

**WILTSHIRE COUNCIL  
ROYAL WOOTTON BASSETT & CRICKLADE AREA BOARD**

**Wednesday 23 July 2014**

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**What matter to you in the Royal Wootton Bassett & Cricklade community area?  
Conference and survey report – local priorities for action**

**1. Purpose of the Report**

To update members on the outcome of the ‘What matters to you?’ conference held on Saturday 15 March 2014 and a further survey, and to recommend that the Area Board uses the outcomes from the event 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 Saturday 15 March 2014 at The Wiltshire Golf and Country Club, and over 80 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 purpose of the event was to:

- Gain a consensus around priorities for the area
- Provide the basis for community-led action and projects over the next two years
- Inform (or become) the community plan for the area
- Provide the Council and partners with a clear focus for actions

Following a decision taken at the area board meeting held on 21 May 2014, a survey was sent to residents across the community area via the Our Community Matters blogsite, the Cricklade Town Council Facebook page and the Royal Wootton Bassett website. The survey was open for responses for one month and reminders were sent inviting participants to respond. 148 responses were received from the survey and widened the participation process from the original event.

The Area Board is now invited to review the priorities and agree how it wishes to initiate and coordinate action working with partners, community groups and the public.

### 3. **Priorities identified**

The priorities identified at the event are set out at Appendix 1a and the further voting via the survey are set out in Appendix 1b. These will be available to view on screen at the meeting.

### 4. **Moving forward with community-led action**

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. Some of the actions will be easier to address than others and 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.

To enable the Area Board to select such areas of focus, it is proposed that participants rank the top 10 priorities in terms of importance and by the ability of the community to make most impact. This will provide the Area Board with a clear idea of those areas it can target most effectively. It will be up to the Area Board whether it wishes to champion a particular issue or theme over the next year and target its resources to support community-led initiatives around these themes and issues.

### 5. **Recommendations**

- That the Area Board adopts the priorities identified by the 'What matters to you' community event and follow-up survey, and works to facilitate local action to tackle those priorities.
- That the Board uses a participatory process to select a priority theme (s) and issues (s) to be targeted by the Board over the next 18 months.
- That the Board considers earmarking funding to promote, initiate and support community-led action around the selected priorities.
- That the Board considers appointing a lead member to champion any priority (priorities) adopted.
- That reports are submitted to the Board on progress made to address the priorities to ensure that positive outcomes are delivered.

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Appendices: appendices 1a & 1b – JSA event priorities and voting results