

# Contact

## How you can contribute to and contact the TCAF Partnership...

If you wish to be involved, raise an issue or give valid feedback, TCAF would like to hear from you. Please use the following ways to contact us.

**Write to**  
The Chair or The Project Officer  
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Trowbridge, Wiltshire BA14 8HA  
**Email**  
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**Telephone**  
Kate Oatley, Project Officer TCAF  
01225 765072  
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[www.tcaf.org.uk](http://www.tcaf.org.uk)

# Key Partners

**TCAF gives thanks to all of its partners and the local organisations that have contributed to the development of our Local Community Area Plan.**

- Wiltshire Council, the Area Board and its departments
- The Community Area Parishes of Hilperton, North Bradley, Southwick, Trowbridge and West Ashton.
- Wiltshire Police
- NHS Wiltshire and local GP Practices
- Wiltshire Fire & Rescue Service
- Transforming Trowbridge
- Learning Community, including Extended Services, the Primary & Secondary Schools and Wiltshire College
- The Civic Society
- Early Years and youth groups, including the Trowbridge Youth Parliament and Trowbridge CAYPIG
- The Trowbridge Chamber of Commerce
- Housing societies, particularly Selwood Housing
- Voluntary, minority, ethnic and disability groups
- Wiltshire Wildlife Trust



# Your Community Plan

**ISSUES • ACTIONS • PROGRESS • 2011**

Trowbridge Community Area Future - A Partnership For Progress

# The Community Area Plan

## Setting the Scene...

Since we started preparing our new Community Area Plan eighteen months ago, we have seen a change of Government and experienced serious pressure on the national economy, resulting in radical changes to funding of all public services. However, Wiltshire Council (WC) has already saved some £18m and has produced a bold, comprehensive four-year plan, which includes a vision for creating stronger communities, while protecting the most vulnerable in our society.

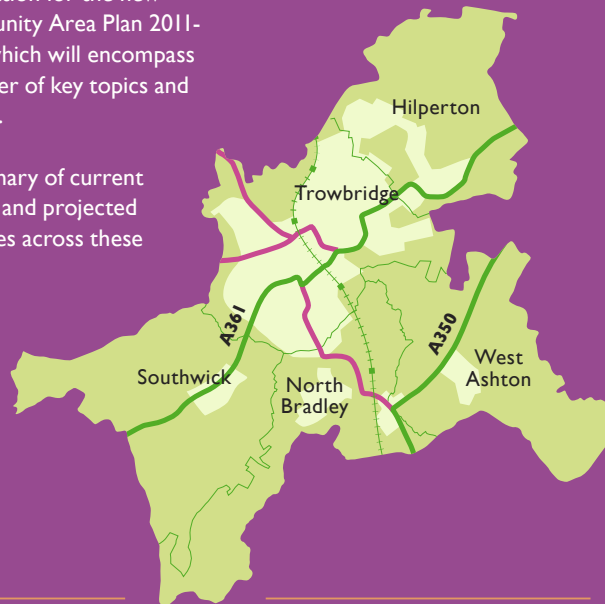
To achieve targeted savings of £99m over four years, Wiltshire Council has had to amend provision for some non-statutory front line services. However, it also aims to help communities become more

self-sufficient and less reliant on public services.

Over the last 18 months, we have been busy gathering information for the new Community Area Plan 2011-2016, which will encompass a number of key topics and themes.

A summary of current activity and projected priorities across these

key areas is covered in this information booklet - with a more detailed account available on our website. [www.tcaf.org.uk](http://www.tcaf.org.uk).



# Turning Ideas Into Actions

## A Message From The Chairman Of Tcaf...

We all have pride in the Trowbridge Area and its history, which is why a major initiative is underway to safeguard its future. The formation of the Trowbridge Community Area Future Partnership (TCAF) was a significant step in this direction.

TCAF is a Community Area Partnership (CAP). That's fine, you might say, but what is TCAF actually about? As the name suggests, it's about the Trowbridge Community Area's future - our future. Working with partner organisations, TCAF leads the way in forming a comprehensive picture of local issues and community aspirations, which are used to create strategies and actions for a long term Community Area Action Plan. Presently, this runs

from 2004-2014, but it will be replaced by our new Plan for 2011-2016.

Wiltshire Council has strengthened TCAF's role by linking it with the Trowbridge Area Board. This allows TCAF, working with guidance from the Community Area Plan, to inform the Area Board of important local issues.

The Community Area Plan is vital if we are to create a viable future for Trowbridge. For one thing, our partners need it to shape their provision of facilities and services until 2016. It won't solve every problem in the short term, but its aim is quite clear: **to improve the quality of life for all who live, work or visit our Community Area.**



# Key Themes

## The Community Area Plan 2011-2016

Information for this plan has been built up through an active programme of consultations, questionnaires, surveys and assessments. The planning process itself also helps inform us about other initiatives in the Community Area. To ensure a comprehensive approach, the following themes have been adopted to give the plan a relevant framework & structure:

- 1 Economy, including Tourism and Employment
- 2 Transport, including Access and Traffic
- 3 Housing & the Built Environment
- 4 Culture, including Leisure, Recreation, Heritage & the Arts
- 5 Sport and Active Leisure
- 6 Environment including Countryside & Land Based Issues
- 7 Education & Lifelong Learning
- 8 Health & Social Care
- 9 Crime and Community Safety
- 10 Community Partnership Working In Practice

TCAF has a Steering Group, responsible for the strategic direction of the Partnership. Theme Groups have been developed, based on the above key themes or, where more appropriate, we have joined and supported existing groups avoiding duplication of both effort and resources. In addition, the Parish Councils' Liaison Group and Trowbridge Neighbourhoods Partnership have been formed to address specific local issues.



## 1

# Economy, including Tourism & Employment

**OUR AIM** To achieve and retain a balanced and robust local economy.

## Where We Are Now

### Enhancing the Economy

With the formation of Transformation Trowbridge (TT), Wiltshire Council (WC) has demonstrated its commitment to the regeneration of the town centre.

### Using Vacant Town Centre Sites for Mixed Developments

Some major retailers have opened new branches in the town and TT is producing a Masterplan to encourage more investment.

### Recognising the Need to Attract More Employers & Generate More Jobs

A concerted partnership operation is in progress, with TT, WC, Trowbridge Town Council (TTC) the Chamber of Commerce, and

TCAF working together to attract new businesses and encourage business expansion.

### Increasing Skill Levels in the Local Workforce

WC is working with both educational centres and the business community to develop a practical Employment and Skills Policy to harness potential in the local workforce and train young people in the necessary skills for a mix of modern work environments.

### Encouraging More People to Spend their Free Time and Money in Trowbridge

If we want to prosper as a town, retailers must remain in Trowbridge - and new business must be attracted in. But at the same time, people must also be encouraged to use them, which is why the wide range of our excellent shops, pubs and restaurants is being actively promoted under the Trowbridge County Town Initiative.

## What Happens Next?

- The completion of the new 'state of the art' library complex by early 2012.
- The transformation of the old Civic Hall into the new Civic Centre at the end of 2011.
- WC's development of the Town Centre Community Campus that will include a Swimming Pool, a modern Sports Centre and a host of associated facilities.
- TCAF's partners will jointly produce a Marketing Plan aimed at potential developers.



## 2

# Transport, including Access and Traffic

**OUR AIM** To develop a land use and transport strategy that seeks to reduce pollution, improve the potential for inward investment, and concentrate significant new development within the urban centre.

### Where We Are Now

#### Meeting Transportation Needs

Wiltshire Council (WC) aims to continue to buy in bus services, while TCAF believes that there is a real opportunity for the development of community transport for residents, including young people going to or from college.

#### Improving Road Safety

Wiltshire Council's road safety policy is based on the three Es: education, enforcement and engineering. Casualty reduction is a key element and includes specific targets for reductions in casualty and death rates.

#### Tackling Speeding in Villages

A countywide 'Community Speedwatch' initiative has been funded and introduced, but will

take time to cover all areas. Some Parish Councils have invested in temporary speed indication signs, while awaiting the arrival of the 'Community Speedwatch' team.

#### Attending to the Needs of Those with Disabilities

As a result of the work of the Trowbridge Area Transport Group, the Area Board has made an additional £5,000 available for more dropped kerbs to allow wheelchair users easier access to shops, both locally and in the Town Centre.



### What Happens Next?

- A Trowbridge Transport Plan will be produced in 2011/2012.
- Ways of providing transport services for rural areas will be explored.
- Facilities at Trowbridge Railway Station will be improved.
- The road system around Trowbridge Town Centre will be reviewed and signposting will be updated.
- The revenue from increases in parking charges will be used to support bus services.
- Encouragement for car sharing, walking and cycling will continue.

## 3

# Housing & the Built Environment

**OUR AIM** To build a better future and safe neighbourhoods with good support services to provide a lasting quality of life.



### Where We Are Now

#### More Accessible, Affordable Housing

In April 2011, there were 13,800 people on the waiting register in Wiltshire, but demand will always exceed supply. Wiltshire Council (WC) will have a duty to publish a tenancy strategy and will continue to invest in housing support for young people.

#### Continuing to Address Anti-Social Behaviour (ASB)

Wiltshire Police frontline services are being protected in the current budget cuts so the Neighbourhood Policing teams will continue to have the same local presence. Partnership working continues to develop a range of strategies, actions and activities for young people to reduce the incidence of ASB.

#### A New Homelessness Strategy

The main strategic aims are to improve information about accessing accommodation; have an effective range of housing options; increase the supply of affordable

homes; and promote choice. Extensive work has been carried out to see how the causes of homelessness can be addressed and significant actions have been agreed.

### What Happens Next?

- WC will build 450 new affordable homes each year for the next four years, of which 250-350 additional new affordable homes for rent will be created through the Private Finance Initiative (PFI)
- WC will give every consideration to the use of public sector land for vital affordable housing in rural locations and on the edge of town.
- Close links between housing and care services will be sustained to deliver additional care, thereby replacing outdated care homes and sheltered provision.
- Significant borrowing is to be secured to enable the financing of affordable housing from 2012 onwards.

# 4

## Culture, including Leisure, Recreation, Heritage & the Arts

**OUR AIM** To support, develop and sustain a wide range of cultural activities and to encourage a vibrant and inclusive community.

### Where We Are Now

#### BAI4 Culture Group

Set up to encourage local involvement in culture and the arts, funding was awarded to develop a website, [www.ba14culture.co.uk](http://www.ba14culture.co.uk), and to arrange a full year's programme of events and activities.

#### Accessible Recreation for People with Disabilities

'Active Trowbridge' runs after-school and holiday activities for children. Those with Special Needs and Disabilities can also take part, and arrangements made for one-to-one supervision.

#### Arts-Based Leisure Provision for Young Adults & Children

The Arc Theatre is supported by the Arts Council, Wiltshire College, TTC and WC in providing a fantastic range of cultural activities,

including cinema events. The Arc Theatre provides a mix of theatre, dance, music, films and workshops for all ages. There are also Saturday schools for families from ethnic minorities and BME groups.

#### Music Venues & Night Clubs

Some local pubs continue to hold events for local bands and young adults. For the under-16s, Bluez 'n' Zuz are social events organised and operated by local Police et al. With regard to late night venues, TCAF will support new nightclub developments as appropriate.



### What Happens Next?

- The new 'state of the art' library will be accessible for people with disabilities and the newly refurbished Civic Hall will offer a wider range of performances and exhibitions.
- Trowbridge Town Council is working to expand the Museum's floor space and is actively seeking funding for this project.
- BAI4 Culture group will be launching 'Not the TROWBRIDGE FRINGE Festival', running from 10-17 September 2011 and showcasing local cultural, artistic, dance and music performances throughout the area.
- Developers are being sought for a multi-screen cinema and other leisure facilities.

# 5

## Sport & Active Leisure

**OUR AIM** To support and publicise the development and sustainability of a wide range of sports and active leisure facilities and activities, and to encourage a vibrant and inclusive community.

### Where We Are Now

#### Sports and Active Leisure

There are already many well supported clubs and organisations throughout the Trowbridge Community Area, and Active Trowbridge, which works with local schools, also provides holiday activities, including the popular Sports Roadshow.

#### Provision of Youth Recreation

A significant new facility has just been built at Stallards Park and an Extreme Sports Club for alternative sports has opened at the John of Gaunt School. Development of a BMX track/ Skateboard area close to the Paxcroft Mead Community Centre is also being considered.

#### The Trowbridge Outdoor Sports Pitches Group

Part of Transforming Trowbridge, the Group works with Wiltshire Council (WC) to address the lack of outdoor sports facilities. Some progress is being made, although it's an on-going issue.

#### A New, Imaginative and Exciting Leisure Strategy

WC's action plan calls for a major development complex, incorporating a new Swimming Pool and Sports Centre. This Town Centre Community Campus should be ready for opening by the end of 2015.



### What Happens Next?

- The Outdoor Sports Pitches Group hopes to have built changing-rooms on the Stallards playing field by the end of 2011 and on the Seymour playing field by 2012.
- The Trowbridge Outdoor Pitches Group will continue to seek funding to acquire and develop land for formal playing pitches and facilities.
- Trowbridge Rugby Club is hoping to start development of new pitches and facilities in the next two years.
- TCAF would like to see the development of two or more all weather pitches in the next four years.

## 6

# Environment including Countryside & Land Based Issues

**OUR AIM** To ensure a more sustainable use of resources and to protect and enhance wildlife habitats within the town, villages and rural areas.

## Where We Are Now

### LEAF set up in July 2010

The Local Environmental Awareness Forum (LEAF) meets quarterly to share information on local environmental issues.

### Trees and Wildlife Habitats

LEAF is investigating a carbon-offsetting scheme and is supporting local tree planting and schemes to protect wildlife.

### A Review of Kerbside Waste Collection

To encourage more recycling, there'll be more regular and extended collections, including plastic and cardboard.

### Cycle ways, Footpaths and Signage

There is a clear need to link areas of interest, businesses, housing and

schools to the Town Centre and the surrounding villages. This will be progressed as developments take place.

### Buying Local - Buying Sustainable Products

Trowbridge is a Fairtrade Town and LEAF fully backs local and sustainable products. Other green initiatives in the area have been supported, including increasing allotment availability.

### Improvements to Derelict Areas of the Town

The River Biss is part of Transforming Trowbridge's Masterplan, with Friends of Biss Meadows Country Park making significant progress in improving an area of this wonderful Trowbridge asset and developers being required to make a feature of the river.

## What Happens Next?

- WC is committed to reducing the level of waste going to landfill sites to less than 25% by 2014 and to increasing recycling to 50% by 2014.
- WC will reduce its carbon emissions by 20%.
- LEAF aims to encourage more actions to combat climate change at a local level.
- Action groups will continue their efforts to make Trowbridge a more attractive environment in which to live.



## 7

# Education & Lifelong Learning

## OUR AIM

Working towards a learning community with easy access for all.

## Where We Are Now

### Trowbridge's Extended Services (ES) Group

Nationally recognised for its innovative and high quality delivery of services, ES has had a positive impact on the 'life opportunities' of local students.

### Establishment and Development of Multi-Agency Forums

A multi-agency collaborative partnership ensures all schools have access to Children's Services – it will be able to react to service changes and schools' needs across the Trowbridge area.

### Further Education and Training Opportunities

While Wiltshire College continues to provide a practical curriculum, a comprehensive Employment and

Skills Policy is being developed. Meanwhile, TCAF will support projects to increase educational attainment and skill levels, particularly for adults.

### Improving Chances for Children

ES is committed to the wellbeing of children through a variety of local organisations, including the Children's Centres, and via a number of initiatives, such as



promoting literacy through song, reading and conversation.

### The Community Hub, Health and Resource Centre

ES has recruited a school counsellor to work at the Hub, whose vision is to develop the centre as a community, welfare, educational and training venue. Income generated will be re-invested in community projects.

## What Happens Next?

- Children's educational attainment has been identified as a priority. Wiltshire Council (WC) will also invest in support to meet the needs of vulnerable groups.
- The ES focus will be on sustaining the service and meeting the needs of local children.
- WC will be integrating three separate NVQ centres into a single centre to form a new Wiltshire Accredited Learning Centre.
- The Council will continue to narrow the attainment gaps for vulnerable groups of children and young people year-on-year.

# 8

## Health & Social Care

**OUR AIM** To work together to achieve improved health and social care for the residents of the community area.

### Where We Are Now

#### Addressing the Causes of Cancer

NHS Wiltshire (NHSW) and its partners are working to increase awareness of skin cancer and launching a pilot to encourage the early diagnosis of lung cancer. Projects are also being developed to improve the uptake of screening campaigns.

#### Reducing the Level of Alcohol & Drug Abuse

Extended Services (ES) has a rolling programme of workshops to deal with these abuses and the Wiltshire Community Safety Partnership also has initiatives in place.

#### Targeting Local Mental Health Issues

NHSW commissioned Wiltshire Wildlife Trust to employ people

in Trowbridge with mental health problems and a similar programme is being commissioned for three years. ES has appointed a counsellor to work across Trowbridge schools.

#### Reducing the Number of Smokers

A full and co-ordinated programme of help is available for both adults and schoolchildren.

#### Other Issues being Addressed:

- Childhood obesity is being reduced with more sport being introduced into the curriculum.
- Information and services are being provided to help reduce teenage pregnancies.
- Campaigns continue to encourage people to eat more fruit and vegetables and to exercise more regularly.



### What Happens Next?

- The Adcroft and Bradford Road GP Practices will amalgamate and build additional premises with a new diagnostic 'pad' for mobile units.
- The new GP led consortium will be considering a Trowbridge Primary Care Centre with the Strategic Health Authority.
- Part of Trowbridge Hospital has been refurbished to accommodate the services previously provided at the Halve Clinic and further services may be located here.
- Wiltshire Council will take over full responsibility for Public Health, a responsibility it currently shares with NHSW.

# 9

## Crime & Community Safety

**OUR AIM** Working in partnership at community area, town, parish, and neighbourhood level to reduce crime and improve community safety.

### Where We Are Now

#### Wiltshire Police: A Positive Performance

Neighbourhood Policing Teams have integrated well with neighbourhood groups setting local priorities. Policing of the Town Centre is working well with help from the 'Street Pastors', and it has been confirmed that frontline service numbers will not be cut.

#### Reducing Incidence of Domestic Abuse

Much work has gone into training multi-agency frontline staff to increase incident reporting, raise awareness and encourage intervention and support.

#### Wiltshire Fire and Rescue Service (WFRS)

The nationally praised 'Salamander' project provides training for youngsters, and, being part of the

'Safe Drive Stay Alive' road safety partnership, WFRS has contributed to a reduction in road traffic collisions.



### What happens next?

- The Wiltshire Police Authority (WPA) has produced a new Policing Plan for Wiltshire 2011-14.
- In addition, the WPA has established four strategic priorities for 2011-12, which include violent crime reduction and tackling anti-social behaviour.
- The vision shared by the WPA and Wiltshire Police is for Wiltshire to be the safest county in the Country, whilst also delivering £15m of savings.
- The WFRS has a 5 point strategy that includes continuing

to provide a resilient response to fires and other emergencies, protecting our environment and heritage, and developing a well-trained workforce.

- The WFRS also has a set of priorities, including improving their commitment to Equality and Diversity and reducing their impact on the environment.
- Meeting Government requirements, WFRS has produced an Integrated Risk Management Plan aimed at making Wiltshire and Swindon safer places.

# Community Partnership

## Working In Practice

Two other active community groups - the Parish Councils Liaison Group and the Trowbridge Neighbourhoods Partnership - directly support the work of the TCAF Partnership.

### PARISH COUNCILS LIAISON GROUP (PCLG)

**AIM** To allow representatives of the appropriate Parish Councils to meet together for mutual support and exchange of information on areas that extend beyond individual Parish Council boundaries and to act upon this information on behalf of the Councils, whenever a united approach will prove beneficial.

#### Examples of positive action:

- Speeding in the villages. Keevil, Steeple Ashton and West Ashton Parish Councils have combined together to buy a Speed Indicator display to be shared on the basis of 50% SACP, 40% KPC and 10% WAPC.
  - The Rural Neighbourhood Policing Team regularly updates the PCLG on criminal activity and related Police actions.
  - Several Grant applications by Parish Hall and Playing Field
- Groups were successfully made to the Area Board in 2010/2011.
  - Hilperton Parish Council has purchased land and developed 24 standard and 13 half sized allotments that have all been let out. It is now considering buying more land on which to develop more allotments.
  - Additional dropped kerbs have been installed in the villages with extra funding allocated from the Community Area Transport Group's Local Transport Plan Budget.



### TROWBRIDGE NEIGHBOURHOODS PARTNERSHIP (TNP)

**AIM** To enable representatives of Neighbourhood Groups to meet together for mutual support and to exchange information of common interest.

#### Examples of positive action:

- Wiltshire Councillors regularly update TNP with relevant feedback from Trowbridge Area Board meetings.
- TNP identifies required works for the Parish Steward on a monthly basis via TTC & WC.
- TNP contributed to the Trowbridge Parking Controls Review consultation, highlighting particular problems in College Road and Newtown.
- Neighbourhood Groups entered the Trowbridge in Bloom competition run by the Friends of Trowbridge in Bloom and TTC.
- TNP has identified sites for dropped kerbs and notified both TTC & WC.
- The work of the Neighbourhood Policing Teams is reported on at each TNP meeting. The teams have been actively combating ASB in the neighbourhoods.

## Glossary of Abbreviations

<b>TCAF</b>	Trowbridge Community Area Future Partnership	<b>WFRS</b>	Wiltshire Fire and Rescue Service
<b>CAP</b>	Community Area Partnership	<b>WPA</b>	Wiltshire Police Authority
<b>WC</b>	Wiltshire Council	<b>PCLG</b>	Parish Councils Liaison Group
<b>TT</b>	Transforming Trowbridge	<b>SAPC</b>	Steeple Ashton Parish Council
<b>TTC</b>	Trowbridge Town Council	<b>KPC</b>	Keevil Parish Council
<b>ASB</b>	Anti-Social Behaviour	<b>WAPC</b>	West Ashton Parish Council
<b>LEAF</b>	Local Environmental Awareness Forum	<b>TNP</b>	Trowbridge Neighbourhoods Partnership
<b>ES</b>	Extended Services		
<b>NHSW</b>	NHS Wiltshire		

