

Devizes Town Council

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Community Committee

You are summonsed to attend a meeting of the Community Committee at the following, place and date:

Date: 18th June 2024
Time: 7.00pm
Venue: The Council Chamber, Town Hall, St John's Street, Devizes
Enquiries: Town Hall - Tel: 01380 723333

Chair: Town Mayor, Councillor Hopkins

Councillors: Bridewell Britten Gay
 Holt Hunter Nash

AGENDA

1. MINUTES

To approve as a correct record and authorise the Chair to sign the minutes of the meeting held on 21st May 2024, which have been circulated alongside the agenda.

2. APOLOGIES FOR ABSENCE

3. DISCLOSURE(S) OF INTEREST

To receive any disclosure(s) of interest by a Councillor or an officer in matters to be considered at this meeting, in accordance with provisions of Sections 94 or 117 of the Local Government Act 1972 or the National Code of Local Government Conduct.

4. PUBLIC PARTICIPATION

At the Chair's discretion, members of the public attending the meeting will be allowed to ask questions, make a statement or address the Council upon a matter of concern to that person which is relevant to the Council. A time limit of 5 minutes per person will be permitted, but this may be extended at the Chair's discretion and a maximum period of 20 minutes has been allocated by the Council for this item of business

5. REPORT FOR INFORMATION – REPORT FOR INFORMATION - ST MARY’S TRUST GRANT SUPPORT

Following the Town Council’s in principle decision to provide the St Mary’s Church Project with a £15,000 grant support from CIL funds, subject to the provision of a project plan and procurement strategy, officers have received a letter from the Chairman, with the following information.

St Mary’s Devizes Trust thanks Devizes Town Council for approving the CIL grant in the sum of £15000 for the purchase of audiovisual equipment, external lighting and a cycle rack. It is currently finalising its terms of occupancy and operation of the church and will be issuing invitations for quotations for the work, prior to seeking the necessary Diocesan approval - a faculty. This takes some 72 days and approval from the planning authority will take perhaps a further six weeks. It is unlikely, therefore, that a submission for funding will be advanced before the third quarter of 2024.

Following the completion of half a million pounds-worth of repairs to the roof and tower, the church will re-open shortly. The Trust’s Events Committee is developing a programme of activities for the second half of the year, consistent with the limitations of the current internal layout of the church. It is hoped that, by this time in 2025, internal changes - including new heating, the removal of the pews and a new floor - will enable a wider variety of events to be offered.

6. REPORT FOR INFORMATION - DEVIZES STREET-BASED YOUTH WORK UPDATE APRIL 2024

Attached to this agenda is a report received from 4Youth ([Doc 6/1](#)) in relation to the street-based youth work it carries out for Devizes Town Council. The report identifies that it is having some success engaging with young people but it is not without its challenges.

What officers have not been able to establish is how we could work in partnership to develop an indoor space, and there would seem to be a change of management that may be slowing that down.

Officers would suggest that a meeting is set up between committee members and 4Youth for a more detailed ‘what next?’ meeting.

7. REPORT FOR INFORMATION - DEVIZES TOURISM PARTNERSHIP

Under the guidance of Councillor Hopkins, Devizes Town Council asked a number of businesses involved in the Devizes Tourism sector to a meeting at the end of March, with the aim of establishing a local tourism partnership.

As part of the Wiltshire Council refocus on its tourism strategy, for this year it is providing some funding for towns to develop their own strategies.

It was agreed that to support a Devizes Tourism Strategy a local tourism partnership could help develop ideas, and the following came forward at the initial meeting;

- Strengthening the town's on-line presence including social media.
- A better focus on events and promotions.
- Better branding for the town to be used by all partners as part of their own promotional work.
- Better signposting for public transport with transport and travel related information .
- Be clear about who our audience is and what we mean by tourism.
- Looking to see how we move visitors around the town rather than a focus in one area, such as the Market Place.
- Extending our annual events programme into the autumn and early spring.
- Develop visitor ideas packs which will help any visitor fill their day or days during their stay in Devizes including walks and places to visit.
- Supply hotel and accommodation providers with information packs.
- Undertake an audit of what material is currently produced to support visitors and promote the town including its events.
- Look at how we maximise the effectiveness of existing strategies such as the Wiltshire Council *Explore Wiltshire* app.

It was acknowledged that currently there is very little funding available to deliver the strategy, therefore any programme needs to start with coordination of what is currently going on, understanding where the gaps are, then developing ideas to plug them. Once this is in place, there will be better opportunities to seek external and council funding.

Wiltshire Town Programme

As part of Wiltshire Council's delegation of tourism to town and parish councils it has provided some funding for the following initiatives.

- Branding. We are able to review and update our branding for the town which will be done through stakeholder engagement with event planners and local businesses.

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- This branding will help craft, develop and nurture a unique identity for the town based on its key strengths such as its position, heritage, landscape and events.
- Creating a tourism strategy. Working with key stakeholders to develop a two-year tourism and local economy strategy for the town. This will provide a blueprint that will give a clarity to our marketing approach and identify target markets
- Production of marketing material. To support the delivery of a tourism strategy, be it digital or printed as well as advertising campaigns for 'shop local' initiatives and event promotion.
- Street-based tourism initiatives. Devizes has developed a wide variety of street-based cultural events using some of the town's open spaces; however much of this is focused on summer months. There will be opportunities to develop different events around visual arts that are not so weather-dependent.

Funding for the above initiatives' totals £25k and it is hoped that those involved with the Devizes Tourism Partnership will choose an area they would like to support.

8. REPORT FOR DECISION – DEVIZES TOURISM STRATEGY

Recommendation

That the committee agrees expenditure from the Market Towns Grant to progress the Town Council's tourism strategy for this year and looks to support Visit Wiltshire to become a Local Visitor Economy Partnership in 2025.

Purpose of the Report

For the committee to agree the release of grant funding to progress the tourism strategy and work with other towns to support a Local Visitor Economy Partnership for Wiltshire in 2025.

Background

Through the receipt of a Market Towns Grant, the Town Council set, as one of its ambitions for the current year, to support the town's tourism economy following changes on Wiltshire Council's approach to tourism promotion for the county. The main priority for the grant funding will be:

- Strengthening the town's tourism branding;
- Improving the town's tourism online presence.

Councillor Hopkins, as the Council's lead for tourism, has been in dialogue with both Visit Wiltshire and the Council's web service provider to see how they can support the Council to deliver its tourism priorities.

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Visit Wiltshire have explained that in terms of branding, there also needs to be some brand positioning (messaging, value proposition, brand values etc), rather than just a brand identity/logo. This normally comes at a cost in the region of £30,000, but they would be happy to support an initiative at a cost of £10,000 although they would need to be quite creative in delivering a branding package for the Town Council.

When it comes to the online presence, the recommendation is to set up a dedicated Wordpress website, which is the same platform as the Council's other websites. Initial website visuals would be provided for feedback and approval, with no more than two sets of amendments prior to sign-off, then a development site for preview purposes and training would be created prior to launch.

Any design would be based on the Devizes Town Council outline, arrived at after consultation with the Devizes Tourism Forum and Visit Wiltshire.

The cost of this work will be £2,750, but there will be a need to buy new professional photographic images for the site which will add a cost of around £35.00 per image.

The project now needs to move forward and the committee is asked to authorise the expenditure from the £25,000 Market Towns grant, which is ringfenced for tourism promotion.

Looking to the future, many of the towns in Wiltshire have expressed disappointment at Wiltshire Council's decision not to support Visit Wiltshire to gain Local Visitor Economy Partnership (LVEP) status, which is the new model partnership arrangement both Visit Britain and Visit England will be using to promote regions within England to the national and international travel trades. Without an accredited LVEP, Wiltshire will be left out of any nationally promoted tourism initiative, leaving many of the local tourism businesses extremely concerned.

A number of town councils including Bradford on Avon, Trowbridge, Warminster, Chippenham, Pewsey and Devizes have discussed the issues with both Visit Wiltshire and Visit England and whilst the current criteria is that regional tourism groups such as Visit Wiltshire should be supported by principal authorities, Visit England are now looking to amend this so that a cluster of town councils can be the Local Authority Partner to enable an LVEP to be established.

Both Trowbridge and Bradford on Avon have now committed to the principle of supporting a Wiltshire LVEP by agreeing to place within their 2025/26 budget £5,000 each, which will be the level of finance contribution from town councils needed to make the project viable. Devizes Town Council is asked if it will agree to place £5,000 in its 2025/26 budget so that Visit Wiltshire can with some confidence progress negotiations with Visit England to create a Wiltshire LVEP to commence in 2025/26.

Options Considered

The committee is asked to agree that £10,000 is paid from the Market Towns grant for the development of tourism branding for Devizes, with further funding from the same budget for the creation of a town tourism website to increase an online presence.

The Committee is further asked to recommend that budget provision be made within the 2025/26 budget for the Town Council's contribution towards a Wiltshire LVEP, which will be an annual funding contribution.

Implications and Risks

Financial and Resource Implications

Officers have set out the financial implications within the report.

Legal Implications and Legislative Powers

The Council will be considering this matter under its General Power of Competence

Environmental Implications

Officers are unaware of any environmental implication for the Council associated with this decision.

Risk Assessment

Officers are unaware of any risk implication for the Council associated with this decision.

Crime and Disorder

Officers are not aware of any issues the Council should consider under Section 17 of the Crime and Disorder Act 1998.

9. REPORT FOR DECISION – ROLE OF FORMER WORKING PARTIES

Recommendation

To agree the role of former working parties which considered matters which come under the remit of this committee.

Purpose of the Report

To consider which of the former working parties should continue and if so, what their ongoing remit will be.

Background

Prior to the review of the Council's governance structure, the Council had a number of working parties which would support the work of committees; these working parties were often focused on single items. The role of working parties was to work with officers to develop projects, review operational procedures and provide guidance to committees on complex matters.

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As part of the governance restructuring plan, standing committees have the ability to set up Scrutiny Groups and Project Task Groups, which can discuss matters in more detail outside formal committee meetings.

Scrutiny Groups and Task Groups have no decision-making powers or budget, they can only make recommendations to their parent committee. These groups can also only consider matters under the remit of their parent committee.

Appointment to scrutiny groups will be made by the parent committee, with a maximum of six members: a minimum of three members being appointed from the parent committee and a maximum of three members from other committees.

Task groups can be appointed at any time by committees to deal with single items, where a clear outcome is needed. In setting up a project task group the committee must clearly set out the role of the task group, and a time in which to report back. Project task groups can meet no more than three times before reporting back to the parent committee and it will be for the parent committee to agree an extension of time past the three meetings.

For this year, no appointments have been made to working parties as it was agreed that each Standing Committee should review those working parties that deal with such matters that come under their remit. The committee can then determine if the working party is still needed, or if its work can be subsumed with the main responsibilities of the committee, or if a different structure to the working party would be advantageous.

The following working parties consider matters which come the remit of this committee:

- Communications Working Party
- Christmas Lights
- Community Grants
- Hillworth Park (perhaps Environment Committee?)
- Youth

Options Considered

The committee needs to agree which of the working parties should continue either as a scrutiny group or task group and what it will expect such groups to achieve.

Implications and Risks

Financial and Resource Implications

Officers are unaware of any financial or resource implication for the Council associated with this decision

Legal Implications and Legislative Powers

The Council will be considering this matter under its General Power of Competence

Environmental Implications

Officers are unaware of any environmental implication for the Council associated with this decision.

Risk Assessment

Officers are unaware of any risk implication for the Council associated with this decision.

Crime and Disorder

Officers are not aware of any issues the Council should consider under Section 17 of the Crime and Disorder Act 1998.

10. REPORT FOR DECISION – DEVIZES DRAFT STRATEGIC PLAN

Recommendation

That the committee reviews the draft Devizes Strategic Plan and decides how its priorities align with the committee's objectives.

Purpose of the Report

To progress the Council's Strategic Plan by agreeing which elements this committee can deliver.

Background

In 2023 The Town Council started to develop its Strategic business plan which set out a vision not only for the Town Council but also more widely for the town, detailing its aspirations up until the year 2027.

During the development of new governance arrangements for the Council, it was agreed that each new standing committee should review the aspirations within the plan and assess which parts of the document each committee should lead in delivering. Attached at [[doc 10/1-15](#)] is copy of the most recent iteration of the plan.

The plan itself is split into five key priority areas with each of these areas closely following the new committee governance structure the Council has set up. One such priority area is the town centre and economy. The plan sets out how the Council wishes to help maintain a vibrant local economy which it feels is essential for the future of our community, and therefore as a Council it set out how it will play its part in supporting tourism, retail partnerships and the delivery of accessible public realm.

The plan then set out the following ambitions under these headings:

People and Community

- **Community Safety**

For a community to prosper it is important that residents, businesses, and visitors feel safe and secure. Road safety, crime, and antisocial behaviour are not areas where the Town Council has direct control of potential solutions but

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we can play an important role in working with partners, reassuring residents, and ensuring their concerns are heard.

To achieve this, the Council will.

- Work with partners, stakeholders and other agencies, to promote local concerns around community safety
- To consider how decisions that the Town Council may make an impact on community safety
- Improve communication channels so residents know how to report an issue and ensure effective feedback channels are in place
- To continue to support the delivery and improvement of the Town Council's CCTV system

- Health and Wellbeing /Leisure and Sport

Good health and positive mental and physical wellbeing help sustain a strong community. The Town Council plays a key role in promoting good physical and mental health by providing and supporting leisure facilities and engaging with local health and wellbeing initiatives. To achieve this, the Council will.

- Ensure the management of Hillworth Park, the skate park, play areas and other leisure facilities under the Town Council's control remain as a priority for the Town Council
- Identify and review opportunities for the development of further leisure facilities as and when they arise, bidding for external funding and using receipts from development funds strategically to develop projects.
- Actively work with local authority partners, the Leisure Centre, local groups and organisations, to promote good health and wellbeing within our community.

- Arts Development

Devizes has a rich cultural tradition of producing diverse artistic events through the year. Many of these are undertaken by volunteer or semi-professional organisations who rely on local authority support. We will support arts development by:

- Maintaining a policy which provides an appropriate level of free use of Council venues for community events
- Facilitating the creation of new community events and supporting existing ones through the provision of appropriate advice, guidance, and support
- Making provision for an appropriate grants fund to which community events can apply.

- Youth Provision

Whilst Devizes is fortunate to have a good number of clubs, groups, and organisations providing ad hoc activities for young people, it is recognised that since a change in focus towards funding youth provision by principal authorities, services which were traditionally provided, such as a formal youth provision such as a physical youth club are no longer available. This has resulted in gaps

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in youth service provision, which has unfortunately given some young people the perception that those in authority have abandoned them.

The Town Council believes that ensuring the needs of our whole community are addressed is extremely important and there is an identified need for a greater focus on younger people. To address this, we will:

- Maintain a focus through an appropriate committee, to identify opportunities for youth provision in Devizes. This may include the allocation of funds and resources as seen as appropriate.
- Work closely with local groups, other local authorities, and relevant experts, to ensure that any youth provision in Devizes is appropriate and meets the needs of the community.
- Proactively pursue youth funding from the local authority, central government, and others to ensure any identified new opportunities and existing provision is well resourced.

To help deliver the Council's ambitions around people and community the Council has set the following strategic projects.




-  Work with sports clubs to enhance access to a variety of sporting options in the town
-  Upgrade local play areas to ensure that local communities have access to good quality facilities
-  To develop a youth outreach programme
-  Provide a safe space for young people to gather and enjoy
-  With partners, create a calendar of weekend cultural and activity events in the Market Place.

Tourism and Visitor Experience

Within the Town Centre and Economy section of the plan there is a strategy for tourism and visitor experience. The committee needs to decide if the section falls within the Commercial committee's remit or this committee's remit. The Council's strategic objective for tourism and visitor experience is as follows.

- With its wealth of heritage, tourism forms a significant part of the town's economy and as a Town Council we recognise the importance of developing partnerships with agencies and stakeholders to promote the town. To achieve, this we will:
 - Work with tourism groups to help achieve national advertising
 - Support local tourism initiatives
 - Use Town Council resources to promote the town
 - Develop Town Council-led events that encourage people to visit the town.

To help deliver the Council's ambitions around tourism and visitor experience the Council has set the following strategic projects

-  Create a circular tourist themed walkway around the town
-  Provide an online tourist information website linked to local businesses and services.
-  Working with partners to develop camping aires in one of the town centre car parks

Options Considered

The committee is asked to consider if the priorities and projects set out in the draft strategic plan meet this committee's own ambitions, and if there are any additional strategic ambitions and projects it would wish to add to the document. In addition, the committee needs to agree if all the strategic priorities set out in the town centre and economy section of the plan should be delivered by this committee or if there are elements that would fit better within the remit of other committees. Likewise, the committee also needs to consider if priorities set out in other sections of the plan would more aligned to the responsibilities of this committee.

Implications and Risks

Financial and Resource Implications

Officers are unaware of any financial or resource implication for the Council associated with this decision

Legal Implications and Legislative Powers

The Council will be considering this matter under its General Power of Competence

Environmental Implications

Officers are unaware of any environmental implication for the Council associated with this decision.

Risk Assessment

Officers are unaware of any risk implication for the Council associated with this decision.

Crime and Disorder

Officers are not aware of any issues the Council should consider under Section 17 of the Crime and Disorder Act 1998.

11. REPORT FOR DECISION – GREEN LANE PLAYING FIELD OPERATION AND PARKING ISSUES

Recommendation

That the committee guides officers on how to respond to a request from Wiltshire FA for support for funding improved car parking facilities.

Purpose of the Report

To consider a request from Wiltshire FA to improve parking facilities at Green Lane playing field .

Background

Officers have received a written update report ([Doc 11/1](#)) from Wiltshire FA about the operation of the community football facility at Green Lane which it leases from the Town Council, and setting out some of the successes they have had with running the facility and some of the challenges they face as a result of that success.

The report sets out how since its opening in 2020 with the Pavilion, improved grass pitches and artificial playing surface, most of the County Cup Finals for boys' and girls' teams are hosted at Green Lane.

This summer will see over 100 football coaches attend the site to upskill through FA and UEFA coaching qualifications. These individuals will help grow the game in communities across the county. In April 2024, the site hosted a Talent ID event for the FA, attended by over 140 young female players who have the potential to progress into the professional game.

Another, perhaps unquantifiable benefit, is that the operation of Green Lane demonstrates the competence of WCFA in operating other facilities of this nature, such that developing further sites in the future will mean that, as a not-for-profit organisation, WCFA can do more to support different communities and cohorts in Devizes and further afield – using football and physical activity to deliver positive change.

A visit to the site on the 4th June gave the committee an opportunity to see the site in use but also to understand some of the issues that its success has brought around access and congestion, which are having an impact on local residents who write to the FA with comments such as below:

I am a resident of Wordsworth Way, which is off of Green Lane and Byron Road and today 18th May 2024, as I left my property in my car, I had to negotiate Byron Road, with one side of the road blocked on one side with parked cars, right up to and right on the corner of the Green Lane/Byron Road junction and then again from that junction to the mini roundabout, one side of that section of road, completely blocked on one side with cars, again, all the way up to the corners. This happens every time you have a big event going on at your grounds and this is totally unacceptable to local residents and more importantly, it's very dangerous too. Sooner or later there will be an accident because

of the lazy and inconsiderate parking of your visitors. I shall be sending a copy of this to the town council as well and if nothing is done then I will start a petition with my neighbours who are also very annoyed with this state of affairs.

The parking issue at Green Lane is not a new one and therefore Wiltshire FA have been looking at how they can expand the car park, but this comes at a cost outside the resources of the FA by itself at £93,500 +VAT.

The Wiltshire FA are looking for funding support and have asked if this Council would be in a position to help with funding, but as yet they have not been specific about how much they would like.

Officers were not able to respond to any request for funding without agreement from this committee. Currently there is no specific budget for an improvement of this nature therefore it is unclear at this time what financial help would be available and would need to be reviewed against other capital projects.

Guided by the committee, officers are happy to continue discussions with Wiltshire FA, but are also happy to work with a small group of members to form a future recommendation.

Options Considered

The committee needs to decide how it wishes to guide officers on this request from the FA.

Implications and Risks

Financial and Resource Implications

Any financial or resource implication for the Council associated with this decision has not yet been established.

Legal Implications and Legislative Powers

The Council will be considering this matter under its General Power of Competence.

Environmental Implications

Officers are unaware of any environmental implication for the Council associated with this decision.

Risk Assessment

Officers are unaware of any risk implication for the Council associated with this decision.

Crime and Disorder

Officers are not aware of any issues the Council should consider under Section 17 of the Crime and Disorder Act 1998.

12. REPORT FOR DECISION – SUPPORT FOR BROADLEAS AREA NEIGHBOURHOOD WATCH SCHEME

Recommendation

To consider a request by the Broadleas Area Neighbourhood Watch scheme for funding to purchase Neighbourhood Watch signage.

Purpose of the Report

To consider a request to fund Neighbourhood Watch signage.

Background

Officers have been passed a request from a resident of Broadleas Park for financial support to provide Neighbourhood Watch signage in the area.

Within the request, the resident advises that there has recently been a spike in robberies from properties in the Broadleas Park, Broadleas Road, and Queens Road area, with one house being broken into twice.

With the impact this has had on the community in the area, the resident has taken on the role of local Neighbourhood Watch coordinator. In that role, he has made contact with the Chair of Wiltshire Neighbourhood Watch (Mr Paul Sunners), who has advised that he can apply to the Town Council to support community schemes like the Broadleas area, as we have a responsibility to promote safe places to live.

The request is therefore to provide funding for the purchase of lamp column signs in the area. Wiltshire Neighbourhood Watch advises the resident that a number of town councils in the county provide this financial support and, in some cases, put the signs up on posts for no charge.

As the coordinator of the Broadleas Area Neighbourhood scheme the resident is holding meetings with other local residents, where they have discussed topics such as home security, observations of recent incidents etc, and at the next meeting it is hoped to have a local PCSO attend.

The fear of the resident is that crime is not going to go away from their area and even Devizes and he strongly believes residents should feel safe in their homes. He is looking for reassurance that Devizes Town Council will look into this.

The resident has not followed up his original email with a breakdown of where he believes signage is needed. The cost for each sign is £35 and it is hoped to place them within the Queens Road, Broadleas Park and Broadleas Road areas as follows:

- 3 to 4 for Broadleas Park
- 2 for Broadleas Road
- 1 for Broadleas Crescent
- 1 for Broadleas Close
- 2 to 3 for Queens Road

The cost of the project is around £400.

Options Considered

The committee needs to decide if it supports the request to provide signage in the Broadleas Area and if so, whether this should be by way of a grant or purchasing the signs directly and erecting them.

Implications and Risks

Financial and Resource Implications

Funding for this request would need to come from the 2024/25 Grant budget.

Legal Implications and Legislative Powers

The Council will be considering this matter under its General Power of Competence

Environmental Implications

Officers are unaware of any environmental implication for the Council associated with this decision.

Risk Assessment

Officers are unaware of any risk implication for the Council associated with this decision.

Crime and Disorder

The issue falls within the Council's responsibility to consider the impact on crime through the delivery of its services under Section 17 of the Crime and Disorder Act 1998.

13. COMMUNITY COMMITTEE FORWARD PLAN 2024-25

The Community Committee forward plan is attached at [[Doc13/1](#)].

14. QUESTION TIME

A short time is allowed at the discretion of the Chair for Councillors to ask questions on matters which are not on the current agenda but which are related to matters which have been previously discussed on an agenda relevant to the committee.

At least 24 hours' notice must be given to officers of the intended question. All other matters should be raised on an agenda and the request should be submitted through the Town Clerk



The Canberra Centre
56a Spa Road
Melksham
SN12 7NY

01225 667327
hello@4youth.org.uk
www.4youth.org.uk

Devizes Streetbased Youth Work Update April 2024

The team are now meeting up with regular young people that they are seeing each session as well as new faces each week as nights are getting lighter and weather is improving. Can be up to as many as 25 young people per session that the team are engaging with. This includes a young person who was recently released from prison who was interested in what the youth work team were doing.

Regular topics for conversation include:

Antisocial behaviour and staying safe

GCSE's & schoolwork – Especially those who have been expelled, discussing what options of support are there available

Feedback for ideas of what the young people would like to see from a youth space:

Table tennis

Table football

Gym equipment

Boxing bags

Reactive equipment

What they like about seeing our youth workers:

Someone to rant to who actually listens and who isn't friends or family

Enjoy playing football with the youth workers

Enjoy the hot chocolate and biscuits

Young people are enjoying speaking to people on their level.

What are the challenges:

The weather - being unpredictable and the winter months.

Communication outside of sessions– Not all young people use

Facebook and Instagram

Time – Takes time to build relationships of trust and commitment.

Young People are now taking the time to speak with youth workers both in and out of sessions and building good relationships of trust.

4Youth (South West) is a company limited by guarantee.

Registered address: The Canberra Centre, 56a Spa Road, Melksham SN12 7NY

Registered in England no. 7871666

Registered with the Charities Commission no. 1147394

TeenTalk and Young Melksham are working names of 4Youth (South West).



Doc 6/1



[Click here](#) to return to Agenda

Draft Strategic Plan 2023 to 2027

Foreword by the Mayor

As Councillors and Council officers over the coming years review this strategic plan, I would ask them to consider that it was prepared jointly by all parties as a best for Devizes ambition, with specific purposes in mind as listed below and financially refined aspirations. These attributes and necessities have directed and formed its content.

I have listed below the reasons why we have prepared a strategic plan, but to future Councils I would suggest that the best plans and future management direction (in my opinion) build on what has already been achieved or started.

There will always be a need for flexibility in order to respond to immediate circumstances. However, reinventing the wheel and about-turns are wasteful and disconcerting to those we represent - one of the reasons we have permanent Council staff whilst us Councillors come and go.

This strategic plan reflects the thoughts of a Council as of the Spring 2023 and of course the attitudes, pressures and concerns of that time.

Please bear this in mind as a starting point when you consider this strategic plan and why we have one.

Which are:-

- To be used as a tool to test against resident's views as to accuracy of direction and emphasis.
- To provide meaningful planning continuity from one Council to another
- To reflect the aspirations of residents as understood by the Council at that time.
- To provide a benchmark for future Council's projects and plans
- To direct Council officers as to the project plans the Council wants prepared, so oven-ready projects can be promptly and easily presented for government and county funding when it is offered.
- To provide the town clerk with a clear view of what the Council would like to achieve – even if not financially possible at the time.
- To provide Council officers with a long-term vision that they should financially plan to achieve.
- So that Council officers and Councillors are able to deliver the plan, and where they cannot to consult and persuade those bodies that can.

Introduction

Devizes Town Council sits at the heart of our community and works in partnership with residents, stakeholders and statutory services to make Devizes a great place to live, work and visit.

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Devizes is the largest market town in Wiltshire without a railway station and bus service provision to other local towns which is not always seen as sufficient. As Devizes has a large rural hinterland this has often led to a reliance on personal vehicles to access the town which can contribute to congestion and deterioration in air quality. There is also an identified need for better, safer, cycle and walking routes both in the town and connecting to local communities such as Bishops Cannings and Rowde.

The revised strategic plan for 2023-2027 is in two parts and sets out how the Council sees itself developing as an organisation over the 5-year period and then goes on to set out some measurable goals by which it will use to monitor the success of the ambitions the Council has set itself.

Like any organisation, Devizes Town Council recognises it needs to grow and adapt if it is going to remain an effective and relevant organisation.

The vision for Devizes is to create stronger, more resilient communities through active participation, greater transparency, proactive management of the public realm and better communication. The Council's Strategic Plan for 2023 – 2027 will build on the work undertaken in 2018 -2023 and will enable our community to understand the ambitions of the Council and measure its performance against those ambitions.

Devizes has a strong sense of community with a wealth of local events and organisations that are widely supported; however, like all communities, Devizes faces some real challenges and without a vision and a plan about how these are going to be met then these challenges will simply perpetuate and grow.

The ambitions set out in corporate strategy 2023-2027, will be monitored and tested through all decision making and each decision will need to demonstrate how it contributes to the Council's overall strategic plan.

Heads of services will be managing individual actions and will report progress back to Council every six months. The plan will also be available on the Council's website with updates as they occur.

Delivering Positive Change

Review of 2018 – 2023 five-year plan

The 2018-2023 plan set a very clear vision for Devizes that would continue to embrace change, which makes it an attractive place to live, encourage business growth, providing enhanced opportunities to work in the Town and to maintain and promote its cultural and heritage identity, making it a great place to visit.

At the time the plan was made, there was no expectation that a global pandemic would so significantly change priorities for the way we live and the needs of our community. The adopted plan set out a number of objectives for the local economy, community and public service provision.

Many of the challenges the town faced back in 2018 are relevant today and whilst the plan delivered on its objectives, this should be seen as a stepping stone for future plans to ensure that the Town Council continues to be effective as the town grows to meet the changing needs of its community.

In 2018 the Town Council set out the three following core objectives, which underpinned the strategic plan.

Economic Opportunities

The Town Council believes that as Devizes grows, opportunities for employment should also grow, ensuring that those who wish to work and live in the Town can do so.

Initiatives such as better access to the rail network, development of incubator units and attracting a skilled workforce to the town will help, but also support the high street. Initiatives to increase footfall will be essential.

Community Opportunities

Devizes has a strong tradition with a sense of place, which is reinforced by the knowledge that many people settle here for many years, enjoying the extensive range of activities the Town has to offer. However, for this to be sustained, there needs to be sufficient and appropriate housing.

Public Service Opportunities

As the Town grows, as it inevitably will, it is vital that the delivery of public services can adapt to meet changing demands. Centralisation of services at a local level will support this, providing a chance to deliver them effectively and efficiently but with sufficient agility to meet sudden or unplanned needs. A programme of serviced devolution from Wiltshire will foster greater accountability for local public service delivery.

Over the plan period, the Council went some way to meet the objectives it has set for itself and the town.

Opportunities to Grow the Economy

In delivering support for a growing local economy, the Council recognised that opportunities for employment should also grow, ensuring that those who wish to work and live in the Town can do so. Whilst during the plan period the pandemic did shift that focus and home working became much more common, initiatives such as better access to the rail network, development of incubator units did still matter. Whilst progress has been slow, the Town Council has supported the work to progress the Gateway station and the employment of a consultant ensured that local needs are represented in all of the plans, which help to move the station ever closer to its final delivery. Supporting the high street has also been an important focus for the Council through enhanced public realm and as we came out of the pandemic, making the town centre an attractive place to meet friends through socially distanced seating areas, helped the local food outlets as well as enhanced public spaces and encouraged shoppers to stay local.

Opportunities for a Stronger Community

Whilst Devizes is fortunate to have a strong local community, the Town Council recognises that this could not be taken for granted and therefore saw opportunities to communicate with local residents more effectively to stimulate meaningful debate. During the plan period the Council employed a community engagement officer who ensures that we now regularly update our community on the Council's activities and ambitions. We have also continued to support the delivery of services that support community wellbeing, such as the provision of the well-used allotment sites, providing good quality spaces for recreation, including a new sporting facility at Green Lane and the promotion of Council facilities, including Hillworth Park and the Green for partner organisations to stage events that they would not otherwise be able to do.

Opportunities for Developing Services

During the plan period, local services delivered by the Town Council changed significantly, with the Council taking on many devolved services from Wiltshire Council. The Town Council took over responsibility for public open spaces in the town as well as markets and street scene, which ensured that these services could be more responsive to the needs of our community. As part of this process, we have not only been able to raise service standards, working in conjunction with local resident groups, the Council started on its journey to improve the biodiversity in our open spaces through its "Greening Devizes" project.

The management of other services such as venues, play areas, the market operation as well as the Council's financial management have also been reviewed through member service reviews to ensure that these services not only continue to meet the needs of the community, they do it in a cost-effective manner.

Setting a Vision for Devizes Town Council

Our vision for Devizes Town Council will be that by 2027:

“Devizes Town Council will seek to be at the heart of local decision making that affects our community whether they are by the Council itself, the principal authority or other services providers, to ensure such decisions support strong community cohesion and that such decisions are truly open so that the Council can demonstrate transparency in all its operations”

In reaching this vision the Council will seek to ensure the following principles are applied;

- Any decision of the Council is sustainable
- That any decision of the Council is in the interest of the wider community
- Stakeholders and community engagement will be central to delivering the Council's objectives
- That the Council will actively engage with other service providers to ensure that they are aware of the community's needs and aspirations.

Setting a Vision for Devizes

The Town Council's vision for Devizes is that by 2027:

“Devizes will have continued to improve as an attractive place to live, encouraging business growth through positive change, providing its community with a strong sense of place.”

Over the next five years, the Council will develop and promote policies which support positive change, making Devizes an even better place to live, work and visit.

In developing policies, the Council will identify how any change brings the Town closer to the stated vision, whilst measuring this benefit against environmental, financial or risk implications.

The Town Council recognises that many areas of the Town's development stray beyond its direct sphere of influence, therefore it is committed to working with partners and stakeholders where a joint approach is necessary.

Meeting our ambitions through though future positive change.

To support future positive change to our town, this Strategic Plan has been divided into five key priority areas

People and Community

Serving people and the community sits at the heart of what the Town Council seeks to achieve. How we deliver our services and the support we give to stakeholders and partners influence how each of us feel about the town, and as such the Town Council recognises its responsibilities in how it supports those who live, work in and visit Devizes.

Sustainability and the natural environment

As pressure builds on land use and with changes to the way we live our lives, the Town Council will work in partnership with stakeholders and partners to protect and improve the environment we live in, in the most sustainable way it can. As such the Town Council recognises its responsibilities to support changes that enhance Devizes for everyone.

Town Centre and Economy

Maintaining a vibrant local economy is essential for the future of our community and Devizes Town Council has a part to play in supporting that through its support of tourism and retail partnerships and delivery of accessible public realm. As such the Town Council recognises its responsibilities to support a culture that focuses on keeping money local.

Planning & Development

Pressure for change through development has never been greater, and as such the Town Council has to plan and use its influence to ensure it does all it can to mitigate unnecessary harm through change. As such the Town Council recognises its responsibilities to manage and protect our build environment for future generations

The Council

There is an expectation that as an organisation the Council is transparent, efficient, responsive and cost effective. As such we need to hold ourselves to the highest standard and have in place policies and procedures that deliver good governance and accountability. The Council also needs to be accessible to all that seek our support.

People and Community

- Community Safety

For a community to prosper it is important that residents, businesses, and visitors feel safe and secure. Road safety, crime, and antisocial behaviour are not areas where the Town Council has direct control of potential solutions, but we can play an important role in working with partners, reassuring residents, and ensuring their concerns are heard.

To achieve this, the Council will

- Work with partners, stakeholders and other agencies, to promote local concerns around community safety
- To consider how decisions that the Town Council may make impact on community safety
- Improve communication channels so residents know how to report an issue and ensure effective feedback channels are in place
- To continue to support the delivery and improvement of the Town Council's CCTV system.

- Health and Wellbeing /Leisure and Sport

Good health and positive mental and physical wellbeing help sustain a strong community. The Town Council plays a key role in promoting good physical and mental health by providing and supporting leisure facilities and engaging with local health and wellbeing initiatives.

To achieve this, the Council will

- Ensure the management of Hillworth Park, the skate park, play areas and other leisure facilities under the Town Council's control remain as a priority for the Town Council
- Identify and review opportunities for the development of further leisure facilities as and when they arise, bidding for external funding and using receipts from development funds strategically to develop projects.
- Actively work with local authority partners, the Leisure Centre, local groups and organisations, to promote good health and wellbeing within our community.

- Active Travel

Encouraging more sustainable methods of travel to school, work and the town centre visits are essential if we are going to help manage air quality in the town and seek to reduce traffic.

To achieve this, the Council will.

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- Work with partners, stakeholders and other agencies to improve cycle routes and safe places to park and leave a bicycle in the town.
 - Work with passenger transport groups to promote and enhance bus services in the town.
 - Through neighbourhood planning, seek to ensure new developments have safe walking and cycling routes into the town centre.
 - Where there is no alternative, encourage the use of electric vehicles over fossil fuels
- Arts Development
Devizes has a rich cultural tradition of producing diverse artistic events through the year. Many of these are undertaken by volunteer or semi-professional organisations who rely on local authority support. We will support arts development by:
 - Maintaining a policy which provides an appropriate level of free use of Council venues for community events
 - Facilitating the creation of new community events and supporting existing ones through the provision of appropriate advice, guidance, and support
 - Making provision for an appropriate grants fund to which community events can apply.

- Youth Provision

Whilst Devizes is fortunate to have a good number of clubs, groups, and organisations providing ad hoc activities for young people, it is recognised that since a change in focus towards funding youth provision by principal authorities, services which were traditionally provided, such as a formal youth provision such as a physical youth club are no longer available. This has resulted in gaps in youth service provision, which has unfortunately given some young people the perception that those in authority have abandoned them.

The Town Council believes that ensuring the needs of our whole community are addressed is extremely important and there is an identified need for a greater focus on younger people.









To address this, we will:

- Maintain a focus through an appropriate committee, to identify opportunities for youth provision in Devizes. This may include the allocation of funds and resources as seen appropriate.
- Work closely with local groups, other local authorities, and relevant experts, to ensure that any youth provision in Devizes is appropriate and meets the needs of the community.
- Proactively pursue youth funding from the local authority, central government, and others to ensure any identified new opportunities and existing provision is well resourced.

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To help deliver the Council's ambitions around people and community the Council has set the following strategic projects:

-  Work with sports clubs to enhance access to a variety of sporting options in the town
-  Upgrade local play areas to ensure that local communities have access to good quality facilities
-  To develop a youth outreach programme
-  Provide a safe space for young people to gather and enjoy
-  Provide a countryside park within walking distance of the town.
-  With partners, create a calendar of weekend cultural and activity events in the Market Place
-  Promote the creation of safe cycle and walking routes into the town centre from outlying areas
-  Create a circular tourist themed walkway around the town.

Sustainability and the Natural Environment

- Transport links

The Town Council has little direct involvement in the provision of new transport links, however, it does play a key advocacy role in ensuring that the proposed provision meets the town's needs and facilitating the town's input into consultations and planning.

To achieve this, we will:

- o Actively support the project to deliver a Devizes Gateway Railway Station through appropriate funding and facilitating consultation and data gathering exercises;
- o Through Neighbourhood Planning, promote the provision of cycling, walking, and public transport infrastructure;
- o Ensure the town is well represented during development of Wiltshire Council's Local Transport Plans and relevant consultations.

- Improved biodiversity

Whilst the town has a large rural hinterland, development over successive years has significantly reduced the number of green spaces within the town centre. Increased development on the edge of the town has also pushed the urban environment closer to the rural edge. To this end the Council will look to:

- o Work to reduce the loss of wildlife habitat through its own actions and ensure that habitat loss is a key consideration during the planning process;
- o Improve biodiversity within the town's urban environment on Council land and encourage others, through community groups, to play their part in creating urban biodiversity;
- o Increase the number of trees within the town centre and residential areas through the Council's Greening project;

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- o Review the way we manage some open spaces and create management plans which promote wildlife habitats.

- Carbon Natural

The Council recognises that it fulfils two roles in the drive to reduce carbon emissions and tackle the climate emergency. The first is to provide leadership, help, and advice, to the community in order to help them make positive choices and the second is to commit to reducing its own carbon footprint ensuring that all relevant strategic and operational decisions are taken with their potential environmental impact at the forefront. To this end the Council will:

 - o Carry out a carbon audit and develop and maintain a sustainability policy;
 - o Work as a partnership with stakeholder and the community to raise awareness and promote carbon reduction initiatives;
 - o Produce a biodiversity and Sustainability strategy for the town.










- Community Environmental Projects

There are many community groups in Devizes who have environmental projects at their heart. Devizes Town Council feels that supporting and encouraging community projects should always form a core part of its strategic plan.

To achieve this, we will:

 - o Engage with local community groups and support them in their aims wherever appropriate;
 - o Provide help and practical advice wherever practicable;
 - o Develop opportunities for the community to take part in that which will contribute to health and wellbeing.

To help deliver the Council's ambitions around people and community the Council has set the following strategic projects.

-  Develop an environmental plan for
 -  Active travel through enhanced cycling and walking infrastructure
 -  Improving biodiversity through better management and protection of green infrastructure
-  Increase efficiency of Town Council buildings
-  Reduce carbon output from the delivery of Council services
-  Seek to provide a greater number of EV charging points in the town
-  Investigate a community UV electric generation scheme.
-  Provide rental allotment style leisure plots (European style) for those without gardens.
-  Facilitate a household goods repair centre in the town.

Town Centre and Economy

- Employment

Many people who live in Devizes commute to other towns to work or take advantage of modern working practices such as blended working where part of the week is spent in an office and part working from home. To this end it is important that both physical and digital communications in Devizes allow them to do this. The Town Council is also committed to supporting businesses who either chose Devizes as their base to start a new business or grow an existing one.

To achieve this, we will:

- Through the planning process demand faster connectivity through FFTP to improve broadband speed and support home working .
- Work with planners to support homes with dedicated work spaces
- Work with land owners and planners to seek further employment land opportunities
- Support the delivery of the Gateway Station that will encourage inward investment.

- Working with local business

As the Town Council we serve the whole community of Devizes and as such we have a duty to listen and support local enterprise either directly through the way we manage our services or as lobbying voice on their behalf. To achieve this, we will:

- Meet and work with local business groups
- Provide central support where a coordinated response to a problem is needed
- Hold business community events to make it easier for local enterprise to connect with the Council

- Town Centre Plan

The look and design of the towns centre has a huge impact on the first impression visitors to the town may, have as well as contributing to how the residents and regular users of Devizes feel about living, working, and shopping here. Public realm also has an important part to play in safety and security as well as ensuring barriers to access for all are removed wherever possible.

To achieve these aims we will:

- Ensure that all existing public realm items owned or controlled by the Council, such as bins, benches, etc, are suitable and well maintained
- Carry out a regular audit of street furniture to identify barriers to access and opportunities for change.
- Regularly review street cleaning schedules and ensure that the level of service provision matches the needs and reasonable expectations of the town

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- **Tourism and Visitor experience**

With its wealth of heritage, tourism forms a significant part of the town's economy and as a Town Council we recognise the importance of developing partnerships with agencies and stakeholders to promote the town.
To achieve, this we will:






 - Work with tourism groups to help achieve national advertising
 - Support local tourism initiatives
 - Use Town Council resources to promote the town.
 - Develop Town Council-led events that encourage people to visit the town.

- **Markets**

Devizes has a strong market heritage, whether it be the regular weekly outdoor market, farmers' markets, the diverse selection of goods for sale in the lower Shambles Hall or providing start up business opportunities in the upper Shambles units. The market is an important element of the towns retail sector and trading character.
To achieve this we will continue to;

 - Maximise occupancy of the outdoor Market
 - Work with traders to promote the market to increase footfall at both the Outdoor and Indoor Markets, helping their vibrancy, engaging them to serve the needs of customers and acting as a gateway to the town's other shopping areas.
 - Look for market opportunities on other days that that complement the towns retail experience.

To help deliver the Council's ambitions around people, Town Centre and Economy, the Council has set the following strategic projects.

-  Update and upgrade the Shambles to ensure the building is energy efficient and flexible space so that it can deliver an excellent market experience for future generations.
-  Whilst retaining its function as a marketplace, to make the Market Place more community friendly and usable by the public.
-  Provide an online tourist information website linked to local businesses and services.
-  Seek to have more management control of the town's car parks by developing and offering a franchise arrangement from Wiltshire Council.
-  Working with partners to develop camping aires in one of the town centre car parks.

Planning & Development

- **Town Planning and Housing Need**

Whilst the Town Council is not the planning authority and cannot set housing targets, it does have a role to play in how housing impacts on our community, be it an extension or a whole new development. It will achieve this by;

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- Continuing to scrutinise each new planning application that is made in the town
 - Agree a new Neighbourhood Plan which will provide local planning policy on where houses should be built
 - Protect land from development through green space designations
 - Take an active part in the development of Wiltshire Council's Local Plan.
- **Town Centre Design**

As the way we use our town centres change, there will be ever increasing pressure for change and whilst all town centres do need to change over time, such changes need to be managed to ensure they still meet the needs of the community rather than needs of building owners or operators. To achieve this, we will seek to;

 - Develop a Town Centre Master Plan
 - Review the layout of the Market Place to promote more community use.
 - **Protection of the heritage and built environment**

Devizes has many historic buildings and local landmarks which provide one of the key characters of the town and whilst some are fine examples of architecture in their own right, there is also the overall street scene and how buildings work with each other; therefore, any change has to be carefully monitored and managed.

To do this, we will;

- Be mindful of the Council's responsibility to embrace both the past and future when considering planning applications
- Commit to keeping all historic properties in the town's ownership in good order and ensure any tenants fulfil their responsibilities
- Preserve, protect, and where possible enhance, non-designated cultural and heritage assets (such as the Crammer).

To help deliver the Council's ambitions around Planning & Development the Council has set the following specific objectives.

- 🏰 Develop a master plan for the Crammer that will both protect its heritage value and improve it as a wildlife feature.
- 🏰 Develop a Devizes' housing style for planners to include design attributes that include sustainability, adequate vehicle parking and work from home functionality.
- 🏰 Investigate, cost and detail a programme of refurbishment and repair of the Council's commercial properties.
- 🏰 Prepare a list of those non designated areas and buildings that the Council would wish to preserve and protect.

The Council

- Open and transparent decision making

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As an organisation the Town Council is required to make many decisions, many of which impact on the community that live and work in the town. On occasion such decisions will not be universally supported, therefore the Council will ensure, where it can, the background to any decision is published.

To achieve this, we will:

- Publish our agendas and minutes on the Council website, ensuring they are accessible and easy to find;
 - Encourage attendance at Town Council meetings which are open to the public, ensuring that all reasonable measures are taken to remove potential barriers to attendance;
 - Use all methods of communication open to the Council to effectively and proactively communicate messages, events, and information relevant to residents;
 - Hold regular surgeries and roadshows where community representation can be heard.
- Efficient and cost effective
The majority of the funding the Council spends comes through the collection of Council Tax and therefore it has an important duty to ensure that any expenditure provides best value. To achieve this, it will;
 - Maintain efficient, relevant, and appropriate accounting practices and make all appropriate information available to public scrutiny in accordance with the law
 - Have a financial review function consisting of both officers and elected members, monitoring performance against budgets set by the Council;
 - Have in place policies and procedures that promote transparency and are reviewed regularly.
- Public Services
The Town Council delivers a range of public services to the community, most of which are free at the point of delivery. These services help support many local stakeholders and enrich the culture and heritage of our town. In delivering these services the Council seeks to ensure that;
 - Where possible barriers are removed for their use and wherever possible make them equally accessible to the whole community.
 - They meet an identified need of the community, which is assessed through consultation, user surveys and open governance.
 - They are effectively managed and undertaken to a high standard, through a skilled and well-trained work force.
 - That they provide value for the community.
- Ambitions





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As a Council we have an ambition to continually enhance Devizes as a great place to work, live and visit, but that interpretation has to be based on community need and expectation and therefore to achieve this, it will;

- Regularly consult with the community and stakeholders to keep abreast of concerns and challenges they feel the Town Council should be addressing.
 - Development of a Strategic Plan where its ambitions are endorsed by the community .
- Work with neighbouring parishes and stakeholders
Working collaboratively, economically and smartly by sharing information and skills is essential to limit any duplication of effort and to develop a more cohesive approach to problem solving. To do this, we will;
 - Have representation on a wide selection on local organisations
 - Invite interested parties to help the Council deliver specific objectives
 - Have representation at community meetings.

To help deliver the Council's ambitions, it has set the following specific objectives:

-  To put in place a regular series of resident consultations around this strategy using consultation software
-  To prepare where appropriate oven-ready plans from the strategic plans for possible funding applications
-  Continue to work with surrounding parish Councils regarding integration
-  To hold regular 'meet your Council' pop ups.

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The Green Lane Facility: an update (April 2024)

This is a brief overview of the progress being made as a result of the Green Lane facility – for local players, other local community groups and organisations, and for the football community across Wiltshire and beyond.

Since the opening in 2020, the Pavilion, improved grass pitches and artificial playing surface, mean that most of the County Cup Finals for boys and girls teams are hosted at Green Lane.

Over 500 games were played across the artificial and grass pitches between September 2022 and May 2023, which included veterans' (over 35s), walking football (over 60s), youth games (u7s-u18s) and adults (over 18s). In the current season, from September 2023 to the end of May 2024, we are on track to host over 870 affiliated games.

Bishops Cannings FC have been supported by finding training and fixture slots so that they now offer men's football attracting over 60 affiliated players across 3 teams. There are also 20 players across adult and junior disability teams as well as over 60 female players, all of which was achieved 5 years earlier than forecast in their initial Football Foundation usage plan.

Devizes Town Youth can host all their youth teams at Green Lane. In addition, the club's adult teams use the site when periods of poor weather mean their site at Nursted Road is unavailable.

The two partners clubs have increased their number of affiliated players to over 600 players combined, compared to less than 400 before the Green Lane facility was opened. Many clubs have not returned to pre-pandemic participation numbers.

In addition to the growth of these local clubs, the relationship with the Devizes Bowman has improved significantly. Supported by WCFA staff and access to the enhanced facility has meant they have almost doubled their memberships in the last year.

Last season a summer tournament was hosted by WCFA. Over 95 teams competed over one weekend. This event will be repeated every season and expanded as capacity allows.

Increased usage has led to fitness classes, extended opening hours for the café, hosting charity matches, and being the starting point for the DOCA Colour dash for the last 2 years.

The pavilion has been used – free of charge - by local charities on many occasions over the last year. Notwithstanding this, the revenue from room hire is increasing year on year. The site regularly plays host to different teams and departments from the NHS and Wiltshire Police.

This summer will see over 100 football coaches attend the site to upskill through FA and UEFA coaching qualifications. These individuals will help grow the game in communities across the county. In April 2024, the site hosted a Talent ID event for The FA, attended by over 140 young female players that have the potential to progress into the professional game.

WCFA continues to run the successful 'Roots and Shoots' scheme that is diverting local youngsters away from anti-social behaviour and improving their relationship with the police.

Another, perhaps unquantifiable benefit, is that the operation of Green Lane demonstrates the competence of WCFA in operating other facilities of this nature, such that developing further sites in the future will mean that, as a not-for-profit organisation, WCFA can do more to support different communities and cohorts in Devizes and further afield – using football and physical activity to deliver positive change.

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COMMUNITY COMMITTEE FORWARD PLAN 2024-25

Doc13/1

Meeting Date	Task	Task Decision	Further actions	Task RAG
21 May 2024	Appoint Chair	Cllr Hopkins	None	
	Appoint Vice Chair	Cllr Bridewell	None	
	Review Forward Plan	Agreed to send additional info to help update	Additional items sent	
18 June 2024	Green Lane operations and access issues	To consider parking issues and funding to improve		
	Tourism Strategy			
	Tourism panel	To update the committee on this initiative		
	Look at the role of associated working parties and task group needs			
	Youth Report			
	St Marys			
	Funding for Neighbourhood Watch			
13 August 2024	Review Strategic Plan objectives			
	Communications strategy update			

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	LVEP			
	Twinning and how to work together			
8 October 2024				
3 December 2024				
4 February 2025				
1 April 2025				