

# MINUTES

**Meeting:** TROWBRIDGE AREA BOARD  
**Place:** Ridgeway space - County Hall, Trowbridge BA14 8JN  
**Date:** 18 September 2014  
**Start Time:** 6.30 pm  
**Finish Time:** 9.05 pm

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Please direct any enquiries on these minutes to:

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## **In Attendance:**

### **Wiltshire Councillors**

Cllr Nick Blakemore, Cllr Ernie Clark, Cllr Dennis Drewett, Cllr John Knight, Cllr Stephen Oldrieve (Vice Chairman), Cllr Helen Osborn, Cllr Jeff Osborn, Cllr Graham Payne (Chairman) and Cllr Horace Prickett

Also present: Cllr Fleur de Rhe Phillippe

### **Wiltshire Council Officers**

Rachel Efemey, Tim Martinenssen and Michael Hudson.

### **Town and Parish Councillors**

Trowbridge Town Council – Bob Brice, Peter Fuller.  
North Bradley Parish Council – R. Evans,

### **Partners**

Wiltshire Police – Insp. Chris Chammings.  
Wiltshire Fire and Rescue Service  
Trowbridge Community Area Future – Colin Kay

**Total in attendance: 55**

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<u>Agenda Item No.</u>	<u>Summary of Issues Discussed and Decision</u>
80	<p data-bbox="336 376 900 414"><u>Wiltshire Fire and Rescue Consultation</u></p> <p data-bbox="336 443 1487 663">Simon Routh-Jones (Chief Fire Officer, Wiltshire Fire and Rescue Service) explained the process involved in the Wiltshire Fire and Rescue (WFRS) Consultation. The presentation provided a background into WFRS and discussed its current financial issues. The options currently being explored in relation to the potential transformation of the current service were explained. The assets and their value were raised, with an estimated value of £12m.</p> <p data-bbox="336 701 1487 958">The Service's responsibilities were explained, including fire safety, fire fighting, the prevention of emergencies, rescue from road traffic collision and the treatment of hazardous materials. The Board heard that WFRS would be insolvent by 2016/17. The Chief Fire Officer continued by explaining that the entire corporate back office services costs £2.71m per annum. It was explained that money would need to come out of 'whole-time personnel' and it would be necessary to make 103 members of staff redundant to fill the financial gap.</p> <p data-bbox="336 996 1487 1104">The Chief Fire Officer explained WFRS' vision was to be 'safe, strong and sustainable' and that their assets were used by local groups at the heart of their communities.</p> <p data-bbox="336 1142 1487 1288">The potential transformational options were raised; these included continuing to stand alone, further collaboration with Local Authorities and the police and a potential merger with other fire authorities. A combination of fire authorities would result in the fourth largest combination fire authority in England.</p> <p data-bbox="336 1326 1487 1397">Consultation response papers were distributed at the meeting and forums were made available to residents, businesses and the voluntary sector.</p> <p data-bbox="336 1435 1487 1581">The Chief Fire Officer concluded by explaining that 80% of the revenue budget was allocated to salaries and highlighted the potential need to close fire stations. The location of these fire stations was raised and their strategic importance – in relation to response times – was emphasised.</p> <p data-bbox="336 1619 1487 1691">The following contact details were made available for those who wished to respond to the consultation:</p> <p data-bbox="336 1729 799 1839">TEL: 08000 352 077  <a href="mailto:Fire.consultation@gmail.com">Fire.consultation@gmail.com</a>  <a href="mailto:communication@wiltsfire.gov.uk">communication@wiltsfire.gov.uk</a></p> <p data-bbox="336 1877 1222 1915">The Chairman thanked WFRS for their presentation and work.</p>

81	<p><u>Chairman's Welcome and Introductions</u></p> <p>The Chairman, Councillor Graham Payne, welcomed everyone to the meeting of the Trowbridge Area Board.</p>
82	<p><u>Apologies</u></p> <p>Apologies for absence were received from Lance Allen (Trowbridge Town Council).</p>
83	<p><u>Minutes</u></p> <p><b>Decision:</b>  <b>The minutes of the meeting held on 17 July 2014 were agreed a correct record and signed by the Chairman.</b></p>
84	<p><u>Declarations of Interest</u></p> <p>Cllr Ernie Clark declared a non-pecuniary interest in relation to agenda item 18, part 2.2, the bus shelter in Hilperton.</p>
85	<p><u>Chairman's Announcements</u></p> <p>The Chairman's announcements included:</p> <ul style="list-style-type: none"> <li>i) The promotion of the upcoming Trowbridge Area Board Health Fair on 16 October 2014 (14:00 – 17:00) in the Atrium, County Hall.</li> <li>ii) A petition to maintain street lighting services at Chaffinch Drive was noted. The Chairman stated that some of the lights have been turned back on as members of the public had complained. This would be an agenda item in November.</li> <li>iii) The Chairman stated that an invite had been received from St. John's Church, Upper Studley after they received a grant from the Area Board for lighting and roof repairs. The invitation referred to a blessing and rededication at the Church.</li> </ul>
86	<p><u>Partner Updates</u></p> <p>Updates from partners were received as follows:</p> <ul style="list-style-type: none"> <li>i. <b>Wiltshire Police</b>  The written update was noted and Insp. Chammings was present to answer any questions.</li> <li>ii. <b>Town and Parish Councils</b>  The written updates were noted.</li> </ul>

87	<p><u>Election of Board Member to the Local Youth Network</u></p> <p>Cllr Graham Payne was elected as the Board's representative on the new Local Youth Network (LYN).</p>
88	<p><u>Funding</u></p> <p>The Area Board considered the following applications:</p> <p>i. <u>Trowbridge Child Minding Network</u> The sum of £957.00 was requested for the purchase of tablets to support children in their learning.</p> <p><b><u>Decision</u></b> <b>To award the sum of £957.00 to Trowbridge Child Minding Network.</b></p> <p>ii. <u>Hilperton Primary School</u> The sum of £1911.50 was requested for the resurfacing of a recreation area (beneath play equipment).</p> <p><b><u>Decision</u></b> <b>To decline the award of £1911.50 for the cost of resurfacing of a recreation area (beneath play equipment) as the application lacked a wider community benefit.</b></p>
89	<p><u>The Local Economy &amp; Wiltshire Council's Role in Economic Development</u></p> <p>Tim Martiensen (Head of Service, Economic Development and Planning) provided a presentation giving an overview of the local economy and information on a range of activities that Wiltshire Council carries out to support economic regeneration.</p> <p>It was explained that Trowbridge was important in providing important admin and key services for the county as a whole. It was stated that there were 300 retail units in the town centre and that 11% of the county's total employment was in Trowbridge. It was heard that 68% of those who live in Trowbridge work there too.</p> <p>Key issues were raised which included a lower than average footfall and a need to attract more people to a town of Trowbridge's size. It was also explained that the public had a negative perception of car parking facilities in the town. Attendees also heard that the town had a potential shopping catchment of around 150k people but it was only attracting 60k people due to local competition.</p>

	<p>The geography of Trowbridge was discussed, with its position in the middle of the 'A350 corridor'. Housing growth along the corridor was raised, as well as significant levels of productivity with a significant number of businesses in the area.</p> <p>The presentation stated what work Wiltshire Council did to support economic development in the county. Wiltshire Council's activities include business support, advice, information, funding, career events and the creation of new employment space. Funding from central government has also been secured as well as services relating to rates, licensing, health &amp; safety, trading standards and waste.</p>
90	<p><u>Swindon &amp; Wiltshire Local Economic Partnership Presentation</u></p> <p>Cllr Fleur de Rhe Philippe provided a presentation on the current policies of the Local Economic Partnership and how it could impact on Trowbridge. It was explained that the LEP provided an opportunity for the private sector to work with the public sector. It was explained that the SWLEP plays a central role in determining local economic priorities and undertaking activities to drive economic growth and the creation of local jobs.</p> <p>It was explained that the SWLEP offered businesses an opportunity to let Local Authorities know what they required. The 'Growth Deal' was signed in July 2014 and this would bring together local, national and private funding. It was stated that £130m had been secured from the government to encourage economic growth in the area. The SWLEP would also liaise with the government on capital funding for major projects, infrastructure delivery and skills development.</p> <p>Cllr de Rhe Philippe explained what the SWLEP meant for Trowbridge by stating that under the 'Growth Deal Projects' there was to be major improvements for the A350 and the 'Trowbridge Transport Package' was raised. The need to 'create growth through knowledge' was emphasised and that high skilled labour was at a shortage in Wiltshire.</p> <p>The role of the European Structural and Investment Fund was explained. £41.5m would be allocated for Swindon and Wiltshire and the ESIF would focus on key sectors, military/civilian integration, SME growth and support, low carbon development and social inclusion. It was stated that the ESIF was linked with the Growth Deal.</p> <p>The Board had the opportunity to ask questions of Cllr de Rhe Phillippe. Members asked about accountability and it was explained that a joint strategic and economic committee would ensure that the SWLEP is accountable. Overview and Scrutiny would also oversee their work.</p>

	<p>Cllr de Rhe Phillipe stressed that the SWLEP would not be politically skewed as it was factually based.</p>
91	<p><u>Transforming Trowbridge</u></p> <p>A presentation was received from Chris Beaver (Vice-Chairman of Transforming Trowbridge) on their current priorities for Trowbridge. Mr Beaver explained that their membership was drawn from both the public and the private sector. The work involved supporting and facilitating the vision for Trowbridge that was stated in the core strategy.</p> <p>The group have met with local businesses and their main priorities were around the implementation of the Trowbridge master plan with a focus on the redevelopment of the east wing site and the former Peter Black site. The Board heard that a key issue for Transforming Trowbridge was a lack of input from the transformation teams in relation to the campus project. Mr Beaver also stated that the West Ashton urban extension plans were underwhelming and the developers would be asked to “up their game”.</p> <p>Mr Beaver stated that more should be done to celebrate the successes of Trowbridge.</p>
92	<p><u>Trowbridge Campus Update</u></p> <p>Colin Kay (Chairman of the Shadow Campus Operations Board) provided an update on the current situation in Trowbridge community campus. It was explained that the group were volunteers who consult with the people of Trowbridge in the design of the community campus.</p> <p>Mr Kay discussed economic regeneration in Trowbridge and the need for central leisure facilities as the provision of such a facility would improve Trowbridge as a place to live. The Board also heard that it was necessary to try and make Trowbridge a ‘destination of choice’ and that the new campus will fill a key strategic site in a way that will enhance the town.</p> <p>Planned facilities in the campus were raised, including new sports facilities which would be a regional sports centre and primary care facilities that would support the social and emotional needs of all sections of the community.</p>

	<p>It was emphasised that Trowbridge's campus was too large of an investment to 'get it wrong' and that completion was scheduled for 2017. Mr Kay stated that it was necessary to build something of the highest quality and that Tim Martienssen (Head of Service, Economic Development and Planning) was currently looking at the viability and financial requirements of the current proposal.</p>
93	<p><u>Innox Riverside Development Update</u></p> <p>An update was provided by Angus Horner (Managing Director of Prorsus) on the Innox Riverside Development. Mr Horner discussed asbestos stripping that was currently taking place and that the main demolition was still to be done. He explained that infrastructure would not be ready this calendar year and that they were currently at the 'technical approval stage' for Highways approval.</p> <p>The Board heard that in future years they would see more construction coming from Morrison's personnel rather than Prorsus. More information had been updated to their website (<a href="http://www.innoxriverside.com">www.innoxriverside.com</a>) in regards to developments.</p> <p>A planning application would deal with the railway station connection and that funds had been committed for station improvements.</p> <p>It was explained that Morrison's had bought out Mr Horner's interest in the development and they will consequently have overall lead on the project. The anticipated completion date was the second quarter of 2016 due to an 18 month build period.</p>
94	<p><u>apetito</u></p> <p>The board received a presentation by Kevin Rosevere (Financial Controller and Chief Risk Officer for 'apetito') on what it is like to be a business operating in Trowbridge and what could be done to make the area more attractive for businesses.</p> <p>Mr Rosevere provided a history of 'apetito' and explained that the business provides frozen food for care homes, hospitals and other healthcare facilities. The Panel heard about the 'Wiltshire Farm Foods' franchise business and that £1.4m of raw materials were sourced from Wiltshire. It was stated that 'apetito' had no Wiltshire Council contracts.</p> <p>It was noted that 'apetito' was a growing business and were very well placed for the future. There was a need to expand the business, ideally in Trowbridge, but the town was not particularly well placed for transport. The company plan to stay in Trowbridge however due to historical links.</p> <p>Mr Rosevere stressed the need to improve transport links in Trowbridge and also the lack of facilities such as restaurants; however people were now noticing</p>

	<p>an improvement. It was stated that the town desperately needed the new campus and that local schools and colleges were “not bad but not brilliant” in relation to surrounding towns.</p> <p>The Board heard that ‘apetito’ have 480 employees based in Trowbridge and that 70% of those employees have been with the company for more than five years. It was explained that agency labour was a real positive and that these employees receive the same wage as salaried labour. Mr Rosevere explained that it takes 13 weeks to recruit new employees and that this was too long. Only 15 of the last 40 employment vacancies were filled with Trowbridge residents.</p> <p>The ‘apetito’ staff foundation was discussed which provided local funding. £141k had been invested since 2005 but only £27,893 had been invested into Trowbridge. The foundation have provided a Christmas lunch at Trowbridge Fire Station for the lonely and homeless and a junior masterchef competition for children.</p> <p>In conclusion, Mr Rosevere stated that labour availability and historical links were a positive but the attraction of talent was difficult. There was also a need for better transport links and to attract more local suppliers.</p> <p>An opportunity was provided for Members to ask questions of Mr Rosevere. Cllr Helen Osborn stated that the schools of Trowbridge were excellent and provided a high level of qualifications. The low wages paid by the company and the demographic of those employed were also raised.</p>
95	<p><u>Our Place Project</u></p> <p>The Board received an update from Bob Brice (Trowbridge Town Council) on the Our Place Project. Mr Brice discussed the project in regards to localism and the successful application for £3k funding. The Board heard that the South West in Bloom event had been a success and that Trowbridge had received a gold award. The presentation included content on health and leisure, car parking and the Trowbridge ‘master-plan’. ‘Discover Trowbridge’ banners and bags were also raised.</p>
96	<p><u>The Halve Social Centre Community Asset Transfer</u></p> <p>The Board considered the possible asset transfer of the Halve Social Centre to Wiltshire Youth Marching Band.</p>



	<p><b>Decision:</b></p> <p><b>To transfer the ownership/management of 'The Halve Social Centre, Trowbridge, BA14 8SA' to Wiltshire Youth Marching Band.</b></p>
97	<p><u>Community Area Transport Group Recommendations</u></p> <p>The Board considered the following CATG recommendations:</p> <p>2.1 It was agreed to recommend to the Area Board to allocate <b>£200</b> towards yellow backing for signage on Scotland/Ireland Road.</p> <p>2.2 It was agreed to recommend to the Area Board to allocate up to <b>£2,000</b> for a bus shelter on Hill Street, Hilperton on condition that 50% funding was allocated from Hilperton parish council.</p> <p><b>Decision:</b>  <b>To approve the recommendations in the CATG report from 9 September 2014.</b></p>
98	<p><u>Any Urgent Business and Forward Plan</u></p> <p>There was no urgent business.</p>
99	<p><u>Close</u></p> <p>The next meeting of the Trowbridge Area Board would be held on the 16 October 2014 in the Atrium, County Hall, Trowbridge at <b>14:00.</b></p>