

Trowbridge Shadow Community Operations Board (SCOB) Proposed Consultation Strategy

Introduction

The SCOB's task is to develop a proposal for a community campus for Trowbridge. In order to do this it is expected to carry out two phases of consultation so that the campus proposed represents the views and meets the needs of the community of the Trowbridge Area. The consultation is expected to be in two phases.

Phase 1

Explain the concept of the campus and the opportunities it offers and collect views on what it should be like.

Phase 2

Consult on a detailed proposal for the campus and where it should be sited.

Mark Stone has made it very clear to the SCOB that Trowbridge is in many ways a special case. The cost of developing a campus in Trowbridge will be high. The proposal has to be accepted by both the Trowbridge Area Board and the Wiltshire Council Cabinet. He made it clear that a convincing proposal for Trowbridge would need to be based on the evidence of a very thorough consultation that engaged in particular sections within the community that are traditionally hard to reach and seen as disadvantaged. The SCOB, therefore, is trying to plan a major consultation. Much of the cost of this will be met by Wiltshire Council. TCAF, the community area partnership, has also offered its support to the process. Despite this and the commitment of its members the SCOB feels that it will more than likely need extra funds in order to do the job effectively and thoroughly.

Proposed Communication Strategy

Phase 1

To capture responses through

- An online questionnaire linked to a 3-5 minute video to explain the concept
- A paper questionnaire

The community will be encouraged to complete these questionnaires through the following

- Meetings of existing groups
Members of the SCOB and TCAF will attend the meetings of existing groups like TARAs, sports clubs, parish councils etc. They will explain the idea and give out questionnaires asking those at the meetings to give them out to their members.
- A presence in Trowbridge
It is intended to put up an exhibition in the Town Hall, the library, the exhibition space in the Shires (There are unlikely to be vacant shops in the Shires at the time of the consultation). Questionnaires will be distributed to the general public and if possible an opportunity to complete it on line.

- Raising people's awareness

The Wiltshire Times will be asked to publish an article about the campus and publish the questionnaire which can be cut out and completed and returned or completed online.

An interview on BBC Radio Wiltshire and follow up opportunities on a regular basis

Posters everywhere.
- **Working with any organisations that will send out or receive questionnaires**
 - CAYPIG
 - Schools. Pre schools
 - The Youth Parliament
 - Supermarkets
 - Local shops
 - Churches
 - Doctors/ Veterinary surgeries
 - Sports centres
 - TCAF
 - Ethnic minority groups
 - Disabled groups
 - Chamber of Commerce
 - Town Council
 - College
 - Library
 - Community centres
 - Church halls

Every effort will be made to deliver and collect questionnaires in ways that will engage as many people as possible but at minimum cost. In order to engage all sections of the community it may be necessary to hold specific events where there are not existing groups and to distribute some questionnaires with reply paid envelopes.

Phase 2

This has not yet been fully planned. It is likely to be based on the same techniques, but using the experience of the first phase of the consultation.

Costs

Most costs will be met by support from Wiltshire Council and TCAF. There is likely to be a need for additional funding to cover

- 2 Banners to publicise events e.g. in the Town Hall
- Creating a professional video