



Head of Service Report to Leisure & Information Services Committee 11th June 2019

I. FINANCE

Management Accounts – End of Year (Jan – Mar 2019)

LEISURE

	Actual £'000	Budget £'000	Variance £'000
Gross Expenditure	636,070	687,124	51,054
Income	384,552	490,055	(105,503)
Net Expenditure	251,518	197,069	(54,449)

Financial Summary for Active Trowbridge

£52,971 adverse

Grants Received 1001 / 4901 / 4904 (Report item 1.2)

We achieved **£35,210 in grants income for 2018-2019 which is overall £5,210 better than budget.** However, £22,000 of grants received was to purchase an asset of a replacement mini bus. Therefore, due to the expenditure the overall budget was £16,970 adverse. We are now looking at the future strategies and budget planning to ensure Leisure Services is not dependant on any grant funding to run our service.

School Coaching 1042 (Report Item 5.1.2)

Leisure Services in the 4th quarter **favourable £5,136 on** our school coaching income, this was achieved through delivery of new contracts, expansion within existing and growing numbers attending our Active Extras Clubs.

End of Year results for 1042: Total income £ 221,136 - £5,136 favourable.

To achieve the 2019/2020 budget, we are reviewing all delivered contracts to ensure the delivery costs between our community area and other locations is priced correctly to balance the community and commercial delivery.

Mini Bus 1062 (Report item 6.3)

The mini bus bookings for 2018/2019 would have hit financial target however due to the mini bus failing its MOT in June 2018 and it would have cost more in maintenance expenditure, therefore I made the decision to not invest any more money. We needed to then cancel all bookings until the new asset was purchased.

End of Year results for 10621: Total income £1,855 against a budget of £3,000 shows an adverse variance of £1,677.



Roadshows 1109 (Report item 5.1.3)

At the end of the 4rd quarter an **adverse variance of £3,584** in Sports Roadshow hire. There were a lot of contributing factors; many clients wishing to have the same weekends and lack of transport to be able to deliver the sessions. We now have the new vehicles to be able to deliver more sessions, and have now implemented a travel cost for any services outside of a 10-mile radius. Melksham Town Council P and L to be provided at meeting have confirmed they would like us to deliver a Roadshow per school holiday.

This year we will be reducing the FREE community roadshows being delivered through the town and will provide a paid inflatable event in Trowbridge Park each Saturday, this will be an opportunity to continue to serve the community and also allows us to bring in additional income.

Fun Days – 1240 (Report item 5.1.1)

Delivery of our holiday club's services in 2018/2019 was a significant tough year in terms of attendance figures. This was down to factors including: incorrect staffing structure within Leisure Services to ensure this area was taking full responsibility for the delivery of the service, which subsequently had an effect on the promotion of the clubs. Parents were also looking at new ways of sharing the school holiday costs for child care and Siemens reduced from three sports coaches to two on a Friday for the summer, which impacted on income.

End of year results **£70,324 which is £7,176 adverse.**

Going forward for 2019/2020 we re-branded the holiday activities to Active Kids Camps, implemented a new daily structure, new flyers and promotion. A price increase was implemented and an 'early bird' offer to increase pre bookings; offers on Wiltshire Rewards for all Wiltshire Council employees and childcare.

2018 and the outcome of the end of year has allowed us, to evaluate the department's operation and we will continue to seek the balance between community and commercial service delivery. The impact of a restructure within the Town Council and Leisure Services has had a financial impact on our staff salaries by **£32,257 adverse**. I believe these roles will have a significant impact in 2019/2020 for the Leisure Services achieving the budget for 2019/2020 I will also be addressing, as mentioned in the financial summary, the fact that the department is currently dependant on external grant funding in the 2020/021 budget.

INFORMATION SERVICES - £7,501 favourable

	Actual £'000	Budget £'000	Variance £'000
Gross Expenditure	180,357	185,885	5,528
Income	15,053	13,080	1,973
Net Expenditure	165,304	172,805	7,501

FACILITIES - £5,041 adverse

	Actual £'000	Budget £'000	Variance £'000
Gross Expenditure	1,001,397	667,211	(334,186)
Income	(866,410)	(537,265)	329,145
Net Expenditure	134,987	129,946	(5,041)

Summaries

OVERALL FINANCIAL SUMMARY:

- I am pleased with the financial situation with **Information Services**.
- **Facilities** is **adverse** due to services charges for utilities being more than expected. The project costs for The Civic rebrand were allocated from 4125 (Premises Maintenance).
- **Leisure Services** is disappointing in three out of four income codes, however I am confident that the changes in the management team and service delivery review will help achieve the 2019/2020 budget. Leisure Services had a challenging year and this year will be no different, but I believe we are better equipped.

Roundabout Signs £10,088

Hanging Baskets £2,250

Entrances Boxes £1,788

Gateway Planters £1,510

Budget is £16,000 currently to date £15,636

I would like to take the opportunity to thank councillors on my committee for their ongoing support for all my departments.

1.2 Grants (HB)

Grant Applied for	Amount	Successful/Unsuccessful
Healthwatch	1500	Unsuccessful
Selwood Housing	1234.80	Successful
Selwood Housing	485.00	Successful
Sport England	150,000	Awaiting Outcome

2. LEISURE SERVICES

Hayley Bell (HB) Head of Service - Leisure & Facilities - Hayley is responsible for the Department, including all leisure and health delivery, leisure facilities, grants and community services and working with key partners to promote and develop a healthy community. Hayley also works with the Customer Service Manager and other managers on the town council's branding and publicity.



2.1 STAFF -

2.2 LEISURE & HEALTH DELIVERY

2.2.1 Healthier Communities Project – Programme Manager Nikki Foster – WC. Healthier Communities is a 3-year project funded through Sport England's Tackling Inactivity and Economic Disadvantage programme. The project aims to increase levels of physical activity amongst inactive individuals in 10 Lower Super Output Areas (LSOAs) in Wiltshire with high levels of disadvantage and where sport and physical activity levels are known to be low. The Healthier Communities project will use an estate based delivery model to engage the target audience meaning delivery will take place in the heart of local communities. This approach will help remove barriers including cost, transport and time constraints. This project is funded by Sport England to Wiltshire Council.

2.3 LEISURE FACILITIES - We have now concluded our plans for the existing hard court facilities within Trowbridge area and have submitted a project plan and grant application to Sport England with additional supporting documentation from our key partners. We will find an outcome in the next 12 weeks.

2.4 PARTNERSHIPS

2.4.1 Selwood Housing – We have been successful with our two bids through Selwood Housing for Partnership support, I can confirm the new noticeboard for the Longfield area has been ordered and we await delivery and will be located by Longfield Community Centre. This will display a weekly programme of activities which are held within the area for the residents to participate.

2.4.2 Zumba event - I am working closely with Gina, the area co-ordinator of Zumba to provide a Zumba

participation event on 13th July when the Active Festival is in Trowbridge Park.

2.4.3 Christmas Light Switch On 2019 - we are meeting with key partners who are involved with the town centre Christmas Lights Switch on activities to review and plan 2019 town centre events.

2.4.4 Sports & Play Festival – plans are currently underway. Save the Date 13th July 2019.

2.5 Doric Park –QMP (project designers) finalised the building spec, and we will be presenting them to the Rugby Club Board on 17th June 2019.

2.6 PIP - We are working with partners on delivering PIP (Picnic in the Park) days across Trowbridge area in the summer, discussions around the finer details of these are currently in the planning stage. These days will be linked with the Sports Roadshow. The plans for 2019 will be the following:-

Starting the 27th July- 30th August 11.00 – 2.00

- Mondays – None
- Tuesdays – Trowbridge Park
- Wednesday – No Roadshows Running
- Thursday – Chapmans Field – Grove Recreational Ground
- Fridays – Paxcroft Mead
- Saturdays – We will be providing a selection of inflatables in Trowbridge Park 11.00 – 3.00pm for the local community and will be charging a nominal fee. We are also looking at running a one off PIP day in Longfield.

2.7 TCAF (Trowbridge Community Area Future) – Deborah McLean, Senior Youth Worker

• **Tuesdays:**

Longfield Community Centre - Between 7pm and 8:30pm in the main hall. This is quite a young group between the ages of 7 and 12 years old. They love to do a lot of craft activities and usually the messier the better! They are quite a handful, but this is just because they are excited.

Studley Community Centre – Between 7.30pm and 9pm. this is our most challenging group. They are aged between 12 and 18 years. We are finding it difficult to engage this group, despite trying to put in place things that they want or have asked for.

• **Wednesdays:**

Mentoring sessions – Between 2pm and 3pm. Shani and I are currently mentoring 2 young people on a referral basis. This is working well so far.

Seymour Road Cabin – Between 6:30pm and 9pm. This is our most welcoming group and prefer structured sessions. They enjoy most projects. They are aged between 10 and 16 years. This group can have its moments because of the smaller space, but generally it's a really lovely session.

• **Thursdays:**

Skate Park – Maisie and I do our detached work at the skate park. This is building, but very slowly. At the moment the young people are only really interested in the food from Greggs, but week on week they are starting to have more of a conversation with us. They are also happy that we have restarted the skate park petition that Sarah started with them last year. Maisie has also set this up online on change.org as well as us taking paper copies around. If any of you would like to sign or share it with people you know, you can find the link below, as we need to get the message out there

<http://chng.it/7MyJ4gydfy>

• **Fridays:**

JOG school – Lunchtime drop in session. Between 1:20pm and 2pm. We have a dedicated room that we can use for chatting, relaxing, board games etc or we can wander around the school and have a chat to the young people. (Sometimes that works better).

Longfield Community Centre – Between 3:30pm and 5pm in the Lounge. Again this is usually a very young group, however some of our Seymour group sometimes join this session too. Ages vary between 7 and 16 years. This session is mainly craft based and is usually the nicest one to attend as all the young people are really chatty. James Macdonald at the community centre also runs a session during this time in the main hall and its quiet as the young people flit in and out of each room. James tends to get most of the boys and we get most of the girls.

3. ACTIVE TROWBRIDGE

Adam Casserly (ACa) Active Trowbridge Coach Development Officer – Adam is responsible for training, development and coaching standards and delivery

3.1 Training – Looking at training courses/workshops for our Play Workers to improve our before and after school clubs. All Staff attended Manual Handling training over Easter. Badminton, Athletics and Gymnastics are workshops we have provisionally booked for May/June.

3.2 Development – 5 Staff are working through their Level 3 Apprenticeship and on course to complete by July. By 2020 a level 3 qualification will be a minimum operating standard for all staff. A few coaches achieved their Level 2 qualifications in Football & Rugby with Multi Skills undertaken in May school holidays.

3.3 Coaching Standards – **the Easter School holiday period was very positive.** Overall observation and feedback I have received is positive and the clients are very happy with the service we provide them which is evident in the attendance figures. All feedback has been given to the coaches via meetings, discussions or 1-2-1's. The aim is for the staff to take on the feedback to help improve their delivery, but also our service and reputation.

4. RECREATIONAL

Sam Smith (SS) Sports Participation and Coach Coordinator – Sam is responsible for increasing participation at our Multi Sport Court and Tennis facilities in Trowbridge Town Park. He organises, develops and maintains assigned recreational sport programmes, overseeing the promotion, implementation and use of facilities.



4.1 Active Extras – **Numbers for Active Extras have further increased since the last report in February with both Kicker Tots and our Mini Movers sessions in**

Trowbridge at full capacity in term 4. We hope for increased bookings from the start of our sessions in term 5 and 6. This will be helped with the start of our two new clubs, our Multi Sport Club on a Monday and the return of Tots Tennis taking place on a Wednesday morning.

4.2 Tennis Coaching –

4.2.1 We are yet to hear if we have been successful in winning the Community Venue of the Year for the South West region after winning the Wiltshire award. We have restarted our Tennis For Free sessions on a Wednesday (5pm-6pm) and Friday (4:30pm-6pm). After continuing our partnership with Tennis For Free we can offer these sessions every week, and **on just our first week of restarting the sessions we achieved the 2nd highest attended sessions throughout the UK from the various other sites Tennis For Free run their sessions from.**

4.2.2 We are also going to run two Nature Valley Big Tennis Weekend events this year. Previously named the Great British Tennis Weekend, we will run both events from 9am-12pm on Saturday 11th May and Saturday 6th July, offering all ages and abilities the chance to try and play some tennis whilst also promoting the other tennis sessions we run HotShots, Tennis For Kids, HotShots Tennis Camp, Tots Tennis and Tennis For Free.

4.2.3 Furthermore, we will be running HotShots Tennis Camps again this year on the courts in both May and Summer half terms on Thursdays and Fridays.

4.3 Walking Sports - We had a very successful relaunch of our Walking Football sessions at the Multi Sport Court from the 27th February. We had 16 participants at the first session and we have averaged around 12 participants at every session since. We also introduced a Walking Sports Loyalty Card which we hope will contribute to the increase in attendees at our football and netball sessions. If participants pay for 9 sessions, they get the 10th session free. Also, we were provided with useful equipment from the FA by becoming a Just Play center. Once we launch our Just Play site online this will provide further promotion for our football sessions

4.4 Lace Up - On the week commencing 29th April we will be running free weekly sessions at North Bradley Peace Memorial Hall Playing Field on a Monday, and Southwick and North Bradley Scout HQ on a Friday. Both sessions will be taking place from 1:30pm-2:30pm until the end of September. The sessions are called Lace Up and have been designed to increase Leisure Activities and Community Exercise (LACE) in rural communities. Paid for by a grant by Community First It is hoped that the Lace Up project we are running in Wiltshire will oversee the development of activities which, if successful, could be replicated in other communities elsewhere.

Case studies about the groups, the activities and the development support we received will be shared to inspire more people to get involved with or, to offer leisure activities and community exercise in other rural areas.

5. COMMERCIAL

Aaron Seviour (AS) Commercial Development Officer – Aaron is responsible for all commercial elements of our service delivery.



5.1.1 Fun Days – In February I re-evaluated our holiday activities service and rebranded to **Active Kids Camp** as recent years have shown a decline in the number of children attending the Fun Days. Active Kids Camp, Soccer Schools and Camp Fusion is being run at John of Gaunt School after a new partnership agreement was set for 2019/2020. After a very successful trial run in February our numbers were as follows in May:

	Camp Fusion (Target 25 a day)	Active Kids Club (Target 55 a day)	Soccer Schools (Target 30 a day)
Tuesday	24	50	19
Wednesday	24	68	31
Thursday	N/A	55	20
Friday	N/A	54	22
TOTAL	48/50	227/220	92/120
OVERALL		367/390	

5.1.2 New Schools/Contracts - After planning the new coaching timetable, it became apparent, following the decision to concentrate on existing clients' and extending their hours, that there isn't room for new contracts. In the upcoming weeks, we will re-evaluate further afield contracts. **We have over achieved in Qtr1 for school income.**

5.1.3 Sports Roadshow - We have hit target for the April Roadshow and will continue to try and achieve full quarter throughout May and June. We also have some partnership agreements in place with Melksham Town Council, Chippenham Town Council and are in discussion with Trowbridge Rugby Club!

6. LEISURE ADMINISTRATION

Christina Connor (CC) Leisure Services Administrator – Christina is responsible for all aspects of administration within the department, bookings for sports roadshows, holiday activities, minibus, invoicing, recording of financial phasing, update social media pages for the department and the departments web pages.



6.1 Booking System – In the last 30 days Clubspark has recorded 1237 course bookings for Active Extras and Holiday Club Activities, which shows a small increase from the last report. We have also seen a slight increase in tennis court memberships since the last quarter – 62 household memberships (consisting of 117 members @ £30ea) The number of members within the household membership has shown a slight decrease. Additional pay and play bookings for the tennis courts stand at 13 since the last report.

6.2 Social Media – Our Twitter followers have increased by 27 since the last report, an overall total of 742. The most engaged tweet related to the launch of the new minibus. Facebook followers currently stand at 4030 an increase of 45 from the last quarter. The most viewed post was a post regarding the visit of Sam Fuller from the national England Deaf Rugby Team to Camp Fusion it had a reach of 2988 people, 87 likes, 531 post clicks, 262 photo views, 269 other clicks.

6.3 Minibus – We took receipt of the new minibus at the end of March 2019 and have 15 bookings arranged so far between April – July 2019. **The minibus has so far generated £924 worth of income.** The minibus has been widely promoted across our social media and we have seen an increase in hire enquiries.

7. FACILITIES

Karl Buckingham (KB) FACILITIES MANAGER - Karl is responsible for ensuring that buildings and their services meet the needs of the public and staff that use them. Including services such as M&E, Cleaning, ICT, Fleet Vehicles, Security services and the council's insurances, procurement processes and local council risk scheme.



7.1 Civic

7.1.1 ASHP update – While the ASHP is currently out of action we have been obtaining quotations to repair, to replace and to seek alternative solutions to mechanically heat and cool The Civic. The current set-up is very difficult to manage a temperature that provides comfort to customers, tenant and staff. I have consulted with an M&E consultant who will assess what we currently have, to see if there are any improvements/recommendations that can be made. Any required heating is being provided by the back-up gas boilers for now.

7.1.2 Roof leak – Two areas of the roof (above the Lansdown) have faults which have a temporary fix while we await a repair quote from a roofing contractor.

7.1.3 Replacement toilet flush mechanisms – The replacement of the flushing mechanism and workings for the ladies first floor toilets was completed at the beginning of the calendar year. Since their replacement we have not received a single issue with blocked toilets in that area. The vacuum system previously in place was not sufficiently flushing materials and therefore led to blockages. The first floor men's and ground floor ladies will now receive the same mechanisms.

7.2 Longfield Community Centre

7.2.1 Painting - Painting of the office and foyer is now complete, the paint scheme compliments that of the Civic Foyer, as requested by the Civic management.

7.2.2 Doors - We have now ordered new internal doors to replace the non-fire compliant doors that are currently in place. The cost of these doors has been agreed by the Town Clerk as a result of the DVSA signing the new long-term lease of the lounge.

7.2.3 Access control – I will be updating the access control door on the community centre to link with our Civic access system, this will allow customisation for customer access. We would be able to agree for 'regular' users to be able to open and close the community centre during an applicable time slot. The intruder alarm panel will be relocated from inside the office to the foyer as part of this change.

7.3 Bandstand Project – We have appointed 'Clegg Associates' to provide the water run-off and drainage drawings to satisfy the planning application which will be submitted as a new application to include the building of the storage, the landscaping of the park area to the left of the bandstand and to include the demolition of the toilet block.

7.4 Floodlighting to courts – Has now been completed, and was commissioned Friday 17th May.

7.5 Contracts/Agreements

7.5.1 Cleaning Contract - We appointed new cleaning contractors RJC Cleaning Services who commenced on 1st December 2018. We have seen a marked improvement throughout the building, mostly noted in the public WCs and the floor conditioning throughout. They are slowly catching up on a deep clean of both The Civic and Longfield Community Centre.

7.5.2 Leases – update:

- a 30year lease has been completed and sealed with Trowbridge Town Football Club for Woodmarsh
- 12-month lease for Storage Unit on Court Street with a view to extend. We need the storage until the new units are built.
- IT LEASE – 48 month lease ending July 2021 (for all the servers, PC equipment and printers)

7.5.3 M & E tender - Currently on hold, while we look to resolve the issue with the ASHP. This tender will cover all town council assets, venues and community centres, Bowls Club, Seymour Cabin etc. with the hope a single contractor will provide a consistent level of service over our facilities, supporting all

electrical legislative requirements and HVAC PPM and reactive service. This has proved a timely exercise, working alongside the Head of Service who is currently looking at our leases to organisations for some of our properties, for which the cost for this mandatory work will need to be recharged to those groups.

7.6 TTC Events/External Park Events (Vs)

7.6.1 Lions May Fayre –(Weavers Market?) The event took place in Fore Street on Saturday 4th May 2019. It comprised of 10 traders (predominantly local charity tombola stalls, information stalls etc) and an entertainment area (a small stage c/o Melksham Rock and Rollers). The programme of entertainment included dance demos from the Rock and Rollers, belly dancing, Zumba and a singer songwriter performance. The event was scheduled to run from 10am – 4pm. Footfall at the event fluctuated between 11am -2pm peaking around the lunch time period. Due to the entertainment finishing around 2.30 – 3pm, most stalls packed up and finished a little early. The town council applied for the necessary road closures and permissions from Wiltshire Council to use Fore Street, created a risk assessment for the event and were responsible for organising suitable first aid cover for the activities taking place. The Trowbridge Lions administered the stall applications and organised the entertainment schedule. They provided stewards and volunteers on the day to coordinate and oversee the activity. The application process generally went smoothly with good communication between TTC and the Lions. However, there was some issues with obtaining information about / from stallholders in the run up to the event with no definitive list of traders or copies of insurances, risk assessments etc until the morning of the event. Due to the restrictions of using Fore Street – limited space, the necessity of applying for a road closure for the event, increased need for stewarding etc, it is suggested that the May Day event for 2020 is relocated to Trowbridge Town Park. The event could then evolve in to something slightly different offering residents and visitors to the town an enhanced experience and real family focussed event / fun-filled day.

Proposal – create a ‘traditional fete’ event in the park to run from 11am – 4pm offering family friendly entertainment, food and drink and traditional May Day activities.

The format of the day could include:

- A traditional May Pole and dancing
- Morris Men
- A small stage for entertainment throughout the day – dance groups, school / community choirs / local bands
- A fun dog show – to incorporate traditional judging but also agility / fly ball displays. ‘Have a go’ activities with your dog
- Inflatables / fairground or activities c/o Active Trowbridge, family activities such as circus skills workshops, face painting
- A small number of craft and food and drink stalls / caterers / beer-cider tent
- A flower show or veg / produce competition

Whilst some income could be generated from stalls and caterers, this event would obviously have cost implications and would require sponsorship / funding in order to be financially viable.

We would still require close working relationships with community groups such as the Lions in order to run the event successfully and to encourage and support local charities and organisations to get involved.

7.6.2 First Aid Training - First Aid Instructor course completed and now able to deliver training courses on primary, secondary and paediatric first aid. Currently researching and costing the equipment required to deliver training and working on tailoring packages to suit different groups and organisations.

7.6.3 Christmas Light Switch On - to take place on 30th November in the Town Park. Working on a programme of entertainment on the stage throughout the day – choirs, dance groups, schools etc. Anybody interested in performing on the day please contact Victoria.spriggs@trowbridge.gov.uk Options for fairground attractions and food and drink providers are being investigated.

7.6.3.1 New for 2019 – we are planning a magical lantern parade to ‘light up Trowbridge’, filling the town with spectacular lanterns of all shapes and sizes, parading them through town with a carnival spirit to the town park on the evening of 30th November, forming part of the Christmas Light Switch on.

The aim is to work with schools and community groups to create the lanterns. Any schools or community groups who would like to learn how to make lanterns for use in the parade to contact Victoria.spriggs@trowbridge.gov.uk. Any volunteers wishing to get involved in the project – teaching groups how to make lanterns, helping to sort and finish lanterns on the day of the parade or marshalling on the evening please get in touch.

We are putting together a sponsorship proposal to provide companies with the opportunity to sponsor Christmas activities in Trowbridge this year, helping us to provide the most magical experience for the town. We are seeking sponsors for individual elements of the event – entertainment schedule, fireworks, Christmas tree, lantern parade. Anyone able to offer support to the event please contact

Victoria.spriggs@trowbridge.gov.uk.

7.6.4 Event dates

Wiltshire Armed Forces Weekend – 29th/30th June (build from 27th)

Active Trowbridge – 13th July

John Jennings (7th - 28th April) and 11th – 26th August

Carnival Country Fayre – 7th September

Apple Festival – 12th October (TBC)

Carnival procession – 19th October

Christmas Lights Switch On – 30th November

8. INFORMATION SERVICES

Aby Cooper (AC) CUSTOMER SERVICES MANAGER – Aby is responsible for Information Services including the Trowbridge Information Centre and Reception.



8.1 Trowbridge Town Council Newsletter – Our e-newsletter now has 889 subscribers, an increase of 36 subscribers.

8.2 Events/Outreach

Plant a Sunflower with Trowbridge Ted and Trowbridge In Bloom

POP INTO THE INFORMATION CENTRE AND PLANT A SUNFLOWER. TAKE IT HOME WITH AN INFORMATION SHEET AND CARE FOR IT UNTIL IT GROWS REALLY TALL!

THE THREE TALLEST WILL RECEIVE AN AWARD FROM TED AND TROWBRIDGE IN BLOOM

RUNNING FROM 22ND APRIL UNTIL 31ST MAY
THE INFORMATION CENTRE IS OPEN
MONDAY TO FRIDAY - 9AM TIL 5PM
SATURDAY - 10AM TIL 2PM

FOR MORE INFORMATION, CONTACT THE CUSTOMER SERVICE TEAM
EMAIL: [INFO@TROWBRIDGE.GOV.UK](mailto:info@trowbridge.gov.uk)
TELEPHONE: 01225 765072
TWITTER: @TROWTIC
FACEBOOK: DISCOVER TROWBRIDGE

8.2.1 Sunflower competition with Trowbridge Ted which is being sponsored by Trowbridge in Bloom ran until the 31st May. Children came into the Information centre and planted a sunflower. They took it home and sent us their pictures ready for judging. The top three will be awarded at Trowbridge in Bloom awards. We also promoted the event with Trowbridge in Bloom on the 27th April. We encouraged children to enter and handed out over 400 newsletters. We will also be promoting the Sunflower competition at the Young Voice of Trowbridge Competition.

8.2.2 Easter Holidays – Our Easter trail was highly successful and we sold out within one hour. We will increase the numbers for 2020 and offer automatic rebooking to save disappointment in future.

8.2.3 Outreach – The team is again attending many outreach events over the spring months including: May Fayre day, Armed Forces weekend, Active Festival, School fetes.

8.2.4 Town Centre events – We are currently working on three events taking place in Fore Street. These are: Zumba at the Active Festival,

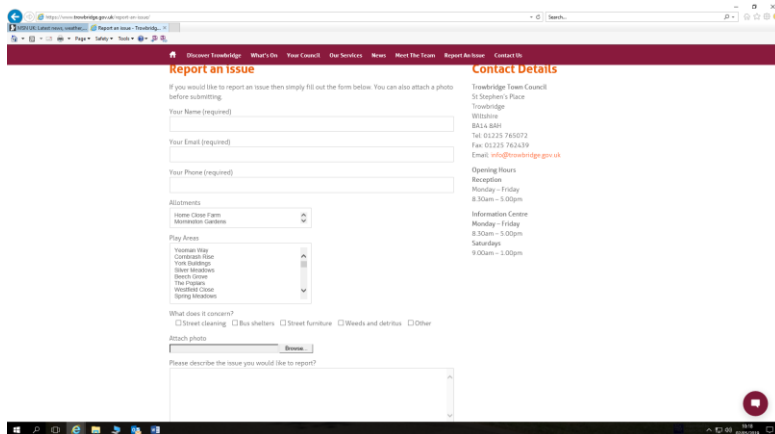
Discover Autumn on the 26th October and Christmas Lights on the 30th November.

8.3 Partnerships – We are organising meetings to discuss town centre events with the management of the Shires, Castle Place and Chair of Chamber of Commerce.

8.4 Website

We have updated Trowbridge Town Council website. It now offers Live Chat within office hours. We have also added a report section. Here members of the public can report issues by a drop down method and

upload images. All reports go directly to report@trowbridge.gov.uk <https://www.trowbridge.gov.uk/report-an-issue/>



8.4.1 Tourism marketing – Whilst we do not have the resources to produce a new tourist website ‘Visit Trowbridge’, we have decided to expand the Discover Trowbridge section on the website instead. This will include categories where businesses can have a listing. This will be currently offered as a free listing however website traffic will be monitored and reviewed to see if and how much we would be able to charge in future for a listing.

8.4.2 The What’s On - calendar on the website is also being updated. This will allow community groups and businesses to add an event themselves to the calendar. This will then be approved by the team and immediately listed on the website.

8.5 Wiltshire Council Rail – The Information Centre has been organising all Wiltshire Council rail travel and earns commission from these sales. Wiltshire Council has announced they will in future be using a company called Travel Cloud. This allows all business travel to be booked in one place including rail, coach, flights and accommodation. Whilst the team considered finding other businesses to offer our rail travel service to we have reviewed the National Rail and due to Wiltshire Council using a new supplier and our printing machine breaking, we have decided not to continue to provide train tickets from 3rd June 2019.

8.6 Trowbridge Pride – we continue to offer support to the Trowbridge Pride committee where needed. The committee has applied for charity status and are awaiting confirmation from the Charity Commission. They now have a logo, social media pages and a website currently being built. They hosted a Board Game night at Leykers and now have a Drag Bingo Night with Fanny Burns. Fanny has a large social media following already so the night should be successful. Again, Leykers are hosting the event. Tickets are on sale at the Information Centre.



The committee is now looking at a Pride date in 2021. They have made contacts with Swindon, Bristol and Bath Pride and have been offered a chance to volunteer at some of the Pride events to gain experience. Over the next year, they are focusing on raising awareness of the committee and breaking down barriers within the local community and Wiltshire.

8.7 Training –

- Mike Holden is currently completing a Level 2 in Business & Administration
- Laura is signed up to take her Level 2 in Data Protection & Security
- Ben, Mike and Laura will be attending the Great West Way Discovery Program in May. Here they will learn all about the Great West Way and how the team can promote it to visitors

MAYOR'S EVENTS

9.1 Quiz Night: The Kings Arms once again held a Quiz Night for the Mayor's Charities on 19th May.

9.2 Celebrating 30 years of twinning - We are working alongside the Trowbridge/Leer Twinning Association to celebrate 30 years of the twinning with Leer in Germany. An event is being planned at The Civic, to include food and a disco. This will take place on the weekend of the Civic Service (21st) in July.

9.3 Civic Service - is provisionally booked at St James Church for the 21st July 2019. Dignitaries will be invited to Leykers in White Hart Yard before the Service for light refreshments. The service will take place in St James' Church. After the Service, refreshments will be available at St James' Church Hall.

9.4 New Mayor's Charities – an application form has been emailed to councillors who were requested to send all nominations by any charity wishing to be considered as the new Mayor's charity/charities to Aby.cooper@trowbridge.gov.uk upon receipt of which an application form will be sent to the charity for completion, for consideration. Cut-off date for receipt of completed application forms was 13th May 2019.

9.5 Civic Award 2019 & Town Enhancement Award 2018 –

The winner of the Civic Award was David Baker.

Ashford Homes, for their development of Red Gables on Hilperton Road, was the winner of the Town Enhancement award 2018.



9.6 Civic Dinner– The Civic Dinner was held on the 23rd March. Thank you to The Civic staff and everyone that attended. The feedback received has all been really positive.



9.7 Town Gathering – The Civic Trowbridge recently hosted the Annual Town Meeting and Gathering, the culmination of which was the annual Town

awards, presented by Mayor Councillor Dennis Drewett. The awards are given to those considered to have made an outstanding contribution to the welfare of the town, whether club, organisation, or individual.



Winners are:



Club Of The Year (Community) The winner of the Club Of The Year (Community) award was **'Back On Track' Stroke Rehabilitation Service** and their group leader, **Bev Pace**.

Public Sector Hero This year's Public Sector Hero award was given to the **Holbrook Primary PTA**.



Community Champion The Community Champion award goes to **Holbrook Primary School**



Club Of The Year (Sport) The Club of the Year (Sport) is the **Trowbridge Amateur Swimming Club**

Spirit Of Youth (13-18 Years)

The Spirit Of Youth (13-18 Years) was awarded to **Charlie Ruck**.



Spirit of Youth (Under 13) The winner is **Eliza Blackmore**.

Charity Fundraiser of the Year Also winner of the Spirit of Youth Award (Under 13), winning again was **Eliza Blackmore**.



Mayor's Award Winner Mayor Councillor Drewett awarded this to the pupils and staff of **Holbrook Primary School**.



Hayley Bell – Head of Leisure & Information Services

Contributions from:

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