our offer. With regard to utilisation and service, the Civic Centre is very well used by any standards and reports from customers are very positive about satisfaction levels. We have also made significant progress with our marketing through the new **Web-site and Social Media**, ticket-source and database.

We will need to look more closely at our **Entertainment Events Programme** to ensure that we maximise promotional opportunities through programming well in advance, further improving the links to the Information Centre and our other communications channels. In addition we will need to develop our links with the leisure developments next door and in particular **Partnership** opportunities with Premier Inns to provide a comprehensive conference package. We will also need to ensure we continue to provide first class **Customer Service**.

2.1 CIVIC CENTRE

Following a success full first two years of operation Trowbridge Town Council will further develop the Civic Centre, in particular focussing on; high quality customer service, partnerships with our key customers and complementary service providers and offering a range of entertainment events for the whole community, including links with the park.

The Information Centre is now a well-established part of the Civic Centre, with the further links between Civic Centre, Customer Services, marketing and promotion, web-site maintenance and the TIC. The Council should continue to develop the service for the benefit of the whole community and visitors. Seamless and comprehensive quality service should be the overriding objectives.

2.2 INFORMATION SERVICES

Trowbridge Town Council will develop our information services, coordinated by the Information Centre, into a comprehensive service which provides the full range of information, event and travel ticket and visitor related services to residents as well as tourist through the Centre, Web-site, regular print media and social media platforms.

Trowbridge provides some first class **Events** and activities in the town, many supported by the Town Council. This support should continue and developed alongside the Business Improvement District. 2014 will be an important year for the Armed Forces event in conjunction with the centenary of the start of the First World War.

2.3 COMMUNITY & EVENTS

Trowbridge Town Council will continue to support community groups in their activities in the town. We will also support groups wishing to organise events for the community, such as the weekly market, Armed Forces Day and Carnival and our own events in the town centre and the park.

The work with Trowbridge In Bloom has been excellent, with a gold award in 2011 and 2012. The Council has now taken over the **Park** and is seeking to take over **Allotments** and will incorporate these into our neighbourhood services and service contracts. Our support for **Trowbridge In Bloom** should continue, potentially supported through the Business Improvement District. We will need to formalise the position of the Bowls Club and the refreshment Kiosk.

2.4 NEIGHBOURHOOD

Trowbridge Town Council will continue to support the provision of neighbourhood and recreational facilities, including community centres, play areas and sport grounds. The Town Council will continue to support the range of Trowbridge in Bloom activities which support the town and businesses and improve the environment. The Town Council will continue to work with Wiltshire Council to improve neighbourhoods, street-scene and the environment. The Town Council will make further improvements to the Park, ensuring it remains a key attribute for the town, whilst establishing formal relationships with our park partners.

3. Museum & Tourism

We have made significant progress, but there is still a great deal to achieve in order to deliver a **relocated and expanded Museum**. We are progressing the transfer of the property and have engaged a consultant to work on the project and in particular fundraising. We will need to consider a short term extension at the existing location and identify the appropriate timescale for completion of the project. The Museum project should also be seen as a significant contribution to the development of a **Cultural Quarter** around the Park and what this delivers for the town as a whole. This will be a significant project for the council over the Strategy period.

3.1 MUSEUM EXPANSION.

Trowbridge Town Council will seek to complete the project to expand the Museum, telling the story of the development and influence of the woollen cloth trade in the West of England, on a site at Courtfield House, as a further contribution to the regeneration of Trowbridge, developing a Cultural Quarter, an investment in culture and tourism for the town.

We have an excellent partnership with Visit Wiltshire and have assisted with the production of *VISIT Trowbridge* and *SHOP Trowbridge* leaflets. It is clear that with all of the changes now taking place the opportunities are great, but that a clear **Town Brand** identity needs to be developed so that all organisations can build upon the confidence under a single umbrella, communicating the positive message to residents, visitors and investors. This will need to be developed in partnership with others and will be key to delivering the Business Improvement District. It will need bring together a number of different groups under a single umbrella. Early work has indicated that **Discover Trowbridge** and **Trowbridge Success** are the key elements of the branding message.

3.2 TOURISM AND PROMOTION OF TROWBRIDGE.

Trowbridge Town Council will lead to deliver a re-branding for the promotion of the town as a whole including tourism, to ensure a positive view of Trowbridge is evident this will need to be done in partnership with Wiltshire Council, Visit Wiltshire, Trowbridge Chamber of Commerce, Trowbridge Community Area Future, the Town Team and the Trowbridge Initiative.

We continue to support arts and cultural events including the Trowbridge Arts Festival and the Cloth Road Artists. We should also support a significant series of **Magna Carta** 800th anniversary activities for 2015 in addition to these regular events. The Museum will also take a more active role in other community events such as the Play Festival and Veterans weekend.

3.3 CULTURAL EVENTS.

Trowbridge Town Council will continue to work in partnership with others to support cultural activities and events, in particular work with BA14 and the Trowbridge Arts Festival. In addition the Town Council will support events and activities related to the Magna Carta 800th anniversary as one of the Baron Towns. The Museum will also take a more active role in other community events in the park such as Veterans weekend and the Play Festival.

4. Leisure Services

This department has produced some excellent results both in regard to financial sustainability and satisfaction over the past year. We continue to develop innovative activities and events and scrutinise viability. Our annual **Play and Sport Event** in the Park was once again a great success and a fitting legacy following Olympic Year. We will need to carefully match resources to increasing demand expected from schools following confirmation of the additional funding for sports they will receive from September, whilst ensuring we do not overstretch our capacity. Our continuing work with **Schools and the Community** will need to be balanced and sustainable.

4.1 ACTIVE TROWBRIDGE.

Trowbridge Town Council will continue the paid for regular sports coaching scheme with schools and holiday activities as well as the free community summer road-show, seeking ways to ensure sustainability of operation and funding. We will organise an annual Play and Sport Event in the Park, making the most of the Olympic Legacy and partnerships with other sports organisations.

The YAG is the established group for consultation with young people and we work with them to deliver improvements to facilities. The next few years are likely to see significant changes in the delivery of **Youth Services** in Wiltshire and we will need to consider to what extent we should be involved in the delivery of the services in the Trowbridge Community Area, working with partners including **Collaborative Schools**.

4.2 YOUNG PEOPLE'S SERVICES.

Trowbridge Town Council will continue to develop its relationship with those representing Young People through the Youth Advisory Group (YAG) and with Wiltshire Council's Development Service for Young People, supporting each other's activities and seeking to secure an appropriate level of local input into future service provision. If necessary the Town Council will be involved with other partners, including Collaborative Schools to develop additional services and facilities for young people in response to the commissioning of the service by Wiltshire Council.

We have purchased of 5 acres to provide land to develop new **Sports Pitches**, funded by Section 106 planning funding and we will need to consider the best way to progress the development of this in conjunction with sports clubs during this period. We will need to consider if further land should be sought in that area to supplement our purchase and the Rugby Club to develop a multi-sport facility. I have outlined the need to scrutinise the campus proposals above and cover matters relating to other pitch facilities below. We also need to consider if the Town Council has a role to play in the management of the **Campus** indoor active leisure facilities when established.

4.3 DEVELOPMENT OF NEW SPORTS FACILITIES.

Trowbridge Town Council will support and if necessary be actively involved in:

- a. The development of a Campus by Wiltshire Council in the town centre, offering a range of leisure facilities including swimming, as well as facilities for young people.***
- b. Enhancements to existing facilities such as the provision of changing rooms at Stallards Recreation Ground.***
- c. A multi-sports outdoor pitch facility in partnership with sports clubs and developer contributions.***

5. Policy & Resources

Significant progress has been made during the year with both the Park and allotments, with a revenue package which both the Town Council and Wiltshire Councils found acceptable and gives certainty in the future. The ownership of the Park by the Town Council puts the town council in a very good position to develop this significant asset for the town in a prime town centre location as part of the town's Cultural Quarter. Consideration should be given to the transfer of **Stallards Recreation Ground** including the Innox Road changing facilities once they are completed and also **Seymour Recreation Ground**. This would mean that all of the football pitches were controlled by the town council. In addition the other children's play areas, **Biss Meadows** and **Paxcroft Brook** amenity areas should be considered for transfer. The transfer of car-parks to the Town Council should be considered in conjunction with the establishment of a Business Improvement District (BID).

5.1 DELEGATION OF ASSETS AND SERVICES FROM WILTSHIRE COUNCIL.

Trowbridge Town Council will take a more proactive approach to asset and service transfer from Wiltshire Council, with priority given to the completion of the transfer of the allotments and consideration of the transfer of Stallards Recreation Ground and Seymour Recreation Ground as well as other open space and children's play areas. Transfer will only be taken forward if negotiations result in appropriate levels of resources being available.

The development of place management in partnership with others and potentially with the BID and any new organisation which fits under the new brand adopted by the town will be important. This could extend to Trowbridge being a **Community Budget** pilot under the DCLG **Our Place** initiative, where all public funding is identified and decisions about funding priorities are taken by the community.

5.2 COMMUNITY BUDGET.

Trowbridge Town Council will seek to work with government and Wiltshire Council to develop a Community Budget initiative for the town.

Investors In People (IIP) reaccreditation is scheduled for September 2013 and will need to be reconsidered in 2016.

5.3 INVESTORS IN PEOPLE.

Trowbridge Town Council will seek IIP reaccreditation in 2013 and in 2016.

The Council has adopted the **General Power of Competence** and should continue to do so during the Strategy period.

5.4 GENERAL POWER OF COMPETENCE.

Trowbridge Town Council will continue to adopt the General Power of Competence.

In addition it is appropriate to continue to press for a **Community Governance Review** to ensure the new development is included within a revised boundary for the town, rather than with the villages from which it will be detached, as well as resolving anomalies on the town boundary where development has already taken place.

5.5 COMMUNITY GOVERNANCE REVIEW

Trowbridge Town Council will continue to seek a Community Governance Reviews to ensure that the town boundary most appropriately reflects the built up area of the town, including proposed development.

With regard to the uncertainties around funding and in particular the impact of the Localisation of Council Tax Benefit, we will need to work closely with Wiltshire Council to achieve an equitable solution for 2014 and future years without the uncertainty of further unpredictable changes. Councillors will need to consider this well in advance, as soon as WC are able to advise accordingly.

Hopefully the rate of housing growth on a number of sites around the town will compensate to some extent. The lower end of the estimates from the 1200 homes currently under construction indicates revenue at current Council Tax levels of £90,000 per annum. A favourable result from any Community Governance Review could realise an immediate £25,000 per annum and with proposed development a further £200,000 per annum minimum.

Our General Reserve has come under pressure in recent years and we will need to consider increasing General Reserves over the next four years to a level closer to 6 months expenditure. This will need to be done in addition to the cost pressures associated with our additional responsibilities such as the Park as well as our future projects such as the Museum.

5.6 FINANCE

Trowbridge Town Council's long term plans will continue to be based upon no increase in the Town Council's portion of the Council Tax greater than the level of inflation.

We will seek to bring the levels of General Reserves back up to a figure in the range of 3 to 6 months of expenditure.

6. Summary

Place Management should be the overall aim for the council in the next four years. Our partnership with Wiltshire Council, in particular close working with the Area Board will be key to achieving this. We will need to develop new structures to bring together other influential sectors within the community, whilst delivering improvements, new services and

new projects, building upon the transformation and demonstrable success which is Trowbridge.

6. PLACE MANAGEMENT

The Town Council should replace the Vision, Mission Statement & Aims with the following:

'Delivering Place Management, helping others to Discover Trowbridge, Working with the Community and achieving Trowbridge Success'

Tariff info for Trowbridge

Running costs = approx £35,643.00.

This includes staff costs, NNDR, maintenance contract costs, cash collection costs and includes a estimated cost for break ins and vandalism of the meters that are not covered by maintenance contract and ad hoc repairs to signs and potholes.

Electricity costs are impossible to measure as they run off the street lighting and the council does not receive a separate invoice.

April - March 2010-2011	0-1 hr = £0.40	0-2 hrs = £1.00	0-5 hrs = £1.80	All day = £3.80	5 consecutive days = £15.40		
April - march 2011 - 2012	Up to 1 hr = £0.90	Up to 2 hrs = £1.30	up to 3 hrs = £2.60	Up to 4 hrs = £3.10	Up to 5 hrs = £4.20	Up to 8 hrs = £5.40	all day = £5.90
Current	Up to 1 hr = £0.80	Up to 2 hrs = £1.30	up to 3 hrs = £2.60	Up to 4 hrs = £3.10	Up to 5 hrs = £4.20	Up to 8 hrs = £5.40	all day = £5.90

Richard Mortimer , Parking Services Manager, Environment Services, Wiltshire Council

Joanne Pattison, Parking Administrator, Environment Services, Wiltshire Council

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