

Wiltshire Council

Marlborough Area Board

20 May 2014

What matter to you in the Marlborough Community Area? Conference report – local priorities for action

1. Purpose of the Report

To update members on the outcome of the 'What matters to you?' conference held on 31 March, 2014 and to recommend that the Area Board uses the outcomes from the event to stimulate local action and to inform its priorities for the next two years.

2. Background

The 'What matters to you?' conference was held on 31 March 2014 and over 90 members of the public and partner agencies took part. The event focused on the data set out in the [Community Area Joint Strategic Assessment 2014-16](#), and used themed roundtable discussion to identify local priorities underpinned by JSA evidence. All participants had an opportunity to vote on the priorities and the results are set out in this report.

The purpose of the event was to:

- Gain a consensus around priorities for the area
- Provide the basis for community-led action and projects over the next two years
- Inform (or become) the community plan for the area
- Provide the Council and partners with a clear focus for actions

The Area Board is now invited to review the priorities and agree how it wishes to initiate and coordinate action working with partners, community groups and the public.

3. Priorities identified

The priorities identified at the event are set out at Appendix 1. These will be available to view on screen at the meeting.

4. Moving forward with community-led action

To address the priorities identified at the JSA event, the Area Board will need to

use its strategic influence and delegated powers to shape the delivery of local services and actions. It will also need to use its delegated resources to initiate and support community-led projects. Some of the actions will be easier to address than others and it is important to target areas where tangible outcomes and progress can be delivered. This will help to capitalise on the enthusiasm and momentum generated by the event.

Marlborough Area Board has chosen to concentrate on the 20 priorities receiving the highest score, or proportion of votes, on the evening of the JSA discussion event in March 2014. These priorities will be given to discussion groups on the night of the area board meeting for those groups to help develop practical projects that may address the priorities. It is recognised that some priorities may not be possible for the area board to action. In those cases, the area board may lobby partners for action or may simply keep a watching brief on them.

5. Recommendations

- That the Area Board adopts the priorities identified by the 'What matters to you' community event and works to facilitate local action to tackle those priorities.
- In discussion with attendees at the area board meeting, practical projects to address some of the more important priorities are developed and promoted by Marlborough Area Board.
- That the Board considers earmarking funding to promote, initiate and support community-led action around the selected priorities.
- That the Board considers appointing a lead member to champion any priority (priorities) adopted.
- That reports are submitted to the Board on progress made to address the priorities to ensure that positive outcomes are delivered.

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Appendices:

Appendix 1 Local Issues Identified and Prioritised

Appendix 1: Local Issues Identified and Prioritised.

Following discussions around each thematic table at the What Matters To You event, up to five priorities for each theme were identified. Once this was complete, all attendees of the event voted for their top priorities from each of the 10 themes. This voting allowed the priorities from each theme to be ranked in order of their importance.

The results of this voting and the ranked local priorities are shown in the table below:

Theme:	Priority	Score:
Children and young people	Harder to reach – Children in Poverty/Children in Need	47%
	Peer Mentoring –Match making/joining together with the right people	30%
	Increase of volunteers – community engagements	23%
Culture	Develop events and cultural programs to enliven the whole community, particularly cinema and other highly inclusive activities	36%
	Develop a 'cultural hub' open to all ages, the hub holds information and ideas, develops programmes and connecting the landscape with activity	26%
	Protect, enliven and promote access to the historic landscape and natural environment beyond the World Heritage Site	18%
	Revive the Marlborough Street Carnival, potentially as a late winter event	12%
	Co-ordinate and grow the number of events and activities that use the Historic High Street	8%
Economy	Delivery of Superfast Broadband, or even a leapfrog in technology to 100GB provision	46%
	Ensure the retention and resilience of the already existing retail based economy that exists in MCA	31%
	Gain a better understanding of the wider economy of MCA (outside of the high street). I.e. knowledge based businesses	23%
Environment	Efforts to reduce flooding need to integrated with landscape management	30%
	Need to look at all the environmental components associated with River Kennet to protect and preserve it for the future.	25%
	Share the data relating to HGV use and air quality in Herd/Barn Street to enable actions to be agreed to minimise the impact.	25%
	Carbon emissions – encourage the move from private to public transport.	12%
	Prevent vehicles especially buses from running their engines when standing for long periods of time thus causing air pollution.	8%
Health and wellbeing	Investigate the long (weeks) wait for appointments at GP's in Marlborough Town.	30%
	Support work around fuel poverty and alcohol consumption in the elderly which may be linked to	23%

	the healthy life gap.	
	More support for the vulnerable and the elderly across the community area	21%
	Promote more accessible groups in communities around balance, falls and social isolation	16%
	Find more ways to communicate information across the community area by promoting social interaction	9%
Housing	Affordable housing to buy for local people	45%
	Any new housing in Marlborough town must have appropriate services/infrastructure	25%
	Work with neighbourhood plans need to be utilised to deliver local need	18%
	Older People housing in Marlborough town must be about meeting local need	5%
	Develop bungalows in rural communities	5%
Leisure	improving young people's access to community sports activities	33%
	increased awareness of existing opportunities in sport and physical activity	29%
	improved local recreational facilities in parish areas for families	21%
	enhanced quality and quantity of outdoor sports spaces	17%
Transport	To investigate options for reducing traffic through Marlborough town which results in congestion, pollution and grid locking	36%
	To reduce speeding and improve road safety and speed awareness across the community area	22%
	To create a plan for the High Street which includes traffic calming, promotes pedestrian-friendly movement, improves cycling provision and improves parking	22%
	To promote public transport and alternative modes of transport to the car	20%
Our community	Involve more people than the usual suspects, from a broader background in the WHOLE AREA BOARD PROCESS	44%
	Support co-ordinated initiatives that provide advice/assistance to vulnerable people around benefits/health/social care	35%
	Area Board to promote and support volunteering as a positive, mutually beneficial experience. Priority one, Support co-ordinated initiatives that provide advice/assistance to vulnerable people around benefits/health/social care	21%