

Malmesbury Area Board

June 2022

Annual Review of Local Priorities

1. Purpose of the Report

- I. To report on progress made in addressing the Area Board priorities selected for 2021/22
- II. To consider any new evidence or information that will help inform the Area Board in selecting its priorities for 2022/23
- III. To highlight potential priorities for the Area Board to consider for 2022/23
- IV. To inform the Area Board of the broad mechanism for delivering these priorities including (where appropriate): leads, working groups and allocating funding.

2. Introduction

This report has been written by the Community Engagement Manager in consultation with the Area Board Chair. It is provided to help celebrate the success so far and support the Area Board Councillors in setting their priorities for the coming year.

In early 2021, the Community Engagement Manager combined data from the Community Area “Joint Strategic Needs Assessment” (JSNA) with other sources of data and additional local intelligence. This was used to produce a Community Area status report that highlighted where further local improvements may be required. In May 2021, this report was shared with local Area Boards to help inform which priorities it should focus its energy and resources upon.

Given the challenging financial environment, both nationally and locally, Area Boards are encouraged to continue to develop this evidence led approach to its work, so that they can have the greatest impact on the lives of our communities. This includes:

- ✓ Selecting priorities and directing resources to where there is the greatest need and where the Area Board can make a tangible contribution;
- ✓ Being clear on what the Area Board is trying to achieve and the mechanism for doing so; and
- ✓ Regularly reviewing and communicating progress against the chosen priorities.

3. Progress on 2021/22 Area Board priorities

The Area Board working with its partners and the wider community has focussed its attention over the past year on the priority areas below. Appendix A summarises the progress that has been made so far but some of the key achievements include:

- i. Positive activities for young people – working in partnership with Malmesbury Town Council, detached youth work has been established across the community area by The Rise Trust on two evenings a week. A regular safe indoor space has been provided for young people in the town hall. Working through the Local Youth Network, targeted sessions were run for students and their families by The Stay Safe Initiative CIC, including about digital empowerment. Malmesbury School became part of the Wiltshire Youth Council.
- ii. Green issues – There has been good engagement locally with the “Wiltshire Climate Change Strategy” and “Green and Blue Infrastructural Strategy” that have both now been adopted. Work has continued to improve footpaths locally. Funding has been awarded towards setting up a Malmesbury Community Fridge Freezer, helping to bring people together and reduce local food waste.
- iii. Loneliness and isolation – the Celebrating Age programme has been introduced to the community area, delivering culture and heritage events and activities in community settings to support the wellbeing of vulnerable older people. Funding has been provided to support nine events for the Queen’s Platinum Jubilee with an emphasis on increasing the confidence of older and vulnerable people to socialise again. Active support has been given to help with the challenges of 2021/22 including COVID-19, changes in provision for older people as well as supporting those coming from Afghanistan and the Ukraine. A new volunteer Health and Wellbeing Champion has been appointed.
- iv. Highway safety – a network of footpath SPOCs (Single Point of Contacts) for each parish has been established to better coordinate countryside access issues, building on the Cotswold Voluntary Wardens model.
- v. Recovery of the local economy – funding has been provided to Community Interest Companies which contribute to a vibrant High Street, including Renew Malmesbury CIC.

4. The context for agreeing new Area Board priorities.

The selection of Area Board priorities should be undertaken using both the evidence available to us, as well as the context within which we are operating. Both are continually changing, and the following is provided to help inform the Area Board’s decision.

- i. The Joint Strategic Needs Analysis was collated 2 years ago in 2020 and although it used the latest information available at the time, some it is now out of date. This is partly due the significant impact COVID-19 has had on issues such as debt, the economy and mental health as well as the release of more up to date data that was not previously available. Two news sources of data for

Wiltshire that have analysed data during COVID-19 and subsequent start of the recovery are available. These are:

- [Wiltshire Citizens Advice Annual Report](#)
- [Wiltshire Intelligence Bringing Evidence Together \(JSNA Update\)](#)

For the Malmesbury community area, it should be noted that:

- The [Wiltshire Climate Strategy](#) and [Green and Blue Infrastructure Strategy](#) have both now been adopted and Wiltshire Council have committed themselves to being carbon neutral by 2030. The challenge is to consider what local actions we can undertake.
 - Inflation is very high with fuel costs doubling or more in price. This is hitting the poorer families and the elderly / vulnerable the most.
 - Research has been carried out in the Wiltshire Council Autumn 2021 Youth Survey produced with Malmesbury School.
- ii. The 2021/22 Area Board priorities were selected whilst in the middle of the COVID-19 pandemic. The demands of this public health crisis demonstrated the importance of partnership working with some services struggling to cope and many of our community groups and organisations unable to operate. The focus of our time and resources has been upon coming together and supporting the vulnerable within our communities. As we now emerge from the pandemic, the focus is shifting away from this reactive response and onto the rebuilding of our communities. In particular, the evidence suggests that local concerns include:
- Speeding and inappropriate use of roads, e.g. by heavy vehicles
 - Some organisations are finding it difficult to find volunteers
 - There has been an increase in poor mental health resulting from the pandemic. Some young people have been especially affected.
 - Many people, especially the older and more vulnerable, have lost confidence and are reluctant to socialise again.
 - Support available for refugees and host families.
- iii. The last 2 years has seen a change in the way that people communicate, especially with the shift to more permanent home and remote working. This has allowed a new approach that includes the ability to be more inclusive and a reduction in the need to travel. The Area Board is encouraged to embrace these opportunities but also mitigate against any local impact upon our communities especially as there are many who do not have access to transport and / or do not use digital forms of communication.
- iv. Wiltshire Council has released its new [business plan](#), outlining its strategy for 2022-2032. It focusses upon the 4 themes of “Empowering People”, “a Resilient Society”, “a Thriving Economy” and “a Sustainable Environment”. In addition,

Wiltshire Council on the 1st February 2022, approved both the [Wiltshire Climate Strategy](#) and [Wiltshire's Natural Environment Plan](#). The Area Board should be aware of these plans and seek to help deliver them at a local level.

- v. Malmesbury has also seen some local changes that may influence the selection of priorities including:
- Appointment of a volunteer Health and Wellbeing Champion by the Area Board, Julie Dart.
 - New opportunities for closer working with Malmesbury Primary Care Centre with Practice Manager, Charlotte Gorman.
 - Appointment of a volunteer Community Speed Watch coordinator by Wiltshire and Swindon PCC - John Derryman.

5. Agreeing and delivering priorities for 2022/23

The Community Engagement Manager in consultation with the chairperson of the Area Board has provided a list of possible priorities for consideration. These can be found in Appendix B. The Area Board should carefully consider how many priorities it can work on at any one time and ensure that they are meaningful for their local area. As a guide, it is recommended that where an Area Board has 4 or less councillors, no more than 4 priorities are selected at any one time. Larger boards can select up to 5 if they believe that they have the capacity to deliver on them. Area Boards can at any time select, review or amend their priorities in order that they remain relevant and linked to current needs.

As well as being evidence led, priorities should be selected where the Area Board believes that it can realistically make a positive impact upon them. To aid the delivery of the chosen priorities, the Community Engagement Manager will support the Area Board councillors including in the creation and management of an action plan. This plan will include clearly defined, manageable and measurable outcomes so the intended outcome is fully understood and will, in turn, facilitate the annual review of delivery on local priorities.

The key mechanism for delivery is to support the local community to use their own experiences, abilities and passions so that they are empowered to shape and deliver positive change. To achieve this the Area Board may wish to consider allocating funding where money is required to help deliver the required aims. The Area Board may also look to set up a local working group to lead on the delivery of a priority, especially where no suitable group already exists.

It is recommended that, for each priority selected, an Area Board councillor takes responsibility for overseeing its delivery and reporting back to the Area Board on progress. The Community Engagement Manager will support the Area Board councillors in undertaking this work.

6. Area Board Lead Councillor Role Description

Area Boards are invited to appoint lead Councillor(s) representatives for each of the priority themes that they have selected. The following guiding principles are in place for Councillors who take a role as an Area Board lead for a priority theme:

- To be the main Area Board point of contact for local officers, councillors and residents within their respective lead area;
- To attend (and usually take the role as chair) relevant working groups of the Area Board;
- To work collaboratively and cooperatively with relevant local partners, community groups, volunteers and outside bodies;
- To provide regular updates back to the Area Board in relation to their lead area, including providing feedback on the success or limitations of previously funded Area Board grants;
- To diligently and democratically consider any funding applications, ensuring due process is undertaken; and
- To in consultation with the local CEM, monitor feedback for those grant applications that relate to the local priority the lead Councillor has responsibility for, ensuring that relevant feedback on progress and outcomes is provided to the Area Board.

7. Recommendations

- I. The Area Board is asked to acknowledge the progress update from the 2021/22 local priorities work.
- II. The Area Board is asked to consider this report along with its appendices and decide upon the priorities it wishes to focus on in the coming year.
- III. The Area Board is asked to appoint a councillor lead for each of the selected priorities.
- IV. The Area Board is asked to appoint any required working groups in relation to each priority. Note; any existing externally operated groups may already be in place and should be acknowledged and noted.

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APPENDIX A - Summary of progress made against priorities for 2021/22

1. Positive Activities for Young People

Actions:

- I. Re-established Local Youth Network for supporting young people resulting in improved joined up working.
- II. Malmesbury School supported to become part of Wiltshire Youth Council allowing them to share local need and influence where local resources are targeted.
- III. Wiltshire Youth Survey promoted resulting in 153 responses and providing useful information on what support young people require.
- IV. Detached youth work has been established across the community area by The Rise Trust on two evenings a week.
- V. A regular safe indoor space has been provided for young people in the town hall working in partnership with the Town Council and The Rise Trust.
- VI. Targeted sessions were run for students and their families by The Stay Safe Initiative CIC, including about digital empowerment.

Related funding:

Who	What	How Much
The Last Baguette Theatre Company	Theatre workshops Malmesbury Carnival	£1,200
The Rise Trust	Youth outreach	£5,000
The Stay Safe Initiative	The Digital Empowerment Project	£725
The Last Baguette Theatre Company	Theatre workshops – May half-term	£1,200
The Rise Trust	Detached outreach and safe space provision	£3,447
HEALS of Malmesbury	HEALS Summer Programme 2021	£2,207

2. Green Issues

Actions:

- I. Promoted the draft Climate Change Strategy and Blue Infrastructure Strategy and encouraged local involvement and feedback.
- II. Identified key stakeholders in footpath improvement and brought them together to enable improved working with the Countryside Access Officer, including training and funding opportunities.

Related funding:

Who	What	How Much
Great Somerford PC	Footpath gates	£500
Sherston Village Hall	New foyer and double-glazed doors	£5,000
Sustainable Sherston	Community thermal heat loss surveys	£613.31
Brinkworth Footpath	Tools, equipment and	£990

Group	website	
Little Somerford PC	Allotment and community orchard	£666
Malmesbury and District Community Fridge Freezer	HEALS of Malmesbury	£2,000

3. Loneliness and Isolation

Actions:

- I. Appointed a new volunteer Health and Wellbeing Champion, Julie Dart.
- II. Participated in the Health and Wellbeing Forum chaired by Cllr Kim Power resulting in improved joined up working.
- III. Actively encouraged and supported older and vulnerable people to get out again into their communities through the Celebrating Age programme.
- IV. Actively encouraged and supported older and vulnerable people to get out again into their communities through funding towards inclusive Platinum Jubilee celebrations.
- V. Established a network of Wiltshire Council and Malmesbury Primary Care Centre staff, to enable co-production on events and activities and improve sharing of information and resources.
- VI. Established closer relationship with new library staff to link together more and utilise the library facilities so that it becomes an even greater community asset.

Related funding:

Who	What	How Much
Wiltshire Music Centre	Celebrating Age programme	£1,500
Carers Support Wiltshire	Malmesbury Carers Cafe	£778
Sherston Queens Jubilee Committee	Sherston Queen's Jubilee Celebrations	£928
Area Board initiative	Support running of nine inclusive Queen's Jubilee events	£1,500
Previous H&W Champion paid role	Support for older and vulnerable people – 1:1 and groups	£2,132.09
Expenses – new H&W Champion volunteer role	Mobile phone and data package	£109.99
Area Board initiative	Lunch clubs support – yet to be claimed	£751.92

4. Highway Safety

Actions:

- I. Established Road Safety Alliance to give the town and parishes the opportunity to meet with John Derryman, volunteer Community Speed Watch coordinator from the OPCC and the Neighbourhood Policing Team to strengthen local response to speeding issues.
- II. Established a network of footpath SPOCs (Single Point of Contacts) for each parish to encourage green travel and move people away from the highways.

Related funding: Please see separate CATG report in addition to footpaths funding noted under 'Green Issues' (2).

5. Recovery of the Local Economy

- I. Re-established the Community Safety Forum to work with the Neighbourhood Policing Team to reduce ASB and help create a safe night-time economy.
- II. Participated in meeting with local businesses and the Wiltshire Council Economic Development team to consider how we can support local businesses as we come out of the pandemic and encourage vibrant High Streets with minimal empty units.
- III. Promoted local events and activities via social media platforms to encourage visitors and residents to take part.
- IV. Met with local CICs to consider how the Area Board can support their development.

Related funding:

Who	What	How Much
Renew Malmesbury CIC	Creating a retail shop and environmental hub	£2,500
Malmesbury Town Team	Visitor map Malmesbury and community area	£1,500
Malmesbury Town Council	CCTV in Malmesbury	£5,000

APPENDIX B – Suggested priorities for 2022/23

The following are some possible priorities for the Area Board to consider for the coming year

Potential Priority	Key objectives	Additional comments
Positive activities for young people	To work with partners through the Local Youth Network to enhance provision for 13-19 year olds.	Cllr Gavin Grant
Green issues	To encourage residents to make positive environmental changes.	Cllr Martin Smith
Reducing loneliness and social isolation	To work with volunteer Health and Wellbeing Champion, Julie Dart and the Health and Wellbeing Forum to deliver activities for local older and vulnerable people.	Cllr Chuck Berry
Highway safety	To address speeding issues, support green travel and improve lorry traffic.	Cllr Elizabeth Threlfall
Community resilience	To encourage recovery of the local economy and safe and vibrant High Streets.	Cllr Gavin Grant