



Sainsbury Store - most surveys were taken by young parents with small children/babies who were interested in investing in the future. Quite a few people from outside the Town stopped. The elderly were the least interested. All in all a good mix of public.

Emery Gate - this location had worked well, particularly because it is under cover so people were happy to spend time taking the survey. A good location to use again.

High Street - the original location was too windy so the stall ended up on the Town Hall steps. Again, lots of visitors from outside Town. More Chippenham people in the morning rather than the afternoon and some visitors were just visiting specific shops. Lots of interest, especially from the young. Stall holders had encouraged people to complete the survey on-line.

Railway Station - stall was placed at one of the three exits so some people didn't stop. Security was tight and had not allowed a banner or chairs. If used next time, consider alternative location within the Station, such as the central waiting area (although it could be dangerous to distract passengers when so near to the trains).

Library - not a huge footfall but lots of interest from mums with toddlers.

It was suggested that the opportunity to complete the survey on-line, referenced on the survey hard copies, could be shown more boldly. Chairs for the stall holders and also the public to use had been a good idea. It was noted that more surveys had been completed on-line and approx. 600 responses had been received in total, which was better than expected. It was suggested that A6 handouts could be used next time to direct people to an on-line survey.

RH had delivered a talk to pupils at St. Peter's School recently and there had been a lot of interest from the pupils and particularly from the teachers. He suggested that engaging further with schools would be a good idea. AP suggested using handouts which could go into school bags. They could be asked how they walk around the Town, what routes they take to school and about their cycle policies. AC confirmed that schools would be included for the next round of public consultation. He had also been approached by St. Paul's Women's Union who would like a NP representative to attend one of their meetings.

The Chairman thanked all those who had manned the stalls.

**Action:** Wiltshire Council's 'Community Matters' be used as a Communications tool in future public consultation periods.

54. **PRESENTATION OF SURVEY RESULTS**

AC delivered a PowerPoint presentation showing the survey results. SG members discussed the results and how the results should be presented to the public. AC explained that some topics may be combined and that coding of topics would be improved. He would work with BG on this prior to publication. Some results were still to be processed.

With regard to Q1, transport links was rated most highly. John Coles Park rated more highly than Monkton Park but it was hoped that once devolution had taken place, this would improve. This could also be explained by the fact that one was a traditional park and one an open countryside-type park. It wasn't surprising that the newly refurbished cinema rated highly in terms of Amenities Topic. Stanley Park had been categorised under the heading of Leisure & Recreation. Location had also appeared high on the list, showing that people like Chippenham because it has easy access to the M4 and places such as Bristol, Bath and London.

With regard to Q2, shops had rated highly. AP recommended that SG members read a report by the House of Commons entitled High streets and Town Centres in 2030 (AC to circulate link). She also suggested working closely with the BID to take on their views re: policies and also with the LEP. A Town Centre Topic Sub-Group is a must. SW noted that the Town was evolving yet still managed to retain its banks, unlike some other towns. More was needed to encourage people back into Town such as accommodating internet shopping pick-up points. JK said it was important to have residential properties in Town, as well as retail.

SG members were surprised to see the amount of new retirement homes rated highly on the list. AP suggested that the census data should be analysed and it was agreed to circulate a link to local statistics on the Wiltshire Intelligence Network.

In the Town Centre Topic breakdown a percentage of respondents said that pedestrianisation was needed. AJ explained how the Town Council had previously trialled extending the closure of the High Street but the trial had to be pulled due to complaints from residents. He also explained that there was an on-going issue with delivery vehicles accessing the High Street, when officially closed, to deliver to shops (only a few do not have rear access for deliveries). One solution to this problem could be pop-up bollards. It was agreed that any Highway related comments would be passed onto Wiltshire Council.

With regard to Q3 the highest rated topic was 'making the most of the riverside'. It was agreed that the relationship between Emery Gate Car Park and River Island was poor.

The second highest rated response referred to Chippenham as a 'market town'. It was confirmed that the Town does have a market charter and that the market would be devolving to CTC. AP stressed the importance of a really good market to bring people into Town. She suggested talking to Andrew Tugg, CEO at Cirencester regarding the results achieved there and SW agreed to do this. AJ added that Devizes had featured in the media regarding its improved market and that CTC will recruit a Market Officer soon. Other suggestions were to hold a Christmas market like the one in Bath, an arts market and a youth market.

With regard to Q4, AP recommended identifying all facilities and looking at how subscribed/under subscribed they are to identify what is needed.

With regard to Q5 - Q9, the majority of respondents were in the 50-59 age bracket and BG suggested this be compared to the Town population as a whole.

It was noted that 101 respondents said they would like to be part of a topic group which was very encouraging.

	<p>Analysing postcodes had shown that most areas of the Town had been reached and further beyond also. It would be useful to get more feedback from outside the Town as they may have different opinions and this was something which could be considered when carrying out future surveys. SW suggested continuing dialogue/consultation with Chippenham Community Area Parish Forum on the NP.</p> <p>AC and BG would now work on improving the coding and draw out the top (5 - 10) answers ready for circulating on social media, website, etc. It would be made clear during future public consultation that there were some issues that CTC could not do anything about but that this information would be shared with WC (e.g. potholes). AP suggested 2-3 sentences explaining only some of the information would be used in the NP and other information would be shared with WC.</p> <p><b>Action:</b>  AC to work with BG on coding before the next SG meeting.  AC to circulate link to House of Commons Town Centre report.  AC to circulate link to the Wiltshire Intelligence Network.</p>
55.	<p><b><u>TOPIC SELECTION FOR VISION</u></b></p> <p>SG members discussed which topics the Neighbourhood Plan could focus on bearing in mind the survey results, where it can add most value, and where there are gaps in current planning policy.</p> <p>AC had spoken to NM and it was suggested that a smaller, interim working party could be set up to draft a vision to bring back to the next SG meeting. He still had to load some remaining data which might affect the results. It was agreed to drop tourism as a topic the NP might focus on as a tourism strategy was already being prepared by CTC. CC requested that commitment to being carbon-neutral be considered. AC/AP explained that the interim group could prepare a draft vision around the following topics (although this did not exclude other topics being considered):-</p> <ul style="list-style-type: none"> <li>• Sustainable Transport Network</li> <li>• Town Centre Improvement Plan</li> <li>• Green Infrastructure Strategy</li> <li>• Community Infrastructure</li> <li>• Housing</li> </ul> <p>AC explained that design and sustainability could cut across all topics. AP stressed that housing was hard to evidence and would require site allocations. She also stressed the importance of focusing on just a few issues - less is more! BG queried whether the economy should be a topic for the NP to progress. AP stressed that this was more of a strategic issue and would require a substantial amount of resources to evidence. It was agreed that NM, JS, RH, JK and SW would sit on the interim working party with support from AC and AP.</p> <p><b>Action:</b> AC to arrange an interim working party.</p>
56.	<p><b><u>BRIEFING ON MEETING WITH LPA</u></b></p>

	<p>AC reported that he, NM and AP had met with the LPA Neighbourhood Plan Link Officers on 12 March and had been given the Wiltshire Local Plan Review Timetable which he outlined to the SG. The Group were reminded that the Plan is reviewed every 5 years and will now run until 2036.</p> <p>AC confirmed that there was still some scope to develop undeveloped land in the Parish. AP added that WC already has SHLAA sites within the Parish. AC reported that two different housing need figures from WC had been identified for the whole of Wiltshire. The Government has suggested that the lower figures be used but WC were likely to use the higher figures.</p>
57.	<p><b><u>ITEMS FOR NEXT MEETING</u></b></p> <ul style="list-style-type: none"> <li>• Continued discussion of topic selection</li> <li>• Review of Chippenham Vision</li> <li>• Drafting of Vision wording</li> <li>• Briefing on May meeting with LPA (prior to the next SG meeting)</li> </ul> <p><b>Action:</b> AC to circulate Chippenham Vision to SG members.</p>
58.	<p><b><u>DATE/TIME OF NEXT MEETING</u></b></p> <p>7 May 2019, 6pm, Chippenham Town Hall</p>
	<p>The meeting finished at 7.55pm</p>