

## Marlborough Area Board

14 June 2022

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### 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. *Climate change and the environment:* There has been good engagement locally with the “Wiltshire Climate Change Strategy” and “Green and Blue Infrastructural Strategy” that have both now been adopted. Working with the town council’s Climate Emergency Working Group, a public open day was arranged in the Town Hall to showcase the work going on in the area to reduce our individual and community carbon footprints and work towards Wiltshire Council’s goal of net zero by 2030.
- ii. *Children and young people:* The area board is working to support the groups that provide activities and support to our young people. The area board awarded significant funding towards employing a new youth worker for the area who will work alongside existing local youth groups. Through the Marlborough Sports Forum, the area board helped to provide a taster day in September 2021 for hundreds of children and young people to try out a wide range of the different sports available to them in this area.
- iii. *Health and wellbeing:* Funding provided to support projects aimed at older and vulnerable people with an emphasis upon 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.
- iv. *Health:* The area board continues to support local organisations such as Marlborough Kids Meals, our Community Fridge and Marlborough Area Poverty Action Group to provide healthy food and hot meals to low-income families within the area. The area board supports our sports clubs and community and social groups to welcome people to take part in activities that keep them fit, healthy and connected to others.

#### 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 of 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. For the Marlborough area, this includes
  - [Wiltshire Citizens Advice Annual Report](#)
  - [Wiltshire Intelligence Bringing Evidence Together](#) (JSNA Update)

For the Marlborough 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. Also for consideration is the significant number of households not on the gas grid who rely on increasingly expensive and irregular supplies of heating oil.
  - Bus Better money and Rural Mobility Funding have both been obtained to improve the on-demand services in the Pewsey Vale and stretching up as far as Marlborough town and the lower parts of our community area.
  - Research carried out by Community First who spoke to over 100 young people and their families identified a need to improve youth provision. This, coupled with Wiltshire Council's own youth survey from autumn 2021 tells us a great deal about youth services.
- 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
- Some organisations are finding it difficult to find volunteers with some not returning due to anxiety over COVID-19
  - The demand upon our health services including the number of COVID related cases continues to be high
  - Many people, especially the older and more vulnerable have lost confidence and are reluctant to socialise again.
  - There has been an increase in poor mental health and depression resulting from the pandemic. Young people have been particularly affected, especially over lockdowns, schooling and sitting exams.
  - Whilst our economy is opening up after lockdowns and furlough, some sectors are still affected. Combined with high inflation, high energy prices and the cost-of-living crisis, many households will continue to struggle financially.
- 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 it is very rural and there are many who do not have access to transport or/and 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 1<sup>st</sup> 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.

## 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 Councillor, 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.

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

### 1. Climate Change and the Environment

#### Actions:

- i. Promoted the draft Climate Change Strategy and Blue Infrastructure Strategy and encouraged local involvement and feedback
- ii. Worked with Climate Emergency Working Group to develop a “green audit” scheme for local businesses to highlight energy and cost saving measures
- iii. Developed a funding bid to support the “green audit” work. Ultimately, bid was unsuccessful.
- iv. Helped to arrange and run a success climate awareness day in April '22 along with Climate Emergency Working Group. Highlighted how the community can make small changes to reduce their carbon footprint.

### 2. Children and young people

#### Actions:

- i. Awarded significant funding towards new Youth Worker post for the town and surrounding area. Work ongoing to put structure in place and begin recruitment.
- ii. Sports activity day run in September 2021 alongside Sports Forum provided positive activities for young people in Marlborough area
- iii. Further funding in place with Sports Forum to support young people taking part in sports so that money is no barrier to participation.
- iv. Work underway to create new LYN for area
- v. St John’s Academy supported to become part of Wiltshire Youth Council allowing them to share local need and influence where local resources are targeted.
- vi. Engaging with area’s new Youth Councillor.
- vii. Wiltshire Youth Survey promoted resulting in approximates 70 responses and providing useful information on what support young people require.

#### Related funding:

Who	What	How Much	Feedback
Marlborough St Marys School	To develop the outdoor educational provision of two Resource base (special educational needs) classes	£3,850	Developing outdoor education and play facilities for SEN pupils.
Marlborough TC; Marlborough Community Youth Project	To employ a new youth worker for the town and surrounding area	£17,500	To work to develop youth provision throughout the area
The Enablement Hub	Funding for activities for young people with additional needs	£280	
Chilton Chicks Pre-school	New storage	£2,500	To improve the service offered by the pre-school by having better, on-site storage

			for equipment.
The Greatwood Charity	New CCTV system for their training space	£3,500	To make the learning environment safer for all people accessing Greatwood, especially the vulnerable people who go there.

### 3. Older and vulnerable people

#### Actions:

- i. Developed new connections with support workers from Stroke Association and new Prevention and Wellbeing Team.
- ii. Re-established Health & Wellbeing group
- iii. Supported local venues to re-open safely and welcome back clubs and groups
- iv. Supported local and county-wide groups to provide improved service for residents
- v. In particular Alzheimer's Support with Movement for the Mind sessions and Carers' Support for their local carers' café.

#### Related funding:

Who	What	How Much	Feedback
Kennet Valley Hall	New ventilation system	£2,500	To provide clean, fresh air whilst the hall is being used. Providing reassurance of a clean and safe environment.
Wiltshire Wildlife Trust	Wellbeing Through Nature programme	£4,279.16	To provide this course in Marlborough for people with mental health conditions, engage with them and bring them into a social situation through working outdoors
Alzheimer's Support	Movement for the Mind, Minal	£2,250	
Alzheimer's Support	Access to Grafton Memory Café	£585.42	To allow people from the Marlborough area to access the memory café in East Grafton
Carers' Support, Wiltshire	New Carers' Café for Marlborough	£585.42	To establish a new café in Marlborough.

### 4. Local Economy

#### Actions:

- i. Worked with Climate Emergency Working Group to develop a "green audit" scheme for local businesses to highlight energy and cost saving measures
- ii. Developed a funding bid to support the "green audit" work. Ultimately, bid was unsuccessful.

- iii. Worked on Vibrant Wiltshire funding scheme for local business. Ultimately, was overtaken by other priorities to support businesses through pandemic.

## 5. Health

### Actions:

- i. Sports activity day run in September 2021 alongside Sports Forum provided positive activities for young people in Marlborough area
- ii. Further funding in place with Sports Forum to support young people taking part in sports so that money is no barrier to participation.
- iii. Supported a range of sports clubs and venues to improve the sports and recreation facilities available for members and the public.
- iv. Supported groups like Marlborough Kids Meals and Marlborough Community Fridge to provide healthy food and hot meals to families in need

### Related funding:

Who	What	How Much	Feedback
Ramsbury Cricket Club	New practice nets	£2,500	To provide a safe way for young cricketers to learn the sport and more experienced players to develop skills. To encourage more people to take up the sport
Ramsbury Tennis Club	Two new tennis courts	£2,500	To establish two new courts for a growing club and to encourage more people to take up the sport
Marlborough Tennis	New defibrillator	£1,097.50	As a growing club, with older players, having this equipment on site is vital
Kennet Valley Hall	Outdoor gym equipment	£3,971.50	To replace aging play and recreation equipment with modern fitness equipment to encourage residents to stay fit and active.



## 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	Possible councillor lead and delivery working group
Support the provision of positive activities for young people	<ul style="list-style-type: none"> <li>• Develop structure in order to employ new youth worker for community area</li> <li>• Successfully recruit new youth worker</li> <li>• Re-establish LYN for community area</li> <li>• Continue to support youth groups and sports clubs to provide activities</li> </ul>	<ul style="list-style-type: none"> <li>• Cllr Caroline Thomas, MYCP, MTC</li> <li>• Cllr Caroline Thomas, Community Engagement Manager</li> <li>• Marlborough Area Board</li> </ul>
Create new “skills fair” event for young people	<ul style="list-style-type: none"> <li>• Develop an event, like a “summer school” or “skills fair” where young people can learn new skills for life or employment</li> </ul>	<ul style="list-style-type: none"> <li>• Cllr Caroline Thomas, Community Engagement Manager, St John’s Academy</li> </ul>
Health and wellbeing	<ul style="list-style-type: none"> <li>• To help address loneliness and isolation</li> <li>• To address some of the causes of poor mental health in the area</li> <li>• To encourage people, especially those older &amp; more vulnerable, to be physically &amp; mentally active</li> <li>• Recruit new Carers’ and/or Older Persons’ Champion</li> </ul>	<ul style="list-style-type: none"> <li>• Cllr Jane Davies, Health &amp; Wellbeing group</li> </ul>
Protect the environment and reduce carbon footprint	<ul style="list-style-type: none"> <li>• To build on the work done locally and Wiltshire-wide to promote local initiatives, help link people together and reduce the local carbon footprint.</li> <li>• To promote and encourage greener forms of transport including walking</li> </ul>	<ul style="list-style-type: none"> <li>• Cllr James Sheppard, Marlborough Area Board, Marlborough TC’s Climate Emergency Group, Transition Marlborough</li> </ul>

## **APPENDIX C – Priority Working Groups for Marlborough Area Board**

The following working groups of Marlborough Area Board support the board's priorities and will help to implement the actions arising:

1. Local Highways and Footpaths Improvements Groups (LHFIG)  
Chair - Councillor James Sheppard

(All of the Area Board's Councillors attend the LHFIG)

2. Marlborough Health and Wellbeing Group  
Chair – Jill Turner  
Councillor Jane Davies – lead member