

## App1.

### Melksham Community Area Partnership *Annual Workplan 2013/14*

In order to show how the Community Area Partnership aims to meet the commitments set out in the Community Area Partnership Agreement 2013/14, please complete the form below.

CAP commitments Proposed activities	Current position	Aims 2013-14	Update at October 2013
<b>Partnership Development</b> <b><i>“To establish and maintain a Partnership, Steering Group and Thematic Groups, as necessary”</i></b>			
Please tell us about your Steering Group or Management Committee, how it is appointed and who serves upon it?	Melksham Community Area Partnership’s Steering Group comprises of a number of representatives from across a broad spectrum of the Community. Individuals are approached or recommended throughout the year to be on the Steering Group, which is elected at the AGM in January.	2012 saw some significant advances, having secured representation from Youth, Transport, Safety and Health. There is still much work to do in order to attract and retain representation from the Arts, Environment and more of the villages.	
Give details of any theme groups within the CAP.	Currently we have theme groups linked to transport, older people (55+), younger people (YAG), waterways, community safety, health and energy. We link to many more besides.	The aim is to broaden the range of theme groups and to ensure each one submits a brief report of their activities to the Steering Group meeting in order to maintain an overview of the many activities that are undertaken.	
Please explain how your CAP is supported?	The CAP is supported by a self employed co-ordinator who works 60 hours a month.	Now that the CAP support role has stabilised and the job description more clearly defined, there is a need to more outline the roles of the theme groups and how they report back and are represented. The volunteer coordinator role similarly needs to be clarified and more volunteers recruited in order to spread the workload.	
Are you affiliated to WfCAP and do you attend WfCAP meetings and events?	We are affiliated with WfCAP and either chair/vice chair or co-ordinator always attends WfCAP Forum meetings. Training offered by WfCAP is utilised and information from WfCAP circulated.	We need to ensure WfCAP representatives are invited and an update presented to each SG meeting, and information disseminated to the various Theme Groups. The co-ordinator should also be arranging informal meetings both with WfCAP officers and co-ordinators from other CAPs in the region in order to gain and share best practice initiatives.	

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Please indicate how you intend to maintain and develop the CAP over the next 12 months.	The Steering Group and Theme groups are maintained through regular meetings, with notes and agendas on the website.	A fresh influx of Steering Group representatives following the AGM means that there is much work to do to bring them up to speed with CAP methodologies; at the same time, it means that fresh faces will bring fresh ideas. The concept of Theme Groups having separate meetings which feed into the Steering Group is still new – previously there have been attempts to get all the work done at a SG meeting. An exciting year lies ahead.	
<b>Accountability</b> <b><i>“To be open to and inclusive of the wider community and to encourage attendance and participation by groups and organisations from neighbouring community areas where they may be affected by an issue.”</i></b>			
Please explain how you will account to the community during the year?	Minutes of meetings are published on the website both in draft form and once approved. Updates are sent by email to a now well established mailing list. Reports are given at Area Board meetings, as well as given at our public meetings.	There is still a need to make more use of the website – publish for example financial reports. The website needed updating to comply with cookie laws and the opportunity was taken to give it a radical overhaul. We now need to make sure the information is shared across to the Community Blogsite in order to reach a still wider audience	
How will you promote your work and engage people?	The CAP is promoted through local press, website and email updates. When a major consultation is underway we go to meetings of groups who want to discuss the issues. Theme groups will be open to anyone with a genuine interest in the area. We are on Facebook and twitter.	There is an ongoing need for the Partnership to attend other people’s events and meetings, and to engage with others, particularly in the villages. We are also intending to further our adoption of Social Networking media and Community Engagement Software.	
How do you advertise CAP meetings, etc to local people?	Adverts are placed in Melksham News, parish magazines and posters for events are distributed. News stories are fed to both the MIN and Wiltshire Times.	Engage volunteers to help distribute leaflets. Make more use of Social Networking and Community Engagement software.	
How many meetings do you hold per year?	Steering Group meets every two months, theme groups meets at least monthly, and public meetings are arranged around consultations as they come up.	Where costs allow, there needs to be a major public consultation meeting held during the year which will both publicise the work of the Partnership and engage others.	

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How can local people influence the work / priorities of your CAP?	An annual report is produced at the AGM and feedback is welcomed at any time from the public, by phone, email, post, at events.	We need to ensure more regular and timely website / Facebook / Twitter updates and to engage with the Community Blogsite. Facebook presence to be changed from a group to a "page" and Twitter updates to be tweeted at least 5 times a week.	
Can you show that you have the support of the local community?	When we carry out consultations on the back of local issues we receive a high level of involvement. We are invited to meetings and asked to represent issues.	An Annual Report is to be produced which will be widely circulated.  The CAP needs also to engage with groups which are outside of our currently defined Theme Groups, e.g. as well as broadly "Transport" we need to forge direct links with the Trans Wilts Rail Partnership, the Melksham Rail Development Group, the First Bus Users Panel etc. etc.	
<p><b>Communication</b></p> <p><b>1. "To engage and communicate systematically with all sections of the community and to maintain a contacts register of key organisations and volunteers."</b></p> <p><b>2. "To use the community area blogsite, "Our Community Matters", to publicise CAP activities, news and events on a frequent basis and champion the blogsite's wider use by the community."</b></p>			
Please explain how you communicate with the wider community, promote your work and encourage participation in the activities of the CAP.	Communication has until now primarily been through the website, the Melksham Independent News, posters in the town and villages, leaflets given out at events and emails to the contact list.	Now that our Theme Groups (especially Yag and 55+) are so effective we want to increasingly invite participation at consultation events and public meetings through online surveys and viral marketing through Twitter and Facebook and blog sites such as Melksham People and OurCommunityMatters as these have the added advantage of being cost-effective and reaching those who don't get out much.	
Do you produce newsletters, press releases, etc to let the public know what you are up to?	We do! We send out emails and put up posters for events as well as articles, letters and updates in Wiltshire Times, Melksham News and Parish magazines. Much use is also made of the MCAP website, Melksham People and the Melksham Community Blog Site	Melksham News is becoming increasingly costly and has not been reporting events as effectively in recent months so we have concentrated more on our online presence. We have increased our mailing lists from 350 to 1800 in the past 12 months and are now at the stage of considering paying for the next level of	

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		package in the coming year in order to increase cover still further.	
Do you have a website where local people can contact CAP and take part in surveys or contribute in other ways?	Our website has comprehensive updates and links to online surveys run by ourselves or other consultations going on.	We are looking at innovative, inexpensive ways of energising our online engagement through surveys and questionnaires. Melksham is also proud to have been chosen to pilot Wiltshire Council's "OurCommunityMatters" blogsite and the Partnership (and in particular its volunteers) have been proactive in encouraging people to post messages on there	
How many organisations are affiliated and how many names on your communications database?	There are around 200 organisations on the mailing list now and 1200 names are affiliated.	We need a major push to embrace technology and develop a database of contacts and organisations which we can cross-reference. Clarify that the groups are 'Partners' and link websites. Engage volunteers to assist.	
<b>Consultation</b> <b><i>"To consult widely on a range of community issues and hold public engagement events and activities"</i></b>			
Please explain how you intend to consult the community in the coming year. Will this be through surveys, public meetings, on-line questionnaires, etc?	Thanks largely to the Campus consultation we have set up a template for sending out surveys which effectively reach a wide proportion of the community. By using a combination of Melksham News and Parish magazines, we believe can reach over 13,000 households in the area, with a corresponding online survey.	Identify the major consultations through the year. Recent ones have included the Transport strategy, for example.  We need to establish a consultation working group to design questionnaires and strategies for each consultation. We will set up specific meetings where people can come to talk about specific issues under consultation.	
Will this work be towards an updated community plan?	We have consulted widely on the general Community Plan themes and are at the next level of consulting on the draft Community Plan this year.	Continue to update the Community Plan and publicise it as widely as possible. The most recent iteration is dated March 2013 and it is planned to update it significantly again later this year.  A particular issue is to encourage Melksham Town Council to adopt the Community Plan as at present they tend to react to letters from individuals rather than listen to what the wider community have said in the Plan.	

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<p>Are there any topics / issues arising of community concern that your CAP would like to consult on e.g. community campuses?</p>	<p>Campus is a big one we have been involved in. Parking, Health and Housing are others. The Partnership responded professionally to concerns about Costa Coffee coming to Melksham We will continue to work closely with WC on consultations they run.</p>	<p>Continue to encourage participation in Campus discussions through CAP on SCOB. In April 2013 we secured input from the Youth, which is a significant step forward. MCAP assisted at the Community Budgeting event in the Summer of 2012 and will continue to do so whenever asked throughout 2013 and into 2014. We are proud of our record of piloting schemes and initiatives. The community is very concerned about plans for the Post Office, and there is much work to be done on the development of the Melksham Link and waterways in general.</p>	
<p><b>Community Planning</b>  <b><i>"To prepare and regularly review a community plan that takes into account major issues affecting the area and to develop an action plan and identify projects to address these issues. This will be done in consultation with the wider local community, in order that it properly represents their concerns and aspirations"</i></b></p>			
<p>Please explain how you intend to develop, review or implement your community plan over the next 12 months.</p>	<p>We maintain lists of concerns raised, organised in theme groups. We continue to analyse other evidence such as JSA to identify the needs and desires of the community. Potential solutions are then identified as well as groups/individuals to carry forward those solutions. Once each draft revision is agreed, the CAP continues to support groups to carry out solutions identified in the plan.</p>	<p>We will establish further theme groups and sub-committees who want to look at specific chapters and can offer potential solutions. We need to establish a consultation working group to design questionnaires and strategies for each consultation. We will set up specific meetings where people can come to talk about specific issues under consultation.</p>	
<p>What activities will you undertake in order to consult with local people?</p>	<p>Take relevant sections of the draft to specific groups to identify solutions/actions, a great example being the Foundry Close consultation which took place in the latter part of 2012</p>	<p>Continue to hold consultation events with the public, and go to events in the community that are already planned.</p>	
<p>How will you ensure this is representative of the whole population locally?</p>	<p>Currently we have specific theme groups linked to transport, older people, waterways, community safety, energy and health – and we have partnership links to many more besides, including Children &amp; Young People and the Climate Friendly Group. I am confident that the Themes we are developing cover as broad a spectrum of the whole community as it's possible to cover.</p>	<p>A revision of the community plan will be available on the website (with a copy in the library).</p> <p>Work with 55+ Forum and the YAG to ensure all ages are included. We plan to continue working with others in order to reach out to minority groups.</p> <p>Ensure attendance at Parish Councils and various community groups.</p>	

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<b>Local action</b> <b>"To champion local issues and help with the planning and delivery of priority projects, including fundraising and community volunteering where these meet the priorities of the community plan."</b>			
<p>Please tell us about your plans to encourage local action to address the community plan priorities.</p>	<p>Now the priorities are identified, we can signpost issues to relevant agencies/groups for solutions, and assist in applying for grants to fund them, from Area Board or other community grant schemes.</p> <p>Projects completed in 2012/13 include: Volunteer Notice Board, Cycle Safety Voucher Scheme, Slow Down your Speed Stickers, numerous Tidy Town initiatives and activities, and an award for Best Looking Business Premises.</p> <p>A significant Consultation Event was undertaken at Foundry Close in September 2012 which resulted in a Draft Action Plan which we drew up for the community.</p>	<p>In 2013 /14 we will continue to encourage local people to get involved in shaping the development of our community area by joining theme groups or volunteering for projects which closely align with the principal themes highlighted in our Community Plan.</p> <p>Plans are already well underway to open a Community Drop-In Centre at the Carpet Barn on the High Street in Melksham, with displays of the work and plans of the CAP as well as our partners and stakeholders (such as, for example, the Wiltshire Swindon &amp; Oxfordshire Canal Partnership), opportunities to volunteer, and an interactive display which will enable people to contribute to surveys and consultations.</p>	
<p>What do you expect to achieve during the year ahead? How will you secure funding for these projects?</p>	<p>We have several specific projects planned which seek to address the priorities set out by the Area Board. These are detailed below.</p> <p>Planned events for the coming year include:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> A Neighbourhood Watch Event on 8th June at Melksham House, Market Place, Melksham where the public can come and find out about Neighbourhood Watch, The Neighbourhood Policing Team and many other community organizations. This Event is sponsored by Charles Church Wessex and is being staged at no cost to the Area Board.</li> <li><input type="checkbox"/> A Community Apple Pressing Day is taking place on Sunday 16th October 2013 at Well House Manor in Melksham. Following the success of the 2012 event, a more ambitious Apple Harvesting Scheme is being considered to help people make the most of</li> </ul>	<p>Funding will continue to be a combination of grant aid from the Area Board plus welcome contributions in kind from Melksham Town Council (who provide meeting facilities), partner groups plus sponsorship from local companies.</p>	

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	<p>fruit from their back gardens. Members of the community will be able to make the most of the press, harvesting equipment and bottling tools by joining in with community picking days or taking their apples along to use the press.</p> <p>□iiA second Community Seed Swap event is also being planned for early in 2014, once again held in conjunction with Melksham Climate Friendly Group.</p>		
<p>Proposed projects for the year 2013/14</p>	<p>Theme: Health &amp; Well Being  Project: Ensure efficient use of the NHS  Timescale: Commence June 2013</p>	<p>Patient and public engagement is a key tool in promoting the efficient use of the NHS. There is an increasingly common belief that patient and family engagement must be a key driver in the transformation of the healthcare delivery system.</p> <p>The Project</p> <ul style="list-style-type: none"> <li>• To establish a Stakeholder Engagement Panel of NHS and Social Care providers covering the Melksham Community Area and with them determine the current 'Staying healthy to improve health' projects run within their organisations and the community.</li> <li>• Design and deliver a patient engagement programme on the myEngage independent community engagement website that promotes to the community ways and means they can manage and improve their health and wellbeing using services (health and sports/recreation) in the Melksham Community Area</li> <li>• Promote the project via the Stakeholder organisations actively promoting the literature to their patients, using their membership databases.</li> <li>• Measure the success of the project by determining the increase in the levels of participation in the health and wellbeing activities promoted by the project.</li> </ul>	

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	<p>Theme: Health &amp; Well Being  Project: Encourage men to go to the Doctors  Timescale: Commence June 2013</p>	<p>The Project  To help encourage Men to go to the Doctors in the Melksham Community Area, MCAP will be undertaking a targeted health promotion project targeted at men from their late teens up to retirement age.  The aim of the promotion literature will be to:</p> <ol style="list-style-type: none"> <li>1. Highlight what the key symptoms are for the top 6 male health problems: <ol style="list-style-type: none"> <li>a. Heart disease</li> <li>b. Cancer (focusing mostly on Lung - 15% most frequent, Colorectal – 14% most frequent and Bladder 5% Cancer most frequent)</li> <li>a. Chronic Lower respiratory diseases</li> <li>b. Stroke</li> <li>c. Type 2 diabetes</li> <li>d. Mental Health Problems</li> </ol> </li> <li>2. Explain what to expect from a Doctors Visit, questions they may ask, tests they may do, what could happen next,</li> <li>3. Provide numbers for three main Doctors surgeries in the town so the reader can make an appointment without having to seek out further information</li> <li>4. Highlight further areas of information – such as online: sources that will further promote a Doctors visit.</li> </ol> <p>Project promotion will be done through working with the main manufacturing employers and sports / hobby clubs throughout the town, who are mainly male attended. The project will involve working with their key influencers, to pass on the leaflet onto their members through practice sessions, get together and pay-packets etc.</p>
	<p>Theme: Leisure, Culture and Sport  Priority: Communication – Lots of activities happening, but people lack awareness  Project: Mapping the Creative Network  Timescale: by March 2014</p>	<p>In anticipation of the next round of Wiltshire Council's JSAs early in 2014, Melksham Community Area Partnership is undertaking a project to map the Creative Network in our area, in line with Arts, Culture and Leisure Provision proposals emerging from the Research Team. The project will include:</p> <ul style="list-style-type: none"> <li>• Public consultation, both in person and online</li> <li>• Extensive research to assess the groups, venues, events, audience and footfall</li> <li>• Looking at innovative ways to share the information, both online (for example via a Twitter Newspaper), broadcast (advertising, radio and film), and public announcements on notice-boards and in libraries.</li> </ul>

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	<p>Theme: Transport</p> <p>Project: Improve train service through Melksham &amp; local bus link</p> <p>Timescale: Complete consultation by September 2013</p>	<p>Melksham, a town of 25,000, the 4th largest urban area in Wiltshire, currently sees just 2 trains each way per day, timed early morning and late evening.</p> <p>Wiltshire Council successfully bid for £4.25 million from Local Sustainable Transport Fund for improving Wiltshire's Rail offering, and offered £1.25 million of own funds to provide seed funding for improved TransWilts services. LSFT is for station access / integration / sustainable improvements that are needed to link to trains and provide support resource for new rider levels. There is a very real concern that it will be spent in proportion to existing passenger levels rather than passenger levels after the new service is implemented, meaning that Melksham station, which needs road, bus, and parking improvements included in the bid, might miss out.</p> <p>It is vitally important therefore that work is undertaken to measure the potential usage and ensure that the facts are placed on the table and clearly presented to all stakeholders. The Community Area Partnership can and will play a key role in gathering and presenting statistics and working closely with our partners. The Foundry Close consultation completed in 2012 ties in well with the work being done to ensure Melksham Station becomes a transport hub - the proposed link road past Foundry Close via the McDonalds entrance, joining up with the station car-park, would be for bus, pedestrian and cycle users only, but would also provide additional parking and green space that's so badly required – thus tying in well with the Community Priority to enhance parks and green spaces and also addresses issues of Isolation, Unemployment and Tourism.</p>
	<p>Theme: Leisure and Culture</p> <p>Project: Mark the centenary of the outbreak of the 1st World War in 2014</p>	<p>Melksham is twinned with towns in both Germany and France, and is in a particularly strong position to really make the town stand out next year by working together with them on a project involving schools and veterans associations in all three towns to show how the Great War affected everyone - ordinary people in small towns such as ours - on both sides of the divide.</p> <p>The Partnership intends to work together with the key stakeholders, the Museum of Melksham, the Historical Association, Town and Parish Councils and the Twinning Association, to mark the centenary with public exhibitions and displays. It is planned to engage pupils from Melksham Oak School to investigate the stories behind the names recorded on local War Memorials.</p>

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	<p>Themes: Community Development and Inclusion and Provide recreational activities / spaces for children and young people</p> <p>Project: Develop a Methuen Avenue / Forest Area Neighbourhood Action Plan</p> <p>Timescale: Commence June 2013</p>	<p>Melksham Community Area Partnership, together with community and partner organisations, will seek to improve the services and quality of life in the Littlejohn Avenue and Methuen Avenue area of Melksham Forest. We are proposing to produce a Neighbourhood Action Plan by working closely with residents and other stakeholders in the area in order to better understand local needs and aspirations.</p> <p>This Neighbourhood Action Plan will set out the priorities for action under the following headings:</p> <ul style="list-style-type: none"> <li>• Community Engagement</li> <li>• Improving Shared Spaces</li> <li>• Young People</li> <li>• Buildings</li> <li>• Appearance</li> </ul> <p>Underlying issues and those which need to be taken into consideration include:</p> <ul style="list-style-type: none"> <li>• Anti-social behaviour</li> <li>• Community safety</li> <li>• Fear/perception of community safety</li> <li>• Education attainment level</li> <li>• Social integration</li> <li>• Wellbeing</li> <li>• Mental health issues</li> <li>• Health/fitness/exercise/obesity</li> </ul> <p>Potential activities to engage the community could include</p> <ul style="list-style-type: none"> <li>• Tree planting</li> <li>• Establishing Wildlife corridors</li> <li>• Link with town team and local businesses and get Melksham to start planting wildflowers rather than bedding plants/bulbs to increase wildlife and encourage bees and pollinators</li> </ul>
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	<p>Theme: Children and Young People: Create employment and work experience opportunities.</p> <p>Project:</p> <p>Encourage YAG members to be community reporters for Wiltshire Council's Community Blogsite</p>	<p>As at January 2011, the Melksham Community Area contributed 7.3% of Wiltshire's NEET population overall. The Area Board identified in November 2012 that creating employment and work experience opportunities for young people is a top priority. A group has been established to pool information and share resources to identify what is currently happening, identify the gaps in provision and develop links to ensure that people know what resources are available.</p> <p>Project:</p> <p>Encourage YAG members to be community reporters for Wiltshire Council's Community Blogsite, which are now incorporated into the CAPA. An Area Board Grant could be applied for to purchase microphones and adapters for SmartPhones. Young people could then report specifically on youth issues and take photos – see for example <a href="http://www.100cameras.org/">http://www.100cameras.org/</a> This could appeal on a number of levels: learning new skills, show proactivity, report their own issues, and community cohesion.</p>
	<p>Theme: Community Development and Inclusion</p> <p>Project: Establish a Coffee Caravan to address rural isolation.</p>	<p>In order to help rurally isolated people in the Melksham Community Area to access services and information to improve their lives, health and wellbeing, to bring people together within communities to create local support mechanisms, the Partnership plans to seek funding too operate a Coffee Caravan service.</p> <p>This provides an innovative solution to the real problem of rural isolation. Loss of services in rural communities can leave residents without any means of connecting with each other which can in turn lead to low mood and loneliness. Accessing information is almost impossible in these situations. Our project creates a social focus with a free mobile community cafe/information centre, which offers support and the chance to meet and talk with fellow residents in the same situation.</p> <p>The partnership has already secured a caravan, and is currently engaged with looking for volunteers to run the service. MCAP will seek to support local organisations, groups and projects within the community area by helping with areas such as funding applications and exploiting website &amp; social networking, and acting as an "incubator" for new groups. This will help develop and increase community volunteering.</p>

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