

OMG+ Meeting 26th January 2010

- Tom introduced the session describing the challenging financial times expected ahead, with particular reference to challenges the 3rd sector may get in funding. Therefore its important we find news ways of working together in partnership
- James introduced Destination Swindon context to set the scene for the discussions for the day – keen to test the draft with the group as its an important piece of work for Swindon, the Council and partners. He explained this was one of a number of mechanisms we're working with to constructively challenge and input into the process, and given other meetings taking place today and in the coming weeks, its very timely to get the content and language conveying it right. Destination Swindon is a working title for a single plan for Swindon working towards delivering the Community Strategy (2030 vision) – its not just about the council, but must be a plan for all the public sector and involve the business, voluntary and community sector as well. The Council's corporate plan and 50 Promises come to an end this year, and their successors will come out of the Destination Swindon process. Destination Swindon provides a shared sharper focus on priorities and its important we align our collective and reducing resources behind these – and we should look at this as an opportunity to innovate
- The group was split into two, to allow everyone to have their say

Destination Swindon

Overall Story of Destination Swindon

Destination Swindon is the working title for a new programme of work that has recently started between SBC and partners, to set the strategic direction for Swindon over the next four years (2010-2014).

It will create a single plan for Swindon the place, offering a sharper focus on priorities behind which the Council and its partners will align their collective resources. From an SBC perspective, this will include our new Corporate Plan and a successor to the 50 Promises, which both draw to an end in 2010.

Destination Swindon will challenge us all to come up with innovative and creative solutions to improve outcomes for Swindon's people, with far fewer resources, and increasing demands for our services. It seeks to build a more effective relationship between our partners in the public sector and between our communities, with improved resource and planning alignment.

Officers from departments throughout SBC have come together to start developing the content of the new four-year plan, working with Cabinet and Corporate Board, and parallel conversations are taking place with Partners through the Strategic Partnership Board. There are currently six themes in Destination Swindon, the background to each is included in the following pages. Within each theme, priority outcomes have been identified.

Please consider when reading this document

- Does it differentiate Swindon from other place?
- Does the language used in the document engage? Please highlight any language you feel could be changed – please feel free to provide suggestions
- Does it inspire you as either a resident or a representative of the area?
- How can the third sector contribute?

Overall comments from OMG Plus

- Hard to understand
- Very disappointed its not using plain English

- Doesn't tell us where DS came from...ie the Community Strategy – needs to set the context better – people's views were expressed in creating the 2030 vision for Swindon, what we all thought of it – the link of DS 6 themes needs to come from this
- Language needs to be more relevant to the people we work with
- Theme 2 and 3 conflict around zero carbon and sustainable transport – council cannot tell bus companies where to run services
- Need to be clear what the target audience for this document is – maybe we need multiple versions of the document
- Overall story reads like an SBC document, not a partnership document – needs to be more partnership orientated
- I understand it, and it requires more effective relationships – but these will not come from priorities and alignment – needs to come from a culture change – and so far the way we're acting hasn't moved on
- Who are 'partners' – without this, 'partnership' is meaningless
- Who has been involved in putting together the priorities
- If this could land on residents' doormat – it needs work – do partners/stakeholders feel it is ok?

Theme 1: Swindon's young people have high aspirations, are consistently achieving well and are kept safe

We need to ensure there are high quality services and support available to our young people that enable them to have the best possible life chances. We will deliver joined up, targeted services through locality teams with effective specialist intervention or ideally prevention where most support is needed.

The greatest impact we can have is in relation to improving the outcomes and life chances for specific groups of children and young people which we identify through analysis and scrutiny of the rich data and insight we have about all 5-16 year olds across the Borough. This information will be further enhanced through data gathering with partners and widening the scope to 0-19 (and 25) in some cases/service areas.

The analysis will then be used at locality level to ensure that targeted programmes, services and support are in place to give all children and young people the opportunity to fulfil their potential. Our over-riding priority of course will be to safeguard those children most at risk. Schools will be at the heart of providing first class services and support to our young people and families. The Local Authority will increasingly move away from a role as a provider to facilitator and supporter of services to children, young people and their families within communities. We will remain committed to the highest level of specialist provision, fully managed by the Local Authority where it is in best interests of children, young people and their families within communities.

Swindon's educational offer must strongly support the generation of its economic wealth and Swindon's young people should have clear pathways that enable them to contribute to and benefit from the local economy.

Swindon's young people have high aspirations, are consistently achieving well and are kept safe

Priority Outcomes:

- Responsible and emotionally resilient young people – what does this mean? 'well rounded'? All faiths will buy-in to this
- Young people's life chances are not constrained by the economic and cultural circumstances of their families
- Children are safe. Vulnerable children are identified early and their needs addressed and complex problems are prevented. – not too heavy handed
- Young people are ambitious, and want to excel

Comments from OMG Plus

- The council will increasingly move away from direct delivery – so who will do it? – currently 3rd sector provides around 90% of children's services – how will the council support the 3rd sector to deliver? How do we know funding for 3rd sector providers won't be cut in the future (eg dial-a-ride media of late)
- Central government set targets, DS opens the door for the public sector to share what their priorities are with the 3rd sector, and for them to work together to enable the 3rd sector to help in delivery
- Need to see the word 'voluntary' more throughout the document – there are around 2000 voluntary organisations in Swindon and they need more profile
- Decisions are made at the top level – there is currently a process missing to engage youth voluntary organisations
- Young people are not encouraged enough
- How can we fix young people – need to be valued
- Churches (Interfaith Partnership (IFP) – struggling to 'hold on' to youngsters and teens
- Networks available and family centre and community centres
- Helps young people contribute to the wellbeing of the neighbourhood
- Young People are a precious resource – lets use them – have untapped potential
- Need to bring more funding – empowered community could add to resources – 'untapped resources'
- Cubs/scouts/brownies can help
- SYEP is piloting in communities – apply learning to neighbourhoods – encouraging a 'healthy spirit' working with young people
- Why is this not widespread – community spirit
- Willingness to engage with young people
- Needs more around schools as a community resource – universal providers
- Community development workers/community workers 'face to face'
- 'Wariness of religion' – people of faith need to bring an ethos – need 'neutral space' for meetings
- Young people move across boundaries – respect agenda for young people tries to do this
- Theme needs to show target, funding etc
- Volunteers and voluntary sector currently getting rough deal
- Process – gaps evident. Have the definition and the priorities but what about the process in between? Who has been involved?
- Young People across the Borough not involved enough
- More Youth opportunities needed through Community Groups
- Groups need help and support to establish themselves further
- No mention of youth participation or how young people will be listened to by SBC and the partners
- Priority Outcomes – are these set? Are there actions below these?

Theme 2: 'One Planet' [like the concept] Swindon – A 'leader' [don't try and be a leader in it, just do it] in sustainability

We have to focus on the local benefits of a more self-sufficient Swindon, particularly the economic competitive advantage. Along with other large local organisations the Council must enable and influence the way Swindon thinks and acts when it come to sustainability. Of the ten One Planet principles Swindon will focus on the following four areas where the biggest impact can be made:

Zero Carbon (energy efficiency) - Implementing effective strategies and projects to significantly reduce emissions and increase energy efficiencies will improve Swindon's image as an attractive centre for business over other localities. There will of course be mandatory reductions in emissions required by the Carbon Reduction Commitment (CRC) and there are significant financial & economic incentives such as reducing costs in energy and heating.

Money for Swindon and not 'Zero Waste' [this is unrealistic – there will always be waste' - As of 2016, landfill space within the borough won't exist. Swindon has already diverted a significant amount of waste from landfills but there are national requirements and financial implications of continuing to produce high levels of waste. We have to divert more waste from landfill and explore alternatives such as developing environmentally friendly treatment technologies. The positive image of Swindon as a leader in waste management would be very attractive to potential residents and businesses.

Sustainable Transport - With the expected growth in Swindon by 2020, we have the opportunity to develop and provide a more sustainable transportation structure that encourages residents to become less reliant on cars. Improved car parking management, highway optimisation, green travel plans, and car-sharing will make Swindon a more attractive centre for business. In order to facilitate the regeneration and economic growth of the town centre, sustainable, efficient, and responsive sustainable transportation systems are required. Equally, a successfully regenerated town centre will provide the critical mass necessary to sustain public transit systems.

Local & Sustainable Food - There is robust evidence that demand for locally sourced food would exist in Swindon and recent research indicates that health, convenience, and quality of food are key consumer trends shaping the market, more so than price. The percentage of UK residents who say they would pay for local food has increased by 50% in 2 years. Currently, Swindon has a poor "food culture" with few businesses working to capitalise on our untapped market. Within a 7-mile radius, there are numerous good purveyors of meat, vegetable, and dairy. There is interest from the local business community and key partners to see the local food market increase.

One Planet Swindon – A leader in sustainability

Priority Outcomes:

- Swindon is well known as a leader in sustainability
- More of Swindon's food supply is locally sourced, reasonably priced and a local "food culture" is developed
- Swindon is more energy efficient, and generates more of its energy from low and zero carbon sources
- Swindon creates less waste to landfill

Comments from OMG Plus

- Needs to be more about how we live together and the benefits of that
- 'One Planet' means nothing to most people – if we need a phrase why not something that all will understand eg 'Greener Swindon'
- This whole theme reads like a marketing pitch to attract businesses, and is not in language relevant to the community
- Its difficult to live more sustainably when you live in a council house and the council will not invest in the building to make it more sustainable – the language is not achievable
- More could be done in recycling – other authorities collect kitchen waste and collection of abandoned cars for recycling can be arranged too
- Specific groups that can be involved in this theme – collective voice eg Wiltshire Wildlife Trust, SCAN, Swindon Youth Partnership, Civic Trust – groups can be involved in communication – needs to be bottom up involvement from the beginning in setting the direction – let us do it ourselves – need to build the programme
- Interfaith Partnership could help - Steve suggested taking an updated proposal (with updated language in it) to theme 2 – to get their feedback from their communities over the next 3 months – ask them how they can contribute – their role may be making it real to their communities, getting them behind it, making it happen
- VAS could host discussion forums to take this forwards
- Transport solutions – we need some radical thinking in Swindon
- No canal - please

- Should talk about our priorities and involve local people
- Should concentrate on people in the town – not to attract visitors
- Language – more about people’s behaviours

Theme 3: Swindon residents are benefiting from and contributing to Swindon’s dynamic economy

Business and regeneration are essential to Swindon’s economic future. Our transport and communications links give Swindon a competitive edge but require further development and investment. We have an impressive portfolio of multi national businesses based in Swindon which we need to grow while also developing our small to medium size sector so that we are not highly dependent on those multi nationals for employment.

There is a strong culture of innovation in Swindon and we need to nurture this in key sectors so we have a diverse range of businesses actively expanding the local economy. Many businesses are enthusiastic about working together and with the public sector to improve Swindon and we need to embrace this, working closely with businesses to identify and respond to their needs.

Ensuring that Swindon’s population have the right skills with which to contribute to the economy is an absolute priority. Potential investors could be put off by the fact that Swindon has relatively low levels of attainment and skills.

We must confidently communicate the value of Swindon’s offer and continue the physical regeneration of the town centre in particular in order to secure further inward investment. While great strides have been made in the three years it remains a fact that the ‘physical appearance’ [this has to be an aim – its far too far from reality right now – we’re ashamed of the centre of Swindon currently] of the centre is an ‘investment disincentive’ [this is laughable] and retail trade in particular has leaked out of the centre.

Swindon residents are benefiting from and contributing to Swindon’s dynamic economy

Priority Outcomes:

- High employment and local people with the right skills to get the growing number of jobs in Swindon
- Visible signs of our ongoing regeneration
- A dynamic transport and communications network that gives Swindon a competitive edge
- Businesses starting up, expanding and relocating in Swindon from a variety of sectors creating a good mix of small and large employers

Comments from OMG Plus

- Issues with Thamesdown Transport in East Swindon, how will this fit with DS?
- Theme not clear or understandable
- Swindon Centre more of a building site – should keep residents updated
- Needs to be clear that this is an aim
- Language – knocks attainment levels and skills – need to be more positive and less offensive
- Negative aspects of the Town Centre – lot of people travel elsewhere for shopping/eating and enjoying themselves
- How can the Third Sector contribute/support council, partners etc

Theme 4: The borough of Swindon is becoming increasingly attractive, safer and cleaner

Priority Outcomes:

- 'People are increasingly taking pride in where they live' [comms needs to show greater contribution], so that communities make a greater contribution to their neighbourhoods
- Our confident communities feel [police involvement fantastic – improvement in all SVS] and are safer and satisfied that public services are working with them to 'tackle crime and anti-social behaviour' [with commitment to]
- More people are enjoying & actively contributing to Swindon's 'public realm' [plain English], particularly the parks and open spaces

Comments from OMG Plus

- Not enough throughout the document around empowerment – quite passive around 'community'
- Too 'top down'
- Binmen – did very well during bad weather
- Richness in sense of development and richness in contribution
- Parks and Open spaces – what about 'joint responsibility' and working together
- Just outcomes – need to drill down into aims and milestones

Theme 5: There is a variety of things to enjoy in Swindon

People and communities who are actively engaged in a range of leisure and cultural activities are healthier, happier, more confident and cohesive than those who don't. Spending time doing things we enjoy with our families, friends and neighbours is important for our overall sense of health, well-being and belonging.

Ensuring that there are things for people to enjoy where they live is a 'shared responsibility' [social enterprise – development trust organisation]. The cultural sector is complex and includes the public, private and third sector. It embraces arts, theatres, museums, galleries, leisure, recreation and sports centres, libraries, archives, parks and open spaces, the built and historic environment. Ensuring there is equality of access to a wide variety of cultural activities is fundamental to a mature and vibrant town.

Historically Swindon Borough Council has been the main provider and deliverer of leisure and culture activities. It currently directly manages venues and facilities including libraries, leisure centres, sports facilities, museums, gallery, theatres, parks and open spaces. In order to enable these services to 'become more commercial and reduce subsidy levels' [what does this mean in a community document?], 'it is necessary' [to who? why?] to consider alternative management arrangements. It is also imperative that we engage with the voluntary and private sector to ensure that the delivery model chosen is fit for purpose and the most suitable solution. Local clubs, groups and societies are well placed to develop and deliver leisure and culture provision and the role of us as a local authority is one of an enabler and facilitator to ensure that over time, this can happen effectively. [too policy speak]

Swindon currently falls below the national standard for provision of leisure and cultural facilities in arts, theatres, museums and gyms & swimming pools. (Culture = 45m² per 1000 population.) Libraries meet the current Museums Libraries and Archives (MLA) guidelines for space.

There is a need to move towards an enabling and commissioning model but in order to do so we need to reorganise ourselves and create a delivery structure that places us in a position to deliver our own objectives as well as working with our partners to build further capacity. – does 'partner' mean community? If yes – lets say it

There is a variety of things to enjoy in Swindon

Priority Outcomes:

- More Swindon residents realising the positive benefits of participating and engaging in leisure and culture activities
- There are a variety of places to go to access leisure and culture activities that are accessible and fit for purpose
- There is an inspirational annual events programme that supports Swindon's sense of place, reputation, community and tradition
- All residents know about and are encouraged to access their leisure and culture entitlement and are supported to give something back (volunteering)

Comments from OMG Plus

- It needs to be acknowledged that the energy is there –but it needs to be enabled by removing barriers – we want to encourage an ethos that will promote most useful outcomes
- Council or some central body needs to be a moderator
- Asset transfers - Mechanics institute, Community Centres...are not in here – they need to be included
- Swindon is more than railway heritage
- Buckhurst Fields great success but now 'Kimberly Rd' – not happening; difficult to get people to volunteer? People don't know how to get involved...
- Lots of ideas – but not enough people to do it
- Support for community initiatives –let us do it, let us lead
- Language ok
- Can't see where we fit in to this
- Bulleted priorities good
- Facilities on one side of town – not accessible to lower paid or less mobile people
- Expensive for low income families / youth / elderly to go to sports and leisure facilities
- Reality check on this theme is needed
- Links needed – belonging and a sense of place
 - Don't get too bogged down with big institutions
 - Look at structures – i.e. New Swindon Company does not have a community representative on the Board
- Low income – some still able to do things, it's not all about money, support can also come from benefits or local companies able to help with facilities

Theme 6 : Swindon people are becoming healthier and are living more independent lives

[explain independent living]

Population growth is perhaps the most significant challenge Swindon faces and brings particular challenges in terms of health and independence. Creating an environment across Swindon where health and well being is paramount will ensure that Swindon continues to be a great place to live and one of the collective challenges is to maximise the opportunities which growth in housing and population can bring.

We must ensure the delivery of the vision of a healthy, caring and supportive place, where people live a longer, healthier, happier and more active lives. Our priorities focus on delivering the Swindon vision for health to drive out inequalities in health and wellbeing, drive up service quality and access to care and to give people more influence, choice and control over their lives.

We know that deprivation is associated with population health and that inequalities in health can be determined by the inter relationship of a range of social, cultural, environmental, lifestyle and genetic factors. Unfortunately those who are most in need of services are often the least likely to 'take up' or

access services and we must consider these more vulnerable groups (including people with physical or learning disabilities, lone parents, ethnic minority people, the lowest qualified and those aged 50 and over) and those living in our 'deprived areas'[disadvantaged? New wording – more sensitive Neighbourhood renewal area?], when designing and reviewing services.

In Swindon the proportion of the population of working age is expected to decline as the numbers of older people increase. Swindon has 18 super output areas (out of a possible 119) that are among the most deprived 20% nationally with the majority of the estimated 11% of Swindon's black and minority ethnic (BME) population living in the five most 'deprived' wards. We know that individuals living in the most deprived areas of Swindon have higher rates of mortality and that circulatory disease, respiratory disease and cancer are the major contributors to the difference in life expectancy of 8.1 years for men and 6.4 years for women in Swindon. Smoking is a major cause of these diseases and currently 28% of people living in our neighbourhood renewal areas smoke compared with 17% in Swindon overall. This section is patronising

In addition to the health costs of unhealthy lifestyles the financial implications are also significant with the estimated cost of physical inactivity in Swindon at £2.6m and the financial cost of the harm caused by alcohol-use disorders in Swindon estimated at £66.6m. Obesity is also known to result in poor health outcomes and the National Child Weight Measurement Programme shows that in Swindon 18% of year 6 pupils and 10% of reception age pupils are classified as obese. Healthy life expectancy rates (above the age of 65) are now the second poorest in the South West (just behind the City of Bristol Local Authority) for men (and ranked 40/44 for women). Enabling communities to support and take responsibility for others within their community and providing information and services that enable individuals to remain independent and healthy, will have the greatest impact upon achieving our strategic ambition of a healthy, caring and supportive place, where people live a longer, healthier, happier and more active life. [Stats leave – but more info]

Swindon people are becoming healthier and are living more independent lives

Priority Outcomes:

- Communities increasingly taking responsibility for those amongst them who are more vulnerable
- People from communities where health is poorest are supported and encouraged to choose healthier lifestyles and access services
- People's care and support needs to live a longer and healthier life are increasingly being met safely and more efficiently, closer to where they live. People's choices will be respected.
- More people are supported to live and stay comfortably in their own homes

Comments from OMG Plus

- Renewal areas – identified together with Super Output Areas
- 3rd sector can be involved in helping identify the vulnerable – some partners are starting to do emergency planning eg identifying those that are hard of hearing, so that they know they won't be able to hear the doorbell when they go around. Once identified, there needs to be a route for community to report problems on behalf of neighbours – currently the system presents barriers stating that the vulnerable person themselves needs to report the problem and not a neighbour. Community can play an advocacy role, but council needs to enable it.
- The council know who all of us are, and must have a database so they can recognise when we call with a problem for a neighbour, that they can then put it right rather than the neighbour needing to call themselves?
- People are becoming more vulnerable with the emerging digital divide – people are being deprived from accessing communications and discounts available online only
- 3rd sector needs to be involved with partners in all conversations shaping the actions to deliver each of the priority outcomes – need to be involved from the start in open, transparent and two way conversations – need listening, forward looking approach to dealing with the third sector

- Local Authorities are contracting more and more with the larger 3rd sector organisations delivering on their behalf – but council must not control them – must allow them to maintain their charitable identity.
- The council is key in driving the culture change required amongst partners
- The police know what an individual's conditions are – eg houses to visit always as a pair.
- Demise of the family GP is tragic – they used to know their patients really well – but now lots of people are falling through the net – needs a joined up approach from the public sector and community
- The council provides housing to people with special needs, but then seems to forget what these are eg sending mail for response when the person cannot read
- The council's internal departments eg lettings and housing don't share information to resolve issues – they don't consult with cases – and in cases where there is vulnerability, this makes the situation worse.
- Good example of partnership working in Broadgreen where community meet with representatives from Police, Fire, Council and PCT and together have identified vulnerable people and Fire have dealt with them for example through the Salamander project, and fitting fire alarms in homes
- People used to look out for each other by noting irregular behaviour – have an awareness for eg pension not being collected, a milk bottle not being brought in – we've lost this – in Gloucestershire they have introduced 'village agents'. Community Awareness – areas know who the vulnerable are "Community Agents"
- Council and partners open and transparent conversations with groups – relationships with networks
 - Having one would be a start
 - Open and transparent
 - Getting relationships right (culture shift)
 - Council key in driving this forward
 - Listen (all partners)
 - Communication through partners – share experiences
- Communities do identify vulnerable people – but council can't take calls for help from community representatives – only the person concerned
- Remove the blockage between Council / partners and voluntary sector
- Known groups (Swindon Tenants Voice) be listened to and info acted on (SBC) other agencies do eg (Police)
- Funding and support to smaller groups would help them deliver alongside public sector