

Minutes

Meeting: Chippenham Town Centre Partnership Board

Date: 1st July 2022

Location: Committee Rooms, Monkton Park, Chippenham

Time: 12.15pm

Attendees:

Michelle Donelan MP (chair) – (MD)

Cllr Richard Clewer, Leader, Wiltshire Council – (RC)

Laura Hall-Wilson – Parliamentary assistant to MP (LHW)

Matthew Kirby (MK) – Chippenham Town Council (MK)

Cllr Desna Allen – Leader, Chippenham Town Council (DA)

Iain Hatt – Principal, Wiltshire College (IH)

Donald Steele – Chair - Chippenham Borough Lands Charity (DS)

Tom Jaques – Chippenham Chamber of Commerce (TJ)

Robin Langford – Acorn Property Group - Emery Gate (RL)

Mike Stone (MSt) – Chippenham Civic Society (MSt)

Sandie Webb – Chippenham Community Town Team (SW)

Owen Inskip (OI) - landowner

Support Officers

Victoria Moloney, Wiltshire Council (VM)

Richard Walters – Wiltshire Council (RW)

David Milton – Wiltshire Council (DM)

Judith Cameron – Wiltshire Council (JC)

Louise Cary – Wiltshire Council (LC)

Oliver Phipps – Community Engagement Officer (OP)

Guests / Observers

Dane Cummings - Acorn Property Group

Jackie MacQueen – Acorn Property Group

Ross Henning – Chippenham Area Board (Chair)

Phil Tansley – Chippenham Borough Lands Charity (CEO)

1.0 Introductions

2.0 Minutes of last meeting

Minutes agreed.

3.0 Declaration of Interest

No additional interests declared.

4.0 Activity mapping – (including Updates form Partner Organisations)

VM: Wiltshire Council has launched its towns programme. Any money underspend carried through to this year. Two main strands – regenerating activity programme, providing reasons for getting

people back into the centre. Later this year in autumn, Viable Wiltshire – about supporting new business to open on high streets.

Other element, supporting existing business to safeguard for future, investing in infrastructure, websites etc. The programme has a limited pot of money. Also, will be doing marketing and promotion activity. What's on in Wiltshire app – based on the idea of putting promotional information in a single easily accessible place - not about replacing anyone's existing marketing. Also looking at heritage trails – to encourage people to visit high streets for reasons other than shopping.

RL: Acorn property group has now concluded purchase of Emery Gate shopping centre. They are still in the process of determining their plans for the centre. Acorn is principally a residential developer but does engage in commercial schemes where it sees opportunities. The company sees opportunities with EG to regenerate and increase footfall. It will present its plans to the Partnership when they are further developed.

MK: Town council has undertaken the activity mapping exercise and MK briefly outlined the areas of activity covered – this is an extensive and detailed list setting out the extent of on-going activity the TC is leading and involved in. The spreadsheet was shared following the meeting and is attached to the Minutes.

5.0 Pillars

RW: broad pillar structure set out in ToRs considered at earlier board meeting. E-mail circulated to Partners on 25th March – set out proposed revisions to create 5 pillars (that encompass all the activities included in ToRs). These Pillars did not have Pillar leads ascribed. Purpose of this discussion (following activity mapping exercise) is to establish agreed Pillar leads and composition.

VM: went through the proposed 5 pillars.

Pillar 1 – Managing the Town

Managing the town – crime, litter, maintenance. From the Salisbury perspective, this is the one that started it all. Built a really strong foundation for partnership. In Salisbury, managed by the city council – contracts for most areas. So its proposed that the town council manage it but with engagement from Wiltshire Council where necessary.

DA agreed – this is business as usual for us – both pillar 1 and 2. We have a community safety forum.

Decision: the Board agreed that Chippenham Town Council to lead Pillar 1 – Managing the Town

Pillar 2 – Supporting Business

Supporting businesses – big challenge. Lots of business orgs. Very few are focused on retail though and challenges they face. Also, retailers have little time to engage in training. So bring together orgs tog that do delivery business support. Around what more can we do? How can we pivot existing offers to meet those? How can we maximise spend for Chippenham. That is our intention for that pillar.

Decision/ Action: Preference of Board that Chippenham Chamber of Commerce lead the Supporting Business Pillar – TJ to seek agreement from Chamber Board that it will take on leadership of Pillar 2

Pillar 3 – Vibrancy, Culture and Communicating the Offer

VM – this is a broad set of activities - focussing on delivering experiences, where are people looking for info, how do we create information networks, how do we communicate that Chippenham is vibrant. Aspiration is “there’s bound to be something on”

Some discussion on whether to separate into a sixth Pillar that deals with communication – but a recognition that communication is intrinsic to the work of this pillar - i.e. the people that communicate events are the same people who put on the events (and others) so needs to be contained within it not separate.

Decision: the Board agreed that Chippenham Community Town Team to lead Pillar 3

Pillar 4 – community and environment

Discussion ensued on the nature and purpose of this Pillar.

It was acknowledged that Chippenham has extensive town centre green and blue infrastructure. This Pillar is intended to covering health and well-being, environment – which points towards a possible lead role for the Borough Lands Trust.

DS – noted that the Trust happy to consider this role although noted that its limitations as a charity organisation and the focus of this Pillar on addressing the challenges of Climate Change.

MD: if that group is mainly about climate change, we’re not going to achieve what this board is about which is to drive football. There is a need to stay focussed. All pillars should encompass climate change. RC agreed that Climate Change being addressed nationally – may not be a need to have specific pillar on this as its intrinsic to all and need to follow national policy.

Decision: The Board Agreed that Pillar 4 would not be established. Usage of green spaces will be covered under vibrancy pillar; and climate change under developing/integrating the town (and others as appropriate).

Pillar 5 – Developing and Integrating the Town (including the masterplan)

Decision: the Board agreed that Wiltshire Council will lead this pillar.

6.0 AOB

MD – date of next meeting – tbc. proposed 2nd September Friday.

Action: Wiltshire Council to email each agreed Pillar chair on the basis of “this is what we think – tell us what your remit is”. Pillar leads to establish list of other orgs they may want to include to support that work. VM requested to Pillar leads to invite Wiltshire council to any relevant meetings.

Action: Wiltshire Council to give further consideration to when it engages with other partners particularly those involved with pillars who aren’t represented on the Partnership.

MD closed the meeting.