

WILTSHIRE COUNCIL SALISBURY AREA BOARD

15 May 2014

What matter to you in Salisbury? Conference report – local priorities for action

1. Purpose of the Report

To update members on the outcome of the ‘What matters to you?’ conference held at Salisbury Arts Centre on 27 March, 2014 and to recommend that the Area Board uses the outcomes from the event to stimulate local action and to inform its priorities for the next two years.

2. Background

The ‘What matters to you?’ conference was held on 27th March and over 150 members of the public and partner agencies took part. The event focused on the data set out in the [Community Area Joint Strategic Assessment 2014-16](#), and used themed roundtable discussion to identify local priorities underpinned by JSA evidence. All participants had an opportunity to vote on the priorities and the results are set out in this report. Following identification and agreement on the priorities the themed roundtables then looked at practical community-led actions that could be taken to address the issues.

The purpose of the event was to:

- Gain a consensus around priorities for the area
- Provide the basis for community-led action and projects over the next two years
- Inform (or become) the community plan for the area
- Provide the Council and partners with a clear focus for actions

The Area Board is now invited to review the priorities and agree how it wishes to initiate and coordinate action working with partners, community groups and the public.

3. Priorities identified

The priorities identified at the event are set out at Appendix 1. These will be available to view on screen at the meeting.

4. **Moving forward with community-led action**

To address the priorities, the Area Board will need to use its strategic influence and delegated powers to shape the delivery of local services and actions. It will also need to use its delegated resources to initiate and support community-led projects. Some of the actions will be easier to address than others and it is important to target areas where tangible outcomes and progress can be delivered. This will help to capitalise on the enthusiasm and momentum generated by the event.

The event generated a huge number of practical ideas and projects that can be taken forward by the community in Salisbury. The local project ideas prioritised by participants are attached as Appendix 2.

5. **Recommendations**

- That the Area Board adopts the priorities identified by the 'What matters to you' community event and works to facilitate local action to tackle those priorities.
- That the Board considers earmarking funding to promote, initiate and support community-led action around the selected priorities.
- That the Board considers appointing a lead member to champion any priority (priorities) adopted.
- That the Area Board makes a Big Pledge to champion a particular project or issue.
- That reports are submitted to the Board on progress made to address the priorities to ensure that positive outcomes are delivered.

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Agreeing our priorities

Results of voting

Children and young people

1. More services for children commissioned for physical and mental health	15%
2. Addressing skewed statistics of KS4 achievement by mapping where Salisbury secondary school children actually come from and go to	7%
3. More investment in areas where there is high deprivation	31%
4. Map key areas of need causing crisis in provision and systematically target to address this with statutory and voluntary services	20%
5. Must have professional youth work and a universal offer	28%

Community safety


1. CCTV to be maintained (currently being reviewed)	33%
2. Ensure community and partners work together to inform protect and support elderly & vulnerable people around issues of community safety	34%
3. Cycle Safety campaign to educate all road users including pedestrians	33%

Culture

1. Enable greater numbers of people to access the arts, specifically marginalised groups that for various reasons may be prevented from doing so.	41%
2. Ensure The Maltings development enhances the cultural offer, thereby enriching the economy of the city.	33%
3. Improve the visibility of the arts with better marketing of what's on in the city and how people can get involved.	26%


Economy

1. Increase tourism by providing a better welcome for visitors e.g. "Medieval Salisbury" market the City to local, national and international visitors	29%
2. Increase skills in life sciences, advanced engineering, manufacturing, food & drink, financial services and languages	33%
3. Change perception of job opportunities in the City with more professional career paths	10%
4. Communicate and promote the strengths and opportunities in Salisbury	9%
5. Promote retail vitality in City Centre	18%




Environment

1. Protect and replace trees across the community area and raise awareness to their value.	5%
2. The Area board needs to take an integrated approach to transport, health and environment.	28%
3. Prevent further development in the flood plain.	22%
4. Protect and enhance rivers/green corridors	15%
5. Encourage and support community engagement in the protection, management and enhancement of green space networks	30%




Health and wellbeing

1. Promote social support and activities for carers and volunteers, especially those over the age of 80.	5%
2. Promote support for accessible local services for all, making best use of local networks to ameliorate the fragmentation of local public transport.	20%
3. Develop programs for integrated activities and support for those with dementia, other mental health issues, able bodied and differently abled.	27%
4. Deliver more intergenerational programs across the community area.	5%
5. Promote more outdoor and cultural opportunities that support health and wellbeing.	43%



Housing

1. Encourage the delivery of housing by being less hostile to change and not always saying 'NO'	13%
2. Use the Localism Act to allocate land and specific dwelling types	16%
3. More Council owned and managed quality housing to provide increased secure tenancies for those on lower incomes.	53%
4. Ensure most at risk, previously homeless, are placed in 'Vulnerable' category of the Wiltshire Allocation Policy	17%




Leisure

1. Need a network of local clubs and organisations to raise awareness and provide support	14%
2. Recognising and encouraging informal opportunities for leisure	6%
3. Joined up cycleways to increase the attraction and safety of cycling in the city	52%
4. Targeting activities in identified areas of need	20%
5. Increasing awareness and opportunities for volunteering	8%




Transport

1. Need to ensure there is long term parking available as well as short term.	20%
2. Need an improved approach to traffic management including use of shared space	19%
3. Coach parking – Need a practical and sensible new coach park with toilets or the current one kept	21%
4. Air Quality – The new plan needs to address short journeys making it attractive to walking and cycling	38%
5. Ensuring that the real time information system works as well as signage for car parks.	2%





Our community

1. Make it easier for people to volunteer, more flexible, less bureaucratic, more rewarding and properly supervised and costs recognised	14%
2. Work on raising the aspirations of our more deprived areas and make them feel part of the whole	37%
3. Make consultation more meaningful and transparent and feed back to residents why certain decisions have been made	30%
4. Make efforts to involve a greater diversity of residents and to make them feel welcome and valued	20%



Thank you, your ideas will be included in our write-up and sent to everyone here tonight.

Project ideas

Children and young people

- Family treasure hunts
- Into work - apprenticeships campaign.
- Have-a-go - local sports and social clubs in the City offer taster sessions .
- Summer activity camp subsidy scheme - to target those who cannot afford to take part
- Summer skills - a week of arts activities based around performing and theatre skills. Culminates with a show for family members.
- Family orientated community festival
- Alternative sports club .
- Street Cup - a range of urban street based games and competitions. A street is closed to enable competitions to take place during a day of activities.
- Doorstep Sports – extend the idea to other areas
- Time credits - an hour for an hour.
- Sixth form and college volunteer scheme – the impossible.
- Young people’s network – where they decide what they want.

Community safety

- Support for Community Associations – residents of an urban neighbourhood come together to agree common priorities and coordinate local action.
- Missing voices – using discussion groups and video to enable people to tell their own stories and highlight the issues they face
- Local Safety Group – residents of a settlement come together to work with schools, police and other partners to address safety concerns with positive community-led actions
- Local resilience forum/plan to address flooding and other risks

Culture

- Focus on a neighbourhoods with higher levels of inequality and have a week’s worth of arts events and participation – taster events billed as ‘Salisbury LIVE’ – focus on the ‘live’ aspect. Have all the main arts organisations involved i.e. one act from a play at the Playhouse as a ‘taster’
- Using non-arts spaces for big outdoor, live events that everyone can take part in
- Moveable museums – peripatetic exhibition that can be staged almost anywhere
- Create a heritage/arts trail – link up to the new heritage panels in market place
- Family treasure hunts – geocaching



Project ideas

Economy

- Encourage those with technical skills to stay in the area
- Living and working in Wiltshire event in June - Salisbury Community Area to take a stand at the June event
- Advertise more widely than local area – promote nationally
- LEP to develop business plan for Salisbury
- BID Manager to promote
- Promotion on regional television
- Pedestrianisation of more of the city centre
- Promote and creative use of shared spaces
- Start a Magna Carta Marathon and other special events to draw visitors

Environment

- Community groups in different parts of the area to litter pick on a regular basis
- Voices/environmental reps to join Salisbury Bid and Salisbury Vision
- Salisbury Area Green Space Partnership – need to grow awareness
- Engage young people with schools with open space management/gardens
- Green Fair in 7 June (A 21) 20 stalls, pond dipping - engage more people /volunteers
- Funding from local nature partnership for small projects Link2Nature for £500
- Wildflower meadows, cultivated by volunteers and open to the public during the summer for a small donation

Health and wellbeing

- Green Gym – outdoor keep fit equipment/trails
- Street Cup – street games
- Party in the Park/ Circle Dancing
- Knit and Natter groups – run by Pembroke House
- Community Farms – collective farming and growing Spaces
- Family treasure hunts, history walks and themed trails
- Life Program
- Find Help
- Mind the Gap program – more accessible
- Widening participation in Healthy walking groups.
- More support and promotion for groups for differently-abled and carers.
- Arts activities for elderly carers
- Support for dealing with incontinence – social isolation/carers
- Accessible travel information for those less able to puzzle out confusing timetables. Buses especially.
- Support for engagement of wider community groups in the GP surgeries, using meeting rooms available for use at cost and promoting local artwork



Project ideas

Housing

- Council to enable the building of more low cost housing/assured tenancies in the City.
- Neighbourhood Plan to identify public sector owned land suitable for local housing schemes.
- Derelict /under-utilised sites - public and private - to be included in Neighbourhood Plan (many small sites can add up to significant dwelling numbers).
- Any new dwellings are to be WELL DESIGNED with living at home assistance and technology in mind.

Leisure

- Implement the cycling elements of the Salisbury Vision transport plan.
- Opportunities for local community involvement and volunteering
- Online directory of community activities and opportunities
- More community networking – opportunities for clubs to come together. Taster day? Freshers fair style event? Linking two groups – e.g. photography group attending a sports club event to take photos.
- Targeting activities at children/young people in deprived areas (e.g. Bemerton). Good example in The Friary (Doorstep Club) but requires lots of funding up front.
- Outdoor fitness equipment provided – a green gym
- Informal social clubs / opportunities

Transport

- Maintain adequate long term parking as well as short term spaces
- Need an improved approach to traffic management including use of shared space
- Coach parking – Need a practical and sensible new coach park with toilets or the
- Air Quality – The new plan needs to be prioritised
- address short journeys making it attractive more attractive/safe to walk and cycle
- School travel plans
- Substantial scheme bid for cycling paths.
- Ensure that the real time information system works as well as signage for car parks.

Our community

- Local place, staffed for advice support and info with social area and skills sharing
- Neighbourhood swap shop or yard sale
- Community apple pressing/community growing/seed plant swaps
- Fields/churchyards of dreams – wildflower meadows
- Shared harvest/edible places
- Upcycle housing
- A children's/family festival
- Mission possible - volunteer task groups to tackle anything
- Neighbourhood wardens
- Chatting/fun consultation
- Simple/accessible newsletters

