



# Annual Report and Draft Workplan 2013 – 14

## 1. INTRODUCTION

On behalf of the local community, MCAP seeks to:

### **Reflect local concerns and ideas by tackling them in the Community Plan**

We are looking to bring about change through a combination of encouraging local projects and finding ways to influence decision makers. We do this by

- Organising events and consultations
- Attending community events
- Provide representatives on consultative groups
- Collection and analysis of data
- Consultation across as wide a section of the community as possible
- Preparation of the Community Plan

### **Maintain strong links with town and parish councils and the area board**

We are engaging with councils and other partners to build effective participation, consultation and community planning within the community.

- Support networking between community organisations
- Provide support and advice to community groups, incl. IT support
- Promote volunteering
- Assist groups with fundraising
- Assisting the Area Board with Joint events
- Supporting Area Board initiatives
- Raising community issues with Area Board
- Feedback of community views to Area Board
- Engagement with Wiltshire Council's OurCommunityMatters blog site

### **Identify the community's priorities for action**

We are establishing a wide-ranging network of hundreds of community organisations, groups, clubs, societies, schools, churches and businesses as well as interested individuals in order to connect with as many local people as possible.

- Build links with town and parish councils by providing practical support
- Support parishes to take advantage of areas of mutual interest
- Develop communications channels and help community groups get their message out (Twitter, Social Networking websites, newsletters, etc)
- Try to develop links to hard to reach groups

### **We do this by**

- Maintain and promote Partnership website
- Develop a database of community groups and contact information
- Maintain a partnership steering group with regular meetings
- Maintain thematic sub-groups as necessary with regular meetings
- Partnership administration
- Partnership planning and budgeting
- training of staff and volunteers to build capacity
- attendance at meetings or events held by other CAPs, groups or regional or national bodies

Below are just some of the highlights of Melksham Community Area Partnership in the previous year, and at the end of the report, a snapshot of the year ahead.

## 2. CONSULTATIONS



### Community Plan – latest version published March 2013

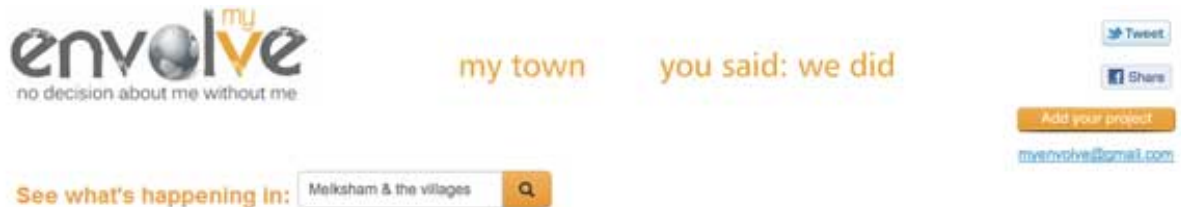
Having collected comments and concerns throughout the year, the priorities for the community are outlined in the March 2013 version of the Community Plan.

This document is for the Area Board, Wiltshire Council, community groups and individuals to refer to in order to address priorities and organise projects.

### Survey Software





Melksham Community Area Partnership have been closely involved in the development of some innovative new software which revolutionizes online survey participation at a local level. Melksham is proud to have been chosen to pilot this scheme (the other shortlisted community was the London Borough of Hackney), the development of which has drawn on the Partnership’s wealth of knowledge and experience **without costing a penny in terms of direct funding.**

<http://tinyurl.com/mkpz5gm>



### My Town

These are the projects that are currently happening in and around your town. Get involved to make sure that no decision about you is made without you.

 <p><b>Melksham Post Office Relocation</b></p> <p>Melksham's Post Office building in Church Street could be sold off with the Post Office being moved into a town centre shop, as part of a national overhaul of the service. Do you think the relocation is a good idea?</p> <p><a href="#">Tell us your thoughts in our poll: Where would you like the Post Office to be?</a></p>	 <p><b>Which business in Melksham do you think looks the best?</b></p> <p>Nominate the business in Melksham that you think should win the award for being the Best Looking Business Spring 2013.</p> <p><a href="#">Cast your vote here</a></p>
 <p><b>Our children's school swimming lessons are being threatened.</b></p> <p>The Amateur Swimming Association (ASA) has announced that despite swimming lessons being part of the national curriculum, 200,000 children leave school each year unable to swim: that's one third of 11-year-olds leaving primary school</p> <p>A cause of children not being offered lessons was lack of funding available to local authorities as a result of budget cuts with 23 pools shut by local authorities already.</p> <p><a href="#">Take our survey to help us fight for free school swimming lessons for all children.</a></p>	 <p><b>Cycleways in Melksham and the villages</b></p> <ul style="list-style-type: none"> <li>• Do you cycle in Melksham?</li> <li>• Do your children ride their bike to school?</li> <li>• Are you a motorist keen to see cyclists with designated cycle routes and not on the road?</li> </ul> <p>Wiltshire Council are currently consulting on their Cycling Strategy from now until 2016. Now is the time to have your say about what you believe our town needs</p> <p><a href="#">Now is the time to input your views to the Wiltshire Local Transport Plan</a></p>



### Community Campus Project – ongoing

Following an in-depth consultation across the community area in 2012 involving meetings, open days and a questionnaire sent to every household, we continued to encourage participation and provide feedback into the campus project, particularly through a seat on the Shadow Community Operations Board.

### Foundry Close Consultation – October 2012

We undertook a comprehensive door to door consultation in the residential area around Foundry Close, and encouraged responses from residents with a free barbeque (with food and drink kindly provided by Asda) which led to a Neighbourhood Action Plan that addressed the very specific issues faced in that area.

Copies of the Plan are available here: <http://tinyurl.com/klveyjm>



Through partnership working with McDonalds (who kindly agreed to allow their restaurant adjacent to Foundry Close for meetings) the Partnership were also able to arrange for **two branded dustbins** to be deployed, one at the top of Murray Walk in Melksham and one at the junction of Snarlton Lane and Snowberry Lane in Melksham Without. The latter bin went some way towards solving an identified problem of a lack of bins on the new housing development at Snowberry Lane which has received considerable attention in the local media.



Leica V-Lux 301:33-5.9

May 19, 2013

### Community Budgeting Event – September 2012

Working with the Area Board, we jointly hosted a major community budgeting event which more than 50 people attended to discuss statistics about the Melksham Area from the Joint Strategic Assessment and comments from Wiltshire Council specialists, including Highways and the Dog Warden. Priorities for action were identified by theme and summarised at the end.

### 3. COMMUNICATIONS

Our website continues to develop as a source of communication and information for the community, and we have established links with Melksham Community Radio and Wiltshire Council’s “Our Community Matters” blogsite, for which the Partnership provides regular updates. See: <http://tinyurl.com/I99vso6>

### 4. THEME GROUPS and PARTNERS

Our theme groups look at specific issues and arrange projects and report direct to the Steering group. We also link to existing groups that are active in the community.

#### Community Safety



This group meets on the last Thursday of every month and has been successful in introducing the Touch2id age-verification system to the area, as well as working with pubwatch, neighbourhood watch, the PCC and the neighbourhood policing teams to ensure that community safety priorities are identified. Thanks largely to some additional funding from the Area Board, the Partnership produced and distributed over 1,000 very well-received “slow down in our community” stickers.

#### Waterways



This group has been looking at issues around the river Avon through town and the numerous tributaries that feed into it. A significant step has been to adopt an empty shop in the centre of Melksham to display plans for the Melksham Link to the Wilts and Berks Canal in order to encourage an open debate on the subject. Two major consultation events in partnership with the Melksham Trust have also raised the profile of the Waterways group.

#### 55+ Forum

The 55+ Forum continues to explore and address issues affecting the older generation in the Melksham area. Many people in this age group are lonely and typically hard to reach, and much good work has been done to help them feel included:

- 100+ attending monthly film groups from Melksham and outside the area
- Over 55s luncheon clubs, shopping trips, car-share
- Support from Wiltshire online digital champions: <http://tinyurl.com/kfldt4q>
- MCAP to cover advertising costs for over 55s group until end of year as Town Council have rejected request for early payment to keep activities going over the summer





### **Environment group**

A very successful Energy event was held in which people heard presentations and received impartial advice on renewable energy. The Partnership also hosted a successful first Community Apple Pressing Day in October 2012, and a Community Seed Swap in March 2013 which drew in people from all around the area. Both events were advertised widely on Wiltshire Radio.

### **Leisure and Culture group**

We have volunteers working hard on the development an all-inclusive database of groups, clubs, events, venues and facilities in the community area. The Partnership also has close links with the development of a Museum for Melksham, which seeks to help people to gain appreciation of the history of the town, and is liaising with the Melksham Oak School to arrange partnership working between young people interested in social history and the work of the Museum itself.

# **Y.A.G**

## **Youth Advisory Group**

The Partnership provides administrative support and facilitates meetings for the young people of the Melksham Community.

### **Youth Group (the YAG)**

**The YAG is an example of a partner group.**

Projects currently being worked on include a video about littering and a video concerning mental health.

There is an intention to involve representatives from the YAG in a youth-specific contact group to influence the Community Campus, including representatives from Melksham Oak pupils and School Council Members; Corsham School Pupils; Wiltshire Assembly of Youth Representative; Youth Parliament Representative for Melksham; Wiltshire College Pupils; Disabilities representatives, Canberra Peer Leaders and youth club members.

### **Health and Wellbeing**

The Partnership continues to provide valuable input to the Health Working Group in Melksham. Minutes of the most recent meeting may be found here: <http://tinyurl.com/l8hsvxn>

## Transport Group – Trains

The transport group has been particularly active in the past year. There have been major consultations instigated and public meetings held in order to facilitate cross-partnership working regarding both Buses and Trains. The Partnership has close ties with the Trans Wilts Community Rail Partnership, and has been actively involved in inputs to the Wiltshire LSTF Station Travel Plans.



## Transport Group – Buses, Cycling, Walking

A comprehensive audit of the bus stops in central Melksham was undertaken in March and April 2013, the results of which can be found on the Partnership's website:

<http://bit.ly/12Ez6P8>

Work has additionally been started on a leaflet that shows the cycle routes in and around Melksham, updated to show the various new developments.

There is also a footpaths project underway, along with plans to print a Melksham Walking Map.

## 5. THE COMING YEAR

In 2013 /14 we will continue to encourage local people to get involved in shaping the development of our community area by joining theme groups or volunteering for projects which closely align with the principal themes highlighted in our Community Plan.



Plans are already well underway to open a **Community Drop-In Centre** at the Carpet Barn on the High Street in Melksham, with displays of the work and plans of the CAP as well as our partners and stakeholders (such as, for example, the Wiltshire Swindon & Oxfordshire Canal Partnership), opportunities to volunteer, and an interactive display which will enable people to contribute to surveys and consultations.

Planned **events** for the coming year include:

① A Neighbourhood Watch Event on 8th June at Melksham House, Market Place, Melksham where the public can come and find out about Neighbourhood Watch, The Neighbourhood Policing Team and many other community organizations. This Event is sponsored by Charles Church Wessex and is being staged at no cost to the Area Board.

① A Community Apple Pressing Day is taking place on Sunday 16<sup>th</sup> October 2013 at Well House Manor in Melksham. Following the success of the 2012 event, a more ambitious Apple Harvesting Scheme is being considered to help people make the most of fruit from their back gardens. Members of the community will be able to make the most of the press, harvesting equipment and bottling tools by joining in with community picking days or taking their apples along to use the press.



A short workshop will be provided for people to learn how to use the equipment and, of course, the Community Area Partnership will be undertaking community consultation at the event.

① A second Community Seed Swap event is also being planned for early in 2014, once again held in conjunction with Melksham Climate Friendly Group.

Planned **projects** for the coming year include:

**Theme: Health & Well Being**

**Project: Ensure efficient use of the NHS**

**Timescale: Commence June 2013**

Patient and public engagement is a key tool in promoting the efficient use of the NHS. There is an increasingly common belief that patient and family engagement must be a key driver in the transformation of the healthcare delivery system. There is a growing amount of data available demonstrating that when patients become active participants in their care, they are more inclined and motivated to assume responsibility for managing their own health. When that happens, the results are better outcomes for the patient, and lower costs and better performance, increased practice efficiency and reduced staff workloads for the NHS.

The Wiltshire Clinical Commissioning Group (CCG) state in their two year Strategic Plan that their “vision will ensure that the NHS care can operate with improved efficiency, offering high patient quality. This will require greater integration between community services, general practice and closer working with our partners in Wiltshire Council.”

One of their stated aims is to encourage and support the whole population in managing and improving their health and wellbeing and state that their Priority #1 is projects to promote staying healthy and preventing ill health. This depends on the population having a level of understanding of health determinants, their own condition and the services available so that people feel confident and empowered to care for themselves where appropriate and access services effectively and efficiently when necessary. Critically people need to understand the positive role they can take in their own health and health care and the value of the support they can offer to others.

The main principles of healthy living remain the same: smoking, poor diet, lack of exercise and too much alcohol are the main reversible causes of ill health.

## The Project

- To establish a Stakeholder Engagement Panel of NHS and Social Care providers covering the Melksham Community Area and with them determine the current 'Staying healthy to improve health' projects run within their organisations and the community.
- Design and deliver a patient engagement programme on the myEngolve independent community engagement website that promotes to the community ways and means they can manage and improve their health and wellbeing using services (health and sports/recreation) in the Melksham Community Area
- Promote the project via the Stakeholder organisations actively promoting the literature to their patients, using their membership databases.
- Measure the success of the project by determining the increase in the levels of participation in the health and wellbeing activities promoted by the project.

Further information: <http://bit.ly/Z6XIXW>

### Theme: Health & Well Being

#### Project: Encourage men to go to the Doctors

Timescale: June 2013

In 2011, the Daily Mail reported that only 14 per cent admitted to being happy to see a doctor if needed, while a third revealed that they will only go to the doctor's if their partner encourages them, or they really have to.

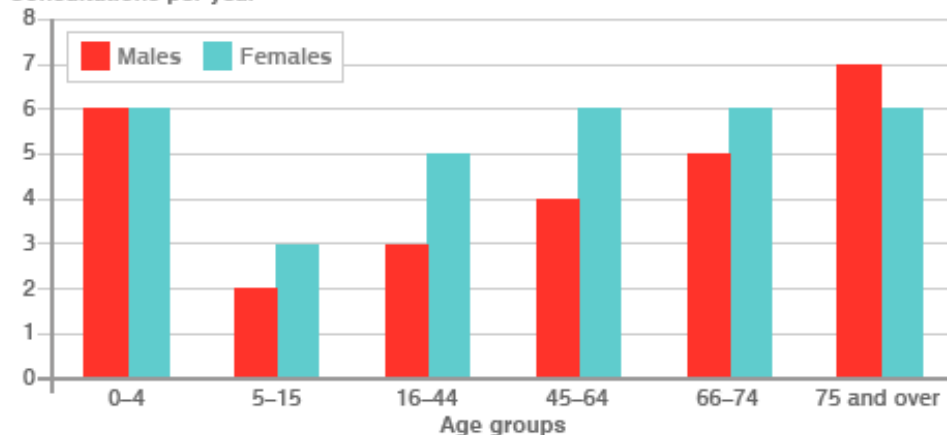
Their report, based on a survey of more than 1,000 men, undertaken by insureblue.co.uk to launch its fundraising support for the new Blue Ribbon Foundation, found that six per cent would not consult a doctor if they experienced chest pain while 26 per cent would still not make the trip if they had profuse sweating.

A further nine per cent of men said they would avoid doctors even if they had blood in urine or semen and 14 per cent of men with blurred vision and 9 per cent experiencing breathlessness are among those that would avoid seeing their local GP.

A further survey published by the BBC magazine, suggests that it is younger men that are less likely to visit their GP. Males aged 16- 64 were the almost twice as unlikely to visit the Doctors as those aged 75 and over.

#### Men's usage of the health service

Consultations per year



SOURCE: ONS UK 2005

Male health promotion movement 'Movember' reveal that a recent study concludes that many men



don't get regular health checks for the following reasons:

- Fear it will lead to a hospital visit
- Embarrassed to discuss their health issues
- Find it too hard to see a doctor because they can't fit it into their schedule
- Can't be bothered making an appointment

## The Project

To help encourage Men to go to the Doctors in the Melksham Community Area, MCAP will be undertaking a targeted health promotion project targeted at men from their late teens up to retirement age.

The aim of the promotion literature will be to:

1. Highlight what the key symptoms are for the top 6 male health problems:
  - a. Heart disease
  - b. Cancer (focusing mostly on Lung – 15% most frequent, Colorectal – 14% most frequent and Bladder 5% Cancer most frequent)
  - a. Chronic Lower respiratory diseases
  - b. Stroke
  - c. Type 2 diabetes
  - d. Mental Health Problems
2. Explain what to expect from a Doctors Visit, questions they may ask, tests they may do, what could happen next,
3. Provide numbers for three main Doctors surgeries in the town so the reader can make an appointment without having to seek out further information
4. Highlight further areas of information – such as online: sources that will further promote a Doctors visit.

Project promotion will be done through working with the main manufacturing employers and sports / hobby clubs throughout the town, who are mainly male attended. The project will involve working with their key influencers, to pass on the leaflet onto their members through practice sessions, get together and pay-packets etc.

Likely organizations to work with include (but are not exclusive to):

- a. Avon Rubber / Cooper Tires / Knorr Bremse
- b. Melksham Town FC / Rugby / Golf / Cricket clubs
- c. Lions / Rotary
- d. West Wilts Model Car Club/ Melksham Gardeners' Society/ Spencer Sports and Social Club

*Further information:*

<http://bit.ly/eelQzy>

<http://bbc.in/uTuAY>

<http://bit.ly/rUV1Zr>

<http://bit.ly/10P8aJp>



## Theme: Transport

### Project: Improve train service through Melksham & local bus link

#### Timescale: Complete consultation by September 2013

Melksham, a town of 25,000, the 4th largest urban area in Wiltshire, currently sees just 2 trains each way per day, timed early morning and late evening.

- Although specified as a commuter service, the very long day created by the stretched times makes it almost useless for commuters and business visitors alike
- Reliability has been awful to date
- Nevertheless, there is a surprisingly high number of people on the trains – 30 or 40 on the 07:20 and 19:11, with perhaps 6 to 12 getting on / off at Melksham (source: MCAP volunteer survey Spring 2013).

The plan is to undertake to survey both business users and regular / potential commuters and leisure users to confirm suspected demand. In 2011 for example, 94% of businesses asked said an increased service would be a significant help. It is vitally important that local people are involved in any decisions that are made.

#### Considerations:

The current franchise was due to be replaced in March 2013. Information was submitted to Department for Transport resulted in TransWilts option as fully funded and included in the new franchise. In October 2012 however, franchise bids suspended and then cancelled due to problems with West Coast Franchise and franchise system. First Great Western are now running a 28 week extension and negotiating (as single bidder) for a three year further management contract. Electrification is also coming between Swindon – Chippenham – Bath which will produce major engineering diversions (often via Melksham) and disruptions to even the current level of service.

Meanwhile, Wiltshire Council successfully bid for £4.25 million from Local Sustainable Transport Fund for improving Wiltshire's Rail offering, and offered £1.25 million of own funds to provide seed funding for improved TransWilts services. LSFT is for station access / integration / sustainable improvements that are needed to link to trains and provide support resource for new rider levels. There is a very real concern that it will be spent in proportion to existing passenger levels rather than passenger levels after the new service is implemented, meaning that Melksham station, which needs road, bus, and parking improvements included in the bid, might just get an extra hanging basket – if lucky.

It is vitally important therefore that work is undertaken to measure the potential usage and ensure that the facts are placed on the table and clearly presented to all stakeholders. The Community Area Partnership can and will play a key role in gathering and presenting statistics and working closely with our partners. The Foundry Close consultation referred to above already ties in well with the work being done to ensure Melksham Station becomes a transport hub – the proposed link road past Foundry Close via the McDonalds entrance, joining up with the station car-park, would be for bus, pedestrian and cycle users only, but would also provide additional parking and green space that's so badly required – thus tying in well with the Community Priority to **enhance parks and green spaces** and also addresses issues of **Isolation, Unemployment and Tourism**.



## **Theme: Leisure and Culture**

### **Project: Mark the centenary of the outbreak of the 1<sup>st</sup> World War in 2014**

There are a number of events and commemorations happening across Wiltshire and indeed the whole of Great Britain, where communities and individuals of all ages will come together to mark, commemorate and remember the lives of those who lived, fought and died in the Great War. Melksham is twinned with towns in both Germany and France, and is in a particularly strong position to really make the town stand out next year by working together with them on a project involving schools and veterans associations in all three towns to show how the Great War affected everyone – ordinary people in small towns such as ours – on both sides of the divide.

The Partnership intends to work together with the key stakeholders, the Museum of Melksham, the Historical Association, Town and Parish Councils and the Twinning Association, to mark the centenary with public exhibitions and displays. It is planned to engage pupils from Melksham Oak School to investigate the stories behind the names recorded on local War Memorials.

## **Themes: Community Development and Inclusion and Provide recreational activities / spaces for children and young people**

### **Project: Develop a Methuen Avenue / Forest Area Neighbourhood Action Plan**

#### **Timescale: Commence June 2013**

Melksham Community Area Partnership, together with community and partner organisations, will seek to improve the services and quality of life in the Littlejohn Avenue and Methuen Avenue area of Melksham Forest. We want to ensure that the neighbourhood becomes a cleaner, safer and more attractive place to live and grow up, a place of opportunity where residents enjoy a decent quality of life. We are proposing to produce a Neighbourhood Action Plan by working closely with residents and other stakeholders in the area in order to better understand local needs and aspirations. It will assist us to understand what the community's priorities are, what people would like to see, and what might help people achieve a better quality of life.

This Neighbourhood Action Plan will set out the priorities for action under the following headings:

- Community Engagement
- Improving Shared Spaces
- Young People
- Buildings
- Appearance

Underlying issues and those which need to be taken into consideration include:

- Anti-social behaviour
- Community safety
- Fear/perception of community safety
- Education attainment level
- Social integration
- Wellbeing
- Mental health issues
- Health/fitness/exercise/obesity

Potential activities to engage the community could include

- Tree planting
- Establishing Wildlife corridors
- Link with town team and local businesses and get Melksham to start planting wildflowers rather than bedding plants/bulbs to increase wildlife and encourage bees and pollinators

## **Theme: Children and Young People: Create employment and work experience opportunities.**

As at January 2011, the Melksham Community Area contributed 7.3% of Wiltshire's NEET population overall. The Area Board identified in November 2012 that creating employment and work experience opportunities for young people is a top priority. A group has been established to pool information and share resources to identify what is currently happening, identify the gaps in provision and develop links to ensure that people know what resources are available. The aim is to work together with schools and Extended Services to give support to children to build confidence prior to applying for jobs.

### **RELATED ISSUES:**

- Unemployment
- Social isolation
- Mental health
- Educational attainment
- Intergenerational problems
- Anti-social behaviour
- wellbeing

### **Project:**

Encourage YAG members to be community reporters for Wiltshire Council's Community Blogsite, which are now incorporated into the CAPA. An Area Board Grant could be applied for to purchase microphones and adapters for SmartPhones. Young people could then report specifically on youth issues and take photos – see for example <http://www.100cameras.org/> This could appeal on a number of levels: learning new skills, show proactivity, report their own issues, and community cohesion.

## **Theme: Community Development and Inclusion**

Project: Establish a Coffee Caravan to address rural isolation.

In order to help rurally isolated people in the Melksham Community Area to access services and information to improve their lives, health and wellbeing, to bring people together within communities to create local support mechanisms, the Partnership plans to seek funding to operate a Coffee Caravan service.

This provides an innovative solution to the real problem of rural isolation. Loss of services in rural communities can leave residents without any means of connecting with each other which can in turn lead to low mood and loneliness. Accessing information is almost impossible in these situations. Our project creates a social focus with a free mobile community cafe/information centre, which offers support and the chance to meet and talk with fellow residents in the same situation.



The partnership has already secured a caravan, and is currently engaged with looking for volunteers to run the service. MCAP will seek to support local organisations, groups and projects within the community area by helping with areas such as funding applications and exploiting website & social networking, and acting as an "incubator" for new groups. This will help develop and increase community volunteering.

**Theme: Children and Young People: Create employment and work experience opportunities.**

**Project: Engage hard-to-reach young people.**

Aim: To support the reduction of anti social behaviour, and reduce the unknown NEET (Not in Education or Training) figures.

Objective: Provide a regular Friday evening of Street based youth work, creating positive opportunities for young people to become engaged with in order to develop their personal and social skills.

Methods: positive opportunities, No worries mobile sexual health availability, discussions, projects, NEET tracking

Evaluation: Numbers of young people considered a contact (met once), those considered a participant (engaging on a regular basis), those who subsequently attend the youth development centre. Number of sessions delivered and overall reach within the Melksham Community Area.

**Planned Aspirations** for the coming year include:

**Green Cap** – ensuring MCAP is as environmentally friendly as possible in all of its activities and actions

**Outdoor Cap** – Continue to support MCAP's Transport theme group's work establishing walking trails and promoting walking in the area

**Art Cap** – Evaluate current exploitation of Rural Arts Wiltshire and Pound Arts and identify ways to increase uptake

**Old Cap** – Evaluate current exploitation of University of the Third Age in the Melksham Community Area and work to extend it where appropriate

**Flat Cap** – Address the issue of isolation and hard to reach groups by leafletting those living in social housing in new communities such as the Snowberry Lane development and establishing what their needs and aspirations are.

For further information on the work of Melksham Community Area Partnership please contact:

Phil McMullen, Partnership Coordinator – [phil@melksham.communityarea.org.uk](mailto:phil@melksham.communityarea.org.uk)

or Chris Holden, chairman of the Partnership: [chris.holden@bt.com](mailto:chris.holden@bt.com)

[www.melksham.communityarea.org.uk](http://www.melksham.communityarea.org.uk)

*The Melksham Community Area Partnership is an independent organisation established to collect the views of the community in order to influence decisions concerning the Community Area, which includes Atworth, Broughton Gifford, Bulkington, Great Hinton, Keevil, Melksham Without, Poulshot, Seend, Semington, Steeple Ashton and Melksham itself.*