

MINUTES

Meeting: MARLBOROUGH AREA BOARD
Place: Aldbourne Memorial Hall, Oxford Street, Aldbourne, Wiltshire. SN8 2DQ
Date: 29 May 2012
Start Time: 7.00 pm
Finish Time: 9.00 pm

Please direct any enquiries on these minutes to:

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Papers available on the Council's website at www.wiltshire.gov.uk

In Attendance:

Wiltshire Councillors

Cllr Chris Humphries (Chairman), Cllr Nick Fogg (Vice Chairman), Cllr Peggy Dow and Cllr Jemima Milton

Cllr Richard Gamble (Portfolio Holder for Public Transport)

Wiltshire Council Officers

James Cawley, Service Director Adult Care Commissioning
Andrew Jack, Marlborough Community Area Manager
Ian White, Passenger Transport Co-Ordination Manager
James Hazlewood, Senior Democratic Services Officer

Town and Parish Councils

Marlborough Town Council – Andy Ross, Noel Barrett-Morton
Aldbourne Parish Council – Dom Davis, Alan Phizacklea
Broad Hinton & Winterbourne Bassett Parish Council – James Keith
Ramsbury & Axford Parish Council – Sheila Glass, D Barnett

Partners

Wiltshire Police – Inspector Ron Peach
Wiltshire Fire & Rescue Service – Mike Franklin, Graham Weller
Avebury World Heritage Site – Sarah Simmonds

Marlborough Area Development Trust – Martin Cook, Richard Clarke, Geoff Brickell
Transition Marlborough – Sam Page, John Yates
Gazette and Herald – Lewis Cowen
Marlborough News Online - Tony Millett

Total in attendance: 35

<u>Agenda Item No.</u>	<u>Summary of Issues Discussed and Decision</u>
1	<p><u>Chairman's Welcome and Introductions</u></p> <p>The Chairman welcomed everyone to the meeting and invited the Councillors and Officers present introduce themselves.</p> <p>The Chairman also noted those parish representatives who were in attendance.</p>
2	<p><u>Election of Chairman</u></p> <p>In accordance with Part 3, paragraph 4.8.1 of the Council's Constitution, the Chairman handed over to the Vice-Chairman for this item.</p> <p><i>Councillor Fogg in the Chair</i></p> <p>The Vice-Chairman sought nominations for the position of Chairman of the Marlborough Area Board for the 2012/13 municipal year.</p> <p><u>Decision</u> Councillors Chris Humphries was elected Chairman of the Marlborough Area Board for the 2012/13 municipal year.</p> <p><i>Councillor Humphries in the Chair</i></p>
3	<p><u>Election of Vice-Chairman</u></p> <p>The Chairman sought nominations for the position of Vice-Chairman of the Marlborough Area Board for the 2012/13 municipal year.</p> <p><u>Decision</u> Councillors Nick Fogg was elected Vice-Chairman of the Marlborough Area Board for the 2012/13 municipal year.</p>
4	<p><u>Apologies for Absence</u></p> <p>Apologies for absence had been received from the following:</p> <ul style="list-style-type: none"> • Councillor Fleur de Rhe-Philipe, who had been due to attend as visiting Cabinet Representative. • Joan Davis from Savernake

5	<p><u>Minutes</u></p> <p>The minutes of the meeting on 27 March 2012 were approved as a correct record and signed by the Chairman.</p> <p>The Chairman thanked everyone who had contributed to the Area Board's tent at the recent Jubilee Celebration Event in Salisbury. The tent had showcased various attractions, organisations and products from the Marlborough Community Area, and had been visited in person by HRH the Duke of Edinburgh.</p> <p>The Chairman also sought the views of the meeting as regards starting meetings at 6.30pm instead of 7.00pm. A show of hands was called and it was noted that 7.00pm was the preferred start time, by a narrow margin.</p>
6	<p><u>Declarations of Interest</u></p> <p>There were no declarations of interest.</p>
7	<p><u>Information Items</u></p> <p>The Chairman referred to the following information items which were set out in the agenda:</p> <ul style="list-style-type: none"> a. 11-19 Commissioning Strategy Update (Youth Advisory Groups, Volunteers and Income Generation) b. Help to Live at Home Scheme: Update c. Rural Facilities Survey d. Pathways Improvements Grants Scheme e. Informal Adult Education f. Closure of A4 Beckhampton to West Overton – This road closure was for resurfacing and would result in a long detour. <p>The Chairman also noted the tabled information item on the New Standards Framework. This set out details of a consultation with Parish Councils; due to the statutory deadlines, the consultation was only open until 15 June 2012.</p>
8	<p><u>Partner Updates</u></p> <ul style="list-style-type: none"> a. Wiltshire Police <p>Inspector Ron Peach referred to the written update which had been tabled.</p> <ul style="list-style-type: none"> b. Wiltshire Fire and Rescue <p>Mike Franklin referred to the written statistical report at pages 25-26 of the</p>

	<p>agenda. It was noted that the figures were generally good, although there had been a low take-up of fire safety checks; work was on-going with Wiltshire Council to set up a referrals system from the Help to Live at Home service.</p> <p>As a result of the Community Planning event held on 27 March, the Fire Services was working with the police on an anti-drink-drive event. In addition the “Safe Drive – Stay Alive” events would also continue, with every secondary school invited to take part.</p> <p>Mike also referred to the report at page 23 which set out information on the Fire Service’s on-going consultation on proposed changes to the service. These changes sought to improve efficiency and save £1.8 million from the budget, without closing any stations or reducing number of firefighters.</p> <p>More information on the consultation was available on the Fire Service’s website and on the tables. This had been publicised through the press and via partner organisations.</p> <p>c. NHS Wiltshire</p> <p>Noted the written report at page 27 of the agenda</p> <p>d. Parish Forum</p> <p>It was noted that the Parish Forum had provided a written Annual Report which would be included in the minutes. (See appendix A)</p>
9	<p><u>Visiting Cabinet Representative - Councillor Fleur de Rhé-Philipe</u></p> <p>It was noted that apologies had been received from Councillor de Rhé-Philipe, Cabinet Member for Economic Development and Strategic Planning. A written briefing note with some statistical information on the economics of the Marlborough Area is attached as Appendix B.</p>
10	<p><u>Avebury World Heritage Site Management Plan</u></p> <p>At the Chairman’s invitation, Sarah Simmonds, Avebury World Heritage Site Officer, gave a presentation on the development of a Management Plan for the World Heritage Site.</p> <p>A management plan was required to provide overall vision and framework for management, to clarify long-term objectives, unlock funding, and set out the opportunities for partnership working, amongst other things. The key challenge in developing a management plan was balancing the preservation of the historic environment, the quality of the visitor experience and the quality of life of the local community.</p>

	<p>The current plan had been produced in 2005, and so there was a need for revision and updating to take note of revised objectives, changes in management context, proposed developments at Stonehenge, and new evidence and research.</p> <p>The review of the management plan was currently in its early stages, and would be subject to formal consultation in 2013 before being submitted to the Department for Culture, Media and Sport (DCMS) and UNESCO. In the meantime, the community could get involved via exhibitions which were planned for Marlborough and Avebury – information on these would be available in due course through local media.</p> <p>The Chairman thanked Sarah for the presentation.</p>
11	<p><u>Transition Marlborough</u></p> <p>The Chairman invited Dr Sam Page to present the report by Transition Marlborough, entitled “The Need for Joined-up Public Transport in favour of Marlborough’s Commuters”, copies of which had been tabled.</p> <p>Dr Page referred to the difficulty in commuting by public transport to London or Bristol, due to the lack of integration between buses and train times, and the lack of buses early and late enough to allow travellers to catch the “commuter” trains. It was noted that there were no buses between Marlborough and the alternative rail option of Pewsey.</p> <p>In addition, journey times to main commuter destinations such as Swindon, Reading and Bristol compared unfavourably with a direct car journey times. The report also noted the condition of bus stops in Marlborough, many without seating, shelter or lighting. Reference was made to the live information signs at some bus stops in Swindon.</p> <p>It was considered that these issues encouraged or even required commuters to use private vehicles when commuting from Marlborough. The report further concluded that this contributed to the “top heavy” demographic of the town, with 20-39 year olds restricted by a lack of job opportunities in the area and lack of integrated transport links to nearby employment centres. There were obvious implications of this on community well-being and individual families.</p> <p>The report concluded by recommending a more integrated approach between buses and commuter train times and a better bus service to Swindon.</p> <p>Councillor Richard Gamble, Portfolio Holder for Public Transport, responded to the report, thanking Dr Page and commenting that the objectives of Transition Marlborough and Wiltshire Council were in line.</p>

	<p>Councillor Gamble noted that there was a bus from Marlborough which linked to the 0734 Paddington train from Hungerford, although it was also noted that there was no similar service linking with the evening trains.</p> <p>The services to Swindon and Pewsey were run commercially by the operators without subsidy, which meant the Council had little or no direct influence. The Chiseldon route to Swindon, although longer, was selected by the operator as it was believed that this was the preferred commercial option to open the route to residents of the villages along the route. This was a common dilemma of whether to provide a faster service between towns, or to serve more isolated villages and open the service up to more potential users.</p> <p>In terms of bus stops, there had been local opposition to providing sheltered bus stops in the high street due to the visual impact, and it was not possible to put up live information signs without a sheltered stop.</p> <p>Councillor Gamble commented that he hoped to improve and develop public transport by facilitating close liaison between users and providers, in the manner that Community Rail Partnerships had improved the appearance of stations, and had led to better information, marketing and a spectacular increase in the number of users. As such it was hoped that a Community Bus Partnership could be set up to develop similar improvements.</p>
12	<p><u>Review of Local Bus Services - Bedwyn</u></p> <p>Councillor Richard Gamble explained that the Council was reviewing its subsidised bus services, starting with those with the highest subsidies per passenger per journey. The 20 and 22 services fell within this review, having a passenger journey subsidy of £4, exceeding the maximum of £3.50 as set out in the Council's strategy.</p> <p>The 20 and 22 services had several purposes, serving the needs of children going to St Johns School, villagers travelling to Marlborough and Hungerford, commuters accessing the trains at Great Bedwyn and Hungerford, and providing a link for college students and commuters travelling to Swindon.</p> <p>The initial proposal was to reduce the £190,000 subsidy to £110,000 by reducing the service from two vehicles to a single vehicle. It was also noted that it was expensive to extend the service outside of the hours of 7am and 6pm. However, the consultation sought to find out the views of current and potential users of the service, to identify any particular needs or hardship which might be caused by the reduction in service.</p> <p>Other options could include working with other operators or introducing a community run service focussing on the rail link with Great Bedwyn. This could be supported through the Accelerate initiative run by Community First and funding by the government.</p>

	<p>In response to questions it was noted that all buses coming into Marlborough from Great Bedwyn would continue to stop at Savernake Hospital on request. However, crossing the traffic to divert into the hospital from the other direction was a significant delay and was rarely used by passengers.</p> <p>The consultation would remain open until 30 June</p>
13	<p><u>Marlborough Community Area Plan</u></p> <p>Martin Cook of Marlborough Area Development Trust (MADT) gave a presentation on the final draft of the Community Plan (copies of which had been tabled and published online), noting that all issues raised at the recent Community Planning event on 27 March had been included in the document. Martin referred to the context of the Localism Act 2011, and commented that the plan sought to provide a local agenda and to highlight solutions to a number of issues.</p> <p>In response to a question regarding the Avebury World Heritage Site, Martin commented that he would be happy to refer to the World Heritage Site Management Plan in an addendum or amendment to the final draft.</p> <p>James Cawley (Service Director for Strategy and Commissioning and Service Director for the Marlborough Area Board) noted that his remit included Housing, and commented that he would be bringing a presentation to a future Area Board meeting in terms of identifying local housing need. James offered to work with MADT to look at the housing issues in the plan.</p> <p><u>Decision</u> The Marlborough Area Board approved the final draft Marlborough Community Area Plan, subject to the addition of reference to the World Heritage Site Management Plan.</p>
14	<p><u>Community Area Transport Group</u></p> <p>Andrew Jack, Marlborough Community Area Manager, referred to the written update report from the Community Area Transport Group, as set out at pages 43-44 of the agenda.</p>
15	<p><u>Area Board Development</u></p> <p>Andrew Jack referred to the report as set out in the agenda at pages 45-52.</p> <p>The report set out the progress made against a number of improvement areas, as identified by the Area Board at its meeting in September 2011. This was generally positive, particularly in relation to increasing the number of local items.</p>

	<p>Positive feedback had also been received from the Parish Forum – this is set out at Appendix C to these minutes.</p> <p>The report set out proposals to develop a protocol for presenters at Area Board meetings, to develop meetings which are used less to simply communicate information to attendees but to meaningfully consult with them. The Area Board agreed to the recommendation.</p> <p>The Chairman invited comments and questions and the following points were made:</p> <ul style="list-style-type: none"> • The low turnout at Area Board meetings was raised as a concern. Some other Area Boards had higher turnouts, and it was suggested that agenda and minutes from those boards could be made available for comparison. • It was considered important to make the agenda locally relevant. • It was suggested that Parish representatives could help encourage others to attend, provided there were interesting and local items on the agenda. • Concern was also raised that the Area Board appeared to have little influence in terms of making things happen. It also seemed that people’s views were not listened to. <p>During discussion, reference was made to the earlier item on bus services, and it was suggested that the Area Board facilitate the setting up of a Bus Passenger Liaison Group. Anyone wishing to get involved was encouraged to give their name to Andrew Jack.</p>
16	<u>Grants and Funding</u>
16.1.	<p><u>Grants 2011/12</u></p> <p>The Chairman referred to the list of grants awarded during 2011/12, noting that the Area Board’s funding of £60,000 had helped support nearly £190,000 worth of projects.</p> <p>It was hoped that more feedback could be sought from grant recipients. Andrew Jack commented that providing feedback was currently one of the conditions of all Community Area Grants. In addition, the recent Marlborough Sk8 ‘n; Scoot event, had seen Wiltshire Council and the Area Board listed amongst the co-funders on the publicity material.</p>
16.2.	<p><u>Community Area Grant Scheme</u></p> <p>The Area Board considered 3 applications for Community Area Grant funding. The Community Area Manager introduced each application, following which a</p>

	<p>representative of the applicant was given an opportunity to give a brief overview of their project to the Area Board.</p> <p><u>Decision</u> Aldbourn Cricket Club was awarded £932.20 towards the erection of cricket nets at Palmer’s Field. <i>Reason – The application met the Community Area Grants Criteria 2012/13 and would support this community sports facility.</i></p> <p><u>Decision</u> The Social Centre, Avebury, was awarded £1,950 towards the installation of specialised stage lighting. <i>Reason – The application met the Community Area Grants Criteria 2012/13 and would support the development of this community facility.</i></p> <p><u>Decision</u> Ramsbury Cricket Club was awarded £1,000 towards funding new sight screens for the pitch <i>Reason – The application met the Community Area Grants Criteria 2012/13 and would support this community sports facility.</i></p> <p>ACTION: Andrew Jack</p>
16.3.	<p><u>Parish Forum Traffic Initiative - Tranche 2</u></p> <p>James Keith, Chairman of the Marlborough Area Parish Forum, introduced the item, reporting that the project sought to resolve the conflict between traffic and pedestrians in the villages, with particular regard to addressing speeding traffic. A traffic consultant had been engaged and support had also been received from Wiltshire Council highways officers. 17 of the 22 villages were now involved and were actively developing traffic plans specific to the needs and characteristics of the location. It was hoped that these plans would identify low-cost solutions which could be implemented in the short term, and help Wiltshire Council to prioritise larger projects in the medium to long term.</p> <p>This funding was for the second tranche of working groups, and full details were set out at pages 81-82 of the agenda.</p> <p><u>Decision</u> The Marlborough Area Board agreed to allocate £8,300 towards the second tranche of stage 2 of the Parish Forum’s “Reclaiming Villages from Traffic” project. <i>Reason – To further support this initiative to seek local, innovative and low-cost solutions to traffic problems in the rural villages in the community area.</i></p> <p>ACTION: Andrew Jack</p>

17	<p><u>Any Other Questions</u></p> <p>There were none.</p>
18	<p><u>Evaluation and Close</u></p> <p>The Chairman thanked everyone for attending and drew attention to the Forward Plan at page 83 of the agenda, commenting that suggestions for items at future meetings were welcomed.</p> <p>It was noted that the next meeting of the Marlborough Area Board would be on Tuesday 17 July, 7pm at Broad Hinton Village Hall, Yew Tree Lane, Broad Hinton SN4 9RH.</p>
<p><u>Appendix A - Annual Report from Parish Forum</u></p>	
<p><u>Appendix B - Briefing note from Cabinet Member for Economic Development and Strategic Planning</u></p>	
<p><u>Appendix C - Letter from Marlborough Area Parish Forum</u></p>	

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MARLBOROUGH AREA PARISH FORUM

FEEDBACK REPORT FOR THE MARLBOROUGH AREA BOARD

The Marlborough Area Board granted £900 to the Parish Forum in 2011. One year after formation the Parish Forum has pleasure in providing feedback for the purpose of measuring the return on the grant to the community.

The objectives of the Forum were to:

- Resolve issues or initiate projects common to at least two Parishes and assist in the procurement of resources ;
- Facilitate the exchange of knowledge, experience or resources between Parishes to help them better serve their communities and provide a framework for continuously doing so in the future;
- Improve relationships with and influence the performance of the Marlborough Area Board whilst improving the ability of Parish Councils to hold Wiltshire Council to account.

Resolving Issues or Initiating Projects

The Forum has commenced the Village Traffic Initiative which aims to enable 17 villages across nine parishes to produce Village Traffic Plans. Traffic and speeding constitutes most of the community-driven issues faced by both the Parish Councils and Wiltshire Council.

The Forum devised, in conjunction with MADT, a Parish-specific questionnaire in relation to the Community Area Plan. Eight Parishes contributed either directly, in Forum discussions or through their village design statements.

A sub-group of six Parishes was formed to ensure that the Great Stones Way project initiated by Friends of the Ridgeway involved full local consultation.

The need for affordable housing has been debated and the Forum has been addressed by the Chairman of Community Land Trust (one of its members).

The Forum is embarking on an initiative to influence the resolution of Marlborough Town Congestion and its impact on surrounding villages.

Sharing Resources

The Forum has devised a register of each Parish's assets and resources thus indicating past experience in tackling issues relevant to other Parishes. So far Parishes have swapped experience on Clerk PAYE, introducing allotments, oil syndicates, Jubilee celebrations, obtaining speed reductions, introduction of new standards of conduct, playground inspections, and grass-cutting contracts.

Parishes have also cross-consulted in reviewing the Wiltshire Core Strategy, Wiltshire Civil Response, and The Localism Act.

Marlborough Area Board

Thirteen Parishes have been involved in assessing the performance of the Marlborough Area Board and in feeding back to the Board suggestions for improvement. The Forum has led on civil Response, commented on the grant allocation process and provided input into the structure of Board meetings.

There is no doubt that the relationship between the Parishes and the Board has improved since formation and that the Parishes are considerably more engaged with Wiltshire Council than they were before.

Parish Engagement

Most Parishes have attended at least two Forum meetings, have been engaged in a major initiative, have contributed expertise and/or have been the recipient of knowledge and resources from another Parish.

	Meeting Attendance	Village Traffic	MAB Perfor.	Asset Register	CAP	Great Stones Way	Other
Broad Hinton & W B	5	x	x	x	x	x	x
Fyfield & West Overton	5	x	x	x	x	x	x
Ramsbury	5	x	x	x	x		x
Aldbourne	5	x	x	x	x		x
Berwick B & W M	4	x	x	x	x		x
Ogbourne St George	3	x	x	x	x	x	x
Baydon	3	x	x		x		x
Ogbourne St Andrew	3	x	x	x	x	x	x
Avebury	3	x	x	x		x	x
Chilton Foliat	2	x	x				x
East Kennett	2		x			x	x
Preshute	1		x	x		x	x
Froxfield	1		x				x
Savernake	0			x			x
Mildenhall	0						

The Forum has commented, in several meeting, on its wish to see other grant recipients provide similar feedback.

PARISH FORUM

6th May 2012

Trade and the High Street economy in the Marlborough area

Key Characteristics

Marlborough has a relatively narrow economic base catering predominantly for local needs. The town has a relatively high level of self-containment (below average out commuting for jobs, services, retail etc) and a high average income but the community area it also has some of the highest house prices in the county.

Summary

A healthy town with a very good retail offer. Marlborough has managed to weather the downturn well, and has even grown in recent years this is despite some issues which may be restricting local economic growth.

Employment

- Approximately 6,500 employed (4.1% of total employment in Wiltshire).
- Marlborough's workplace economy has managed to weather the Downturn relatively well throughout - there is evidence that output growth in Marlborough may have grown quite favorably over the period.
- Unemployment (claimant count): 1.5% (March 2011; joint second lowest in the county)
- Key sectors: Tourism, education, accommodation, creative industries, food and retail.

Income & Expenditure

- Average House Price: £344,600
- Average Income: £28,182
- This gives a price/earnings ratio of 12.23x which is significantly higher than the national average.

Retail and Leisure Offer

- Marlborough has 218 retail units, which is **very good** for a town of its size. The town centre has a vacancy rate of 5.8% which is **far below** the national average.
- The town has a **strong non-food offer** for a town of its size with a particularly high proportion of women's fashion and fashion accessory operators.
- Several multiple retailers occupy the town centre **as well as** numerous high quality independent establishments.
- Retail rents in Marlborough have managed to achieve a significant increase between 2005 and 2009, potentially due to the constrained supply of retail floorspace in the centre which has pushed rents up.
- Service and leisure uses in the town are also above **the national average**, representing just under half of all units in the town. There is a high proportion of retail services including opticians and dry cleaners, and a high number of hotels and guest houses, restaurants, public houses and clubs. These restaurants and public houses are dispersed along the length of the High Street and along The Parade and are generally of a good quality. There is a **below average** representation of cafes, bars and fast food takeaway units.
- Marlborough has traditionally been a strong location for retailers and vacancy levels have been low.
- At the end of 2011 the Focus database listed 14 requirements from operators seeking representation in Marlborough – this is a **high level** of interest for a town this size

Issues:

- There is a need to consolidate the existing employment base by encouraging small and medium sized businesses to fulfil a localised role
- A very high price/earnings ratio suggests that Marlborough is not an affordable place to live - this could cause problems for those at the lower end of the income scale resulting in both social and economic impacts (e.g. problems for businesses in recruiting a broad range of staff or increased staff costs thereby restricting growth)
- Broadband infrastructure is relatively poor – which may also be restricting business growth.

Opportunities

- Transition Marlborough – the town has joined the Transition Town movement which supports community led projects to improve local sustainability.
- Marlborough Communities Market is starting on 1st July – locally run and managed. This should further enhance the town's distinctive characteristics and improve the quality of the market offer – hopefully increasing opportunities for local producers to sell their produce. Together with the Food Festival the town could develop a profile similar to Ludlow.
- North Wessex Downs LAG – The LAG runs until Dec 2013. There are final opportunities for accessing European funding
- The Portas Pilots programme, despite only being able to fund a handful of towns has resulted in stimulating the creation of a large number of Town Teams – this could be a potential route for Marlborough
- Wiltshire Council is developing a programme for Market Town Centres. We will be running a number of pilot projects around research, planning, funding and regeneration to identify the best ways of providing this support. We are working with representatives from a number of town councils to ensure that this is fit for purpose.

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Andrew Jack
Marlborough Community Area Manager
Marlborough Communities, Libraries, Heritage & Arts
Wiltshire Council

6th May 2012

Dear Andrew

MAB Meeting - 29th May 2012

The Parish forum would like to submit the following comments in relation to the agenda item "Area Board Development".

- There has been real improvement in Board Meetings – in particular growth in local content, reduction of presentation lengths and increased conciseness and reduction in paper.
- If further improvements were possible then it should focus on:
 - Reduction in usage of meetings to communicate Wiltshire Council information
 - Partners (Police, Fire etc) only to answer questions if required.
 - Partner analysis comments by exception only
 - Increased debate (it was noted that the Wiltshire core Strategy was not debated)
- Clarity in grant process – concerns about governance
- Post-expenditure feed-back from grant recipients (it was noted that this was a Board aim as well)
- The Forum hoped that the Board would maintain the principle of only one presentation per meeting, and the "3 slide" rule.

Yours sincerely,

James Keith
Marlborough Area Parish Forum

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