



"This is Swindon" January 2008

LAA Website—new look for 2008



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→ **What is a LAA?**

2008 LAA

Swindon Partnership Board

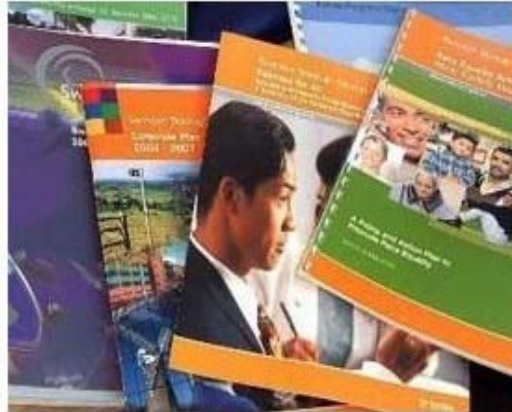
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2008 LAA Negotiation

From June 2008 Swindon and its partners will sign off a new Local Area Agreement

→ **National Indicators: Definition Guidance**

→ **198 Proposed Indicators**

→ **Beginners Guide to LAAs**

Welcome to the Swindon LAA Website

Marking a radical change in central and local relations, Swindon's Local Area Agreement (LAA) will bring public sector, local business and not for profit organisations together to deliver 19 priorities.

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January 2008 progress on Swindon's new LAA

To raise aspirations and set the guiding principals for Swindon's future the LAA team has used the months of November and December to consult on key local priorities with strategic partners, voluntary and community sector groups, and elected members at both Parish and Borough Councils. We have used to our advantage the extensive public consultation throughout the summer of 2007 on establishing a new Community Strategy as a base for discussion. Our findings to date include the following:

- a **vibrant town centre** working with the urban regeneration company 'the New Swindon Company' to bring a greater range of larger, smaller and independent stores into the town centre as well as a cultural quarter, library, town centre living space and a vibrant café culture
- great **schools and opportunities** for people of all ages to train and have access to further and higher education, so local people are equipped for rewarding careers in the Borough. Swindon's GCSE and Key Stage results are improving but from a relatively low base and so the educational attainment and aspirations of young people continue to be a high priority, including the ongoing challenge of reducing the number of young people not in education, employment or training
- **strong, safe communities** where there is a low fear of crime, a low level of actual crime and a place with a strong sense of civic pride. Neighbourhood Policing and Community Cohesion has key roles to play in the future.
- **healthy people** who are looked after and cared for throughout their lives. We must tackle inequalities and promote social inclusion, especially in our most deprived wards by reducing teenage pregnancy, smoking and drug misuse
- **sustainable growth** ensuring that our approach to the economic, social, and environmental development of Swindon is recognised as amongst the best in the country

Swindon borough is the most populous authority in Wiltshire and is growing at one of the fastest rates in England. Residents are predominantly based in the town of Swindon with the remainder residing in the surrounding rural areas. Some communities have traditionally lacked aspiration and although educational attainment and post-16 participation are improving, they are still low.

Swindon is slightly more deprived than other comparable 'new and growing towns'. Whilst overall the town ranks as the 161st (of 354) most deprived area in England, two wards rank in the top 30 list of severe deprivation. Overall health of the population of Swindon is similar to the English average measured by all-age all cause mortality rate.

Initial priorities for measuring success of Swindon may include:

Consultation will continue through January and February. A key meeting of Swindon's Partnership Board in late January will identify key areas of development of the Swindon story still needed before the next stage of consultation with colleagues at the Government Office South West. The Swindon Strategic Partnership will sign off proposals at its 8th February conference.

Once the place-shaping of Swindon is complete, we will align the aspirations of all partners to the governments new 198 National Indicator set by selecting up to 35 indicators to measure the 2008

Local Area Agreement.

Economic Development & Enterprise	Children & Young People
Regeneration of the Town Centre and Neighbourhood Renewal Areas	Teenage health
Stimulating enterprise through diversification of the business base	Reducing young people not in Education, Employment or Training (NEET)
Improving skills base & boosting economic growth	Improving opportunities for Looked After Children
Economic Inclusion	Access to Maternity Services
Improving image and culture	Improving qualification / skill base of resident population
Safer & Stronger Communities	Healthy Communities & Older People
Cohesive, Empowered & Satisfied communities	Tackling health inequalities and promoting social inclusion
Engaged and participative communities	Promoting Healthy Lifestyles – reducing smoking, substance abuse, obesity, poor sexual health
Serious crime and assault	Promoting Social inclusion
Anti-social behaviour	Providing choice, accessible and responsive services
Domestic violence	Promoting independence
Re-offending	Maximising Income / increasing income through uptake of benefits
Drug and alcohol misuse	Affordable warmth / reducing fuel poverty
Sustainable Growth	Cross-Cutting Issues
Pursue a 30% affordable housing level within new developments	Equalities
Improving energy efficiency of residential accommodation, particularly for vulnerable households	Community Engagement
Help mitigate and adapt to climate change by significantly reducing Swindon's carbon footprint	Unlocking Business Community to assist
Reduce waste to landfill and increase recycling	Digital inclusion
Making Swindon's public spaces cleaner, greener, safer and more accessible for local people and visitors to the borough	Neighbourhood Renewal
Ensuring new-build properties are constructed to high standards of sustainability	Sustainability
Enhancing opportunities for green travel within the Borough through the milestones in Swindon's 2026 vision for transport	Town Centre Regeneration, management, culture, and growth



A Shared Vision for Swindon gets closer

You might recall reading in a previous LAA newsletter that between June and September last year, we asked local people and organisations what they thought of the new draft Sustainable Community Strategy for Swindon. Well, since the last LAA newsletter, work has been going on behind the scenes to analyse the results of that consultation and then to use the results to prepare the final version of the Strategy.

First we had to analyse all of the comments provided by local people on what they thought of the draft plan which we published in June and to find out what they wanted Swindon to be like in the year 2030. The analysis was a tough task – we had over 700 post-its, several hours of video footage, notes from meetings and 45 pages of comments sent in via the SSP on-line questionnaire and the tear-off slip in the back of the ‘Shared Vision’ booklet.

We were pleased to see that the majority of people were happy with the draft document that formed the basis of the consultation. Many people also suggested extra priorities or gave us views on how the final version should be presented.

The following list shows the main areas that local people saw as a priority to be included in the new Community Strategy.

•	Making the Borough more attractive for wildlife and people through more natural planting, quality landscaping, good maintenance of existing green spaces and incorporating existing trees and hedgerows into new developments
•	A sustainable, well managed transport system with more frequent buses and innovative solutions like trams
•	Improvements to shopping with a greater range of shops, both well known, quality names but also more smaller, independent, interesting shops
•	More activities for young people
•	Improve the visual appearance of Swindon – particularly reducing graffiti and litter
•	Better cultural offerings and improved venues for the arts eg a new art gallery, good theatre, cinemas in the town centre including an independent ‘art’ cinema and a big concert venue

These, plus other comments have been used over the past couple of months to draw up the final version of Swindon’s new community strategy. At the time of writing, this draft has already been approved by both the SSP Overview and Monitoring Group and the members of the LAA Partnership Board. It has also been endorsed by Swindon Borough Council’s cabinet.

Between now and the beginning of February, designers and printers will be working hard to get the final copy looking great and ready to be launched on 8th February at the SSP conference.

Electronic copies will be posted on the SSP web site from 8th February so if you can’t be at the conference in person, why not download a copy at www.swindonsp.org.uk



Outcome 17: We will increase Swindon's contribution to tackling climate change

Recycled Christmas Cards



Recycled Christmas Cards are helping to expand the planted landscape in Swindon, thanks to a partnership deal brokered between the Borough Council and the Woodland Trust. Long term this and other recycling efforts will reduce impacts of climate change, benefit biodiversity and enhance the landscape.

As well as working with the orange box recycling collection team provided by Swindon Commercial Services, The Woodland Trust also works with local Swindon stores including WH Smith, Tesco, TX Maxx and Marks & Spencer. All these stores have collection boxes for old Christmas Cards.

<http://www.woodland-trust.org.uk/cards/>

This is the fourth annual collection of cards in the borough, which contributed to last year's nationwide collection of 93 million cards, which is enough to enable the charity to plant 22,000 trees. This follows on from pioneering work the Great Western Community Forrest introduced in the 1990s to collect in excess of 150 tonnes of old Christmas Cards. Local employer, Nationwide Building Society, was a key player at the time with local Swindon Schools.

Today the collected cards are graded, taken to recycling plants where they are treated, and eventually turned into new products such as tissue paper, photocopy paper or corrugated cardboard.

Money to purchase tree saplings is raised through recycling credits. A recycling credit is the value of the saving made by the Borough Council in NOT having to landfill any household waste that is recycled. The Borough Council chooses to pay this saving in disposal costs back to the Woodland Trust.



**Swindon Strategic Partnership Conference—Friday 8th February 2008—10 am—3.30 pm
Oakfield University Campus, Marlowe Avenue, Swindon.**



Invitations have been dispatched, and delegates are preparing themselves for an important decision making conference on the future of Swindon.

The 2008-2030 Community Strategy will be launched, and priorities set for the 2008—2011 Local Area Agreements.

More information at www.swindonsp.org.uk



Outcome 11: We will establish frontline partnership teams in our neighbourhoods to empower local people to have greater choice and influence over local decision making and a greater role in public service delivery.

Get Volunteering week 14th – 19th January 2008



**Get Volunteering
Swindon!**

Get Volunteering, Swindon! is a Swindon-wide opportunity to celebrate and raise awareness of volunteering. There are seven organisations working in partnership to make this week a success.

The week will kick off with a launch in the town centre at midday on Monday 14th January with live music and street performers. There will then be a variety of activities happening across Swindon. Those that have been confirmed can be found on

www.empowerswindon.co.uk/volunteer.html. This list will be regularly updated with newly confirmed events. We also have many volunteers with amazing stories of their volunteering involvement over the years and they will be telling their stories through the media during the week.

Get Volunteering Swindon! will culminate in a Tremendous Day Out at Lydiard Park. Volunteers of all ages and abilities and from all over Swindon will come together in the stunning grounds of Lydiard to take part in gardening activities as part of the restoration of the 'lost garden'

Please use this week to hold events to raise awareness of volunteering within your organisation and encourage new people to sign up as volunteers with you. If you are a business, this is the perfect opportunity to look into encouraging your employees to put something back into the community by becoming volunteers, maybe hold your own employee volunteering day and get out there and do something.

Look out for further information on **Get Volunteering Swindon!** as the list of events and activities across the Borough grows. For more information in the meantime, please contact Caroline Cooper on 01793 466366 or 07766 368371 or ccooper@swindon.gov.uk.



Volunteer Centre
Swindon

Active
Swindon

BBC RADIO SWINDON
103.6 FM

Voluntary Action
Swindon

community
radio
swindon103.6fm



SWINDON
BOROUGH COUNCIL



Outcome 19: We will encourage older and disabled people and their carers to maintain their independence, and have increased choices about the care and support they receive.

Senior Well-Being day

Swindon Borough Council has an objective to help older people live longer and safer in their own homes, in order to meet this objective the Council has teamed up with external partners and held a 'senior well-being' day on Thursday 11th October. This was the first time such an event has been held in Swindon.

The day (organised by Trading Standards and sponsored by mobility retailer Keepable) was held at the Swindon Town Football stadium and was free to all older residents of Swindon. The purpose of the well-being day was to give information and advice to help older people to live longer and safer in their own homes.

Over thirty agencies including Age Concern, Primary Care Trust, Wiltshire Fire Brigade and a number of Swindon Borough Council services were involved in the day, which started with a musical about scams called 'Scambusters' performed by theatre production company Solomon, a cast of three actors who will tell the true life story of Sydney, a victim of a rogue Tarmac tradesman, and Mary, who thinks she has won a holiday of a lifetime.

The older people were then able to get advice and information from the various agencies attending the day.

Whilst there, the older people were able to get their electric blankets safety checked free of charge, unsafe electric blankets kill around 90 people each year. 27 electric blankets were tested, three of which failed safety checks. Those whose electric blankets were found to be unsafe were able to buy replacements at cost price.

The day was a great success, over 150 older people attended the event all of who said they found the day useful and enjoyable. The agencies involved also heralded as a success and pledged it make it an annual event.





Children & Young People

Outcome 10: We will improve the health of young people in the Borough.

Healthy Communities & Older People

Outcome 15: We will improve the overall health of local people particularly in relation to coronary heart disease, cancer and sexually transmitted infections.

Outcome 16: We will reduce health inequalities in the Borough

Partnership Work improves health

Smoking is the UK's single greatest cause of preventable illness and early death. It is also one of the key determinants of health inequalities.

Quit Because is the only specialist youth prevention and intervention project in the UK. Their programme helps young people and children make informed choices about tobacco use and provides practical tailored support and advice to those who want to stop smoking.

The Smokefree Swindon Partnership have secured a Service Level Agreement with Quit Because for the 2007/08 academic year to continue their work targeting young people in Swindon secondary schools, some Special Educational Units and Colleges.

With the help of match funding from Cancer Research UK, since QUIT began working with Swindon in 2005, they have reached more than 5000 young people through their Smoking Awareness Presentations and have run three Stop Smoking Groups.

Nicky Hirst, Regional Project Manager said:

“QUIT would like to take this opportunity to thank Swindon for the continued support and look forward to another successful academic year. QUIT are proud to continue their work with Swindon and feel the close communications between the Smokefree Swindon Partnership, Swindon schools and QUIT Because has been innovative and forward thinking.”

“Examples include the bespoke letters for parents sent home with every child following a presentation, linking in to the support offered locally by the Swindon NHS Stop Smoking Service. This idea has now been rolled out across the entire QUIT Because service and adopted by several of our other partners.”

The Swindon Smokefree Partnership continue to tackle the objectives of the Swindon LAA outcomes in not only improving the health of young people by discouraging them from taking up smoking but also by advertising the services of the Swindon NHS Stop Smoking Service, encouraging the support of parents in improving their own health and creating a healthier home environment for their families.

NHS Stop Smoking Service
 Freephone 0800 389 2229
www.smokefreeswindon.org.uk



Outcome 10: We will improve the Health of young people in the Borough

Activity programmes to be launched for the kids

Two new fitness programmes, will be launched by the PCT in the New Year as a way of improving the health of overweight children. The programme which is part of the national MEND (Mind Exercise Nutrition Do it) initiative, will give children between the ages of 7 and 13 a chance to do fun physical activities such as games and swimming. Children will also have the opportunity to learn about the importance of healthy eating.

The sessions will include interactive discussions about how to improve self confidence as well as information on portion sizes and reading food labels. Parents or carers will need to attend the sessions with children, however, all of these activities will be beneficial, and introduce a healthier lifestyle to the whole family.

Gladys Barr, Active Swindon co-ordinator for the Primary Care Trust stated: "The fitness programmes are a fantastic initiative that can be enjoyed by the whole family. The programme forms part of a wider initiative Swindon Primary Care Trust has in place to educate children and their families about the importance of leading a more active and healthy lifestyle."

Starting on January 8th, the programmes will be run from the Link Centre and Dorcan sports centre and will consist of 18 sessions. These will be held on Tuesdays and Thursdays from 5 pm to 7 pm (excluding school holidays).

Alongside the two programmes being funded by Swindon PCT, a 3rd scheme is also being introduced and financed by Sainsbury's. This will run at Greendown School and will also be open to other primary schools in West Swindon.

All the schemes are free of charge and children will qualify based on their age, weight and health. There are limited places however, and to avoid disappointment parents are being advised to register as soon as possible.

For more information about the MEND initiative, visit www.mendprogramme.org

For further information about Swindon-based schemes or to register for places, call Ben Humphrey on: 07815 776593 or e-mail: bhumphrey@swindon.gov.uk





Outcome 15: We will improve the overall health of local people particularly in relation to coronary heart disease, cancer and sexually transmitted infections

Active Swindon call-out for volunteer walk leaders

Active Swindon is holding a training sessions for Swindon residents wishing to become Walk Leaders on its Health Walks Programme. The training day, running from 9.30am – 3.00pm, will take place on Thursday 17th January at Swindon Borough Council's Premier House.

The Health Walks Programme currently runs regular walks from Broadgreen, Pinehurst and Penhill, and all walks are led by two trained walking leaders. The programme is supported by The Natural England Walking for Health Initiative, which oversees the training and quality of leaders and walking programmes across the country, and has already helped improve the fitness of thousands of people.

Nan Pratt of Active Swindon said, "If you enjoy walking, want to improve your health, and would like to help others do the same, you are qualified to be a Health Walks leader. Since the last training session, several new people have signed up as regular walking leaders and are enjoying helping out with our existing routes as well as developing their own groups."

After completing a training course in London, Nan Pratt is now qualified to train Volunteer Walk Leaders and is looking to further expand Swindon's local programme.

She added: "Our Health Walks Programme is a great way of helping people achieve the five recommended sessions of exercise per week, and there are numerous proven health benefits to regular walking. It can reduce the risk of cancer and heart disease, delay arthritis and help to reduce weight. There is also time for socialising afterwards, meaning that as well as getting people active, leading our walks is also a great opportunity for making new friends. Since the walks started, many people haven't missed a week. They really enjoy the exercise and company".

If you would like to volunteer to become a walking leader, or for more information about taking part in a Health Walk, please contact: **Nan Pratt on Tel:** 01793 466202 or

Email: NPratt@swindon.gov.uk





Outcome 9: We will increase the number of young people who engage in law abiding and positive behaviour

Kids are vocal about the future

After being a persistent nuisance, 16-year-old Garry has turned his life around and is now looking forward to a future in music. Swindon Youth Offending Team (YOT) took in the teenager to help create a CD as part of the Crime beat initiative and it was then that he discovered his talent for singing. Garry, who cannot be identified for legal reasons, said: "The team have been great. They called me up one day and asked if I would like to come along. That's how I got into music. I always thought I could sing but I've never heard myself on CD this is the first thing like this I've ever done but now I'm really keen to take it further."

YOT is an organisation working to channel the energies of young people into something positive and it has worked on various support projects, including making videos, T-shirts and a 23ft long graffiti art board. Now two years on, Garry, from West Swindon, has joined vocational training organisation Taurus and is giving himself a future he thought he never had.

Recognised for their hard work with YOT, Garry and two other past offenders, James and George, received highly commended awards for the national "**CRIMEBEAT**" project.

Presented by the former High Sheriff of Wiltshire, James Arkell, the group were applauded for their commitment to the project. "**CRIMEBEAT**" is part of the Jump project in Swindon. Project coordinator Liz Purling said: "These people have made mistakes, but it's just a part of growing up. Now they are able to redeem themselves and make a difference in their own lives and for the community."

James and George also won the award but could not make the ceremony for good reasons one was working full time and the other was back at college.

The young men are not the only youths to be saved by the scheme Stacey, 15, was at risk from being excluded from school when YOT took her in to help with the graffiti board project.

Stacey, from Penhill, said: "The project has really changed my life. I have learnt so much. They taught you how to graffiti legally and not on the streets. I really enjoyed the artistic side of it and realised there are better things to do with my time."

As well as national commendations received for the projects, the team also has plans to release the CD featuring Garry, which has received so much acclaim and all money received will go towards funding future projects and to the youth musicians who have turned their lives around. To get your copy call, Liz on 01793 823153.

The Learning Skills Council funds "**CRIMEBEAT**". The scheme involves a variety of creative activities to help generate attention and interest in worthwhile activities.

One in particular was the 23ft long graffiti board, which was led by the community group Octopus, whose ethos underlines the entire purpose behind Swindon YOT, which is "Learning for life through creativity."

Jump coordinator Liz Purling said: "We've done a project each year for the past four years and it really makes a difference in their lives. "None of those involved has gone on to re-offend. You can definitely see a difference."



Outcome 17: We will increase Swindon's contribution to tackling climate change

Quality of Life & Eco-Bash 2008

Every year the Council's Sustainability Team are proud to host the Quality of Life Awards & Eco-Bash. This is an award ceremony to reward schools, local businesses and voluntary / community groups who are carrying out projects that improve the environment and or Quality of Life within the Borough.

The categories for the award are schools, local business, community / voluntary groups. The overall winner of the awards receives the Quality of Life Trophy, which is kept for a year. Winners of each category receive a cash prize and plaque.

The criteria for the award is:-

1. Does the project enhance the quality of life of the local community/school (visual, amenity value etc.)?
2. Does the project improve the environment (direct, indirect, local/global)?
3. Does the project attempt to encourage the involvement of the wider community and promote best practice?
4. Does the project demonstrate the principles of sustainability?
5. Does the application demonstrate how the project will be managed and include clear aims, objectives and monitoring arrangements?

The closing date for entries is Monday 27th April 2008.

For further information about the award or an application form, please contact the Sustainable Development Team on (01793) 463180.

Earth Summit returns!



Plans are now forging ahead for the 2008 Earth Summit. Partnerships with business and colleagues have been forged to run the four-day event. Npower have kindly sponsored £8k. The event is being run in conjunction with their newly launched educational programme called Climate Cops. www.crimecops.com

The Earth Summit is to promote sustainable lifestyles to year 5 pupils (aged 9-10) and will run from 3-6th June at Legge House, Wroughton.

For further information please contact Gillian Chandler, Sustainable Development Officer, on (01793) 463180.

Visit our websites: www.swindonlaa.org.uk and www.swindonsp.org.uk



Outcome 17: We will increase Swindon's contribution to tackling climate change

NPower – Greening Schools

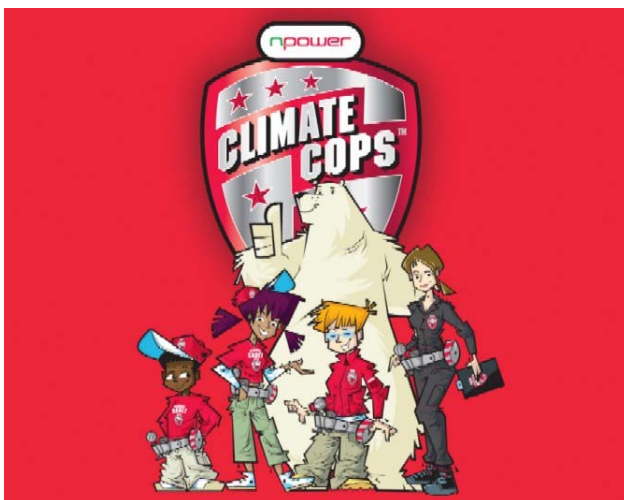
NPower have developed an exciting new national Greener Schools programme with the theme of Climate Cops. The programme has been developed in line with the Government's National Framework for Sustainable Schools and will address:-

- Children: through an exciting scheme called Climate Cops – designed to educate children about energy saving in a fun and engaging way through an extensive educational scheme comprising a dedicated website, educational resources and Activity Days in schools.
- Curriculum: Original and creative learning resources to support the delivery of curriculum objectives.
- Campus: practical help and funding for schools to go green – including energy audits and support, facilitation and funding of energy efficiency installations and microgeneration measures.
- Community: A unique, fun website that engages children and their families to take positive steps to improve their energy efficiency and reduce their carbon footprint at home and at school

npower have committed £20 million to this programme over the next five years, and intend this to be the beginning of a long-term commitment. It will be rolled out at schools across the UK.

The aim is to empower children to make positive energy saving measures, both at school and in the home, to ensure a brighter future for the environment.

Ten lucky primary schools in Swindon have been identified to work with on this programme and it will be launched in November at Wroughton Junior School.



The Sustainability Team at the Council are delighted to be supporting this project.



And Finally.....

Forthcoming Events

- 14-19 January 2008—Get Volunteering week (for details see page 4)
- 8 February 2008—SSP Conference at Oakfield Campus



Left to right: Janet, Alison & Matthew.

**Happy New Year
from the
Partnership
Team**



Future Newsletters

What would you like to see in future editions of "This is Swindon"?

Send your comments, contributions and information on your forthcoming events to:

swindonlaa@swindon.gov.uk

Articles for the next edition to be submitted by 15th February 2008

March 2008 edition will be published on: 3rd March 2008

May 2008 edition will be published on: 1st May 2008, articles need to be submitted by 18th April 2008.

July 2008 edition will be published on: 1st July 2008, articles need to be submitted by 20th June 2008.

September 2008 edition will be published on: 1st September 2008, articles need to be submitted by 18th August 2008.

November 2008 edition will be published on: 3rd November, articles need to be submitted by 20th October 2008.

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Feedback

We would appreciate any feedback you may have on the This is Swindon newsletter. Please send your comments to swindonlaa@swindon.gov.uk