

# AGENDA SUPPLEMENT (1)

---

**Meeting:** Amesbury Area Board  
**Place:** Figheldean Village Hall, Pollen Lane, Figheldean SP4 8JR  
**Date:** Thursday 29 May 2014  
**Time:** 7.00 pm

---

**The Agenda for the above meeting was published on 20 May 2014. Item 10 of that agenda has now been superseded by the documents contained in this Agenda Supplement.**

Please direct any enquiries on this Agenda to Jessica Croman, of Democratic Services, County Hall, Bythesea Road, Trowbridge, direct line 01225 718262 or email [jessica.croman@wiltshire.gov.uk](mailto:jessica.croman@wiltshire.gov.uk)

Press enquiries to Communications on direct lines (01225)713114/ 713115.

This Agenda and all the documents referred to within it are available on the Council's website at [www.wiltshire.gov.uk](http://www.wiltshire.gov.uk)

---

10 **The Area's Community Priorities for the Next Two Years**\_(Pages 1 - 8)

---

DATE OF PUBLICATION: 22 May 2014
----------------------------------



## WILTSHIRE COUNCIL AMESBURY AREA BOARD

27 March 2014

---

### **What matter to you in the Amesbury community area? Conference report – local priorities for action**

#### **1. Purpose of the Report**

To update members on the outcome of the ‘What matters to you?’ conference held on the 20 February 2014 and to recommend that the Area Board uses the outcomes from the event to stimulate local action and to inform its priorities for the next two years.

#### **2. Background**

The ‘What matters to you?’ conference was held on 20 February 2014 and over 80 members of the public and partner agencies took part. The event focused on the data set out in the [Community Area Joint Strategic Assessment 2014-16](#), and used themed roundtable discussion to identify local priorities underpinned by JSA evidence. All participants had an opportunity to vote on the priorities and the results are set out in this report. Following identification and agreement on the priorities, the themed roundtables then looked at practical community-led actions that could be taken to address the issues.

The purpose of the event was to:

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

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

#### **3. Priorities identified**

The top 10 priorities identified at the event are set out at Appendix 1. These will be available to view on screen at the meeting. There were a total of 40 priorities identified, and these are listed at Appendix 2.

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

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

To enable the Area Board to select such areas of focus, it is proposed that participants rank the top 10 priorities in terms of importance and by the ability of the community to make most impact. This may be facilitated by the use of hand held voting equipment at the meeting. This will provide the Area Board with a clear idea of those areas it can target most effectively. It will be up to the Area Board whether it wishes to champion a particular issue or theme over the next year and target its resources to support community-led initiatives around these themes and issues.

#### 5. **Recommendations**

- That the Area Board adopts the priorities identified by the 'What matters to you' community event and works to facilitate local action to tackle those priorities.
- That the Board uses a participatory process to select a priority theme (s) and issues (s) to be targeted by the Board over the next 18-24 months.
- That the Board appoints a lead member to champion any priority (priorities) adopted.
- That reports are submitted to the Board on progress made to address the priorities to ensure that positive outcomes are delivered.

---

Report Author: Karen Linaker, Amesbury Community Area Manager  
Tel No: 01722 434697  
E-Mail: [karen.linaker@wiltshire.gov.uk](mailto:karen.linaker@wiltshire.gov.uk)

## Appendix 1

### Top 10 Priorities Identified from the Community Consultation Event

	Priority	How	Who
1.	Provide opportunities for young people to demonstrate the positive contribution they can make to the community	Work with the new Youth Advisory Group – devise local initiatives and events / raise awareness of the positive contribution already being made and of the opportunities available  PLEDGE : Two intergenerational events in 2014/15	Cllr Smale & Cllr Hewitt
2.	Reduce underage drinking	Crime & Community Safety Panel working with all relevant partners especially public health and local police	Cllr Noeken
3.	Attract people and new businesses to the town centre, including tourists and local shoppers	Strengthen the area board's links with existing local groups currently working on this – invite to a future board meeting – and ensure the priority is applied to the wider community area	Cllr Westmoreland
4.	Take action on litter	PLEDGE: co-ordinate local action group/s	Cllr Noeken
5.	Help people with mental health difficulties access the appropriate support and care from community, voluntary and professional services	Re-form the Health & Wellbeing Panel and work with all relevant partners and access the Mental Health Strategy	Cllr West

6.	Ensure the provision of suitably sized new housing across the community area to (i) prevent the restriction of movement (ii) allow flexibility for down-sizing and (iii) accommodate new families in the right location(s) – allowing local community control/input of the housing stock and taking into account the Army 2020 rebasing project.	Consider at the July board meeting. Discuss the new Allocations Policy and the Re Basing plans.	Cllr Smale & Cllr Westmoreland
7.	Update the area's leisure facilities	Campus Operations Board and the Sport, Culture & Leisure Panel	Cllr Wright
8.	Improve A303 – get traffic off local roads and reduce rat running	Ongoing co-ordination of agency / partner actions	Cllr Smale
9.	Target deprivation in the area, understanding the groups affected	Re-formed Health & Wellbeing Panel	Cllr West
10.	Help arts, cultural and leisure groups and clubs to better network and grow to ensure more people are able to access them and engage in their activities	Campus Operations Board	Cllr Hewitt

## COMPLETE LIST OF PRIORITIES (RANKED IN ORDER)

<b>CHILDREN &amp; YOUNG PEOPLE</b>		<b>%</b>
1.	Provide opportunities for young people to demonstrate the positive contribution they can make to the community	32
2.	Facilitate more activities that bring older and younger people together	30
3.	Preserve and develop levels of support for young people	24
4.	Develop a web presence to promote services, volunteering opportunities and to provide a forum for young people	14
<b>COMMUNITY SAFETY</b>		
1.	Reduce underage drinking	43
2.	Improve road safety including education of motorists and cyclists	28
3.	Reduce domestic abuse	15
4.	Reduce incidents of house fires particularly amongst vulnerable groups	10
5.	Reduce sexual offences	3
<b>ECONOMY</b>		
1.	Attract people and new businesses to the town centre, including tourists and local shoppers	69
2.	Improve parking in Amesbury town centre (provide free parking for employees)	9
3.	Set up a job club and vacancy board for the community area	9
4.	Improve young people's understanding of the local jobs' market in the area	8
5.	Amesbury business community to work more closely with the Wiltshire & Swindon Local Enterprise Partnership	5
<b>ENVIRONMENT</b>		
1.	Take action on litter especially in the estates around Amesbury	40
2.	Improve promotion of the Woodford Valley's network of footpaths and cycle ways as a free resource of leisure	37
3.	Improve water quality, conditions of the banks, and control of invasive species along the River Avon	23

<b>HEALTH &amp; WELLBEING</b>		
1.	Help people with mental health difficulties access the appropriate support and care from community, voluntary and professional services	42
2.	Reduce underage drinking (research the where, why and who)	19
3.	Improve access to services for vulnerable people, via a one stop shop / campus model	19
4.	Ensure the most vulnerable have access to a named GP and dentist, and the opportunity to access these services within a reasonable timescale	15
5.	Improve partnership working of professionals and the community so that the elderly receive good support when leaving hospital to return home or to go into care	5
<b>HOUSING</b>		
1.	Ensure the provision of suitably sized new housing across the community area to (i) prevent the restriction of movement (ii) allow flexibility for down-sizing and (iii) accommodate new families in the right location(s) – allowing local community control/input of the housing stock and taking into account the Army 2020 rebasing project	46
2.	Improve the supply of housing (both social and private) for the growing elderly population	22
3.	Achieve a better balanced housing market taking into account the demographics of the area	12
4.	Build more small homes and facilitate improved community control of the housing market	12
5.	Ensure improved understanding of the needs and impact of the military population (both serving and retired) on the housing market in this area	8
<b>LEISURE</b>		
1.	Update leisure facilities, especially those in Amesbury	33
2.	Demonstrate effective planning for the provision of leisure facilities in the area, linking in with the campus project and the army rebasing project	25
3.	Provide more outdoor leisure facilities	19
4.	Improve access to leisure facilities across the area, especially in the rural outlying villages	17
5.	Map leisure facilities, activities and clubs currently available and then assess how these should be supported and improved	6



TRANSPORT		
1.	Improve A303 – get traffic off local roads and reduce rat running	44
2.	Improve bus services, especially those supplying rural villages	19
3.	Improve conditions for cyclists (infrastructure and signage), and promote this mode of transport, drawing on all funding opportunities	16
4.	Improve road and pavement conditions	16
5.	Reduce speeding and make road layouts more pedestrian / cyclist friendly	5
OUR COMMUNITY		
1.	Target deprivation in the area, understanding the groups affected	42
2.	Area Board to form a ‘community leadership and vision group’ to bring ideas together from the community to assess needs, resources and to ensure action is taken where needed	29
3.	Pursue opportunities offered by the community campus project, maximising on rural and urban engagement	16
4.	Set up community cafés to enhance community spirit and engagement	13

