

Update for Chippenham Area Board

Update from	Chippenham Campus Development Team (CDT)
Date of Area Board Meeting	6 January 2014

Headlines/Key Issues

- 2nd phase of public consultation is now complete
- Over 1000 questionnaire responses received
- Thorough analysis of the results is currently taking place

The CDT completed a second round of public consultation from the 7th October to the 29th November 2013. The theme; 'A fantastic new home for our community services'.

Given the vast number of responses, analysis of the data and written comments is still taking place. The CDT were delighted to obtain over 1,000 completed questionnaires in all, a significant increase from the first phase of consultation which gained 631.

Public engagement was very positive throughout the consultation period with increasing numbers now aware of the community campus programme; although an appreciation of the opportunities a campus could bring to the community has still to reach a significant number of residents in our community area. The point has not been lost and the team will be seeking further opportunities to raise awareness.

Two main methods were used to consult with residents; an online questionnaire and a paper response. Two versions of the paper form were used, one an eye catching, "You said...We listened" format, the second a more detailed description of the campus proposal. The question was the same regardless of the method in which the participant had opted to respond, in that they were asked whether they agreed with the proposal or not. Additional space was left for further comments and an expansion on their yes or no vote.

Static displays explaining the result of the first round of consultation and promoting the campus together with posting boxes were positioned for various lengths of time at six locations; Emery Gate, Chippenham Library, Chippenham Town Council, the Olympiad, Chippenham College and at the Wiltshire Council offices Monkton Park. Members of the CDT manned the Emery Gate, Sainsbury's, Olympiad and the Chippenham College common room displays at various times during the consultation. The displays were used as information points and presented excellent opportunities to engage with residents. Flyers containing a QR code and explaining other ways of responding were handed out at Chippenham railway station to early departures on three occasions and at the main entrance to the Rotary Bonfire on the 2nd November. The CDT put a large amount of emphasis on engaging with young families and children through very active work by the local children's centres, yielding a large number of responses. The information also went out via school newsletters and by introducing pupils to the campus concept by engaging them in a short workshop at the November gathering of the Children's Parliament.

A detailed analysis of responses is now taking place in order that the CDT may take into account and address in the next submission to the Area Board how, in particular, objectors concerns can be accommodated and or ameliorated.