

**WILTSHIRE COUNCIL**  
**Trowbridge Area Board**  
**15 May 2014**

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## **What Matters to you in the Trowbridge community area? Conference report – local priorities for action**

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

To update members on the outcome of the ‘What matters to you?’ conference held at County Hall on 3<sup>rd</sup> April 2014 and to recommend that the Area Board uses the outcomes from the event to stimulate local action and to inform its priorities for the next two years.

### **2. Background**

The ‘What matters to you?’ conference was held on 3<sup>rd</sup> April 2014 and over 90 members of the public and partner agencies took part. The event focused on the data set out in the [Community Area Joint Strategic Assessment 2014-16](#), and used themed roundtable discussion to identify local priorities underpinned by JSA evidence. All participants had an opportunity to vote on the priorities and the results are set out in this report. Following identification and agreement on the priorities the themed roundtables then looked at practical community-led actions that could be taken to address the issues.

The purpose of the event was to:

- Gain a consensus around priorities for the area
- Provide the basis for community-led action and projects over the next two years
- Inform the community plan for the area
- Provide the Council and partners with a clear focus for actions

The Area Board is now invited to review the priorities and agree how it wishes to initiate and coordinate action working with partners, community groups and the public.

### **Priorities identified**

All of the priorities identified at the event are set out at Appendix 1 and have been used to inform the update of the Trowbridge Community Plan Appendix 2.

The top priorities voted for each thematic area were as follows:

- **Children and young people** – Poverty - the shocking disparity within Trowbridge between the areas of Lower Super Output
- **Community Safety** - Maintain neighbourhood policing

- **Culture** - Develop a coherent cultural strategy to drive audience participation, increase the offer, promote collaborations and secure funds
- **Economy** - To develop plans to attract new employers with better paid jobs and to encourage existing businesses to expand
- **Environment** - Invest in cycling networks to connect green spaces and by widening pavements when major resurfacing undertaken & Protect existing green spaces and invest in new ones to connect residents with nature
- **Health & Wellbeing** - To improve community cohesion to reduce social isolation and its effects on health and wellbeing
- **Housing** - More 1&2 bedroom houses/bungalows
- **Leisure** - Accessible, affordable and available facilities, outdoor, indoor including parks
- **Transport** - Improvements to walking and cycling building a comprehensive network including signs on routes, links to villages and suburbs, improving gaps
- **Our Community** - Communication strategy to ensure the people in our communities know what's happening and available

### 3. **Moving forward with community-led action**

To address the priorities, the Area Board will need to use its strategic influence and delegated powers to shape the delivery of local services and actions. It will also need to use its delegated resources to initiate and support community-led projects. Some of the actions will be easier to address than others and it is important to target areas where tangible outcomes and progress can be delivered. This will help to capitalise on the enthusiasm and momentum generated by the event.

It will be up to the Area Board whether it wishes to champion a particular issue or theme over the next year and target its resources to support community-led initiatives around these themes and issues.

### 4. **Recommendations**

- That the Area Board adopts the top priorities identified by the 'What matters to you' community event and works to facilitate local action to tackle those priorities.
- That the Board considers earmarking funding to promote, initiate and support community-led action around the selected priorities.
- That the Board considers appointing a lead member to champion the priorities adopted.

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