

What Matters to You event Westbury 6 March 2014

The 'What matters to you?' event was held on 6 March 2014 in the Laverton and more than 80 members of the public and partner agencies took part. The event focused on the data set out in the Westbury [Community Area Joint Strategic Assessment 2014-16](#), and used themed round table discussions to identify local priorities underpinned by up to date statistics and data from the Joint Strategic Assessment. Everyone had an opportunity to vote on the priorities and the results are set out by theme below. Following identification and agreement on the priorities people on the 10 themed round tables then looked at practical community-led actions that could be taken to address the issues.

The purpose of the event was to:

- Gain a consensus around priorities for the area
- Provide basis for community-led action and projects over the next two years
- Inform and update the BA13+ community area plan
- Provide Wiltshire Council and partners with a clear focus for actions

Community Safety

Priorities

- Anti-social behaviour of adults in the evening and young people in the day time. 29%
- Engaging with the more vulnerable in our society to keep them safe from accidental fires – ensure their personal safety 29%
- Reduction of domestic abuse 42%

Project ideas

- Project Salamander – Community Area Partnership to instigate
- Boxing Clubs, and other activities targeted to challenged young people
- There needs to be a community area community safety group (led by the CAP) that can give advice via newsletters
- WF&RS to give leaflets to organisations such as libraries which explains about the fire safety checks (explains how people can refer and contact the service)
- Existing good neighbour scheme should be extended to care for all vulnerable people

Environment

Priorities

- Identify land that can be made available for community benefit. 28%
- Information to residents in rural communities about the possible re-grading of farmland that would open it up for development. 5%
- Look into extending the Cranborne Chase AONB to include the Westbury Escarpment or create a corridor up to the Cotswolds AONB. 22%

- Promote reduction of packaging from stores and fast food outlets, and educate for less to landfill and more recycling. 45%

Project ideas

- Spare Share/Freecycle/Repair Cafe
- Community Clean-up/Community Payback/Bike Project
- Community Asset Transfer for a Community Orchard/Growing Coop/Incredible Edible/ Bee Green
- Land Share/Cider Press/Community Farms/ Edible Places/Community land
- Suggest - Wellhead Woods and Wellhead Valley – as Town Parks for the community
- Does WC own triangle of grass (possible orchard spot) by the Coop – suitable for asset transfer?

Transport

Priorities

- Address issues of air quality by supporting the Air Quality Action Group 9%
- Improve, enhance, increase availability of cycle routes in and around Westbury. 38%
- Encourage effective use of the Railway Station, ensure its continued use as a hub 17%
- Improve traffic flow on the Warminster Road 19%
- Establish whether the community would be interested in discussing the options for by-pass 17%

Project ideas

- Car Share Clubs – ideal for a market town with a rural hinterland. There is currently no example of this in the area.
- Community Noticeboard – an online “hub” for communities which goes beyond ‘Connecting Wiltshire’ and encourages lift-sharing, car-sharing, less well-known footpaths, etc
- Flexi-Bus – increase access to community managed transport

Children and Young People

Priorities

- Mitigating the effects of poverty – stress, obesity, higher refuse, domestic violence. 57%
- Reaching out to hard to reach people 8%
- Importance of young people being able to access affordable resources 34%

Project ideas

- Mitigate the effects of poverty/ stress higher refuse, domestic abuse obesity by good neighbour scheme, growing spaces, young advisor, children’s festival, time credits, free workshop in safe environment, raise profile of what’s been going on
- Link with local paper and undertake organised scheme of information sharing to community of current and future projects and use Facebook’s Spotted

Westbury. Matravers school, commercial kitchen set up – use for community use, with crèche

- Sponsorship from restaurants, pubs and supermarkets?

Culture

Priorities

- Westbury Town Heritage Trail – blue plaques – raise profile of historic buildings 18%
- White Horse/Swimming Pool/Library – multi use leisure and culture – raise profile 28%
- Clubs/workshops for young people (music/drama/arts) – better advertising 33%
- Co-ordinated advertising of local events – notice boards/website/calendar 21%

Project ideas

- Graffiti walls – shop shutters
- Intergenerational activities – choir, arts, oral history. Learning from each other.
- Art based on memories
- History walks
- Music teachers co-coordinating music sessions for young people. Wiltshire Music Service
- Matravers to lead on arts activity for young people
- Campus – community space for cultural activity
- Link with BoA Wiltshire Music Centre (Workshops and Outreach) and Trowbridge Museum
- Outreach from other Wiltshire Council teams (History Centre etc)

Economy

Priorities

- Improve education and employment aspirations of school children 57%
- Increase opportunities for higher end jobs 13%
- Plan for re-purposing of the town centre (leisure, heritage trail etc) 30%

Project ideas

- Work experience with local companies.
- Build links between schools and business.
- Successful ex pupils coming back to the schools to tell pupils what they had done and how they had done it.
- Hold an annual fair where school pupils, leavers, unemployed people and businesses could come together.
- Wiltshire Council to declare an enterprise zone for Westbury to encourage inward investment (preferably businesses that provide high end jobs) to create jobs for local people.
- Improve careers guidance in the schools

- Help parents to understand that their children should be given encouragement to succeed.

Health and Wellbeing

Priorities

- Dementia: improve awareness, become 'dementia friendly' 20%
- Healthy diet and healthy bodies for the whole family (starting with breastfeeding and all the way through to older age) 37%
- Connect people socially and improve activity levels leading to better health and mental wellbeing 40%
- Falls prevention (in the home and outside too) 3%

Project ideas

- Wiltshire Voices films very powerful – can we use similar model
- Growing spaces – bring people together to grow veg in small spaces/gardens (explore grassed plot of land within the boundary of the new community centre – it's empty and what's planned for it?)
- Oral history project – bring together older people (speak to Lise Griffiths – good neighbour coordinator) and younger people (through the schools) to do this.
- Transport issues – need to be looked at in order to enable people to get to community activities
- Community films – these work well in Dilton Marsh. People can share lifts and bring neighbours
- Singing for the Brain and memory café are good ideas and work.
- We need better information – portal idea. Website that could focus on activities in local area and information and health and wellbeing. Or, a pull out piece in the White Horse News.
- White Horse News is good – either pay for advertising or provide articles about what's going on in the local area.
- Bratton lunch club in the pub – Lise is running this. Could replicate the idea in other places.
- Think about how to engage older men – lunch idea for smaller groups in a pub is an idea

Leisure

Priorities

- Improve access for participation: better public transport, improved cycle ways etc 19%
- Maintain the town's swimming provision and leisure facilities ensuring campus plans encourage joint working to make best use of all facilities 32%
- Widen GP referral scheme to use all the leisure providers in the community area 7%
- Encourage volunteering to enable increased leisure provision and improve communication to publicise what's on 10%
- Maintain youth services and leisure provision for youth 32%

Project ideas

- Walking groups in area and ensure publicity (leaflets/TIC/Library) of new/existing walking groups
- Ensure Active Wiltshire website is publicised & linked to Our Community Matters & WC Events site
- Youth leisure – alternative & street sports
- Consultation with youth to find out what is actually needed to inform future leisure programmes
- Inclusive gym/leisure sessions for people with special needs
- Continued conversation between Health Centre & Leisure providers to increase understanding of what leisure activities could be available through the GP referral scheme
- Ensure the COB consults with the community area over leisure provision – ensure wide representation with all especially youth – presentations at the school and making use of the Matraver's e-newsletter
- Increase gym/Zumba/exercise classes, especially during daytime
- Volunteer time credit scheme to encourage volunteering and therefore enable increase in leisure activities – BA13 could work with SPICE Time Credits to administer scheme – could operate through Crosspoint?

Housing

Priorities

- Empty Homes Initiative – work to pro-actively bring some of the empty homes back into use (up to 60 in Westbury Area) 45%
- Create a support network in the community to assist older and vulnerable people move to more appropriate housing 36%
- Monitor the impact of the Growth & Infrastructure Act (2013) on Section 106 provision of new affordable housing – matching it to local demographics and housing need 10%
- Explore initiatives to help private landlords improve the quality of the private rented sector 9%

Project ideas

- Inter-generational project to raise awareness about caring and supporting people in our communities helping different generations to understand and respect each other
- Empty Homes Initiative Officer working with landlords to help them take part in bringing homes back into use – include farm buildings in rural areas (Capital Grants and other funding?)
- Improved information on housing need identified in local plans

Our Community

Priorities

- Free central community space(s) for community groups to use. 27%
- Raising the aspirations of young people in the community area 59%
- Lack of communication about local issues that affect communities 14%

Project ideas

- School gate cafe
- Breakfast clubs inc social skills
- Friends of groups involving schools
- Develop community hubs in the areas – invest in empowering the young people at their schools to help out in the community
- Harness local groups/schools to clear up local areas, houses, gardens - Going out with children to help them improve their communities
- Spice credits scheme
- Need someone to coordinate all the opportunities/groups available – locality funds?
- Create a strategy to raise aspirations and then someone to deliver it
- Pop up shop in social housing areas - providing advice & support on a range of issues. Bus there with games, etc. Could involve the schools more.
- Community days for the community to get together
- School parents evenings invite Housing organisations etc to be there as well
- Action days/ clean up days
- Group of local young people as mentors/positive role models for younger children to draw them into activities. Links in the community made for young children can then carry onto secondary school & beyond