

MINUTES

Meeting: South West Wiltshire Area Board
Place: Wilton Community Centre, West Street, Wilton, Salisbury SP2
ODG
Date: 13 November 2024
Start Time: 6.35 pm
Finish Time: 8.45 pm

Please direct any enquiries on these minutes to:

Tara Hunt,(Tel): 01225 718352 or (e-mail) tara.hunt@wiltshire.gov.uk

Papers available on the Council's website at www.wiltshire.gov.uk

In Attendance:

Wiltshire Councillors

Cllr Richard Budden, Cllr Pauline Church, Cllr Nabil Najjar (Chairman) and
Cllr Bridget Wayman (Vice-Chairman)

Wiltshire Council Officers

Domonic Argar – Assistant Multimedia Officer
Tamzin Earley - Arts and Funding Manager.
Karen Linaker – Strategic Engagement & Partnership Manager
Victoria Moloney - Head of Economy and Regeneration
Tara Hunt – Senior Democratic Services Officer

Partners

Wiltshire Police – Chief Constable Catherine Roper
Wiltshire Police – Inspector Louise Oakley, Warminster NPT
Wiltshire Police – Sergeant Susan Malkinson, Salisbury NPT
Bishopstone Parish Council
Donhead St Mary Parish Council
Hindon Parish Council
Netherhampton Parish Council
Wilton Town Council

Total in attendance: 40

<u>Minute No..</u>	<u>Summary of Issues Discussed and Decision</u>
39	<p><u>Apologies for Absence</u></p> <p>Apologies for absence were received from Area Board Cllr George Jeans.</p> <p>Apologies for absence were also received from the following attendees:</p> <ul style="list-style-type: none"> • Broad Chalke Parish Council • Inspector Tina Osborne (Salisbury Neighbourhood Policing Team) • Stapleford Parish Council
40	<p><u>Minutes</u></p> <p>The minutes of the last meeting were presented for consideration, and it was,</p> <p>Resolved:</p> <p>To approve and sign the minutes of the meeting on 11 September 2024 as a true and correct record.</p>
41	<p><u>Declarations of Interest</u></p> <p>There were no declarations of interest.</p>
42	<p><u>Local Culture & Economy Showcase</u></p> <p>Tamzin Earley, Wiltshire Council Arts and Funding Manager gave a presentation on the Wiltshire Cultural Strategy which is appended to these minutes.</p> <p>It was noted that the Wiltshire Cultural Strategy was part funded by Arts Council England. The Strategy was endorsed by Cabinet on 15 July 2024 (minute 89) and adopted by Full Council on 24 July 2024 (minute 50). Following adoption work had not stopped, key officers from across the council were being brought together in a cultural forum to help embed it into process across the council.</p> <p>It was stated that humans have an innate need for creativity, and culture is who we are as people and how we relate to each other and our surroundings. So having a Cultural Strategy was important and could have a positive effect on many things. The reasons behind the strategy, and the vision, principles and themes were detailed in the presentation. Along with what the Strategy meant for South West Wiltshire and the Area Board.</p> <p>The launch of the Cultural Strategy would take place in 2025, and the Cultural Strategy could be downloaded from the Wiltshire Council website here: https://www.wiltshire.gov.uk/arts-galleries-arts-service.</p>

Questions were asked regarding involving private businesses and schools in the Cultural Strategy. It was explained that Wiltshire College had been approached and that the council as just at the start of the Cultural Strategy journey at present, so work would continue.

The Chairman highlighted that the Cultural Strategy was one cog in a much bigger piece of work to advocate Arts and Culture and integrate it with other aspects such as developing the economy, for example the Wiltshire Marque (<https://www.wiltshiremarque.co.uk/>) and the Explore Wiltshire Events app (<https://events.wiltshire.gov.uk/>).

Further questions were asked relating to Salisbury City Hall and Visit Wiltshire. In response it was explained that the council was working to remobilise City Hall and secure a third-party operator. Visit Wiltshire was a private company and was still operating.

Victoria Moloney, Wiltshire Council Head of Economy and Regeneration then gave a presentation on Economic Development which is appended to these minutes.

In summary, details were given regarding the UK Shared Prosperity Fund (UKSPF). Funds used to be received from the European Union, and now funds were provided by the UKSPF. The UKSPF supported demand responsive transport and the Warm and Safe scheme (<https://www.cse.org.uk/my-home/advice-projects/warm-and-safe-wiltshire/>). The UKSPF invested in Wiltshire, with large scale projects to bring forward new companies. In addition, the UKSPF helped to fund the Building Bridges scheme, which helped people to find employment and helped small to medium-sized enterprises (SME's) to provide mental health support to staff. Other schemes supported by the UKSPF were the Wiltshire Fit for Growth, Fit for Start Up, Fit for Net Zero, and the Rural Hubs Programmes.

The Wiltshire Towns Programme (<https://www.wiltshire.gov.uk/wiltshire-towns-programme>) was briefly detailed, the programme supported the Cultural Strategy and aimed to improve high streets. Part of this was the Explore Wiltshire Events Web application, which the council were keen to get more businesses contributing to it. Energy Support was also available to certain businesses and Vibrant Wiltshire grants were available to breathe new life into vacant units in Wiltshire's town centres.

The officer explained the Wiltshire Marque which was an accreditation scheme for food and drink made in Wiltshire.

Project Gigabit (<https://www.wessexinternet.com/project-gigabit-south-wiltshire>) was a project being run by Wessex Internet to deliver full fibre broadband to around 14,500 homes and businesses in South Wiltshire.

The Chairman thanked both officers for their presentations.

Meet the Police Chief Constable

Catherine Roper, Wiltshire Police Chief Constable apologised that she was in attendance virtually and had been unable to make the meeting in person. Under her update she would cover the strategic position of Wiltshire Police and colleagues that were in attendance would cover local issues.

It was stated that in the summer of 2022 Wiltshire Police were put into the Engage process, which was similar to special measures, as the service had not been performing well enough. The Chief Constable had joined in March 2023 and set about looking how to address issues and make improvements. Issues that had been raised resulting in the Engage process included that there was no strategy, no framework, people were not held to account, and the control room had not been delivering satisfactory responses to 999 and 101 calls.

The Chief Constable had looked to swiftly make improvements, the force was on a journey but had improved. His Majesty's Inspectorate of Constabulary and Fire & Rescue Services (HMICFRS) undertook independent assessment and acknowledged that they had improved. Resources in the control room had been increased, dedicated neighbourhood teams had been reintroduced, and people were now being held to account. The force had come out of the Engage process in May 2024.

A summary of the latest HMICFRS report and findings could be seen on the Wiltshire Police website here:

<https://www.wiltshire.police.uk/news/wiltshire/news/2024/august-2024/Wiltshire-Police-improvements-recognised-in-latest-PEEL-inspection-report/>. Significant improvements had been evidenced. The force were now 17th in the country out of 43 in the control room in terms of response times, which was a vast improvement. They had more officers than they have had for a decade. Recruitment had now been paused as all roles were full. The force would continue working to improve until they were rated as outstanding.

Area Board Members expressed disappointment that the Chief Constable had been unable to attend in person and hear firsthand what the threat of speeding on South West Wiltshire's community area's roads meant day by day, and it was highlighted that the community area had the highest incidence of fatal Road Traffic Collisions (RTCs) in any Wiltshire Council community area. Examples were provided to highlight problems such as speeding in Donhead St Mary and Tisbury. Members requested the support of enforcement teams to help tackle the problems.

Members further queried whether speeding enforcement had increased and would like to see evidence of where enforcement had taken place. Members pondered whether there was a lack of communication in relation to the enforcement that did take place. The A350 was highlighted as an issue, however under a speed assessment had not met the 85th percentile, but that did not mean that speeding did not take place there and more enforcement was

requested.

The Chief Constable stated that she had received the detailed questions from the Area Board in relation to these issues and would provide a written response to them along with the overlay maps requested, and that she understood that they did not think the enforcement undertaken was sufficient. Members thanked the Chief Constable and would await her response.

A member of the audience highlighted issues on the A30. The clerk to Bishopstone Parish Council hoped that enforcement was not restricted to just supporting Community Speed Watch (CSW) groups, as they used to have a CSW but for various reasons this had now ceased to operate. Speeding issues on the C12 through the Chalke Valley were highlighted. The clerk also gave positive feedback, stating that they had noticed the increase in community policing and increased police visibility in their village and this was welcomed.

In response to a question as to whether there was the facility on the police ICT systems to upload video footage, for example from helmet or dash cameras, it was stated that there was. The link for details regarding this could be seen online here: <https://www.wiltshire.police.uk/advice/advice-and-information/rs/road-safety/making-a-road-traffic-incident-report/> and the link to report an incident is at the bottom of the page. As feedback a parish Cllr from Donhead St Mary highlighted that they had difficulties uploading video footage from AutoSpeedWatch (ASW) cameras as it took 20 minutes to upload each one, likewise they were unable to upload PDF's. They also thanked the police for solving local drug related anti social behaviour (ASB) problems. The Chief Constable thanked people for the feedback and would take away the issues to look at further.

Hindon Parish Council had some positive feedback about their local speed enforcement officer who was very engaged. Hindon had a CSW team, however they had an issue with the logic of using the 85th percentile calculation in speed assessments. 85% of the cars may be sticking to the speed limit, however, it was the ones that were not adhering to the speed limit that one wanted to deal with. The Chief Constable stated that that using the 85th percentile was a national position, and in national guidance, however she could have another look at it.

Inspector Louise Oakley, Warminster Neighbourhood Policing Team (NPT) addressed the meeting, stating that her team of very good officers covered Mere and Tisbury as well as Warminster. ASB and drugs had been an issue, and the team had been undertaking targeted activity to address these, such as obtaining warrants. They had run some operations in the middle of the night and caught some drink drivers. There was lots of enforcement taking place in the background which may not always be seen by locals (due to the time it took place) and from feedback it sounded like things were improving.

The team had recently focused on business crime in order to try to reduce

	<p>shoplifting and would continue this work. The team had also been working ASB hotspots and collecting intelligence on drug issues, with some successes in that regard.</p> <p>In relation to rural crime, such as farm and outbuilding burglaries and hare coursing, there had been a decrease this year, but work trying to prevent this continued so that numbers would not spike again. The NPT team supported the Rural Crime team in their work. The mobile police station vans had been out in the community for a few months now, with Warminster NPT getting them on a rota basis, every 5 weeks for a week. These went to rural locations and people were encouraged to come and engage with them. In response to a question from Members, it was stated that their locations were advertised on social media, and locations could also be shared with Members to help them to promote to their communities.</p> <p>In response to a question on rural crime and cross county collaboration, the Inspector stated that the forces worked really well together, and collaboration was good. In relation to a query on response times for units to get to crimes, the Inspector advised that this could be tricky. There was 24/7 cover, but distance had to be taken into consideration, so resources and location could be an issue, but they should be meeting response targets.</p> <p>The Chief Constable stated that there was a daily review of response times. Under their Service Level Agreement (SLA) in urban areas responses times to crimes in progress should be 10 minutes and in rural areas 15 minutes. There was a layered approach, so that if a response team could not be allocated a Neighbourhood Team or specialist team could be allocated.</p> <p>In response to a question, it was advised that issues should be reported, even if it was after the event, as the police needed information and intelligence.</p> <p>Sergeant Susan Malkinson of Salisbury NPT (standing in for Inspector Tina Osborn) also gave an update. Their team had also been working on rural crime. There had been an increase in theft from motor vehicles, in particular where high value tools were stolen from work vehicles. This was across the whole county and a dedicated team was working to identify offenders. A Public Spaces Protection Order (PSPO) had been implemented in Salisbury city center, in particular to tackle ASB related to street drinking. Along with this there was an increased police presence in and around the city. There had also been instances of anti social driving in Culver Street car park and the team were working to resolve this. In response to a question regarding ASB in Wilton, the Sergeant would refer this to the area officer who could update Cllr Church.</p> <p>The Chairman thanked all the police attendees for their contributions.</p>
44	<p><u>Food, Unity, Energy, Laughter (FUEL) programme, post summer 2024 update</u></p> <p>Karen Linaker, Wiltshire Council Strategic Engagement and Partnerships</p>

	<p>Manager (SEPM) gave a brief update on the Food, Unity, Energy, Laughter (FUEL) Holiday Activity and Food (HAF) Programme, the slides used are appended to these minutes.</p> <p>The officer noted that all Area Boards placed youth engagement as a high priority. The HAF FUEL programme had been in existence since 2021 and it was stated that young people needed to eat well and be engaged on positive activity, which was particularly important in the school holidays. Wiltshire Council had been provided some funding from the Department for Education (DfE) to help run the programme and it was targeted at those eligible for free school meals (FSM) of which there were around 10,700 in Wiltshire. Around 80,000 meals had been served at the programme so far.</p> <p>Seeds 4 Success, a youth charity based in Mere, helped to lead on providing the programme in South West Wiltshire.</p> <p>Winter provision 2024 was about to open and details and booking could be seen online here.</p>
45	<p><u>Nadder Centre Update</u></p> <p>Cllr Richard Budden gave a brief update on the Nadder Centre. Cllr Budden highlighted the reports published in the agenda pack in relation to this.</p> <p>Membership of the Nadder Centre was going up and had been steadily recovering since Covid. The offices for rent were now well occupied. It was noted that there had been a fire at the adjacent open air swimming pool in Tisbury, which had been a disaster for those that use the pool. The damage assessment was complete, and work was underway to confirm indicative costs for the repair works.</p> <p>A full update on the Nadder Centre would be given at the February meeting of the Area Board.</p>
46	<p><u>Community and Partner Updates</u></p> <ul style="list-style-type: none"> • Paul Russell (Salisbury NHS Foundation Trust) Mr Russel was the Care Liaison Manager at Salisbury Hospital and also a staff governor. The Salisbury NHS Foundation Trust had entered into a group model, working with Bath and Swindon hospitals, in order to collaborate more closely and comply with national standards. The Bath and North-East Somerset, Swindon and Wiltshire (BSW) Integrated Care System health partners worked closely together on population health. The Salisbury Trust was the largest employer in the south of the county. They were trying to work with Salisbury BID and the Chamber of Commerce to increase spending of money locally. Making the area more prosperous would also help with recruitment and retention. The Trust were accountable to their members, and the public could become members. Further details could be found online here:

	<p>https://www.salisbury.nhs.uk/about-us/members/join-us-as-a-member/.</p> <ul style="list-style-type: none"> • Health and Wellbeing Group Karen Linaker, Wiltshire Council Strategic Engagement and Partnership Manager (SEPM) stated that there had not been a meeting of the Health and Wellbeing Group recently, as they were getting ready for the Salisbury Big Band Christmas Concert which was to take place at the Nadder Centre in Tisbury on Tuesday 10 December from 1.30pm to 3.30pm. The event was free, but booking was required, and people could contact karen.linaker@wiltshire.gov.uk to book. A flyer for the event is appended to these minutes. • Town and Parish Councils There were no updates from town and parish councils.
47	<p><u>Chairman's Announcement's / Information Items</u></p> <p>The Chairman announced that the SGN gas works on the Wilton Road would be completed on the day of the Area Board and that this would be followed by road reinstatement. The traffic lights would be removed by 6pm on Friday 15 November.</p> <p>The Chairman also highlighted an Environment Action Flood Event, being hosted by Salisbury Area Board, which was taking place on 10 November 2024, from 10.00am to 3.00pm at the Salisbury Guildhall, SP1 1JH.</p> <p>The Board noted the Information Items as set out in the agenda pack, these were:</p> <ul style="list-style-type: none"> • Community First • BSW Together (Integrated Care System) • Wiltshire Council Information Items: <ul style="list-style-type: none"> ○ Wiltshire Council Consultation Portal ○ Cost of Living Update
48	<p><u>Area Board Funding including Local Highway and Footway Improvement Group (LHFIG)</u></p> <p>The Area Board noted the budgets remaining for allocation at the meeting and in noted what the remaining budgets would be if all grants were awarded in full at the meeting.</p> <p>The Area Board heard from grant applicants in attendance who gave a brief overview of, and were questioned about, their project.</p> <p>Area Board Initiatives</p> <ul style="list-style-type: none"> • South West Wiltshire Area Board requested £500 towards their Techie

Tea Parties mobile phone support project for older and vulnerable adults (Older and Vulnerable grant budget).

Karen Linaker, Strategic Engagement and Partnership Manager (SEPM) briefly explained the project.

Cllr Richard Budden moved a motion to award the grant in full. This was seconded by Cllr Bridget Wayman.

Decision:

The South West Wiltshire Area Board initiative was awarded £500 towards their Techie Tea Parties mobile phone support project for older and vulnerable adults.

Reason – The application met the Older and Vulnerable Grants Criteria 2024/25

Community Area Grants

- Fovant Village Hall requested £1,218.50 towards a high traffic floor sustainable upgrade.

Representatives of Fovant Village Hall explained the project and spoke in support of the application.

In response to questions regarding the use of the village hall and therefore the floor for tap dancing, the representatives explained that they had taken time to investigate how to make the floor tap dancing proof and had taken advice on the best solution. They also highlighted that the tap dancing group was one of the longest lived groups to use the hall and that the income that provided was important to the running of the hall. The hall would be working to create financial reserves for future use. Area Board Members highlighted that village halls were a critical part of rural village life and in isolated locations served a key need.

Cllr Nabil Najjar proposed a motion to award the grant in full, this was seconded by Cllr Bridget Wayman.

Decision:

Fovant Village Hall was awarded £1,218.50 towards a high traffic floor sustainable upgrade.

Reason – The application met the Community Area Grants Criteria 2024/25

Older & Vulnerable Grants:

	<ul style="list-style-type: none"> • Carer Support Wiltshire requested £3,230.00 towards peer support cafes for unpaid carers in Mere, Tisbury and Broadchalke. <p>A representative from Carer Support Wiltshire spoke in support of the application, explained their project, and highlighted that the cafes were a lifeline for unpaid carers.</p> <p>Area Board Members asked whether the cafes could be extended to other areas such as Wilton. The group would take that away and investigate the possibility. Members also queried how the cafes were publicised and whether the Area Board could help to promote them. The representative welcomed any support the Area Board could give in publicising the cafes. Funding streams were discussed and explained. Members highlighted that they were supportive but may not be able to provide funding every year, so the group needed to be sustainable.</p> <p>Cllr Bridget Wayman proposed a motion to award the grant in full. This was seconded by Cllr Nabil Najjar.</p> <p>Decision:</p> <p>Carer Support Wiltshire was awarded £3,230.00 towards peer support cafes for unpaid carers in Mere, Tisbury and Broadchalke</p> <p><i>Reason – The application met the Older and Vulnerable Grants Criteria 2024/25</i></p> <p>Information links: Area Board Grants and Grants Criteria</p> <p>Local Highway and Footway Improvement Groups (LHFIG)</p> <p>Cllr Bridget Wayman as Chairman of the LHFIG gave an update, it was highlighted that the LHFIG meeting had taken place earlier that day, which was not something that happened very often. There had been no recommendations to allocate funding to any new schemes, as the group were overspent. It was noted that the Cabinet Member for Highways would be initiating a review of the LHFIG’s and how they worked.</p>
49	<p><u>Urgent Items</u></p> <p>There were no urgent items.</p>

South West Wiltshire Area Board – 13 November 2024

Wiltshire Cultural Strategy

Connecting through creativity

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Tamzin Earley
Arts and Funding Manager



Minute Item 42

Wiltshire Council

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Background

- No previous Cultural Strategy
- Focus on 5 themes: Identity, Health and wellbeing, Community, Economy and Tourism
- Part funded by Arts Council England
- Brief to develop an enabling tool and living strategy owed by the whole county.

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Cultural Strategy – Why?



Arts and cultural can be used to enhance Wiltshire **natural heritage and landscape**.



Support the **Public Health Prevention** agenda using arts and culture to support health and wellbeing.



Supports the **Place Shaping** agenda creating resilient and vibrant communities through events, activities and public art.

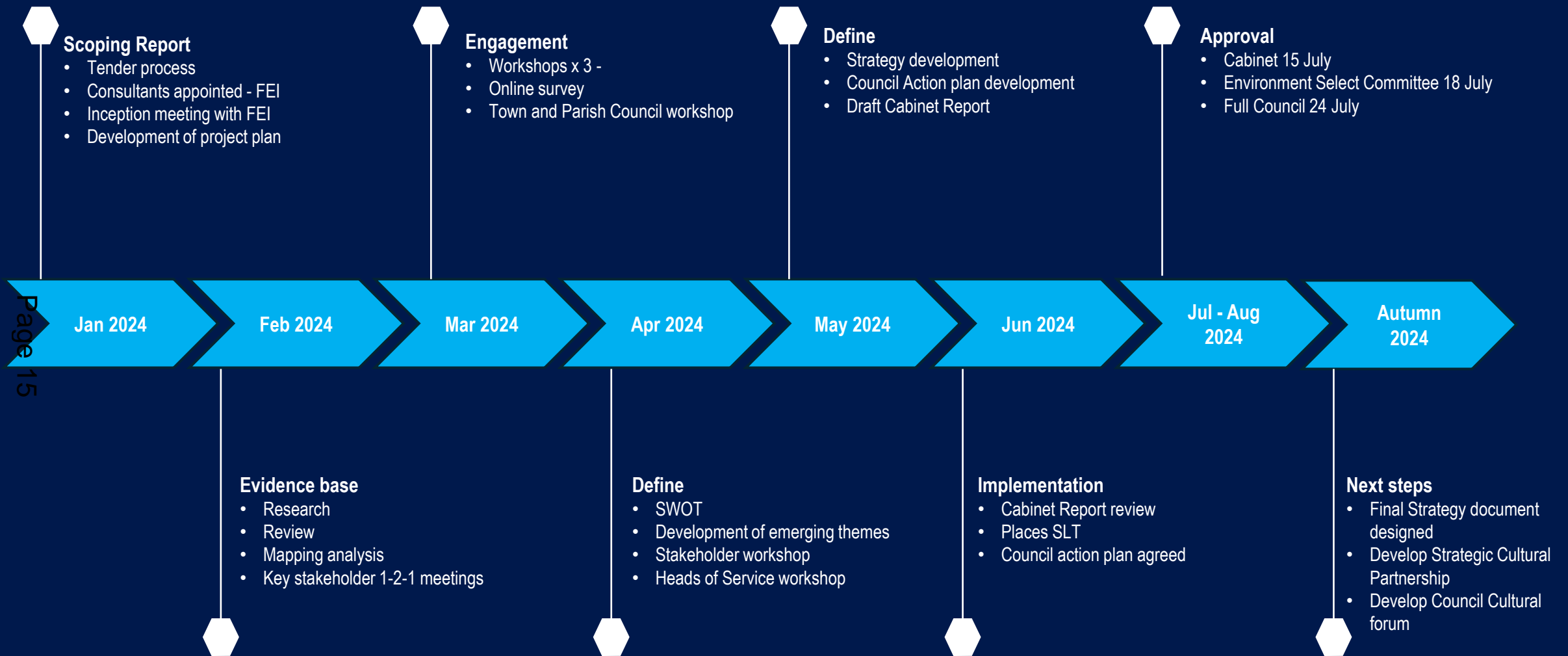


Supports the development of children and young people through **cultural education** and developing pathways for creative opportunities.



Helps the development of **a strong economy** through the creation of a strong arts and cultural sector creating employment opportunities.

How did we get there



Vision

Wiltshire will be:

- a vibrant beacon of culture
- a place of creativity, celebration and connection
- a place where culture supports health and happiness
- a place where young people and creative enterprise can flourish
- a place where economic growth is stimulated through distinctive and vibrant places where people want to visit, live, work, and raise a family
- a better-connected place where culture is the heartbeat of every village, town, city and landscape.

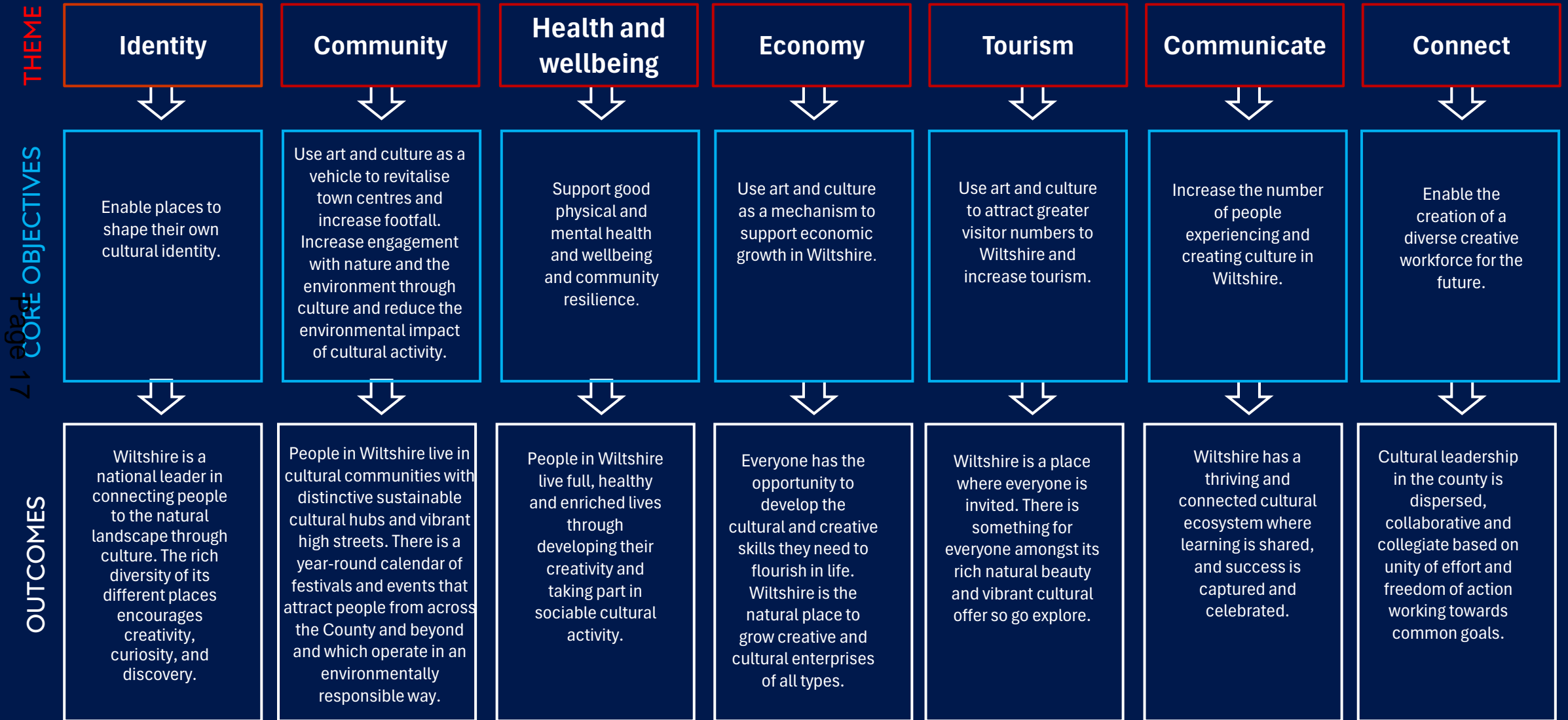
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Principles

- **Empower others** - take an enabling approach, working in partnership, co-creating and making things easier for independent action
- **Environment** - be ambitious in caring and enhancing the natural environment and addressing climate change
- **Access** - work towards universal 'cultural entitlement' and ensure all opportunities are designed to be inclusive and accessible to all.



Themes, Core objectives and Outcomes



Our next steps



Design

Develop the final strategy



Cultural partnership

Develop a county-wide Strategy Cultural Partnership to take the strategy forward



Council cultural forum

Bring council officers from across the organisation to share progress and knowledge



Launch

Host first Cultural Assembly 2025

What does it mean for South West Wiltshire and the Area Board

The cultural strategy:

- support towns and villages to consider how they can best use arts and culture to create a vibrant and resilient location and use creative health for the benefit of all residence
- will support arts and cultural organisations in external funding bids
- Support young people through the development of creative pathways
- Support for creative businesses
- Support for the visitor economy.

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The Area Board can:

- can act as an advocate for arts and culture
- can fund arts and cultural projects through community grants
- can support their schools to aim to secure the Arts Mark





Thank you
Any comments or questions

Wiltshire Council Economic Development Update

Victoria Moloney, Head of Economy and Regeneration
November 2024

Updates:

- UK Shared Prosperity Fund
 - Business Fit for the Future
- Wiltshire Towns Programme
 - Vibrant Wiltshire
 - Wiltshire Marque
 - Energy Support
- Project Gigabit

UK Shared Prosperity Fund

Community and Place

Demand
Responsive
Transport

Warm and Safe

Local Businesses

Invest in
Wiltshire

Business Fit for
the Future

People and Skills

Building Bridges

Sustaining Work

UKSPF Business Fit for the Future

Fit for Growth



The Wiltshire Fit For Growth Programme, led by BIC Innovation, aims to **foster business growth** in Wiltshire by supporting companies in various sectors including manufacturing, logistics, agritech, and life sciences.

Fit for Startup



The Fit For Start Up support programme offers **tailored workshops and coaching** for aspiring and **new business** owners. It includes a Foundation Workshop for exploring business ideas, Business Planning Workshops for launch, or seeking **funding**.

UKSPF Business Fit for the Future

Fit for Net Zero



If you want to understand your business' **carbon emissions** and how to manage them, **Fit For Net Zero** can help.

Through Wiltshire Council's Fit for Net Zero programme Severn Wye is currently offering SMEs in Wiltshire **free energy efficiency surveys** to help you **decarbonise** your business and save money on your energy bills.

Rural Hubs



The Rural Hubs Programme supports businesses and organisations in rural Wiltshire by offering **tailored workshops and personalised support** to strengthen community connections and drive **local growth**. It includes workshops for social enterprises, nonprofits, and rural business owners, covering strategic planning, financial management, marketing, and community engagement.



Wiltshire Towns Programme



Wiltshire Council

Events Wiltshire

Explore Wiltshire Events

Search by location, date, time or event type. For residents and visitors across our county.

Upcoming events

- All Events
- Today
- This Weekend
- Tomorrow
- Next Weekend



18 DEC Jack & the Beanstalk...
Trowbridge



5 DEC The Hall - Guided Tour
Bradford on Avon



1 DEC Panto at Melksham Assembly...
Melksham

OPEN

Energy Support

- Funded by Wiltshire Council Severn Wye is offering free energy efficiency surveys to help Retail, Hospitality and Leisure SMEs decarbonise and save money.
- An energy survey report will identify a range of no-, low- and capital-cost measures to improve the energy efficiency of the business
- Following the report, businesses will be able to apply for 100% grant funding, up to a value of £6,000, for installation measures.



Vacant commercial unit grants

- Wiltshire Council has invested £580,000 into businesses that breathe new life into vacant units across Wiltshire's towns
- Since the Vibrant Wiltshire grant scheme launched in January, 61 grants have been approved.
- Match funding of at

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What is **The Wiltshire Marque?**

An accreditation scheme that highlights and celebrates the provenance of food and drink made in Wiltshire, funded by the Wiltshire Towns Programme.



Who *is it* for?



Growers

Farmers, fisheries, fruit and vegetable growers, and apiaries producing honey for example.



Processors

Processors are those who take raw ingredients and turn it into something special. Think brewers, bakers, and jam makers.



Provisions retailer

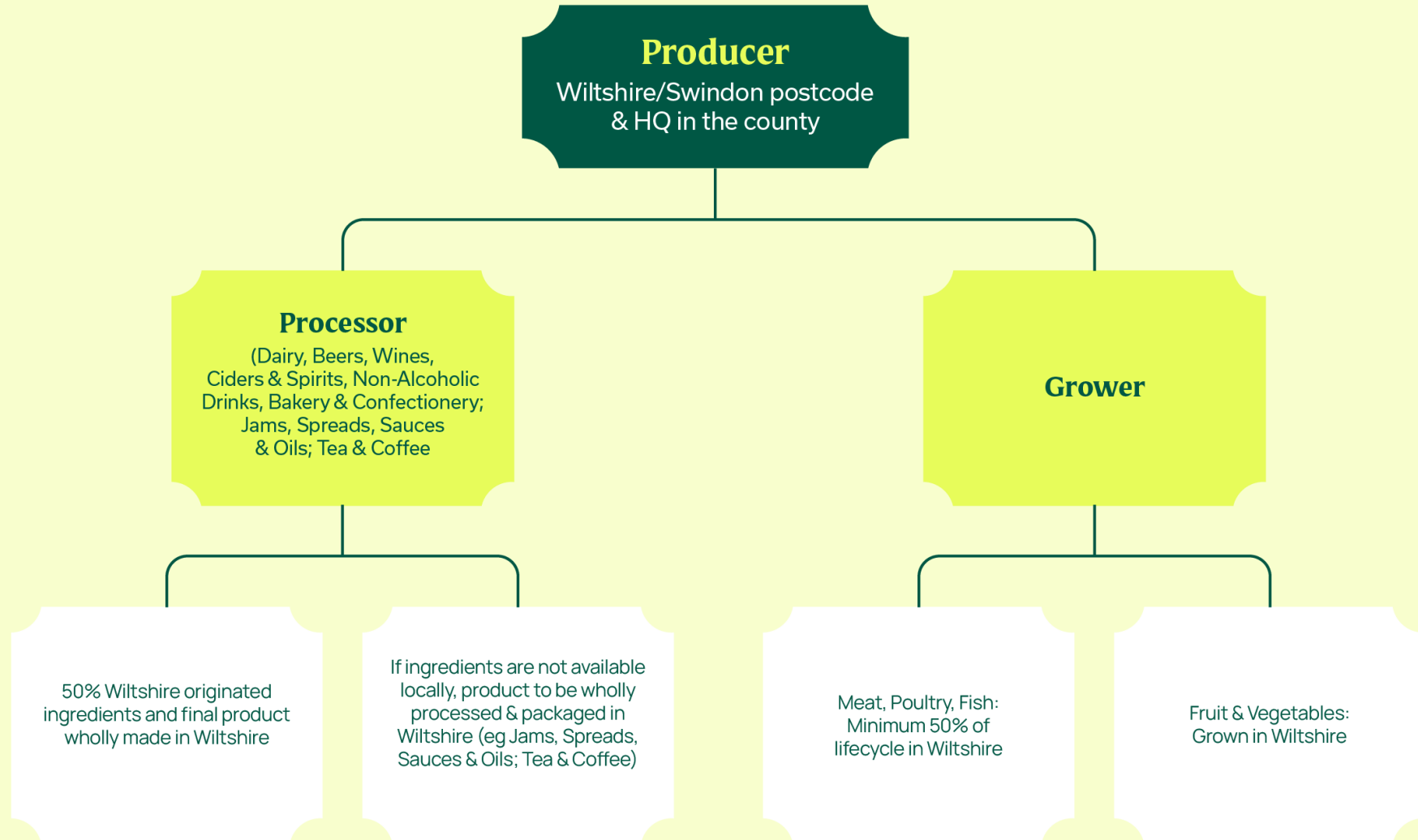
We have a range of fantastic shops and Wiltshire-based websites that sell local food and drink – you'll find more in our directory.



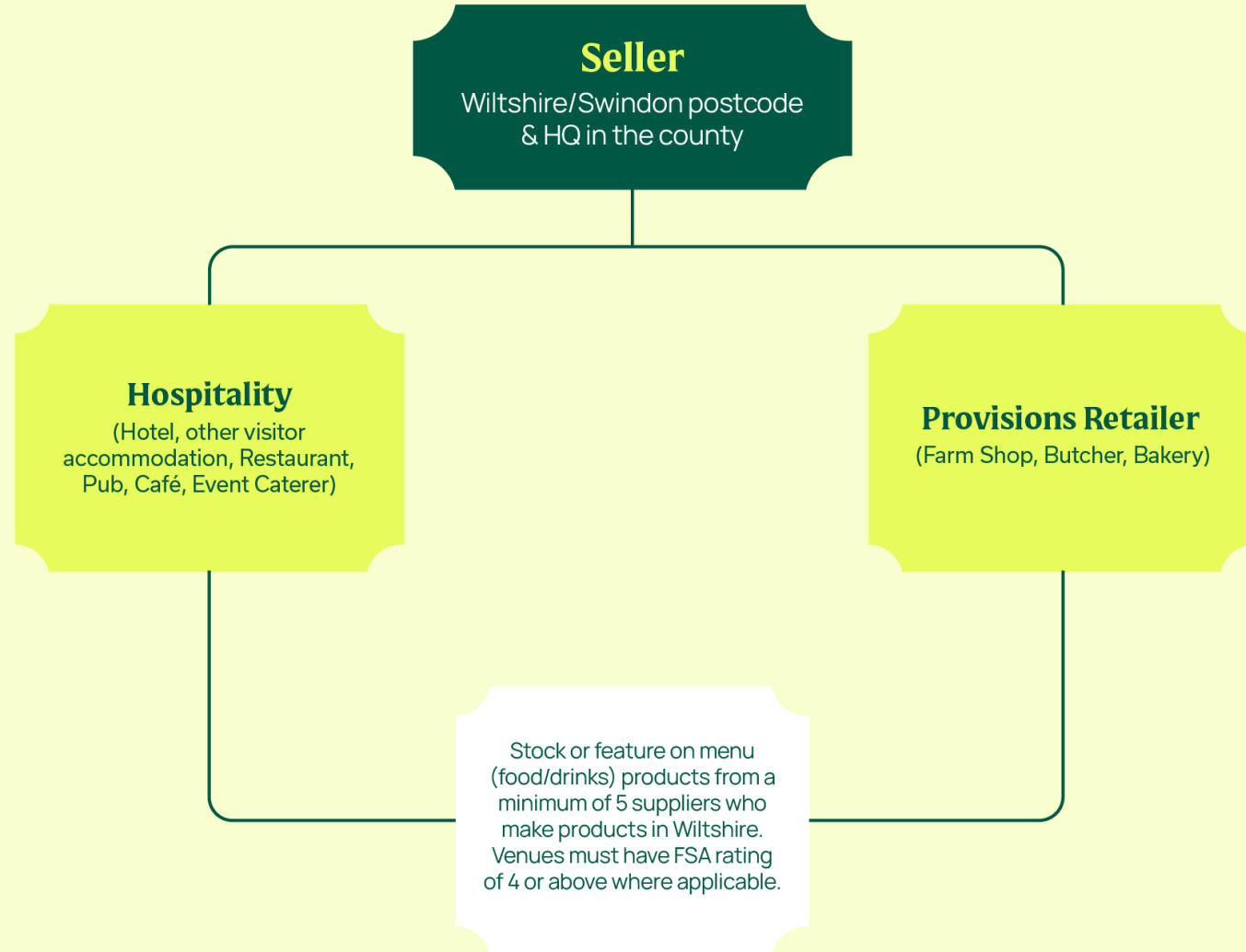
Hospitality

This category boasts all kinds of venues and caterers, committed to making things with Wiltshire ingredients. Think cafés, coffee shops and street food vendors to pubs, hotels, restaurants and event caterers.

Eligibility criteria



Eligibility criteria



Benefits of the scheme



Exposure in the online directory of Wiltshire makers and growers, including a product showcase and listing with links their website and social media channels



Promotional support around latest offers and news via the scheme's website and social media



Inclusion in marketing, PR and digital advertising campaigns



Networking events for Wiltshire Marque members



Funded business advice, training and access to Wiltshire Council programmes



Collaboration opportunities and connection to fellow makers and members to boost trade



Marketing and promotion advice to help members boost visibility of their brand and products



Use of the Wiltshire Marque insignia on products, websites and menus to show origin of products



*It's about the **people behind the products.***

*It's about the **processes. The skill.***

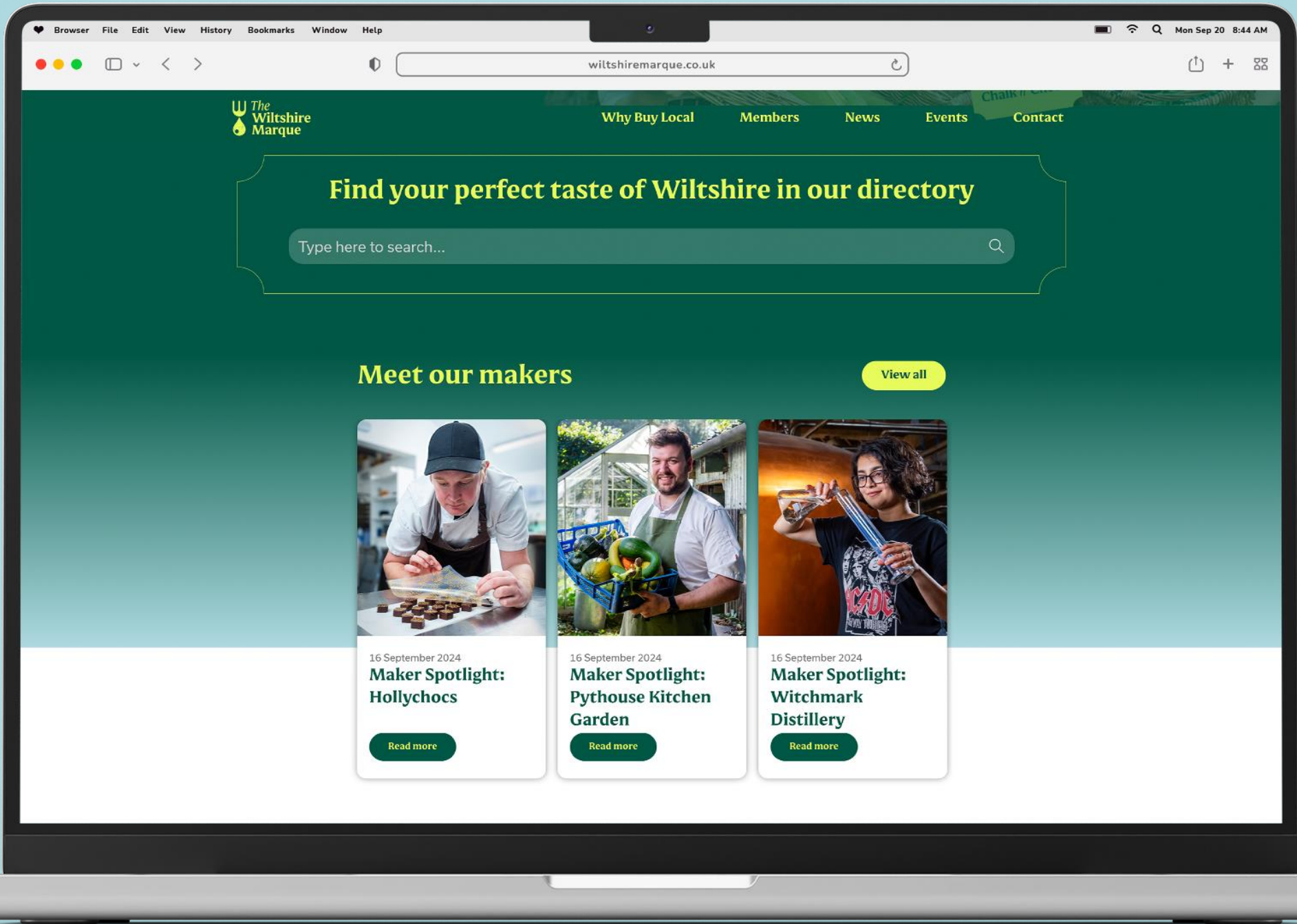
*The time-honed **craft. It's about the love.***

*The **pride. The dedication. It's about the passion.***

*It's about the **story, the journey and the personalities.***



Wiltshire: *The Makers' County*



Why Buy Local

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News

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Find your perfect taste of Wiltshire in our directory

Type here to search...



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Hollychocs

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Garden

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16 September 2024
Maker Spotlight:
Witchmark
Distillery

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HOLLYCHOCS

CHOCOLATE
ENGINEERED TO
PERFECTION

Hollychocs

Bakery and confectionery

Pubs, restaurants, bars and cafes

Chocolate, café, experiences, gifts, hampers

Nestled in the heart of Wiltshire, you'll find Hollychocs, an award-winning chocolate makers and café. Holly Garner, owner and chocolate engineer, started the business in 2019 based on two great passions: chocolate and people.

Since then, Hollychocs has grown, adding The Beanery Café & Shop and winning almost 50 coveted industry awards for their handmade chocolates, each with a complexity of flavour that sets them apart from the rest. With a high cocoa content and low sugar, each chocolate is a blend of passion, chemistry and exceptional ingredients; all carefully engineered to provide you with the ultimate sensory experience.

Hollychocs uses a variety of local ingredients to flavour their delicious chocolates, and host chocolate experiences at their location in Devizes, where you can get hands-on and give chocolate making a go yourself with expert guidance from Holly and her team!



Address: Unit 1, Poulshot Lodge Farm, Devizes SN10 1RQ

Phone: 01380864048

Email: info@hollychocs.co.uk

Website: hollychocs.com

Social Media:



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Meet Lyall,
Wiltshire Maker

Lyall and his team of Salisbury-brewers use local suppliers to produce a range of beers. Simply, it would be Rude not to try them. Find more Wiltshire makers like Lyall by visiting wiltshiremarque.co.uk





10:36

 The Wiltshire Marque
Sponsored ·

From cheesemongers and cafes to breweries and bakeries, there's something tasty around every corner in Wiltshire. Meet our unique makers on the Wiltshire Marque website.



wiltshiremarque.co.uk
Meet our makers [Learn More](#)

  1K  97 Comments  39 Shares  6.6M Views

 Like  Comment  Share

-  News Feed
-  Watch
-  Groups
-  News 5
-  Notifications 2
-  Menu

Speak

Speak about the scheme to those in the food and drink sector and local consumers ensuring they know about the Wiltshire Marque and how to access it.

Help

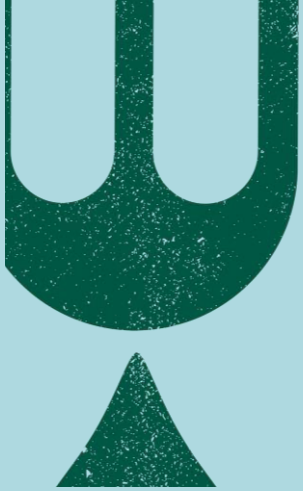
Help the local economy and environment by shopping local and buying Wiltshire-produced products.

Opportunities

Take the time when shopping locally to make sure the company you are buying from is aware of the scheme and the opportunities it can bring.

Position

Understand the scheme and how it works so you can position it positively to those business and consumers you speak to.





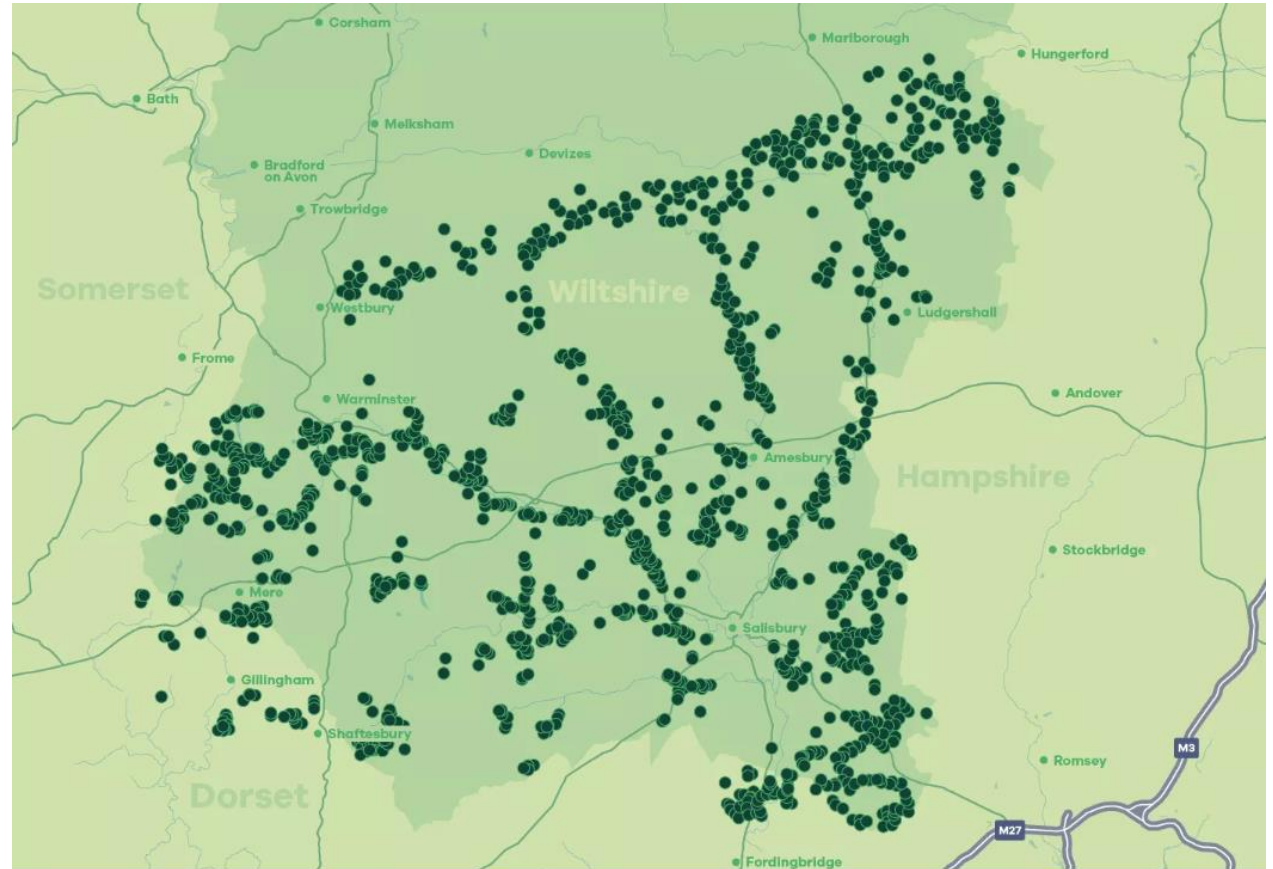
Wiltshire: *The Makers' County*

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Project Gigabit

- [Project Gigabit South Wiltshire | Wessex Internet](#)
- The government has awarded an **£18 million Project Gigabit contract to Wessex Internet to deliver full fibre broadband to around, 14,500 homes and businesses in South Wiltshire.**



Useful Links

- [Warm and Safe: Warm and Safe Wiltshire - Centre for Sustainable Energy](#)
- [BusinessFitForFuture | GrowthHub](#)
- Wider Business Support: [Gateway To Business Success | Home | GrowthHub](#)
- Retail & Hospitality Energy Support: [Wiltshire towns small business energy efficiency – Severn Wye](#)
- Wiltshire Marque: [The Wiltshire Marque | Food and Drink in Wiltshire](#)
- Project Gigabit: [Project Gigabit South Wiltshire | Wessex Internet](#)

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Holiday Activity and Food (HAF) Programme

Jacqui Radford

HAF Manager

Wiltshire Council

Minute Item 44

FUEL Background

HAF is funded across England by the Department for Education (DfE) and aims to provide children who are **eligible for benefits related free school meals** (FSM) with **free access** to **enriching activities, nutritious meals** and **healthy eating** information during the Easter, summer and Christmas holidays. The latest school census states we have over 10,000 pupils eligible for FSM in Wiltshire.

The HAF programme is delivered in Wiltshire using the **brand FUEL (Food, Unity, Energy, Laughter)** and the programme is **a direct response to the growing issue of holiday hunger** which is having a significant impact on low-income families.

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Wiltshire Council Business Plan (2022-2032): Mission and Themes

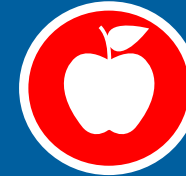
Empowered People: We get the best start in life, We stay active, We are safe.

Thriving Economy: We have vibrant, well-connected communities, We have the right skills to prosper.

Resilient Communities: We ensure decisions are evidence-based, We live well together.

The Holiday Activity and Food programme (HAF) has the potential to meet all four of the council's guiding themes; 'Prevention and early intervention', 'improving social mobility and tackling inequalities', 'understanding communities' and 'working together'.

In line with the HAF delivery objectives set by the DfE, the FUEL programme's vision is to:



Provide meals and snacks to ensure participants can eat healthily over the school holidays.



Provide a range of sport and physical activities to ensure participants can be more active over the school holidays.



Support the development of resilience, character and wellbeing of participants along with wider education attainment. Also give participants a greater knowledge of health and nutrition.



Create a safe environment, combatting social isolation over the school holidays. Use FUEL as a platform to connect schools and other local services.

FUEL: The Journey

2021

- Wiltshire Council was awarded funding from DfE to deliver the HAF programme across the county.

A mapping exercise was completed to better understand the spread and location of pupils eligible for FSM in Wiltshire

- The FUEL brand, concept and logo was created



At the end of 2023 the programme had provided 74,167 meals

2023

- **Fifty-eight** activity camps, including SEND specific camps.
- **Two** SEND specific camps during each holiday, coordinated and facilitated by internal staff.
- **Sixteen** community providers delivered activities in **sixteen** community areas.
- Food and nutrition workshops delivered in **twelve** locations.
- **2.026** individual participants across the year.



2024

- Final year of a three year funding agreement
- Build on the success of the programme so far.
- Focus development in areas of highest need.
- Increase the number of eligible children and young people engaged in activity.
- Extend the range of activities on offer across the County.
- Increase the number of secondary school age children engaged in activities.

2024 funding based on 10,710 children eligible for benefit related Free School Meals



Wiltshire Council

FUEL: 2024 provision

1,542 Children Booked

13,189 Meals Prepared

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Summer

35% resided in quintile 1

36% with SEND

Easter 2024

- **Twenty-three** camps, including **two SEND** specific activities.
- **Fourteen** activity providers

Summer 2024

- **Thirty-eight** activity camps across four weeks.
- **Two SEND** specific camps offered each week, facilitated by internal team.
- **Twenty** activity providers.
- **Five** new activity providers.
- **Seven** activities for secondary age only

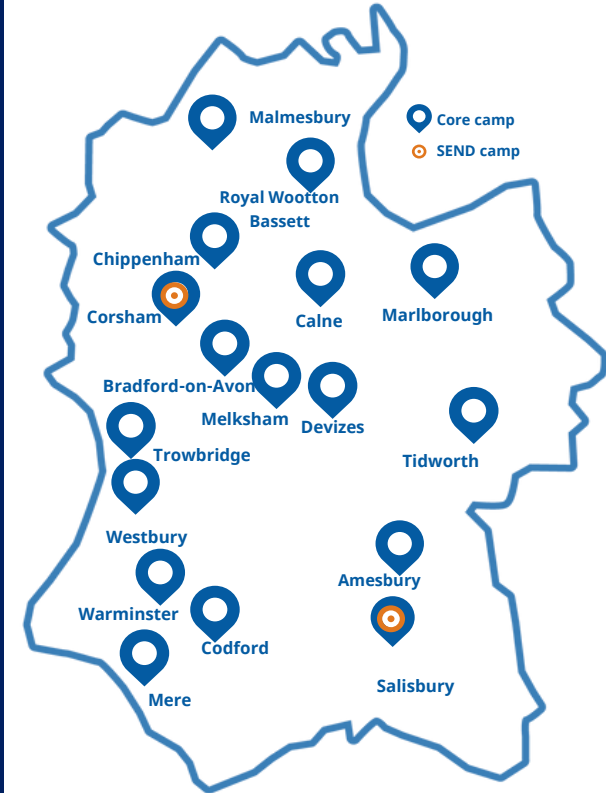
16, 242 places booked and catered for

Activities and experiences

- Tri-golf
- Mini Olympics
- Animal care and experiences
- Gymnastics
- Dance
- Skateboards and scooters
- Drama
- Circus skills
- Team challenge
- Science and Technology activities
- Photography
- Country park visits
- Archery
- Climbing Wall

20 providers offered 61 activity camps

- Sixteen Community Areas
- Thirty-three venues



FUEL: Summer 2024



Number of children booked from each community area*

Page 53

* 54 unknown

FUEL: Summer 2024 outcomes

Healthier eating



Provide meals and snacks to ensure participants can eat healthily over the school holidays.

13,189
meals provided



99%

said that FUEL had been beneficial to their family

48%

said that their child is making healthier food choices

"My son enjoyed trying new foods, even if he didn't like them all. Variety of food was great and it was filling"

"Really enjoyed the food and asked me to make similar meals at home for her."

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Give participants a greater knowledge of health and nutrition.

72%

of children said they had a better understanding of healthy eating

74%

of children said they wanted to put what they had learnt into practice



Better nutrition

"He ate hummus at home after trying it at camp and continued to have veggie sticks at home"

"The act of making it yourself was really important to trying new things. Overnight oats, frittata, cooking the taco pizza"

48
food and nutrition workshops

More active



Provide a range of sport and physical activities to ensure participants can be more active.

38

activity camps at Summer



"Thoroughly kept the children active and engaged - they did nothing but rave about it"

"Great for the children being able to do the sports that we may not have time or ability to do with our own health issues"

63%

tried a new sport as a result of attending

54%

were more physically active as a result of attending



Create a safe environment, combatting social isolation over the school holidays.

66%

made new friends as a result of attending

73%

of children reported as being more confident

Less isolated

"My son is more confident and comfortable. He absolutely thrives when the FUEL programme is on."

"My child is more sociable. He enjoyed being around more children. He became more comfortable and confident. Amazing impact for my children and they had a really enjoyable time."

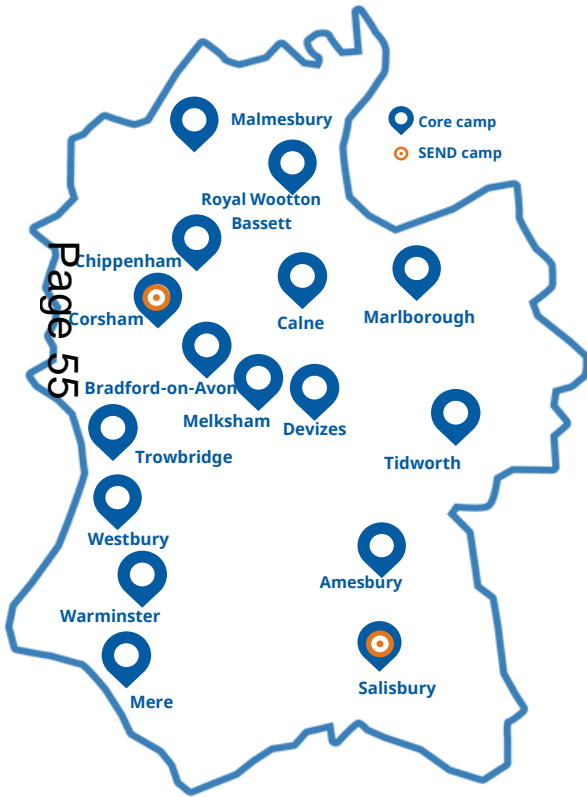


[Click to see a video](#)

Wiltshire Council

FUEL: Winter 2024

Sixteen Community Areas



Eligible Children and Young People

- **In receipt of benefit related Free School Meals**
- **Refugee**
- **In Care**
- **Advised by professional to support with food and welfare**

Places for children not in receipt of Free School Meals may need to be limited

➤ **Updates available on website**

➤ **Promotional materials for schools available on RightChoice**

➤ **Families can book directly via our FUEL Booking System**

➤ **Previous participants will be notified directly by the FUEL team**

Programme information and booking

Fully funded

Four hours each day

30, 31
December
2,3
January

Hot meal provided

Booking opens mid November

Wiltshire Council



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Unity

Unity means making new friends in your community, while friendly staff are supportive and understanding.



Food

F is for Food! You will receive a nutritious lunch each day and you'll also have fun and keep fit!

Energy

Take part in a range of activities that will keep you energised, exercised and educated.



Laughter

There will be plenty of opportunities for fun and laughter throughout the programme and opportunities to learn new life-skills.



www.wiltshire.gov.uk/leisure/fuel-programme



fuelprogramme@wiltshire.gov.uk



Wiltshire Council



CELEBRATING
Age Wiltshire

Salisbury Big Band Christmas Concert
Nadder Centre, Tisbury
Tuesday 10th December, 1.30 - 3.30pm



Celebrate Christmas with the Salisbury Big Band.

Come along and enjoy great live music and a festive afternoon tea.

All welcome.

This is a free event, but booking is required.

Please contact Karen Linaker on 01722 434697 or email karen.linaker@wiltshire.gov.uk

Celebrating Age Wiltshire: bringing live music, theatre, art & heritage to your local community

PARTNERS



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www.wiltshiremusic.org.uk/CAW

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