

**18 November 2010 Trowbridge Area Board  
Youth Funding Proposal  
from  
Trowbridge CAYPIG & Youth Parliament**

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**Project proposal (please include how it addresses the priorities of accessing transport & reducing anti social behaviour)**

The initial key objectives and the proposal below are entirely representative of the views of the Trowbridge Youth Parliament and the CAYPIG. The plan is a direct result of a joint organisational meeting, attended by representatives from both groups, held on Monday 11<sup>th</sup> October.

**Anti Social Behaviour (ASB)**

- Development and promotion of a media campaign. Key objectives are:
  - To highlight that the youth of Trowbridge **do not** support anti social behaviour and
  - To raise awareness to the public of the routes to report any anti social behaviour issues encountered or witnessed.

NB: Inspector Malcolm McClundie and Rowena Green (Anti Social Behaviour Reduction Officer) support the campaign and have committed to providing guidance and steer and will react to increased reports of ASB.

The media campaign will raise objectives highlighted via:

- Leaflets – distributed both within the Town Centre by the young people and accessible at public places (libraries, GP surgeries, schools, youth centres, town halls etc)
- Bill boards at prominent points within Trowbridge
- Press coverage, linked to police monthly article within The Wiltshire Times

- Radio coverage (cost dependant)
- Bus advertising
- Young people will produce a video identifying why the youth of Trowbridge are committed to tackling anti social behaviour. Equipment will be purchased supporting this strand of proposal, ensuring sustainability and project longevity.
 

The video will be shown at school events, public events and also on local buses tv screens.
- We aim to link the issue of anti social behaviour to the transport challenge in the following ways:
  - Offsetting a proportion of the funds paid to local bus companies for the above advertising, against the sustainability of the 'flexi bus', and other community transport, which responds to public requests for pick up's in Trowbridge rural areas.
  - Increased partner working with bus companies, building relationships with a view to clearer communication re transport issues faced by young people.

### **Budget Breakdown**

Costs of project proposal: £7759

- £2000 re bus investment
- £2000 video production
- £2500 billboard
- £621 contingency
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Total project cost  
£7759

Amount sought from Trowbridge Area Board (max amount is £7,759)  
£7759

Amount from other sources  
£0

### **What is the project's timescale (include start and end dates)?**

Nov 2010 – August 2011.

### **How many young people will benefit from this project?**

75 young people from CAYPIG & the Youth Parliament will be involved in the project.

All young people within the Trowbridge community area and parishes will benefit.

**How will you know if your project has been successful?**

- Launch of the media campaign
- Increased reporting's of anti social behaviour issues resulting in a higher figure of proactive interventions.
- Further sustainability of the 'flexi' bus.
- Further realistic actions by partner agencies to support transport issues

We anticipate the proposal to be steered and developed by the young peoples voices and therefore are realistic re evaluations. We project that impacts will not be immediate but will enhance current working practices within these fields, over a period of time.