

**WILTSHIRE COUNCIL
AMESBURY AREA BOARD**

2nd March 2017

Amesbury '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 26/01/2017 and to recommend that the Area Board endorses the outcomes.

2. Background

The Amesbury 'Our Community Matters' event was held on 26th January 2017 at Antrobus House, Amesbury. Over 100 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 https://youtu.be/upMVA_bUNHo

- 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**

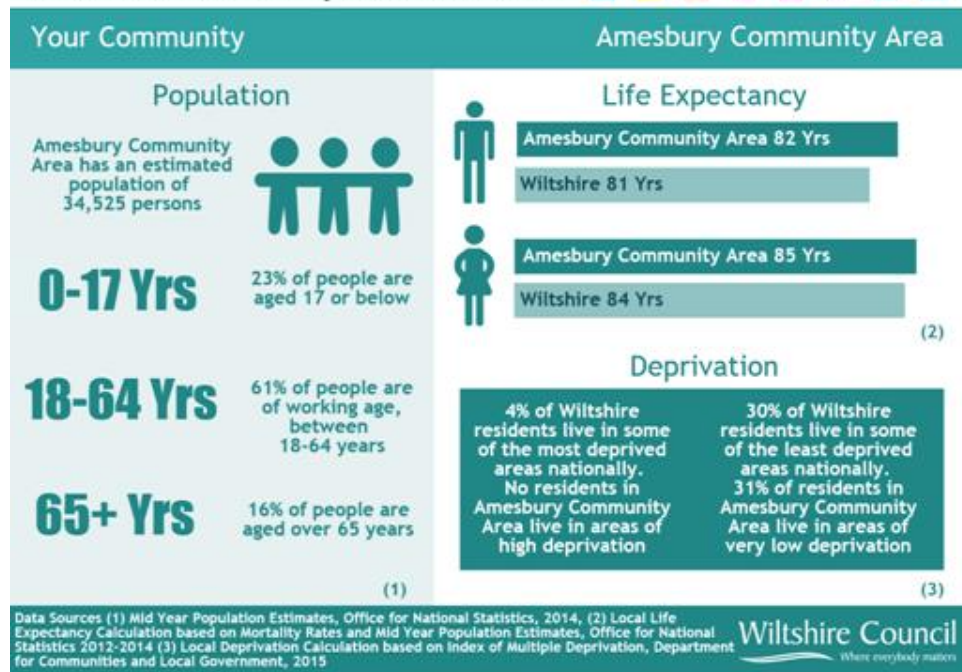
- (1) That the Area Board adopts the priorities identified by the 'Our Community Matters' event and works to facilitate local action to tackle those priorities.
- (2) That the Area Board requests the Local Youth Network, the Health and Wellbeing Group and the Community Area Transport Group (and any other 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 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.
- (6) The Area Board expresses its thanks to the people who gave their time to participate in the event.

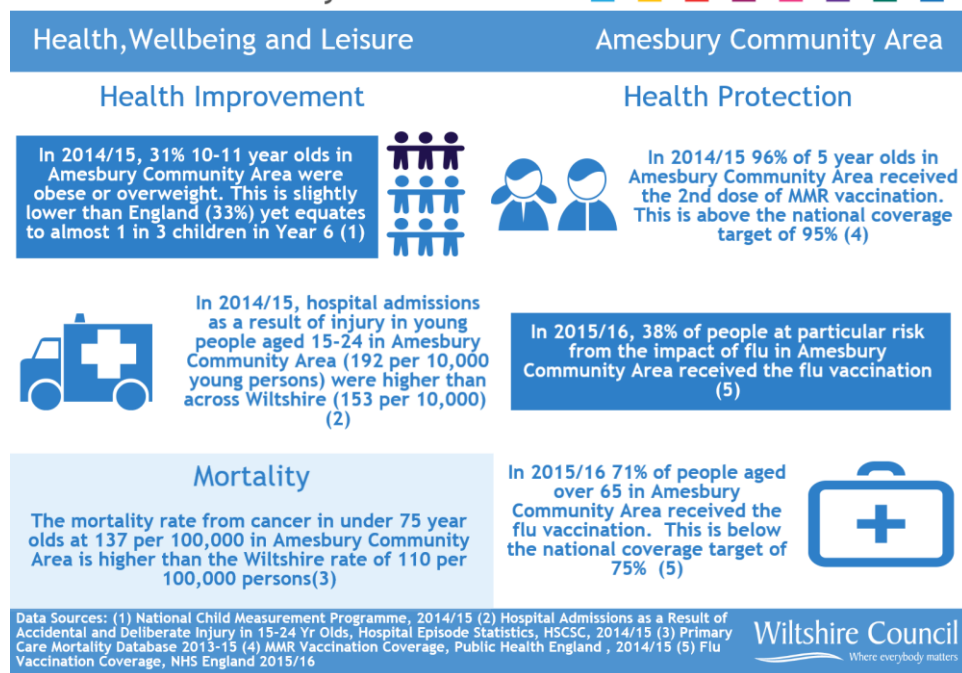
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Appendix 1 Summary of Issues identified

Wiltshire Community Area JSA 2016



Wiltshire Community Area JSA 2016





Children and Young People Amesbury Community Area

Children in Need

8.2% of children and young people under 20 in Amesbury 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 Amesbury Community Area in 2015 was 39 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 Amesbury Community Area in 2016 was 256 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 lower in Amesbury Community Area (73%) than that 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 lower in Amesbury Community Area (48%) than across Wiltshire (61%) (5)



Data Sources: (1) Percentage of Children and Young People Under 20 in Low Income Families, 2013, HMRC, (2) Rate per 10,000 0-18 Year Olds Supported by a Common Assessment Framework, 2015, Wiltshire Council Childrens Services, (3) Rate per 10,000 0-25 Year Olds Supported by Children's Social Care, 2016, Wiltshire Council Childrens Services, (4) and (5) Key Stage 2 and 4 Attainment, 2015, Local Authority Interactive Tool (LAIIT)



Older People Amesbury Community Area

Older People



43% of the population over the age of 65 in Amesbury Community Area are at a higher risk of social isolation compared to 35% across Wiltshire (1)

85+ Years

2% of the population of Amesbury Community Area are over the age of 85 years. 38% are male, 62% are female (4)

75% of persons estimated to have Dementia in Amesbury Community Area have been diagnosed with the condition. This is higher than the Dementia diagnosis rate throughout Wiltshire (67%) (2)

In 2014/15, the rate of hospital admissions due to falls in persons over the age of 65 in Amesbury Community Area (1,832 per 100,000 persons) was similar to Wiltshire as a whole (1,880 per 100,000) (3)



Carers



7 per 1,000 persons under 65 in Amesbury Community Area are unpaid carers. This is lower than across Wiltshire as a whole (11 per 1,000)

36 per 1,000 persons over 65 in Amesbury Community Area are unpaid carers compared with 39 per 1,000 in Wiltshire



(5)

Data Sources (1) Map of Loneliness, Age UK, 2015 (2) Dementia Diagnosis Rate, NHS Wiltshire CCG, May 2016 (3) Emergency Hospital Admissions Due to Falls in Persons Over 65 Years, Central and South West Commissioning Support Unit, 2014-15 (4) Mid Year Population Estimates, Office for National Statistics, 2014 (5) Persons Known to Carer Support Wiltshire, Carer Support Wiltshire, June 2016



Community Safety Amesbury Community Area

Safer Communities

In 2015/16, the rate of reported anti social behaviour in Amesbury Community Area was 14 reports per 1,000 persons. This is lower than across Wiltshire (19 per 1,000) (1)

In 2015/16 31 referrals to Community Resolution, a mechanism used to manage cases of anti social behaviour, were made from Amesbury Community Area (2)

In 2015/16, the rate of reported domestic abuse in Amesbury Community Area was 6 incidents per 1,000 persons. This is slightly lower than that across Wiltshire over the same time frame (7 per 1,000) (3)

Substance Misuse

There are over 1,500 premises licensed to sell alcohol in Wiltshire, 6% of them (95 premises) are in Amesbury Community Area (4)

In 2014/15, rates of alcohol related hospital admissions were higher in Amesbury Community Area (2,043 per 100,000 persons) than 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, 103 road traffic collisions were reported in Amesbury Community Area, the second highest number of RTCs reported across all 20 Community Areas (6)

Data Sources (1) Incidents of Anti Social Behaviour 2014/15 - 2015/16, Wiltshire Police, (2) Referrals to Community Resolution 2015/16, Wiltshire Council (3) Incidents of Domestic Abuse, 2014/15 - 2015/16, Wiltshire Police (4) Number of Licensed Premises, as at 1st July 2016, Wiltshire Council (5) Alcohol Related Hospital Admissions Hospital Admission Data Provided by South, Central and West CSU 2014/15 (6) Road Traffic Collisions, Department for Transport, 2015

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Housing Amesbury Community Area

Local Housing

15% of households in Amesbury Community Area are socially rented. This is similar to Wiltshire as a whole (14.7%) (1)

In September 2016 there were 126 households in the Community Area awaiting social housing.

There is a higher demand for 2 bedroom properties from persons on the housing register in this area (33% of requests) compared to Wiltshire as a whole (29%) (2)

It is estimated that the number of households affected by the 2016 Benefit Cap will be slightly higher in Amesbury Community Area (20 per 10,000 households, than across Wiltshire (19 per 10,000 households) (3)

Between April 2013 and March 2016, 48 affordable homes were completed in Amesbury Community Area (4)

Between 2014-16, over 400 homes were adapted to help older residents and persons with disabilities live independently in their own homes, almost 6% of these were in Amesbury Community Area (5)

Property Prices

The average house price in Amesbury Community Area is £238,500, slightly higher than the Wiltshire average of £230,000 (6)

£238,500

Data Sources (1) Socially Rented Accommodation, Census 2011 (2) Wiltshire Council, September 2016 (3) Wiltshire Council 2015/16 (4) Wiltshire Council April 2013 - March 2016 (5) Wiltshire Council 2014-16 (6) Land Registry Price Paid Data, 2016

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Environment		Amesbury Community Area	
<h3>Wildlife Rich Areas</h3> <p>23% of Amesbury Community Area is classified as either a Site of Scientific Interest or a County Wildlife Site.</p> <p>Wiltshire has 168 SSIs and 1,560 County Wildlife Sites, covering 15% of the Local Authority Area (1)</p>		<h3>Waste and Recycling</h3> <p>In 2015/16, over 760 kgs of waste was collected per household from the South Area Collection Zone incorporating Amesbury, Mere, Salisbury, Southern Wiltshire, Tisbury and Wilton Community Areas.</p> <p>Almost half of this (46%) was either recycled or composted (4)</p>	
<h3>Local Emergency Plans</h3> <p>A community resilience workshop in Amesbury Community Area brought people together to consider local emergency plans. Since then 3 local parish plans have been completed (2)</p>			

Data Sources (1) Wiltshire Council 2016 (2) Wiltshire Council Public Protection Service (3) Wiltshire Council 2015/16

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Transport		Amesbury Community Area	
<h3>Local Roads</h3> <p>In 2015/16, 5% of principal roads (motorways and A roads) in Amesbury Community Area were identified as requiring treatment. This is higher than across Wiltshire (3%)</p> <p>2% of non principal roads (B roads) in Amesbury Community Area were identified as requiring treatment in 2015/16. This is slightly lower than that across Wiltshire as a whole (4%)</p> <p>In 2015/16, the cost of re-surfacing roads in Amesbury Community Area was £4,452 per km compared to an average of £2,397 per km throughout Wiltshire (1)</p>		<h3>Local Traffic</h3> <p>Average daily traffic has decreased by less than 1% in Amesbury Community Area since 2007 (2)</p>	
		<h3>Parking</h3> <p>The usage of car parks owned by Wiltshire Council in Amesbury Community Area was 34.5% in 2015. This is lower than the average usage across Wiltshire (52.9%)(3)</p>	

Data Sources: (1) Road Maintenance Data, Wiltshire Council, 2015/16 (2) Average Annual Daily Traffic (AADT) 2007-2015 Comparison, Wiltshire Council, 2015 (3) Parking Usage in Key Wiltshire Council Car Parks, Wiltshire Council, 2015

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Economy Amesbury Community Area

Employment

According to a 2014 survey of local businesses, the biggest two employment sectors in Amesbury Community Area are scientific and technical services and health and social care (1)



0.4% of people of working age in Amesbury Community Area receive Jobseekers Allowance. This is lower than Wiltshire (0.8%) and England as a whole (1.8%) (2)

Local Developments

The Army Basing Programme will locate an additional 4,000 army personnel and 3,200 dependants across Wiltshire by 2020, two thirds of which will be based at sites in Amesbury Community Area.

The Ministry of Defence is providing a £1 billion investment to support this programme across the county that includes £20 million for school places alone (3)



18-24

0.2% of people aged 18-24 yrs in Amesbury Community Area receive Jobseekers Allowance. This is lower than both Wiltshire (1.7%) and England (2.5%) 67% of this group are young men (2)

Data Sources: (1) Business Register and Employment Survey (BRES; excludes MOD) Data, Office for National Statistics, 2014 (2) Official Labour Market Statistics, Nomisweb, Office for National Statistics, 2014 (3) Wiltshire Council, 2016



Culture Amesbury Community Area

Cultural Assets



Amesbury Community Area is home to the Unesco World Heritage Site of Stonehenge, the prehistoric monuments of Woodhenge and Durrington Walls, 653 listed buildings and 25 venues hosting cultural programmes



Amesbury Community Area has 13 Sites of Special Scientific Interest and 86 County Wildlife Sites

(1)

Your Library



22% of residents in Amesbury Community Area are currently members of the local libraries compared with 41% across Wiltshire.

A total of 48,200 visits to libraries in Amesbury were recorded in 2015/16

Over 800 volunteers help out at libraries across Wiltshire including 35 in Amesbury Community Area

(2)



Local Engagement



2.2% of working people in Amesbury 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 Amesbury 'Our Community Matters' website which was accessed almost 96,000 times in 2015/16. Across Wiltshire local information held on these sites was accessed almost 4 million times (4)

Data Sources: (1) Wiltshire Council, 2016 (2) Wiltshire Council Library Service, 2015/16 (3) Business Register and Employment Survey (BRES) Data, Office for National Statistics, 2014 (4) Number of Interactions with 'Our Community Matters' Websites, Community Engagement Team, Wiltshire Council 2015/16

Appendix 2 Priorities agreed at the event

Children and Young People

1. Mental and emotional Health
2. Educational attainment
3. Positive leisure time activities

Community Safety

1. Anti social behaviour
2. Alcohol and drug abuse
3. Highway safety

Culture

1. Local landscape and heritage
2. Diversity and inclusion
3. Arts, crafts and heritage economy

Economy

1. Inward investment
2. Support for existing business
3. New business creation

Environment

1. Fly tipping and litter
2. Recycling rates
3. Flooding

Health, wellbeing and leisure

1. Healthy lifestyles
2. Mental health
3. Support for carers

Older people

1. Social isolation and loneliness
2. Independent living
3. Dementia

Transport

1. Road improvements
2. Access to public transport
3. Speeding and road safety

Our community and housing

1. Affordable housing
2. Community events and activities
3. Army rebasing

Appendix 3 Potential projects identified

Children and Young People	
Top 3 Priorities Identified	Potential Projects
4. Mental and emotional Health 5. Educational attainment 6. Positive leisure time activities	Young Advisors – YP work with community leaders and decision makers to engage YP in community life and decision making
	Young Ambassadors – Young adults trained to offer advice and support for younger people. Generally they work on a self-employed basis being paid for the hours they put in
	Access to Activities – More access to sports including all weather pitches outdoor exercise, forest schools and wildlife areas
	Holiday Activities – A programme of organised activities through the summer holidays
	Information – Increased awareness of local organisation to promote volunteers and participation
	Time Credits – An hour for an hour. Rewards those who volunteer with an hour's worth of credit to be 'spent' on a range of local activities and recreational trips. Encourages new volunteers and provides a 'thank you'.

Culture

Top 3 Priorities Identified	Potential Projects
4. Local landscape and heritage 5. Diversity and inclusion 6. Arts, crafts and heritage economy	Photo Walks – Villagers capture photos of their favourite walks, documenting nature, buildings and heritage. The photos help encourage more people to walk and enjoy the local environment
	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.
	Community Stories – A community documents its past using memories of older residents and everyday documents
	Walk Back in Time – Village historians and volunteers document the history of the village and publish a series of walks for local people – healthy, educational and great for building civic pride
	Overarching organisation – Develop a Amesbury community area society to coordinate villages and combine similar groups under one umbrella
	Town Trails – Walks linking villages and exploring historic landscapes and local heritage. Villager co-operate to maintain paths and produce guides

Older People

Top 3 Priorities Identified	Potential Projects
1. Social isolation and loneliness 2. Independent Living 3. Dementia	Community Bus – A group of villages get together to fund a local taxi scheme. It can also involve public bus subsidy scheme
	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
	Garden Share – People who find it difficult to look after their garden can allow others to use their land or ask others to take care of it
	Men's Shed – A shed where people come together to do stuff and socialise
	Art Therapy – Art sessions organised for people with conditions such as Dementia, stroke and disability
	Our Lives Our History – Memories of older people are captured. Could focus on past trades and history. Could link in with YP
	Community Lunches – Lunches for older more vulnerable people
	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
	Dementia Cafe – Nothing brings people together like a cup of coffee. Can involve trips and walks
	Link Schemes – Link Schemes are community based, volunteer run charities that offer a “good neighbour” service and includes transport
	Safe Places – Window stickers indicate places where people can go if they feel threatened, confused or worried

Our Community and Housing

Top 3 Priorities Identified	Potential Projects
1. Affordable Housing 2. Community events and activities 3. Army Rebasing	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
	Civilian/ Military interaction – bring civilians and military together for a community event. Provide up to date information about expansion
	Local self build projects – Find out if there is land available for self build projects
	Gardeners Clubs – develop gardeners clubs in local communities
	Affordable homes – More affordable homes to help people stay in their community
	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 workshop allocations to benefit local people

Economy	
Top 3 Priorities Identified	Potential Projects
1. Inward investment 2. Support for existing businesses 3. New business creation	Relationship Building – Between economic stakeholders and policy makers to regenerate the town centre and provide support for existing businesses
	Networking – With local employers and schools to encourage work experience and apprenticeships
	Women on Wednesday – A group offering support, self help and social time for women running or wishing to start their own business. This could link in with Army spouses
	Co- work clubs – Space for business and start ups to work together, encourage sharing of skills, resources and marketing
	Skills4Life – Workshops run for young people providing info and help with understanding and planning for careers, finances, budgeting, cooking, housing etc.
	Festivals and fayres – Communities come together to launch a new fayre or festival, have fun and benefit local good causes. Can be themed to support the local economy

Environment	
Top 3 Priorities Identified	Potential Projects
1. Fly tipping and litter 2. Recycling rates 3. Flooding	Green team – people involved in various environmental projects and fun activities in the outdoors
	Drain mapping – Need to know where they all are. Concentrate efforts on getting them cleared
	Swap shop – Campaign for people to clear out unwanted items and others to take away free of charge to re-use them
	Food Champs – Volunteer network of individuals who can help people in a community who want to start growing their own foods
	Flood and Adverse Weather Wardens – Volunteers who monitor flood events, check watercourses, provide advice and weather warnings to those at risk and help coordinate local response
	Fly tipping cameras – Put cameras up in hot spots to identify and deter. Include a reporting process on My Wiltshire
	Swap Shop – A publicity campaign culminates in a day of junk swapping. People clear out garages, sheds and lofts – placing items on the driveway. People are free to take what they want from each other.
	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.

Health Wellbeing and Leisure

Top 3 Priorities Identified	Potential Projects
1. Mental Health 2. Healthy Lifestyles 3. Support for Carers	Doorstep sports – A doorstep survey of sports interests then translated into a local sports programme
	The ecogym – Local outdoor conservation work that is great for fitness and wellbeing of volunteers. Could involve cleaning footpaths, decoration or gardening
	Strictly Ballroom – Dancing for seniors, encourages people to mix socially, stay active and fit
	Have a go – local sports and social clubs organise taster sessions
	Good gym – Runners, cyclists and walkers join to help the vulnerable by collecting prescriptions, shopping or dropping in for a chat
	The Onion shed – Cycle group adopts a local school and offers workshops in cycle skills maintenance and navigation
	Geocaching – Make use of this free software to find hidden clues and encourage healthy fun walking
	Fit Village – Local community-led campaign to get a community active that can involve a range of activities
	Fit for life – Sessions for older people based around gentle activities
	Link Schemes – To link with Good Neighbour work
	Memory Dances - A local dance group providing dance for the over 60s providing gentle dance and movement sessions for people with dementia
	Dementia Café – A drop in and self help session for people with dementia
	Short Mat Bowls – A fun, cost effective sports activity that can be played by all ages almost anywhere

Transport

Top 3 Priorities Identified	Potential Projects
1. Road improvements 2. Access to public transport 3. Speeding and road safety	Community Speedwatch – Local people undertake speed checks with support from police and the council
	Stay safe, stay alive – Road traffic awareness for the community groups provided by the F&R service. A hard hitting presentation aimed at changing behaviour
	Bike it – Villages and towns identify a safe route for cycling and walking to schools
	Community bus – A group of villages get together to fund a scheme
	Transport hub - A community based place or information board where community can access information to enable them to plan their journey. Can also be web based
	Lorry watch – Working with the council's trading standards team, a local volunteer group monitor HGV movements in areas where there are weight restrictions
	Link schemes – also under older people

Community Safety	
Top 3 Priorities Identified	Potential Projects
4. Anti social behaviour 5. Alcohol and drug abuse 6. Highway safety	Community Safety Partnership – Residents come together to work with schools, police and other partners to address safety issues with positive community action
	Pub watch schemes – Pubs linked to minimise underage drinking
	Lorry Watch – Working with the Council's trading standards team, local volunteers monitor HGV vehicles reporting offences and initiating action
	Street wardens – Volunteers work with community policing to extend their reach and report concerns
	Neighbourhood Watch – Support Police on local areas to report concerns
	Community CCTV – Managed by local communities to monitor specific issues such as fly tipping
	Action on Traffic – Villages and towns focus on traffic issues at how to tackle speeding, congestion, dangerous parking with a view to changing behaviour
	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