

West Wiltshire - a place to be proud of

**West Wiltshire LSP community strategy
2004-2014**

Introduction

The West Wiltshire Local Strategic Partnership (LSP) is pleased to present its community strategy, which provides a framework for making our district 'a place to be proud of'.

The LSP was established to promote the 'social, economic and environmental well being' of the local area, as required by Government legislation, but it also promotes the district's cultural well being.

How this work will be done has to be set out in a plan, or community strategy, and this document is the outcome.

Two conferences were held during 2004 - firstly in March and then in July - to identify the issues that the strategy needed to cover. However, the document is intended to be dynamic and the LSP Board will review its progress annually.

The Vision

The vision sets out the overarching objectives of the community strategy.

All of us as individuals, as well as the many different organisations in West Wiltshire, have a vital part to play in ensuring that this vision is turned into a reality. Each of us needs to ask how we can take the vision forward in our own work, recognising that different partners will take the lead depending on which priority area is being addressed.

The LSP is committed to delivering the vision by 2014. It will be responsible for enabling and ensuring that the whole strategy is implemented while taking the overall lead in some areas.

In addition, the work of the LSP will be complementary to that of the Wiltshire Strategic Board and this will promote further co-operation and partnership working between the various organisations involved in the process.

The principal objective is to make West Wiltshire 'a place to be proud of'. To achieve this we will:

- Make our town centres vibrant, safe and clean - places that are attractive to businesses and visitors alike and are easily accessible to all.
- Improve opportunities for communities to recognise a common bond through the area's shared cultural life - also to celebrate with each other the diversity of cultural traditions represented within the district.
- Make housing available to all sections of the population - homes that are affordable, well designed and suitable for all, even the most vulnerable in our community.

- Improve the health of the people of West Wiltshire - by reducing health inequalities, promoting greater physical activity, tackling obesity, and reducing alcohol and drug abuse.
- Improve skill levels - by increasing adults' take-up of basic and vocational training, thus enabling individuals to realise their potential and helping local employers by improving workforce skills.
- Improve opportunities for young people - to access recreation, physical activity, social and health care, and housing, thus integrating them more effectively into our community.

This vision is reflected in the priorities identified in this strategy, and the LSP will achieve it by working with others to deliver the objectives set out in the conclusions on page xx.

Profile of West Wiltshire

West Wiltshire is a small district set in rolling countryside that features a Green Belt, two Areas of Outstanding Natural Beauty, the River Avon and the Kennet & Avon canal.

The five market towns of Bradford on Avon, Melksham, Trowbridge, Warminster and Westbury each have their own unique character - for example, Trowbridge is the county town of Wiltshire and, as such, is primed for a regeneration scheme that will benefit the whole district, while Warminster lies on the edge of Salisbury Plain and is a typical garrison town, very reliant on the military. However, all five towns act as a commercial centre to their surrounding rural communities.

West Wiltshire is the most densely populated district in the county, at 2.3 people per hectare (county average 1.3 and regional average 2.1). Between 1991 and 2001, we had the second highest population growth in the county at 9% - or 9,900 more people.

Although relatively prosperous on the surface, many district wards are among the most deprived in the county. The inclusion of some town wards in the Index of Multiple Deprivation is no surprise, but rural wards such as Dilton Marsh, Shearwater and Paxcroft also feature in Wiltshire's 20 most deprived areas.

West Wiltshire is a growing district and more homes are needed - at least 738 each year to match demand (up to 2011, District Plan period). House prices are below the county and regional average, although the district had the highest percentage rise in Wiltshire during 2001/02.

Transport links are good in West Wiltshire, with direct rail links to London, Bristol, Bath, Salisbury and Southampton, and each of the five towns has its

own railway station. Both the A350 and A36 run through the district and are recognised as important communication and development corridors.

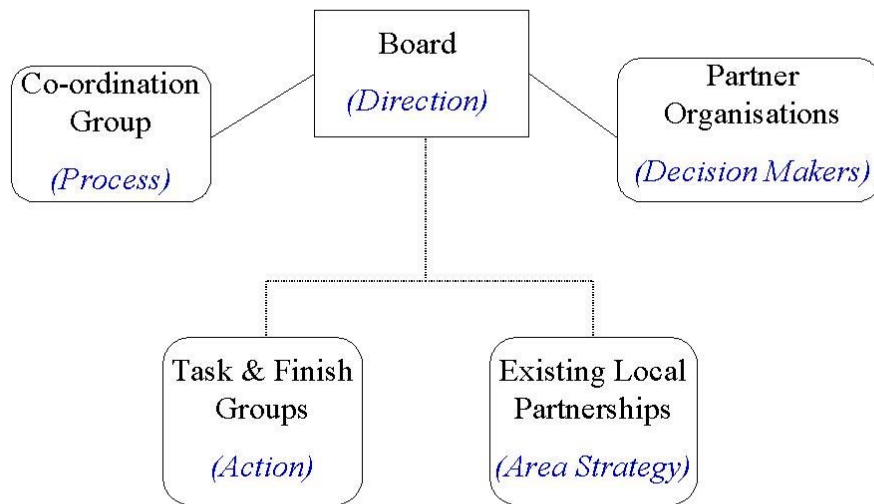
What is the West Wiltshire LSP?

Government guidance sets out a substantial set of tasks that Local Strategic Partnerships (LSPs) must ensure are carried out, although each LSP can decide how they are carried out, over what timescale and in what order.

These tasks include the following:

- Developing a shared 'baseline picture' of the area, comprising both quantitative (i.e. hard data) and qualitative (i.e. results of consultation) information.
- Actively seeking to develop collection and management systems for shared information.
- Developing a shared picture of what different public, private and voluntary bodies are doing and to what effect - identifying gaps in provision, duplication etc.
- Developing an effective LSP, together with any related new structures and processes (e.g. working groups, task & finish groups) - also making links between the LSP's structure and other partnerships/groupings.
- Producing a community strategy/action plan (with all the accompanying activities this implies, e.g. consultation, negotiation, agreeing targets etc), then monitoring its delivery and reviewing it periodically.
- Working towards integrating all other strategies and plans, from those 'above' (e.g. county, regional) to those 'below' (e.g. other district plans, Market & Coastal Town plans, parish plans).
- Working on improving 'joined-up' consultation across the board, not just for the community planning process itself.
- Building the voluntary and community sectors' capacity to take part in the community planning process.
- Rationalising partnerships and partnership activities in the area.

Each LSP is headed by a Board, which provides direction for the agencies and groups that feed into the partnership.



The West Wiltshire LSP Board is currently made up of 16 representatives from a range of organisations, including:

- Federation of Small Businesses
- Five community area partnerships
- Voluntary Action West Wiltshire
- Wessex Association of Chambers of Commerce
- West Wiltshire District Council
- West Wiltshire Economic Partnership
- West Wiltshire Primary Care Trust
- Wiltshire Constabulary
- Wiltshire County Council

A further four places are available on the Board and will be filled in time.

Working in partnership

By its very meaning, the LSP brings together the public, voluntary and private sectors to work towards improving West Wiltshire for everyone who lives and works in the district.

Although this strategy covers the whole of West Wiltshire, carrying out the actions it identifies can be done at many levels, including regional, county, district, community area, town, village or neighbourhood.

At the heart of this is the LSP Board, which includes representatives of the key partners.

The approach adopted by the Board has been to produce a strategy that truly reflects the needs and aspirations of the West Wiltshire community. To achieve this, the partner agencies have had to look at service delivery through the eyes of their customers.

Extensive consultation therefore took place, and independent analysts were contracted to produce the strategy's core.

In addition, and as a result of the March 2004 conference, three areas were identified as key goals for good partnership working that the Board should aim for:

- A rich diversity of knowledge, skills and resources that can be pooled
- A greater awareness and understanding of needs that can, in turn, direct service delivery
- Opportunities to network, learn, communicate and understand each other, leading to a relationship of mutual trust

However, prioritising and implementing action falls to everyone who lives and works in West Wiltshire - the Board can only act as a catalyst to enable action to take place in a joined-up and strategic way.

This strategy should act as a prompt for all organisations, community and voluntary groups, the Wiltshire Strategic Board, parish and town councils, community area planning partnerships, private businesses, families, and individuals of all ages to have their say. Only by everyone being part of the process can things move forward - in many cases, a change in lifestyle may be needed, and this will require leadership by example.

Summary of consultation

To be effective, a community strategy has to reflect the needs and concerns of people who live and work in the local area.

An LSP conference was held in March 2004 to identify the key issues to be developed within the strategy. Following that conference, and using our full resource of previous community consultation as a reference, we were able to identify areas where further work was needed.

Previous consultation used:

- People's Voice
- Tomorrow's Voice
- Area partnerships' community plans
- Imagine West Wiltshire (1999)
- Key relevant consultation carried out by partner organisations

Additional consultation carried out after the March 2004 conference:

- Specific questions in People's Voice
- Focus groups for 25-40 year olds
- Focus groups with young people

- Consultation with the business community
- Interviews with service managers

External consultants have now analysed the results of this process, together with the outcomes of community planning, key reports and strategies, and this has formed the basis of this strategy.

Issues identified by March 2004 conference (in order of importance)	Outcomes of People's Voice, March 2004 (in order of importance)
Affordable housing	Crime & community safety
Inclusion & accessibility	Houses local people can afford
Transport & traffic	Health & social care
Economy	Transport & traffic
Countryside & environment	Local economy
Health & healthy lifestyle	Countryside & environment
Skills	Education, skills & learning
Community safety	Built environment
Built environment	Inclusion & accessibility

Two key messages that came out of the consultation were the importance of improved access and better facilities/services for young people. These are areas that need to be addressed, and the partnership's targets reflect this.

Governing principles

Three core principles lie at the heart of the strategy and have guided how we intend tackling the issues within each theme area.

These are:

- **Sustainability** - in order to create a better environment and improve the quality of life in West Wiltshire, the LSP Board is committed to carrying out its responsibilities in harmony with the local environment, without causing damage to our communities or those beyond our boundaries. The Board values quality of life, and will take into account the needs of future generations as it seeks to implement the community strategy.
- **Social inclusion** - the Government defines social exclusion as a shorthand label for what can happen when individuals or areas suffer from a combination of linked problems such as unemployment, poor skills, low incomes, poor housing, high crime environments, bad health and family breakdown. To overcome this and achieve social inclusion, councils are expected to co-operate with central government and other agencies to look at how these problems can be tackled in the long run. The Board will ensure that it adopts this approach at district level when implementing the community strategy.
- **Equality and diversity** - the Board is committed to equality of opportunity for everyone, regardless of their race, nationality, religion or belief, gender,

sexuality, disability, age or marital status. We are also committed to promoting diversity, which recognises that everyone has a contribution to make and that services can be improved by harnessing skills from all sectors of the workforce and community.

How to read and use the strategy

The LSP Board decided that the easiest way to present local issues in a clear and concise way was to structure the strategy in a similar pattern to the version produced by the Wiltshire Strategic Board.

Consequently, the information is presented through eight policy themes:

- Social care & health
- Countryside & land-based issues
- Housing & the built environment
- The local economy
- Transport
- Crime & community protection
- Education, skills & learning
- Culture

The Board has taken great care to ensure that these policy themes meet the aim of promoting the social, economic and environmental well being of the district.

In addition, the LSP is committed to addressing and monitoring the main areas identified as needing improvement within each theme - existing organisations, agencies and/or partnerships may take the lead on tackling the issues, or we may set up new 'task & finish' groups.

Once this document has been adopted, the LSP Board will work to ensure that overall policy directions within the community strategy are realised and implemented.

Detailed action plans will then be drawn up, showing how the Board intends to progress the immediate priorities, with clear targets identified for each area.

An annual community conference will be held to help update the strategy, and to report on progress made on implementing the key actions within it.

A more detailed review of the strategy will take place every three years, starting in Autumn 2007.

Social care & health

West Wiltshire Primary Care Trust (PCT) is a locally managed NHS organisation that serves a population of 120,000. It employs over 1,000 people with responsibility for 12 GP practices, five community hospitals, maternity services, community services (occupational therapy, district nursing, health visiting, physiotherapy etc.), pharmacists, optometrists and dentists.

The PCT is responsible for ensuring that health services are developed to meet the needs of local people, while taking into account targets set by the Government in the NHS Plan and also the availability of resources.

Agreements with Wiltshire County Council are already in place to deliver integrated health and social care services; however, all of the LSP partners contribute to the health and well being of local people in some way.

Key statistics

In the 2001 census, 70% of the population described their health as good and 93% as fairly good - which is higher than the average for England. The proportion of people reporting 'limiting long term illness' was amongst the lowest in England.

Average life expectancy in West Wiltshire is higher than the national average, at 77 for men and 81 for women - in comparison, life expectancy for England is 75 for men and 80 for women.

All of these factors indicate that West Wiltshire's population is relatively healthy compared to the average for England; the public's health is improving, and people are generally living longer and healthier lives.

Cardiovascular disease has been declining for several decades but is still a major killer. The number of people who are overweight and obese is rising rapidly, having tripled over the last 20 years, and it continues to rise. Being overweight puts people at risk of many diseases such as high blood pressure, heart disease, diabetes and osteo-arthritis. It's easier to avoid developing obesity than to treat it, hence focusing advice on healthy eating and keeping physically active.

Mental health problems are likely to affect 25% of the population at some time in their lives, yet such illnesses are associated with fear, hostile attitudes and a lack of understanding from the community.

Problems such as drug and alcohol abuse, sexually transmitted diseases, and the effects of living in cold, damp housing have major health impacts, not only on the individuals affected, but also on society. There are many aspects of health that impact on the community and for which community level action can make a huge difference.

The People's Voice panel was asked to rate local health services (not just those delivered by the PCT), and the following statistics are extracted from the results.

Q) Whether you have used them or not, do you think the following services have got better or worse over the last two years, or have they stayed the same?

<i>(People's Voice - June 2004)</i>	Better %	Same %	Worse %	DK %
NHS dentist	4	38	45	13
District nurse	4	23	5	68
GP practice	34	40	24	3
Health visitor	2	18	4	76
Home care	3	12	8	78
Local community hospital	8	32	37	23
Occupational therapy	2	16	4	78
Pharmacist	25	63	2	10
Physiotherapy	6	30	6	58
Royal United Hospital	15	33	29	23
School nurse	1	11	3	85
Specialist nurse/nurse practitioners	14	20	2	64
Speech & language therapy	1	9	2	88
NHS services overall	13	37	38	12

Q) Which of the following things do you think have got better or worse over the last two years, or have they stayed the same?

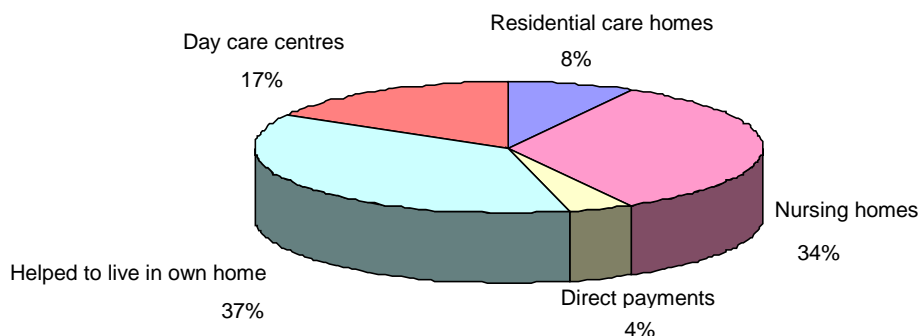
<i>(People's Voice - June 2004)</i>	Better %	Same %	Worse %	DK %
Appointment availability/opening times for GP practices	29	29	40	3
Appointment availability/opening times for hospitals	6	33	33	28
Waiting time for hospital treatment	9	25	40	26
Location of health services	5	49	28	17
Communication about your treatment	17	52	14	17
Transport to & from health services	17	26	10	47
Information given to you about your treatment	21	55	8	15
Quality of care	18	57	10	15
Attitude of staff	22	56	12	10
Communication between different services	4	25	27	44

In 2003/04, over 270 carers' needs were assessed either jointly with the cared-for person or separately, and carers' grants totalled £55,636.

In West Wiltshire, expenditure on residential, nursing and domiciliary care in 2003/04 was £4,972,457.

The following chart shows the make-up of how and where clients are helped:

West Wiltshire PCT social care clients - June 2004



What you told us...

- 30% of people think that the health service needs improving and waiting times for specialist treatment are still too long
- Access to and level of health facilities needs improving, especially for the elderly and young people with mental health issues
- Access to facilities for people with disabilities needs improving
- Ensure adequate provision of care, to release parents and carers for employment or training
- Level of services for elderly needs improving, e.g. locally available residential care, home care support, volunteer drivers etc
- 39% of people take no physical activity on a regular basis to keep fit
- 44% of patients feel that their opinions and preferences were taken into account - this is the highest in Wiltshire
- 85% say that they could easily contact the Department for Adult and Community Services (formerly Social Services)

Our response to your concerns

The Health Improvement and Modernisation Plan (2002/03 to 2005/06) currently guides everything the PCT does.

Current priorities include:

- Working towards achieving Government targets for specialist treatment
- Providing better community help for the elderly
- Providing help for people diagnosed with mental health problems
- Providing help and advice to people who wish to stop smoking, fight obesity and increase their fitness level - which goes some way to encouraging healthy lifestyles

However, the PCT has been living beyond its means for some years, and the current financial deficit amounts to £4m out of an overall budget of £100m. This situation cannot be allowed to continue and must be addressed robustly; achieving a financial recovery plan must become the organisation's main focus.

Plans for change are being developed, which address these financial difficulties whilst moving towards the Government's targets for the NHS, and these will be shared with the LSP and local people. In addition, an action plan is being developed to address the concerns identified by the Health Commission's clinical governance review.

The PCT believes strongly that an emphasis on financial recovery should not mean a deterioration in service - more efficient and effective methods can be found to run and improve services when driven by a balance between clinical need and the financial perspective.

The 'Commission for Health Improvement' report raised issues that will form the basis of a new improvement plan. The LSP will work with and support the PCT in:

- Developing and implementing a financial recovery plan, including participation in consultation and communication with the public
- Raising standards, simplifying access to services, and promoting/encouraging the provision of seamless services, whilst living within the PCT's financial means

The PCT is not the only provider of health and social care, and there is a responsibility for all partners to take an active role. In particular, recognition needs to be given to the vital work carried out by the voluntary sector. Together the partners will continue to pursue and promote the integration of adult health and social care services, including quality support for carers.

In the future the partnership will...

- Simplify access to services
- Address health inequalities
- Encourage people to take more responsibility for their own health and well being
- Promote healthy lifestyles

The lead organisations will be: PCT and County Council, with voluntary sector and District Council

Countryside & land based issues

West Wiltshire is a predominantly rural district and beyond the five main towns is a patchwork of smaller settlements, surrounded by a diverse tapestry of landscapes and land uses.

The environment is recognised locally and nationally through designations such as Green Belt, Sites of Special Scientific Interest (SSSIs) and Areas of Outstanding Natural Beauty (AONBs).

However, protecting and conserving West Wiltshire's environment is increasingly difficult because of local demand for more market and affordable housing, less traffic in settlements and more opportunities for employment. Also important is the need to minimise waste and increase recycling, and manage and develop opportunities to enjoy public open space and gain access to the wider countryside.

Making progress towards this balance requires innovation and collaboration between a wide range of public, private and voluntary sector organisations, together with the effort of individuals and communities.

Key statistics

- 200 square miles (517 sq km) - 16% of Wiltshire county
- 37,147 hectares in agricultural and horticultural use
- 51% of holdings are less than five hectares
- 33% of agricultural land is rented
- Some 18 tonnes of rubbish are produced in West Wiltshire every day
- Some 20% of household rubbish is recycled
- Parts of two Areas of Outstanding Natural Beauty fall within West Wiltshire
- Five special landscape areas are within West Wiltshire
- There are 19 Sites of Special Scientific Interest
- 1,300 people work in agriculture, mining and fishing

<i>(Statistics supplied by West Wiltshire District Council)</i>	2002-03	2003-04	2004-05
% of residents served by a kerbside collection of recyclables	55%	78%	80% (target)
% of waste recycled or composted	N/A	10.24%	21% (by 2005/06)
Total tonnage of household waste arisings	43,484	48,558	50,986 (expected)

What you told us...

- Protecting the environment should be a high priority
- There should be improved opportunities for people to get involved in their local environment
- Ensuring access to public open space is important
- We want to see less litter across the district
- There should be improvements to increase recycling

Our response to your concerns

- Protecting the environment is achieved partly through designating areas sensitive to damage. Parts of West Wiltshire have been recognised locally, nationally and internationally for their wildlife and landscape importance. Internationally, Salisbury Plain, Winsley Mines and the River Wylye are candidates for International Special Area of Conservation (SAC) status. Nationally, the north west and south of the district are within Areas of Outstanding Natural Beauty (AONBs) and there are 19 Sites of Special Scientific Interest (SSSIs). Locally, parts of the district are designated a Special Landscape Area, Sites of Nature Conservation Importance and Areas of High Ecological Value, and there is one designated Local Nature Reserve.
- The participation of residents in local environment activities is important because of the benefits brought to our towns and parishes by community involvement. These include a strong sense of local environmental stewardship, a commitment to learning and understanding, and the role this plays in enhancing the well being of people through opportunities that improve their health and social networks. Opportunities to get involved are available through the District Council's Design Awards scheme, the country parks, Wiltshire Wildlife Trust, and the British Trust for Conservation Volunteers, among others.
- Existing open space is protected from development through the planning system, whilst new housing developments are required to provide new play areas and sports facilities. The District Council is carrying out a major recreation needs assessment to identify recreation needs in West Wiltshire and to establish whether there are adequate facilities available to meet those needs. The Council will develop policies and initiatives to ensure that the recommendations of the assessment are carried out.
- Litter wardens are being enlisted on a voluntary basis to help support the District Council's vision of a clean, rubbish free environment. Local residents are being encouraged to patrol areas that have been identified as litter hot spots, supported by the Council. West Wiltshire has signed up to the ENCAMS programme, an environmental charity that aims to achieve litter free and sustainable environments by working with community groups, local authorities, businesses and other partners.
- The majority of municipal waste produced in West Wiltshire is disposed of at landfill, if it is not recycled. The local site at Westbury closed in August 2004, and waste is now taken to Compton Bassett. The District Council has a target of recycling 21% of household rubbish by 2005-06. Kerbside collections of glass, cans, papers, aluminium foil and textiles were introduced in Trowbridge and Melksham in Autumn 2003, and in Bradford on Avon, Warminster and Westbury during the summer of 2004. The long-term aim is to also extend this scheme into the villages.

In addition, new alternate weekly collections of recycling and non-recyclable rubbish were introduced in Melksham and Trowbridge during September 2004. Households have been provided with a new green bin for compostable waste, and this is collected in the same week as the black boxes.

The partners will commit themselves to protecting the environment through the local planning policy process and by supporting the work of the two Areas of Outstanding Natural Beauty. We are committed to the Wiltshire LSP priority of becoming the most waste-efficient county in England.

In addition, we will actively commit ourselves to supporting the following plans:

- West Wiltshire's local strategy for sustainable development
- Area partnership community plans
- Wiltshire's Biodiversity Action Plan
- West Wiltshire's recreation needs assessment (in its production and implementation)

In the future the partnership will...

- Actively involve the public in recycling and preventing waste
- Encourage use of parks and open spaces, and ensure access for all

The lead organisations will be: County and District Councils, Wiltshire Waste Partnership

Housing & the built environment

Housing is not simply about providing decent quality homes - it is also about people being able to access the information and support they need to find homes and live independent lives.

There is a recognised need for affordable homes in West Wiltshire, but local people are concerned that new housing should not sprawl into the countryside. They also want such development to have good access to transport, employment, health, education, shopping and cultural opportunities.

To achieve this, there must be effective collaboration between house builders, private landlords, housing associations, the District Council, health providers and social care support services.

Housing supply is planned through national, regional, county and local planning policies. The current strategy is to deliver 14,000 houses in West Wiltshire between 1991 and 2011, concentrating on the regeneration of Melksham, Trowbridge and Westbury, with lesser development in Bradford on Avon and Warminster.

Limited new housing is proposed within larger villages only, with a range of local services to sustain growth. This strategy is currently under review at County level.

Key statistics

- 49,407 households
- 8,893 houses completed between 1991 and 2001, with 620 houses built each year (on average)
- About 50% of all new housing is built on previously developed land
- The housing register waiting list grew from 2,600 in April 2003 to 3,200 in April 2004
- 2.35 people per household
- Average rents (2001) - one bed flat £350, two bed terrace £450, three bed semi detached £530 and detached £600
- 1,898 elderly supported units, 66 women's refuge units, nine ex-prisoners' units
- 77% of homes are owner occupied and 23% rented
- 33% of households are couples with dependent children, 28% are single occupier, 26% are couples without children, and 5% contain lone parents with dependent children
- The District Council has been investing £2 million in affordable housing each year

Average house prices			
2003			
	Apr Jun	Oct Dec	% increase
Bradford on Avon	176,504	202,287	14.61
West Wiltshire	152,735	167,075	9.39
Wiltshire	181,118	191,882	5.94
South West	164,095	176,092	7.31
Source: HM Land Registry			

What you told us...

- 9% said their accommodation needs were inadequate
- More affordable housing should be provided
- 53% of households who want to leave West Wiltshire want to do so for employment reasons
- 57% of people said housing developments do not take account of young people's needs
- 20% of households contain someone with a disability
- 70% of households from black and ethnic communities were unaware of financial assistance available from the District Council
- The environment - particularly within our villages - needs to be protected from over-development
- New developments must have adequate infrastructure in place, such as shops, GPs, dentists, schools, entertainment etc

Our response to your concerns

- Most people are satisfied with their homes but some 4,700 households do not consider their accommodation adequate. A lack of suitable accommodation is a significant barrier for individuals, and barriers often lead to additional social, health and economic problems. Making the best use of empty homes is a priority, and the District Council is working with Sarsen Housing Association to bring homes back into use for homeless families.
- Some 800 concealed households (people in need of housing, who are currently sharing accommodation with another household and have failed to register their need through the housing register) are expected to form over the next two years in West Wiltshire. Against this, 738 new homes are planned each year, and a further 540 affordable homes and 100 low cost homes are planned between 2003 and 2008.

As part of every new housing development within our towns, the Council requires up to 30% of homes to be affordable. Whilst many of these homes will be for rent, opportunities will also be available for shared ownership, allowing people whose income is not quite high enough to get onto the property ladder.

- In 2003, the District Council submitted a bid to the Government to build 500 new housing association homes and approval was given in May 2004 to take this bid forward. The Council is now preparing a business case to develop these new homes across the district between 2006 and 2009.

Important features of the development programme include:

- Building on brownfield sites wherever possible
- Providing homes where they are needed in villages
- Providing some homes for young people in the centre of Trowbridge, linked to training and job opportunities

- 53% of households cite employment as the reason they want to leave West Wiltshire, but compared to neighbouring districts, West Wiltshire experiences the lowest average house prices, the highest gross average earnings and low unemployment.
- A number of issues surround the provision of housing for younger people, particularly support for those who have left home for various social and economic reasons. Throughout 2004-05, efforts will be made to identify provision for homeless young people, with additional support for their entry into employment and education.
- Various support services are seen as priorities, including occupational therapist advice on planning applications, providing ten flats with support for mental health needs, reviewing the provision of sheltered housing, introducing floating support for new householders, and developing a Supporting People Inclusive Forum.
- It has been recognised that further research is needed around people from black and minority ethnic communities - this has led to a black and minority ethnic housing strategy being planned for 2004-05.
- The planning strategy for West Wiltshire needs to meet the housing requirements arising from national, regional and county policies, whilst protecting the high quality local environment from damaging development. The West Wiltshire District Plan 1st Alteration allocates land at sustainable settlements for new housing development, whilst protecting the open countryside by using measures such as town and village policy limits, landscape designations and Green Belt policies.

The distinctive built heritage within towns, villages and hamlets is preserved and enhanced through designating conservation areas, producing design guidance, and operating grants schemes to repair and maintain listed buildings, especially those at risk.

In addition, the partners will support the implementation of the West Wiltshire Housing Strategy 2004-09 by encouraging collaboration between agencies and landlords.

In the future the partnership will...

- Develop supplementary planning guidance to help achieve more affordable housing
- Address the needs of young people within housing provision
- Ensure information regarding financial assistance is communicated to all, particularly black and ethnic minorities

The lead organisations will be: District Council, in association with Wiltshire Rural Housing Partnership and Supporting People Partnership

The local economy

West Wiltshire has high levels of economic activity, with a predominance of public sector, wholesale & retail and manufacturing. It also has low unemployment, low average yearly earnings compared to the national average, and a high number of companies employing less than 50 people.

There are good standards of school educational achievement, with most 16 years olds continuing on to college.

The approach needed for West Wiltshire to achieve sustainable economic development involves:

- Providing a flexible and skilled workforce able to meet the changing needs of industry
- A sustainable approach to urban and rural regeneration that will contribute to economic stability in the five towns, and underpins the well being and vitality of rural communities
- An enabling and responsive public sector that supports business development, particularly the demand for small units, and enables growth by responding effectively to needs and priorities, as identified by the local business community

The outcome of this approach should be higher wages, an improved overall quality of life and an expansion of opportunity for all. To achieve this approach means responding to the effects of activities beyond West Wiltshire, such as the economic activity of Bath and Bristol, the South West region and beyond.

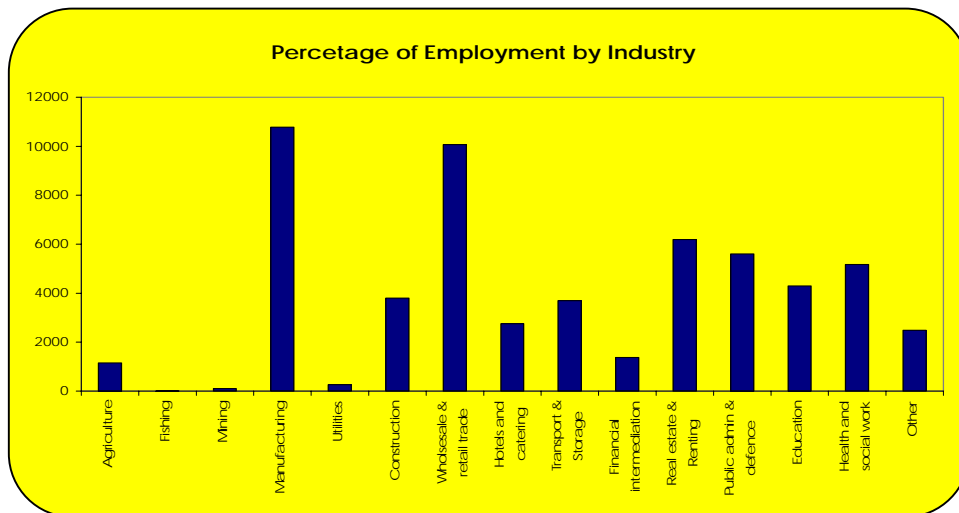
Locally the West Wiltshire Economic Partnership is the main district-wide forum for ensuring economic success, together with the local town partnerships that play a key role in tackling rural and urban regeneration.

Employment supply is planned through national, regional, county and local planning policies. The current strategy is to deliver 150 hectares of new employment land in West Wiltshire between 1991 and 2011, concentrating on regenerating the towns along the A350 corridor.

Small-scale rural development is encouraged, as is farm diversification. This strategy is under review at county level.

Key statistics

	West Wiltshire	Salisbury	Kennet	North Wiltshire
All people - working age	72,000	69,000	45,000	78,000
All people - economically active	58,000	60,000	35,000	65,000
Claimant count	721	404	397	748
VAT registered businesses	3700	3,990	3,020	4,855
Average gross weekly pay	£436	£439	£411	£468
Average house price Jan to March 2004	£174,650	£199,066	£204,587	£197,760
112 hectares of employment land were committed for development in West Wiltshire between 1991 and 2001				



What you told us...

- Some of our market towns need regeneration to improve their visual appearance and quality of shopping provision
- Greater support is needed for new, local, small-scale economic development, including enhancing business in the wider countryside
- Strengthen support for promoting links between local suppliers and local consumers
- Improve the provision of training that is available
- Wage levels need to be improved to help meet the cost of living
- Good transport links are vital to a strong, local economy

Our response to your concerns

The District Council's economic development unit works closely with West Wiltshire Economic Partnership (WWEP), which brings together public and private sector organisations to promote the district's economic well being.

The WWEP Action Plan 2004/05 includes the following key activities:

- West Wiltshire has seen slow economic growth, a decline in manufacturing and an ageing population. Support and participation in regenerating Bradford on Avon, Melksham, Trowbridge, Warminster and Westbury continues to be a key priority, both by capturing the desire of local people to improve the well being of their communities and through supporting initiatives for sustainable economic development.
- Supporting business is a key priority, and this is done by working with the District Council's planning department to ensure that best use is made of land and buildings; lobbying for improvements to key routes; and promoting business support services, business retention and inward investment.
- Strengthening the link between local suppliers and consumers has been acknowledged as a priority, with specific targets relating to generating new

activity by Wiltshire Food Links and the 'Sustain the Plain' Leader Plus project. In addition, WWP supported the development of an e-procurement system and local purchasing directory for Wiltshire businesses and continues to promote this as a major tool for linking local suppliers and consumers (www.buywiltshire.co.uk).

- Promoting a skilled workforce is acknowledged as a key priority and a number of partnership projects are being supported. These include enterprise skills in school curriculum, the Learning & Skills Council's strategic review that matches training to people's needs, and a range of additional training around basic skills, returning to work and modern apprenticeships.
- On average, wage levels are comparable with the surrounding area but the drive is to develop the economy through higher wage jobs - however, this requires people to strengthen skills and training.

We will commit ourselves to supporting the activities of the WWP 2004/05 Action Plan, embracing many of the community concerns.

In the future the partnership will...

- Improve access to training that will lead to a more skilled workforce
- Continue the regeneration of Trowbridge and improving the other market towns

The lead organisations will be: West Wiltshire Economic Partnership, District Council

Transport

People in West Wiltshire have a good rail infrastructure, relatively low levels of congestion and shorter travel distances to work. But there are low rates of public transport use, the lowest car ownership in Wiltshire and widespread public dissatisfaction with the quality of roads and pavements.

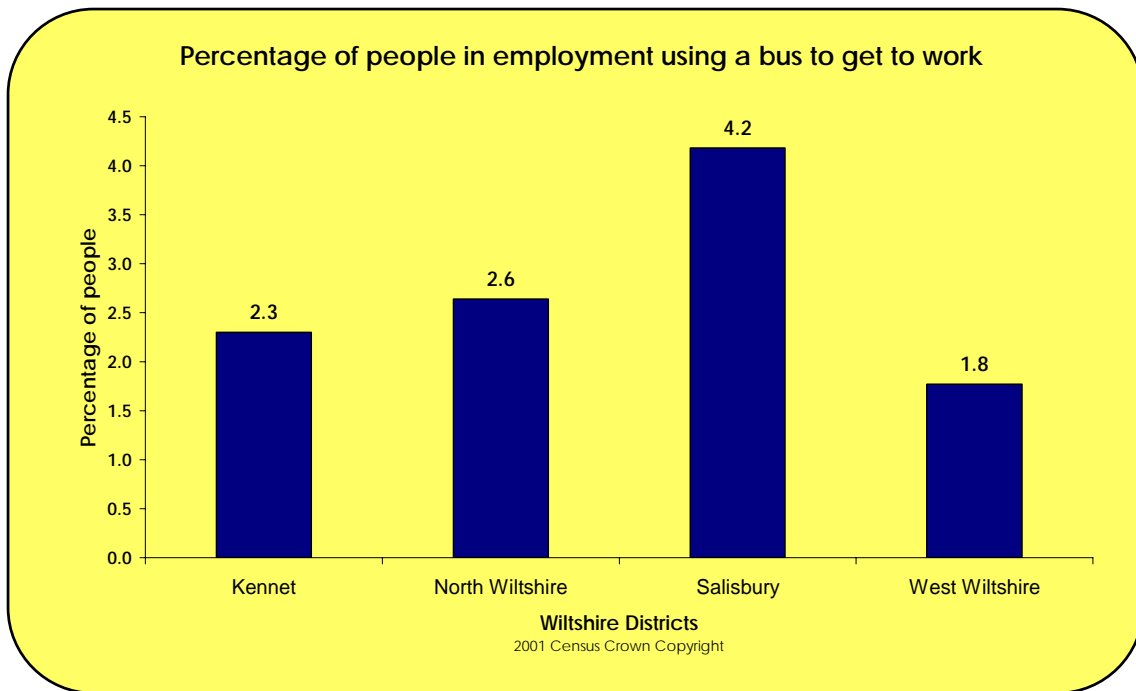
For many people in West Wiltshire, transport is the gateway to better health and well being, increased economic prospects, and access to cultural and recreational pursuits. However, for some, transport is the barrier to these opportunities and is increasingly the cause of rural isolation and small pockets of deprivation in market towns.

People generally expect significant investment for both roads and public transport, and they also want their local and global environment protected. Tackling these challenges requires a sustained programme of investment and collaboration between government at central and local levels, together with private and community transport providers. It also needs individuals, schools, employers and communities to do their bit and support initiatives designed to alleviate transport problems.

Key statistics

(statistics provided by 1991 and 2001 census)	1991	2001
Number of cars	33,140	64,316
Households without a car	22%	18%
Average distance residents travel to work	8km	14km
% of people who work from home	5%	10%
% of people who commute to work using the train	1.7%	1.9%
% of people who commute to work using the bus	1.9%	1.9%
% of people who commute to work using the car	59%	63%
Number of community transport schemes	4	18

According to information provided by the Department of Transport, it can be calculated that up to 400,000 journeys of more than 50m are not undertaken every week in West Wiltshire because of the lack of suitable transport for those with mobility difficulties.



What you told us...

- Public roads and pavements are in a poor condition
- Traffic congestion in some areas is a problem
- Public transport needs to be improved - greater integration is needed to make it more convenient
- Greater emphasis should be placed on encouraging alternative transport, especially walking and cycling
- There are concerns regarding the dangers of traffic in residential areas
- Some people feel socially excluded from travelling

Our response to your concerns

- There is wide and active support for Wiltshire County Council's Western Wiltshire Sustainable Transport Strategy, which aims to improve transport links in the A350 corridor to retain and develop employment opportunities and to improve town centre environments. The strategy aims to secure funding for a range of transport improvements, to reduce the impact of traffic in town centres and residential areas, improve access to public transport, and improve pedestrian and cycle facilities.
- In response to priorities set by the Five Towns Initiative, the District Council has invested £226,000 in town enhancements, including improvements to roads and pavements.
- The District Council is looking at bringing forward supplementary planning guidance to obtain developer contributions towards constructing a district-wide network of cycleways. Work is also underway to achieve travel plans

for new and expanding businesses, to improve access for those people without cars.

- Residents in West Wiltshire are less likely to use public transport to get to work, compared to residents in other districts in the county. Bus and train travel accounts for 3.6% of all journeys to work for residents in West Wiltshire, which is notably lower than the 4.5% for Wiltshire as a whole. There is an extensive network of bus routes throughout the district, in particular connecting the five towns with adjacent areas, and 60% of residents who live in villages have an hourly or better service, although 11% do not have even a daily service. There are concerns that access to bus services may decline as the operating costs exceed the bus subsidy grant available.
- Whilst it is unusual that all five West Wiltshire market towns have access to the rail network, it is surprising that use of rail to get to work is not notably higher than for other districts in Wiltshire - although services to Bath are often overcrowded. Efforts to increase the public's use of rail have been compromised by Strategic Rail Authority announcements about limited available investment in the local network.
- The District Council is reviewing car parking provision and charging, to encourage the viability of the town centres while discouraging car-based commuting and congestion at peak times.
- Walking and cycling have a key role in local transport policy. As well as having significant health benefits, they contribute to a reduction in both fuel emissions and congestion. Walking and cycling combined account for 14.8% of all travel to work by residents of West Wiltshire. This rate is lower than for other districts in the county, although - on average - West Wiltshire residents have the shortest journeys to work compared to average distances for the other districts. In 2003, the 1.5km Bradford on Avon to Trowbridge cycleway was opened, aimed at improving both the quality of provision and associated health, safety and environmental benefits.
- In helping reach key services, people who are frail or who have disabilities can access some 18 community transport initiatives, comprising community minibuses, Link schemes and social car projects.
- Considerable work is being carried out to improve accessibility to public transport. The recent Wiltshire Community Transport Audit points out that tackling isolation caused by lack of transport is particularly important in rural areas such as West Wiltshire.

We will also:

- Monitor the implementation of the Transport Strategy for West Wiltshire 2001-06
- Continue to lobby for transport improvements through the Wiltshire Local Transport Plan

- Use the West Wiltshire District Plan 1st Alteration policies, and prepare supplementary planning guidance to develop accessible urban development in sustainable locations

In the future the partnership will...

- Ensure closer integration of different transport modes
- Encourage and promote alternative and sustainable transport
- Continue addressing social exclusion caused by a lack of appropriate and accessible transport

The lead organisations will be: County and District Councils, voluntary sector

Crime & community protection

Issues around crime and community protection are dealt with by a wide range of agencies, organisations and groups from both the statutory and voluntary sectors. These include the Wiltshire Constabulary and the West Wiltshire Community Safety Partnership, of which the LSP is the executive.

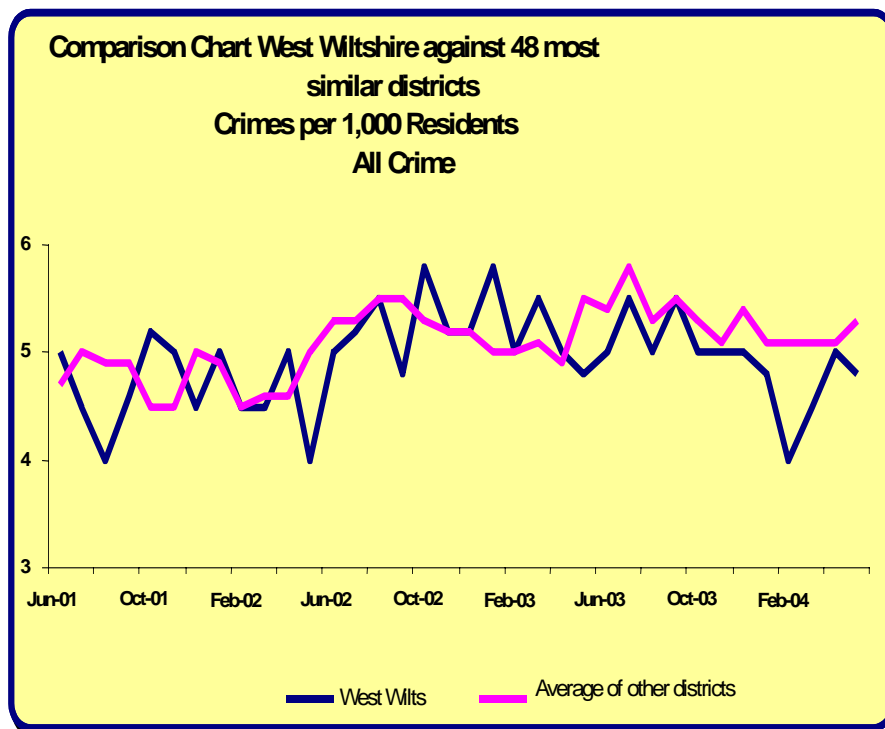
The sparsity of the district is one of the major challenges in protecting the community.

Key statistics

Levels of recorded crime in West Wiltshire in 2003-04

West Wiltshire	Number of recorded crimes	Number of crimes per 1,000 population	Increase on last year?	Ranking amongst 48 most similar districts *
Total crime	7,249	61.4	n	25
Domestic burglary	355	3.0	n	14
Vehicle crime	884	7.5	n	25
Violent crime	1,386	11.7	y	36
Criminal damage	1,787	15.1	n	25
Drugs	199	1.7	y	36
Theft & handling	1,681	14.2	n	22

* 1 is the highest and 48 the lowest.



What you told us...

In the People's Voice survey carried out during March 2004, crime and community safety was seen as the area needing most improvement.

As a result of analysing the consultation, the following concerns were particularly identified:

- Reducing crime and anti-social behaviour
- Reducing the number of people being drunk or rowdy in public places
- Reducing domestic burglary, violent crime and the supply of hard drugs
- Reducing incidents of vandalism, graffiti and other deliberate damage to property or vehicles (criminal damage)
- Reducing crime in car parks, parks and town centres
- Engaging with communities to promote reassurance and to reduce the fear of crime in both adults and young people
- Providing a more visible police presence on the streets
- Providing drug misuse education and productive outlets for young people's energy
- Addressing residents' concerns over road safety - traffic speed is a particular concern of people living in villages

Our response to your concerns

Residents are concerned with levels of total crime and domestic burglary. However, West Wiltshire has seen a 5% reduction in total crime and a 22% reduction in domestic burglary for 2003/04 compared to the previous year. These statistics compare favourably to the overall trends in England and Wales.

Despite West Wiltshire being one of the safest places to live, both adults and young people report a fear of crime.

Violent crime and anti-social behaviour are on an upward trend nationally, and alcohol is a major contributory factor in many of these offences. Local residents are particularly concerned with the numbers of individuals being drunk and rowdy in public places. Violent crime has been on the increase in recent years, although it has remained stable in West Wiltshire over the past 12 months.

We don't yet have any formal processes in place to measure the impact of anti-social behaviour on our communities.

Local people have also expressed concern about the level of criminal damage, which has been on an upward trend in recent years.

A significant percentage of the public reported that they would like to see more police officers on the streets. This is being addressed through the presence of Police Community Support Officers (PCSOs).

Residents have highlighted the number of young people 'hanging around' the streets. There is a definite requirement to provide productive outlets for young people, many of whom reported having nothing to do within the district.

There are also particular concerns over road safety, and these can only be exacerbated by the numerous fatalities on both the A350 and the A36, although the majority of these incidents are a result of driver errors. In addition, traffic speed is a particular concern of people living in villages.

A full Crime and Disorder Audit will be carried out and anti-social behaviour at a local level will be mapped and measured by setting up an anti-social behaviour database.

In the future the partnership will:

- Reduce violent crime and anti-social behaviour, with a particular focus on market towns
- Increase police presence on the streets
- Provide appropriate, additional outlets for young people
- Improve road safety, particularly in danger spots and villages

The lead organisations will be: Community Safety Partnership, Wiltshire Constabulary and Police Authority, County and District Councils, PCT

Education, skills & learning

Against other districts in the county, West Wiltshire has the highest percentage of people aged 16 to 74 without qualifications, and higher levels of poor literacy and numeracy.

Although recent school performance shows an improvement in numeracy and literacy for the county as a whole, results in West Wiltshire have not risen and look set to fall below the attainment levels for the county, region and country. However, West Wiltshire does have good overall achievement for school qualifications and a high level of students continuing on to college after school.

Education is for all ages, from the very youngest to the elderly. It not only improves employment prospects, it better enables people to participate in their community and contributes to an overall improvement in personal well being, thereby reducing social and economic exclusion - yet there is a significant number of people who are vulnerable and excluded.

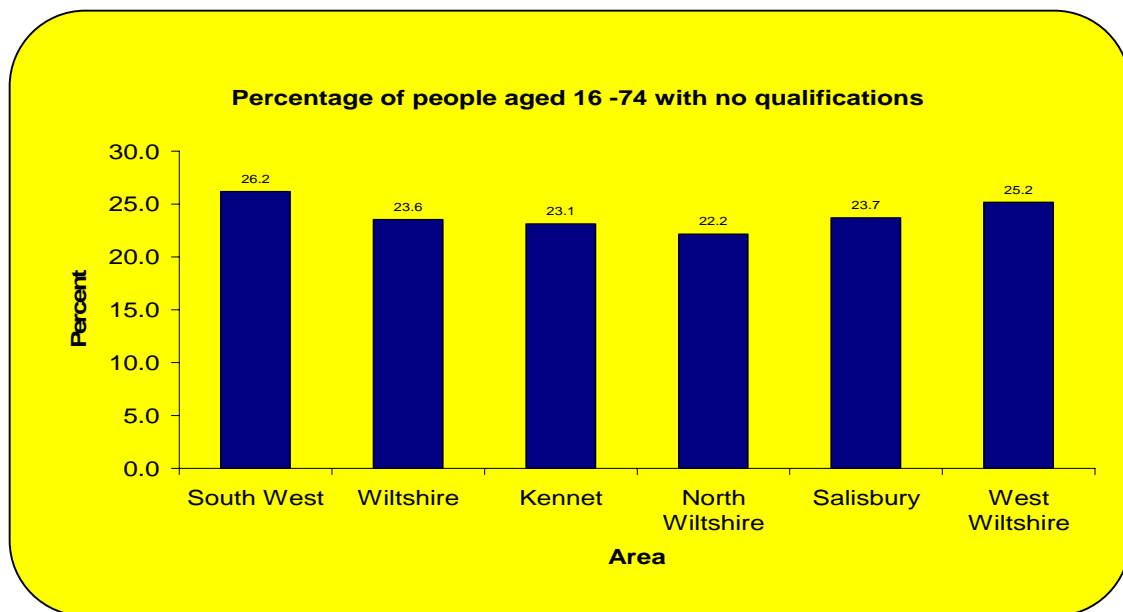
Ensuring people have access to opportunities to realise their potential at school, at work and for their own personal development is a shared responsibility between central and local government agencies, education and training providers, employers and individuals.

Key statistics

- 25% of the population have no qualifications (people aged 16 to 74 years)
- 54% of pupils achieved five or more GCSEs at grades A-C
- 75% of pupils go on to stay in full time education
- 22% of the population has poor literacy (people aged 16 to 60 years)
- 22% of the population has poor numeracy (people aged 16 to 60 years)
- 26% of all children are classed as vulnerable and 20% have special educational needs

What you told us...

- People want to use computers at home for learning
- Provide access to new technology and learning skills
- There needs to be more opportunities for job training
- Better access to local training for those with disabilities
- Concern about declining opportunities for evening classes, which is the most convenient time for many people
- Make better use of village school



Our response to your concerns

- It is not known how many households have access to a home computer, but increasing access for everyone is an aim for Wiltshire County Council, which is enhancing its computer network system in schools and libraries to enable everyone in the county to access the internet.
- In raising basic numeracy and literacy skills, the most effective campaigns have been achieved through working with employers. Where the appropriate incentives and support have been provided, employers have been prepared to engage in schemes such as Free2Learn (Wiltshire and Swindon's employer training pilot).
- In 2001/02, 75% of school leavers in West Wiltshire continued on to college. However, in the same period, 112 local 16 year olds entered employment without structured learning and a further 77 were not in education, training or work at the time of the research. Wiltshire College now provides information technology learning centres in Melksham, Trowbridge, Warminster and Westbury.
- Youth organisations create opportunities to learn and develop new skills, by building upon existing methods for personal and social development and creating new approaches to accrediting the experiences of young people.
- In response to providing opportunities for job related training, 32.2% of West Wiltshire's employees and self-employed of working age received job related training - this is marginally higher than other Wiltshire districts, except for Kennet (38.5%). Research by the Learning & Skills Council (LSC) suggests a mixed picture for work related training in West Wiltshire, because priority seems to be in raising opportunities in construction, hotels & restaurants, wholesale & retail, and other services, which account for significant employment but where training is generally perceived to be low.

There is a need to develop local programmes to improve basic and management skills, and skills for both the disabled and lone parents seeking to return to the workforce. Methods need to be in place to capture the skills of the recently retired, while school leavers will benefit from career information and modern apprenticeships, as well as workforce skills through NVQs. This includes actively promoting Free2Learn.

- We will support the LSC's strategic area review, which is designed to ensure that local people and businesses have access to high quality, post-16 learning provision that meets their needs.
- In promoting equality, learning providers have increasingly prevented discrimination on the grounds of sex, race or disability. The LSC has a statutory responsibility to help young people and adults with learning difficulties and/or disabilities and to enable access to suitable provision that meets their needs and, where appropriate, the additional support required.

The LSC recognises that young people aged 13 to 15 with severe learning disabilities have no designated service to meet their needs.

- In relation to increasing learning opportunities for adults, there is evidence to suggest that education and training contribute to higher earnings and economic productivity. People with education and training typically earn more but the disparity grows with age and experience.
- The Local Education Authority (LEA) acknowledges that schools are a focus for the local community, thereby extending their purpose beyond education into accommodating pre-school groups on school sites, jointly using sports facilities, providing out of school childcare facilities and providing adult education. Where a new school has been built, or is planned to be built, the LEA has been receptive to proposals from district councils and others to planning community use of school buildings.

We will take an active role in supporting the County LSP to champion its priority issue of improving adult basic skills.

In the future the partnership will...

- Ensure that training is accessible and available to all
- Ensure that school facilities are available for use by the whole community

The lead organisations will be: schools/colleges, County Council, Learning & Skills Council

Culture

Culture encompasses a variety of ideas and customs including:

- People's beliefs and attitudes
- Activities people pursue to enrich their lives, such as leisure pursuits
- Arts, crafts and music
- Sports events, facilities and development
- Our built heritage, architecture and archaeology
- Countryside and parks
- Tourism, festivals, events and attractions
- Children's playgrounds

A rich culture is important to West Wiltshire, as participation in cultural activities contributes to enhanced healthy living, quality of life and social inclusion.

Key statistics

Cultural facilities available in each of the community areas:

Asset	Bradford on Avon	Melksham	Trowbridge	Warminster	Westbury
Libraries	1	1	1	1	1
Museums	1	0	1	2	1
Theatres/ arts venues	1	0	1	2	0
Cinema	0	0	0	0	0
Pubs	26	16	33	28	12
Restaurants	7	6	5	7	2
Public leisure centres, including swimming pools	1	2	2	1	2

What you told us...

- Improve access to and participation in cultural facilities within West Wiltshire, e.g. theatres, museums, arts & crafts and cinema
- Provide more entertainment facilities, in particular a cinema within the district

- A need exists to provide more sports and leisure provision, especially for young people
- Accessibility to facilities, especially for disadvantaged groups, was noted - in particular, there is not enough information and no activities locally
- Improved cycle routes were regarded as necessary
- Better children's play areas

Our response to your concerns

Many of these issues are being addressed through West Wiltshire's cultural strategy (March 2004). This pays special attention to the cultural needs and aspirations of people living in the district, and sets out future priorities including:

- Developing and increasing participation and opportunities in the arts
- Encouraging more people, particularly the young, to experience arts opportunities
- Encouraging greater use of leisure facilities by young people and disadvantaged families
- Developing leisure opportunities that focus on encouraging increased levels of participation in physical activity
- Providing well cared-for parks, open spaces, playing fields and children's play areas
- Increasing the number of people who participate in sport, focusing on rural areas, young people and the disadvantaged

The partnership will support the West Wiltshire Cultural Strategy 2004 Action Plan.

In the future the partnership will...

- Address the community's desire for a cinema within the district
- Increase the opportunities for people to participate in arts and sports based activities
- Increase the opportunities for people, particularly the young, to engage in greater physical activity

The lead organisations will be: County and District Councils

Conclusions

What the partners will do in the future...at a glance

Social care & health	<p>Simplify access to services</p> <p>Address health inequalities</p> <p>Encourage people to take more responsibility for their own health and well being</p> <p>Promote healthy lifestyles</p>
Countryside & land-based issues	<p>Actively involve the public in recycling and preventing waste</p> <p>Encourage use of parks and open spaces, and ensure access for all</p>
Housing & the built environment	<p>Develop supplementary planning guidance to help achieve more affordable housing</p> <p>Address the needs of young people within housing provision</p> <p>Ensure information regarding financial assistance is communicated to all, particularly black and ethnic minorities</p>
The local economy	<p>Improve access to training that will lead to a more skilled workforce</p> <p>Continue the regeneration of Trowbridge and improving the other market towns</p>
Transport	<p>Ensure closer integration of different transport modes</p> <p>Encourage and promote alternative and sustainable transport</p> <p>Continue addressing social exclusion caused by a lack of appropriate and accessible transport</p>
Crime & community protection	<p>Reduce violent crime and anti-social behaviour, with a particular focus on market towns</p> <p>Increase police presence on the streets</p> <p>Provide appropriate, additional outlets for young people</p>

	Improve road safety, particularly in danger spots and villages
Education, skills & learning	<p>Ensure that training is accessible and available to all</p> <p>Ensure that school facilities are available for use by the whole community</p>
Culture	<p>Address the community's desire for a cinema within the district</p> <p>Increase the opportunities for people to participate in arts and sports based activities</p> <p>Increase the opportunities for people, particularly the young, to engage in greater physical activity</p>

Links to other plans

This community strategy should not be viewed in isolation. It is part of an integrated structure that links to the county strategy, neighbouring district strategies, and local area community plans.

The LSP Board actively promotes the principle of subsidiarity - which states that a central authority should control only those activities that cannot be satisfactorily controlled at a more immediate or local level.

We recognise that each local area is unique, and the Board can only act as a catalyst for local action.

At the same time, close joined-up working is needed with Wiltshire County Council and neighbouring authorities to reduce duplication and ensure that there is a commitment by everyone to those issues chosen as priority areas.

In particular, we will pay close attention to the countywide issues being championed by the Wiltshire Strategic Board - these are:

- Becoming the healthiest county in which to live by 2012
- Becoming the most waste efficient county by 2010
- Improving Wiltshire's street scene
- Improving adult basic skills

Funding- some key points

A key element of delivering the strategy and action plans will be ensuring that the financial resources are available.

Mainstream funding

The vast majority of funding will come from the existing budgets of the public service agencies involved with the LSP.

Whereas organisations traditionally have planned and delivered services according to their own agendas, LSP working should result in resources being made available to meet jointly agreed targets.

One of the early tasks should be to identify current levels of resourcing. This will provide a benchmark position against which future performance can be measured.

External funding

Where existing services or budgets are inadequate, or when an opportunity presents itself, the LSP or one of its partners may decide to bid for external funding from Government, Europe or elsewhere.

Wiltshire County Council's central bidding unit (CBU) and the Wiltshire Charities' Information Bureau are specialist teams that can assist in finding and bidding for external funding across the statutory and non-statutory sectors.

The LSP could have a role in monitoring the needs of local communities, bringing together issues and 'brokering' resources on behalf of these communities.

Funding strategies

The CBU will support the preparation of funding strategies as part of delivering local community plans for each community area in Wiltshire.

The West Wiltshire LSP should therefore consider preparing a strategy for where the resources are to be found to implement its agreed action plan.

Glossary

Access	A word describing how easy it is to get the services you want. In the case of disabled people, parents with pushchairs etc, it also describes how easy it is to move around and get in and out of buildings.
Adult basic skills	Refers to basic levels of skills attainment in literacy (writing, reading, speaking and listening) and numeracy (interpreting, calculating and communicating mathematical information). A third 'skill for life' (basic computer skills) is increasingly being seen as important.
Affordable housing	Housing that is within the reach of lower paid people. It primarily involves rented housing that is earmarked specifically to meet this need. Sometimes described as social housing.
Anti-social behaviour	This is defined as any behaviour that causes alarm or distress, and which affects the quality of life of those not in the same household. It is a potentially vast category of behaviours, and includes bullying and intimidation, excessive noisiness, fly tipping and litter, graffiti, speeding, drug dealing etc.
Area of outstanding natural beauty (AONB)	An AONB is a precious landscape whose distinctive character and natural beauty are so outstanding that it is in the nation's interest to safeguard them. Created by the legislation of the National Parks and Access to the Countryside Act of 1949, AONBs represent 18% of the finest countryside in England and Wales. Their care has been entrusted to the local authorities, organisations, community groups and the individuals who live and work within them or who value them.
Biodiversity	The variety of plants and animals in a geographical area.
Built environment	Refers to all buildings, as well as other constructions like bridges, mobile phone masts etc. Also the layout, lighting and landscaping associated with them.
Community	A broad term that is loosely used to describe the population of a town, village or neighbourhood. Can also be used to imply that some degree of interaction and sense of belonging bind that area together. This latter sense is sometimes referred to as 'community cohesion' and is particularly promoted in areas where racial, religious and other social tensions have arisen.
Community planning	A broad process that encourages the public to identify ways in which local community life can be improved. These are then set out in a plan that can prompt local community projects and influence the pattern of public services.
Community safety	Actions that aim to tackle both the fear of crime and situations that, if unchecked, would lead to crimes being

	committed.
Community strategy	The Government's term for a comprehensive strategy covering a local authority area, developed through the widest possible involvement between local organisations and the public.
E-government	The drive to enable more and more Government services to be accessed via the Internet - e.g. forms filled in on-line, payments for services etc.
Five Towns Initiative	A partnership of West Wiltshire District Council and the five town councils of Bradford on Avon, Melksham, Trowbridge, Warminster and Westbury, together with local action groups and the Chambers of Commerce. The aim is to improve the town centres through joint projects.
Green belt	Green Belt boundaries - which are precise - are laid out in Local Plans. Land included in the Green Belt must contribute to one or more of the following: checking the unrestricted sprawl of built-up areas, safeguarding the surrounding countryside from further encroachment, preventing neighbouring towns from merging into one another, preserving the special character of historic towns, and assisting in urban regeneration.
Heritage	A general term for identifying, conserving and interpreting the best historic buildings, landscapes, industrial sites etc.
Higher education	Refers to courses and research at degree level and above, usually provided through universities.
Household	All those living in a separate housing unit, e.g. a house or flat. This can range from a person living alone to a large family.
Housing association	Housing associations are independent, not-for-profit organisations that provide homes for people in housing need, including those on low incomes and those who need specialist accommodation and support, such as the frail elderly or people with learning difficulties. They are now the country's major providers of new homes for rent. Many also run shared ownership schemes to help people who cannot afford to own their own homes outright. The District Council transferred its housing stock to West Wiltshire Housing Society in 2001.
Housing benefit	State assistance to help with housing costs for those on low income, administered by the District Council.
ICT (Information and Communications Technologies)	Refers to a whole range of computer-based, satellite and telecommunications methods of connecting people and sending data.
Index of multiple deprivation	A standard set of factors used by Government and others to identify areas that are most in need.
Land-based issues	Connected with activities that use the land for their business, e.g. farming, forestry, horticulture etc.
Landfill	The practice of disposing of waste by burying it in holes

	in the ground, e.g. old quarries.
Learning & Skills Council	A national body responsible for funding and planning education (other than in universities) and skills training for over 16 year olds in England. Established in April 2001, the Council operates through 47 local offices (including one for Wiltshire & Swindon) and a national office in Coventry.
Litter wardens	Volunteers enlisted by the District Council to patrol local areas that have been identified as litter 'hot spots' to help us achieve a rubbish-free environment.
Local authorities	In Wiltshire, these are the county council, the four district councils of West Wiltshire, Kennet, North Wiltshire and Salisbury, and over 250 town and parish councils.
Local Strategic Partnership (LSP)	Government's term for an overarching partnership that works to develop a geographic area - in this case, West Wiltshire.
Market & Coastal Towns	The Market & Coastal Towns initiative aims to create vibrant, healthy and sustainable market and coastal towns in the South West. It helps these towns and their surrounding communities to identify priorities for the future of their area, to gain the skills necessary to take action, and then to implement their plans. It also helps to co-ordinate activity of local and regional agencies and provides a 'gateway' to funding programmes.
People's Voice	A panel of people across West Wiltshire who have agreed to fill in questionnaires to help the District Council establish the public's views on various issues.
Primary Care Trust	A local body of the National Health Service that, within a geographical area, has four core functions - to improve the health of the population and reduce health inequalities, to develop primary care (e.g. GP practice) services, to commission (or buy) hospital and other health services, and to provide community and rehabilitation services. There is a West Wiltshire PCT covering the same area as the District Council.
Public administration	A statistical employment category that includes those working in local authorities, civil servants, public agencies, education, health, social care and defence.
Recreation needs survey	A major study, commissioned by the District Council in 2004, to identify recreation needs in West Wiltshire and to establish whether there are adequate facilities available to meet those needs.
Regeneration	Refers to a broad, co-ordinated process to improve the economic, social and environmental state of areas that are run down, deprived and economically depressed.
Sites of Special Scientific Interest (SSSIs)	A Site of Special Scientific Interest (SSSI) is an area of land that has been notified under the Wildlife and Countryside Act 1981 (as amended) because it contains wildlife, geological or landform features that are considered to be of special importance. SSSIs are

	protected to safeguard these important assets for the benefit of current and future generations.
Social inclusion	The identification and reduction/removal of barriers associated with income, education, disability, language, housing etc. that prevent certain groups from participating fully in society.
Strategic area review	An on-going process being undertaken by the Learning & Skills Council in Wiltshire and Swindon to review existing post-16 education and learning provision in the county, and to seek opportunities to refocus this provision in line with local needs and strategic priorities.
Street furniture	Any feature that is legally located within streets, including road signs, bollards, litter bins, planters, billboards, seats, lamp stands etc.
Street scene	Includes the built environment of tarmac, pavements, lighting, signs, seats etc, but also the public's use of these spaces.
Structure Plan	A legal document that sets out the broad distribution of future development (housing, new roads, land for employment etc) in Wiltshire and Swindon.
Supporting People	A system introduced in 2003 to grant-fund housing related support needs.
Sustainability	A term that describes the extent to which we can go on living in the way we do now without exhausting limited resources like coal, soil and water, or creating social divisions and tensions.
Tomorrow's Voice	A countywide citizens' panel for young people.
Ward	An area represented by a district councillor (in some areas, by two or three councillors). It is also used as a standard unit for presenting statistical information.
Waste	The District Council is responsible for collecting 'municipal waste', the majority of which is household rubbish. The County Council is then responsible for disposing of it. Household waste originates from domestic homes and is either collected directly from there or is deposited by residents at recycling facilities or at household waste recycling centres.
Well being	A feeling that people experience when their area is a place they enjoy living in and feel positive about.
Wessex Association of Chambers of Commerce	An umbrella organisation for 12 Chambers of Commerce in West Wiltshire, North Wiltshire, Kennet and Mendip that represents its member bodies at county, district and town level.
Wiltshire Strategic Board	The countywide LSP.

Technical documents used

Theme	Documents used
Social care & health	
Countryside & land-based Issues	<ul style="list-style-type: none"> West Wiltshire Local Plan (including topic papers on the environment) Wiltshire biodiversity Action Plan AONB Plans West Wiltshire Best Value Performance Plan (2003 to 2004)
Housing & the built environment	<ul style="list-style-type: none"> West Wiltshire District Council: Foundations For The Future Housing Strategy (2003-2008) West Wiltshire Local Plan Office for National Statistics: Neighbourhood Statistics HM Land Registry
The West Wiltshire economy	<ul style="list-style-type: none"> West Wiltshire Economic Partnership Plan (2004 to 2005) Office for National Statistics West Wiltshire Local Plan - Economy Technical Paper Connexions Business Plan (2003 to 2004) West Wiltshire Economic Profile 2003 Wiltshire & Swindon Learning & Skills Annual Plan (2004 to 2005) West Wiltshire District Council - Lee Boyes
Transport	<ul style="list-style-type: none"> West Wiltshire Transport Strategy (2001 to 2006) West Wiltshire Local Plan Wiltshire County Council Annual Transport Plan 2003 West Wiltshire District Council - Geoff Pell West Wiltshire District Council website West Wiltshire Performance & Financial Plan (2003-2004)
Crime & community protection	
Education, skills & learning	<ul style="list-style-type: none"> Wiltshire County Council Department for Children, Education & Libraries Priorities and Summary Plan (2003-2005) Connexions Business Plan (2003 to 2004) West Wiltshire Economic Profile 2003 Wiltshire Children & Young People's Services Partnership: Vulnerable children & young people in West Wiltshire Wiltshire & Swindon Learning & Skills Annual Plan (2004 to 2005) West Wiltshire Economic Partnership Action Plan (2004 to 2005) West Wiltshire District Council Best Value Performance Plan (2003-2004)

	<ul style="list-style-type: none"> ▪ Wiltshire County Council Youth Development Plan (2003 to 2006)
Culture	