

## **Kennet – A Community Strategy**

**2005 - 2015**

The Kennet Local Strategic Partnership (KLSP) is committed to working together for the long term sustainability and improvement to our district. This plan has been developed to set out our long term vision and aspirations of our communities and to:-

- ◆ Provide the links between the Local Area Strategies and the Wiltshire Wide Strategy.
- ◆ Set the agenda for the LSP.
- ◆ Resolve potential conflict between existing plans & strategies.
- ◆ Identify the key priorities at Kennet level.
- ◆ Enable Kennet to influence decision making at county, regional and national level.
- ◆ Help strengthen priorities at local level.

In developing this plan the KLSP is mindful of the four key components required:-

- ◆ A long term vision for the area focussing on the outcomes that will be achieved;
- ◆ An action plan identifying shorter term priorities and activities that will contribute to the achievement of the long term outcomes;
- ◆ A shared commitment by the partnership to the implementation of the action plan and proposals for doing so, and
- ◆ Arrangements for monitoring the implementation of the action plan and for periodically reviewing the Community Plan.

## **Background to Kennet**

The district of Kennet covers 370 square miles and is one of the most sparsely populated districts in England with a population in 2004/05 of 74,305. There are 0.77 people per hectare compared to a national average of 3.45. (source: Office of National Census (ONCS) 2001). The district includes in the south, Salisbury Plain and to the north the Marlborough Downs. Scattered round the district are over 70 villages and hamlets and the towns of Devizes and Marlborough. The physical size and the relatively large distances between our towns and villages, coupled with the transport and road infrastructure creates issues of access to services.

Almost two-thirds of the district lies in the North Wessex Downs Area of Outstanding Natural Beauty, there are over 70 designated conservation areas and more than 4,500 listed buildings. The Avebury area and some of its surrounds have been designated as part of the Avebury and Stonehenge World Heritage Site.

One of four district councils in the county of Wiltshire the area, the people and the economy are strongly influenced by the commuter pull of the South East and the town of Swindon which provides much employment opportunity for the residents in our district. These two major influences have in fact influenced very heavily the population profile of Kennet with many people choosing to live within the Kennet area and commute.

An equally major influence on our community is Tidworth, Netheravon & Bulford Garrison, which provides employment for a significant number of our residents. To the extent that employment in public admin/defense is 14.39% in Kennet compared to 5.72% (ONCS 2001) nationally and this sector is proportionally the biggest employer.

In 1995, as a result of the reorganisation of local authorities within Wiltshire, the district and the county council commissioned research to look at where our 'natural communities' are in order to help us plan for the future. This process evolved into four community planning areas within Kennet centred around the market towns of Devizes, Marlborough and the villages of Tidworth/Ludgershall and Pewsey. Planning in this way ensures that the needs and aspirations of these communities happens at local level and enables greater participation in the whole process. Recognition of the special regeneration needs led to Devizes being awarded market town status in 2001, Tidworth in 2002 and more recently market town funding became available for Pewsey in 2004.

Key Issues emerging from the four community strategies included:-

- ◆ Housing
- ◆ Health
- ◆ Education
- ◆ Policing

The 2003 General Opinion survey asked about people's priorities and concerns

Most important in making somewhere a good place to live in Kennet.

1. Health Services (11.6%)
2. Low Levels of Crime (11.4%)
3. Affordable Decent Housing (8.3%)
4. Shopping facilities (6.9%)

What needs improving in the district most?

1. Road and Pavement Repairs (11.4%)
2. Affordable Decent Housing (9.3%)
3. Activities for teenagers (9.2%)
4. Shopping Facilities (7.3%)
5. Public Transport (7.2%)
6. Low levels of traffic congestion (7.1%)

Having taken these issues into consideration a draft strategy was drawn up for further consultation towards the end of 2004. Comments received from that consultation were taken into consideration and a second draft was issued for wider consultation during 2005 to test whether we had "Got it right". The partnership felt that it was important to ensure sufficient time was given in line with Wiltshire Compact Best Practice principles for all sectors of the community to be able to comment. This also enabled us to ensure the community planning process complemented the work in the development of the Local Development Framework and joint consultation could take place.

Overall, it seemed that we had broadly covered key areas of people's concern, with health, community safety (including road safety), access to transport, protection of the environment and affordable housing/land use planning continuing to be seen as key issues.

Obviously within those broad themes there are some very specific and localised priorities and many issues overlap, for example transport is seen as pivotal to the achievement of health, culture and economy related issues and housing is seen as a vital factor for our economy. Similarly our priority for housing provides one solution to some of the social care issues and our priority for tourism will contribute to the economy.

This strategy and associated action plan has responded to these concerns wherever possible and where there are the resources to do so. It is intended to develop the action plan further with specific projects that will contribute to the high level actions. These will then be subject to the monitoring and review of the partnership.

## **Vision**

In the next 10 years to create an integrated, fair and thriving community blending a living and working countryside with the towns, villages and other communities of the district through accessibility to services, the participation of local people in decisions affecting their lives and the maintenance of a pleasant environment.

The Kennet Local Strategic partnership adopted a 10 year vision within its constitution. The 4 community area plans articulate the vision for each of the areas. The themes that are common to all these visions have emerged as the three priorities for the Kennet Community.

- Community Participation
- Maintaining a Pleasant Environment
- Access to services

The new vision reflects these 3 key priorities.

Within Wiltshire we have developed a set of eight themes around which the planning of service and partnership delivery can take place. It is recognised that whilst this is a useful planning tool, many areas cut across more than one theme.

The strategy also recognises that running throughout these themes we have a duty to promote equality and diversity and to ensure that sustainability is given due consideration in everything we do.

### **Equalities and diversity.**

The partnership supports the work of the Wiltshire Compact and in particular the code of best practice on equalities and diversity.

### **Sustainability**

At the heart of sustainable development is a simple idea: when we look for a better quality of life for ourselves we should make sure we can hand it on to our children, grandchildren and generations yet to come. That means that economic, social and environmental issues are considered together, not separately.

## **Priority one - Community Participation**

### Themes

- Education & Life Long Learning
- Culture
- Social Care/Health

## **Priority two - Maintaining a pleasant environment**

### Theme

- Environment
- Housing/Built Environment
- Crime/Community Safety

## **Priority three – Accessible Services**

### Themes

- Economy
- Transport

## **Community Participation**

### Education/Life Long Learning

The Index of Deprivation's Education, Skills and Training Domain looks particularly at school performance, staying on rates in school or further education post-16, and the percentage going on to higher education. Areas that are identified in Kennet as being educationally deprived are Tidworth North East (amongst the top 10% of areas in England), and Ludgershall North and Devizes East Central (both of which are in the top 20% of educationally deprived areas in England).

Educational attainment can be affected by many factors, such as home life, bullying etc. The Wiltshire Assembly of Youth has developed an "Agenda for Action", which set out issues they feel are important to them that will also affect educational attainment.

Access, particularly to further education, can be problematic for some due to journeys including several changes of bus. This is a disincentive, both in terms of cost and inconvenience, to people taking up and persisting with these opportunities. There are important links with the transport theme.

The 2001 census (ONCS) figures indicate that 23% of the economically active population in Kennet hold no formal qualification compared to a national average of 29%. Kennet residents also had a higher level of qualifications in each of the categories specified. However, Learning and Skills Council figures (PID for Basic Skills LPSA topic January 2004) indicates that 21.8% of the adult population of Kennet had poor literacy, and 20.6% poor numeracy. Both these figures are below the national average. Within Kennet, Devizes North and Marlborough East wards are significantly above the national average.

The following groups are the least likely to hold any formal qualifications (according to national research) – the long-term unemployed, the economically inactive, individuals aged over 50, and individuals employed in manual occupations. Amongst these groups over 20% are likely to have no formal qualifications.

In order to improve the quality of people's lives it is important that our children have the best possible start in life through the provision of first rate educational facilities to help them attain the educational standards for the future and that opportunities for adult learning are available within the district.

**The key outcomes we expect to achieve the priority are:-**

- To reduce the number of adults holding no formal qualification to below 20% by 2011.
- To improve the levels of attainment in Kennet's schools so that by 2009 performance at all key stages is in the top 25% nationally and no school is designated for special measures.

**The key outputs we need to achieve these are:-**

- To retain Tidworth college and the provision of adult skills and learning opportunities.
- To participate in the countywide project to increase the number of people attaining at least NVQ level 2.
- To continue to invest in the infrastructure of our schools to create a quality learning environment for our children.
- To continue to reduce primary and secondary school absences and remain top quartile for all council's.
- To implement the actions set out in the WAY "agenda for action" education priority by 2009.

Culture

Audits within selected villages have shown that activities for young people, meeting places and rural transport are important cultural needs in our communities, particularly in the rural villages.

The results of consultation have highlighted the need to improve local "meeting places". These are as diverse as play areas, leisure centres, recreation grounds, sports clubs, village halls etc. Access to these places can be limited by a range of factors such as capacity, availability, quality and range of facilities, heating lighting etc.

Improving the quality of meeting places will encourage more people to use them. More community activity is desirable for community cohesion and developing strong, safe and healthy communities.

The range of services for young people was investigated in 2004. The conclusions of that study found that there was in fact a great deal going on, but young people were constrained by the lack of transport and information.

There may be a need for more hotels and bed and breakfast accommodation in the district, and a youth hostel in the Avebury area, to meet visitor demand. It is significant that the rural part of the Marlborough Community Area comes

only after Trowbridge and Chippenham Community Areas in the level of employment (300 jobs in 2001) connected with the hotels, licensed premises, restaurants, and catering sector. Consultation shows that many people believe the availability of good quality tourist accommodation is an important factor for Kennet, particularly in helping us sustain a vibrant economy.

This theme links closely to transport and the economy theme, which both recognise issues around access and community based facilities, particularly at local level.

**The key outcomes we expect to achieve the priority are:-**

- To increase satisfaction with the cultural and recreational facilities in the district and remain in the top 25% for all districts by 2006.
- To increase the number of jobs employed in the service sector from 1,534 in 2001 to 1,610 in 2011.

**The key outputs we need to achieve these are:-**

- Investment and maintenance of the 4 leisure facilities at Devizes, Tidworth, Marlborough & Pewsey.
- To continue to invest in the improvement of our “meeting place” infrastructure.
- The implementation of the Kennet Leisure & Arts strategy for 2005-2008.
- To increase the number of visitors to Kennet from (04/05) 1,041,000 to 1,093,050 in 2011.
- To continue to develop and invest in the web as a means of attracting visitors to our district.
- To work in partnership within Wiltshire to promote the area as an attractive place to visit and stay.
- To invest in the joint provision of TIC/visitor information centres in key sites in the district.

Social Care/Health

The people of Kennet enjoy good health with 73.7% of the population describing their health as good, compared to the England and Wales figure of 68.6%. Our population also enjoys a higher than average life expectancy of 77.2 years for males and 81.4 years for females (England & Wales figure 75.2yrs / 80.1yrs). (Source for figures 2001 ONCS).

As might be expected for a healthy community Kennet has lower than expected incidences of all major killers: heart disease, stroke and cancer. Unfortunately over the last decade there have been far more land transport (road traffic) accident deaths than we would expect (or want) for this population. This is being addressed through the work of the community safety partnership.

Kennet and North Wiltshire Primary Care Trust is the lead organisation providing healthcare services in the district. There are fourteen GP surgeries, nine pharmacies twelve dental practices and two community hospital within the area. General hospital services are provided at Salisbury, Swindon and Bath although access to all of these is difficult.

The majority of the determinants of good health will lie outside the remit of the National Health Service. Ensuring good health (as opposed to health care) is the responsibility of the individual in collaboration with a huge range of statutory and non statutory organisations. Major contributions to improving health could be achieved with sustained action on personal behaviours and lifestyles, preventing obesity, eating a healthy diet, taking regular exercise, sensible drinking and stopping smoking.

Although overall Kennet's residents do enjoy good health, there are pockets of ill health within the district. The gap between the most and least healthy is a challenge and the aim is to see this gap close. The Index of Deprivation 2004 has a "healthy domain" that identifies Devizes North East; Devizes South West and Tidworth North East as amongst the least healthy 10% in Wiltshire. In the least healthy 20% are also Ludgershall East and Faberstow; Marlborough East North; Devizes East North and Devizes East Central.

Along with the rest of the county Kennet has an ageing population. The number of people over 65 is projected to increase by 17.3% between 2000 – 2011, equivalent to 2,150 people, of whom 700 will be over 80. Those over 65 were 15.5% of the district's population in 2000 and were expected to form 17.4% of the population in 2011 (source Wiltshire Structure Plan 2011). Whilst there is a need to plan for this increase it is also important to remember that being old does not necessarily mean being unhealthy. Many older people lead healthy and active lives.

When it comes to providing health and social care services some organisations in Kennet have a problem in recruiting staff, reflecting a national situation. The factors influencing the recruitment of staff in health and social care settings include:-

- The demanding nature of the work.
- Shift work.
- Costs of getting to and from work, particularly in more rural areas.

It is easy to see that some staff will often find more equally attractive alternative employment locally.

Health and social care providers are working to look after people in their own homes as much as possible but there will always be some people who will need the support provided by a care home. Unfortunately in the Kennet area there is an under provision of this type of service. The Primary Care Trust together with other statutory partners are working to develop alternative



models of care that are sustainable in the 21<sup>st</sup> Century. Wiltshire and Wiltshire County Council has significant contracts with the Order of St John Care Homes and a number of other providers. This provides a measure of stability in the availability of care beds locally.

Consultation on the draft plan confirmed that health continues to be a priority in Kennet, in particular access to services and this strategy links closely to the county wide project to make Wiltshire the healthiest place to live by 2012.

**The key outcome we expect to achieve the priority are:-**

- To make Kennet the healthiest district in the healthiest county in England by 2012.

**The key outputs we need to achieve this are:-**

- Statutory and non-statutory organisations to give full commitment to the county wide project, including resourcing and delivery of identified projects.
- All statutory and no-statutory organisations to commit to becoming exemplar employers and achieving “Platinum Smoke Free Award” status.
- All members of the partnership to work together to deliver the key targets in “Choosing Health-Making Healthier Choices”.
- KNW PCT to secure full patient and public engagement with a comprehensive review of the services it delivers and commissions and the review is implemented.
- Active 4 Health, exercise referral scheme:-
  - target of 250 new participants per year.
  - 30% of participants are continuing to use leisure centre facilities 3 months after completion of the course.
  - 75% of participants are continuing to pursue healthy lifestyles outside of leisure centre activities after 3 months.
- Key partners to continue to work together to implement the Supporting People Strategy.
- To ensure the proportion of older people in Kennet helped to live at home per 1,000 population is proportional to the Wiltshire wide target of increasing from 67 in 2004/05 to 82 in 07/08.
- To increase the percentage of households receiving intensive home care in Kennet in proportion with the Wiltshire wide target of achieving 15 per 1,000 population by 2007/08.

## **Maintaining a pleasant Environment**

### Environment

Sustainability as a principle underpins the whole of this community strategy. A central aim of the strategy must be to manage Kennet's cherished environment for a sustainable future. The impacts of people on the global and local environment are increasingly a concern. Climate change is largely accepted as a threat to the survival of people, plants and animals. The strategy endorses and encourages people in Kennet to act responsibly to mitigate against the negative effects of global warming by meeting their needs without over-burdening natural systems and wasting natural resources

The mid-term review of the Common Agricultural Policy (CAP) is the most radical change in agriculture for at least fifty years. It is replacing a production-based system of subsidies, with a single Farm Payment based on the area of eligible land, not what is produced on that land. Land has to be kept in "good environmental condition to receive this Single Payment, and there is also a new Environmental Stewardship Scheme which gives extra payments for specific environmental improvements.

The high proportion of Kennet that is farmed, and the high quality of its landscape, make it extremely important, that these reforms are harnessed to Kennet's benefit, and individual landowners encouraged to manage their land in ways which enhance the characteristic landscape, biodiversity and archaeology of the area.

The two biggest issues arising from the consultation as concerns for people were waste management and protection of the environment, including such issues as energy consumption, pollution control and other resource conservation, biodiversity and historic, built and landscape conservation.

This theme has close links to the county wide street scene and waste minimisation projects.

#### **The key outcomes we expect to achieve the priority are:-**

- To make Kennet the most waste efficient district in the most waste efficient county by 2012.
- Overall satisfaction with the environment in Kennet to increase by 2011.

#### **The key outputs we need to achieve this are:-**

- 95% of the authority area to be covered by a multiple kerbside recycling by 2007.
- Increase recycling rates from 15.57% in 2004/05 to 36% in 2007/08.
- Promote home & community composting across the district, with a target of 50% of households in Kennet composting by 2015.
- Reduce the tonnage of household waste collected by 1% per annum.

- To reduce the number of areas that fall outside an acceptable level of cleanliness from 16% in 2003/04 to 11% in 2007/08 and remain in top quartile.
- Implement the North Wessex Downs Area of Outstanding Natural Beauty Management Plan.
- 95% of all SSSI in Kennet being in “favourable condition” by 2010.
- To continue to monitor and control land, air and water pollution.
- Apply planning policy and controls consistently to protect designated landscape areas, wildlife and historic sites.
- Increase the percentage of buildings with lower environmental impact.
- To prevent new developments on floodplains and ensure that those at risk take appropriate action to protect life and property.

### Housing/Built Environment

Joseph Rowntree Foundation Report 2004 on the affordability for working households of buying homes put the house price to income ratio of Kennet at 3.92. House prices are considerably higher in the eastern part of the district, particularly in Marlborough area, where this ratio is probably amongst the highest in the South West.

Owner occupation at 65% is lower than the regional average of 73 %, due to higher than average %'s in other types of tenure. Home ownership is also unevenly distributed with only 50% of Tidworth properties being owner-occupied, whereas many villages have over 90% of their properties in this category.

The report “Can Work: Can't Buy” by the Joseph Rowntree Foundation 2003, looked at the income of key workers as a % of the income that would be required to purchase a 4/5 room dwelling in Kennet. Teachers had only 65% of the required amount, a police officer 62.7%, a social worker 53.9% and a nurse 53%. Sarsen have been running a Homebuy Scheme for key workers since April 2004.

Homelessness, which is currently running at 5.5 per 1000 households (slightly below the regional average), is particularly associated with loss of private rented/tied accommodation, and institutional accommodation. Relationship breakdown is also one of the main contributors to homelessness. Private rented at 12.8% of properties is high (of which about 20% (ie. 2.6% of all properties, compared to a regional average of 0.41%) is tied with MOD, agriculture, horse racing, private schools employment). The institutional population of the district is nine times the national average mainly due to the military, but also due to the number of learning disability group homes, set up following the closure of Pewsey Hospital. The housing register has grown significantly in recent years, and there are currently 100 new applications a month.

1.47% of the district's housing stock is a second or holiday home, which is a significantly higher proportion than even the next highest figure in Wiltshire, that for Salisbury district. In parts of the Pewsey Vale and on the

eastern border with West Berkshire, there are concentrations that exceed 5% of the stock locally.

Social housing at 18.5% of housing stock is above the regional average, but due to the Right to Buy, is unevenly distributed around the district. Village locations, and especially those in remote villages, are much less attractive to Choice-based Lettings users than towns.

With relatively low housing allocations in the Local Plan, the scale of new affordable housing that will be produced by developer contributions will be more difficult to achieve than previous years. Exceptions sites (of which there have been 15 rural sites since 1990) again, are unlikely to add significantly to this total. The draft Regional Strategy by concentrating development in Principal Urban Areas (PUA's) like Swindon, is unlikely to allocate much additional housing to the Kennet area for the period 2011 – 2026, but the detailed proposed district allocations have not been issued or consulted on yet.

**The key outcomes we expect to achieve the priority are:-**

- To improve access to a range of quality and affordable accommodation across the district to reduce homelessness, enable key and other workers to live in the district and sustain local communities.

**The key outputs we need to achieve this are:-**

- Enable 100 affordable homes per annum, which are a mixture of homes for rent and low cost home ownership to increase the number of new affordable homes from 5,894 in 2005 to 6,894 in 2015.
- To produce and implement the Local Development Framework.
- Improving or redeveloping four existing sheltered housing schemes, which do not meet the required standard.
- To ensure all public sector housing meets the decent homes standard by 2010.
- Help to bring back into use at least 40 empty private homes per annum.
- Prevent 30 homeless cases per annum through housing advice.

Crime/Community Safety

The Kennet Community Safety Partnership recognise that by working together and sharing resources as well as information, they can be more effective in reducing crime and disorder and building a safe and supportive community.

The partnership undertook its third crime and disorder audit in 2004, which confirmed that Kennet had the lowest crime rate in Wiltshire, which is itself one of the safest counties in England. New priorities identified in "Staying Safe, Feeling Safe" A strategy for reducing Crime and Combating drug misuse for Kennet include making people feel safe, addressing high crime wards and neighbourhoods, reducing anti-social behaviour especially that

associated with drunkenness, crimes of violence, road traffic accidents, and victimisation.

The figures for all recorded crime for Kennet community areas (2002/03) were as follows:-

Tidworth	0.21 average recorded crimes per person
Pewsey	0.04 average recorded crimes per person
Marlborough	0.08 average recorded crimes per person
Devizes	0.35 average recorded crimes per person

This suggests that Devizes, as the largest centre of population in Kennet, also has the highest rates of recorded crime, both absolutely and per person.

The Index of Deprivation 2004 places only Devizes North East in the top 10% areas in Wiltshire for the crime domain, with Marlborough West North, and Pewsey South in the top 20% of areas in the county.

Key issues emerging out of the consultation of this community strategy related to the number and visibility of police, road safety, anti social behaviour and detection rates. Wiltshire Police have introduced a new communications system which will enable officers to spend more time on patrol, providing reassurance and deterring anti-social behaviour.

Whilst Kennet enjoys low levels of crime and also low levels of fear of crime, this still continues to be of concern to many people. Regular surveys are undertaken to monitor this and a key part of the third strategy will be to implement actions to reduce fear of crime.

**The key outcome we expect to achieve the priority is:-**

- To cut crime in the district by 12.5% by 2008.

**The key outputs we need to achieve this are:-**

- To implement the third Community Safety Strategy for Kennet between 2005 and 2008.
- To target higher density crime areas in the district and to bring the rate of crime in the high crime wards closer to the district average, and to ensure that no ward in Kennet has a crime rate more than four times the district average.
- To reduce alcohol re-offending in Kennet from 40% to 20% by 2008.
- To reduce the deaths and serious injuries on Kennet's roads in proportion to the reduction on all Wiltshire roads from 287 in 2003 to 231 in 2007.
- To increase domestic burglary detection rate to 21% by 2008.
- To increase vehicle crime detection rate to 12% by 2008.

## **Accessible Services**

### Economy

The ONCS office official labour market statistics show Kennet to have very low levels of unemployment at less than 1% (Jan 2005). This varies from the 2001 census figure of 2.02%, because it only includes people who can register as unemployed. There are people who are available and willing to work who are not contained in that figure. We also know that earnings vary considerably. 16% of Kennet households earned more than £45,000 p.a. in 2002, and 32% of households less than £15,000, the latter reflecting a low wage level economy. The Index of Deprivation 2004 shows that the Devizes North ward (and in particular the Devizes North-east “super output census area”) is particularly deprived in terms of income and employment (i.e. in top 10% of Wiltshire areas).

Between 1994 – 2001 the numbers of VAT registered businesses in Kennet increased by 4.8% (125) putting it in the top 1/3 of English districts. It also had a net rate of business survival of plus 0.5% over the same timescale. Kennet was also in the top 20% of UK districts for employment growth between 1995-2000. This illustrates the fact that enterprise and employment growth is especially concentrated in the northerly part of the county with its good access to the M4 corridor.

In the district as a whole there was a business density of 55.7 firms per 1000 working age population. This density varies over the district, with the Marlborough community area having the greatest concentration of rural firms in Wiltshire, with average firm sizes at 7.9 employees, smaller than the county rural average. Many of these firms have difficulties recruiting locally because of the specialist nature of their businesses. About 40% of these rural businesses have been founded by in-migrants to the area.

Kennet is, not unlike many rural authorities, particularly dependent on public sector employment. As well as public administration/defence, already mentioned, the education, health and social services are also significant employers in the district. These sectors are an integral and important part of the ‘knowledge’ economy and account for 14.39% of employment in the district compared to a national average of 5.72%.

The dependence on the public sector/military is particularly acute in the south of the district and has created an “imbalance” in the community, making it difficult for shops and small businesses to be sustainable due to the continuing changes to the local population, caused by military turbulence and operational deployments.

We also know from the General Opinion Survey that “access to shops” was important to people. By ensuring good access to shops and other services both at “village” and “market town” level, we can ensure that our commitments to sustainability and equalities are maintained.

Whilst the Kennet economy seems good it is important that we work together to ensure that this continues to be the case and also to respond to people's aspirations of improved access to shops and facilities.

**The key outcome we expect to achieve the priority is:-**

- Unemployment to stay below the national average of 3.35% and below the ONCS figure for 2001 of 2.02% and be less than 2% by 2011.

**The key outputs we need to achieve this are:-**

- Continue to support and work towards the regeneration work in Devizes, Pewsey & Tidworth.
- The establishment of starter units at Castledown Business Park. Ludgershall by 2008.
- 100% of the district to be covered by broadband and digital by 2006.
- To retain the number of village shops, post offices and pubs.
- To lobby for additional housing allocations across the district. In particular the Tidworth community area, to balance better the military and civilian population to help create a more viable local economy for businesses.
- To develop and implement a parking strategy to enable maximum use of key service centres within the district.

Transport

Car ownership in Kennet is high. At the last census 14.5% of households didn't have a car, compared to just under 27% nationally. Altogether there were 41,910 cars and vans owned by Kennet households in 2001, an increase of 9945 vehicles (31.1%) over the 1991 figure. This figure is not surprising given the rurality of the district. This high dependence on and car ownership by so many of our residents probably increases the isolation of those without a car and therefore makes access to good public transport an important priority. This was reinforced by the responses back from the second consultation. In particular the need to specifically ensure provision for targeted groups such as young people, the elderly and for access to health services. Young people through the Wiltshire Assembly of Youth, were particularly supportive of the wiggly bus scheme.

The Freight Strategy for the county directs long distance HGV journeys away from the A338/A346 to the east of Kennet towards the A34 Newbury by-pass. Despite this there is still concern about the impact of HGV's on villages and towns along the A338/A346 north-south route. Whilst road safety was a priority across Kennet, road safety concerns in this part of the district were particularly important. This links closely with the Community Safety theme which has identified road safety as a key issue.

The Local Transport Plan for the county sets out a Key Bus Network. The main routes in Kennet are:-

- Swindon – Marlborough – Pewsey – Amesbury – Salisbury (with an offshoot from Amesbury to Tidworth and Andover, and a direct link from Tidworth to Salisbury down the Bourne Valley).
- A route from Trowbridge to Devizes and on to Swindon, with subsidiary routes from Devizes to i) West Lavington ii) Calne and iii) Melksham.

These key routes are where most of the infrastructure improvements are being directed, as they can offer a commercial, hourly service. These routes are going to be reviewed as part of the draft Local Transport Plan for July 2005, and may be supplemented by the identification of secondary routes.

In the rest of Kennet, these main routes are supplemented by local services such as the Pewsey Vale Wiggly Bus routes. Voluntary and community transport also contribute vital services, eg. the LINK schemes.

The maintenance and improvement of our roads also continues to be important to people.

**The key outcomes we expect to achieve the priority are:-**

- To improve satisfaction with the local bus services from 66% in 2003 to 70% in 2006.
- Improve our roads so that by 2011 5% or less are in need of major repair.

**The key outputs we need to achieve these are:-**

- Maintain 90% of rural population with access to a daily or better weekday bus service between 2004 and 2010.
- The continued provision of the wigglybus to provide a flexible transport solution in rural areas.
- To continue to support LINK and other community bus schemes to enable better access to facilities. In particular to support those schemes which will support other areas in this strategy, such as access for young people and access to health care
- To reduce the number of pothole defects in the district (measured by the number of reports and increase the areas of roads resurfaced).