



## **Welcome and Introduction** - Sue Wilthew, Chippenham Town Council

### **Update on current work**

Calne masterplanning: **Linda Roberts** explained the progress that was being made in developing a Masterplan focussed on the town centre, but considering wider sites that could be impacted by it. It involves local wide-ranging consultation with local stakeholders. There was a need to keep it flexible to accommodate change. It is seen as a pilot project that if successful could be adopted by other councils.

### Pop-up shops across Wiltshire, and Wiltshire Council resources: **Sofie Nottingham**

updated the conference on work completed. She reminded the audience of what a pop-up shop is, purpose and benefits to communities and businesses. Case studies were about to be published on the Wiltshire Council website so learning points could be taken on board by other councils. There was an opportunity afterwards to visit the pop-up shop recently established in Chippenham.

Community blog sites: **Natalie Luckham** informed the conference of plans to initiate blog sites to modernise the methods of communicating with communities. She outlined the safeguards that would be in place to ensure inappropriate material was removed expeditiously. Requests to ensure it had linkages with established local websites etc. were raised and Wiltshire Council would look into developing these in rolling out their project. Six have been launched so far. Anyone is able to post on the site and so add events, notices, issues or comments. Wiltshire Council is providing some initial training for people who want to act as a volunteer community reporter for their area.

Town Team Partners and £10k funding: **Tim Martienssen** announced that four towns had followed up their Portas Pilot bids with applications to DCLG to become Town Teams and have received £10,000 funding each. Town Team partners will receive backing from the ACTM support programme to help put key elements of their plans into action, and have access to advice and support.

Community Ownership of Assets: **David Bowater** was on hand during the break to talk about this. More details can be found following the link below.

<http://www.wiltshire.gov.uk/wiltshire-community-ownership-of-assets-toolkit.pdf>

Arts and Cultural Development: **Peter Tyas**, Team Manager Arts and Archives at Wiltshire Council was also available. Towns interested in developing significant arts projects should contact him in the first instance 01249 705534  
[peter.tyas@wiltshire.gov.uk](mailto:peter.tyas@wiltshire.gov.uk)



### Guest Speaker

**David Andrews, CEO VisitWiltshire** gave a presentation on UK tourism and some of the key opportunities. He drew attention to the promotional work VisitWiltshire undertakes - focusing on bring people from outside of Wiltshire into the county - including its new website and urged town councils to make full use of these promotional platforms and the advice and tools available to them. The new VisitWiltshire business plan is now available and work is underway on a Destination Management Plan. Ideas on how tourism could be promoted were provided.

Wiltshire is fortunate in having such an iconic landmark as Stonehenge, immediately recognisable across the world. The talk was backed up with some surprising statistics from Visit Britain including the fact that there are 55,000 listed buildings of historical interest in the whole of the United States of America and 800,000 in Great Britain, which explains why the Chinese are so keen to travel to Britain. Mr Andrews was of the opinion that Chinese tourists would make up over 30% of future visitors to Britain. He spoke about importance of events to capture attention as heritage/history is often overlooked as people think 'it'll still be there next year' and so go somewhere else. Statistics showed that across the world Britain is always in people's top 5 to visit but it often drops down the list when asked where people will go this year.

Visit Wiltshire use Twitter and Facebook and are very keen for people to send them information, events and especially photos which they will retweet.

### **Tourism Exercise**

Groups were invited to discuss and explore their local tourism opportunities and the key projects they wished to see developed and how VisitWiltshire could assist them in implementing them. Importance was attached to interesting histories, famous people who had lived in the area or inventions/discoveries.

### Visioning

**Tim Martiensen** talked about the process for developing a Vision for your town, its potential value, how it links with planning work and shared what has already been done in Wiltshire. He outlined the definitions, principles and benefits of visioning, techniques and process, and how to use a vision once it is completed. He outlined the importance of holding consultation events to create a joint vision for a town, working with all partners, possibly incorporating a walk through the town.

### **Visioning Exercise**

Groups were asked to create a pictorial representation of their Vision for their towns as an alternative technique for developing ideas. Groups described things they wanted/needed for the future, including coach parks, range of housing, arts & culture provision, better facilities, as well as what is treasured at the moment such as flowers, people and the rural landscape.



### **Update on AMTi Benchmarking exercise**

Updates were provided by towns, detailing the successful methods being used, shared advice for finishing ahead of the 31 December deadline. Most towns are well advanced, with some already close to completion. A couple of councils have paid AMTi to collect the data as well. The next step is to work out how best use could be made of the results.

### **Closing Remarks**

Allan Bosley summed up the conference achievements and recognised the popularity of the event. He proposed that the next conference explored the range and state of relationships amongst the groups within the communities – Area Boards, Community Area Partnerships, Town Teams and Town/Parish Councils - and how these could be exploited. He asked that all councils fed their views back to the Steering Group.

Cllr Fleur de Rhe Philippe closed the conference thanking those who had organised it and for the active participation of all towns.

Click on the below for links to:

[Images from the Visioning Workshop](#)

[Tourism Alliance Video](#)

[Visit Wiltshire Presentation](#)

[Main Conference Presentation](#)

**Next Meeting 5<sup>th</sup> March 2013**