

Westbury Joint Strategic Assessment - Action and activities

1. Background

The Joint Strategic Assessment 2014-16 for Westbury community area provided a spotlight on a variety of health and wellbeing issues affecting our community. The presentation of the report was followed by a community based event (What matters to you?) in March this year. This identified priorities underpinned by up to date statistics and data from the Joint Strategic Assessment and looked at practical community-led actions that could be taken to address the issues. This outcome was also used to inform and update the BA13+ community area plan.

2. Action

Since these events the Westbury area board has:

- Agreed to channel its grant funds to reflect these local priorities.
- Designated specific councillors as champions to lead on each of the themes
- The community area manager has worked with the BA13+ community area partnership on the update of the community plan to reflect the findings and prescribed actions.
- Worked with local agencies and with the Community area partnership to progress the identified priorities

3. Work on identified priorities for Westbury community:

Community Safety	Action
Reduction of domestic abuse	Working group formed including partner agencies – e.g. White Horse Health Centre, Police, Community Area Partnership. Awareness campaign funded by area board and launched to coincide with Domestic Abuse Awareness Week. Local exhibitions, media coverage and publicity packs sent to pubs, businesses, parish and town councils, doctors, practice nurses, police officers etc. Area board funded four performances of domestic abuse awareness play plus workshops at Matravers School.
Making people feel safe in their community	Area board worked with BA13+ CAP on its launch of Safe Places project – well received by businesses and shops in the town.
Reaching heard to reach people	Area board has provided funding for Crosspoint – the town’s drop in advice and help centre.
Environment	
Educate to encourage less to landfill and more recycling	Area board worked with Wiltshire Council recycling team on raising profile of recycling. Included information stand at summer street fayre.

Identify land that can be made available for community benefit	Area board is working with Westbury Town Council and Coulston Parish Council on restoration of allotments for community asset transfer. Currently exploring options for other open land projects.
Transport	The area board has supported a range of transport and safety issues through its community area transport group (CATG). These included footpath improvements such as lighting and resurfacing, junction improvements, improved signage, traffic orders to tackle speeding and parking,
Address issues of air quality by supporting the Air Quality Action Group	Air quality group formed – actions taken include bike racks, exploring new cycle routes, working with schools on travel plans to encourage walking and cycling. Air Quality themed event planned in 2015.
Improve, enhance, increase availability of cycle and walking routes in and around Westbury.	Cycle route map produced. Plans for extra cycle racks in areas like High Street. Area board committed £3,000 towards improving rights of way by replacing stiles with kissing gates on popular walking routes in and around Westbury.
Children and Young People	
Mitigating the effects of poverty – stress, obesity, higher refuse, domestic violence.	Area board has helped fund outdoor classroom at Matravers plus food and fitness classes for child and parent/carer.
Importance of young people being able to access affordable resources	Area board working with newly appointed community youth officers on making young people aware of what is available in terms of grants and activities.
Culture	Area board provided funding for the arts and music festival which this year was more successful and far reaching than ever. As well as a wide variety of activities, concerts etc, some tickets were offered free through Crosspoint's food bank project while others were offered at discount to promote inclusion and reach people who may not have otherwise taken part.
Westbury Town Heritage Trail – blue plaques – raise profile of historic buildings	Blue plaque and historic trail project ongoing – match funded by area board. Area board funded website design for Westbury Heritage Society to help promote heritage of the town . Has also helped fund local history projects at Dilton Marsh and Bratton. Helped fund the restoration of the town's war memorials and helped with publicity, events etc around the WW1 commemoration.
White Horse/Swimming Pool/Library – multi use	The area board has two members on the community campus team which is about to present its working

leisure and culture – raise profile	proposals for a campus and enhanced facilities in Westbury. Key to this project is the multi use of three buildings – library, pool and leisure centre.
Clubs/workshops for young people (music/drama/arts)	Through the arts festival, events were provided for young people and children either free or at minimal cost (e.g. £1 for drumming workshop). These were very well subscribed. Community Youth Officers currently working with the area board on an event (February 2015) to engage with young people to ensure activities are set up to reflect their needs.
Economy	
Plan for re-purposing of the town centre (leisure, heritage trail etc)	See above ref campus plans, blue plaque trail etc.
Health and Wellbeing	
Connect people socially and improve activity levels leading to better health and mental wellbeing	Area board is working with the town's Welfare for the Elderly group to provide a meeting place for older people at the town's Grassacres hall where a leg clinic is to be set up in conjunction with the local health centre. This will provide a social outlet as well as improving health and wellbeing and fighting isolation among old people. It is anticipated the area board is funding upgrade of the centre to the standard needed (area board led application for £4690 at December area board). Area board organised well attended health and wellbeing fair in October 2014 providing advice and information on a wide range of health and wellbeing issues including flu jabs.
Dementia: improve awareness, become 'dementia friendly'	Dementia awareness training carried out by CAM. Dementia presentations took place at the health and wellbeing fair (see above). Similar sessions now planned for library staff and local police.
Healthy diet and healthy bodies for the whole family (starting with breastfeeding and all the way through to older age)	Area board has helped fund healthy eating projects with local primary schools.
Leisure	
Maintain the town's swimming provision and leisure facilities ensuring campus plans encourage joint working to make best use	See campus proposals above - also online for full working proposal at www.wiltshire.gov.uk/areaboards

of all facilities	
Maintain youth services and leisure provision for youth	See above. Changes to the way youth activities are provided is ongoing. CAM and area board working closely with community youth officers on engagement with young people, events and publicity. Young people took an influential part on the planning of the campus proposals including a large consultation among secondary age pupils about their leisure and activity needs.
Improve access for participation: better public transport, improved cycle ways	See above ref air quality actions in Transport section.
Housing	
Our community	
Free central community space(s) for community groups to use.	See reference above to community campus proposals

4. Examples of 2014 grant funding relating to above priorities

Theme	Project(s)	Funding
Community Safety	DA awareness campaign	£300
	DA awareness play and workshops	£660
Environment	Kissing gates project	£3,000
	Bratton community orchard – juicer for community events	£554
Children and young people	Children’s centre equipment	£990
	Westbury carers group (children with disabilities)	£570
	Play equipment Edington	£2262
Health and wellbeing	Grassacres Leg Clinic proposals	£4380
	Defibrillator	£600
Leisure/Culture	Bratton Rec ground	£739
	Bowls club	£500
	Edington bellringers	£800
	War memorial	
	restoration	£1250
	U3A	£450
WW gymnastics centre	£1000	

	Westbury Music and Arts Festival	£992
	Rugby Club	£1000
	Bratton Silver band	£895
Our community	BA13+ Community Area Partnership running costs 2014 (relevant to all themes)	£6500

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