Trowbridge Town Council

Working for your Community

Trowbridge Town Council Plan (2025 - 2029)

Trowbridge Town Council Plan (2025 - 2029)

The following plan outlines the Council's focus areas for delivery under each priority.
These are intended to show the types of work and partnership activity the Council will seek to progress during the 2025–2029 period, subject to available budgets, staffing and external funding.
The list is indicative, not exhaustive, or inclusive, and will be reviewed annually alongside the budget-setting process and updates to the Council's live Projects webpage.

Feedback from Residents

Residents tell us they love our town but want it to be better:

- They want a town centre that feels safer and with more shops and activities.
- They want a Town Park which everyone can enjoy and attracts people to use it.
- They want things for young people to do and enjoy including improved play areas.
- They want clean and tidy streets without weeds.
- They want well maintained green spaces with plenty of bins that are emptied regularly.

Consultation with residents and feedback from councillors identified a large range of priorities – more projects than we can deliver within our existing funding. This means a range of projects and funding will be explored as we set our budget each year.

Some of the frustrations of residents are around activities that the Town Council has no responsibility for, such as crime, empty shop units, roads and pavements. However, we can work with partners such as Wiltshire Council, Police and the Chamber of commerce to promote the best interests of Trowbridge and raise issues with these organisations to try and get the best we can for our town.

The plan assumes that Trowbridge Town Council will:

- Prioritise projects with strong community impact and co-funding potential.
- Phase larger capital works to align with funding availability and partner timelines.
- Apply for grants where they align with priorities to maximise benefit for the town.
- Consider loans to fund projects where priorities demand additional funding.
- Review and adjust priorities annually based on funding outcomes, community feedback, and project readiness.

Our plans for the next 4 years will respond to the feedback we receive and our own knowledge about the needs the town, using our funds to prioritise those activities, services and projects that support the largest number of residents we can. We will continue to meet with residents face to face and get their feedback on major projects or approaches. We will review our plans annually and update as projects progress and grants, or other funding.

Focus Areas for Delivery (Subject to Annual Review)

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.

- Improve our website to ensure residents can find the information they need – adding pages about Greener Trowbridge and Projects.
- Continue to develop the My Trowbridge App.
- Publish paper newsletter for residents who do not access online content.
- Hold regular meetings with residents to discuss key issues and projects.
- Review and share our plans and strategies each year.

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.

- Ensure the town centre is kept clean and tidy.
- Maintain and care for floral displays in the town centre.
- Install Brown signs at town entrances and other signage around the town that promote the town to visitors.
- Continue to install Christmas lights and tree in the town centre during November and December.
- Promote the museum and other organisations to highlight the history of Trowbridge using our website, events and other activities.
- Work with the Chamber of Commerce to support a Business Improvement District (BID).
- Work in partnership with Chamber of Commerce to bring events and new businesses to the town.

Town Park

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.

- Ensure all facilities are well maintained, clean and attractive.
- Review the existing provision and develop plans for improved play areas and as funds allow.
- Consider new opportunities such as Padel and seek funding to develop courts in the park
- Review the existing mini golf provision and look for funding to renovate or redevelop into an improved course.

- Look for funding and partners to support the Pond Wetland Project and move this project forward to completion.
- Work with community groups to continue to develop floral displays and garden areas around the park.
- Improve the CCTV and lighting around the park
- Ensure the bandstand is safe and in use for events and performances. Apply for grants to renovate where appropriate.
- Improve signage around the park once developments have been completed.
- Develop and support floral displays and work with community groups to do this where appropriate.

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.

- Continue to develop the programme of events at The Civic and in the park to give a range of events that attract residents and other visitors to the town.
- Develop and fund a programme of events in the Bandstand during summer months. Seek grants and sponsorship where possible.
- Develop the museum to ensure it celebrates the heritage of the town and brings visitors to permanent and temporary exhibitions.
- Review the museum schools workshop programme to ensure it meets needs of the local community.
- Apply for grants to develop and maintain the museum.
- Ensure our community centres and facilities are safe and well maintained.
- Promote all our facilities and the park as a venue to maximise use and ensure our residents have access to a wide range of events and activities.

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.

- Continue to maintain all green spaces around the town including grass cutting, tree and hedge maintenance.
- Improve management of roadside weeds around the town.
- Ensure communal areas and bus stops are kept in good condition.
- Review and develop our Green Strategy, Tree Policy, Bin Policy and consider use of pesticides where appropriate and safe.
- Introduce sustainable planting schemes and floral displays around the town.
- Maintenance and care of the Down Cemetery and achieve Green Flag Status.
- Continue to develop and promote the MyTrowbridge App.
- Look for grants and funding for development of the Town Pond and other wildlife areas as appropriate.

- Work with community groups and volunteers to support the improvement and maintenance of our green spaces.
- Review schemes like RHS In Bloom and Green Flag to see how they can support the improvement of our green spaces and engage our residents.

Sports, Children, Young People and Adults

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 sports camps, and soccer schools to adult sessions such as walking sports - helping everyone to stay active, healthy, and engaged.

- Produce a costed maintenance plan for all play areas in the town and ensure all are brought up to good standard.
- Work with Wiltshire Council to find opportunities for a full size 3G pitch in the town
- Development of small 3G pitch in the Town Park.
- We will continue to offer sports camps and soccer schools for children as well as free holiday roadshows for children around the town when possible.
- Development of Adult sporting opportunities in the town at low/no cost.
- Development and maintenance of sports and leisure facilities in the town e.g. football pitches, BMX track, Skate ramp, new facilities where funds allow.
- Organise and promote the annual Active Festival.

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.

- Continue to lead the Safer Streets Committee to work with partners in the town including the Police.
- Support Shopwatch meetings in partnership with Chamber of Commerce.
- Review CCTV coverage and consider how to improve and develop with the police to improve the town centre.
- Review and introduce new Grants Policy to support those who are working in support of our community.
- Celebrate and support volunteer groups including an annual event to promote community groups and their work.
- Investigate a Business Improvement District (BID) in partnership with the Chamber of Commerce.