

A New Partnership for Trowbridge

Bringing together; Transforming Trowbridge, the Campus, TCAF and Our Place Trowbridge to build the future for our community

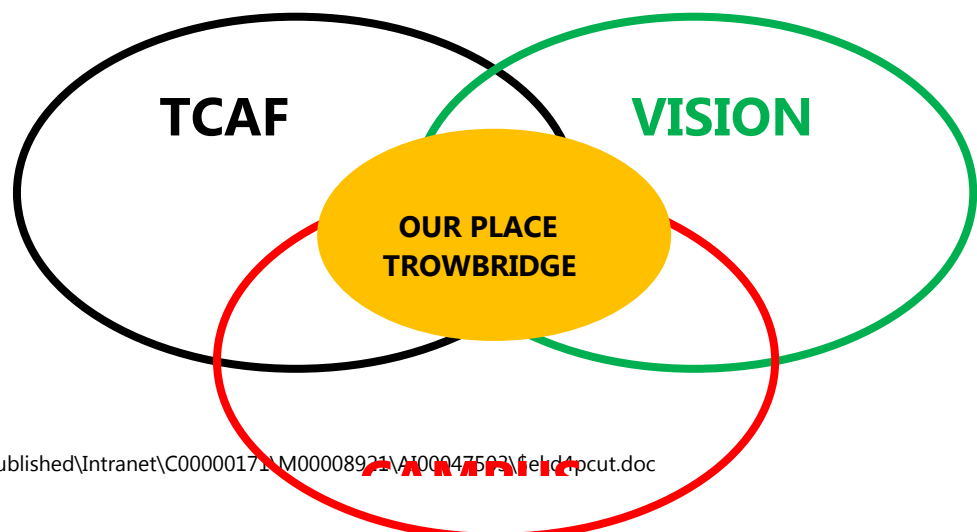
INTRODUCTION

Trowbridge Town Council successfully bid to DCLG for Our Place project funding in 2014 and has been awarded £20,000 of revenue funding to undertake the project during 2014-15. Some of the funding remains available to continue elements of the project through 2015.

Trowbridge Community Area Future (TCAF) has been responsible for bringing together a number of thematic partnerships in a coordinated way to seek to deliver the Community Plan for the Trowbridge Community Area. It has received ongoing financial support from Wiltshire Council and its predecessors as well as the Town Council. Wiltshire Council has confirmed that revenue funding for TCAF via the Area Board will cease this current financial year (2014/15) and therefore TCAF is considering its future in 2015.

TCAF are well placed to support some of the ongoing Our Place work, linked to their existing activities, as well as support other areas of Town Council partnership activity. This report seeks to identify the remaining work of the Our Place Project, how TCAF can assist the town to deliver this and how a new combined partnership could achieve even more.

In addition Wiltshire Council have announced that they will no longer be able to support some of the other existing partnerships with officer time and they have suggested that officers no longer support the Trowbridge Vision Board 'Transforming Trowbridge', whilst continuing to support the Shadow Campus Operation Board (SCOB) and the Area Board. This is an opportunity to deliver a solution which establishes a new, positive, progressive partnership for Trowbridge.



New Trowbridge Partnership

Trowbridge Town Council

Working with the Community



OUR PLACE

The draft operational plan submitted in November was presented to a National Association of Local Councils (NALC) conference on 3rd December and to an Our Place Review Panel at the LGA on 4th December. The final Operational Plan was completed on 18th February. Our Place progresses the '**Place Management**' principle of the Town Council Strategy, focussing on the following aspects to deliver a coordinated town centre as part of a sustainable town, with the concept that the whole town centre is seen as the 'Trowbridge CAMPUS', not just the new build or other public facilities. The elements which are identified in the Our Place project are;

Masterplan – The Masterplan, adopted as part of the Core Strategy by Wiltshire Council in January seeks to ensure that the town centre develops sustainably, providing a range of facilities and services which are linked together with improved access to and within the town centre.

Car Parking – Wiltshire Council has completed its public consultation as part of a comprehensive review of all parking issues across the whole county. The Town Council is keen to consider further the option of taking over the Wiltshire Council car-parks. Car-parks would be likely to transfer from Wiltshire Council as part of a package of cost-neutral assets, including recreation grounds and more recently we have considered taking over the bus shelters.

Business Improvement District (BID) - Wiltshire Council is funding the development and ballot stages and consultants MOSAIC have now been appointed. The BID will utilise the 'Discover TROWBRIDGE' brand and the BID will encapsulate the whole town Campus concept.

Campus – Wiltshire Council's Cabinet discussed the Campus on 11th November, the project is now linked to economic regeneration. Both the Town Council and the Shadow COB support this development. Options for the development of the new build element of the campus including new leisure facilities and a health centre on the County Hall East site are now being considered. The whole of Trowbridge Town Centre incorporating existing facilities and services should be considered to be the Campus not just the new build element. This whole town concept of the Campus will be considered further as part of the final stage of the Our Place project.

Heritage & Arts – As well as the Museum Expansion Project, the Town Hall Trust is progressing plans to take over the Town Hall and develop it into an Arts centre. We will ensure that these projects work together to deliver culture for Trowbridge as part of the whole town Campus.

DiscoverTROWBRIDGE – We have introduced a version of the logo for 2015, promoting our links to the 800th anniversary of Magna Carta. We will be purchasing some additional cloth bags in advance of the introduction of charges for plastic bags later this year. We anticipate that the brand will be used by all partner organisations and embrace the whole town Campus concept.

Wayfinding – We are supporting Wiltshire Council to deliver new signs in key locations in the town centre, incorporating the Discover TROWBRIDGE logo and area maps to improve pedestrian flows. We anticipate that these will be added to by the BID.

Public Safety – Following the survey by Wiltshire Council and TCAF an action plan has been developed which identifies the need for further improvements to lighting in the Park. We have been successful with an application to the Area Board, through the Friends of Trowbridge Park and to WASBeRG for additional funding to provide new lights on key routes through the Park.

CAMPUS

The campus project is managed by Wiltshire Council and steered by the SCOB, there are clear links to the Our Place project, which is seeking to embrace the whole town centre into a wider campus concept under the Discover TROWBRIDGE brand, ensuring links to existing facilities are made and developments are joined up to other relevant community services and facilities and aspects of community life. Split between SCOB new build and whole town under new partnership.

TCAF

Trowbridge Community Area Future partnership (TCAF), currently receive a cash grant from the Town Council each year. In the 2015/16 budget this is allocated as £7,100. In addition the Town Council provides in kind desk space for the TCAF officers and volunteers and in-kind room hire for their meetings. From April 2015 TCAF will not receive any grant income from Wiltshire Council, which it did receive up until 2015. There are a number of TCAF activities which the Town Council may wish to continue to see supported and other activities which may be appropriate for TCAF to take over, which were previously undertaken by Town Council staff.

Neighbourhoods' Partnership – This group is fully supported by TCAF officers, it meets four times per year, involving representatives of each of the Residents' Associations and other community groups with councillors and other organisations. Each meeting is preceded by a tasking meeting with the Neighbourhood Policing team.

Community Safety – Has not met on a regular basis, but task and finish activities are generally managed by the Wiltshire Council Public Protection Officers. Currently the



replacement of the DPPO with a PSPO is being worked on. Last year they undertook the Perceptions Survey with TCAF utilising some of the Our Place budget. TCAF is holding a budget of around £8,000 from previous years for the Community Safety Partnership.

RECOMMENDATION – That Trowbridge Town Council supports TCAF in continuing to provide support to the Neighbourhoods’ Partnership, combined with the Neighbourhood Police Tasking Group and that any specific issues identified for escalation are communicated by TCAF to the Community Safety Group on a task and finish basis. That the Community Safety Group should be led by the Wiltshire Council officers and should include representation from TCAF, the Town Council, Police and other organisations as considered necessary. That TCAF and the Community Safety Task and Finish Group should consider how the remaining budget for Community Safety can be used to address the issues identified in the Action Plan following the Perceptions Survey.

Health – The Health Theme Group meets twice a year, but has not recently engaged directly with the GP practices, Wiltshire Clinical Commissioning Group and other NHS representatives. It has worked with the Area Board to promote specific health and social care initiatives such as Dementia Friendly, which is now being undertaken by a local charity. The Our Place project did work with the Campus Shadow Operation Board (SCOB) to engage with the statutory health service providers and achieved a buy in to the new build element of the Campus providing new health facilities.

RECOMMENDATION – That Trowbridge Town Council supports TCAF to work with the SCOB and to ensure the Health element of the new build part of the Campus is fully engaged with the project and that the community understands the issues and proposed solutions to deliver improved health care for Trowbridge.

Education – The Schools Collaborative provides coordinating activities for schools in the Trowbridge catchment area (which is much wider than the Community Area) and other partner organisations attend their community meetings to exchange information. It would be advantageous for a Wiltshire Councillor to attend their community meetings and for a representative of the Schools Collaborative to attend the new partnership when established.

Environment – TCAF has often struggled to establish an active environmental theme group, as there have been few volunteers willing to agree an action plan, whilst other existing groups such as Trowbridge In Bloom, the Big Community Grow, the Friends of Biss Meadows and now the friends of Trowbridge Park have fulfilled some of the environmental elements of community engagement. The Town Council has for many years provided direct officer support to Trowbridge In Bloom. It would be appropriate therefore to consider

asking TCAF, with additional support from the Town Council to take over the administrative support to Trowbridge In Bloom as an umbrella organisation for environmental work in the community, seeking to forge links with the other existing environmental groups and others including Wiltshire Wildlife Trust. This will not be to the same extent that the Town Council officers have been able to support TIB, but would include administering their meetings and a limited TIB competition and award evening.

RECOMMENDATION: That Trowbridge Town Council provides additional support to TCAF from the Council budget previously used to employ an officer to support TIB. So that TCAF can provide administrative support to TIB and establish TIB as an umbrella body for environmental activity within the community embracing other environmental groups.

Economy – TCAF does not provide any direct officer support to those groups working to develop the economy of the town. These include the Chamber of Commerce, the Trowbridge County Town Initiative, The Town Team and Transforming Trowbridge. When the Business Improvement District is established a number of these organisations (Initiative and Town Team) will be subsumed into the BID structure. Transforming Trowbridge has up until now been administered by Wiltshire Council officers; see below.

RECOMMENDATION: That Trowbridge Town Council recognises that TCAF will continue to work closely with those groups seeking to develop the economy of the town, but will not provide direct officer support. Therefore a small amount of the budget can be used to provide support to TCAF in ensuring that the BID is established and the activities taken on by the BID meet the strategic vision of the wider community.

Transport – TCAF does not have a Transport theme group. The Community Area Transport Group (CATG) deals adequately with transport issues for the Area Board and has a delegated budget. Any additional activity such as the Wayfinding project, which is part of Our Place and will be adopted by the BID may be supported by TCAF indirectly. The potential transfer of car-parks will be led by the Town Council in discussion with Wiltshire Council. Some additional public consultation may be required, which TCAF may be in a position to help with.

RECOMMENDATION: That Trowbridge Town Council in pursuing the transfer of car-parks as part of a cost neutral package of asset transfers from Wiltshire Council may require the support of TCAF in undertaking additional public consultation. Further support for the Wayfinding project should be part of the BID package.

Culture – BA14 Culture Group works closely with a range of cultural groups including Trowbridge Arts, the Trowbridge Town Hall Trust and the Town Council's own Trowbridge Museum. BA14 should be self-sufficient and should not require direct support from TCAF. The town council provides direct grant support to Trowbridge Arts which in turn supports the annual Trowbridge Arts Festival and the Town Hall Trust.

RECOMMENDATION: That in providing a grant to Trowbridge Arts in 2015 the Town Council asks Trowbridge Arts and their partner organisations to embrace the Discover TROWBRIDGE brand and the concept of the whole town campus as part of the Our Place project and ensure that BA14 is self-sufficient.

Time Credits - In addition to the theme groups TCAF has been working on a number of other initiatives. Time Credits is one which has links to the Town Council, through those services which are supported by volunteers such as the Museum and TIC, through our partner organisations and potentially has good links to other elements of the Our Place project and particularly the campus. The Town Council through the TIC may also be able to support directly some of the administrative work required to establish Time Credits in Trowbridge.

RECOMMENDATION: That TCAF is asked to work with the Town Council to assess whether the benefits of establishing Time Credits in Trowbridge is worthwhile and that some of the remaining Our Place budget is used to support this work, subject to receiving a capital grant from the Area Board.

TRANSFORMING TROWBRIDGE

The Trowbridge Vision Board, known as Transforming Trowbridge has been a consultative vehicle for Wiltshire Council to drive forward the Masterplan and links to economic

development, business, transport infrastructure and spatial planning. In seeking to make savings Wiltshire Council has suggested that officers can no longer support all of the partnership boards which they currently support and have suggested disbanding the Vision Boards for Salisbury, Chippenham and Trowbridge. There appears to be a bigger opportunity, linked to the changes in funding for TCAF, continuation of the Our Place project, establishment of the BID and the development of the Campus.

A NEW PARTNERSHIP FOR TROWBRIDGE

These changes provide an ideal opportunity to build upon the work of the Our Place project and to establish a new partnership for Trowbridge utilising the existing skills and future resources to deliver progress for the county town. The concept of bringing together these existing partnerships into a single New Partnership for Trowbridge has been supported in principle by the Chairs of TCAF, Transforming Trowbridge, the Town Team and the SCOB as well as by officers and senior members of Wiltshire Council.

RECOMMENDATION: That Trowbridge Town Council seeks to work with our partners to establish a New Partnership for Trowbridge encompassing the following:

- **The steering group of TCAF.**
- **The Transforming Trowbridge Vision Board.**
- **The Shadow Campus Operations Board wider Campus activity.**

It would be appropriate for the New Partnership for Trowbridge (name to be agreed) that it should work closely with the Town Council and Wiltshire Council and will be supported by officers of both organisations and TCAF including officers with responsibility for economic development, transport infrastructure and spatial planning from Wiltshire Council. In addition that the Community Area Manager should attend and there will be a clear reporting link to the Area Board via the Chairman of the New Partnership, the Community Area Manager and the representative Wiltshire Councillor.

That as well as business representatives continuing to be members, transferring from the Vision Board the other partnerships with links to TCAF and Transforming Trowbridge should have representatives with a two-way reporting responsibility on the board, including for example Collaborative Schools, BA14 Culture, Trowbridge In Bloom, the Chamber of Commerce, the new Local Youth Network and the Business Improvement District.

It is clear that best value will be achieved through officer time being spent on attendance at meetings focussed on communication and decision making which is not also seeking to be an open public consultation event. Therefore Wiltshire Council departmental officers should not routinely be expected also to attend Area Board meetings, but should ensure that detailed reporting is provided to the Area Board and questions raised by the Board are addressed in full in a timely manner.

The Town Council will develop this proposal with the other partners including Wiltshire Council to ensure it receives support and is established at the earliest opportunity.

FINANCES

The Town Council has received £18,300 of the total Our Place Grant so far and should receive the remaining £1,300 by the 31st March. We have spent £5,726 so far – this has mainly been spent on publicity, marketing, development of the brand, travel and room hire. We have also committed to contributing £6,400 towards the Wayfinding project.

Our Place grant part 1	B/F March 2014	3,000
Our Place grant part 2 90%	August 2014	9,000
Our Place grant part 3 90%	October 2014	6,300
Sub-total		18,300
Expenditure to date	December 2014	-5,726
Expenditure committed Wayfinding	March 2015	-6,400
Sub-total		-12,126
Our Place grant part 2 10%	March 2015	1,000
Our Place grant part 3 10%	March 2015	700
Sub-total		1,700
Sub-Balance	March 2015	7,874
Expenditure proposed TCAF	from March 2015	-7,874
BALANCE	31 March 2015	0

With the existing budget for TCAF of £7,100 and just over £4,000 for TIB support in other parts of the Town Council budget a total of around £19,000 is available to support the range of work identified for TCAF above.

RECOMMENDATION: That in 2015/16 Trowbridge Town Council provides TCAF a grant of £14,200 from the existing budget allocation of £7,100 plus additional funding from the remaining Our Place budget and the existing TIB staff support budget. This funding to TCAF will support the range of work identified above, including those elements of work related to the Our Place project and the concept of a whole town campus as well as support for TIB and its establishment as the umbrella organisation for environmental activity. In addition the Town Council will retain on account £4,800 to be used to fund room hire in the council's own buildings and serviced office accommodation for TCAF.

Lance Allan
Town Clerk

Trowbridge Town Council,
The Civic Centre,

Trowbridge Town Council

Working with the Community

New Trowbridge Partnership

St Stephen's Place,
TROWBRIDGE,
Wilts,
BA14 8AH

@Trowbridgegov

info@trowbridge.gov.uk

01225 765072

#DiscoverTROWBRIDGE

www.trowbridge.gov.uk

www.trowbridgecivic.co.uk

www.trowbridgemuseum.co.uk

