



*We're making a difference*

## **Trowbridge Community Area Plan**

### **Introduction The Community Area Plan**

Trowbridge Community Area Future (TCAF is Trowbridge's community partnership. In 2011, after wide consultation, TCAF drew up a plan to set out for the Trowbridge community area the priorities to bring about improvement in the period 2011 to 2016. These priorities are grouped around the nine themes that are set out in this document. TCAF has created specific groups for some of these, in others it works in partnership with existing organisations. It also works closely with both the neighbourhoods and the parishes.

In 2013-14 it carried out a review of the Community Area Plan with members of the Steering Group, Wiltshire Council Councillors and other partners. The review is set out below and includes achievements that have taken place since 2011 and future priorities and actions for 2014-16.

On 3<sup>rd</sup> April 2014 a consultation was held with members of the community using as its starting point the Joint Strategic Area Review for Trowbridge. Separate groups developed priorities for each theme and these were then voted on by the whole meeting. These priorities have been used to inform the review of the plan. In addition they have been reproduced here at the end of each theme with the vote they received at the event. The groups also suggested a project linked to their top priority. These can be found at the end of each theme. Many of the issues dealt with in this document are also dealt with in the Trowbridge Master Plan.

#### **1. Economy, Including Tourism & Employment**

##### **Achievements**

- The St Stephen's Place development including the Odeon Cinema, Premier Inn and a variety of restaurants
- The new Trowbridge library
- The new Civic Centre
- The weekly Market
- The new Tourist Information Centre
- The creation of a new brand Discover Trowbridge

##### **Priorities 2014-16**

- The delivery of the Trowbridge master Plan
- Further development of vacant sites e.g. Bowyers, Peter Black etc
- The redevelopment of Trowbridge Town Hall
- Establishment of a Business Improvement District
- Attracting new employers to Trowbridge Community Area offering jobs requiring higher skills levels

- The development of a new community and leisure facility through the campus programme
- To continue to develop Trowbridge as a destination of choice
- The development of the new brand Discover Trowbridge as the basis as coherent marketing strategy

#### JSA Consultation Priorities

1. The aspiration is for Trowbridge to be the number one town in Wiltshire. 30%
2. To develop the old town hall, to develop incubation space for creative industries and cultural opportunities. 14%
3. To develop plans to attract new employers with better paid jobs and to encourage existing businesses to expand. 35%
4. To significantly improve entrances and street scene in the town centre to attract more businesses. 11%
5. To use the Trowbridge master Plan to attract developers to improve the retail offer in the town. 20%

## 2. Transport, Including Access & Traffic

#### Achievements

- Additional rail Services from December 2013 (TRANSWILTS)
- Increased number of dropped kerbs & grit bins
- Community speedwatch
- The new cycle path@ Paxcroft linking Paxcroft Mead to Town Centre
- Subsidised rail fares for young people
- CATG developed which has increased decision-making at local level
- Continued success from community link scheme

#### Priorities 2014-14

- Facilities at Trowbridge Railway station will be improved
- Review of car parking to enable the Town to take control of at least some of Trowbridge's car park to encourage people to spend longer in the town
- Improvements to A350@West Ashton & Yarnbrook
- Finding ways of providing transport services for rural areas to be explored
- Improved signage around Trowbridge Town Centre
- Developing Community Transport Schemes
- Creating a network of safe routes for cyclists, pedestrians and non-motorized transport throughout the community area

#### JSA Priorities

1. Improve A350 W Ashton/Yarnbrook to reduce congestion and links to A36 to improve access to WW Trading Estate and relieve Southwick/N Bradley 14%
2. Improvements to walking and cycling building a comprehensive network including signs on routes, links to villages and suburbs, improving gaps. 53%
3. Interconnectivity and access improvements within the town centre and key sites – railways station, County Hall, Campus, Town Parks, car parks 33%

### 3. Housing & the built environment

#### Achievements

- Delivered event on Bedroom Tax event with CAB & Wilts
- Houses have been built on Town Centre sites
- A number of affordable houses have been built

#### Priorities 2014-16

- Support and develop Neighbourhood plans across community area
- Need for a range of house types and tenures including social/affordable housing, 1/2 bedroomed houses, flats and bungalows
- Anticipate increase in number of military families
- Continue to support those affected by welfare reforms
- Promote carbon neutral homes
- Look for more opportunities for community asset transfers

#### JSA Priorities

1. More ½ bedroom houses/bungalows 64%
2. Empty houses pay more council tax. 25%
3. Incentives for landowners to release land in rural areas for affordable housing. 12%

### 4. Culture, Including Heritage and the Arts

#### Achievements

- New Trowbridge Library with increased usage
- Trowbridge Arts Festival
- New cinema
- Development Town Hall Trust and Friends and the securing of funds to support further future improvements
- Trowbridge Arts – securing funding to support continued professional performances in Trowbridge
- Develop of the cultural offer at the Civic Centre
- Successful Veterans and Armed Forces Weekends
- Continued community use of Arc Theatre

- Continued Trowbridge`s involvement in Village Pump
- Trowbridge Carnival
- The setting up of the Arts Cultural heritage and Education group

#### Priorities 2014-2016

- The development of a coherent culture and arts strategy
- Museum expansion
- Securing of Town Hall as sustainable centre of arts, culture and heritage for the community
- The development of the area around the Park, town Hall, civic Centre and new museum to be a cultural quarter
- Using forthcoming historical events such as the anniversary of the Great War, Magna Carta and Chartism to celebrate Trowbridge`s heritage and raise people`s awareness of it
- Continuation of Trowbridge Arts to foster professional performance
- Delivery of Sound it Out a project celebrating cultural diversity
- Continued support for national heritage days.
- Use the Discover Trowbridge brand as the basis of a coherent marketing/communication strategy so people in the community knowing what is happening, when and where.

#### JSA Priorities

1. Improve marketing, publicity and visibility of the culture offer in public place. 21%
2. Develop effective partnerships to increase and share expertise and resources between cultural organisations and other sectors. 28%
3. Develop capacity in the culture sector to support volunteers. 6%
4. Develop a coherent cultural strategy to drive audience participation, increase the offer, promote collaboration and secure funds. 45%

#### 5. Sports , Active Leisure & Recreation

##### Achievements

- Asset transfer of Park to Trowbridge Town Council
- Trowbridge Rugby Club has moved to a new site with outdoor pitches new clubhouse and facilities at Hilperton
- Trowbridge Town Council has acquired additional land adjacent to the Rugby Club to develop into sports pitches
- Active Trowbridge continues to support a wide programme of activities especially for primary schools.
- Stallards Skate Park now has lighting

- Successful consultation and working proposal for a community Campus with a wide range of high quality facilities including swimming pools, sports centre with spectator accommodation
- A Park Run has been established every Saturday in Southwick Country Park.

#### Priorities 2014-14

- Work with the COB to gain Cabinet approval for the development of the Campus and support them in the design and construction phase ensuring that they maintain the engagement of the community
- Paxcroft Skate Park development
- Development of changing facilities at Stallards
- Development of sports pitches and changing facilities at land adjacent to the Rugby Club
- Continue to develop of Sports Forum
- Development of free outdoor fitness facilities such as an outdoor gym in Trowbridge Park

#### JSA Priorities

1. Increasing leisure participation for children adults and families. 15%
2. Accessible, affordable, available facilities, outdoor, indoor including parks. 50%
3. Effective communication of what is available including extreme, alternative and hidden activities. 11%
4. Improving volunteering by rewarding them through vouchers that can be used on activities. 10%
5. Activities targeted at specific vulnerable groups. 14%

### 6. Environment Including Countryside & Land- Based Issues

#### Achievements

- Transfer of allotments and provision of additional allotments
- Continued success of Fairtrade
- The establishment of the Apple Festival as an annual event
- Trowbridge in Bloom – Gold Award 2011 and 2012
- The continued development of Biss Meadows – for example the pond area
- The Big Community Grow success in engaging schools and adults
- Southwick Country Park – the expansion of area under local management
- Expected improved energy rating for public buildings e.g. County Hall
- The continued development of the Sensory Gardens
- The establishment of the Friends of Trowbridge Park

#### Priorities 2014-16

- Continue to promote local environmental issues
- Trowbridge in Bloom hosting the South West in Bloom award in September 2014 2014
- The establishment of the River Biss corridor as different developments take place to create a green route from Biss Meadows to the railway station
- The extension of Biss Meadows Country Park
- Promote local produce
- Support continued development of carbon neutral buildings by incorporating energy conservation principles into the design of new buildings and investigating how to make Trowbridge's key heritage sites more energy efficient
- Investigate the feasibility of setting up a community owned Energy Generation Business based on existing good practice in West Wiltshire

#### JSA Priorities

1. Maintain the integrity of the river Biss and its tributaries and develop new habitats to retain this as an asset. 12%
2. Provide support for the provision of new allotments and environmental education around new developments. 15%
3. Promote the planting of trees in suitable areas to improve air quality and public sense of pride in where they live. 8%
4. Invest in cycling networks to connect green spaces and by widening pavements when major resurfacing is undertaken. 32%
5. Protect existing green spaces and invest in new ones to connect residents with nature.

#### 7. Education & Lifelong Learning

##### Achievements

- The establish of Collaborative Schools as a social enterprise enabling all the primary and secondary schools in Trowbridge to work together effectively
- The Good Childhood conversations which provided an insight into childhood experiences of young people in Trowbridge
- Investment in College buildings
- Increasing number of apprenticeships
- The development of EAL classes and workshops e.g. Polish School and of classes in foreign languages
- Setting up of the YAG
- The establishing Trowbridge Youth Parliament involving primary and secondary age pupils
- The impact of the new library which has stimulated greater use of the library by children and young people through better facilities and specific activities such as rhyme-time and the summer reading challenge
- The outreach progress from Museum – children and older people

- The development of new schools to meet the needs resulting from housing developments e.g. Castle Mead
- The establishment of a free school for alternative provision
- Maintaining Youth services that are fully responsive to the needs of young people
- Continued focus by Collaborative Schools on narrowing gaps for vulnerable groups of children and young people year on year to begin to address the impact of socio-economic inequality
- Continued development of apprenticeships and other opportunities to encourage young people to stay in education beyond 16
- Continued promotion of U3A and its activities
- Work towards targets set within JSA
- Improve mental health provision to support teenagers and their families with mental health issues

#### JSA Priorities

1. Teenage pregnancy. Delaying having sexual relationships, teaching about healthy relationships. Encouraging group activities. 15%
2. Mental health. Support for teenagers and their families who suffer from mental health issues. 31%
3. Poverty. Shocking disparity within Trowbridge between more affluent areas and Lower super Output areas. 32%
4. Compulsory education. Concern that children are still leaving 16 taking work to support their families not vocational and need for 8%
5. Increased opportunities. This needs to be a long term priority and should include young people in their mid-twenties. 13%

#### 8. Wellbeing, Incl. Health and Social Care

##### Achievements

- The co-location of existing services at Trowbridge Hospital
- The preservation of Trowbridge Birthing Unit
- The development and extension of school counselling services
- The development of the role of Parent Support Advisers (PSA) to improve liaison between schools and families
- Increased access to NHS Dental Care

Priorities 2014-16

- Keep Trowbridge Birthing Unit open
- The relocation and amalgamation of Bradford road and Adcroft surgeries
- Uniting all key stakeholders to agree on the creation of a primary care centre as part of the campus development
- Promotion of Active Lifestyle for all ages
- Promoting closer works between health and social care providers
- Work towards targets set within JSA
- Support moves to increase care at home
- Ensure the continued offer of support of people with disabilities and those at risk of isolation
- Improve mental health provision especially for teenagers with mental health issues
- Develop Trowbridge as a dementia friendly community

#### JSA Priorities

1. To create dementia friendly communities and to maximize volunteer groups supporting patients and carers. 18%
2. To normalize an advance planning in ref to death and dying for all life limiting conditions. 3%
3. To improve community cohesion to reduce social isolation and its effects on health and well-being. 45%
4. To promote the work of health trainers to support people to take a personal responsibility for their own health and wellbeing. 33%

#### 9. Community Safety

##### Achievements

- Increase of CCTV and lighting in Trowbridge Park
- Neighbourhood Policing has been successfully implemented
- Strong relationship between the community and the local inspector
- Establishment of the Neighbourhoods tasking Group

##### Priorities 2014-2016

- Maintain Neighbourhood Policing despite financial cutbacks
- Preserve the good relationship between the police and the community despite periods of staff change
- Develop the Safe Place project to improve Trowbridge's nighttime economy and the perception of the town as a place to go in the evening
- Continue to extend CCTV and lighting in the Park
- Reduce loitering and graffiti in the Park



### JSA Priorities

1. Maintain neighbourhood policing. 50%
2. Getting more football during the evening in the town. 26%
3. Improve CCTV & lighting in the park. 6%
4. Reduce drinkers in the park. 195

### Our Community

In the JSA event there was a section on Our Community. This does not exist in the Community Area Plan, however, the priorities identified by that group are included below.

1. The development of a number of Community facilities (Previously termed Centres) To assist with improving community cohesion. 26%
2. Consultation to be undertaken within communities, as to what they want/need. 21%
3. Carry out a thorough audit of all facilities, clubs and societies together with their assets. 11%
4. Transport strategy to enable the better use of community assets by all. 6%
5. Communication strategy to ensure that people in our community know what is happening and available. 36%