

AGENDA

Meeting: BRADFORD ON AVON AREA BOARD
Place: St Margarets Hall, Bradford on Avon
Date: Wednesday 4 January 2017
Time: 7.00 pm

Including the Parishes of Limpley Stoke, Winsley, Monkton Farleigh, Bradford-on-Avon, Holt, South Wraxall, Wingfield, Westwood, Staverton

The Area Board welcomes and invites contributions from members of the public. The chairman will try to ensure that everyone who wishes to speak will have the opportunity to do so.

If you have any requirements that would make your attendance at the meeting easier, please contact your Democratic Services Officer.

Networking opportunities will be available from 6:30pm.

Please direct any enquiries on this Agenda to Kevin Fielding , on 012225 776655 ext: 115 or email kevin.fielding@wiltshire.gov.uk

All the papers connected with this meeting are available on the Council's website at www.wiltshire.gov.uk

Press enquiries to Communications on direct lines (01225) 713114 / 713115.

Wiltshire Councillors

Cllr Rosemary Brown, Bradford-on-Avon
North (Chairman)
Cllr Trevor Carbin, Holt and Staverton

Cllr Magnus Macdonald, Winsley and
Westwood
Cllr Ian Thorn, Bradford-on-Avon South
(Vice Chairman)

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If you have any queries please contact Democratic Services using the contact details above.

Items to be considered	Time
1 JSA papers_ <i>(Pages 1 - 34)</i>	

**WILTSHIRE COUNCIL
BRADFORD ON AVON AREA BOARD**

8 MARCH 2017

**Bradford on Avon 'Our Community Matters'
Local Priorities for Action**

1. Purpose of the Report

To update members on the outcome of the 'Our Community Matters' Joint Strategic Assessment event held on 4 January 2017 and to recommend that the Area Board endorses the outcomes.

2. Background

The Bradford on Avon 'Our Community Matters' event was held on 4th January at St Margaret's Hall. Around 110 members of the public and partner agencies attended and participated in the event, which focused on the data set out in the [Community Area Joint Strategic Assessment 2016-17](#).

The JSA brings together the results of research conducted by the major agencies and public sector bodies in Wiltshire over the last six months. The project was initiated by the Wiltshire Health and Wellbeing Board and the Wiltshire Assembly. These bodies will use the priorities emerging from the events to focus and support strategic projects, activities and services across Wiltshire.

Participants at the events used the data to inform themed roundtable discussions and to identify local priorities underpinned by the research. All participants had the opportunity to vote on the priorities and the results are set out in this report. Following agreement on the priorities, the themed roundtables then looked at practical community-led actions that could be taken to address the issues identified.

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
- Develop a community plan for the area
- Provide the Council and partners with a clear focus for local 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 following documents set out the outcomes of the meeting and the priorities identified:

- Online video - achievements over the last two years
- Appendix 1 - summary of issues identified by the research
- Appendix 2 - priorities agreed at the event
- Appendix 3 – potential projects identified

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 facilitate 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.

It will be up to the Area Board whether it wishes to champion a particular issue or theme over the next year and to target resources to support community-led initiatives around these themes and issues.

5. Recommendations

(1) That the Area Board adopts the priorities identified by the 'Our Community Matters' event and works to facilitate local action to tackle those priorities.

(2) That the Area Board requests the Local Youth Network, the Health and Wellbeing Group and the Community Area Transport Group (and any other local task groups established by the Board) to adopt and take forward the priorities identified in the relevant theme areas.

(3) That the Area Board requests the Community Engagement Manager to work with key partners, agencies and community groups to coordinate action around the priorities identified.

(4) That the Board considers whether it wishes to champion a particular theme or priority and to earmark funding to promote, initiate and support community-led action around the selected priorities.

(5) That the Board considers appointing a lead member to champion the priorities adopted.

(6) That reports are submitted to the Board on progress made to address the priorities to ensure that positive outcomes are delivered and that this be made a regular item on future Board meetings.

(7) The Area Board expresses its thanks to the people who gave their time to participate in the event.

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Bradford on Avon “Our Community Matters” Conference, 4 January 2017

Appendix 3 - Potential Projects

Children and Young People

Living History: Young People talked to older people in the community recording their memories, collecting documents, making displays.

Alt School: For some children academic study is frustrating and challenging. Alternatives – such as skills, arts, music, craft or work based activities are often more productive.

Skate Parks: Provide enjoyable physical activities for young people and can also be a good way to engage young people in the design, build and management of facilities.

Street Base: Street based youth workers employed to engage young people and signpost them to positive activities – aimed at reducing antisocial behaviour.

The Onion Shed: Cycle groups adopt a local school and offer after-school workshops on everything from maintenance and cycle skills to safety and navigation.

Springfest, Summerfest: A programme of organised activities through the summer holiday and half term breaks. Involves local groups and clubs.

Apprentice Scheme: Creating supported work placements can build self-confidence, self-esteem and skills leading to improved job prospects for local young people.

Graffiti Wall: Somewhere for spray can artists to display their works without fear of prosecution or annoying the neighbours.

Project Inspire: Using inspiring projects to re-introduce young people back into learning. Can be almost anything but often involves environmental or work-based projects.

Skills4Life: Workshops run for young people, providing info and help with understanding and planning for careers, finances, budgeting, cooking, housing etc.

Young Advisors: Young people aged 15-21 who work with community leaders and decision-makers to engage young people in community life, local decision-making and improving services.

Beat The Street: Using local electronic “beacons” to encourage walking – fun, healthy, competitive and successful in Devizes and Calne.

Come and Have a Go: A menu-based approach that invites young people to try different activities, local groups provide the sessions.

Green Team: Young people involved in various environmental projects and fun activities in the great outdoors.

Kidzpace: Soft play sessions in a village or community hall, great for kids and a chance for mum and dad to meet other parents and have a cuppa.

Salamander: Holiday scheme run by the Fire and Rescue Service aimed at providing activities for young people with serious life challenges.

Splash!: Targetted diversionary activities for young people experiencing life challenges. Coupled with advice and support services to help young people make positive choices.

Youth Theatre: Regular activities for older children interested in performing arts, writing, performing, directing, music and set design. Performances often provided in schools and for the public.

Little Drummers: An introduction to music for young children using drums and percussion, leading to a live performance in the village or town.

Bike Hub: A community project to give children the space to learn about bike mechanics. Includes bike repair and sale, producing an income for the project and ensuring its future sustainability.

A World of Difference: Subsidised activities targetted at children who would otherwise not be able to participate. Can include outdoor activities, sports and recreation. Requires volunteer leaders.

The Ecogym: Local outdoor conservation work that is great for fitness and wellbeing of volunteers. Involves physical tasks such as ditch clearing, footpath maintenance, decorating and gardening.

Sports-Link: Local sports clubs link up with schools to provide a range of after-school sports activities.

Dementia-Friendly Schools: Dementia awareness sessions organised in local schools with Alzheimers Support. Young people become "dementia friends".

The Big Buzz: A village or community comes together to create rich wildflower areas including gardens and meadows around playgrounds and public spaces. Schools can be involved.

Your Idea: Encourage teenagers to play football.

Community Safety

Safe Places: Window stickers indicate places where people can go when they feel threatened, anxious, confused or worried. Staff can call for assistance, offer a word of advice, provide support and a few minutes quiet respite.

Stay Safe, Stay Alive: Road traffic awareness for community groups provided by the Fire and Rescue Service. A hard-hitting presentation for audiences aimed at changing driver behaviour.

Street Watch: Neighbourhood and community watch – local volunteers monitor streets and communities for unusual activity and report concerns to the Police.

Emergency Plan: A village/ community prepares an emergency plan with contacts resources, facilities that can be used in times of emergency such as flood, epidemic petrol shortages etc.

Street Wardens: Volunteers work with community policing teams to extend their reach and to report concerns.

Youth Advisors: Young people in the community act as a point of contact for other young people in the area. Consulting, canvassing views and feeding those back to local decision-makers.

The Onion Shed: Cycle groups adopt a local school and offer after-school workshops on everything from maintenance and cycle skills to safety and navigation.

Action on Traffic: Villages and towns focus on traffic issues, looking at how to tackle speeding, congestion, dangerous parking with a view to changing driver behaviour and improving safety.

Breakthrough: Self confidence and personal resilience skills for young people helps combat loneliness, health issues, family worries and bullying, based on signposting to support services and local groups.

Community Safety Partnerships: Residents of a settlement come together to work with schools, police and other partners to address safety concerns with positive community-led actions.

First Responders: Local volunteers trained and equipped with emergency kit, working on a rota to respond to emergency situations such as accidents and cardiac incidents. Can provide vital care while ambulance mobilised.

Neighbourhood Wardens: Representatives who live on an estate act as a point of contact between the Police, public services and local people. Consulting, canvassing views and feeding those back to local decision-makers.

Good Neighbours: Volunteers provide support, help, advice and friendship for the most isolated and vulnerable members of the community – who often want little more than the occasional chat and cuppa.

Safe Cycle Routes: Keen and social cyclists come together to work on mapping, improving access, waymarking and maintaining routes to encourage cycling for leisure and as a sustainable transport option.

SPLASH!: Targetted diversionary activities for young people experiencing life challenges. Coupled with advice and support services to help young people make positive choices.

Lorry Watch: Working with the Council's Trading Standards team, local volunteers monitor HGV vehicle movements in a community – reporting offences and initiating action against offenders.

Neighbourhood Watch: Volunteers work with community policing teams to extend their watch and to report concerns.

Community CCTV: Local CCTV schemes managed by the community can help create safer places and reduce fear of crime. Can include mobile units to target specific issues - such as fly tipping.

Community Speedwatch: Local people report concerns, initiate speed surveys and then undertake roadside speed checks, with support from the Police and the Council.

Salamander: Holiday scheme run by the Fire and Rescue Service aimed at providing activities for young people with serious life challenges.

Key ring: People in need linked by telephone to one person who can respond in times of need. Co-ordinators are volunteers trained to respond to signpost quickly when the need arises.

Flood Wardens: Volunteers who monitor flood events, check watercourses, provide advice to those at risk, co-ordinate local response teams and develop village flood plans.

Culture and Arts

Unfair Funfair: Young people organise a fun event, tackling the themes of social justice and equality. Challenges young people to address social issues in the community.

Strictly Ballroom: Dancing for seniors, encourages people to mix socially, stay active and fit.

Community Reporters: Local volunteers who are trained and equipped to blog about local events and activities. Encourages participation, awareness and positive news.

Digital Village: Digital maps created by volunteers to map and share all of the assets in a village from footpaths and bus stops to play facilities and open spaces. Posted on a public website for easy access.

Our Lives, Our History: The memories of older people captured through interviews for posterity. Can focus on past trades and industry, farming, vocations, memorable events etc.

Diversity Fair: Ideal in multi-cultural towns. Multi-cultural groups come together to share food and arts. Helps to celebrate diversity, integration and empathy.

Village Sagas: A village documents its history and creates a theatrical performance to tell the story.

Cider Festivals: A community cider press can bring people together in Autumn to use surplus apples to create juice and cider. Can be the focus of a weekend of fun activities for the whole family.

Youth Theatre: Regular activities for older children interested in performing arts, writing, performing, directing, music and set design. Performances often provided in schools and for the public.

The Moveable Museum: A peripatetic exhibition that can be staged almost anywhere. Usually involves facsimile objects and documents that tell a story around a local theme.

Have a Go: Local sports and social clubs in a community organise taster sessions to recruit new members and get people involved. Can take the form of a fayre with stalls, demonstrations and activities.

Graffiti Wall: Somewhere for spray can artists to display their works without fear of prosecution or annoying the neighbours.

Act Up: A week or arts activities based around performing and theatre skills for young people. Culminates with a show for family members.

Alt School: For some children academic study is frustrating and challenging. Alternatives - such as skills, arts, music, craft or work-based activities are often more productive.

Art for Autism: Provides arts activities for children on the autism spectrum. Can build confidence, skills and independence.

Your Idea: To fund and conduct a professional survey and audit of the cultural economy of Bradford on Avon, using the template and definition of the Creative Industries Federation.

Your Idea: New heritage centre.

Your Idea: Better communication for events.

Economy

Pop-Up Shop: Making an empty retail unit available to a business start-up can help it to develop and prove its viability. Ideas are submitted and judged “Dragon’s Den” style.

The Coming Soon Club: Using empty shops, industrial units and farm buildings, these clubs allow local people to work on their business start-up or social enterprise ideas. Space at subsidised cost.

Co-work Space: Space for businesses and start-ups to work together, encourages sharing of skills, resources and marketing.

Barn Doors: Putting redundant farm buildings to use for the community as business units, housing projects, arts venues and much more.

Festival and Fayres: Communities come together to launch a new fayre or festival, have fun and benefit local groups and causes. Can be themed to support the local economy or tourism e.g. programme of events in Westbury Gardens.

Your Idea: support and promote Lamb Yard Events where professional market canopies are available for rent.

Your Idea: Promote the use of the Affinity Card/ Town Loyalty Card among schools, businesses and the community.

Your Idea: Need for better signposting, wayfinding and display/ information boards.

Your Idea: Achieve Coach-Friendly Status.

Your Idea: Provide Befriending Co-ordinator.

Your Idea: Improve local infrastructure through re-allocation of existing funds.

Your Idea: Wiltshire Council/ planners to join Bradford on Avon in a pro-active and joined-up way to oppose the further loss of commercial floorspace in the town.

Environment

Climate Friendly Community: Communities come together to examine what they can do to save energy, minimise waste and promote local food.

Community Hydro: Solar farms, hydro and wind turbines planned and delivered by a community to support people and facilities. Often associated with village halls, libraries and sports facilities.

Dog Days: Campaign based action to tackle dog fouling, features posters and signs in the village or neighbourhood. Uses positive messages rather than threats of legal action to change behaviour.

Go Wild: Villages and communities research their local wildlife and develop projects to improve and protect important habitats. Can involve nest boxes, ponds, bird hides, wildflower meadows etc.

Food Forests: Villages and communities utilise local space to create fruit groves where local people can help themselves to free fruit. Encourages community activity and healthy eating.

Local Food Co-op: Local food producers come together to share the cost of marketing, transport, packaging and business support (such as HR and financial advice).

SwapShop: A publicity campaign culminates in a day of junk swapping. People clear out garages sheds and lofts – placing items on the driveway or outside their house. People are free to take what they want from each other. Promote through Freecycle and Freegle.

Green Team: Young people involved in various environmental projects and fun activities in the great outdoors.

Bee Green: Wildflower areas created by the community with beehives to encourage bi-diversity and local produce. Often involves local schools adopting a local beehive.

Root Camp: Foraging clubs led by local expert volunteers scour meadows and hedgerows and woodlands for free sustainable foods.

School Tree Nursery: Local schools grow a range of native trees from saplings or seeds and then plant them out in locations around the town or village.

Community Energy: A community comes together to create a low energy plan and to initiate green energy projects.

Incredible Edible: Using local green spaces to grow fruit and food crops that can be harvested and shared by the community.

Green Fair: A community organises an event to promote green living and sustainability.

Solar School: Local schools using roof space generate electricity from solar panels and turbines. Surplus income can be used to generate money to support the school. Also works for village halls.

School Tree Nurseries: Local schools link up with volunteers to plant trees and woodland areas on school grounds. Often the trees are grown for later planting out around the community.

Freegle: A village website that matches peoples' needs to things that are available. Unused items, things to borrow, volunteer time, vans and cars etc.

Air Quality Alliance: An Alliance brings together stakeholders from the community to engage in a wide-ranging programme of work focused on promoting non car-based, alternative transport options to help improve the air quality.

Transition Towns: Volunteers come together to plan and deliver low carbon and sustainability initiatives across a town.

Repair Café: Somewhere to take broken belongings and work with local experts to repair them in order to re-use and prevent people from throwing things away.

Landshare: Towns and villages identify and seek to purchase land for social, environmental, housing, leisure or employment use. Can spark ideas and creativity that addresses local needs.

Green Halls: Village hall committees organise an energy audit and carry out measures to reduce use - installing solar panels, insulation, double glazing, heat pumps, low energy bulbs etc.

Garden Share: people who find it difficult to look after their garden can allow others to use the land at no cost to grow local produce.

Cider Festivals: A community cider press can bring people together in Autumn to use surplus apples to create juice and cider. Can be the focus of a weekend of fun activities for the whole family.

Food Champs: Volunteer network of individuals who can help people in a community who want to start growing their own foods.

Dirty Hands: Community growing project helping people with small spaces grow vegetables in their own homes or in communal areas, and linking unused gardens with keen gardeners.

Community Farm: Landholdings run and managed by the local community with participants sharing in the produce according to the time they give. A more social alternative to traditional allotments.

Your Idea: New footbridge across the River Avon in the town centre.

Your Idea: Investing in solar panels for public buildings (e.g. library, swimming pool) and LED lighting for energy efficiency and to reduce energy consumption.

Your Idea: Reducing energy demand through better building insulation.

Facilitator comments: The table felt the following was missing from the priority list:

- Energy efficiency – things such as insulating homes and PVC panels.
- Built environment – townscaping!
- Food and farming – working with farmers on signing up for environmental schemes

They also fully believed that air quality was the main issue (which was agreed through the voting) and stated that a one way system could be implemented and that more needs to be done to tackle school drop offs, which significantly impacts the traffic flow.

Health Wellbeing and Leisure

Foodwasters: Local supermarkets donate food that is approaching expiry date to be allocated to families in need.

Dementia Friendly Towns: Community Groups and businesses collaborate to make a town friendly for people with dementia. Staff training and safe places with clear signage are well publicised.

Meals on Wheels: Once or twice a week, volunteers make and deliver meals to older and vulnerable people in the community – includes a chat and a cuppa, often the most important part of the scheme.

Fit Village: Local community-led campaign to get a community active can involve club start-ups, organised activities such as cycles and walks, directories of opportunities, sports fayres etc.

Fit for Life: Sessions for older people based around gentle physical activities such as walking, indoor bowls and dance.

Good Neighbours: Volunteers provide support help advice and friendship for the most isolated and vulnerable members of the community – who often want little more than the occasional chat and cuppa.

Garden Share: People who find it difficult to look after their garden can allow others to use the land at no cost to grow local produce.

River Fest: Celebrating a local environmental or historical asset such as a river, woodland, hill, building or archaeological site. Also great for tourism and business.

Village Lotto: A locally run lottery with a monthly prize draw night (often combined with social activity). Raises money for village projects and priorities.

Christmas Market: Christmas markets can be small or large, a day or a month long. A place where local producers can sell direct to local people. Can be themed and part of wider Christmas celebrations.

Strictly Ballroom. Dancing for seniors, encourage people to mix socially and to stay active and fit.

Have a Go: Local sports and social clubs in a community organise taster sessions to recruit new members and get people involved. Can take the form of a fayre with stalls, demonstrations and activities.

Park Run: Social running clubs using parks and village paths to encourage people to get fit.

Short Mat Bowls: A fun, cost-effective sports activity that can be played in village halls, schools and on pub skittle alleys. Good for all ages.

Sports-link: Local sports clubs link up with schools to provide a range of after-school sports activities.

Cider Festivals: A community cider press can bring people together in Autumn to use surplus apples to create juice and cider. Can be the focus of a weekend of fun activities for the whole family.

Apple Festivals: Young people take part in a festival that includes, arts, dance music, performance, cooking and sports. Can be themed and involve local schools and groups.

Men's Shed: A shed where people come together to learn and share DIY skills and carry out repairs and build things for the community, such as benches, bird hides, nest boxes etc.

Geocaching: Using free software local volunteers place hidden clues (caches) around a village or neighbourhood that can be found by anyone using the free mobile App. Great fun, healthy and good for local business.

Leisure Credits: Villages offer leisure credits in return for organised volunteering activities for young people. Credits can be used on buses, at local facilities and for entry to local attractions.

The Onion Shed: Cycle groups adopt a local school and offer after-school workshops on everything from maintenance and cycle skills to safety and navigation.

Skillshop: Local experts in a village or community who can help or mentor others. Might be business mentors, fitness mentors, youth mentors, anything. A local register is set up and matches made.

Your Idea: School facilities used for sport and social activities by the community.

Your Idea: People not walking; footbridge urgent.

Your Idea: Paths Map online and in print to show walking and cycling routes throughout the town. Include symbols for accessibility such as steps and gradients.

Your Idea: New and improved pavements for disabled access and safe walking.

Your Idea: Better lighting of our outdoor sports facilities.

Older People

A World of Difference: Activities targeted at older people who would not otherwise be able to participate. Can include trips, social gatherings, entertainments, talks etc. Requires volunteer leaders.

Community Bus: A group of villages get together to fund a local bus or taxi scheme, can also involve public bus subsidy scheme.

Link Schemes: Link schemes are community-based volunteer run charities, providing a structured “good neighbour” service including transport.

Safe Places: Window stickers indicate places where people can go when they feel threatened, anxious, confused or worried. Staff can call for assistance, offer a word of advice, provide support and a few minutes quiet respite.

Dementia Café: A drop-in and self help session for people with dementia, can involve trips and walks.

Singing for the Brain: Social clubs for people with later stage dementia, singing is a social activity and the sessions often involve other recreational activities that give carers a break.

Coffee Clubs: Nothing brings people together like a cup of coffee. Can also create social activity at schools for the morning drop off. Generates community spirit and gets people talking.

Neighbourhood Wardens: Representatives who live on an estate act as a point of contact. Consulting, canvassing views and feeding those into local decision-makers.

Good Neighbours: Volunteers provide support help advice and friendship for the most isolated and vulnerable members of the community – who often want little more than the occasional chat and cuppa.

University of the Third Age: Open to anyone to develop their experience and skills, share them and seek out new interests. The object is learning and recreation for its own sake.

Men's Shed: A shed where people come together to learn and share DIY skills and carry out repairs and build things for the community, such as benches, bird hides, nest boxes etc.

Fit for Life: Sessions for older people based around gentle physical activities such as walking, indoor bowls and dance.

Our Lives, Our History: The memories of older people captured through interviews for posterity. Can focus on past trades and industry, farming, vocations, memorable events etc.

Stroke Club: Staffed by volunteers, stroke clubs provide recreational and social activities for stroke survivors while giving careers a break.

Your Idea: Pedestrian footbridge.

Your Idea: Older Persons Co-ordinator.

Your Idea: Dementia education and work toward becoming a dementia-friendly community, including awareness events, involving schools and villages, and dementia-proofing all plans.

Your Idea: Support for carers including respite, networking, advice and awareness.

Your Idea: Enabling volunteering to help break down social isolation, improve skills, keep people active, support the vulnerable and improve mental health.

Your Idea: Inter-services communication to share information and signpost e.g. on care homes, support services, GP services, domiciliary care, availability of respite beds.

Facilitator comments:

A. Pedestrian safety. Make pavements safe for older and disabled people, those in wheelchairs, with impaired vision etc. in all communities in the Community Area. This requires better maintenance of pavements so as to remove trip hazards, making them level, removing standing advertising boards etc from pavements, installing more drop curbs and pedestrian road crossings. Maintaining hedges by cutting back regularly and removing low over-hanging branches etc. Build additional footbridge up-stream of the Town Bridge in Bradford On Avon.

B. Falls Prevention. Expand Falls Prevention programme to include education and advice for all older people.

C. Programme to increase levels of flu and other vaccinations among older people. The Community area has among the lowest levels of flu vaccination in the county. Increasing the level requires a major campaign to promote the benefits of regular vaccination, conducted not by the surgeries etc, but in other places where older people meet, such as lunch and social clubs and through a campaign of advertising, etc. It also means increasing the availability of vaccinations in the community and places where people live. Many older and disabled people find it difficult to travel into a GP surgery which deters them from getting vaccinated.

D. Maintaining and Improving public and community transport across the Community Area. This requires not only the maintenance of current services, but its extension to parts of the community not currently served, ensuring that buses etc are accessible to older and disabled people and the services operate at times and with a frequency that enables older people to use them.

E. Dementia awareness and help. A concerted effort is needed to raise levels of dementia awareness and increase the availability of advice and help to those who may have, or fear they may have or be developing, dementia and to their carers, families, etc. Funding for efforts to make Bradford a "Dementia Friendly Community", create "Safe Places" etc. needs to be maintained, if possible increased. A promotional campaign will be required to make people aware of this initiative.

F. Increase availability of activities, social clubs & centres for older people. There are a number of very good schemes, such as lunch clubs, the leg club, memory café, older people's walking clubs, U3A, art classes, music, reading, sports groups etc. but there is still unmet need, especially in areas of social deprivation, some neighbourhoods south of the river, etc. The availability of information about clubs, facilities, etc needs to be increased and made more widely accessible.

G. Social isolation. Increased efforts need to be made to tackle social isolation. Schemes like Neighbourhood Friends need to be encouraged and supported not only by voluntary organisations but by the local authorities, the health and social care authorities.

H. Communication between people and services and between agencies. Communication between patients, people in receipt of care and other sorts of help and support and the agencies (health, social and other) providing this help need to be improved. This is a two-way thing, involving not only the agencies communication with those in receipt of help and care, but between those in receipt of such care and the agencies. Communication between the various agencies (health, social care, etc) also needs to be improved. More and better information about what services, etc exist, how to access them and their quality and reliability (a sort of "Which" to health, social services, advice etc.) needs to be made readily available in a range of forms

accessible to older and disabled people, and their carers, not only in electronic or on-line form (a lot of older people do not have access to a computer or are not computer literate) but in easily readable print form, etc in places where older people go and in their homes.

I. Support for Carers. There needs to be improved availability and levels of support for carers, many of whom are themselves older people. Part of this is identifying carers and making sure that they are offered support early, before a crisis arises.

General. Many of the issues outlined above are inter-related and tackling one is likely to have a beneficial impact on others. Also, while many of these things are likely to involve expenditure, effective early action is extremely likely to avoid the need for much greater levels of expenditure later. Preventing accidents, reducing the likelihood of people having falls, enabling people to continue to get about, to remain physically and mentally active and prevent them from becoming lonely or socially isolated will enable them to remain healthy and independent for longer, thus saving costs in a whole range of areas. Similarly by raising dementia awareness and making help available earlier the worst effects of dementia and people's suffering, can be mitigated or delayed, to the benefit of the patient but also to the budgets of the agencies that have to care for those with dementia. Improved communication between different agencies providing care and support to older people will improve efficiency and so reduce costs. The same is true of providing better, more accessible information to older people about services and where to find help and advice.

The items listed are not in any order of priority

Transport

Bike It: Villages and towns identify a network of safe routes for cycling and walking to school. Often involves children in mapping and improving routes.

Transport Hub: A community- based place or information board where the community can access information to enable them to plan their journey. Can also be leaflet and web based.

Link Schemes: Community-based volunteer run charities providing a structured good neighbour service including transport.

Community Safety Partnerships: Residents of a settlement come together to work with schools, Police and other partners to address safety concerns with positive community- led actions.

Bikeability: Repairing and relocating unwanted bicycles within a community to help people get out on two wheels at low cost.

Stay Safe, Stay Alive: Road traffic awareness for community groups provided by the Fire and Rescue Service. A hard-hitting presentation for audiences aimed at changing driver behaviour.

Lorry Watch: Working with the Council's Trading Standards team, local volunteers monitor HGV vehicle movements in a community – reporting offences and initiating action against offenders.

Safe Routes: Identifying safe routes in and around villages, to and from shops, pubs, schools, GPs. Published as a local village or town map.

Bike Kitchen: A mobile bike workshop that turns up at schools and cycle events to help people learn how to maintain their bikes and keep them safe.

The Onion Shed: Cycle groups adopt a local school and offer after-school workshops on everything from maintenance and cycle skills to safety and navigation.

Cycle Routes: Keen and social cyclists come together to work on mapping, improving access, waymarking and maintaining routes to encourage cycling for leisure and as a sustainable transport option.

Community Bus: A group of villages get together to fund a local bus or taxi scheme, can also involve public bus subsidy scheme.

Liftshare: Local people form local schemes to share cars to get to work, markets, GPs, hospital appointments etc.

Off The Tracks: Creating a new path to link up a network or access an area of landscape, heritage or archaeology can increase use of existing paths.

Spider Maps: Usually seen in large cities, show bus routes within the town and to the surrounding areas. Communities can work to develop their own to make sure bus services are clear and easy to use.

Freebus: Community buses available for use by the local community for all sorts of activities – a quick license check, fuel and away.

Air Quality Alliance: An Alliance brings together stakeholders from the community to engage in a wide-ranging programme of work focused on promoting non car-based, alternative transport options to help improve the air quality.

ReCycle: Redundant and stolen bikes are refurbished and distinctively painted by volunteers for general use by the community.

Community Speedwatch: Local people report concerns, initiate speed surveys and then undertake roadside speed checks with support from the Police and the Council.

DIY Streets: Communities come together to plan how to manage their streets and public spaces. Can initiate innovative solutions to traffic, pollution and speeding problems.

Your Idea: Historic Core Zone reviewed, with option for formal crossings.

Your Idea: Congestion Zone.

Your Idea: One Way System.

Your Community and Housing

Do Nation!: Willing volunteers recruited to undertake a range of task in a community – clearing gardens, decorating, shopping trips, renovation of village facilities etc.

Community Land Trust: A community can promote housing or employment to meet local needs, shape the development of their place and retain control of housing and workspace allocations to benefit local people.

Master Gardeners: often run by the local allotment club and keen volunteers, this provides help and advice for young people wanting to grow their own produce at home or in a communal setting.

Photo Walks: Local walkers encouraged to share their photographic record of local walks. Helps promote walks and encourages others to boot-up and hit the trail.

Scarecrow Festival: Local people make scarecrows that are displayed over the course of a weekend festival of fun and games. Great for building community spirit.

Neighbourhood Wardens: Representatives who live on an estate act as a point of contact. Consulting, canvassing views and feeding those into local decision-makers.

DIY Streets: Communities come together to plan how to manage their streets and public spaces. Can initiate innovative solutions to traffic, pollution and speeding problems.

Festival and Fayres: Communities come together to launch a new fayre or festival, have fun and benefit local groups and causes. Can be themed to support the local economy or tourism e.g. programme of events in Westbury Gardens.

Community Networks: Networks exist in every community – faith, business, sports, arts – they are all out there. These can be co-ordinated and supported by using social media and email sign-up.

Skillshop: Local experts in a village or community who can help or mentor others. Might be business mentors, fitness mentors, youth mentors, anything. A local register is set up and matches made.

Men's Shed: A shed where people come together to learn and share DIY skills and carry out repairs and build things for the community, such as benches, bird hides, nest boxes etc.

Friends: local people form a "friends" group to look after a local asset such as a park, river, woodland, meadow or heritage asset. Can be part of the management or ownership of the asset.

Village Builders: Local self-build housing projects with support from parish councils and local land owners. Local people can build low-cost, local homes where they want to live.

Step Out Housing: Supported housing units for people with learning disabilities, providing support and care as they transition to independent living.

Home Zones: A street which is paved and where space has been created for trees and other types of planting. Imagine a street where people can use seating, socialise or where children can play safely.

Leisure Credits: Villages offer leisure credits in return for organised volunteering activities for young people. Credits can be used on buses, at local facilities and for entry to local attractions.

Community Action groups: Residents of an urban neighbourhood come together to agree common priorities and co-ordinate local action.

Town Map Boards: information board with a map to identify facilities, amenities and safe routes for pedestrians, cyclists or mobility scooters in a town or village.

Housing Advocacy: Volunteer-led services for young people and groups to address housing and homelessness issues through advice, information, advocacy, support, education and training.

Missing Voices: Using video to enable people to have a say about local issues. Targetted at those who do not or cannot participate in civic life. Builds understanding and helps uncover "hidden issues".

Gypsy and Traveller Site Refurbishment: Involving gypsy and traveller communities in the self-management of their sites. Labour, design and planning all delivered jointly with the community.

Your Idea: Getting together for litter picking in the local countryside.

Your Idea: Housing Needs Study. To address the definition of "affordable"; people are being priced out of housing market and are moving onto boats; this "homelessness" is not visible.

Your Idea: Wiltshire Council takes action to protect the community of boat dwellers from homelessness/ threats of eviction due to the Canal and River Trust's new (2015) interpretation of its legal requirements for boats without moorings. This is threatening the estimated 550 people who live on boats without a home mooring and is actively increasing the deprivation and poverty of this group by unlawfully forcing them to travel so far that they are out of reach of jobs, schools, medical facilities and social participation. Many boaters are threatened with having boat licenses refused as a result of non compliance, which would make them homeless with their boats being seized by the Canal and Rivers Trust, depriving them of their home and the only asset they own.

200 project ideas in total



Your Community

Bradford on Avon Community Area

Population

Bradford on Avon Community Area has an estimated population of 18,292 persons



20% of people are aged 17 or below

54% of people are of working age, between 18-64 years

26% of people are aged over 65 years

(1)

Life Expectancy



Bradford on Avon Community Area 83 Yrs

Wiltshire 81 Yrs



Bradford on Avon Community Area 87 Yrs

Wiltshire 84 Yrs

(2)

Deprivation

4% of Wiltshire residents live in some of the most deprived areas nationally. In Bradford on Avon Community Area, no residents live in areas of high deprivation

30% of Wiltshire residents live in some of the least deprived areas nationally. In Bradford on Avon Community Area, 43% of residents live in areas of very low deprivation

(3)

0-17 Yrs

18-64 Yrs

65+ Yrs



Health Improvement

In 2014/15, 20% 10-11 year olds in Bradford on Avon Community Area were obese or overweight. Whilst this is lower than England (33%) it equates to 1 in 5 children in Year 6 (1)



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72% of infants in Bradford on Avon Community Area were partially or totally breastfed at 6-8 weeks in 2015/16 compared to 50% across Wiltshire (2)

The incidence of skin cancer in Bradford on Avon Community Area, at 40 per 100,000 persons, is above the Wiltshire rate of 28.5 per 100,000 (3)



Health Protection

In 2014/15, 91% of 5 year olds in Bradford on Avon Community Area received the second dose of the MMR vaccination. This is below the national coverage target of 95% (4)



In 2015/16 37% of people at particular risk from the impact flu in Bradford on Avon Community Area received the flu vaccination. (5)

In 2015/16 69% of people aged over 65 in Bradford on Avon Community Area received the flu vaccination. This is below the national coverage target of 75% and represents one of the lowest coverage levels across all 20 Community Areas (5)





Children and Young People

Bradford on Avon Community Area

Children in Need

9.7% of children and young people under 20 in Bradford on Avon Community Area live in low income families.

This is lower than the Wiltshire average of 10.6% (1)



The rate of 0-18 year olds supported by a Common Assessment Framework (CAF) in Bradford on Avon Community Area in 2015 was 36 per 10,000 compared to 34 per 10,000 across Wiltshire (2)



The rate of 0-25 year olds supported by Children's Social Care (CSC) in Bradford on Avon Community Area in 2016 was 176 per 10,000 compared with 282 per 10,000 in Wiltshire (3)

Education and Pupil Achievement



In 2015, the percentage of children achieving level 4 or above in reading, writing and mathematics at the end of primary school was higher in Bradford on Avon Community Area (82%) than across Wiltshire (80%) (4)

In 2015, the percentage of young people achieving 5 or more GCSE's including English and Maths at grades A*-C at the end of secondary school was higher in Bradford on Avon Community Area (73%) than across Wiltshire (61%) (5)





Older People

Bradford on Avon Community Area

Older People



A quarter of the population over the age of 65 in Bradford on Avon Community Area are at a higher risk of social isolation compared to 35% across Wiltshire (1)

85+ Years

4% of the population of Bradford on Avon Community Area are over the age of 85 years. 34% are male, 66% are female (4)

Page 26

61% of persons estimated to have Dementia in Bradford on Avon Community Area have been diagnosed with the condition compared with 67% in Wiltshire (2)

In 2014/15, the rate of hospital admissions due to falls in persons over the age of 65 in Bradford on Avon Community Area (2,243 per 100,000 persons) was higher than in Wiltshire (1,880 per 100,000) (3)



Carers



10 per 1,000 persons under 65 in Bradford on Avon Community Area are unpaid carers. This is slightly lower than across Wiltshire (11 per 1,000)

38 per 1,000 persons over 65 in Bradford on Avon Community Area are unpaid carers. This is similar to across Wiltshire as a whole (39 per 1,000)





Community Safety

Bradford on Avon Community Area

Safer Communities



In 2015/16, the rate of reported anti social behaviour in Bradford on Avon Community Area was 9 reports per 1,000 persons. This is lower than the rate across Wiltshire over the same time frame (19 per 1,000) (1)

In 2015/16 less than 10 referrals to Community Resolution, a mechanism used to manage cases of anti social behaviour, were made from Bradford on Avon Community Area (2)



In 2015/16, the rate of reported domestic abuse in Bradford on Avon Community Area was 5 incidents per 1,000 persons. This is similar to the rate across Wiltshire (6 per 1,000) (3)



Substance Misuse



There are over 1,500 premises licensed to sell alcohol in Wiltshire, 5% of them (80 premises) are in Bradford on Avon Community Area (4)

In 2014/15, rates of alcohol related hospital admissions were lower in Bradford on Avon Community Area (1,599 per 100,000 persons) to that across Wiltshire (1,905 per 100,000) (5)



Road Safety

Reported road traffic collisions in Wiltshire have risen by almost 30% between 2010-2014.



In 2015, 43 road traffic collisions were reported in Bradford on Avon Community Area, the eighth lowest number of RTCs reported across all 20 Community Areas (6)



Housing

Bradford on Avon Community Area

Local Housing

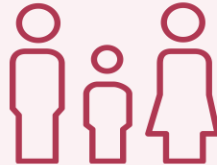


11.9% of households in Bradford on Avon Community Area are socially rented. This is lower than across Wiltshire (14.7%) (1)



Between April 2013 and March 2016, less than 20 affordable homes were completed in Bradford on Avon Community Area (4)

Page 28
In September 2016 there were 4 households in the Community Area awaiting social housing. There is a higher demand for 1 bedroom properties from persons on the housing register in this area (64% of requests) compared to Wiltshire as a whole (52%) (2)



Between 2014-16, over 400 homes were adapted to help older residents and persons with disabilities live independently in their own homes, Almost 3% of these were in Bradford on Avon Community Area (5)



It is estimated that the number of households affected by the 2016 Benefit Cap will be similar in Bradford on Avon Community Area (18 per 10,000 households) to the number across Wiltshire (19 per 10,000 households) (3)

Property Prices



The average house price in Bradford on Avon Community Area is £285,000, higher than the Wiltshire average of £230,000 (6)



Environment Bradford on Avon Community Area

Wildlife Rich Areas

5% of Bradford on Avon Community Area is classified as either as a Site of Scientific Interest or a County Wildlife Site.

Wiltshire has 168 SSIs and 1,560 County Wildlife Sites, covering 15% of the Local Authority Area



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Bradford on Avon Community Area currently has 2 Country Park Volunteer Teams



Bradford on Avon Community Area has an Air Quality Management Area covering the Town Centre and Masons Lane

(1)



Local Emergency Plan

A community resilience workshop in Bradford on Avon Community Area brought people together to consider local emergency plans. Since then 3 local parish plans have been completed (2)



Waste and Recycling

In 2015/16, over 760 kgs of waste was collected per household from the West Area Collection Zone incorporating Bradford on Avon, Melksham, Trowbridge, Warminster and Westbury Community Areas.

41% of this was either recycled or composted (3)





Transport

Bradford on Avon Community Area

Local Roads

In 2015/16, 10% of principal roads (motorways and A roads) in Bradford on Avon Community Area were identified as requiring treatment.

This is higher than across Wiltshire (3%)



5% of non principal roads (B roads) in Bradford on Avon Community Area were identified as requiring treatment in 2015/16 compared with 4% across Wiltshire as a whole

In 2015/16, the cost of re-surfacing roads in Bradford on Avon Community Area was £4,404 per km compared to an average of £2,397 per km throughout Wiltshire



(1)

Local Traffic

Average daily traffic has decreased by less than 1% in Bradford on Avon Community Area since 2007 (2)



Parking

The usage of car parks owned by Wiltshire Council in Bradford on Avon Community Area was 69.4% in 2015. This is higher than the average usage across Wiltshire (52.9%) (3)





Employment

According to a 2014 survey of local businesses, the biggest two employment sectors in Bradford on Avon Community Area are health and social care and hospitality (1)



Retail

In 2015/16 11% of retail units in Bradford on Avon Community Area were vacant compared to 12.4% nationally

Half of all units in Bradford on Avon Community Area are shops - this does not include restaurants, pubs or professional services



(3)

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0.9% of people of working age in Bradford on Avon Community Area receive Jobseekers Allowance. This is similar to Wiltshire (0.8%) yet lower than England (1.8%) (2)

Less than 1% of people aged 18-24 yrs in Bradford on Avon Community Area receive Jobseekers Allowance. This is lower than both Wiltshire (1.7%) and England (2.5%) Almost 67% of this group are young men (2)

18-24



Local Developments

In 2016 construction work commenced on a new headquarters for Anthony Best Dynamics.

The development will include a new engineering and workshop facility to supply advanced testing systems to the global motor industry. (4)



Culture

Bradford on Avon Community Area

Cultural Assets



Bradford on Avon Community Area is home to 636 listed buildings and over 20 venues hosting cultural programmes including Wiltshire Music Centre



Wiltshire Music Centre hosted over 120 concerts and events in 2015/16 resulting in over 21,500 ticket sales. Over 3,000 young people have attended lessons or music groups at the venue

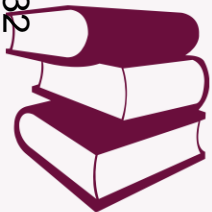
(1)

Your Library

47% of residents in Bradford on Avon Community Area are currently members of the local library compared with 41% across Wiltshire.

A total of 79,805 visits to Bradford on Avon library were recorded in 2015/16

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Over 800 volunteers help out at libraries across Wiltshire including 33 in Bradford on Avon Community Area



(2)

Local Engagement



3.6% of working people in Bradford on Avon Community Area are employed in the arts, entertainment and recreation sector (3)

Local clubs and organisations promote cultural activities alongside news and events on the Bradford on Avon 'Our Community Matters' website which was accessed over 150,000 times in 2015/16. Across Wiltshire local information held on these sites was accessed almost 4 million times (4)

Our community matters

Results 4th January 2017

Bradford on Avon Community Area ■ ■ ■ ■ ■ ■ ■

Our community and housing

- 1. Deprivation and poverty
- 2. Volunteering
- 3. Homelessness
- 4. Affordable housing
- 5. Diversity and inclusion
- 6. Community events and activities
- 7. Digital engagement and broadband
- 8. Fuel poverty

Health, wellbeing and leisure

- 32% 1. Obesity (children and adults)
- 16% 2. Mental health and wellbeing
- 10% 3. Leisure and sports activities
- 69% 4. Skin cancers
- 32% 5. NHS Health checks and vaccinations
- 55% 6. Promoting healthy lifestyles
- 43% 7. Support for carers
- 7% 8. Breast feeding, pre and post natal care

Children and young people

- 27% 1. Child poverty
- 77% 2. Special educational needs and disability
- 55% 3. Educational attainment
- 5% 4. Mental and emotional health
- 19% 5. Positive leisure time activities
- 70% 6. Childhood obesity
- 29% 7. Teenage pregnancy
- 3% 8. Job prospects

Community safety

- 1. Anti-social behaviour
- 2. Domestic violence
- 3. Alcohol and drug abuse
- 4. Protecting the vulnerable
- 5. Highway safety
- 6. Emergency planning and flooding
- 7. Social cohesion
- 8. Rural crime

Culture

- 21% 1. Participation in arts, crafts and culture
- 26% 2. Affordable access to cultural activities
- 16% 3. Cultural and leisure economy
- 61% 4. Library use
- 73% 5. Local history and heritage
- 43% 6. Local landscape and countryside
- 35% 7. Diversity and social inclusion
- 6% 8. Village halls and community spaces

Economy

- 20% 1. Employment opportunities and jobs
- 38% 2. Training, skills and apprenticeships
- 45% 3. Inward investment
- 21% 4. Support for existing businesses
- 40% 5. Debt and financial inclusion
- 31% 6. New businesses and start-ups
- 45% 7. Broadband and digital
- 33% 8. Promoting tourism and leisure

Older people

- 1. Dementia
- 2. Social isolation and loneliness
- 3. Support for carers
- 4. Independent living
- 5. Keeping older people safe from crime
- 6. Positive activities for older people
- 7. Avoiding emergency admissions
- 8. Promoting healthy and active lifestyles

Environment

- 37% 1. Wildlife and biodiversity
- 80% 2. River quality
- 38% 3. Recycling rates
- 26% 4. Air quality
- 15% 5. Flooding
- 31% 6. Fly tipping and litter
- 14% 7. Improving rights of way
- 39% 8. Countryside crafts and skills

Transport

- 27% 1. Road improvements and repairs
- 15% 2. Reducing car use and traffic
- 46% 3. Access to public transport
- 71% 4. Promoting cycling and walking
- 27% 5. Speeding and road safety
- 54% 6. Highway management and infrastructure
- 25% 7. Air quality
- 5% 8. Street cleaning

