Trowbridge Town Council

Working for your Community

Strategy

2025 - 2029

Contents

Introduction ---------- 01

A Vision for Trowbridge ---------- 02

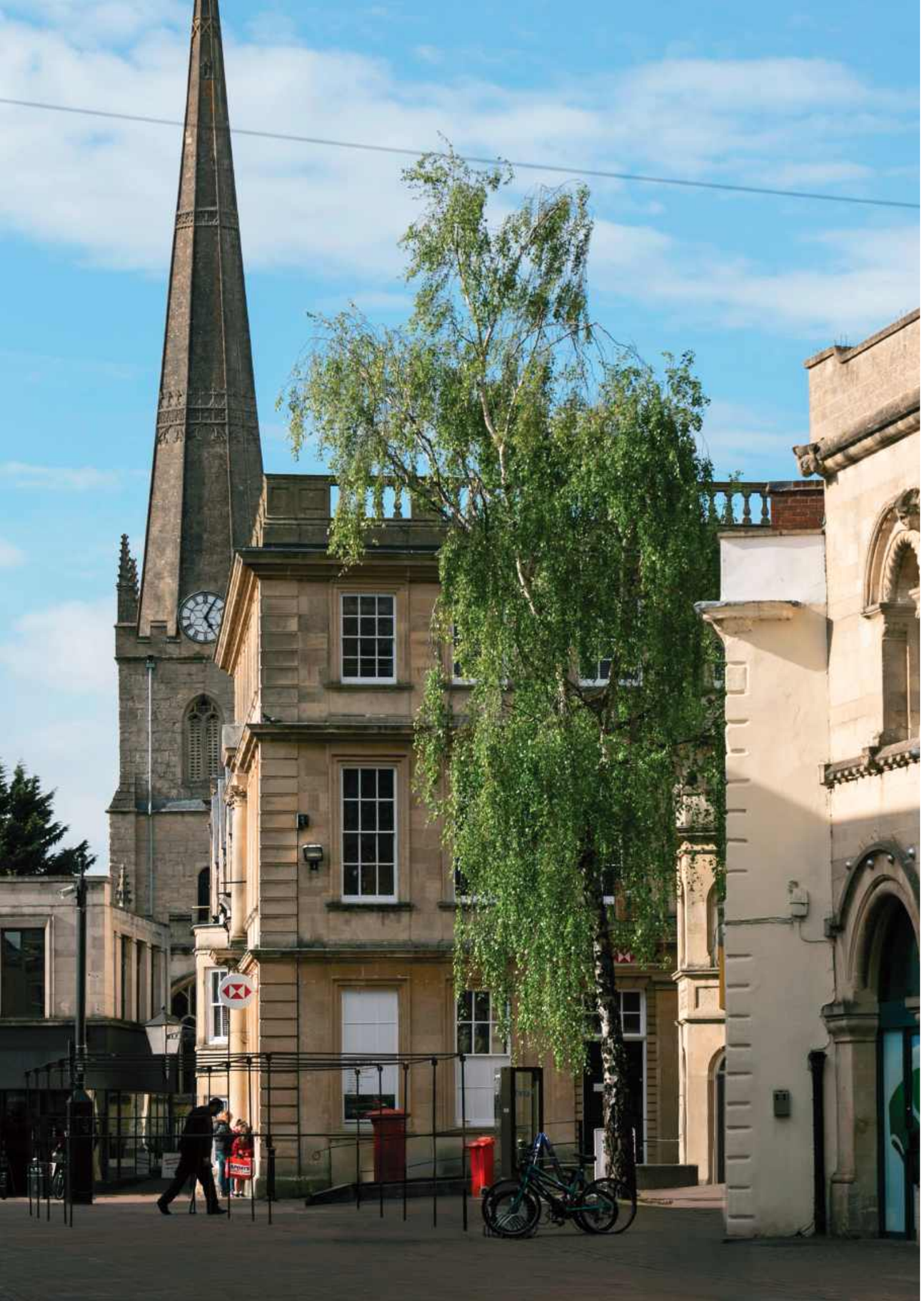
Our Values ---------- 03

Our Priorities ---------- 04

Council Services ---------- 06

Operations ---------- 07

List of Committees ---------- 09



Introduction

Following the elections in May 2025 the new council has reviewed the previous plans and strategy and developed this document to explain our way forward. As a group of councillors, we are committed to improving our town for all its residents and making it a town we are all proud of.

Trowbridge, the county town of Wiltshire, has a rich and fascinating history. As you walk through our streets, you'll see heritage buildings and reminders of our industrial past-from the remnants of the castle to the historic mills. Over the past century, Trowbridge has grown rapidly, with significant changes to its businesses and population. While our historic industries have not survived, what remains constant is our strong sense of community. Residents come together to celebrate local events and volunteer across a wide range of charities and community groups that support and enrich our town in countless ways.

As a Town Council, we recognise that the town centre has faced increasing challenges over recent years. Residents have told us they want a more vibrant, welcoming centre with more activities for all ages. While as a town council we have limited power, we are committed to doing everything we can within our remit and budget-this includes working closely with the police and the Chamber of Commerce to attract businesses and ensure public safety, as well as other projects to improve facilities and bring events (and visitors) to the town. We are committed to working with partners and community groups to help achieve as much as possible for the town.

We already have a number of ideas and proposals-shaped by councillors, officers and from residents' feedback-to improve our town. However, the council's financial restrictions mean we must make difficult decisions and carefully prioritise the projects we can deliver. It is vital that we are open and transparent about the choices we make and share these with residents, so the choices made are understood. We are starting by sharing this vision and our priorities for the next four years. You will see that a key focus is improving how we communicate with residents-sharing our progress and listening to your ideas and feedback.

We will hold regular public engagement meetings where residents can share their views. All our committee meetings remain open to the public, and we encourage everyone to attend and get involved if they are able. This Council Strategy and Plan set out the way we want to work and our ambitions for the next 4 years, but we will regularly review our progress and adapt the plan as necessary based on feedback and where situations change.

Only together can we build a positive culture in Trowbridge-one that celebrates our strengths and works collaboratively to shape our town for the better.

Mel Jacob
Leader, Trowbridge Town Council

A Vision for Trowbridge

Trowbridge will be a vibrant, greener, and more active town, with the town council working alongside residents and community groups to enhance and develop the community through services, projects, and events. To improve our town, we will prioritise Communication and Engagement with our residents. This means ensuring that residents have clear opportunities to provide feedback and understand the council's work, with engagement embedded across all services and projects.

What do Vibrant, Active and Greener mean?

Vibrant: Creating a town centre that is attractive, engaging, and welcoming, where both residents and visitors can feel safe and enjoy spending time and attending events.

Active: Providing opportunities for people of all ages to participate in a wide range of sports and activities that support health and wellbeing.

Greener: Developing clean, well-maintained public and green spaces while promoting sustainability and environmentally friendly practices. We will limit the use of chemicals in parks and open spaces, encourage biodiversity through sustainable planting, whilst ensuring that floral displays continue to bring vibrancy and colour into the town's landscape.

Our Values

As a council we have clear values and ways we want to work in all we do. They are:

Public Focus
We put local people at the heart of everything we do.

Value for Money
We use resources wisely, think creatively, and act

Accountability
We take ownership of our work, actions, and decisions.

Respect
We embrace the diversity of our community and treat everyone with fairness, dignity, and understanding.

Openness
We are honest, transparent, and open to new ideas and perspectives.

Our Priorities

We have set our priorities based on residents' feedback and council responsibilities as follows:

Communication
We will actively listen to residents' concerns and provide multiple ways for them to share their views on council services and projects, including through the MyTrowbridge app, face-to-face meetings, and online platforms.

Town Centre and Heritage
We remain focused on keeping the town centre clean, safe, attractive, and celebrating its heritage to encourage visitors to explore local shops and venues. We will continue to support initiatives that preserve and promote Trowbridge's historic character and cultural identity, working with partners to highlight our heritage assets.

Town Park
We will continue developing the town park as a central hub for the whole community, providing events and facilities for all ages to enjoy.

Events and Venues
We will bring inclusive events and activities to the town that residents of all ages can enjoy and that will bring visitors to our town. We will promote and maximise the use of our venues including The Civic, Trowbridge Museum and our community centres.

Green space maintenance
We are committed to improving our public spaces by maintaining the town centre and our greenspaces including the cemetery, parks, play areas and roadside weeds. We will limit the use of chemicals and promote more sustainable maintenance practices. Our floral displays will be complemented by sustainable planting schemes that support biodiversity, alongside floral displays to maintain the vibrancy and colour that brings life and pride to our town.

Sports, Children and Young People
We will continue to invest in and support the provision of high-quality sporting facilities, play areas, and opportunities for recreation across the town. We will provide and promote accessible activities for all ages - from children's holiday clubs, sports camps, and soccer schools to adult sessions such as walking sports - helping everyone to stay active, healthy, and engaged.

Partnerships and Community Support
We will work collaboratively with Wiltshire Council, the Chamber of Commerce, Wiltshire Police, and other local organisations to improve the town and community centres.

We will support volunteering and community groups to foster community pride and involvement and prioritise support for groups that help disadvantaged or vulnerable residents and help look after our environment.

Council Services

The Town Council has a number of key services that it provides for the town as follows:

Neighbourhood Services - look after our town centre, green spaces, parks, play areas, BMX track, as well as bus stops and community centres. They operate the My Trowbridge App to enable residents to report issues directly to the team.

The Civic - is a multi-use events and conferencing venue which offers a wide range of private & public events.

Museum - Trowbridge Museum celebrates the town's heritage through exhibitions, events and community engagement. We will continue to promote local history and seek opportunities to collaborate with schools and community groups, within available budgets.

Leisure Services - We deliver and support a wide range of sports and activity programmes for residents of all ages, promoting health, wellbeing and community participation through accessible leisure opportunities across the town.

Community Engagement, Events and Marketing - This includes the Information Centre, co-ordination and promotion of park events, managing the weekly market, newsletters, and the website.

Grants - We provide grants to voluntary groups and charities that contribute to the wellbeing and development of our community.

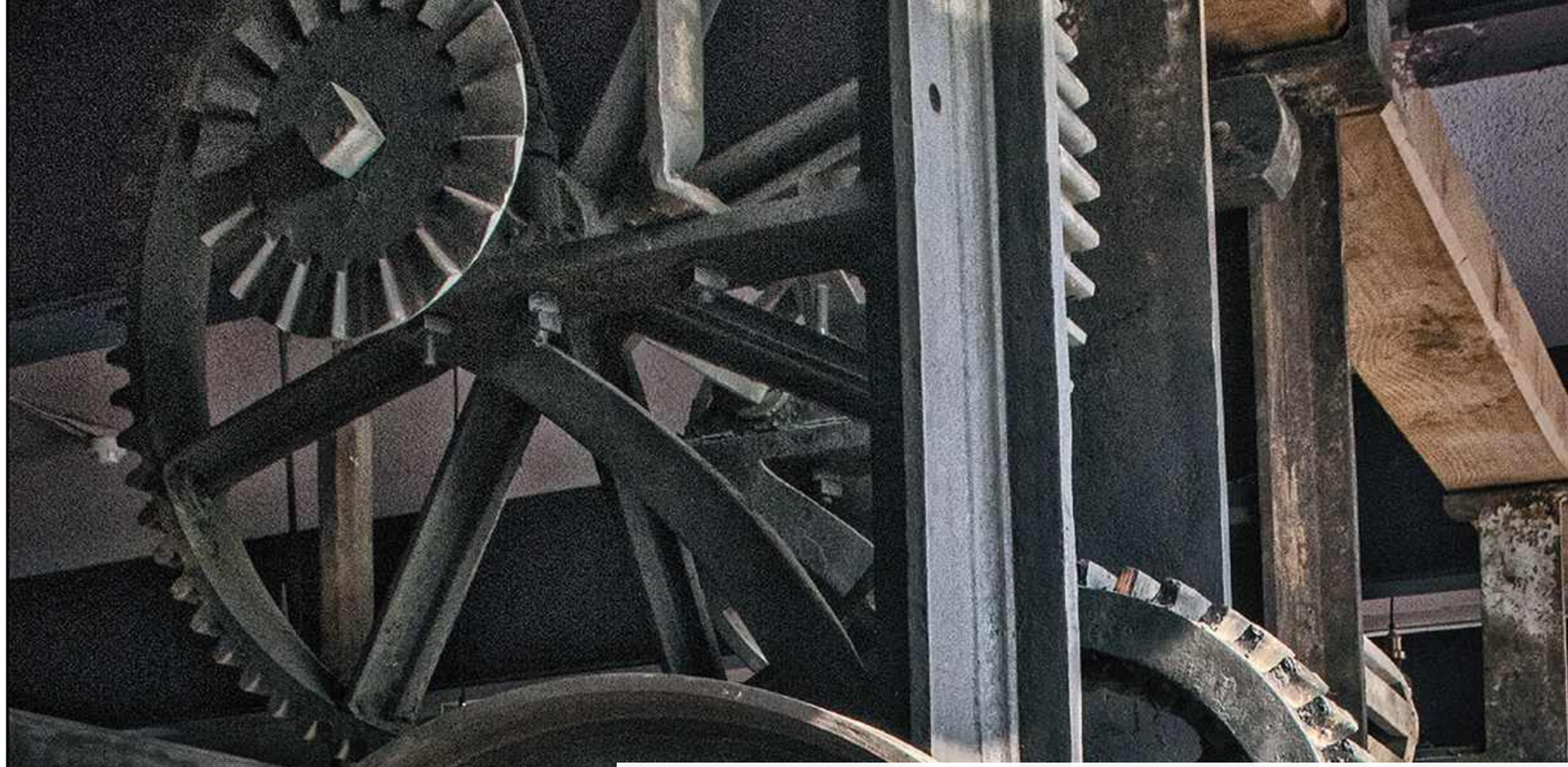


Image: Roy McDine

Operations

To deliver these services effectively, Trowbridge Town Council relies on several key support functions:

Finance - We are managing public money with a focus on long-term value and financial sustainability. This means balancing and aligning our budgets with community priorities.

Human Resources - We employ 64 staff in a broad range of services. As an employer, we want to ensure we offer a positive, inclusive culture where all our staff are supported to succeed in their role, and their health and wellbeing is a priority.

Digital and IT - We will use technology to improve our processes and communication with staff and residents. We will consider opportunities for efficiency offered by AI and communication using social media where appropriate.

List of Committees

Committee members are made up of the elected councillors representing the 7 wards in Trowbridge.

- Full Council
- Policy and Resources Committee
- Neighborhood Services and Facilities Committee
- Museum Committee
- Town Development Committee
- Leisure Services Committee
- Events and Community Engagement Committee

There are also a number of sub-committees.

All committee meetings are open to the public or can be attended online.

Further details about meetings dates and times as well as documents, can be found on our website **trowbridge.gov.uk**.

Our Strategy sets the direction for the Council over the period **2025 - 2029**, providing a clear framework for decision-making.

All current and upcoming projects - including those under consideration or in delivery - will be published and regularly updated on our website: **trowbridge.gov.uk**

This ensures residents can follow the progress of projects, funding decisions, and community engagement opportunities throughout the council term.

Trowbridge Town Council

Working for your Community