

**WILTSHIRE COUNCIL
Corsham AREA BOARD**

19th January 2017

Corsham 'Our Community Matters' Local priorities for action

1. Purpose of the Report

To update members on the outcome of the 'Our Community Matters' Joint Strategic Assessment event held on 7th December 2016 and to recommend that the Area Board endorses the outcomes.

2. Background

The Corsham 'Our Community Matters' event was held on 7th December 2016 at Springfield Community Campus. 100 members of the public and partner agencies attended and participated in the event, which focused on the data set out in the [Community Area Joint Strategic Assessment 2016-17](#).

The JSA brings together the results of research conducted by the major agencies and public sector bodies in Wiltshire over the last six months. The project was initiated by the Wiltshire Health and Wellbeing Board and the Wiltshire Assembly. These bodies will use the priorities emerging from the events to focus and support strategic projects, activities and services across Wiltshire.

Participants at the events used the data to inform themed roundtable discussions and to identify local priorities underpinned by the research. All participants had the opportunity to vote on the priorities and the results are set out in this report. Following agreement on the priorities, the themed roundtables then looked at practical community-led actions that could be taken to address the issues identified.

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
- Develop a community plan for the area
- Provide the Council and partners with a clear focus for local 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 following documents set out the outcomes of the meeting and the priorities identified:

- Online video - achievements over the last two years
<https://youtu.be/1WLFrjU9qEo>
- Appendix 1 - summary of issues identified by the research
- Appendix 2 - priorities agreed at the event
- Appendix 3 – potential projects identified

4. **Moving forward with community-led action**

To address the priorities, 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 facilitate 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.

It will be up to the Area Board whether it wishes to champion a particular issue or theme over the next year and to target resources to support community-led initiatives around these themes and issues.

5. **Recommendations**

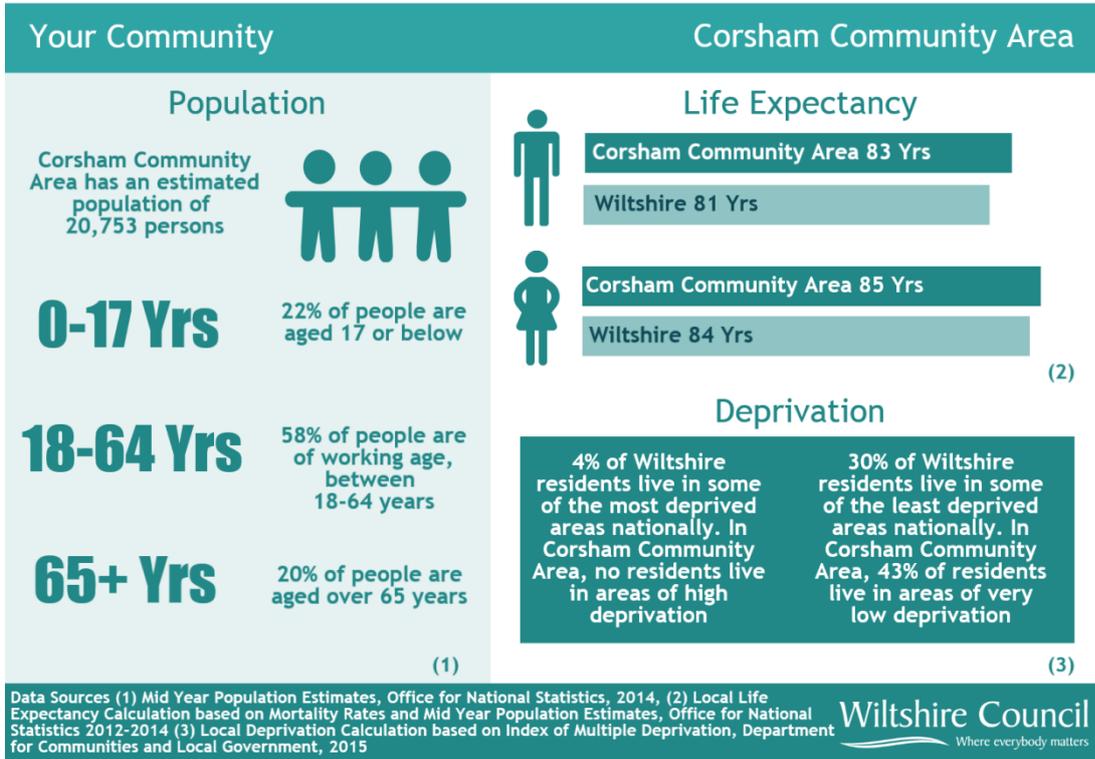
- (1) That the Area Board adopts the priorities identified by the 'Our Community Matters' event and works to facilitate local action to tackle those priorities.
- (2) That the Area Board requests that all local task groups established by the board including the Local Youth Network, the Health and Wellbeing Group and the Community Area Transport Group seek to help take forward the priorities identified in the relevant theme areas.
- (3) That the Area Board requests the Community Engagement Manager to work with key partners, agencies and community groups to coordinate action around the priorities identified.
- (4) That the Board considers whether it wishes to champion a particular theme or priority and to earmark funding to promote, initiate and support community-led action around the selected priorities

- (5) That future reports are submitted to the Board on progress made to address the priorities to ensure that positive outcomes are delivered.
- (6) The Area Board expresses its thanks to the people who gave their time to participate in the event.

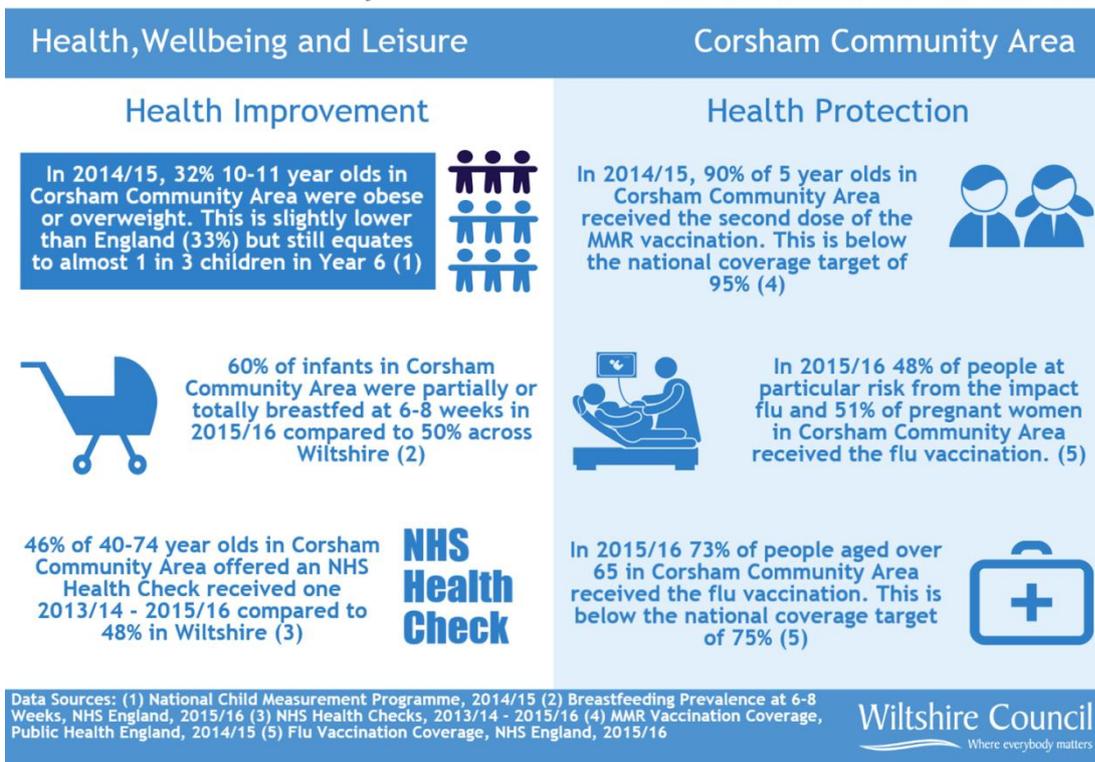
Report Author: Richard Rogers - Corsham Community Engagement Manager
Tel: 07771547522
E-Mail: Richard.Rogers@wiltshire.gov.uk

Appendix 1 - summary of issues identified by the research

Wiltshire Community Area JSA 2016



Wiltshire Community Area JSA 2016



Wiltshire Community Area JSA 2016



Children and Young People

Corsham Community Area

Children in Need

9.9% of children and young people under 20 in Corsham Community Area live in low income families. This is lower than the Wiltshire average of 10.6% (1)



The rate of 0-18 year olds supported by a Common Assessment Framework (CAF) in Corsham Community Area in 2015 was 29 per 10,000 compared to 34 per 10,000 across Wiltshire (2)

The rate of 0-25 year olds supported by Children's Social Care (CSC) in Corsham Community Area in 2016 was 258 per 10,000 compared with 282 per 10,000 in Wiltshire (3)

Education and Pupil Achievement



In 2015, the percentage of children achieving level 4 or above in reading, writing and mathematics at the end of primary school was slightly lower in Corsham Community Area (78%) to that across Wiltshire (80%) (4)

In 2015, the percentage of young people achieving 5 or more GCSE's including English and Maths at grades A*-C at the end of secondary school was higher in Corsham Community Area (63%) than across Wiltshire (61%) (5)



Data Sources: (1) Percentage of Children and Young People Under 20 in Low Income Families, 2013, HMRC, (2) Rate per 10,000 0-18 Year Olds Supported by a Common Assessment Framework, 2015, Wiltshire Council Childrens Services, (3) Rate per 10,000 0-25 Year Olds Supported by Children's Social Care, 2016, Wiltshire Council Childrens Services, (4) and (5) Key Stage 2 and 4 Attainment, 2015, Local Authority Interactive Tool (LAIT)

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Older People

Corsham Community Area

Older People



Almost a quarter (24%) of the population over the age of 65 in Corsham Community Area are at a higher risk of social isolation compared to 35% across Wiltshire (1)

85+ Years

2.6% of the population of Corsham Community Area are over the age of 85 years. 32% are male, 68% are female (4)

63% of persons estimated to have Dementia in Corsham Community Area have been diagnosed with the condition compared with 67% in Wiltshire (2)

In 2014/15, the rate of hospital admissions due to falls in persons over the age of 65 in Corsham Community Area (2,051 per 100,000 persons) was higher than in Wiltshire (1,880 per 100,000) (3)



Carers



12 per 1,000 persons under 65 in Corsham Community Area are unpaid carers. This is slightly higher than across Wiltshire as a whole (11 per 1,000)

42 per 1,000 persons over 65 in Corsham Community Area are unpaid carers compared with 39 per 1,000 in Wiltshire



(5)

Data Sources (1) Map of Loneliness, Age UK, 2015 (2) Dementia Diagnosis Rate, NHS Wiltshire CCG, May 2016 (3) Emergency Hospital Admissions Due to Falls in Persons Over 65 Years, Central and South West Commissioning Support Unit, 2014-15 (4) Mid Year Population Estimates, Office for National Statistics, 2014 (5) Persons Known to Carer Support Wiltshire, Carer Support Wiltshire, June 2016

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Community Safety **Corsham Community Area**

Safer Communities



In 2015/16, the rate of reported anti social behaviour in Corsham Community Area was 12 reports per 1,000 persons. This is lower than across Wiltshire (19 per 1,000) and is the highest rate across all 20 Community Areas (1)

In 2015/16 almost 40 referrals to Community Resolution, a mechanism used to manage cases of anti social behaviour, were made from Corsham Community Area (2)



In 2015/16, the rate of reported domestic abuse in Corsham Community Area was 4 incidents per 1,000 persons. This is lower than Wiltshire (6 per 1,000) yet a rise when compared to 2014/15 (3 per 1,000) (3)

Substance Misuse



There are over 1,500 premises licensed to sell alcohol in Wiltshire, 5% of them (72 premises) are in Corsham Community Area (4)

In 2014/15, rates of alcohol related hospital admissions were lower in Corsham Community Area (1,844 per 100,000 persons) than across Wiltshire (1,905 per 100,000) (5)



Road Safety



Reported road traffic collisions in Wiltshire have risen by almost 30% between 2010-2014.

In 2015, 45 road traffic collisions were reported in Corsham Community Area, the ninth lowest number of RTCs reported across all 20 Community Areas (6)

Data Sources (1) Incidents of Anti Social Behaviour 2014/15 - 2015/16, Wiltshire Police, (2) Referrals to Community Resolution 2015/16, Wiltshire Council (3) Incidents of Domestic Abuse, 2014/15 - 2015/16, Wiltshire Police (4) Number of Licensed Premises, as at 1st July 2016, Wiltshire Council (5) Alcohol Related Hospital Admissions Hospital Admission Data Provided by South, Central and West CSU 2014/15 (6) Road Traffic Collisions, Department for Transport, 2015



Housing **Corsham Community Area**

Local Housing



14.7% of households in Corsham Community Area are socially rented. This is similar to Wiltshire as a whole (14.7%) (1)



Between April 2013 and March 2016, 30 affordable homes were completed in Corsham Community Area (4)

In September 2016 there were 62 families in the Community Area awaiting social housing. There is a higher demand for 3 bedroom properties from persons on the housing register in this area (23% of requests) compared to Wiltshire as a whole (19%) (2)



Between 2014-16, over 400 homes were adapted to help older residents and persons with disabilities live independently in their own homes, 4% of these were in Corsham Community Area (5)



It is estimated that the number of households affected by the 2016 Benefit Cap will be slightly higher in Corsham Community Area (20 per 10,000 households, than across Wiltshire (19 per 10,000 households) (3)

Property Prices



The average house price in Corsham Community Area is £225,000, slightly lower than the Wiltshire average of £230,000 (6)

Data Sources (1) Socially Rented Accommodation, Census 2011 (2) Wiltshire Council, September 2016 (3) Wiltshire Council 2015/16 (4) Wiltshire Council April 2013 - March 2016 (5) Wiltshire Council 2014-16 (6) Land Registry Price Paid Data, 2016

Wiltshire Community Area JSA 2016



Environment

Corsham Community Area

Wildlife Rich Areas



9% of Corsham Community Area is classified as either as a Site of Scientific Interest or a County Wildlife Site.

Wiltshire has 168 SSIs and 1,560 County Wildlife Sites, covering 15% of the Local Authority Area (1)

Corsham Community Area currently has 1 Country Park Volunteer Team (1)

Local Emergency Plan



A community resilience workshop held in Corsham Community Area brought people together to consider local emergency plans. Since then 2 local parish plans have been completed (3)

Waste and Recycling



In 2015/16, over 770 kgs of waste was collected per household from the North Area Collection Zone incorporating Calne, Chippenham, Corsham, Malmesbury and RWB and Cricklade Community Areas.

Almost 45% of this was either recycled or composted (4)

River Quality

In 2015, samples taken from the monitoring station at Doncombe Brook were rated as 'poor' by the Environment Agency (2)



Data Sources (1) Wiltshire Council 2016 (2) River Quality Monitoring, The Environment Agency, 2015 Wiltshire Council Public Protection Service (3) Wiltshire Council Public Protection Service (4) Wiltshire Council 2015/16

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Transport

Corsham Community Area

Local Roads



In 2015/16, 3% of principal roads (motorways and A roads) in Corsham Community Area were identified as requiring treatment. This is the same as across Wiltshire (3%)

4% of non principal roads (B roads) in Corsham Community Area were identified as requiring treatment in 2015/16. This is the same as across Wiltshire as a whole (4%)



In 2015/16, the cost of re-surfacing roads in Corsham Community Area was £1,854 per km compared to an average of £2,397 per km throughout Wiltshire

(1)

Local Traffic

Average daily traffic has increased by over 5% in Corsham Community Area since 2007 (2)



Parking

The usage of car parks owned by Wiltshire Council in Corsham Community Area was 67.6% in 2015. This is higher than the average usage across Wiltshire (52.9%) (3)



Data Sources: (1) Road Maintenance Data, Wiltshire Council, 2015/16 (2) Average Annual Daily Traffic (AADT) 2007-2015 Comparison, Wiltshire Council, 2015 (3) Parking Usage in Key Wiltshire Council Car Parks, Wiltshire Council, 2015

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Employment

According to a 2014 survey of local businesses, the biggest three employment sectors in Corsham Community Area are wholesale/retail, manufacturing and information and communication (1)



Retail

In 2015/16 9% of retail units in Corsham Community Area were vacant compared to 12.4% nationally



0.8% of people of working age in Corsham Community Area receive Jobseekers Allowance. This is the same as in Wiltshire (0.8%) and lower than England (1.8%) (2)

45% of units in Corsham Community Area are shops - this does not include restaurants, pubs or professional services



(3)

1.1% of people aged 18- 24 yrs in Corsham Community Area receive Jobseekers Allowance. This is lower than in Wiltshire (1.7%) as well as England (2.5%) 60% of this group are young men (2)

18-24



Local Developments

Funding of £2.5 million was secured in 2015 to redevelop Corsham Mansion House into a digital innovation and business hub (4)

Data Sources: (1) Business Register and Employment Survey (BRES; excludes MOD) Data, Office for National Statistics, 2014 (2) Official Labour Market Statistics, Nomisweb, Office for National Statistics, 2014 (3) Action for Market Towns (AMT-I) Data 2015/16 (4) Wiltshire Council, 2016

Appendix 2 - priorities agreed at the event

Children and young people

1. Child poverty	16.22%	
2. Special educational needs and disability	16.22%	
3. Educational attainment	60.81%	Priority 3
4. Mental and emotional health	79.73%	Priority 1
5. Positive leisure time activities	18.92%	
6. Childhood obesity	62.16%	Priority 2
7. Teenage pregnancy	0.00%	
8. Job prospects	14.86%	

Community safety

1. Anti-social behaviour	33.33%	Priority 3
2. Domestic violence	26.67%	
3. Alcohol and drug abuse	24.00%	
4. Protecting the vulnerable	65.33%	Priority 1
5. Highway safety	49.33%	Priority 2
6. Emergency planning	8.00%	
7. Social cohesion	30.67%	
8. Rural crime	26.67%	

Culture

1. Participation in arts, crafts and culture	25.33%	
2. Affordable access to cultural activities	70.67%	Priority 1
3. Arts, crafts and heritage economy	38.67%	Priority 3
4. Library use	21.33%	
5. Local history	8.00%	
6. Local landscape and heritage	18.67%	
7. Diversity and social inclusion	58.67%	Priority 2
8. Cultural and arts venues	14.67%	

Economy

1. Employment opportunities	71.05%	Priority 1
2. Training and skills	28.95%	
3. Apprenticeships and work experience	42.11%	Priority 3
4. Inward investment	7.89%	
5. Support for existing businesses	60.53%	Priority 2
6. Debt and financial inclusion	13.16%	
7. New business creation	22.37%	
8. Broadband and digital	40.79%	

Environment

1. Wildlife and biodiversity	56.00%	Priority 2=
2. River quality	12.00%	
3. Recycling rates	56.00%	Priority 2=
4. Protecting the countryside	58.67%	Priority 1
5. Flooding	17.33%	
6. Fly tipping and litter	40.00%	
7. Improving rights of way	24.00%	
8. Countryside crafts and skills	9.33%	

Health, wellbeing and leisure

1. Obesity (children and adults)	40.00%	
2. Mental health	74.67%	Priority 1
3. Physical fitness and activity	28.00%	
4. Skin cancers	2.67%	
5. NHS Health checks and vaccinations	14.67%	
6. Healthy lifestyles	69.33%	Priority 2
7. Support for carers	50.67%	Priority 3
8. Breast feeding, pre and post natal care	2.67%	

Older people

1. Dementia	25.97%	
2. Social isolation and loneliness	85.71%	Priority 1
3. Support for carers	15.58%	
4. Independent living	64.94%	Priority 2
5. Safeguarding the vulnerable	15.58%	
6. Positive activities for older people	20.78%	
7. Avoiding emergency admissions	40.26%	Priority 3
8. Poverty	6.49%	

Transport

1. Road improvements	25.00%	
2. Reducing car use and traffic	26.32%	
3. Access to public transport	40.79%	
4. Cycling and walking	51.32%	Priority 3
5. Speeding and road safety	67.11%	Priority 1
6. Highway infrastructure	52.63%	Priority 2
7. Air quality	7.89%	
8. Street cleaning	6.58%	

Our community and housing

1. Deprivation and poverty	69.33%	Priority 2
2. Volunteering	18.67%	
3. Homelessness	16.00%	
4. Affordable housing	80.00%	Priority 1
5. Diversity and inclusion	16.00%	
6. Community events and activities	17.33%	
7. Digital engagement and broadband	33.33%	Priority 3
8. Fuel poverty	9.33%	

Appendix 3 – Potential Projects Identified

Children and Young People	
Top 3 Priorities Identified	Potential Projects
1. Mental and emotional health 2. Childhood obesity 3. Educational attainment	Juice Bar - Young people making smoothies and selling them within an organised school environment. Healthy drinks, business skills and work experience all in one healthy project
	Young Ambassadors – Young adults trained to offer advice and support for younger people. Generally they work on a self-employed basis being paid for the hours they put in
	Time Credits – An hour for an hour. Rewards those who volunteer with an hour's worth of credit to be 'spent' on a range of local activities and recreational trips. Encourages new volunteers and provides a 'thank you'.

Culture	
Top 3 Priorities Identified	Potential Projects
1. Affordable access to cultural activities 2. Diversity and social inclusion 3. Arts, crafts and heritage	Photo Walks – Villagers capture photos of their favourite walks, documenting nature, buildings and heritage. The photos help encourage more people to walk and enjoy the local environment
	Photo Shop – Village photo projects collects historic and contemporary images to create a visual portrait of the settlement for posterity. Can include exhibitions, publications and display boards.
	Community reporters – Local volunteers who are trained and equipped to blog about local events and activities. Encourages participation, awareness and positive news
	Our Lives, Our History – The memories of older people captured through interviews for posterity. Can focus on past trades and industry, farming, vocations, memorable events etc.
	Walk Back in Time – Village historians and volunteers document the history of the village and publish a series of walks for local people – healthy, educational and great for building civic pride.
	Community Art – Volunteers raise funds or make art works that are installed around an estate. Builds civic

	pride and encourages people to get involved with the arts
	Profiling – Collect together all cultural activities in one location
	Big Draw – Engage with this initiative
	Lantern Parade – Hold a lantern parade in the area
	Cultural Steering Group – Set up a group that would kick start partnership working and awareness including annual events

Older People	
Top 3 Priorities Identified	Potential Projects
1. Social isolation and loneliness 2. Independent Living 3. Avoiding emergency admissions	Community Bus – A group of villages get together to fund a local taxi scheme. It can also involve public bus subsidy scheme
	Singing for the Brain – Social Clubs for people with later stage dementia. Singing is a social activity and the sessions often involve other recreational activities that give carers a break
	Neighbourhood Wardens – Representatives who live on an estate act as a point of contact. Consulting, canvassing views and feeding those into local decision makers
	Fit for Life – Sessions for older people based around gentle physical activities such as walking, indoor bowls and dance
	Good Neighbours – Volunteers provide support, help, advice and friendship for the most isolated and vulnerable members of the community – who often want little more than the occasional chat
	Coffee Clubs – Nothing brings people together like a cup of coffee. Can also create social activity at schools for the morning drop off. Generates community spirit and gets people talking
	Community Notice Boards – To provide local information
	Friday Feast – Shared meal for a small fee with entertainment/games to draw people in. Use this as a filter for other community ideas

Our Community and Housing	
Top 3 Priorities Identified	Potential Projects
1. Affordable Housing 2. Deprivation and poverty 3. Digital Engagement and Broadband	<p>Good Neighbours – Volunteers provide support, help, advice and friendship for the most isolated and vulnerable members of the community – who often want little more than the occasional chat and cuppa</p> <p>Community Land Trust – A community can promote housing or employment to meet local needs, shape the development of their place and retain control of housing and workshop allocations to benefit local people</p>

Economy	
Top 3 Priorities Identified	Potential Projects
1. Employment Opportunities 2. Support for existing businesses 3. Apprenticeships and work experience	<p>Relationship Building – Between economic stakeholders and policy makers to regenerate the town centre and provide support for existing businesses</p> <p>Networking – With local employers and schools to encourage work experience and apprenticeships</p> <p>Employment and Business Focus Group – To take forward the Framework Document and Public Realm Study</p> <p>Mansion House – A working group set up to review proposals for Mansion House post planning consent</p> <p>Skills4Life – Workshops run for young people providing info and help with understanding and planning for careers, finances, budgeting, cooking, housing etc.</p> <p>Entrepreneur Clubs – Entrepreneurs meet-up regularly to support each other as they develop and establish their business idea or social enterprise start-up</p>

Environment	
Top 3 Priorities Identified	Potential Projects
1. Protecting the countryside 2. Recycling rates 3. Wildlife and Diversity	<p>Dog Days – Campaign based action to tackle dog fouling, features posters and signs. Uses positive messages rather than threats of legal action to change behaviour</p> <p>Field of Dreams – Wildflower meadows cultivated by volunteers and open to the public. - Wonderful</p>

	biodiversity idea
	Cider Festivals – A community cider press can bring people together in Autumn to use surplus apples to create juice and cider. Can be the focus of a weekend of fun activities for the whole family
	Food Champs – Volunteer network of individuals who can help people in a community who want to start growing their own foods
	Solar School – Local schools using roof space generate electricity from solar panels and turbines. Surplus income can be used to generate money to support the school. Also works for village halls
	School Tree Nursery – Local schools grow a range of native trees from saplings or seeds and then plant them out in locations around the town or village
	Root Camp – Foraging clubs led by local expert volunteer scour meadows and hedgerows and woodlands for free sustainable foods.
	Bee Green – Wildflower areas created by the community with beehives to encourage bio-diversity and local produce. Often involves local schools adopting a local bee hive
	Gardenshare – People who find it difficult to look after their garden can allow others to use the land at no cost to grow local produce.
	Sustainability Fair – An organised event to bring together businesses, community groups and advisors who can help people reduce energy use
	Land Rangers – Volunteer rangers who work within a defined area to help maintain the local environment. Repairing walls, fences, ditches, ponds, hedges etc.
	Swap Shop – A publicity campaign culminates in a day of junk swapping. People clear out garages, sheds and lofts – placing items on the driveway. People are free to take what they want from each other.
	Green Halls – Village Hall committees organise an energy audit and carry out measures to reduce use – installing solar panels, insulation, double glazing, heat pumps, low energy bulbs, etc.

Health Wellbeing and Leisure	
Top 3 Priorities Identified	Potential Projects
1. Mental Health	Walking Buddy Scheme – Short distance walks plus a social element like a coffee/meal
2. Healthy Lifestyles	
3. Support for Carers	Croquet Club – At schools and cricket clubs

	Strictly Ballroom – Dancing for seniors, encourages people to mix socially, stay active and fit
	Have a go – local sports and social clubs organise taster sessions
	Leisure Credits – Villages offer leisure credits in return for organised volunteering activities for younger people. Credits can be used for buses and activities
	Mello Velo – A non-competitive cycle club that plans and organises rides for families and social riders. Can involve a social element
	Geocaching – Make use of this free software to find hidden clues and encourage healthy fun walking
	Fit Village – Local community-led campaign to get a community active that can involve a range of activities
	Meals on Wheels – Once or twice a week volunteers deliver meals to older and vulnerable people and can also include a cuppa and chat
	Baby Basics – A project led by a local church to help new mums living in poverty which includes a Moses basket filled with essentials for a new baby
	Link Schemes – To link with Good Neighbour work
	Key-ring – People in need linked by telephone to one person who can respond in times of hardship. Coordinators are trained responders and able to signpost quickly
	Memory Dances - A local dance group providing dance for the over 60s providing gentle dance and movement sessions for people with dementia
	Dementia Café – A drop in and self-help session for people with dementia
	Breakthrough – Self-confidence and personal resilience skills for young people, helps combat loneliness, health issues, family worries and bullying
	Short Mat Bowls – A fun, cost effective sports activity that can be played by all ages almost anywhere

Transport	
Top 3 Priorities Identified	Potential Projects
1. Speeding and Road Safety	Join Up Paths - Develop the footpaths and cycle ways in particular to schools and within Corsham
2. Highway Infrastructure	Community Speedwatch – Increase use of speedwatch where local people undertake speed checks with support from the police and council
3. Cycling and Walking	Develop Safety Measures – To encourage walking and cycling through 20mph speed zones, prioritizing

	pedestrians, etc.
	Liftshare – Local people form local schemes to share cars to get to work, GPs, hospital, shops etc.

Community Safety	
Top 3 Priorities Identified	Potential Projects
1. Protecting the vulnerable 2. Highway Safety 3. Anti-social behaviour	Community Safety Partnership – Residents come together to work with schools, police and other partners to address safety issues with positive community action
	Allotments – Increase Intergenerational understanding through working together
	Lorry Watch – Working with the Council’s trading standards team, local volunteers monitor HGV vehicles reporting offences and initiating action
	Salamander – Holiday scheme run by Fire and rescue to provide activities for young people with serious life challenges
	First Responders – Local people trained and equipped with emergency kit, working on a rota to respond to emergency situations such as accidents and cardiac incidents. Can provide vital care whilst ambulance mobilised
	Neighbourhood Watch – Support Police on local areas to report concerns
	Flood and Adverse Weather Wardens – Volunteers who monitor flood events, check watercourses, provide advice and weather warnings to those at risk and help coordinate local response
	Community CCTV – Managed by local communities to monitor specific issues such as fly tipping
	Action on Traffic – Villages and towns focus on traffic issues at how to tackle speeding, congestion, dangerous parking with a view to changing behaviour
	Safe Places – Places identified where people can go when they feel threatened, anxious, confused or worried. Staff are giving training to help provide assistance and a place of quiet respite
	Stay Safe, Stay Alive – Road traffic awareness for community groups provided by the Fire and rescue service. A hard hitting presentation for audiences aimed at changing driver behaviour