

Royal Wootton Bassett and Cricklade Area Forward

What is this all about?

Wiltshire Council in conjunction with its partners has produced a Joint Strategic Assessment (JSA) which looks at 8 areas across the county, and compares the Community Area Boards with each other to see where there are particular issues.

The JSA details for this Community Area can be found here:-

[JSA for Royal Wootton Bassett & Cricklade Community Area \(2.96MB\)](#)

[JSA for Royal Wootton Bassett & Cricklade Community Area Executive Summary \(443KB\)](#)

The Royal Wootton Bassett & Cricklade Area Board held a special session at its meeting on March 28th to discuss the results of this JSA. Representatives from organisations throughout the area were invited, along with regular attendees at the meeting.

Each themed group presented its priorities back to the meeting. Full details of the notes of the meeting held on March 28th can be found here:-

<http://www.wiltshire.gov.uk/rwbandck-area-board-ksaoutcomes.pdf>

What next?

As a result of the 8 themed discussions on the night, we asked each group to come up with 3 priorities, and some ideas about what we can all do to help address these, thus arriving at 24 priorities for our Area.

The plan is that the Area Board will prioritise its work plan over the next few years based on the agreed priorities. Obviously we need to choose the most pressing of these priorities on which to focus, so that we can make the maximum impact. Please rest assured, any issue which does not come in the top 5 will not be ignored!

How do we choose these priorities?

There will be a vote at the Area Board meeting in July, but in addition to this, in order to meet a wider audience, an online survey will be available (https://www.surveymonkey.com/s/RWBC_Area_Board_Themes) and broadcast via the website and via the Community Area Network (CAN). A paper version will be available on request, and limited copies will be available in libraries.

Having collated all of the responses, the resulting priorities will be published and work will begin on these immediately.

What will be asked to vote on?

The priorities from the March Area Board meeting are listed below. The survey questions have amalgamated these responses. The questionnaire appears later in the document. You will also be asked if you would like to add 1 further priority for each area. *Please note, this should be backed up with evidence from the JSA.* You will be asked to prioritise 1 to 5, where 1 is the most important.

RESULTS FROM THE JSA EVENT at ROYAL WOOTTON BASSETT & CRICKLADE
 AREA BOARD March 28th 2012

Community Safety

Issue	Description	How to address
CS.1	Increase community pride	Create more opportunities for new activities
CS.2	Create more opportunities for new activities	Inter-economic projects <ul style="list-style-type: none"> • Projects for all age ranges especially young people Look at the root causes and tackle them
CS.3	Domestic abuse	<ul style="list-style-type: none"> • Create safe places (shops, community campus). • Create non-official options to talk (members of the community rather than police who can be trained to provide a friendly ear and a geode to professional support)

Arts, Leisure, Culture & Resilient Communities

Issue	Description	How to address
AL.1	Campus as an arts facility	<ul style="list-style-type: none"> • SCOB is looking at flexible space • TV screen in campus showing upcoming community events and services • Travel plans for campus
AL.2	Stimulation for younger people	<ul style="list-style-type: none"> • Master-class – payback scheme • Use facebook and social media • Engage schools

AL.3	Communication and advertising	<ul style="list-style-type: none"> • Make use of town web-sites • Posters in windows to engage older people • Wilts clubs and groups directory – advertise this and encourage groups to register • Events page on Wilts Council web-site • Facebook and social media • Rolling events notice board – could be rotated around various places including libraries and mobile library • Put leaflets in people's hands • Have 'Club of the Month' scheme or an awards scheme • Wiltshire Council TV channel to feature things from around the county • Local groups could contribute a few hours a day • Community e-book or e-magazine to tag on the end of the local news
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Health & Well-being

Issue	Description	How to address
HW.1	Raising awareness of lifestyle activities	<ul style="list-style-type: none"> • Notice boards • Community groups • Good neighbour scheme, CAB
HW.2	Re-brand awareness information to make it specific for men	<ul style="list-style-type: none"> • Present information / services in a positive way for men – not health checks but fitness checks
HW.3	Sign-posting	<ul style="list-style-type: none"> • Single point / centre that provides information about health / community groups • Campus could be the front-line • Age appropriate information / easy access

Transport

Issue	Description	How to address
T.1	HGV Volume and Routes	<ul style="list-style-type: none"> • Environmental planning – locations of new businesses, etc, weight restrictions, freight route portal
T.2	Lack of bus services in rural areas	<ul style="list-style-type: none"> • Community transport, more funding
T.3	Increased traffic on M4 / A419 creating rat-runs	<ul style="list-style-type: none"> • Planning / development issue

Housing

Issue	Description	How to address
H.1	Urban sprawl	<ul style="list-style-type: none"> • Need to liaise with Swindon so any development isn't a detriment to this area
H.2	Affordable housing	<ul style="list-style-type: none"> • Need for this in smaller villages – yet planning rules say that it has to be sustainable and small villages aren't so no development • Needs to be in keeping with local design
H.3	Making changes to existing social housing to be more attractive / suitable for modern living	<ul style="list-style-type: none"> • Long term plan to identify and systematically knock down / rebuild social housing into new forms of housing • Also looking at mixture of tenures as well • Why does this always have to be traditional renting?

Children & Young People

Issue	Description	How to address
CY.1	Not in education, employment or training (NEET)	<ul style="list-style-type: none"> • Improve communication across agencies • Ask Chamber of Commerce to host local businesses to encourage apprenticeship scheme
CY.2	Free school meals	<ul style="list-style-type: none"> • Applications completed by all families and those in need are identified – avoids exclusion of those identified
CY.3	Encourage young families to join in	<ul style="list-style-type: none"> • Needs consultation to drive forward

Economy, Jobs & Skills

Issue	Description	How to address
EJ.1	Data gathering	<ul style="list-style-type: none"> • Partner with Federation of Small Businesses / Chambers / Rotaries
EJ.2	Analysis	<ul style="list-style-type: none"> • Understand access needs, identify skills e.g. via housing associations • Job analysis of Job Seeker Allowance claimants
EJ.3	Local review	<ul style="list-style-type: none"> • Local working to tighten the analysis e.g. retail strategy for LSC

Environment

Issue	Description	How to address
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EN.1	Address water shortages	<ul style="list-style-type: none"> • Planners to consider • Incentives for water meters • National grid • Desalination plants • Reservoir / pumping station
EN.2	Reduce waste / recycle	<ul style="list-style-type: none"> • Shop locally where no packaging • Education • Incentives
EN.3	Reduce energy consumption	<ul style="list-style-type: none"> • Consider reducing street lighting • Inform people about Community First scheme to buy oil more cheaply / insulation schemes

Help decide your Area Board's themes for 2012/13

The 25 themes below came from our recent event 'Royal Wootton Bassett and Cricklade Forward'. The area board would like to focus on 5 themes in 2012/13.

Please select 5 themes from the list below. You can also choose 1 extra theme by entering your idea at the end of the survey.

We value your opinions - this survey should not take longer than 5 minutes to complete. Please send completed forms back to

RWB&C Community Area Manager, Wiltshire Council, Monkton Park,
Chippenham, SN15 1ER

Thanks for your help.

Please choose your 5 choices in order of preference
(1 is highest, 5 is lowest)

		PT Y
1	Inter-generational projects and activities to improve civic pride and boost local economy	
2	Analyse and tackle the root causes behind community safety issues	
3	Projects that tackle community safety issues and increase local employment opportunities for young people	
4	Create safe places for victims of domestic abuse and other vulnerable people	
5	Create community support (rather than police) for victims of domestic abuse	
6	Control HGV routes through environmental planning	
7	Address rat-run issues through villages	
8	Provide more transport for rural areas – community transport	
9	Increase awareness of health issues by greater use of community notice boards and community groups	
10	Make health services more accessible for men in particular	
11	Improve signposting to health services and make it more age-appropriate	
12	Reduce energy consumption and fuel poverty	
13	Encourage recycling through education and incentives	
14	Reduce waste by education, incentives and shopping locally	
15	Address water shortages	

16	Address employment issues by working with local partners e.g. Chambers of Commerce, to carry out further analysis of local economy	
17	Carry out local review of economy, jobs and skills working with Learning Skills Council	
18	Combat urban sprawl by working with Swindon planning officers cross-border	
19	Provide more well-designed affordable housing in villages	
20	Ensure that social housing is suitable for modern living standards	
21	Encourage arts locally by providing more space e.g. in campus	
22	Provide better publicity for 'what's on' e.g. screen in new campus, social media, schools	
23	More arts and leisure stimulation for younger people	
24	Encourage young families to join in with community to increase involvement and decrease social exclusion	
25	Improve take up of free school meals by improving the system for applying	

2. Do you have an idea that we haven't mentioned above? If so, please enter it here.

We will need to see your idea evidenced as a need from the Community Area Joint Strategic Assessment for Royal Wootton Bassett & Cricklade - available here: <http://www.intelligencenetwork.org.uk/local-area-profiles>.

3. Please enter your details below so that we can contact you should we need clarification about any of your responses (optional)

Name:

Organisation (if any):

Contact phone number:

e-mail address: