

Marlborough's Joint Strategic Assessment

Andrew Jack, Community Engagement
Manager

Looking at progress against Marlborough's JSA
since February '17.

This includes work and activities carried out across
the community area and not just that funded or
initiated by Marlborough Area Board.

Main Points:

Marlborough Community Area - Local Priorities 2017 - 2019

Children and young people	
Child poverty	73%
Mental and emotional health	64%
Special educational needs and disability	45%
Closing education attainment gap	25%
Childhood obesity	25%
Job prospects	21%
Positive leisure time activities	20%
Teenage pregnancy	2%

Community Safety	
Protecting the vulnerable	72%
Highway safety and speeding	70%
Alcohol and drug abuse	52%
Anti-social behaviour	28%
Domestic violence	19%
Social cohesion	17%
Rural crime	15%
Emergency planning	6%

Culture	
Diversity and social inclusion	61%
Library use	50%
Affordable access to cultural activities	46%
Participation in arts, crafts and culture	44%
Local landscape and heritage	31%
Cultural and arts venues	13%
Local history	11%
Arts, crafts and heritage economy	6%

Economy	
Employment opportunities	78%
Apprenticeships and work experience	46%
Broadband and digital access	44%
Support for existing businesses	37%
New business creation	22%
Training and skills	20%
Debt and financial inclusion	11%
Inward investment	9%

Environment	
Wildlife and biodiversity	67%
Recycling rates	65%
River quality	44%
Fly tipping and litter	35%
Protecting the countryside	33%
Improving rights of way	22%
Flooding	9%
Countryside crafts and skills	6%

Health and wellbeing	
Mental health	74%
Physical fitness and activity	50%
Healthy lifestyles	44%
Support for carers	43%
Obesity (children and adults)	35%
NHS Health checks and vaccinations	19%
Skin cancers	6%
Breast feeding, pre and post natal care	6%

Older People	
Social isolation and loneliness	78%
Independent living	59%
Positive activities for older people	41%
Support for carers	25%
Safeguarding the vulnerable	25%
Dementia	22%
Poverty	14%
Avoiding emergency admissions	10%

Transport	
Speeding and road safety	48%
Reducing car use and traffic	41%
Car parking	41%
Road improvements	37%
Air quality	37%
Access to public transport	35%
Cycling and walking	17%
Street cleaning	7%

Our Community and housing	
Affordable housing	94%
Deprivation and poverty	63%
Volunteering	30%
Homelessness & rough sleeping	22%
Community events and activities	19%
Fuel poverty	17%
Diversity and inclusion	15%
Digital engagement and broadband	11%

Children and young people:

Child poverty	MAPAG supported places on leisure centre's Camp Activ8 activity sessions during holidays. Places go to deprived families identified through Parent Support Adviser. Also family coach trip to Bournemouth beach. Proved to be the only summer trip away from Marlborough for many of these families. MAPAG linked with Innov8 Sportz to provide sporting sessions for older young people. These started slowly but built throughout the summer.
Positive Leisure Time Activities	With funding from AB, town council has refurbished former youth centre into new Community & Youth Centre. This is proving very popular and will become a new hub for youth (& community) activities. Creating new rural 'mobile' youth club that will visit four location in rural villages each month. Funded by LYN, pilot will run for 6 months, aiming to recruit volunteers to run clubs after pilot.
Mental and emotional health	LYN funded Mindfulness sessions at St John's to help cope with rising demand for stress & anxiety related issues with young people. Evaluation due spring '18. Support given by LYF to new Thriving Through Venture charity in Marlborough that supports at risk young people through projects, culminating in visit to The Gambia (not funded by AB)
Special educational needs and disability	AB helped to fund new, specialised ICT equipment at new Marlborough St Mary's School that benefits children within school's Resource Base in particular. Phoenix Club offers activities for children and young people with SEN. Moving into newly refurbished Community & Youth Centre.
Closing education attainment gap	Summer learning loss is more acute in deprived families that cannot afford to go on the same holidays and activities that more affluent families can. The summer activities provided by MAPAG via LYN funding helps to provide these. Also, going to the activities gives young people the structure they need during the holidays to allow them to go back to school able to learn once more.

Community Safety:

Protecting the vulnerable

Area Board helped to fund fitness class for over 60s based in Ramsbury. Helps with fitness, falls prevention, social isolation and wellbeing.

Marlborough Area Board held homelessness themed meeting in Nov '17 looking at local & county situation. Included update from MAPAG on their work to help local rough sleepers.

Highway safety and speeding

Following a pedestrian fatality in a rural village, CATG & parish council has worked to put in new safety measures, signage and a 20mph limit throughout the village.

Several parish councils, including Ramsbury, Minal and Aldbourne have invested & installed their own SIDs to manage traffic speeds in their villages. This is being looked at by other parishes too.

Area Board / CATG has hosted meetings with public to look at traffic & speeding issues in the town. This has resulted in a town-wide series of Metrocounts to try to develop a new 20mph area in town. This will have safety benefits but also help with air quality issues.

Public meetings have generated new work for CATG to look at & develop projects based around public safety on/near the highway.

Rural crime

Area Board has funded Wilts Police to put up new signage in car parks at local beauty spots to warn of theft from vehicles. This is a big problem in Wiltshire. Signage is permanent & cannot be removed by thieves.

Culture:

Diversity and social inclusion

Marlborough LYN has funded a number of different groups, such as Aldbourne Youth Council or MAPAG to provide activities that will allow young people from different backgrounds to take part together, with money not being a barrier.

Library use

Events such as Raspberry Pi computer coding sessions taking place within library supported by AB.

Summer reading challenge based in the three libraries within the area.

New drop-in advice service based in Marlborough Library for people living with dementia and their carers, or those wanting more info.

Health Trainer and CEM both based in Library during the week offering advice and info.

Affordable access to cultural activities

AB funded small rural parish to buy marquee that will become the focus of community events such as summer fete, local beer festival, church activities, etc.

Participation in arts, crafts and culture

Marlborough held Puppet Festival to celebrate town's link with Pelham Puppets. LYN funded young people to create giant dragon puppet that took part in puppet parade through town.

Marlborough holds annual Jazz Festival, LitFest and Open Studios festival to show off work by local artists.

Local landscape and heritage

AB is hosting The Merchant's House in a Heritage themed meeting in Jan '18.

AB hosted Farming & Landscape themed meeting in summer '17 and included NFU and local farmers' co-op group.

Marlborough Downs Space for Nature farmers' group hosted very successful Open Farm Sunday at East Farm, Avebury. Over 1,000 people attended to learn more about farming and the downs environment

Economy:

Employment opportunities	Marlborough AB hosted Learn Direct in September '17 to speak about the courses they offer and the opportunities for learning and gaining back-to-work skills
Skills and Training	AB funded MADT to buy Raspberry Pi computers & equipment to help set up new coding & digital making club at St John's. Will provide key skills in digital creation to new generation of engineers. MADT now taking part in Year of Engineering and offering skills to new coding club at Calne Library.
Broadband and digital access	Marlborough town + Avebury henge is already covered by extensive network of free-to-access WiFi hotspots provided by MADT. These allow residents and visitors the ability to connect to the internet whilst out around the town centre.
Debt and financial inclusion	MAPAG have started running CAP Money courses in town to help people manage their personal finances better by teaching budgeting skills.

Environment:

Wildlife and biodiversity

Action for River Kennet (ARK) ran a series of planting days for young people, funded from LYN, at Stonebridge Meadow, showing conservation techniques.

Transition Marlborough working with partners on a Bee Roadz project to open pollinator-friendly corridors between neighbouring settlements, like Marlborough – Pewsey. Marlborough Downs Farmers also interested, widening scope.

Marlborough Downs Space for Nature promoting conservation of a number of local species across the Marlborough Downs. Actively supporting farmland birds, especially tree sparrows.

Recycling rates

Waste Strategy Item at Marlborough Area Board Meeting in Sept '17 - promoted Waste Survey and awareness of recycling.

River quality

ARK run different water quality monitoring exercises looking at different indicators along the full length of the Kennet. On-going monitoring.

Health and wellbeing, Leisure:

Mental health

AB funded The Restoration Trust to run pilot course based at Avebury working with people with mental health problems. Researching into benefits of walking in heritage landscapes to increase wellbeing & improve mental health.

Physical fitness and activity

Parishes improving their playgrounds to encourage more children to play. Some are including outdoor gym equipment for older people.

Camp Activ8 based at leisure centre provides fun physical activities for young people during holidays. Also, free swimming at leisure centre for under 16s. Innov8 Sportz run sports camps in Marlborough, such as basketball & athletics.

Healthy lifestyles

Wilts Council Health Trainer based in Marlborough Library on Wednesdays. Working with local people to improve their lifestyles, diet, etc to become more healthy.

Your Community & Housing:

Affordable housing	Neighbourhood Plan group carried out housing survey and commissioned research into situation within town. Hosted public meeting in Oct '17 to show results.
Deprivation and poverty	MAPAG work with different groups, such as Devizes foodbank outreach in Marlborough, Wilts Council Assertive Outreach Worker, Parent Support Adviser, to support deprived and vulnerable families.
Homelessness & rough sleeping	MAPAG work with Wilts Council Assertive Outreach Worker to support the (few) people living rough in Marlborough area. Working with former rough sleeper to develop ways to provide up to date information to vulnerable people to try to prevent / support their situation.
Community events and activities	New Community & Youth Centre, part funded by AB, will provide a much needed new venue for community activities and events. Already much interest in bookings

Transport:

- Speeding and road safety** Several parish councils, including Ramsbury, Minal and Aldbourne have invested and installed their own SIDs to manage traffic speeds in their villages.
- AB hosted public meetings to look at traffic & speeding issues in the town. This led to a town-wide series of Metrocounts to try & develop a new 20mph area in town. This will have safety benefits & for air quality issues.
- Metrocount results being analysed and developed in a sensible town-wide zone. TC will be consulted on implementation.
- Reducing car use and traffic** AB worked with Transition Marlborough to fund new directional signage around the town's cycle network. This help to keep cyclists & walkers away from the busiest roads. This will be safer & more attractive, encouraging people to cycle & walk more often.
- Car parking** Neighbourhood Plan group carried out car parking survey & commissioned research. Hosted public meeting in Oct '17 to show results. Showed town has far lower than average vacancy rate. Town council is considering options of creating new parking spaces.
- Air Quality** AB worked with Transition Marlborough to fund new directional signage around the town's cycle network. This help to keep cyclists & walkers away from the busiest roads. This will be safer & more attractive, encouraging people to cycle & walk more often.
- New NO2 monitor sited at London Rd to give real-time picture of air quality in town centre.
- AB funded primary school to use HomeRun app to encourage parents to use more sustainable ways to take children to school. Appears to be successful at encouraging more walking.

Older People:

Social isolation and loneliness

Establishing two new memory cafes within the area. Both came about due to work of Dementia Action Alliance and networks created there. Now based in Minal village hall (weekly) & Savernake View care home (bi-monthly)

Social isolation and loneliness

Town Council supports volunteers to put on a Christmas Lunch for older people in Town Hall.

Positive activities for older people

Arts Together host regular arts / craft events for people living with dementia. Also existing Memory Café at Lockeridge

Establishing two new memory cafes within the area.

Dementia

Creating new Dementia Action Alliance (DAA) for Marlborough. Linking together activities from a number of passionate people to provide more focus.
New weekly advice drop-in service starting in Library for people living with dementia and their carers.