

## **MADE IN THE CHIPPENHAM AREA**

### **1. Purpose of the Report**

- 1.1 To inform Members of a new initiative in the Chippenham area that raises awareness of local producers, and to encourage retailers and the public to buy from suppliers in the Chippenham area. The report also seeks Members' involvement in the initiative.

### **2. Recommendations**

- 2.1 That the Area Committee supports the 'Made in the Chippenham Area initiative'.
- 2.2 That the committee nominates one member, who officers of the Regeneration and Asset Management Team can liaise with to progress the project.

### **3. Links to Corporate Business Plan Priorities**

- 3.1 Put in place mechanisms to identify the needs of urban and rural communities, and work with community groups and partner organisations to respond to those needs.

### **4. General Background Information**

- 4.1 28 May 2003 saw the launch of the 'Made in the Malmesbury Area' project. The project brought together local firms, suppliers and producers – with a clear aim of building a greater business community spirit within the area of Malmesbury, and actively encouraging local people to support producers in their local area.
- 4.2 1000 locally manufactured booklets were produced listing local producer contact details, types of produce, and a brief history of the products being sold. The directories were distributed in shops and places of public interest. Car stickers were printed, so too were window stickers for the shops in the Malmesbury High street. On the launch day itself companies listed in the directory came together with local members and a town celebrity to launch the initiative and present a spirit of unison that supported the idea buying products that are made and grown locally.
- 4.3 Officers of the Regeneration and Asset Management team have been working with staff and students of Chippenham's Abbey Field School (with its accredited 'enterprise' status) to design a logo for the project. This to be judged with Member involvement.
- 4.4 Feedback on the Malmesbury pilot, and the subsequent projects in Calne, Corsham and Wootton Bassett have been constructive and positive.
- 4.5 The District Council recognises the importance of local procurement to the economy. Buying from local producers has considerable knock-on effects for employment, through supporting local businesses and stimulating new enterprise.
- 4.6 Having successfully implemented the project in the Malmesbury, Corsham Calne and Wootton Bassett, it is now the intention of the officers of the District

Council to undertake a project focused on Chippenham and its surrounding villages.

- 4.7 The involvement of local Members is important in identifying local producers and in planning the initiative.
- 4.8 Following on from the initial launch and distribution of the directory, the project's success will be monitored and reviewed. Made in the Chippenham Area will aim to be a 'rolling project' where subsequent initiatives and updated programmes can be undertaken.

5. **Financial Implications**

- 5.1 The project will cost up to £2,000. Funding will come from the existing NWDC employment support budget.

6. **Community & Environmental Implications**

6. It is the aim of this project to stimulate community involvement in the growth of local enterprise.

7. **Equal Opportunities Implications**

- 7.1 There are no direct Equal Opportunity implications for this report

8. **Human Resources Implications**

- 8.1 There are no direct human resource implications for this report.

**Documentation used in the preparation of this report**

No background papers

**REPORT OF THE COMMUNITY AND ENVIRONMENT BUSINESS MANAGER TO CHIPPENHAM AREA (3) COMMITTEE, 5<sup>th</sup> December 2005.**

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