



Trowbridge Community Area Future Partnership.

Draft Trowbridge Community Area Plan 2011-2016

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Chairman's Introduction:

Trowbridge Community Area Future Partnership (TCAF)

TCAF is a Community Area Partnership (CAP) which is a local, independent and non-political body. The CAP acts as a representative voice of the community and has an open membership, open to anyone living, working, or providing a service in the Community Area. Our Community Area comprises the Parishes of Hilperton, North Bradley, Southwick, Trowbridge and West Ashton.

TCAF brings together representatives from across the entire community. Our Partners include elected representatives and officers from Wiltshire Council, NHS Wiltshire, local GPs, Wiltshire Police, Wiltshire Fire & Rescue, Trowbridge Town Council, the Parish Councils of Hilperton, North Bradley, Southwick and West Ashton, Wiltshire College, the 3 Secondary Colleges/Schools and the Primary Schools, Early years and youth groups, Housing providers and community and residents groups, Transforming Trowbridge, the Business Community, Trowbridge & District Chamber of Commerce, transport providers, and the general public.

TCAF links with representatives from across the community who feed in information on local issues, concerns, and aspirations which together with the partnership's wide public consultation, build a comprehensive picture of local people's issues, concerns and aspirations in order to prepare strategies and plans, based on them, into a long term Community Area Action Plan. The plan is central to the partnership's activities and remains its mandate for local action. Our present Plan is for the period 2004 – 2014 which is to be replaced by this plan for the period 2011-2016.

TCAF was originally set up in 2003 following receipt of a grant received from the South West Regional Development Agency's Market & Coastal Towns' Initiative to help Community Area Partnerships develop local area economic development plans. Wiltshire Council has strengthened the role of Trowbridge Community Area Future Partnership by making a direct link between it and the Trowbridge Area Board. TCAF uses the Community Area Plan to inform the Area Board of the issues, concerns and aspirations of the people of the area in order to help the Board with its decision-making.

Our partners are committed to using the Trowbridge Community Area Plan to influence their provision of facilities and their delivery of services to our Community Area over the period of the plan. The plan is not designed to solve every problem in short term nor should it be seen as inflexible and rigid. The aim of the Plan is to improve the quality of life for all who live, work or visit our Community Area.

Colin Kay,
Chair Trowbridge Community Area Future Partnership



Setting the Scene

Little did we know 18 months ago when we started consulting on our new Community Area Plan that we would have a change of Government and indeed a Coalition Government which would radically change the way local government and the NHS will be organised and financed for the foreseeable future. There are also changes to the financing of the Police and Fire & Rescue services.

Wiltshire Council will have its grant funding cut by 28% over the next four years, the NHS locally has to make savings of £120m although it can reinvest these savings in future services, the Police will have their funding cut by £15m and the Fire & Rescue service by £2.38m.

With such a significant reduction in Wiltshire Councils' grant funding it is now even more apparent how important the change to unitary status in April 2009 was. Wiltshire Council saved some £18m by the restructuring of Wiltshire County Council & the four District Councils.

Wiltshire Council has produced a four year plan and it is a comprehensive and bold plan. It is based on a detailed assessment of its current services, its vision for the future to create stronger more resilient communities, addressing the need to protect the most vulnerable by investing in their services; investing in the future of Wiltshire by enhancing key service areas and it also aims to keep council tax low.

The four year business plan 2011 – 2015 recognises that it is the business of the council to make savings over the four years of £99m. These will come from £8m reduction in management costs, £36m reduction in cost of purchasing goods and services, £8m reduction from workplace transformation and £47m by transforming its services.

These savings are needed to offset the loss of government grant and to enable it to invest in priority services for the future.

Wiltshire Council will radically change how it provides some of its key front line services and will drastically reduce the number of its offices and buildings, the biggest shift will be developing its work with communities to help them to be more self sufficient and less reliant on its services. There appear to be real roles here for Area Boards, Town & Parish Councils, The Voluntary Sector and Community Area Partnerships.

The Big Society is largely an extension of what the Voluntary Sector already does by finding new and imaginative ways of involving local people in improving their own communities. Those who are applying for funding and those making grants will need to ensure that grants are properly justified. There is a greater need now to share existing equipment etc. and to work more in partnership than ever before.

NHS Wiltshire will cease to exist on 31st March 2013 and its function as the commission of services, both Primary & Secondary health care services has to be transferred to GP consortia by then.

Wiltshire Police have to make savings of £15m over the next four years and the Wiltshire Police Authority, working with Wiltshire Police, has produced a Policing Plan for Wiltshire 2011 – 2014. The shared vision for Wiltshire is 'for our county to be the safest county in the country'.

The strategic priorities are to:

- Reduce Violent Crime
- Tackle the people who cause the most harm in our communities
- Tackle Antisocial Behaviour
- Develop a sustainable policing model.

The undertaking in the Plan is that Wiltshire Police will sustain frontline policing to maintain public safety, protect vulnerable people and work with the justice agencies such as the Crown Prosecution Service and the courts to bring offenders to justice.

The Policing Plan stresses that 'there is also a vital role that individuals and communities can play'. Indeed, very recently Wiltshire Police has achieved its target of recruiting 300 special constables, volunteers drawn from across

our communities. Other community schemes will be supported such as Community Speed watch and Local Resolution, which puts victims at the heart of the decision making process and provides them with a speedy resolution for suitable crimes and incidents.

Wiltshire Police will continue to make the most of advanced technology, including mobile personal devices to enable its officers to access information remotely and new control room systems to ensure it can send the nearest officer quickly and effectively to where he/she is most needed.



The Community Area Plan

Information for the new Community Area Plan, 2011 – 2016, has been gathered over the last eighteen months through consultations, questionnaires, surveys and assessments carried out by ourselves and others. Community Area Planning also builds on our existing knowledge of initiatives in the Community Area.

In order to make this process comprehensive in scope, the following themes have been adopted by the Partnership to create a framework for drawing the Community Plan together: -

1. Economy, including Tourism and Employment.
2. Transport, including Access and Traffic.
3. Housing and the Built Environment.
4. Culture, including Leisure, Recreation, Heritage and Arts.
5. Environment including Countryside and Land Based Issues.
6. Education and Lifelong Learning.
7. Health & Social Care.
8. Crime and Community Safety.

The TCAF Partnership has a Steering Group which is responsible for the strategic direction of the Partnership. Theme Groups have been set up based on the above themes but where there are existing groups we have joined these to avoid duplication of effort when resources are so scarce.

The Theme Groups are: -

Economy and Transport which has Bob Brice as its Champion.

BA14 Culture which has Mary Stacey as its Champion.

LEAF, the Environment Group, which has Doug Ross as its interim Champion.

Health and Social Care which has Margaret Howard as its Champion.

Safer Trowbridge, the Community Safety Group, which has Dave Cullop as its Champion.

Housing does not have a Theme Group but we work closely with Wiltshire Council's Housing Department and with local Housing Providers, particularly Selwood Housing.

Sport is being dealt with separately from Culture and presently we are working with the Trowbridge Outdoor Pitches Group and Active Trowbridge.

Education is being addressed through membership of the Trowbridge Extended Services Network.

In addition a Parish Councils' Liaison Group and a Trowbridge Neighbourhoods Partnership have been formed to consider and address their particular local issues.

On the original plan, some key targets were set for 2008. While much has been achieved, there was a major setback when the developer Modus Trowbridge Ltd collapsed and the Waterside Development, which was to bring a Multiplex Cinema, a 10 Pin bowling complex, a new Library, a Hotel and other leisure and recreational facilities to Trowbridge town centre, was lost. The development of these facilities, and the services to be provided there, will remain a key aspiration of our new Plan. In fact Wiltshire Council has already started to build a new "state of the art" Library within County Hall, together with a large cafeteria and arts display area. Wiltshire Council has also confirmed that it will build a new Swimming Pool and Sports Centre in the town centre which should be completed and ready for operation by the end of 2013. The multi screen Cinema, 10 Pin Bowling complex, Hotel etc will depend on



developers being persuaded to invest in Trowbridge which is likely to take some time given the current weak national economy.

1) Economy Theme - Our aim: To achieve and retain a balanced and robust local economy.

The national and many of the international economies remain weak.

Presently we do not have a balanced economy in the Trowbridge Community Area, having in recent years lost several manufacturing businesses including Bowyers, sausage and pie manufacturers, Ushers Brewery, Trelleborg and Avon Rubber both working in Trowbridge in the automotive industry. Housing demand remains depressed and thus house building is at a greatly reduced level resulting in a significant number of job losses. More recently we have lost jobs in the public sector particularly with the amalgamation of Wiltshire County Council and the four District Councils, at Trowbridge College and most recently with the redundancy of managers at Wiltshire Council. Additionally some 500+ members of staff at County Hall have been moved, albeit temporarily, to the former George Ward School in Melksham. Further public service redundancies are anticipated at Wiltshire Council, Wiltshire Police, Wiltshire Fire & Rescue Service and at NHS Wiltshire. The failures of Modus Trowbridge Ltd, Thyian and Wiltshire College to deliver significant regeneration projects in the town centre have further reduced local confidence. There have however been some new jobs created with new businesses coming to Trowbridge such as Sainsbury's, and Brantano Shoes and from the continuing expansion of some local companies particularly Apetito, the Consortium, New Look and Boots. However overall there has been a significant net reduction in local jobs, particularly managerial jobs, above the regional and national average.

Issues: -

1. Enhancing the night-time economy with a multi-screen cinema complex, ten-pin bowling, new indoor leisure and sports and swimming facilities, to appeal more to families.

- Wiltshire Council has formed Transforming Trowbridge, with an independent board, to coordinate and facilitate the regeneration of the town centre. While neither Transforming Trowbridge nor Wiltshire Council is a developer, both are actively engaged in attracting developers to invest in Trowbridge.
- Wiltshire Council has recently published a leisure strategy which will provide a new Swimming Pool and Sports Campus in the Town Centre by the end of 2013. Ideally we would like to see this Sports Campus act as a stimulus to the development of commercial leisure facilities such as a multiplex cinema, a 10 Pin Bowling complex and the restaurants and pubs which accompany such developments. However we would not wish to delay the development of the Swimming Pool and Sports Campus.

2. Using vacant town centre sites for mixed developments to provide space for new businesses, starter units, offices, major retailers and housing, to form an integral part of the developing Wiltshire Core Strategy.

- Transforming Trowbridge has been formed to coordinate and facilitate the regeneration of the town centre. Part of the process is to develop a Masterplan for the town centre to help persuade more developers to invest in Trowbridge. It will become an integral part of the Trowbridge section of the Core Strategy.
- There have been recent successes, despite the current difficult financial climate, with major retailers such as Sainsbury's, Next and Brantano Shoes opening, and Boots and Argos moving to larger premises within the last 12 months.

3. Upgrading the town centre street scene, in particular replacing the brick highway in the pedestrianised

part of Fore Street, and upgrading shop frontages to make them more attractive.

- Transforming Trowbridge supports the upgrading of the town centre but recognises that in the current economic climate, funding such improvements is unlikely in the short-term and is less important than attracting new businesses to the town.
- Town centre retailers including the Shires Shopping Centre and Knees, supported by the Chamber of Commerce and the Town Council, have recently formed the Trowbridge County Town Initiative to develop a positive marketing strategy for the town centre retailers, pubs, clubs and restaurants in order to encourage more people to come shop, eat and drink here.
- The Town Council, working with the Friends of Trowbridge in Bloom, has in the last 2 years been increasing its work to make the Town, and particularly the town centre, more attractive to visitors and residents alike thereby playing a positive role in attracting more shoppers.

4. More employers and more jobs need to be attracted to Trowbridge.

- Wiltshire Council's Area Board, Trowbridge Town Council, Transforming Trowbridge and other partners aim to attract more businesses with jobs, and their submissions to Wiltshire Council's Core strategy have set out where they believe future employers should locate their businesses.
- The Masterplan which Transforming Trowbridge is developing will also form an important part of the Core Strategy. The Masterplan will particularly aim to allocate the key vacant sites in and around the town centre for a range of mixed developments which need to include Swimming Pool and Sports Campus and the commercial leisure facilities such as a multi-screen cinema, a 10 Pin Bowling complex and the pubs and cafes that normally accompany such a development. When completed, the Masterplan will be a key marketing tool with which to attract developers as the national economy improves, although this may take some time.
- Wiltshire Council's commencement of the new "state-of-the-art" library, restaurant and gallery, together with its commitment to bring forward a town centre Sports and Leisure Campus, incorporating an exciting new Swimming Pool and Sports Centre in the town centre, will also bring new jobs.
- Wiltshire Council's Business Plan 2011 – 2015 sets out its aims for the next 4 years, which will help all Community Areas by,
 - facilitating the creation of 6,000 new jobs in the private sector;
 - introducing superfast broadband to 85% of Wiltshire;
 - implementing a three-pronged action plan that will include a new business development programme; a business location of choice programme, helping to improve the availability of vital infrastructure for business development, bringing forward employment land and business space and utilising surplus public sector assets especially in Trowbridge, Chippenham and Salisbury; an employment support programme to support those who are unemployed and to encourage self-employment and social enterprise.
 - broadening the employment base so that Wiltshire is less dependent on public sector and a low wage economy.
 - Improving the skills and employability of Wiltshire based workers and those who are unemployed.

5. Increasing the skills levels of the local workforce.

- Wiltshire Council is working with local schools, Wiltshire College, the local Economic Partnership and members of the business community, in order to develop a comprehensive Employment and Skills Policy with which to address this issue. It recognises that improved workforce skills levels are necessary to enable us to attract new businesses, particularly higher skilled companies. The Policy is in draft form and will be out for public consultation shortly.

- We also need to remind potential employers that skill levels in the community area are higher than may be apparent, as a large number of our residents out-commute to high-skilled jobs elsewhere.

6. Redevelopment of redundant farm buildings.

- Our partners support the redevelopment of redundant farm buildings, particularly as mixed developments providing a mix of residential, tourist and employment elements.

7. Encouraging more people to spend their free time and money in Trowbridge.

- If we are to encourage existing businesses including retailers, restaurants, pubs etc to stay in our town centre and indeed to attract new businesses to come to Trowbridge, we have to spend more of our time and particularly our money in Trowbridge town centre.
- The Trowbridge County Town Initiative is aimed at publicising the wide range of excellent retailers, pubs and restaurants that we have in Trowbridge which are truly worthy of our support.



2) Transport – Our aim: - To develop a land use and transport strategy that seeks to reduce pollution, improve the potential for inward investment, and concentrate significant new development within the urban centre.

Issues: -

1. More bus services and/or other transport solutions, particularly for the villages, rural areas and also in the evenings.

- Bus services will reduce as a result of the severe cutback in Government support for Wiltshire Council.
- However WC is to use some of the additional revenue arising from the increases in car parking charges to buy in additional bus services, though this may take some time.
- Support for community transport and link schemes will continue and additional local community transport schemes, including social enterprises, will be investigated.
- TCAF believes that there is a real opportunity in our Community Area to develop additional community transport, possibly in the form of a social enterprise, if there is the will to do so.

2. Cheap train journeys to Bath, as part of supporting the Community Area Young People's Issues Group (CAYPIG) in its campaign to improve public transport for young people going to or from college, work or leisure activities.

- Some support was given to young people in 2010 by the Area Board as a result of CAYPIG's initiative.
- CAYPIG will be encouraged to work with WC and TCAF to seek funding for young people to reduce the cost of train travel.

3. A local transport plan/strategy is required for the Trowbridge Community Area.

- This would normally have been produced with the Wiltshire Local Transport Plan 2011-2026 but due to the uncertainties created by the election, particularly with regard to funding, an abbreviated Transport Plan has been produced to meet the deadline of 21st March 2011.
- However the Trowbridge transport plan/strategy, other omitted strategies and a 3 year implementation plan for LTP3, will be added in 2011 when clarity has been restored to the planning and funding regime.

4. A comprehensive parking strategy.

- A comprehensive strategy has been developed and adopted, although the charges may need to be amended in light of the outcome of the Trowbridge Area Transport Strategy to support planned growth. The Trowbridge Area Transport Strategy will be prepared and consulted on in 2011/2012.
- The new parking strategy means that there will be a very significant rise in car parking charges, particularly for long-stay to bring charges more in line with neighbouring competitor towns/cities.
- Any surplus revenue over the previous level of income will be used to support local bus services currently under threat.
- The Chamber of Commerce is concerned that the proposed increases will adversely affect business for local retailers and will adversely affect lower paid staff members.

5. A better road system and road signage around Trowbridge.

- The Trowbridge area transport plan/strategy and the consultation thereon will give us the opportunity to seriously challenge a number of perceived anomalies in the current road system.
- Both Transforming Trowbridge and the Trowbridge Community Area Transport Group have identified the problems arising from carriageway changes to the Bythesea Road/Stallard Street junction and the Shires entrance and the pedestrian crossing arrangements all of which need to be addressed.
- It is important that local views are properly considered and changes are made to traffic flows where appropriate, and that these are followed by meaningful road signage which also highlights the various car

parks.

6. Improvements to Trowbridge railway station facilities e.g. fully surfaced car parks and additional covered waiting rooms.

- WC has had discussions with First Great Western and Network Rail to improve the facilities but as yet no commitment has been made.

7. Tackling speeding in the villages.

- A county-wide “Community Speedwatch” initiative has been funded and introduced. As demand is high, prioritisation is necessary and it will take time to cover all areas. Some Parish Councils, working in partnership, have invested in temporary speed indication signs and share these, moving them as appropriate, while awaiting the arrival of the community Speedwatch team.

8. Better access for people with disabilities, including more dropped kerbs.

- As a result of the work of the Trowbridge Area Transport Group the Area Board has made an additional £5,000 available for more dropped kerbs.
- In the previous year the Town Council and Wiltshire Council both provided an extra £5,000 for dropped kerbs mainly in the neighbourhoods to give those in wheelchairs and with pushchairs better access to local shops and into the town centre.

9. Reducing car journeys.

- There has been a substantial increase in the number of schools with travel plans and work is continuing to achieve 100% of the local schools with travel plans. It is important to point out that schools need to update their travel plans regularly
- The substantial increase in car parking charges will result in some reduction in car journeys.
- Wiltshire Council continues to successfully encourage its staff and the public to car share.
- There is some concern that bus services will be reduced as a result of the significantly lower Government funding provided to Wiltshire Council. Any real surplus arising from the substantial increase in car parking charges is however to be invested in support for bus services.
- Encouragement for walking and cycling continues and improvements to cycleways continue.
- The Trans Wilts Rail Proposal for a regular service linking Swindon to Salisbury running through Trowbridge will provide a sensible alternative to the car particularly for out-commuters to towns on the route and is strongly supported by Wiltshire Council, Trowbridge Town Council, the Chamber of Commerce and TCAF.

10. Improving road safety.

- Wiltshire Council’s road safety team activities are based on the three Es, education, enforcement and engineering with additional focuses on the further principles of encouragement and evaluation.
- It also supports the health and social benefits of walking and cycling.
- Casualty reduction is a key part of the team’s work and includes specific target reductions in casualty and death rates.
- Wiltshire Fire and Rescue Service leads a local road safety partnership road show called “Safe Drive Stay Alive”, which is based on powerful personal testimonies, designed to make the audience, mainly school students, aware of the nature and extent of the personal tragedy and suffering that a road traffic collision can and does cause. The scheme, in its 4th year, is now reaching more high risk drivers than ever and there has been a reduction in the number of road traffic collisions involving the target age group.

11. Upgrading pavements, particularly on the estates.

- There have been some small improvements recently but with the reduction in Government funding it is unlikely that upgrading of pavements on the estates will be possible in the foreseeable future.

WHAT’S NEXT?

- Wiltshire Council, the Transforming Trowbridge Board and its Vision Director have all been working hard to market Trowbridge to developers with some success. Parkridge, developers of the Gateway Development on Bythesea Road, own the former Peter Black site and they are working with Legal and General, the new owners of the former Tesco site at St Stephens Place to see if they can work together to regenerate their 2

sites in a single project.

- Wiltshire Council has started to redevelop the MECH (Modern Extension of County Hall) building at County Hall as part of its long term “Workplace Transformation” programme. One of the first stages of the redevelopment will be a “state of the art” library, with large cafeteria and art gallery similar in size and design to that which was to have been delivered by Modus in the Waterside Project.
- Trowbridge Town Council is also playing its part in improving facilities for the public with the redevelopment of the Civic Hall into a Civic Centre while at the same time incorporating additional offices to bring all of its staff, except the Museum, under one roof.
- Wiltshire Council, in its current Business Plan, proposes to bring forward the Trowbridge Town Centre Sports Campus, which will incorporate an exciting Swimming Pool and a large modern Sports Centre. Ideally we need to work together to encourage a developer to deliver a multiplex Cinema, a 10 Pin Bowling complex and a Hotel alongside the Sports Campus. Without a Cinema and other commercial leisure facilities it will be very hard to attract significant new businesses to our town.
- A Trowbridge Transport Plan will be produced in 2011/2012 as an essential part of the Wiltshire Local Transport Plan 2011-2026.
- Surplus funds arising from the higher car parking charges will be used to buy additional bus services.
- New ways of providing transport services for the rural parts of the community area and neighbouring areas will be investigated.
- The facilities at Trowbridge Railway Station will be improved working with Wiltshire Council, First Great Western and Network Rail.
- The road system around Trowbridge Town Centre will be reviewed working with Wiltshire Council, Trowbridge Town Council, Chamber of Commerce and signposting will be updated to make it easier for local people and visitors to access the town centre.



3. Housing – Our aim: In partnership we will help to build a better future with safe and secure homes in strong and vibrant communities, where everyone should have a good quality of life and access to opportunities, choices and high quality services that are sustainable, accessible and meet people’s needs, now and in the future. (This links to Wiltshire’s Housing Strategy).

The current weak economy has depressed the housing market in the last three years such that very little housing development is taking place. Consequently the volume of affordable housing being built has declined dramatically. In Wiltshire there is a waiting list in excess of 12,000 of which around 4,000 are in the three highest categories of need. Presently only around 45 housing provider and council homes are allocated each week. Although in the past Wiltshire has had an impressive record for delivering new affordable homes it has always fallen short of the massive need.

Issues: -

1. More accessible, affordable housing, including in the villages to provide housing for young people.

- Affordable Housing is a top priority for Wiltshire Council as at 1st April, there were 13,800 in total on the waiting register, of which 187 were in the very top band. Wiltshire Council has delivered a high amount of new affordable homes over the last couple of years, but demand will always exceed the total number that can be supplied. Wiltshire Council will build 450 new affordable homes each year for the next three years of which 250-350 additional new affordable homes for rent will be from the PFI scheme. Wiltshire Council recognises that the shortage of affordable housing puts pressure on related services such as health & social care and homelessness.
- Wiltshire Council will have a duty to publish a tenancy strategy which will set out the broad issues that housing providers will need to take into account when developing their own policies on the grant of tenancies as well as reforming how the social housing is allocated.
Through the localism bill the government is planning to replace the Housing Revenue Account (HRA) subsidy system with a new system called ‘self financing’. Wiltshire’s current position will be improved by the new system. The council’s assessment is that its stock investment needs can be met throughout the duration of the 30 year plan, enabling them to meet and go beyond the decent homes standard.
- New homes being built will incorporate energy efficiency features and will be built to a lifetime homes standard.
- Wiltshire Council will continue to invest in housing support for young people through the use of the Early Intervention Grant.

2. Reducing homelessness.

- In 2009, Wiltshire Council and its partners carried out a detailed review in which they considered the nature and extent of homelessness by: -
 - Exploring the current and previous trends in the level of homelessness
 - Identifying the causes
 - Assessing the current service provision for homeless households
 - Identifying gaps in current services.

This has already resulted in a shift of emphasis to prevention and extended multi-agency working which has led to a continued reduction in households being accepted as homeless and placed in temporary accommodation and a significant increase in prevention.

- A new homelessness strategy has been developed with 5 strategic priorities to: -
 - Improve information about accessing accommodation.
 - Improve access and support for all customers with a particular focus on renting privately.
 - Continue to improve prevention through a comprehensive advice service and having an effective range of housing options.
 - Increase the supply of affordable homes and promote choice
 - Provide effective partnerships and improve communications and publicity.
- The main causes of homelessness in Wiltshire are: -
 - Termination of assured short-hold tenancies – 34%
 - Parental evictions (this relates to termination of ASTs) – 23%
 - Relationship breakdown – 19%
- Extensive work has been carried out to see how these causes can be addressed and significant actions have been agreed working in partnership.
- The review has revealed a number of gaps in provision on which they have working. In partnership a robust action plan has been agreed with clear objectives to help make improvements to the service being provided.

3. More flexibility for growing families in affordable housing accommodation.

The Government has stated the need for more flexibility in rental agreements for affordable housing. One of the areas of concern is that as children grow up and leave the family home, there should be the ability to release the family sized accommodation in exchange for suitable smaller accommodation.

4. Signposting people to housing advice at Wiltshire Council and the Housing Societies.

- It is vital that people in need are all aware of the advice that is available from WC & the various Housing Associations.
- A central database of all agencies that assist housing and homelessness has been developed.
- It is important that all local agencies and neighbourhood groups have up to date contact information so that they can signpost local residents to the appropriate agency.

5. Preserving and valuing the conservation areas.

- There is adequate protection for Conservation Areas but it is essential that Planning applications in conservation areas are closely watched.
- The Civic Society and the Town Council help publicise and protect the Conservation areas.

6. Continuing to address Anti-Social Behaviour (ASB) issues in residential areas.

- Wiltshire Police frontline services are being protected in the current budget cuts so the Neighbourhood Policing teams will continue to have the same local presence, policing the Community Area and helping to combat ASB. Partnership working, involving Wiltshire Police, Wiltshire Council, Wiltshire Fire & Rescue, Trowbridge Town Council, Selwood and other housing providers, the Transport Police, Pub and Club Watch and others, continues to develop a range of strategies, actions and activities to reduce the incidence of ASB.
- The strategies and actions include: -
 - the Wiltshire Anti-social Behaviour Strategy,
 - the Violence Reduction strategy,
 - Monthly ASB Panel meetings discussing and taking action on specific incidents,
 - Families in Focus,

- Ask Parenting,
- The Youth intervention project
- Wiltshire Fire and Rescue's Salamander Project and
- Neighbourhood tasking group meetings where current problems can be highlighted for subsequent action.
- A range of activities has been provided to give young people more things to do which will help divert them from anti-social behaviour including: -
 - Bluez 'n' Zuz under 16 monthly disco events,
 - Trowbridge Street football events,
 - Before and After School clubs.
- In addition facilities that have been provided include: -
 - hard play areas
 - a BMX track and
 - a Skateboard Park
- Partnership working to acquire and develop additional sports pitches is ongoing and Wiltshire Council's Leisure strategy now forecasts that its new town centre Swimming Pool and Sports Centre will be operational by the end of 2013.
- Pub and Club Watch is trying to develop a new radio control system to enable warnings of potential problems to be transmitted to its members and to link with the Street Pastors and the Police.
- Most recently the town centre retailers have formed the Trowbridge County Town Initiative to promote the town centre retailers, pubs, clubs and restaurants and to address town centre anti-social behaviour. This new group is proposing the gating of Red Hat Lane in the evenings to overcome regular ASB problems there.
- The Wiltshire Street-Tidy Policy aims to instil more local pride in the community.

7. Encouraging neighbourhood groups to work closely with Neighbourhood Policing Teams (NPT) and to chair local tasking group meetings.

The Neighbourhood groups are working closely with their Neighbourhood Policing Teams. The way Tasking Group meetings are held is being reviewed to release officers for local duties.

WHAT'S NEXT?

- WC's ambition is to enable the delivery of 450 affordable homes each year:-
 - In the first year 250/350 affordable homes will be delivered in the west of Wiltshire through the only Housing PFI in the South West.
 - Significant borrowing is to be secured to enable the financing of affordable housing in subsequent years from 2012.
 - WC will work closely with its Housing provider partners on the planned investment needs and on the development of an effective tenancy strategy to support the most effective investment in new housing.
 - WC will also give every consideration to the use of public sector land for the delivery of vital affordable housing in rural locations and on the edge of town.
 - WC will continue to invest in housing support for young people through the use of the Early Intervention Grant.
 - WC will ensure the close links between housing and care services which are crucial in delivering the new homes needs for extra care that will replace outdated care homes and sheltered provision.



4a) Culture – Our aim: To support, develop and sustain a wide range of cultural activities and to encourage a vibrant and inclusive community.

BA14 Culture group was set up in 2008 to encourage local people to get involved in culture and the arts locally. Funding was awarded to set up a website, www.ba14culture.co.uk, and to arrange a full year's programme of events and activities. The group meets monthly and members include local residents, The Arc Theatre, Wiltshire Arts Promoters, Cloth Road Artists, Wiltshire Council Arts Development officers, Trowbridge Museum, Trowbridge Library, the Civic Society, TrowBRIDGEclub, Trowbridge Information Centre and representatives from TCAF. Membership is open to anyone with an interest in culture, heritage or the Arts and we are always happy for new members to join the BA14 Culture group.

Issues: -

1. More leisure/recreational facilities such as a multi-screen cinema, a ten-pin bowling complex, a hotel and related restaurants, cafés and pubs in the town centre.

- BA14 supports the development within the Trowbridge Community Area of leisure/recreational facilities. 2012 will see the opening of a new "state of the art" library as part of the County Hall re-development, with café facilities and Art displays.
- Further leisure developments may be pursued as a result of developers' contributions to the community.

2. More arts-based leisure provision, especially for young adults and children.

- The Children's Centres provide daily activities for young children and families in a welcoming environment.
- Court Mills youth centre continues to run supported by the Youth Service.
- February 2011 saw the launch of a Saturday school for families from ethnic minority and BME groups. The taster session was part-funded by BA14 Culture.
- The Arc Theatre runs youth theatre groups which are well attended by local young people.
- Before and after-school clubs as well as holiday fun days are run by Trowbridge Town Council's Active Trowbridge, engaging young people in leisure activities.
- Trowbridge Museum also runs workshops for young children throughout the year, offering links to our Heritage and history of the local area.
- The annual Trowbridge Carnival continues to engage local people of all ages in workshops prior to the event itself and the Carnival Committee work hard to put on a show-stopping family event.

3. A decent music venue for younger people.

- The newly refurbished Civic Centre will open in November 2011 with modern facilities for holding various events.
- Local pubs such as The Mash Tun, Stallards and Pee Wee's continue to hold events for local bands and young adults.

4. Ensuring that the Arc Theatre continues in its present or an improved form.

- Continuing commitment from Wiltshire College will ensure that The Arc continues to develop as a local venue for the Arts whilst remaining an integral part of the College.

5. More accessible recreation for people with disabilities.

- Through Active Trowbridge, TTC run a variety of after-school and holiday activities for school-aged children.

Those with Special Needs and Disabilities have access to all of these activities and funding can be sought from ASK to provide one-to-one supervision for these children.

- The development of the new Library will ensure its facilities are accessible to those with disabilities allowing them to use the facility with ease.

6. Night clubs (including U18's) are needed in Trowbridge; the closest is Club Ice in Westbury -

- There are no plans currently to open a new nightclub in Trowbridge. TCAF will support new nightclub developments as appropriate.
- Bluez 'n Zuz are social events for Year 7 to Year 11 (12-16 years) in a safe environment, organised and operated by local Police. These often take place in Trowbridge nightclubs, where young people can enjoy music and dancing.

7. Providing more information about cultural groups/activities within the BA14 area e.g. Dance and art groups, etc.

- BA14 Culture continues to run its website www.ba14culture.co.uk.
- Information is also available through the Wiltshire Council's Clubs and Organisations Directory.

WHAT'S NEXT?

- Wiltshire Council is currently building the new "state of the art" library within the County Hall building, along with a new cafeteria and public art gallery. The Council hopes to attract volunteers to help with the running of the library which is due to open in 2012.
- The opening of the newly refurbished Civic Hall in December 2011 with improved facilities will enable local cultural and arts groups to use the venue for a wider range of performances and exhibitions.
- Trowbridge Town Council is working to expand the Museum's floor space by extending upstairs into the top floor of the former mill building where it is situated and is seeking funding for this project
- BA14 Culture group will be launching 'Not the TROWBRIDGE FRINGE Festival' running from 10th-17th September 2011. This week-long event will showcase local cultural, artistic, dance and music performers and displays throughout the area.
- BA14 continues to update its website to ensure that it remains a single source of up to date information across all local cultural activity – organisations, performances, exhibitions and events with a focus on the visual arts, performing arts, music, literature and heritage.



4b) Sport – Our aim: To support and publicise the development and sustainability of a wide range of sports and active leisure facilities and activities, and to encourage a vibrant and inclusive community.

There are many sports and active leisure clubs and organisations in the Trowbridge Community Area, the most comprehensive list of which can be found in the official Trowbridge Guide. Trowbridge Town Council has a strong sports section “Active Trowbridge”, (www.trowbridge.gov.uk) which works with local schools providing breakfast, lunchtime and after school clubs and it also provides holiday activities including the popular Sports Roadshow.

There is a shortage of formal playing fields, the Sports Centres are ageing and the Swimming Pool is based in Clarendon College.

Issues: -

1. More formal playing fields available for local people, hopefully linking rugby, football and even the cricket club in some form of combined development: -

- The Trowbridge Outdoor Sports Pitches Group has been formed as a sub-group of Transforming Trowbridge to specifically address the recognised lack of outdoor sports facilities, particularly formal playing pitches, in our Community Area. The Group is comprised of most of the major outdoor Sports Clubs in the area and is working with Wiltshire County to establish how to overcome this issue. Some progress is being made in establishing what S106 money is available and how more can be generated. This is a long-term problem that cannot be solved overnight but Wiltshire Council officers are being much more proactive than their predecessors and we believe that progress will be made.
- TCAF would like to see a major Sports complex formed involving a number of Sports Clubs so that something of at least countywide significance, including 2 or more all-weather pitches, can be achieved within the next 3 years.
- There is also a lack of changing rooms for existing pitches and this is also being currently worked on by the Trowbridge Outdoor Sports Pitches Group which is trying to obtain funding to provide changing rooms on the Stallards Park and the Seymour Playing Field.

2. The replacement of the current sports centre and Swimming Pool at Clarendon College and the Castle Place Sports Centre by a major sports centre offering a wider range of modern facilities and a more adventurous pool: -

- Wiltshire Council has been proactive in developing a very imaginative Leisure strategy which proposes a major Leisure Campus for the Town Centre, incorporating an exciting new Swimming Pool and Sports Centre, as part of its policy of Workplace Transformation. Following initial consultation it now proposes that the Trowbridge Town Centre Leisure Campus, including a Swimming Pool and Sports Centre, is ready for opening by the end of 2013 - a really exciting and encouraging proposition with some further consultation to be involved.

3. Better provision of Youth recreation: -

- Wiltshire Council and Active Trowbridge are hoping to work in partnership on alternative sports provision, particularly for young people who are not engaged in other sports.
- Active Trowbridge is engaged in providing “Breakfast, Lunchtime and After Schools Clubs” at local schools which also addresses this issue.
- A significant new Playbuilder funded additional play facility for youth recreation has just been built at Stallards Park.
- An Extreme Sports Club for alternative sports is being jointly developed by Trowbridge Town Council and Wiltshire Council at the John of Gaunt School and is due to start in May 2011.
- Floodlights for Stallards skate park were considered originally when the skate park was proposed for Stallards Park but it was discounted then as there were real concerns that local residents’ objections to floodlights could have undermined the whole project. Presently there is no plan to provide floodlighting there.
- The Paxcroft Mead Community Forum is presently considering the development of a BMX track/Skateboard area close to the Community Centre.

4. More play areas for younger children: -

- Usually younger children’s play areas are provided by developers as part of S106 agreements allowing housing developments and in the main this seems to have been achieved. We will be ensuring with our partners that all residential developments make a proper contribution for younger children’s equipped play areas.

5. More dual or multi-use of existing facilities: -

- There is already considerable dual use of existing facilities. Outdoor formal playing pitches at schools are already the subject of dual use and traditional grass playing pitches can only take a limited amount of dual use. There is a real requirement for more formal playing pitches for football, rugby and hockey and ideally some of these additional outdoor pitches should be all weather pitches. This is being addressed by the Outdoor Sports Pitches Group.

WHAT’S NEXT?

- Wiltshire Council has identified leisure as one of its priorities, along with helping communities to help themselves. One of its priorities is to ensure that the indoor leisure facilities and services are enhanced, creating more opportunities for local people to actively pursue a healthy lifestyle. As such, it has committed to developing a new town centre Sports Campus in Trowbridge which will be operational by the end of 2013.
- The Outdoor Sports Pitches Group hopes to have built changing rooms on the Stallards playing field by the end of 2011 with changing rooms to be provided on the Seymour playing field by 2012. These developments will contribute directly to Wiltshire Council’s objective of encouraging more people to become more active, more often.
- The Trowbridge Outdoor Pitches Group will continue to seek funding from S106 agreements and the various national Sports Associations to acquire and develop land for formal playing pitches and to develop changing rooms and a clubhouse for a multi-sports complex.
- Trowbridge Rugby Club is hoping that it will start the development of their new pitches and changing rooms etc. within the next year as Persimmon starts building on the neighbouring site to their current facilities.



5) Environment – Our aim: To ensure a more sustainable use of resources and to protect and enhance wildlife habitats within the town, villages and rural areas.

LEAF – The Local Environmental Awareness Forum was set up in July 2010 as a network group for local environmental groups. LEAF meets quarterly to share information and local environmental issues working as a cascade group in order to reach a wider audience. Key Speakers are invited along to present to the group and have so far included representatives from the Wiltshire Wildlife Trust, the Wiltshire Tree Orchard project, the Wiltshire Ornithological Society and the Climate Change team at Wiltshire Council.

Membership is open to anyone with an interest in local environmental issues and would be welcomed as an individual or representing a local group.

Issues: -

1. A review of the kerbside waste collection service to encourage more recycling by individuals and households -

- Wiltshire Council has now agreed the way forward for kerb-side collections so that the whole of Wiltshire, including Trowbridge community area, will have more regular and extended collections, which will include plastic and cardboard. This is a greatly welcomed change which will enable us all to recycle more and will enable Wiltshire Council to achieve its environmental targets.
- WC is committed to reducing the amount of waste going to landfill to a maximum of 25% by 2014.
- WC is also committed to increasing the rate of recycling from its present rate of just over 40% to 50% over the next 4 years.
- WC is to construct a MBT (Mechanical Biological Treatment) Plant in Westbury to divert a further 60,000 tonnes of waste from landfill and produce 20,000 tonnes of solid recovered fuel each year. It already has a contract for delivery of 50,000 tonnes of waste to the Lakeside energy from waste incinerator, but this does involve significant transporting of waste. The Government encourages the reduction of waste by the imposition of an escalating Landfill Tax.
- Future projects for LEAF will include focusing on a campaign against excessive packaging used by industry.

2. Improvements to the derelict areas of the town such as the River Biss, the former Peter Black site, etc. -

- This is an aspect of the town that Transforming Trowbridge will be including in the Masterplan such that the potential asset, the River Biss, can be realised. The improvements to these areas should largely be funded from future S106 agreements as developments come forward.
- The Friends of Biss Meadows Country Park group continues to grow and has made significant progress in improving the Biss Meadows Area. It is seeking grants to carry out sensitive long-term improvements to the area affording greater access to local people, including those with disabilities while protecting the fauna and flora of the area. The Biss Meadows Country Park will grow in the years ahead as further housing and business developments occur.

3. More cycleways, footpaths and signage linking areas of interest, businesses, the estates and schools to the town centre and the surrounding villages - including connecting the Paxcroft Mead cycleway/footpath to

the town centre -

- The majority of gaps in the linkage between the town centre and surrounding villages, estates and schools should be secured from developers' contributions as developments take place.

4. More support for local small businesses and for 'buying local' and sustainable products. Also to encourage the provision of more allotments to meet unsatisfied demand –

- The previous chair of the group was a leading member of the Fairtrade Group which achieved Fairtrade Town status for Trowbridge in record time working with the Town Council. The Group is now working with Wiltshire Council to achieve Fairtrade status for Wiltshire Council.
- The LEAF group supports buying local and sustainable products and will encourage this wherever practicable.
- Hilperton Parish Council bought land which has been developed into 24 standard and 13 half sized plots of allotments all now let. It is planning to acquire more land and to develop a further 25 plots.
- Paxcroft Mead Community Forum is investigating the possibility of securing allotments locally.
- Gloucester Road Allotments continue to develop, having made grant applications to provide disabled access and toilet facilities.
- Southwick Parish Council is in negotiation with Wiltshire Council to take over the two allotment sites in Southwick.
- The charity Hope Nature Centre continues to develop environmentally and has developed a sustainable model.

5. The planting of more trees -

- LEAF supports the planting of more trees and is investigating a local carbon-offsetting scheme.
- Both Friends of Southwick Country Park and Friends of Biss Meadows Country Park are looking at Tree planting schemes to ensure good biodiversity in public open spaces.
- LEAF supports the planting of trees rather than shrubs as part of new developments such as housing, so that wildlife can be sustained regardless of habitat.

6. The protection of wildlife habitats in public open spaces and in the wider countryside and to ensure that we get environmental gain establishing environmental space and corridors from larger developments -

- LEAF supports local surveys to measure biodiversity through observation of birds.
- LEAF also supports the work of the various groups looking after Country and other Parks and Gardens, including Friends of Biss Meadows Country Park, Friends of Southwick Country Park, Friends of Trowbridge Community Sensory Garden.

7. Developing the role of LEAF -

- TCAF will support the work of LEAF in its goal of working with as many local environmental groups as possible to improve the environment of the community area.
- LEAF supports the excellent work of the Friends of Trowbridge in Bloom.
- LEAF aims to achieve an 'environmentally-friendly' Trowbridge over the next four years.

WHAT'S NEXT?

- Wiltshire Council is committed to reducing the level of waste going to landfill sites to less than 25% by 2014, largely by sending 60,000 tonnes of North and West Wiltshire waste to the new MBT Plant at Westbury which will produce at least 20,000 tonnes per annum of solid recovered fuel.
- WC intends to increase the amount waste to be recycled to 50% by 2014.
- Wiltshire Council will reduce its carbon emissions by 20% reduction.
- Future focuses for LEAF will include promotion of an annual environment awareness day promoting, for

example, more actions to combat climate change at a local and personal level.

- The Friends of Biss Meadows Country Park group will develop the Biss Meadows Country Park as funding is secured and looks forward to extending the Country Park up the River Biss with the flood plain associated to the Wimpey development on West Ashton Road the next section due to be released by the developer shortly.
- The Friends of Southwick Country Park are focusing some of their efforts on reducing litter and dog mess and thus are looking at developing an area specifically for dog walkers which will thus provide more protection for the local fauna and flora.



6) Education – Our aim: Working towards a learning Community with easy access for all.

The Extended Services Steering group is made up of representatives from schools across the Trowbridge area, along with representatives from a number of agencies and community groups as well as members of the Town and County Councils. Through collaborative working, Trowbridge Extended Services has been nationally recognised for its innovative and high quality delivery of innovative services supporting pupils and their families. All initiatives support the vision of removing barriers to learning and driving success for every child. Considerable evidence has been gathered to indicate that the provision of Extended Services can often have a far-reaching and profound impact on a student's life chances improving motivation, self confidence and raising aspirations.

The John of Gaunt School houses 'The Hub', purpose built premises, providing a focal point for the delivery of the Extended Services provision. The premises are positioned to maximise access from young people, parents and staff from neighbouring schools. Funding for this was made available through the Council's Extended Services programme.

The 'Link Drop-in clinic', which received an award from the Wiltshire Assembly Health and Wellbeing Partnership, is just one of the Extended Services Network's services which operate out of The Hub and is accessible to all the schools in the community area. The Link Drop-in provides confidential advice to students on issues that matter to them and is supported by Wiltshire Council, all the schools, NHS Wiltshire, the Youth sector, private, voluntary and community organisations.

Issues: -

1. More further education and training opportunities for all, specifically the local workforce and adults.

- Extended Services have previously run Family Learning events and will run more of them in the future as required.
- Wiltshire College continues to provide a good range of subjects for study post-16.
- Directional careers advice must be given to those coming out of education. This is particularly important now that the Connexions Service will end, leaving a gap in careers advice for young people.
- TCAF will support any future projects that aim to increase the educational attainment and skill level of adults in particular.
- Wiltshire Council is working with local schools, Wiltshire College, the local Economic Partnership and members of the business community, in order to develop a comprehensive Employment and Skills Policy with which to address this issue. It recognises that improved workforce skills levels are necessary to enable us to attract new businesses, particularly higher skilled companies. The Policy is in draft form and will be out for public consultation shortly.

2. Additional secondary schooling provision on the East side of Trowbridge.

- Any move to open up the transport links from the East to the West side of Trowbridge will be supported by Extended Services and TCAF.
- Extended Services opposes any new secondary school development for the Trowbridge area, preferring to enhance the learning experience in the existing secondary schools. It would, however, support additional secondary provision on the East side of Trowbridge.

3. Enhancing the performance of our secondary schools.

- The Trowbridge Area Schools Collaborative will continue to work together to enhance stronger links between primary and secondary schools. One project area is to create stronger peer mentoring schemes in

the secondary schools providing support to primary schools.

- TCAF will continue to support a collaborative approach to Education within Trowbridge Extended Services.

4. Initiatives to encourage under-represented groups to have their voices heard on local issues and increasing the involvement of young people in community development.

- The Trowbridge Youth Parliament is an established group addressing this and is working alongside the Trowbridge Community Area Young People's Issues Group (CAYPIG) to tackle anti-social behaviour across the community area.
- Extended Services will work towards raising the awareness of the needs of vulnerable families through the Area Board by using links between Parent Support Advisors (PSAs) and the vulnerable families.

5. Increasing parents' social and educational aspirations for their children.

- Extended Services are committed to securing children's future social and economic wellbeing using the 'Every Child Matters' framework. Parent Support Advisors, the Children's centres and Parenting Network classes all link into this. A key aspect of this is to promote and improve literacy in the home - TCAF strongly supports this.
- The Partners in Literacy project will continue to run until March 2012 promoting the importance of engaging with young children through song, reading and conversation.

6. Continued operation of The Community Hub, Health and Resource Centre.

- Extended Services intend to continue in its objective of meeting the identified welfare and educational needs of Trowbridge Schools and their families.
- The vision for the Hub is to develop it as a community welfare centre, an educational venue, schools collaborative resource and as a Training venue, generating income to ensure sustainability of the service and to encourage and promote its use. Income generated will be re-invested into community projects.
- More community access for early intervention, or prevention, of health and wellbeing support is also needed. Extended Services have recruited a school counsellor to work at the Hub at John of Gaunt School. Match funding has been secured for this and the post will run at 34 hours per week for a 1 year period.
- Drop-in clinics run regularly at the Hub and Family Link Workers work closely with families to engage and support those who are in vulnerable groups, or at risk.

7. Continuation of the Free-time scheme.

- This is a programme of after-school and holiday activities available across all Schools and Community areas, accessible to all children.
- The impact so far of this scheme on young people and the community has been very positive and Extended Services will aim to ensure its sustainability into the future.

8. The amalgamation of Extended Schools with Trowbridge Area Schools Collaborative (TASC).

- The aim is to build on the success of collaborative working. Extended Services will join with the Trowbridge Area Schools Collaborative and work on a collaborative agenda, ensuring effective communication and partnership working across Trowbridge schools.

9. Establishment and development of Multi-Agency Forums.

- Extended Services support the development of a Multi-Agency collaborative partnership ensuring all schools have access to Children's Services.
- As such, the Multi-Agency Forum is currently running as a pilot project, incorporating 7 Trowbridge schools and 10 Children Services providers including Educational Psychologists, Health Professionals, PCT support and the Police.
- The forum will be able to react to service changes and schools' needs across the Trowbridge area with links

to the future possibility of service commissioning. A cluster Multi- Agency Forum could be instrumental in identifying future service gaps.

10. A reduction in Child Poverty.

- Extended Services has recently responded to the draft of the Wiltshire Reducing Child Poverty Strategy 2011-2014.
- It is important to stress that the physical numbers of children in poverty in Trowbridge is much higher than in other community areas and this needs to be taken into account when addressing the issue and allocating funding.
- The Extended Services agenda, supported by key partners and services, incorporates a range of initiatives, developed to support vulnerable families and to address some of the impacts of poverty e.g. the Parent Support Advisor service is accessible across the whole community area targeting help and advice to families whose needs currently fall under the very high thresholds of Social Care: the Free Time scheme allocates funding to a child whose family meets an identified socio economic criteria, allowing that child to take part in community activities of their choice which they otherwise could not afford e.g. scouts/guides and swimming: a key focus of the Multi Agency Drop In Clinics is to address teenage pregnancy of where there are identified links to poverty. The Extended Services agenda has been and still is committed to addressing the child health, welfare and community issues raised by poverty and would in the future hope to work alongside the Area Boards more closely within this remit, avoiding duplications, enhancing and developing existing services.
- Initiatives to assist young people wishing to continue their education and facing financial difficulties need to be put in place especially since the end of the EMA grants and alternative government proposals need to be assessed.

WHAT'S NEXT?

- Children's attainment has been identified as one of Wiltshire Council's priorities and as such it has committed itself to a "5% increase in examination results for 11 yr olds at the end of Key Stage 2 (combined Maths and English) and in GCSE performance (percentage of young people achieving 5 A*-C, including English and Maths)." The Council will also invest in the provision of support to enable schools to better identify, plan for and meet the needs of vulnerable groups in order to raise attainment and will work to ensure that no schools are in Special Measures.
- Wiltshire Council will be "integrating three separate NVQ centres into a single centre for accredited learning – a new Wiltshire Accredited Learning Centre".
- Wiltshire Council aims to "develop and implement a system to broker school-to-school support, ensuring that there is no detrimental impact in those schools providing support to others." The work of Extended Services will work to support this goal through its collaborative partnerships.
- Wiltshire Council intends to "build capacity, resilience and sustainability in schools, working with their local communities, where there are particular vulnerabilities, e.g. schools with a high percentage of children from service families." Through this the Council will continue to narrow the attainment gaps for vulnerable groups of children and young people year-on-year.
- A commitment to reducing child poverty against a range of key indicators has been pledged by Wiltshire Council through its Child Poverty Strategy 2011-2014.
- The Extended Services Network's focus will be on the sustainability of the service, looking at ways to maintain its present offering and how to develop in line with the needs of local children in the community



area.

7) Health and Social Care – Our aim: To work together to achieve improved health and social care for the residents of the community area.

The National Health Service had experienced a protracted period of change and it was not expected that the incoming government would propose legislation to radically reorganise the NHS. However the publication of the White Paper 'Equity and excellence: Liberating the NHS' in July 2010 made it clear that the Coalition Government was not only going to radically reorganise the NHS, but that it intended to complete the radical reorganisation within 2 years. The proposals have met a degree of resistance but it seems unlikely that the Government will make any significant changes to its current proposals or the timescales for their introduction.

The main changes for the NHS are: -

- The patient will be put first with the principle of “shared decision making” becoming the norm, such that there will be *no decision about me without me*.
- Information available to patients will be improved to enable them to make informed decisions on the choices open to them.
- In return for greater choice and control, patients should accept responsibility for the choices they make, concordance with treatment programmes and the implications for their lifestyle.
- The Department of Health’s NHS role will be much reduced and more strategic. It will focus on improving public health, tackling health inequalities and reforming adult social care.
- The programme for public health will be set out in a white paper this year which will support the creation of a new Public Health Service.
- PCT’s responsibilities for local health improvement will transfer to local authorities, who will employ the Director of Public Health jointly appointed with the Public Health Service.
- The Government will increase NHS spending in real terms in each year of this parliament.
- The Government will not produce another long-term plan for the NHS in the next 5 years.
- An NHS Commissioning Board will champion patient and carer involvement and the Secretary of State will hold it to account for progress.
- GP consortia will be formed to commission primary and secondary health care services. This will mean the redesign of patient pathways and that local services are always clinically-led and based on more effective dialogue and partnership with hospital specialists. GP commissioning will be put onto a statutory basis, with powers and duties set out in primary and secondary legislation.
- All GP practices will have to be a member of a GP consortium. The NHS Commissioning Board will have a reserve power to assign practices to consortia if necessary.
- Strategic Health Authorities (SHAs) and Primary Care Trusts (PCTs) will cease to exist on 31/03/2013, but both before that will have key roles in developing the new NHS service.
- The collective voice of patients will be strengthened by the creation of Health Watch England, a new independent consumer champion within the Care Quality Commission. Local Involvement Networks will become Local Health Watch organisations.
- The current performance regime will be replaced with separate frameworks for outcomes which set the direction for the NHS, for public health and social care, provide for clear and unambiguous accountability, and enable better joint working.
- A new NHS Outcomes Framework will provide direction for the NHS. The first NHS Outcomes Framework will be issued later this year and will support NHS organisations in delivering improved outcomes from April 2011 with full implementation from April 2012.

- It is essential for patients' outcomes that health and social care services are better integrated at all levels of the system.
- Each local authority will take on the function of joining up the commissioning of local NHS services, social care and health improvement.
- All NHS trusts must become foundation trusts and staff will have the opportunity to transform their organisations into employee-led social enterprises that they themselves control, freeing them to use their front-line experience to structure services around what works for patients.
- Monitor will become the economic regulator.
- The NHS needs to achieve unprecedented efficiency gains amounting to £20 billion by 2014 for reinvestment in front-line services and improvements in quality and outcomes.
- The Government will reduce NHS management costs by 45% over the next four years.

The White Paper is the long-term plan for the NHS and is intended to give the NHS a coherent, stable, enduring framework for quality and service improvement.

The work ahead for WPCT is really challenging and the managerial staff will not know what the future holds for themselves individually.

TCAF's Health and Social Care Group's responsibility is to ensure that the Trowbridge Community Area gets the best Health Facilities and Services possible and the Group believes that this will best be achieved by giving NHS Wiltshire our strong support and working closely in partnership with it, WC and TTC.

NHS Wiltshire has already acted on the proposals with the appointment of the Great Western Hospital NHS Foundation Trust as the 'preferred provider' for the community-based health services in Wiltshire, provided by Wiltshire Community Health Services with the transfer expected to take place on 1st June 2011, provided Monitor can adhere to its timeline of visits and inspections.

NHS Wiltshire has recently approved the merger and co-location of the Adcroft and Bradley Road GP Practices on the land adjacent to the Cricket Club which the GP Practices will buy from NHSW.

Issues: -

1. Encouraging the Wiltshire NHS and local GPs to build the Trowbridge Primary Care Centre now, the hospital having closed in January 2009, and ensuring that the appropriate range of services is provided there and in updated GP surgeries.

- NHS Wiltshire has commenced in depth discussions with its GP partners.
- NHS Wiltshire has confirmed that the Adcroft and Bradford Road GP Practices can amalgamate with the development of additional premises on the NHS Wiltshire land adjacent to the Cricket Club which the amalgamated GP Practice will acquire and part of the development will include a full docking bay for mobile diagnostic equipment.
- NHS Wiltshire has confirmed that part of the Trowbridge Hospital building is being refurbished to accommodate those services currently being provided at the Halve Clinic, which will subsequently be marketed for disposal.
- NHS Wiltshire has confirmed that it no longer has the power to sanction the building of a Primary Care Centre and that this will need to be referred to the Regional Health Authority. The 4 GP Practices have as yet been unable to agree to the building of a Primary Care Centre and an interim arrangement may be adopted whereby more of the Trowbridge Hospital buildings are upgraded to provide the facilities previously promised to be provided in the Primary Care Centre. It was also confirmed that all the services to be provided in the proposed Primary Care Centre will be provided in the refurbished hospital or in the 3 GP Practices. The Primary Care Centre could still be built at a

later date but that will require the agreement of the 3 GP Practices.

- For our Group, real success will be the building of the PCC with all 3 GP Practices buying into it.

2. Reducing the level of alcohol misuse.

- Extended Services have a rolling programme of workshops addressing alcohol misuse through a multi-agency approach.
- Alcohol misuse is a real problem in today's society as it causes harm to individuals and communities and can be a contributory factor in many offences including theft, anti-social behaviour and also domestic abuse. The Wiltshire Community Safety Partnership has produced a Wiltshire Alcohol Strategy and Implementation Plan to address this most serious of issues. Pub and Club Watch strongly supports combating alcohol misuse.

The strategy is built round: -

- Prevention through education,
- Intervention through the provision of support services for those suffering as a result of alcohol misuse,
- Enforcement through taking action against those committing crimes and anti-social behaviour and
- Rehabilitation through support programmes for those in the criminal justice system.
- Wiltshire Fire & Rescue Service joined forces with Wiltshire Police and Wiltshire Council before Christmas to highlight the dangers of drink driving through a series of effective roadshows.
- Wiltshire Council's Licensing Policy also plays a part. Joint working is ongoing to find a long-term solution to the problem of street drinking.
- There is the need for another "Wet House" for North and West Wiltshire.

3. Reducing the level of drug misuse.

- Extended Services have a rolling programme of workshops addressing drug misuse through a multi-agency approach.
- Drug misuse is also a problem which is being tackled through partnership working. The national drug strategy 2010 is based on three themes: -
 - Reducing demand,
 - Restricting supply and
 - Building recovery in communities.
- The strategy has two main aims to: -
 - Reduce illicit and other harmful drug use, and
 - Increase the numbers recovering from their dependence.
- The Wiltshire partnership is working to this strategy.
- It is good to report that the incidence of drug experimentation amongst school children has continued to decline over the last 4 years.
- The partnership has put an Adult drug treatment plan in place to deliver a range of services which focus on recovery aimed at engaging more people in effective treatment.

4. Reducing the number of people who smoke.

- The Trowbridge Drop in Clinic is run by specialist advisors on Thursday evenings at the Antenatal Clinic at Trowbridge Hospital from 4.30pm to 6.30pm. All pregnant women who smoke are referred

by the midwives to this service.

- All 4 GP surgeries offer 1-2-1 stop smoking support.
- Pharmacies at Adcroft, Bradford Road, Lloyds Pharmacy and Superdrug in the Shires offer stop smoking support.
- NHS Wiltshire provides ongoing support and training to pharmacies and Surgeries
- Young people in the Trowbridge area have access to school-based, multi-agency drop-in clinics, organised by the Extended Services, where advice can be accessed on quitting smoking.
- New initiatives include:-
 - Health visitors are to increase referrals to the service from families
 - Face to face publicity events for the stop smoking service are to be held in Asda, Tesco and the Shires Shopping Centre.
 - Airsprung, Apetito, Asda, Tesco, Virgin Mobile and Wiltshire Council have had an in-house stop smoking advisor trained.
 - Trowbridge College is to have a new in-house stop smoking advisor trained.
 - Contact has been made with the Trowbridge Young Parents Group and U-too which runs the Mums to be group.
- Success will be measured by the increase in the “4 week” stop smoking rates. A client is counted as having successfully quit smoking at 4 weeks if he/she has not smoked at all between 2 and 4 weeks after setting the quit date.

5. Reducing childhood obesity by providing more sport in the curriculum and better school meals.

- NHS Wiltshire encourages Bikeability training and walk to school initiatives to increase exercise.
- Obesity is tackled through the schools using programmes, such as Healthy Schools Plus, where schools can work towards achieving the Healthy Schools Plus logo and status which sets targets in relation to obesity, physical activity and healthy eating.
- The Wiltshire & Swindon Activity and Sports Partnership (WASP) works with school sport partnerships.
- The introduction of the Freetime scheme and subsequent development of Active Trowbridge has seen an increase in the sports and activities accessible to all young people in schools.
- NHSW offers and publicises the support offered to the parents of children with non-healthy weight results in the annual National Child Measurement Programme (NCMP) initiative in respect of reception and Year 6 pupils.
- NHSW will continue to provide support for these initiatives.
- NHSW supports Bike It in selected secondary and primary schools and will continue to do so for the next 3 years.
- Success will be measured by the reduction in the obesity levels of pupils in the reception year and Year 6.

6. Reducing the number of teenage pregnancies in girls aged between 15-17 years old.

- The Teenage Pregnancy Partnership Board has produced its strategy and action plan to reduce teenage pregnancies by 50%, with targeted work in known “hotspots”.
- Promotion of sexual health through the Drop-in clinics run by NHSW Health Professionals on

Trowbridge secondary school sites ensures all young people have access to advice and can be sign-posted as appropriate.

- Workshops and leaflets form the basis of sexual health access and advice through the Extended Services Hub at The John of Gaunt School.
- A similar set-up is in place at The Clarendon College.
- NHSW is working to embed clear Sex and Relationship Education (SRE) programmes in schools to ensure services are meeting the needs of young people, promoting sexual health and healthier sexual relationships to reduce teenage conceptions.
- Success will be a reduction in the teenage conception rate in line with the target.

7. Addressing the causes of cancer.

NHSW and its partners are working on: -

- A media campaign to increase knowledge and awareness of Skin cancer.
- An early diagnosis pilot to encourage the early diagnosis of lung cancer.
- A project to improve uptake of cervical screening in younger women.
- The stop smoking measures as already reported.
- Screening programmes for bowel, breast and cervical cancers.
- Projects are being developed to improve the uptake of screening campaigns.
- Success will be achieving public awareness of the causes of cancer and prevention measures.

8. Encouraging more breast feeding.

- Health visitors and midwives continue to actively promote the benefits of breast-feeding
- There are a number of breast-feeding groups run by health professionals in and around Trowbridge.
- Other groups such as the NCT (National Childbirth Trust) hold informal meetings where breast-feeding is encouraged and supported.
- There is a plan to form a multi-agency partnership project bringing together health professionals, Children's Centre staff and local volunteers to extend support for breast feeding.

9. Targeting local mental health issues.

- NHSW's public health team commissioned Wiltshire Wildlife Trust (WWT) to provide a programme of conservation activities for people with mental health problems with Trowbridge as one of the main catchment areas. This programme was due to finish at 31st march 2011 but a similar programme is currently being commissioned for 3 years. The success will be measured by the number of attendees who benefitted.
- Extended Services have appointed a counsellor to work across the Trowbridge Cluster of Schools. This is a 12 month 34 hour week post and the impact of the role will be assessed at the end of the period.
- Within schools the Pastoral teams including Special Educational Needs Co-ordinators (SENCOs) work with young people in a multi-agency approach, whereby referrals can be made to the appropriate service. Extended Services also run training programmes on mental health which are attended by SENCOs, Parent Support Advisors (PSAs) and other staff members dealing with the mental health of young people.

10. Improving the strength of the voluntary sector: -

- NHSW is fully committed to the Wiltshire Compact and is a member of the Compact Board.
 - It is committed to maintaining the level of funding to the Voluntary & Community Sector (VCS) but only until its demise on 31st March 2012.
 - It supports the infrastructure support and development for the VCS provided by GROW, Develop and the Wiltshire Infrastructure Consortium.
 - It is a joint funder of the VCS Awards 2010 set up to celebrate and share successes and good practice amongst VCS organisations.
 - The success will be witnessed by the continuation of strong partnership working between NHSW, WC and VCS.
- 11. Ensuring the closest working of the health and social neighbourhood care teams: -**
- This is ensured by the Section 75 agreement with WC until the new social care arrangements are in place as per the “Help to Live at Home” project.
 - Regular liaison between social care and health care leads re patient specifics.
 - Partnership discussions re the management of complex care.
 - Revised working arrangements with revised team criteria to support new ways of working via ‘Help to Live at Home’ leading to agreed shared pathways, where care is the responsibility of both partners, are being developed.
 - Continuing regular liaison between leads and stem members to explore opportunities for joint care planning in care home environments to support patient/client needs proactively.
 - Success will be judged by positive feedback from patients/clients, carers and staff.
- 12. Encouraging people to eat more fruit: -**
- Regular liaison between social care and health care leads re patient specifics.
 - Promotion of Change4life and related initiatives.
 - Early years/schools initiatives e.g. “Let’s get cooking” in Children’s Centres and Primary Schools and Happy little Teeth in Primary Schools.
 - Success will be measured by a drop in obesity levels and an increase in fruit and vegetables consumption.
- 13. Encouraging people to exercise more by providing better sports centres and other facilities e.g. Trim trails in the parks and play areas: -**
- Partnership working is ongoing to develop and promote local initiatives around sport, running, cycling, walking and includes older people’s classes.
 - Global Walking Challenge in public sector workplaces.
 - Encourage young people to join local sports clubs and school leavers to continue to take part in sport.
 - The Town Council’s Active Trowbridge initiative works with Extended Services to provide more sports activities at local primary schools.
 - WC has been proactive in developing a very imaginative Leisure strategy which aims to provide a Leisure Campus with a new Swimming Pool and Sports Centre in Trowbridge Town Centre by the end of 2013.
 - WC, TTC, TT and local sports clubs are working together in partnership, as the Trowbridge Outdoor

Sports Group, with the long-term aim of making good the lack of formal playing fields in the Trowbridge community area.

- The measures of success will include the number of adults participating in sport and active recreation and the effect on obesity in adults.

14. Addressing problems with the dental health of children: -

- The sale of sugary drinks in schools has already been eliminated through the food in schools initiative, healthy schools, which is a national standard.
- The Happy little Teeth initiative in Early Years settings is continuing.
- The implementation of Healthy Schools Plus scheme in primary schools which includes education about sugary drinks.
- Success will be revealed by the reduction in the number of decayed teeth per 5 year old which were either actively decayed, filled or had been extracted and by the number of schools engaged in the Healthy Schools Plus scheme..

15. Better publicity of local health and social care services and facilities.

- There is an ongoing programme of media and public relations work raising awareness of services, access points and health issues.
- This work is carried out in partnership with other agencies e.g. Wiltshire Council, Wiltshire Police etc.
- Success is measured by the numbers of people making appropriate use of NHS facilities, including GP practices, minor injury units and ambulance services.

WHAT'S NEXT: -

- The Adcroft and Bradford Road GP Practices will have their two-storey extension to the existing Adcroft Surgery built together with 78 additional car parking spaces, a new road into the site from Seymour Road, a diagnostic 'pad' for mobile units to provide breast screening and MRI screening and an ambulance stand-by point.
- Part of the Trowbridge Hospital building will be refurbished to accommodate those services currently being provided at the Halve Clinic, which will then be sold.
- The Trowbridge GPs will decide whether to build the Primary Care Centre (PCC) now or to delay that decision and instead to refurbish more of Trowbridge Hospital to accommodate the other services which were to be provided in the PCC.
- The Great Western Hospital NHS Foundation Trust, as the 'preferred provider' for the community-based health services in Wiltshire, will take over the staff of Wiltshire Community Health Services and the responsibility for the delivery of the services involved. The transfer is now expected to take place on 1st June 2011. The Trust has a two year contract in respect certain of the services and a three year contract for the other services.
- In Wiltshire some GP consortia have already been formed and they will be taking over the commissioning of both primary and secondary health care services, working closely with a range of providers of Secondary Health Care services, over the next year.
- Wiltshire Council will take on the function of joining up the commissioning of local NHS services, social care services and health improvement.
- Wiltshire Council will take over full responsibility for Public Health, a responsibility it currently shares with

NHS Wiltshire.

- Over the next year the working and funding arrangements that Wiltshire Council and NHS Wiltshire has with the Voluntary and Community sector providers of support services will have to be replaced by working and funding arrangements with Wiltshire Council and the local GP Consortia. Urgent action is needed now to enable the providers to plan past 31/3/ 2011.



8) Safer Trowbridge – Our aim: Working in partnership at community area, town, parish, and neighbourhood level to reduce crime and improve community safety.

Wiltshire Police has performed well locally.

1. Neighbourhood Policing Teams: -

With the elimination of abstraction and full recruitment of PCSOs to the NPTs, the service has been improved. Local neighbourhood groups have seen more of their Police Officers and PCSOs. Local priorities have been set and addressed, and the public is supportive of their work. At the Chamber of Commerce’s Service Excellence Awards in July 2010, the Police received the President’s award.

2. Policing of the Town Centre on Friday and Saturday nights is working well with close working between Police, Pub + Club Watch, door staff, and Street Pastors whose aim is to help those who get into difficulty to get home safely. The Street Pastors, who are volunteers, are out every Friday night and once a month on Saturday evenings.

3. Antisocial Behaviour has been targeted and diversionary schemes developed. The most successful of these has been the monthly Friday night Bluez ‘n’ Zuz under 16s disco events, running from 7-9pm, especially since they moved to ‘Fever’ nightclub where around 200 youngsters are now attending regularly.

While there have been particular problems in some areas, these have been addressed appropriately and successfully. ASB will not be eliminated but constant vigilance and appropriate actions will control it.

The statistics for ASB are as follows: -

	2009		2010	
	Quarterly	Cumulative	Quarterly	Cumulative
April to June	735	735	705	705
July to Sept	848	1583	708	1413
Oct to Dec	566	2149	632	2045
Jan to Mar	560	2709		

4. The Community Safety group adopted the name ‘Safer Trowbridge’ and a new mini logo to reflect more accurately what it does and to be more in keeping with other parts of the Country. The Chair of Safer Trowbridge was invited to join the ‘Transforming Trowbridge’ Board to ensure that community safety is taken into account when new developments are being considered and/or planned.

5. A new Violence Reduction Strategy was launched during the year, having been developed by WP + WC and others working together. This is a 5 part strategy described later in this section.

6. The Touch2id, the new Biometric point-of-sale initiative, continued to be piloted in Trowbridge and Melksham and has good support from local young people. It is a system which avoids the possibility of identity theft, containing only coded information on fingerprints.

Wiltshire Fire and Rescue Service has also had a successful year –

1. The nationally praised Salamander project continued to provide training of youngsters between 13 and 18, nominated by the Youth Inclusion programme.

2. The Safe Drive Stay Alive road safety partnership with the Police, SWIFT medics, Wiltshire Council and Swindon Borough Council. Since the scheme's first full year in 2007, there has been a reduction in the number of road traffic collisions involving the target age group.
3. The Service joins forces each year before Christmas with the Police + WC, to run a series of road shows highlighting the dangers of drink-driving.

Issues: -

1. Reducing the level of anti-social behaviour - by developing further initiatives.

- Wiltshire Police frontline services are being protected in the current budget cuts so the Neighbourhood Policing teams will continue to have the same local presence, policing the Community Area and helping to combat ASB.
- Partnership working involving Wiltshire Police, Wiltshire Council, Wiltshire Fire & Rescue, Trowbridge Town Council, Selwood and other housing groups, the Transport Police, Pub and Club Watch and others, continues to develop a range of strategies, actions and activities to reduce the incidence of ASB.
- The strategies and actions include: -
 - the Wiltshire Anti-social Behaviour Strategy,
 - the Violence Reduction strategy,
 - Monthly ASB Panel meetings discussing and taking action on specific incidents,
 - Families in Focus,
 - Ask Parenting,
 - The Youth intervention project
 - Wiltshire Fire and Rescues Salamander Project and
 - Neighbourhood tasking group meetings where current problems can be highlighted for subsequent action.
- A range of activities and facilities has been provided to give young people more things to do which will help divert them from anti-social behaviour: -
- Current activities include: -
 - Bluez 'n' Zuz under 16s' monthly disco events,
 - Trowbridge Street football events,
 - Before lunch-time and After School clubs.
- In addition facilities that have been provided include: -
 - hard play areas
 - a BMX track and
 - a Skateboard Park
- Partnership working to acquire and develop additional sports pitches is ongoing and Wiltshire Council's Leisure strategy now forecasts that its new town centre Swimming Pool and Sports Centre will be operational by the end of 2013.
- Pub and Club Watch is trying to develop a new radio control system to enable warnings of potential problems to be transmitted to its members, the Street Pastors and the Police.
- Most recently the town centre retailers have formed the Trowbridge County Town Initiative to promote the town centre retailers, pubs, clubs and restaurants and to address town centre anti-social behaviour. This new group is proposing the gating of Red Hat Lane in the evenings to overcome regular ASB problems there.
- The Wiltshire Street-Tidy Policy aims to instil more local pride in the community.

2. More visible policing in the neighbourhoods and the town centre: -

- With budget cuts due to be actioned on or after 1st April 2011 it will not be possible to increase policing levels but it has been confirmed that frontline service numbers will not be cut and so there will be the same number of PCs and PCSOs in all six of the Neighbourhood Policing Teams (NPTs) in our Community Area. Additionally by introducing the newest technology and by reducing bureaucracy, PC's and PCSO's time spent on administration will be reduced allowing them more time in the community where people want to see them.
- The regular NPT Tasking Group meetings which are held in each of the six neighbourhoods may be integrated into the Trowbridge Neighbourhoods Partnership and Parish Councils Liaison meetings which will also release PCs and PCSOs to work more in their communities.
- Trowbridge Street Pastors are adding an important element of support for those people out in the town centre on Friday nights and some Saturday nights.

3. Reducing alcohol misuse: -

- Alcohol misuse is a real problem in today's society as it causes harm to individuals and communities and can be a contributory factor in many offences including theft, anti-social behaviour and also domestic abuse.
- The Wiltshire Community Safety Partnership has produced a Wiltshire Alcohol Strategy and Implementation Plan to address this most serious of issues.
- Pub and Club Watch strongly supports combating alcohol misuse.
- The strategy is built round: -
 - Prevention through education,
 - Intervention through the provision of support services for those suffering as a result of alcohol misuse,
 - Enforcement through taking action against those committing crimes and anti-social behaviour and
 - Rehabilitation through support programmes for those in the criminal justice system.
- WF& RS joined forces with Wiltshire Police and Wiltshire Council before Christmas to highlight the dangers of drink driving through a series of effective road shows.
- Wiltshire Council's Licensing Policy also plays a part.
- Joint working is ongoing to find a long-term solution to the problem of street drinking.
- There is the need for another "Wet House" for North and West Wiltshire.

4. Reducing underage drinking: -

- Recent surveys reveal that about a third of secondary school children between 15 and 16, and 10% of primary school children between 9 and 11, have at least one alcoholic drink per month and some of the 15-16 year olds binge drink every other week.
- The Wiltshire Alcohol Strategy and Implementation Plan targets these age groups particularly and for them there are more prevention measures as they are underage and should not be able to buy alcohol. Trading standards officers carry out spot checks on supermarkets, off licences, pubs and clubs to ensure that they are verifying the ages of young people whom they are serving.
- At present a new style proof of age card, Touch2id, is being trialled which is safer and simpler to use and which Pub and Club Watch strongly supports.

5. Reducing drug misuse: -

- Drug misuse is also a problem which is being tackled through partnership working. The national drug strategy 2010 is based on three themes: -
 - Reducing demand,

- Restricting supply and
- Building recovery in communities.
- The strategy has two main aims to: -
 - Reduce illicit and other harmful drug use, and
 - Increase the numbers recovering from their dependence.
- The Wiltshire partnership is working to this strategy.
- It is good to report that the incidence of drug experimentation amongst school children has continued to decline over the last 4 years.
- The partnership has put an Adult drug treatment plan in place to deliver a range of services which focus on recovery aimed at engaging more people in effective treatment.

6. Improving the health and safety of young people: -

- The Alcohol Strategy and Implementation Plan will increase the health and safety of young people, as will providing the additional activities to help deflect them from becoming involved in anti-social behaviour.
- The extended schools network is providing additional support and counselling to students.
- Wiltshire Fire and Rescue Service leads a local road safety partnership road show called “Safe Drive Stay Alive”, which is based on powerful personal testimonies, designed to make the audience, mainly school students, aware of the nature and extent of the personal tragedy and suffering that a road traffic collision can and does cause. The scheme, in its 4th year, is now reaching more high risk drivers than ever and there has been a reduction in the number of road traffic collisions involving the target age group.
- The Trowbridge Street Pastors patrol the streets on Friday nights and once a month on Saturday night and lend support to those, mainly younger people, in difficulty. They work closely with the Police and the Pubs and Clubs to help make the town centre safer for all.
- The Wiltshire Local Safeguarding Children’s Board exists to ensure that all children and young people in Wiltshire are properly safeguarded by making sure that all the agencies involved with children work effectively together. The Board includes representatives from Wiltshire Council, NHS Wiltshire, Wiltshire Police, schools, voluntary organisations and many others. The objective of the Board is to coordinate and ensure the effectiveness of their member agencies in safeguarding children. It has a website www.wiltshirelscb.org.

7. Reducing the incidence of domestic abuse: -

- Wiltshire Council and its partners have adopted the term Domestic Abuse rather than Domestic Violence as they recognise that this subject is wider than violence, as the accepted definition of domestic abuse reveals “any incident of threatening behaviour, violence or abuse (psychological, physical, sexual, financial or emotional) between adults who are or have been intimate partners or family members, regardless of gender or sexuality”.
- Domestic abuse accounts for 27% of all violent crime in Wiltshire and has the highest rate of repeat victimisation. The impact on victims and their families can be huge and in order to achieve safe, strong and resilient communities must be tackled through collaborative working with partners in the community.
- Much work has gone into the specialist training of multi-agency frontline staff to increase: -
 - Reporting and subsequent support for victims and their families;
 - Ways of working with the voluntary groups working in this area;
 - Raising awareness in local authority amenities;
 - Encouraging early intervention and awareness raising activities amongst children and young people;
 - and
 - Awareness that Wiltshire Council has committed to promoting Multi-agency Risk Assessment

Conferences.

WHAT'S NEXT: -

WILTSHIRE POLICE AUTHORITY and WILTSHIRE POLICE

- The Wiltshire Police Authority has produced a new 'Policing Plan for Wiltshire 2011/14' which sets out the direction of the police service over the next 3 years. The priorities are based principally on the views of the people of Wiltshire and Swindon but take into account the impact of the severe financial cutbacks by central government. The savings, which they must find, amount to between £14 million and £15 million over the next 4 years.

In arriving at the Plan, Wiltshire Police has reviewed every facet of its organisation in order to preserve essential front-line policing services, r.e. neighbourhood and response policing, together with the less visible policing capability needed to protect the public from serious criminals.

- For 2011/12, WPA has established 4 strategic priorities on which WP will focus on:
 1. Reducing violent crime,
 2. Tackling those who cause the most harm in our communities,
 3. Tackling Antisocial Behaviour,
 4. Developing Sustainable Policing.
- WPA will hold WP to account for reaching attainment levels in each strategic priority and it has also defined the service delivery standards for 2011/12, which set out what the public can expect from the police locally.
- WPA has the responsibility to ensure that WP provides value for money. Collaborative arrangements are already in place with other SW Police forces and the scope may be widened.
- WPA has another important responsibility in its operation of a custody visiting scheme and has recently commissioned an independent review of custody arrangements.
- It is the Government's intention to make changes to local accountability and governance by replacing local Police Authorities with single elected Police and Crime Commissioners from May 2012. WPA has concerns about this move, principally the politicisation of policing in this country, but WPA will engage fully in the transition process, so that it passes on an effective governance structure to the first Police and Crime Commissioner.
- The vision shared by WPA and WP is for Wiltshire to be the Safest County in the Country. Its 'Vision Wiltshire – Delivering More Value with Less Resource' - Vision Wiltshire is their name for the change programme that over the next four years will continue to improve policing services and outcomes whilst delivering the £15m of savings required.

WILTSHIRE FIRE + RESCUE SERVICE

- Mission statement: -

We will make life safer for people in Wiltshire and Swindon, and help strengthen and secure the changing communities we live in, by working together with others to deliver local solutions for local priorities.
- 5 strategic aims:
 1. To provide a resilient response to fires and other emergencies
 2. To create stronger, safer and more resilient communities
 3. To develop a healthy, safe, well-trained workforce which is representative of the community
 4. To protect our environment and heritage

- 5. To resource our key aims and ensure maximum efficiency
- Its Priorities are: -
 - 1. Safer communities
 - 2. Developing our people
 - 3. Improving our commitment to Equality and Diversity
 - 4. Reducing our impact on the environment
 - 5. Making the best use of our financial resources
 - 6. Making the best use of our premises, vehicles and equipment
 - 7. Securely managing our information and data
 - 8. Strengthening our governance and performance
- Wiltshire Fire and Rescue Service has also produced a detailed Integrated Risk Management Plan as required by the Government, to make Wiltshire and Swindon safer places. This document, and its updating, requires the Fire Service to review: -
 - 1. The future location of fire stations and how it delivers its services
 - 2. The provision of resilient duty systems
 - 3. How it helps people stay safe on our roads
 - 4. How it helps people stay safe from fire
 - 5. How it ensures our emergency response vehicles meet its needs
 - 6. How it demonstrates community leadership
 - 7. How it prepares for major emergencies including extreme weather
 - 8. How it protects the business community
- Under the Spending Review the Government is cutting its financial support by 25% over the next 4 years. In its current budget, Wiltshire Fire and Rescue Service has had to accept a 4.97% cut in government funding. Therefore it has had to cut its staff costs and this has been achieved by reviewing all aspects of its work. The budget has been balanced by accepting the government's Council Tax Free Grant of 2.5%, although this is likely to be a one-off grant.



There are 2 Other important groups working with the TCAF Partnership, the Parish Councils Liaison Group and the Trowbridge Neighbourhoods Partnership and we include a brief summary of their aims which are very similar and some examples of the work which they do supporting their members in the important community work which they all do as volunteers, as forerunners of the Big Society.

Parish Councils Liaison Group.

Aims and Objectives.

To allow representatives of the appropriate Parish Councils to meet together for mutual support and exchange of information on areas that extend beyond individual Parish Council boundaries and to act upon this information on behalf of the Councils, whenever a united approach will prove beneficial.

In support of these aims the group will undertake to:

- Share information on ideas and examples of good practice.
- Identify issues that are relevant to member councils.
- Recommend to the member councils what the Group considers the most appropriate way forward.
- With the agreement of the member councils, represent them in any way deemed necessary with any appropriate body or authority.
- Identify common areas by which to improve access to resources, service delivery and external support.
- Identify means by which communication and information sharing may be achieved between member councils, other tiers of government and any other appropriate Authority and recommend their use to the member councils.

Matters dealt with through the year: -

- Speeding in the villages. Keevil, Steeple Ashton and West Ashton Parish Councils have combined together to buy a Speed Indicator device to be shared on the basis of 50% SAPC, 40% KPC and 10% WAPC.
- PCLG wrote to First Great Western complaining about the car park's poor surface and the inadequate covered waiting facilities.
- The need for more cycleways linking local communities and the unfair preference being given to Trowbridge.
- The Rural Neighbourhood Policing Team works well and the PCLG receives regular updates on criminal activity and the actions being taken by the Police. There have been periodic increases in Antisocial Behaviour which was addressed by sending out a number of warning letters working in conjunction with WC's ASB Officer which solved the problem. A spate of burglaries was tracked down to a Mexican criminal gang. The NPT Manager investigated the blowing up of post boxes and the criminals involved are currently awaiting sentence.
- Several Grant applications by Parish Hall and Playing Field Groups made to the Area Board were successful in 2010/2011.
- Hilperton Parish Council purchased land and developed 24 standard and 13 half sized allotments all of which have been let out. It is now considering buying more land on which to develop more allotments.
- West Ashton has reported that the 30 mph speed limit has now been extended and the appropriate road markings made under the original S106 agreement.

- A request was made to the Area Board Manager that any issues registered through WC's issues reporting system relevant to the Parish Councils be passed to the PCs concerned.
- Hilperton PC is concerned about cars breaking the 20mph speed limit on Devizes Road.
- HGVs were reported to be ignoring weight restrictions on Hawkeridge Road and the Area Board Manager stated this should be reported through WC's Issues reporting system where she will see that it addressed.
- The issue of costs for the PCLG meetings will be addressed by including costs in the TCAF Partnership Budget submission to the Area Board.
- None of the Parish Councils nor the Town Council took advantage of the offer of funding to turn out some street lights between midnight and 5am to save energy costs.
- Additional dropped kerbs have been installed with extra funding allocated from the Community Area Transport Groups Local Transport Plan Budget.. £5,000 out of the budget of £15,354 was ring fenced for dropped kerbs.
- Concern was raised that Hospital services and the building of the Trowbridge Primary Care Trust may be lost with the impending demise of the Wiltshire Primary Care Trust on 31/03/2013.
- Car trading on the highway is being tackled by WC and the Area Board Manager asked that any locations where this is happening should be reported to her to pass on to the relevant officer..
- West Ashton PC was not satisfied with the reply received from the Highways Portfolio holder in reply to a question as to progress with improvements to the A350 between West Ashton and Yarnbrook which had been included in the project proposal for the Westbury bypass which was not supported by the Planning Inspector.
- Concern was voiced that the draft Localism Bill allows development within villages without planning permission where a majority of residents supports the development.
- Unused derelict land within Parishes could be lost to WC. It was suggested that such land should be maintained to prevent this from happening.
- Towpath House has re-opened with residents chosen who it is believed will benefit from the regime. Representatives of HPC will attend a coffee morning to make contact with their staff and residents.
- TTC's Governance Review proposals to WC were discussed pointing out that five PCs would be affected and expressing concern that the PCs had not been consulted. HPC is preparing a strategic response and it was suggested that this should go directly to WC rather than the Board as the majority of Board members are TT Councillors.
- The Area Board Manager reported that an audit of S106 agreements was being carried out as full details were not available on the formation of Wiltshire Council. The full details should be compiled by May 2011.
- The usefulness of the PCLG meetings was discussed at the last meeting and all agreed that the PCLG fulfils an important role as a sounding board where the issues and concerns of the Parish Councils can be aired and where appropriate a joint approach to particular issues developed. Those present considered that it is beneficial to have a wider Parish membership which helps with the bigger picture.



Trowbridge Neighbourhoods Partnership.

The Aims: - To enable representatives of Neighbourhood Groups to meet together for mutual support and to exchange information of common interest.

The supporting objectives are: -

- Share information on ideas and best practice.
- Identify common issues and their solutions.
- Represent their members when appropriate.
- Improve access to resources, service delivery and external support.
- To help members communicate with the tiers of local government and other agencies.

Matters dealt with at 2 monthly meetings held during the year included: -

- Wiltshire Councillors updating the meeting with details of matters dealt with at the latest Trowbridge Area Board meeting.
- The Head of Direct Services updates the meeting on Town Council matters.
- The work of the Parish Steward and a reminder that details of work to be carried out needs to be sent each month to Trowbridge Town Council for onwards transmission to Wiltshire Council.
- Details of Dropped Kerbs requested to go via Trowbridge Town Council to Wiltshire Council, the Trowbridge Area Transport Group having allocated a further £5000 for dropped kerbs in 2010/2011.
- English landscapes grass cutting is much better now that it is under a single contract with Wiltshire Council.
- The work of the Neighbourhood Policing Teams is reported on at each meeting. They have been more active in combating ASB in the last few months and the West Wilts ASB Officer + Housing Societies have been helpful in this work. This has continued throughout the year with prompt action taken when needed.
- The continuing need to allocate additional police support to the Town Centre on Saturday nights.
- The Bluez 'n' Zuz disco events for 13-16 year olds is proving successful initially at Silhouettes which later closed, at Toranos and finally at Fever nightclub where it has been most successful with attendances of around 200.
- Neighbourhood Groups report briefly on what they have been doing in the previous 2 months. All have organised events throughout the year and are active in their communities.
- Trowbridge Parking Controls Review consultation was completed but the results have not yet been actioned which is frustrating as there are real problems in College Road and in Newtown.
- Disappointment that the Trowbridge Street Football competition had fallen through due to lack of support but it is hoped to restart it later in 2011.
- Problems with young people with their cars in the Multi-storey car park causing noise with their cars and their radios. This is being tackled by Wiltshire Council + Wiltshire Police and presently the problem is under control.
- The recruitment of Neighbourhood Groups as participants in the Trowbridge in Bloom competition by the Friends of Trowbridge in Bloom and the Town Council.

- The Armed Forces and Veterans' weekend event 26th/27th June 2010 was a great success being one of the largest events of its type in the South West. The Chair thanked the organisers, particularly Maryrose Mantle. It was reported that there should be a similar event next year.
- A number of the Neighbourhood Groups took stands at the Spotlight + Beach Party events 14th/15th August 2010 and despite the awful weather on Saturday morning, Studley Green TARA + the Sensory Garden groups raised over £200 each.
- TTC's major undertaking in the current year is the conversion of the Civic Hall complex into a Civic Centre complex with office accommodation for all their staff except the museum.
- The Active Trowbridge team which works closely with local schools and the Extended Services network to provide coaches for Before, Lunchtime and After school clubs.
- The monthly Sunday Club event organised by the Town Council. The Sunday Club is for those over 55 and presently meets usually on the second Sunday of each month at the Longfield Community Centre. It also had an excellent outing to Weston super Mare.
- The Sure Start Children's Centre opened in September in new premises at the Longmeadow Primary School. Stepping Stones, an opportunity group for children up to age 5 with special needs, has also been provided with accommodation within these premises. Special Needs is the term they use for identifying children who will benefit from specific therapy and support to help them meet their potential.
- The RHS South West in Bloom Award Ceremony in Bath, when Trowbridge was awarded the Silver Gilt award in the St Bridget Cup 'large towns' category and Clarendon College was awarded the Clem Preece Memorial Trophy for 'an outstanding school effort in supporting Britain in Bloom'. The Chair commended all those involved including the Neighbourhood Groups that had participated. Trowbridge will enter again this year and will enter the Neighbourhoods section as well. TNP will attempt to find some funding to support its involvement.
- Concerns were raised about the dangerous situation with traffic and particularly pedestrians at the crossing from the Shires to the Gateway shops. Although there is a pedestrian crossing with traffic lights, there is no proper crossing of the entrance/exit to the Shires and Asda car parks and the natural flow of pedestrians from the Shires + Asda to the Gateway is past the garage and then jay walking across the edge of the roundabout. This matter has now been taken up by both Transforming Trowbridge and the Trowbridge Area Transport Group. Traffic delays are also caused by the single carriageway approaching the Shires entrance and the inappropriate phasing of the traffic lights.

Thanks to those who have helped produce the Trowbridge Community Area Plan.

We wish to record our sincere thanks to all those who have helped us complete this plan. These are difficult times for all the service providers and their staff who have helped us greatly in understanding and recording what their organisations are doing to address the issues which have been raised by the public.

We have been impressed with the increased level of partnership working between Councils; NHS Wiltshire, Wiltshire Police; Wiltshire Fire & Rescue and local schools particularly through the Extended Services Network. This is of course vital such that we all avoid duplication of effort at a time when resources are so scarce. Support for the Voluntary Sector is also improving as Grow is now reaching out to the smaller voluntary groups where services are very local but still important to their clients.



Documents and Websites:

The following documents and websites have been used as references for the plan and during the consultation period.

The Wiltshire Strategic Economic Assessment 2007/2008
www.intelligencenetwork.org.uk/economy/

Sub-Regional Employment and Skills Analysis 2010 (Wiltshire)
www.intelligencenetwork.org.uk/economy/

Tomorrows Voice Survey, November 2009
www.intelligencenetwork.org.uk/consultation/

People's Voice Overall Report, June 2009
www.intelligencenetwork.org.uk/consultation/

People's Voice Overall Report, December 2008
www.intelligencenetwork.org.uk/consultation/

People's Voice Overall Report, July 2008
www.intelligencenetwork.org.uk/consultation/

People's Voice Overall Report, May 2008
www.intelligencenetwork.org.uk/consultation/

Peoples Voice In Depth Community Safety Report, November 2007
www.intelligencenetwork.org.uk/consultation/

Wiltshire Anti-Social Behaviour Strategy

Wiltshire Community Safety Partnership Violence Reduction Strategy
www.wiltshire.gov.uk/violent-crime-reduction-strategy.pdf

Wiltshire Alcohol Strategy
www.wiltshire.nhs.uk/Downloads/Publications/Strategies/AlcoholStrategy_2009_2012.pdf

Wiltshire Drug Treatment Plan

Wiltshire Children and Young Persons Plan
<http://www.wiltshirepathways.org/UploadedFiles/cypp08.pdf>



Wiltshire Domestic Abuse Strategy

www.wiltshire.gov.uk/domestic_abuse_strategy_2009_-_2011.pdf

How you can contribute to the Partnership and Community Area Plan.

The Community Area Plan is a working plan that will change to meet the changing needs of our communities with new priorities emerging. This is the new Plan for the period 2011 – 2016 with some new targets set to be achieved by 2014. Copies will initially be in loose leaf format, so that updating will be a simple process. The new Plan will be displayed on our website, in the Library, in the Town and Parish Council Offices, in the College and local schools and at other partners' premises.

A shorter summarised version of the Plan will now be produced and distributed more widely on approval of this version.

We are always keen to attract new members for all our Theme Groups from local people interested in a particular theme or themes. Anyone wishing to join please contact one of our Joint Project Officers Kate Oatley or Doug Ross on 01225 765072 or by email on tcaf@trowbridge.gov.uk.

Trowbridge Community Area, including the Parishes of Hilperton, North Bradley, Southwick, Trowbridge and West Ashton.



