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Laura's notes from the meeting:

Calne Masterplanning

Linda Roberts - Calne Town Council

- Calne Town Council is running a pilot scheme in conjunction with WC.
- A Town Plan is being made, and a vision and scoping study.
- The campus will be a hub of all services for both councils.
- A series of events were held in the community to bring people together to create the vision.
- The neighbourhood plan links in to this work
- A walking tour was held to assess the town so participants took into account the reality of the town.
- A map was used so people could comment on opportunities and difficulties throughout the town centre and wider.
- The next step is to feed back findings to Calne Connection, in a special edition of the free local newsletter to every single person.
- Chamber of Commerce and Town Team were stakeholders in the process
- Flexibility within WCs Core Strategy was an issue.
- The visioning and scoping exercise cost £20k and £70k has been saved up over the last 4 years to shape the outcomes.
- A flowchart will be available soon and hopefully an update at the next market towns conference.
- It takes a huge amount of commitment and resource

Great War Centenary commemorations 2014

Tim Burge – Heritage & Arts Wiltshire Council

- Plans underfoot to commemorate the period of the Great War and to capture the part Wiltshire played and the involvement of the community at the time.
- <http://theartsinwiltshire.wordpress.com/2013/02/12/centenary-of-the-first-world-war-or-all-quiet-on-the-western-front/>
- Forthcoming Event at Devizes School, Thursday 21st March, 6.30pm – 9.00pm
- Online booking form: <http://wiltshiresgreatwar.eventbrite.co.uk/>
- There is funding for commemorative events
- The purpose is to facilitate the telling of stories that had an impact on the present and future people of Wiltshire.

Community Area Relationships

Allan Bosley – Corsham Town Council/Laura Pictor – WfCAP

- Within Market Towns and Community Areas there is much local knowledge but it's held by certain people/organisations and this will differ from place to place.
- The knowledge can be spread and utilised if the right connections are made between the people and organisations and this may be within a town, community area or cross-county
- We need to make sense of this knowledge and the relationships in order to capitalise on it as a resource.



- Everyone is familiar with the process of mapping what community facilities there are such as village halls/local shops/mini-buses etc but additional to that there is a need to map the social assets.
- Social assets are the people who make up a community: the movers & shakers.
- These could be individuals; the community champions, local enthusiasts, elected members, often already well known to an area or the more 'hidden assets'; local people with vast skills and resources that are yet to get engaged with their community.
- It could be groups, businesses, services and organisations that operate in the town, across the community area or local branches of national organisations and the key people within these groups. So local councils, statutory bodies, Community Area Partnerships, COBs, special interest groups, charities, Local Economic Partnership etc etc
- An extensive 3 year research project just starting in Corsham will focus on the Campus pilot and the Royal Society of the Arts (RSA) will work with Wiltshire Council's Transformation team. Part of the work will include social asset mapping to understand the level of civil capacity available, building connections between those from different demographic groups and developing a stronger sense of community.
- This also links to the concept of ABCD (Asset Based Community Development)
- There was then a practical session where groups:
 - Identified all key players in their area
 - Mapped all groups onto flipchart paper
 - Drew links where groups were already connected (like a sociogram)
 - Considered the gaps and how to address them
 - Looked at how as town Councils/CAPS etc they could support and enable better connectivity.
- Some of the feedback from the groups showed that where they had their strong regular links there were people/groups they were completely unengaged with including some prominent to the make-up of the town/area such as the MOD and elderly people.

Census Results

Phil Morgan – Wiltshire Council

- Some initial dating sharing from the 2011 census
- Population of Wiltshire: 471000
- 8% population growth since 2001 census
- 21.5% of population is above retirement age
- Large gap in 20's & 30's – people leave for university at 18 and seek employment elsewhere, they may return to Wiltshire but often not until in their 40's. Larger reduction in males than females.
- 60-64 age group is unusually high flagging up a concern for approx. 10 years time in relation to adult social care and health provision and effect on services
- High out-commuting to Bath, Bristol, Swindon
- ONS <http://www.ons.gov.uk/ons/index.html> gives data to postcode area on demographic and employment.
- Wiltshire council are breaking information down into super output areas. LSOA (Lower super output areas = areas of 250 people and less) HSOA (Higher = areas over 250 people)
- Wiltshire was one of highest returns for census forms and therefore very accurate information. This is due to intensive support put into working with minority groups to fill out the census, such as migrant community, boaters, military.



Town Centre Benchmarking

Mike King – Action for Market Towns

- Average footfall in a Wiltshire town on a market day = 177, average nationally = 136.
- Average footfall in a Wiltshire town on a non-market day = 109, average nationally = 85.
- Top 5 positives on feedback of Wiltshire towns were: Ease of walking around town, access to services, convenience, physical appearance and safety. The latter two were *% above national average.
- Top 5 negatives were car parking, choice of retail, cultural activities, leisure and restaurants. The first two being same across the country and generally the top two negative comments for market towns.
- Benefits people found in Wiltshire from carrying out the benchmarking included being able to challenge perceptions, an evidence base, the comparison with other similar towns, the increased engagement from carrying out the work i.e. walking around the town, talking to people etc
- Best practice tip for getting businesses to fill in survey was to go through chamber or traders team, go to a meeting and brief them on benefits first off and 'warn' to expect it.
- Other tips were to set up an online survey to look at views of people who live in the town but don't go there and to find out why, so more research into the 'gaps.'
- Some successes from across the country include:
 - Settle used evidence base to get MP on board regarding issue of HGVs in town
 - Bury St Edmunds had their Local Authority adopt all 12 of the report's recommendations including introducing free afternoon car parking
 - Lots of towns decided to use information gathered to create town prospectuses for potential retail and businesses to come into their town.
 - Holyhead got new tenants into empty shops and added art work to improve route into town
 - Wilmslow created an artisan market
 - Southam created a town partnership
 - Buckinghamshire had new signage developed
 - Corsham also working on new signage and created a town app
 - Amesbury tapped into the Stonehenge tourist potential with historic rebranding, a museum and coach friendliness.
- Some ways that evidence can be used include:
 - If footfall is high but people do not go into shops, a masterclass on getting people through your door can be arranged
 - Go to your local press with the headline positive statistics and encourage them to be positive about the town
 - Create a prospectus for potential investors in the town to show local positive data
 - Look at the geography of where people come to your town from and increase marketing in towns that don't.
 - Do footfall counts on days with events to show the difference from the average
- Mike warned that if the evidence from a report is not used he will not help benchmark again. People are disappointed if they are consulted and nothing done with the results
- Data needs to be returned correctly. The system is only as good as the data put into it.
- Use it year on year to track changes
- If towns want to do the process again it is available.

Next Meeting: tbc