

Update for Chippenham Area Board

Update from	Chippenham Campus Development Team
Date of Area Board Meeting	5 th November 2012

Overview

Chippenham campus consultation is currently underway and will run until 30th November. Consultation forms and a drop box will be available during the 5th November Area Board meeting for attendees to complete.

The Shadow COB has agreed to change the name of the group to the Campus Development Team (CDT) in order to highlight their focus on the Chippenham campus.

Key work for the consultation has been the main focus of the Chippenham shadow COB over the past few weeks with the formulation of a marketing and consultation plan that included presentations to Town and Parish councillors, linking with the Talk of the Town magazine, press releases and linking with social media to try and engage with the wider community.

The CDT has developed a number of different tools and methods to ensure the consultation hits as many different community members as possible. This has included the generation of QR codes that allow users to complete the questionnaire on their mobile phones, online questionnaires, forms and drop boxes at the library, town hall, heritage centre, Monkton Park and Olympiad and using the Wiltshire Councils communications trailer at strategic locations to allow members of the public to complete consultation forms. This is the first phase of the consultation plan and future work will include visiting local groups and visiting the community areas to ensure all members of the Chippenham community can complete the consultation forms.

Post consultation the CDT will be working on developing an initial working proposal that will come back to the area board in the new year that utilises all the consultation information that the CDT will have gathered. The CDT will be asking for the area board to consider and approve the working proposal in preparation for a second consultation to develop the working proposal further.

The CDT would like to thank the area board and the Town and Parish councils for their support during the consultation.

Key Headlines

- Shadow COB name change to Campus Development Team (CDT)
- Development of consultation and marketing plan

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- Range of marketing methods has been used to advertise the campus and the consultation
 - Presentation to Town and Parish Councillors on the campus proposal
 - Development of a range of consultation methods to ensure views from as wider group as possible could be recorded.
 - Linking with partners within the town to ensure consultation materials are available across a variety of media
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