

WILTSHIRE COUNCIL
Trowbridge Area Board
17 July 2014

What Matters to you in the Trowbridge community area? Local priorities for action

1. Purpose of the Report

For the Area Board to prioritise outcomes from the 'What matters to you?' conference held at County Hall on 3rd April 2014 to stimulate local action and to inform its priorities for the next two years.

2. Background

The 'What matters to you?' conference was held on 3rd April 2014 and over 90 members of the public and partner agencies took part. The event focused on the data set out in the [Community Area Joint Strategic Assessment 2014-16](#), and used themed roundtable discussion to identify local priorities underpinned by JSA evidence. All participants had an opportunity to vote on the priorities and the results are set out in this report. Following identification and agreement on the priorities the themed roundtables then looked at practical community-led actions that could be taken to address the issues.

The top priorities voted for each thematic area were as follows:

- **Children and young people** – Poverty - the shocking disparity within Trowbridge between the areas of Lower Super Output
- **Community Safety** - Maintain neighbourhood policing
- **Culture** - Develop a coherent cultural strategy to drive audience participation, increase the offer, promote collaborations and secure funds
- **Economy** - To develop plans to attract new employers with better paid jobs and to encourage existing businesses to expand
- **Environment** - Invest in cycling networks to connect green spaces and by widening pavements when major resurfacing undertaken & Protect existing green spaces and invest in new ones to connect residents with nature
- **Health & Wellbeing** - To improve community cohesion to reduce social isolation and its effects on health and wellbeing
- **Housing** - More 1&2 bedroom houses/bungalows
- **Leisure** - Accessible, affordable and available facilities, outdoor, indoor including parks
- **Transport** - Improvements to walking and cycling building a comprehensive network including signs on routes, links to villages and suburbs, improving gaps

- **Our Community** - Communication strategy to ensure the people in our communities know what's happening and available

The Area Board reviewed these priorities at its meeting on 15 May 2014 and agreed to prioritise up to 3 thematic areas to initiate and coordinate action working with partners, community groups and the public.

3. **Proposed Priorities for the Area Board to Champion**

To address the priorities, the Area Board will need to use its strategic influence and delegated powers to shape the delivery of local services and actions. It will also need to use its delegated resources to initiate and support community-led projects. It is important to target areas where tangible outcomes and progress can be delivered. This will help to capitalise on the enthusiasm and momentum generated by the event.

It is proposed that the Area Board champions the three issues or themes below over the next two years and targets its resources to support community-led initiatives around these themes and issues:

3.1 **Children and young people – Poverty - the shocking disparity within Trowbridge between the areas of Lower Super Output**

It is proposed that the Board prioritises supporting projects that will target Young people in communities that have the highest poverty indicators. Specific projects include the Studley Green Doorstep Sports Club. The youth services review means that the Area Board will have funds to support a range of youth activity; the Board may consider targeting this funding for communities that have the highest poverty indicators.

3.2 **Culture - Develop a coherent cultural strategy to drive audience participation, increase the offer, promote collaborations and secure funds.**

Initial discussions have been had around developing a cultural strategy/plan. It is proposed that the Area Board and Council's Arts Service works in partnership with local organisations to draw up and consult on a local plan that can be used to shape future cultural provision for the community area.

3.3 **Economy - To develop plans to attract new employers with better paid jobs and to encourage existing businesses to expand**

To support the work of Transforming Trowbridge, Chamber of Commerce, Trowbridge Town Council and other partners who have remit for economic development to promote Trowbridge to new and current employers.

4. **Recommendations**

- That the Area Board agrees to champion the three priorities outlined in paragraphs 3.1, 3.2 & 3.3 and works to facilitate local action to tackle those priorities.

- That the Board appoints a lead Member to champion each of the priorities adopted.
- That the Board earmarks funding to promote, initiate and support community-led action around the selected priorities.

Report Author: Rachel Efemey, Trowbridge Community Area Manager

Tel No: 01225 718608

E-Mail: rachel.efemey@wiltshire.gov.uk