

Marlborough Community Area Status Report

Autumn 2020

Background and context

The overarching aim of this document is for Marlborough Area Board to understand how to support local responses from communities, businesses and organisations and link this to the work of Wiltshire Council, it's partners and agencies, so that collaboratively we can tackle issues including those arising from Covid-19.

The Marlborough community area has seen an incredible response to the Covid-19 pandemic with volunteers leading the response and strategic partners working collaboratively to support our communities. Every person within the area has access to support from one of the many community groups that were set up, many of which are continuing to offer additional support as we deal with a third period of tight restrictions.

As we now look ahead, this short document provides a summary of information that can be utilised to help inform the local community response. It brings together the differing data and information sources from across the community area that will help us to understand the local the state of our community and the impact of Covid-19. It also highlights communities that may have been disproportionately affected by the pandemic and it considers how the actions, projects and plans that are emerging will be collated and supported.

Over time this document will be regularly updated in response to changes, new information and actions undertaken.

The Marlborough Area Board has kept strong working links through councillors and officers and collaborated closely with Marlborough Town Council, parish councils and the many community-based groups that came into being due to the pandemic. The area board has supported key local partners, business and community stakeholders working together to rebuild our local community. Whilst the impact of Covid-19 is considerable, it is recognised that some local issues already existed and that these will need to be tackled as well.

The Marlborough community area consists of the town of Marlborough as well as the parishes of Aldbourne, Avebury, Baydon, Berwick Bassett & Winterbourne Monkton, Broad Hinton & Winterbourne Bassett, Chilton Foliat, East Kennett, Froxfield, Fyfield & West Overton, Mildenhall, Ogbourne St Andrew, Ogbourne St George, Preshute, Ramsbury & Axford and Savernake. A key requirement is to ensure that all within the community area have the same opportunity to engage with this work.

Whilst it is natural to focus on the negative impacts of Covid-19, it is important to recognise and build on any positives that have occurred. These include the closer working between organisations, increased community cohesion, good neighbourliness, new volunteers and the wider use of the internet / social media. There has also been a reduction in car journeys, that has led to an improvement in air quality. This is good news for Marlborough, one of Wiltshire's Air Quality Management Areas.

Community data and information

Local data is being collected from a range of sources to provide an overview of the current situation within our community. This is being combined with the outcomes of discussions on

the impact of Covid-19 to inform the key issues emerging and where resources should be focussed.

- JSNA local data sets – (collected in winter 2019)
<https://www.wiltshireintelligence.org.uk/community-area/marlborough/>
- Covid-19 support group survey – (June 2020)
- Wiltshire CAJSNA 2020 Community Survey Results (Marlborough)
- Updates and discussions with Town and Parish Council meetings
 - Aldbourne
 - Avebury
 - Baydon
 - Berwick Bassett & Winterbourne Monkton
 - Broad Hinton & Winterbourne Bassett
 - Chilton Foliat
 - East Kennett
 - Froxfield,
 - Fyfield & West Overton
 - Mildenhall
 - Ogbourne St Andrew
 - Ogbourne St George
 - Preshute
 - Ramsbury & Axford
 - Savernake
- Additional Partner organisation data
 - I. Link scheme data
 - II. Wiltshire Money
 - III. CAB
- Discussions with key groups including:
 - I. Wiltshire Multi faith community and other BAME groups
 - II. Local Surgery
 - III. Schools via Collaborative Schools / MAF meetings

Understanding the emerging themes and the impact of Covid-19

The impact of Covid-19 has affected some groups in the area more than others and exasperated some pre-existing issues. Further investigation will be required in some cases to ascertain who needs what support. Possible groups may include:

1. *Young people* – They face challenges such as finding employment, poor mental health, lack of support or positive activities, as well as disruption to education. 5.7% of 0-19 year olds in Marlborough Community Area are thought to be living in poverty. This is lower than across Wiltshire (9.4%) (JSNA data pack). There is one area within Marlborough town that ranks in the 40% most deprived areas of England although there are several other areas within the 20% least deprived (IMD, 2019).
2. *Older and vulnerable people* – The need to self-isolate more has had a negative impact on mental health, and an increase in loneliness and depression. Many of the volunteer-led support groups offered telephone support calls to those most at risk of

loneliness. Those living with dementia have been one of the most vulnerable groups. Marlborough area has a slightly greater proportion of older people 65+ (24.2%) compared to Wiltshire overall (21.3%). Life expectancy amongst males is lower in Marlborough by one year, than the Wiltshire average. Life expectancy of females is the same as the Wiltshire average (JSNA data pack)

3. *Families on low income* – We have seen an increase in debt and consequently the demand for supporting services. This is linked to employment, housing, mental health, loan sharks and other issues.
4. *Minority and BAME groups* – The BAME population of Marlborough is very similar to the make-up of Wiltshire overall, with a slightly smaller Black community than average.

Analysis of the data so far suggests the following issues are emerging. This list may increase and change after further consultation and as new data arises

Possible Emerging Issue	Impact of Covid-19	Supporting evidence source
Anti-social behaviour rate in Marlborough is 8 reports per 1,000 compared to Wiltshire average of 14 per 1,000. "Anti-social behaviour & crime" was ranked only 6th highest priority for Marlborough community area, lower than many other areas.	No significant impact, although young people not engaging with school are known to local police.	JSNA 2020 data CAJSNA 2020 Community survey results
Waste and recycling 72% of Energy Performance Certificates issued to homes in Marlborough Community Area have a rating of D-G (low efficiency), this is worse than the average of 56% across Wiltshire. "Climate change & renewable energies" and "Waste and recycling" were ranked 2 nd and 8 th choices from the CAJSNA 2020 Community survey	No significant impact	JSNA 2020 data CAJSNA 2020 Community survey results
"Highway infrastructure and maintenance" was ranked the most important priority in Marlborough area. Between 2012-2017, there was an estimated 5.4% increase in traffic flow on roads in Marlborough Community Area.	Covid-19 lockdowns have reduced the amount of traffic on roads, which has had a positive impact on improving the town's air quality.	CAJSNA 2020 Community survey results JSNA 2020 data
"Accessible, positive activities for all ages" was rated 11 th most important priority by Marlborough area.	Fewer activities for young people available due to Covid-19 restrictions. Youth clubs have closed and	CAJSNA 2020 Community survey results Discussions with partners

	<p>many planned events have been cancelled. Grassroots sport for young people restarted over the summer but has closed again during Lockdown 3.</p>	
<p>Fly tipping: In 2018/19, there were 104 reported incidences in Marlborough Community Area. This issue was ranked 16th most important out of 33 priorities for the area.</p>	<p>Increase due to restrictions on recycling centres (closed between March and June).</p>	<p>JSNA 2020 data CAJSNA 2020 Community survey results</p>
<p>Childhood Obesity 23% of 10-11 year olds in Marlborough Community Area are obese or overweight. This is lower than the Wiltshire average (28%) but still equates to almost 1 in 4 children in Year 6. 60% of schools in Marlborough Community Area are not engaged with the Healthy Schools programme. This is notably higher than the Wiltshire average of 44%</p>	<p>Possible increase due to more time spent at home. More activities and ways to exercise are now online</p>	<p>JSNA 2020 data</p>
<p>Hospital admissions: The rate of hospital admissions as a result of accidental injury in Marlborough Community Area is 123 per 10,000 persons, compared to 140 per 10,000 persons in Wiltshire</p>	<p>No significant impact</p>	<p>JSNA 2020 data</p>
<p>The mortality rate for causes considered preventable in Marlborough Community Area is 121 per 10,000 persons. This is lower than the Wiltshire rate of 147 per 10,000</p>	<p>No significant impact</p>	<p>JSNA 2020 data</p>
<p>Higher educational achievement than Wiltshire average 71% of children in Marlborough Community Area achieve the expected standard in reading, writing and mathematics at the end of primary school. This is higher than the Wiltshire average of 64%</p>	<p>Disruption in education due to closures, for many from March to July, and isolation as year group “bubbles” need to self-isolate.</p>	<p>JSNA 2020 data</p>

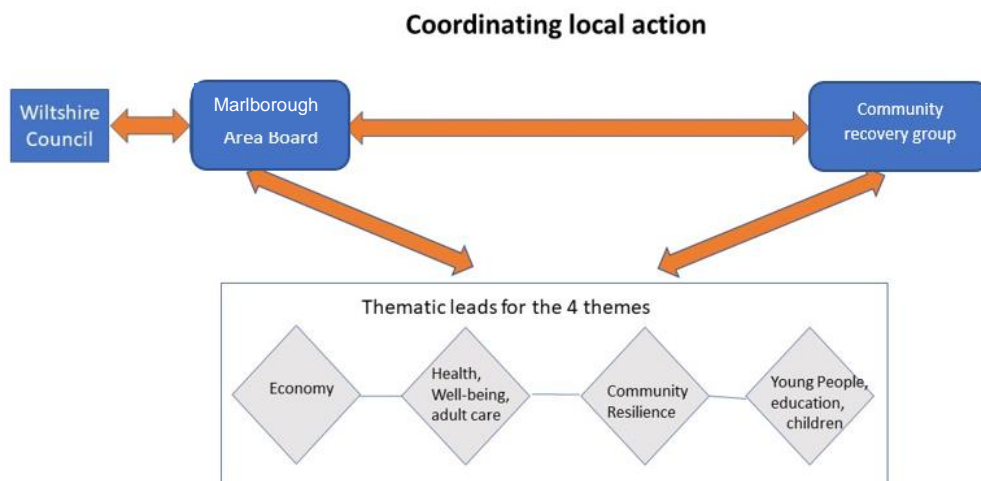
Higher Personal Debt – The average Estimated personal loan amount per person for those in Marlborough Community Area is £857, compared to the Wiltshire average of £796.23	Loans and debt are anticipated to increase significantly as furlough ends and as further restrictions are placed on the public due to Covid-19	JSNA 2020 data Wiltshire Money data
Business support and Employment – Marlborough Community Area has a rate of 66 apprenticeships per 10,000 people aged 16+. This is significantly lower than the Wiltshire rate of 139 per 10,000	Unemployment rising steeply and fewer apprenticeships. Some businesses struggling.	JSNA 2020 data
Arts and Culture: 5.1% of working people in Marlborough Community Area are employed in the arts, entertainment and recreation sector. This is notably higher than the rate across Wiltshire (2.5%)	With arts venues unable to open, many are struggling. With double the proportion of people employed in this sector than average, Marlborough is more exposed to unemployment caused by disruption to arts and culture.	JSNA 2020 data
Library use – 36% of residents in Marlborough Community Area are currently members of the local libraries, compared with 34% across Wiltshire	Marlborough library opened for limited browsing during autumn but closed in November to offer an order & collect service. Market Lavington library has remained closed during the pandemic.	JSNA 2020 data
Use and access to technology	Increased use but not all people can access it. More awareness of the limited reach of technology.	Local knowledge from partners and charities
Poor mental health	Deterioration in mental health caused by Covid-19 including isolation and loneliness	Data from local agencies Discussions with local partners and officers
Keeping people active In 2018/19, there were 184,063 visits to Wiltshire Council owned leisure centres, swimming pools, and health and wellbeing centres in Marlborough Community Area	Significant restrictions on leisure use due to Covid-19. Marlborough leisure centre re-opened in autumn for limited, pre-booked	Discussions with partners and leisure services

	classes but closed in November and January as restrictions tightened once more.	
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It is important that this is an inclusive process as possible with special attention to ensure that the villages and minority groups have equal opportunity to feed in and partake in this recovery work. However, it is recognised that some may choose not to engage, and that work will take place that is not captured in this document.

How local actions can be supported

The local response within the Marlborough Community Area is one of co-production recognising that to rebuild our communities, it is important that we work together, sharing information and resources where appropriate.



Marlborough Area Board covers the whole community area and is responsible for this document. It links local delivery to Wiltshire Council, Wiltshire Police, Public Health Wiltshire and other partners. It is an accountable body with influence and powers. It has its own funding to help support local initiatives that support the recovery and also encompass issues that existed prior to Covid-19

Thematic Leads (two per theme) will network together local stakeholders who are or wish to be active within their theme. Existing groups such as the health and wellbeing group may be utilised. Where required a new group may be established or the leads may simply use virtual networking. The leads will be responsible for carrying out any further investigation, bringing together work currently happening and identifying gaps. Each lead will also be on the Marlborough Recovery Steering Group and they will link to the area board who are able to offer support and financial help where appropriate. The four themes are:

- I. **Economy and employment**
- II. **Health, well-being and adult care**
- III. **Community Resilience**
- IV. **Young people, education and children**

Marlborough Area Board will have updates of how this work is progressing as a standing item at its meetings. It will formulate its own workplan of short- and longer-term actions that will support and contribute to the local priorities.

Next Steps

- I. Discuss this document and agree approach at Marlborough Area Board meeting (26th Jan)
- II. Division members to engage and consult with all town and parish councils (between January and March Area Board meetings)
- III. Engage and consult with partner organisations (Continually)
- IV. Engage and consult with specific groups (Continually)
- V. Use the above information to inform the formation of a vision for what the community in the Marlborough area to be like.
- VI. Update this document as a result of engagement and vision
- VII. Review this document and area board work plan regularly in response to changes and celebrate completed actions (At least every 2 months or as required)