

Area Board Project/Councillor Initiative

1. What is the project?

Media and Community Engagement Project

To increase engagement between members of the community in Chippenham and the surrounding villages and Chippenham Area Board.

Audio & visual interviews to be carried out by Media Studies students from Wiltshire College Chippenham.

2. Where is the project taking place?

Chippenham Community Area

3. When will the project take place?

April 2012 – March 2013

4. Please outline:

- **Community benefits**
- **Evidence of need**
- **Links to Community Plan**
- **Community Issue**

It will provide members of the community with an alternative way of communicating with their Area Board. It will be particularly valuable for members the community who are unable or unwilling to attend Area Board meetings and those who do not have access to the internet. It is hoped that this new method of communication will be attractive to younger members of the community who traditionally are less likely to engage with their Area Board.

This project demonstrates a link to Wiltshire Council's corporate equality statement:

- We will actively engage and empower under-represented groups through the broadening of our consultation processes and the strengthening of our links with community representatives.

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5. What is/are the desired outcome/s of this project?

- To provide a new way for members of the community to engage with Chippenham Area Board
- To offer members of the community area the opportunity to comment upon local issues
- To offer members of the community area an opportunity to influence local issues and decisions
- To provide students at Wiltshire College with the opportunity to gain valuable experience working with members of the public and to add to their skills set e.g. interviewing, research
- Raise the profile of Chippenham Area Board
- Establish the practice of audio/visual interviews in the community as a permanent element of community engagement for the Area Board

6. Who will Project Manage this project?

Councillor Mark Packard

7. Please confirm costs and provide quotes

- Total project costs up to and including £5,000 - 1 quote
- Total project costs over £5,000 - 3 quotes

£2,500

8. Additional information in support of the project

Prior to the launch of the Area Boards, a pilot exercise was carried out giving people the opportunity to express their views in short film clips. It proved extremely popular with local people with views and comments contributed by ages from 7 to 92.

Wiltshire Council is firmly committed to the principles of equality and diversity in both employment and the delivery of services. This means making services accessible to all. To reflect this commitment, the Council has adopted the following corporate equality statements

- We will actively engage and empower under-represented groups through the broadening of our consultation processes and the strengthening of our links with community representatives.
- The information that we provide – for instance, through the Wiltshire magazine and our website – will be improved so that it better reflects the diversity of the local community and is fully accessible to all.
- When devising new policies we will give due regard to equality and diversity issues.
- When working with partners, including contractors, we will continually ensure that robust consideration is given to diversity issues.
- Our service provision will become more inclusive through actively assessing and responding to the needs and preferences of our diverse community.
- In order to improve the way we provide services, equality and diversity will be embedded in the practice of staff and managers through training, monitoring and development.