



Trowbridge Shadow Community Operations Board

Report to Trowbridge Area Board on the first phase of the consultation

Since mid-June 2012 the Trowbridge Shadow COB have been explaining the concept of a campus and asking people across the community area what services and facilities they want and need as part of the Trowbridge community campus proposal.

Thank you to everyone who has fed in their views. The total responses to the questionnaires were 1,297. A small number of responses were received after the deadline and although these have not been included within the presentation of the results, the COB will incorporate this feedback when analysing the results.

How the consultation was carried out.

- A paper questionnaire was produced with an online version linked to a video.
- Members of the SCOB supported by members of TCAF spent three days in the Shires and a further three days based in the Town Hall and a day at Tesco's giving out questionnaires and talking to members of the public.
- Specific presentations have been given to the Youth Parliament, the Sports Forum, Trowbridge Neighbourhoods Partnership and Trowbridge Town Council Leisure Committee.
- A special pupil version of the questionnaire was distributed to all secondary and primary schools in the Trowbridge area.
- All secondary and primary schools agreed to send the questionnaire home to parents either in paper or electronic form.
- Some questionnaires have been hand delivered.
- Copies of the questionnaire have been placed with and collected from the Tourist Information Centre, Library, Sports Centres, supermarkets and some local shops.
- There have been several articles in the Wiltshire Times, The Trowbridge Magazine and an interview on BBC Wiltshire Sound.

In September and October the following actions were taken to increase responses especially from the 18-24 and over 60s age groups.

- Questionnaires were given out at Wiltshire College's Trowbridge site with the support of the student liaison team.
- Members of the SCOB visited Castle Place Leisure Centre and Trowbridge Sports Centre in the evenings asking users to complete questionnaires.
- Trowbridge Chamber asked its members to encourage employees in the 18-24 age range to complete questionnaires.
- Members of the SCOB visited luncheon clubs to raise awareness of the over 60s.
- St James and other churches gave out questionnaires on behalf of the SCOB.
- Members of the SCOB attended the special Area board for senior citizens on 18 October.



Feedback

1. Analysis of the questionnaires.

A detailed presentation of the results is provided in appendix A. 1,297 questionnaires have been received. There was a slighter higher response from females with 52.6% compared to males with 43.1% from males and 4.3% not responding. 46.3% of responses were from the under 18s showing the high degree of interest in the project from young people. Oral feedback from people in the Shires and outside the Town Hall (see section 2) revealed a high degree of scepticism in older people about whether the consultation would lead anywhere. This was the main reason given by older people for refusing to take part. However analysing young people's responses separately from those of others reveals few significant divergences of opinion. Most of these like young people's greater interest in a climbing wall and less interest in squash courts can easily be explained in terms of their own experience. Although responses from 18-24a remained low it has increased from about 2% to 4% and those of the over 60s to 11.7%.

Based on the questionnaires the main findings are.

- Overwhelming support for the idea of a campus. 83%
- Overwhelming support for the proposal that the sports complex should be able to act as a regional centre. 84%
- In terms of community facilities the five that attracted most responses were spaces where people can meet, a café, computers with internet access, library services and access to health and wellness services. The next two in terms of responses were an exhibition space and an information point. Young people were more interested in the computers than older people and therefore less interested in the information point but this is not surprising. It is important to note that the consultation was largely carried out before the opening of the new library.
- In terms of leisure facilities apart from the squash courts and the climbing wall all the facilities were popular with 50% or more responses saying that they were important. There was most support for a large sports hall, gym and fitness rooms, 6-8 line pool, learner pool and leisure pool.
- In terms of accessibility people were most concerned to have longer opening hours, appropriate timing for sessions and provision for children.
- From a transport perspective all aspects were considered important. All of the options were rated important by over 70% of respondents with most importance attached to safe access for pedestrians and adequate parking.
- A small minority expressed concern about the project at a time of public spending cuts and possible duplication of existing facilities.

2. Oral responses and qualitative feedback

It is important to remember that the numerical analysis of the questionnaires only reveal part of the feedback from the consultation. Members of the SCOB had long discussions with members of the community when they were in the Shires, outside the Town Hall or at in places like Castle Place or the Trowbridge Sports Centre.

Some people we spoke to as part of the consultation were more sceptical about the consultation and the real possibility of anything tangible resulting from it. They cited a number of questionnaires they had taken part in from which nothing had happened and they had never even



received feedback. This led to a “nothing ever happens in Trowbridge view,” which led them to refuse to take part in the consultation because it was perceived to be pointless.

The controversy over the development of the Bowyers site also aroused some negative reactions. There was a perception from some that the proposed development had been refused planning permission because the site had in some way been earmarked for the campus. Equally some could not understand how such a project could be considered at a time of economic recession.

At the same time there were some very positive comments and along the lines “this is just what Trowbridge needs.”

There were also a wide range of other ideas offered most of which are captured in the 1,727 comments in response to questions 2 (community), 6 (leisure) and 9 (general). These are presented in Appendix B.

There were a number of facilities about which many people felt strongly such as an ice rink or ten pin bowling. Many of these are outside the remit of the SCOB to deliver but need to be taken into account by those considering the overall economic development of the town.

Next Steps

With the approval of the Area Board the SCOB will now use the results of the consultation to develop a specific proposal for the Trowbridge Campus to bring back to the Area Board in the New Year. This proposal will need to take into account not only the views expressed in the consultation and the broader context of development in Trowbridge. The SCOB firmly believe that the Campus is one piece of a larger jigsaw and that their proposal should recognise the impact of other developments for example the creation of the new Trowbridge library and the plans for the Town Hall. Once the Area Board has agreed this proposal the SCOB will launch their second phase of consultation.

If you want to know more

The full results are presented in Appendix A and Appendix B that can be accessed at www.wiltshire.gov.uk/TrowbridgeCommunityCampus

How can I help or get involved?

Once we have drawn up a specific proposal we will be consulting again. If you are interested and would like to help with this or if you would like more information about the project please contact

CampusConsultation@wiltshire.gov.uk or telephone 01225 718350.

**Colin Kay, Chair
Trowbridge Shadow Community Operations Board**