

Marlborough Community Area Status Report

March 2021

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, its 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 have offered additional support right the way through three lockdowns and even in between these periods 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.

Voluntary & Community Sector (VCS)

There are around 2000 charities registered in Wiltshire, though c.2,700 registered charities deliver services in Wiltshire with many more unregistered local groups and community organisations.

Wiltshire's VCS provides vital services, core to our communities' resilience and sustainability, our health, wellbeing and economy.

Predicting the long-term impact on the sector is challenging: *latest national research by ProBono Economics (Aug.2020)*:

- 85% of charities expect a negative financial impact
- 70% think it will take over a year for pre-covid income levels to be restored
- 68% expect demand for services to increase
- 58% expect to scale back their provision

Current local picture: (as of December 2020 Wiltshire VCS Impact Survey – Part 2)

- 32% of those VCS who continued to offer a service saw a 32% increase in demand with the biggest demand being around Befriending support / supporting peoples mental health and wellbeing.
- 45 % of services remained partially open; 31% fully open and 20% still temporarily closed and 4% permanently closed
- 75% have stated they have changed the way they are delivering their core services
- 73% stated they are operating at a reduced level of service delivery
- 44% of the VCS said they will need more volunteers to meet the increased demands for their services

Positive local grant-making:

- Wiltshire Community Foundation c.£514,000 to 144 groups (March to August) and TNLCF: c.£370,000 (April to June) a 'drop in the ocean' when considering £150M - £200M sector income and estimated reductions in income.
- 55% of organisations had been successful in securing funding in the last 6 months (Wiltshire VCS Impact Survey Part 2 2020)

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)

- Wiltshire Council Housing Team Universal Credit Data – December 2020
- Wiltshire Citizen Advice – Universal Credit Data – December 2020
- Wiltshire’s Voluntary and Community Sector (VCS) Report - Prepared for Wiltshire Recovery Coordination Group (RCG) – 9th September 2020
- Marlborough Community Area Transport Group meeting – December 2020 & February 2021

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. In Marlborough Community Area, 8.9% of homes are considered to be in fuel poverty, compared with 9.3% in Wiltshire.
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. However, better awareness, understanding and collaboration with BAME groups who reside in Marlborough area needs to be explored and built.

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
Community Safety		
Anti-social behaviour rate in Marlborough is 8 reports per 1,000 compared to Wiltshire average of 14 per 1,000.	No significant impact, although young people not engaging with	JSNA 2020 data CAJSNA 2020 Community survey results

“Anti-social behaviour & crime” was ranked sixth highest priority for Marlborough community area	school are known to local police.	
The rate of alcohol related hospital admissions in Marlborough is 1,788 per 100,000 persons. This is lower than the rate for Wiltshire of 1,827 per 100,000.	Possible increase due to increased pressure on mental health due to Covid-19 impacts	JSNA 2020 data
12 violent offences were recorded per 1,000 persons in Marlborough Community Area, compared with 18 per 1,000 in Wiltshire	Possible decrease of violent offences as a result of Covid-19 lockdown.	JSNA 2020 data
Marlborough Community Area has a rate of reported domestic abuse offences of 5 per 1,000 persons. This is slightly lower than that across Wiltshire	Possible increase of domestic violence due to Covid-19 lockdown.	JSNA 2020 data
Between 2016 - 2018, almost 3,000 road traffic collisions causing injury were recorded on Wiltshire roads. In Marlborough Community Area, the rate of these collisions is 280 per 100,000 persons, significantly higher than the rate of 196 per 100,000 persons across Wiltshire	Certainly a decrease will be seen in the Marlborough area due to marked decrease in the volume of road traffic during lockdown. However some drivers have increased speeds due to empty roads.	JSNA 2020 data
Housing		
In Marlborough Community Area, 9.1% of homes are considered to be in fuel poverty, compared with 9.3% in Wiltshire	Possible increase due to increased financial pressures as a result of job losses and furlough	JSNA 2020 data
In November 2019, there was demand in Marlborough Community Area for 35 affordable one bedroom homes, 47 affordable two bedroom homes, and 21 affordable three or more bedroom homes	Possible increase due to increased financial pressures as a result of job losses and furlough	JSNA 2020 data
Between 2016/17 and 2018/19, 204 new homes were completed in Marlborough Community Area, of which 19 new affordable There are 920 new homes planned in Marlborough Community Area in the current plan period of 2006-2026	Possible increase in the need for more affordable homes due to the economic impact of Covid-19	JSNA 2020 data

Environment		
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	No significant impact	JSNA 2020 data
“Climate change & renewable energies” was ranked second choice from the CAJSNA 2020 Community survey	No significant impact	CAJSNA 2020 Community survey results
Less than 16% of Wiltshire's waste went to landfill in 2018/19 89% of Wiltshire's recycled, composted and reused waste is now being handled in the UK In 2018/19, there were 104 reported incidences of fly tipping in Marlborough Community Area	Possible reduction on the amounts being recycled and increases in the number of fly-tips due to reduced hours of Household Recycling Centres and need to pre-book visits.	JSNA 2020 data
12% of Marlborough Community Area is classified as either a Site of Special Scientific Interest (SSI) or a County Wildlife Site (CWS) 3,815 individual species have so far been recorded in Marlborough Community Area	Possible impact as focus move from environment to other factors as a result of Covid-19	JSNA 2020 data
Marlborough is an Air Quality Management Area	Reduced volumes of traffic due to lockdown have meant that air quality at monitoring sites in town has increased during the last 12months. These sites now comply with levels. Work will need to be done to keeps these levels down.	Wiltshire Council Public Protection team, 2021.
Highways and Transport		
Marlborough Community Area has a total road network of 304kms. The committed spend for road resurfacing in Marlborough Community Area in 2019/20 was £855,533. This is 7.2% of the total committed spend for Wiltshire	Possible impact due to pressures on Wiltshire Council budgets.	JSNA 2020 data

“Highway infrastructure and maintenance” was ranked the most important priority in Marlborough area.	No significant impact bar some backlog	CAJSNA 2020 Community survey results
“Public Transport” was ranked the third most important priority in Marlborough area.	Public transport has seen investment from government to provide new routes and there is work from the Passenger Transport Unit to develop and improve routes.	CAJSNA 2020 Community survey results
Between 2012-2017, there was an estimated 5.4% increase in traffic flow on roads in Marlborough Community Area.	This is likely to have reduced due to Covid-19 lockdowns. Work needs to happen to encourage alternative means of transport, when safe to do so.	JSNA 2020 data
Out of 15 speed surveys that were conducted in Marlborough Community Area between 2017-2019, only 8 surveys met the criteria for further action. All other surveys required no further action	No significant impact. Marlborough CATG has begun to meet remotely to work on highways and safety schemes.	JSNA 2020 data
Community First provides a support service to 8 Link schemes providing community transport in the Marlborough Community Area	Many Link schemes rely on retired, older drivers to carry out the journeys. Many of these people have shielded during the pandemic on chosen not to drive. Links schemes will need to be supported to maintain driver numbers.	JSNA 2020 data
Between September 2019 and February 2020, 61 children in Marlborough Community Area completed Bikeability training	Bikeability training is available to all school children, but with schools not open and children under lockdown, this training will have stopped during the pandemic.	JSNA 2020 data
Employment and Economy		
The percentage of working age population in Marlborough Community Area is 58%, compared with 60% in Wiltshire	Probably impact on numbers of unemployed due to the effects of Covid-19	JSNA 2020 data

4% of the working age population in Marlborough Community Area are on out of work benefits, which is lower than the Wiltshire average (5%)	Probably impact on numbers of unemployed due to the effects of Covid-19	JSNA 2020 data
According to a 2018 survey of local businesses, the biggest two employment sectors in Marlborough Community Area are wholesale and retail and education.	Probably impact on numbers of unemployed due to the effects of Covid-19	JSNA 2020 data
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	Probably impact on numbers of unemployed and opportunities for employment and training due to the effects of Covid-19	JSNA 2020 data
The average estimated personal loan amount per person for those in Marlborough Community Area is £857, which is larger than 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
The transition across to Universal Credit has ongoing challenges that affect housing association tenants. E.g. The minimum 5 week wait for first payments, the way it is paid monthly in a lump sum, which in some cases causes budgeting issues etc	Probable increase due to furlough and reduction in hours due to Covid-19	JSNA 2020 data Wiltshire Money data
Increase in poverty	Devizes and District Foodbank, that serves Marlborough area, saw in increase in demand in March – April '20 and then again from October coinciding with lockdowns	Devizes and District Foodbank.
Footfall for businesses within the town is reduced on 2019 levels	With lockdowns and only essential retail staying open customer numbers have been lower. Wiltshire Council is investing £4m over four years into market towns.	
Arts, Culture and Leisure		
36% of residents in Marlborough Community Area	Marlborough library opened for limited	JSNA 2020 data

are currently members of the local libraries compared with 34% across Wiltshire	browsing during autumn but closed in November to offer an order & collect service. Aldbourne and Ramsbury libraries have remained closed during the pandemic.	
5.1% of working people in Marlborough Community Area are employed in the arts, entertainment and recreation sector, compared with 2.5% across Wiltshire	With arts venues unable to open, many are struggling. With slightly more people employed in this sector that average, Marlborough is slightly more exposed to unemployment.	JSNA 2020 data
In Marlborough Community Area, there are 17 venues hosting Cultural Activities. There are 414 in total across Wiltshire	Possible reduction in the number of venues in future as grants and furlough schemes run out.	JSNA 2020 data
In 2018/19, there were 184,063 visits to Wiltshire Council owned leisure centres, swimming pools, or 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 classes but closed in November as restrictions tightened. Lack of income now might mean less investment in facilities in future	Discussions with partners and leisure services
Community		
Life expectancy for both men (80 years) and women (84 years) in Marlborough is very similar to that of the Wiltshire average (81 men & 84 women)	Direct impact from Covid-19 on physical and mental health, loneliness and isolation	JSNA 2020 data
The ethnicity in Marlborough is predominantly White British 93.3%, with White other making up 4.0% and BAME making up 2.8%	Possible disproportionate Covid-19 effect on BAME communities.	Census 2011
Building back better requires a strategy for harnessing the skills and enthusiasm of the new volunteers who have come forward - this means getting a Volunteer Bureau	Increased volunteers but little infrastructure in place to harness and support the good will going forward. Link schemes in	Conversations with Covid-19 support groups and local VCS.

<p>infrastructure into place to both harness and support volunteers</p>	<p>Marlborough area have been able to carry on, unlike other areas. Many community support groups rose up to help their communities. This spirit needs to be harnessed for the future</p>	
<p>Health and Wellbeing</p>		
<p>23% of 10-11 year olds in Marlborough Community Area are obese or overweight. This is similar to the Wiltshire average (28%) but still equates to almost 1 in 4 children in Year 6</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>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>Possible fall in numbers of those attending medical help as a result of Covid-19. Not wanting to access medical services out of fear of contracting virus or not wanting to put strain on services.</p>	<p>JSNA 2020 data</p>
<p>In 2018/19, 55% of people at particular risk from the impact of flu in Marlborough Community Area received the flu vaccination</p>	<p>Possible indicator to number of people who may be susceptible to symptoms of Covid-19. Uptake in future may be higher as people more likely to protect themselves against flu.</p>	<p>JSNA 2020 data</p>
<p>The rate of hospital admissions as a result of self-harm in Marlborough Community Area equates to 28 per 10,000 persons, slightly higher than the Wiltshire rate of 27 per 10,000</p>	<p>Possible increase in numbers due negative mental health impact of Covid-19.</p>	<p>JSNA 2020 data</p>
<p>Before the pandemic Sport England's <i>Active Lives</i> survey (May 2019/20), which presents information on three levels of activity for adults aged 16+, showed Wiltshire's participation figures at 64.3% Active (at least 150 minutes a week); 14% Fairly active (an average of 30-149 minutes a week) and 21.7% Inactive (less than 30 minutes a week).</p>	<p>Possible increase due to Covid-19, lockdowns and spending more time at home. Reports that some older people are no longer physically fit enough to leave their home due to inactivity and muscle wastage.</p>	<p>Wiltshire Council Sports Development.</p>

Children and Young People		
71% of children in Marlborough Community Area achieve the expected standard in reading, writing and mathematics at the end of primary school. This is lower than the Wiltshire average of 64%	Disruption in education due to closures, for many from March to July and again January to March. Isolation as year group “bubbles” need to self-isolate.	JSNA 2020 data
10% of pupils in Marlborough Community Area have either an Education, Health and Care Plan or Special Educational Needs. This is similar to the Wiltshire average of 13%	Possible disproportionate, detrimental impact on SEND pupils as needs during Covid-19 lock downs not being met. People with some learning disabilities seem more susceptible to Covid-19	JSNA 2020 data
40% of schools in Marlborough Community Area are engaged with the Healthy Schools programme. This is lower than the Wiltshire average of 56%	Possible drop-off of this number as schools re-evaluate their priorities, however most recognise need to support students’ mental and physical health	JSNA 2020 data Conversations with local schools
“Accessible, positive activities for all ages” was rated 11 th out of 33 most important priority by Marlborough area, with nearly a fifth of respondents choosing this.	Fewer activities for young people available due to Covid-19 restrictions. Youth clubs have closed and many planned events have been cancelled. Detached youth work taking place in some areas. Grassroots sport for young people restarted over the summer but has closed again in lockdowns.	CAJSNA 2020 Community survey results Discussions with partners
Older People		
76% of people aged 65+ received the flu vaccination in Marlborough Community Area in 2018/19, compared with 75% for Wiltshire	Possible indicator to number of people who may be susceptible to symptoms of Covid-19. Uptake in future may be higher as people more likely to protect themselves against flu.	JSNA 2020 data

<p>In Marlborough Community Area 55% of people aged 40-74 who were offered an NHS Health Check, also received one. This is similar to the Wiltshire average of 51%</p>	<p>Possible fall in numbers of those attending medical help as a result of Covid-19. Not wanting to access medical services out of fear of contracting virus or not wanting to put strain on services.</p>	<p>JSNA 2020 data</p>
<p>The rate of hospital admissions due to falls for people aged 65+ in Marlborough Community Area is 1,884 per 100,000 persons, compared with 2,135 per 100,000 persons for Wiltshire</p>	<p>Possible fall in numbers of those attending medical help as a result of Covid-19. Not wanting to access medical services out of fear of contracting virus or not wanting to put strain on services.</p>	<p>JSNA 2020 data</p>
<p>In Marlborough Community Area, the rate of carers aged 65+ known to Carers Support Wiltshire is 40 per 1,000 persons Across Wiltshire, only 13.4% of adult carers aged 65+ feel that they have as much social contact as they would like.</p>	<p>Lockdown and the effects of Covid-19, the closure of clubs and social opportunities is going to make the sense of isolation worse at this time.</p>	<p>JSNA 2020 data</p>
<p>The rate of people aged 65+ supported to live independently in Marlborough Community Area is 47 per 1,000 persons. This is higher than Wiltshire's average of 45 per 1,000</p>	<p>Possible decrease as the needs and dependencies of people increase due to Covid-19. Increased demand on Wiltshire Council's adult services.</p>	<p>JSNA 2020 data</p>
<p>Use and access to technology, especially amongst older people</p>	<p>Closure of shops and services has led to many of these now going online only. This has seen an increased use of the internet but not all people can access it. More awareness of the limited reach of technology.</p>	<p>Local knowledge from partners and charities</p>

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

Wiltshire Council's thematic approach to the county's recovery is structured around the following 4 themes, and it will be helpful to use these as we progress our local recovery in the Marlborough area:

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

Marlborough Area Board working with existing (and where needed) new sub-groups, Marlborough Town Council and local parish councils, community groups, the voluntary & community sector and other partner organisations, will carry out further investigation on the community issues, themes and priorities, bringing together work currently happening and identifying areas for development.

Next Steps

- I. Discuss this document and agree an approach at Marlborough Area Board meeting (16th March)
- II. Engage and consult with partner organisations (Continually)
- III. Engage and consult with specific groups (Continually)
- IV. Produce a rolling action plan including **up to 5 priority actions** at any one time to demonstrate where it will contribute to addressing the identified issues. (15th June)
- V. Use the above information to inform the formation of a vision for what the community in the Marlborough area to be like.
- VI. Review this document and priorities regularly in response to changes and select new priority work (at every area board meeting)