

<b>Report to</b>	Southern Wiltshire Area Board
<b>Date of Meeting</b>	9/09/2021
<b>Title of Report</b>	Work Plan Update

1. The Area Board agreed a new Work Plan to steer its work at the May 2021 meeting.
2. Attached is an updated Plan for members to note progress so far.
3. Key progress against the top 6 priorities is:

(a) **Communications: Encourage improved use of Our Community Matters:**

- (i) Baseline subscribed to OCM weekly newsletter: 500
- (ii) Increased page views from April 2021 of 126 to 298 in August
- (iii) Baseline contributor numbers : 30

To improve on (iii) in particular, the following is suggested:

- Target all village newsletter editors, voluntary and community groups to ask them to contribute (repeat this request every other month?)
- Could each unitary cllr ask the Chairman of their parish councils to consider posting once a month to the site?
- Could each unitary cllr aim to contribute perhaps 5 times a year to the site?

NB: please also note the update below from My Salisbury, funded as part of the board's Communications priority earlier this year;

*mySalisbury's website has now been operational for a year and has attracted over 45,000 unique visitors to it. Our initial small team of volunteers has published over 600 articles covering the activities and goings on of Salisbury and Southern Wiltshire – often these are positive news stories not covered by other local media outlets.*

*We have recently made contact with all the parish councils covered by the Southern Area Board by way of email to parish clerks. There has so far been an underwhelming response to these emails with only Alderbury and Laverstock and Ford responding. Both of whom are fully supportive of the project and will be providing a flow of news our way to hopefully increase awareness and engagement with their activities. A press release was also included for them to assist with promoting our activities, L&F are attempting to include in their next parish newsletter.*

*We have also announced our first workshop, with many more to follow. The uptake has been great with only a few spots remaining after only 2 days of announcing the initial dates and we are already working on organising a repeat session. Equipment ordering has begun, ready for the first workshop and we look forward to arming our volunteers with the skills and equipment to help take mySalisbury forward.*

- (b) **Young People: Rural Youth Outreach Project** – as detailed in earlier report.
  - (c) **Young People: Support village led youth groups to get back up and running, including Family Fun Days** – referred to in previous report.
  - (d) **Health & Wellbeing: Make A Friend Be A Friend** – aiming to start project in Autumn 2021, when more village groups are back up and running
  - (e) **Health & Wellbeing: Produce a local directory of health and wellbeing related activities, support and services** – this is still very much work in progress, and we have had an offer of help from the Silver Salisbury project team to assist with this
  - (f) **Health & Wellbeing: Healthy Schools Project** –invitation to be issued to schools in September for an Autumn Induction session
4. A youth engagement event took place in July 2021, and we are currently consulting with parish councils on a date for a Parish Council engagement event in the Autumn. An opportunity has arisen to run two Health & Wellbeing themed engagement events for older people involving a local deliverer of Silent Disco's (this is the subject of a funding application later on the agenda). An eco-friendly villages engagement event will be organised for early 2022.

## **Recommendation**

The Area Board is asked to note this update.

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