



"This is Swindon" March 2008

SSP Conference feedback



A very successful SSP Conference was held on February 8th 2008, at the Oakfield Campus in Swindon, with over 125 attendees representing local businesses, voluntary and community agencies, parish and local councillors, our strategic partners and statutory bodies.

The Conference saw the launch of Swindon's New Community Strategy, which is covered in more detail on pages 4 and 5 of this newsletter. Our keynote speaker, Simon Hughes from the Audit Commission, gave his presentation on the importance of a good Community Strategy. Copies of all the presentations are now available on the Conference pages of the SSP website.

The hall was buzzing during the interactive coffee break where delegates had the opportunity to discuss the new indicators which may support LAA2 with the Block Chairs in an open session.

The afternoon of the conference was dedicated to Share Fair sessions, with the delegates having the opportunity to attend 2 sessions on subjects such as Third Sector Commissioning and how it works; update on the Climate Change Action Plan; How the SSP interacts with the community; Myth Busting and Community Cohesion; Arts and Culture helping communities; and Connecting people, Connecting places.



A huge thank you to all the delegates who made the Conference a success. The next SSP Conference will be held in June 2008. Information on the next conference will be available on the SSP website in the coming weeks.

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The Swindon Model

This article outlines the approach used in Swindon to arrive at the priorities and their respective indicators to be included in the second round Local Area Agreement (LAA). The Model ensured an open and transparent process for managing stakeholder expectations whilst selecting the most relevant measures to be delivered through the agreement.

The full report is available on the Latest News page of the Swindon LAA website at http://www.swindonlaa.org.uk/swindon_model_-_article_for_opm_15_feb.pdf

Led by Swindon Borough Council the process was iterative, evidence-based and inclusive. Government Office South West (GOSW) have described the approach as ‘an exemplar’ and ‘strongly open and transparent’.

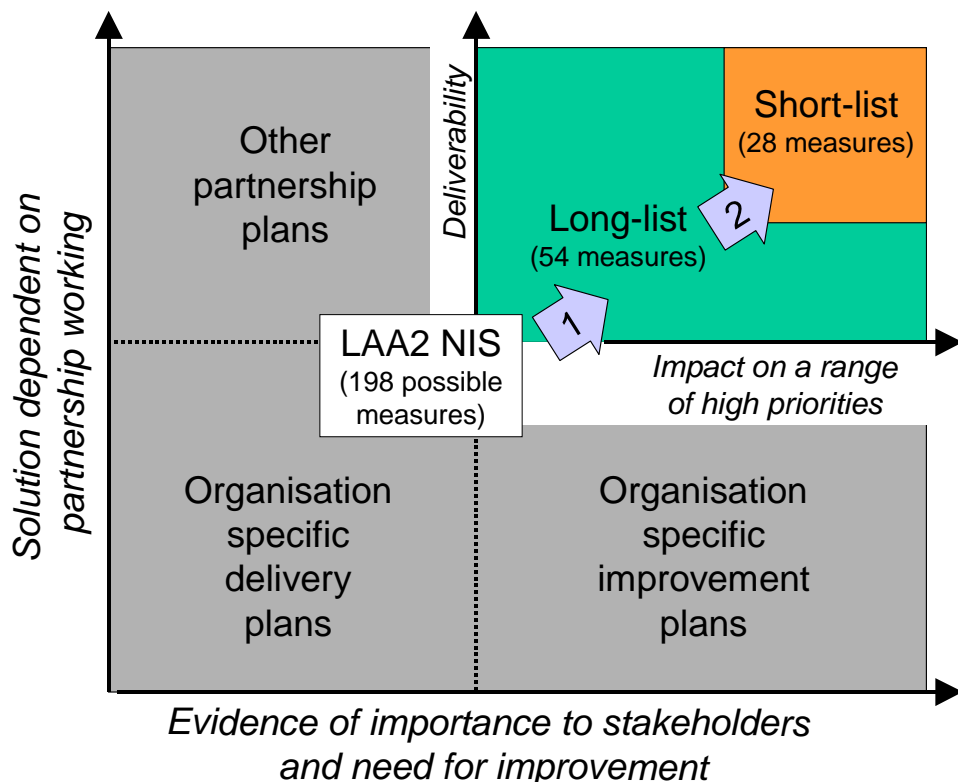
More details on the application of the Swindon Model can be obtained from James Griffin, Head of Policy at Swindon Borough Council james.griffin@swindon.gov.uk

Arrow 1: Stakeholder engagement

Arrow one represents the development and application of this evidence base, which was overseen by the Blocks and the Partnership Board and facilitated through the cross-partner Senior Officer Group. Internal and external stakeholder engagement took place in the three months leading up to January 2008.

Arrow 2: The Partnership Board Workshop

The purpose of the Partnership Board Workshop was to select a short-list of up to 35 measures from the long-list generated through engagement with the wider stakeholder groups and analysis of the evidence-base.





March 2008 progress on Swindon's new LAA

Since September 2007 we have been scoping the new 2008 LAA. The Government released the list of 198 proposed indicators and definition. Over the past few months the Borough Council's Partnership Team has been consulting with the themed blocks and strategic partners to produce the new list of indicators that will form the 2008 LAA.

To move partnership working forward, a new fifth block has been established which will include growth and environmental sustainability issues for Swindon.

The following information details the proposed indicators selected through the consultation and shows the linkage to the new Community Strategy themes.

Block 1: Economic Development and Enterprise



Proposed Indicator	Link to Community Strategy
NI 11: Engagement in the Arts	Theme 2: In 2030, people from across the region, including those with families, will want to visit the restaurants, cafes, art galleries and theatres that Swindon will have to offer.
NI 153: working age people claiming out of work benefits in the worst performing neighbourhoods	Theme 2: This economic upsurge will benefit all of Swindon. The less affluent or disadvantages areas of 2007 will be much improved.
NI 163: Working age population qualified to at least L2 or higher	Theme 1: Educational achievement in the Borough will be above the national average.

Block 2: Children & Young People



Proposed Indicator	Link to Community Strategy
NI 110: Young people's participation in positive activities	Theme 6: Young people will have the opportunity to participate in shaping school life and the way that they locality provides facilities for them.
NI 117: 16—18 year olds	Theme 5: Many more young people will want to do further education, apprenticeships and training, when they leave school.
NI 68: Referrals to children's social care going in to initial assessment	Theme 4: High quality services for families, children, young people and their communities will be primarily locally based.
NI 112: Under 18 conception	Theme 4: A healthy, caring and supportive community.
NI 56: Obesity among primary school age children in Yr 6	Theme 4: A healthy, caring and supportive community.

Block 3: Safer & Stronger Communities



Proposed Indicator	Link to Community Strategy
NI 40: Drug users in effective treatment.	Theme 6: People who misuse alcohol and drugs will be supported to make positive changes to their lives and the harm caused by those substances, to the user and to society will be reduced.
NI 2: % of people who feel that they belong to their neighbourhood	Theme 6: people from all backgrounds, including those who are new to Swindon will be encouraged to take part in activities that shape their local community.
NI 5: Overall satisfaction of area	Theme 6: A place where local people can have real influence and where they feel safe.
NI 15: Serious violent crime	Theme 6: The local police force will have strengthened their neighbourhood policing teams to provide a visible, stronger, more responsive service that is highly regarded by local people.
NI 20: Assault with injury—crime rate	Theme 6: A place where local people can have real influence and where they feel safe.
NI 30: Re-offending rate	Theme 6: A place where local people can have real influence and where they feel safe.
NI 32: Repeat incidents of domestic violence	Theme 6: Hate crime and domestic violence will be increasingly rare.
NI 16: Serious acquisitive crime	Theme 6: By 2030, local communities will be working with public organisations like to Police, the Borough council and a wide range of voluntary groups to reduce crime and keep people safe and develop a sense of community and belonging.
NI 27: Anti-Social Behaviour	Theme 6: The factors that generate the fear of crime among residents such as large groups of young people congregating in inappropriate places, graffiti, fly-posting, abandoned cars and fly-tipping will have been addressed so that, as a result, people feel safer.

Block 4: Healthy Communities and Older People



Proposed Indicator	Link to Community Strategy
NI 134: Emergency Bed Days	Theme 4: A healthy, caring and supportive community.
NI 124: People with a long term condition supported to be independent and in control of their condition	Theme 4: Residents will be able to choose high quality health and social care services which can be accessed where and when they are needed.
NI 139: People over 65 who say that they receive the information, assistance and support needed to exercise choice and control to live independently	Theme 4: Older and more vulnerable people will be able to stay in their own homes for longer with adequate support and therefore will be less dependent on institutionalised care.
NI 8: Adult participation in Sport	Theme 4: In 2030, neighbourhoods will be designed with opportunities for everyone to be physically active as part of everyday living. Leisure facilities will also be provided which are safe and accessible and support will be readily available to enable easy lifestyle changes.
NI 120: All age, All cause mortality	Theme 4: In 2030, people in Swindon will live a longer, healthier, happier and more active life.
NI 141: Number of vulnerable people achieving independent living	Theme 4: Older and more vulnerable people will be able to stay in their own homes for longer with adequate support and therefore will be less dependent on institutionalised care.

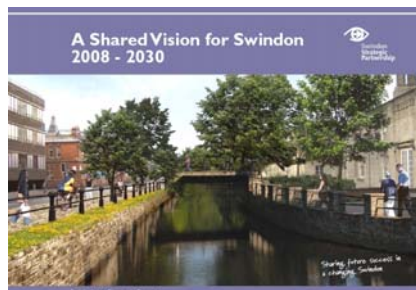
Block 5: Environmental Sustainability



Proposed Indicator	Link to Community Strategy
NI 188: Adapting to Climate Change	Theme 3: We have safeguarded our environment for future generations.
NI 193: Municipal Waste land filled	Theme 3: Local businesses will be setting and delivering targets to reduce their carbon footprint.
NI 195: Improved street and environmental cleanliness	Theme 3: Local residents will take responsibility for making sure that the amount of litter that is dropped is drastically reduced and that graffiti becomes a rarity.
NI 197: Improve local biodiversity	Theme 2: Forward-looking investment in transport technology means that businesses will benefit from easy communications around the area without the gridlock and pollution that similar towns might be facing.
NI 175: Access to Services and facilities by public transport, walking and cycling	Theme 3: Fewer people travelling around Swindon will need to use a car as public transport will be reliable, affordable and convenient.



Launch of the Community Strategy— “A Shared Vision for Swindon 2008-2030”



Swindon’s new Community Strategy was successfully launched at the Swindon Strategic Partnership’s Conference on Friday 8th February.

Cllr Roderick Bluh, Leader of the Council and Chair of the Partnership Board said “A Shared Vision for Swindon 2008-2030 is the ultimate vision of how local people want their Borough to be.

From this big picture, all types of organisations, from public services like police and health to community groups and parishes will take their cue to develop plans and policies to make this vision a reality. We’ve been working with local people on this document for over a year and I’m delighted to be launching it at the Conference.”

Tom Charnock, Chair of the SSP Overview & Monitoring Group said “From day one, we wanted to make sure that the widest possible range of people could get involved in drafting this Vision. By going out to places where people were shopping, taking the dog for a walk or going for a swim, we were able to involve people who wouldn’t normally dream of filling out a questionnaire or coming to a public meeting. The involvement of the teenagers who helped us to produce a DVD of people’s views also meant that we reached young people and families.”

The launch of the Community Strategy is only the beginning of delivering the vision. In the spring, a 12 month action plan will be produced setting out key tasks that local organisations will be undertaking to start bringing the Vision to life. Local people will have a key role to play—particularly in helping to achieve the kinds of caring, tight-knit communities that so many people now aspire to.

The launch saw the culmination of three months intensive work to ask local people what kind of place they would like Swindon to be in 2030. Views topping the poll of priorities for Swindon over the next 22 years included:

- Making the Borough more attractive for wildlife and people
- A more sustainable, better managed transport system
- Improvements to shopping—especially a wider range of independent, interesting shops
- More activities for young people
- Getting rid of litter and graffiti
- Improved arts and culture—including a bigger concert venue

The views of local people were collected in a range of innovative ways including 17 roadshows that visited places as diverse as Wroughton Ellendune Centre and Highworth Market, the Great Western Hospital and Blunsdon indoor market and car boot sale. Young people from YourFilm tried their hand at becoming roving reporters and went out with a camera to gather views on film. Additionally, an on-line survey, the distribution of thousands of booklets and leaflets and talks to hundreds of community activists also helped to ensure that the widest range of people sent in their views. All these views have now been used to shape the brand new booklet ‘A Shared Vision for Swindon 2008-2030’.

Copies of the document can be downloaded from the Community Strategy page of the SSP website at www.swindonsp.org.uk A short film featuring just some of the interviews gathered by YourFilm as part of the consultation is now also available on A Shared Vision for Swindon page from www.swindonsp.org.uk



"A Shared Vision for Swindon 2008-2030"

Theme 1

Swindon: a destination of choice



By 2030, the Borough of Swindon will have become a place where people choose to live, visit and invest. As an important regional centre, Swindon's appeal will stem from having an attractive and well-equipped town that has successfully blended traditional architecture with high quality contemporary buildings that incorporate sustainable design and construction principles. The possibility of a fully restored canal in the heart of the town could provide a real focal point for visitors and Swindonians alike.

Theme 2

All Swindon people are benefiting from our growing economy



By 2030, Swindon will become one of the best business locations in the UK, offering a high quality of life, not just to its 250,000 residents, but also to those from a much wider catchment area. In that period, over 32,000 new jobs will have been created and there will be the fullest range of employment opportunities for the whole community.

Theme 3

We have safeguarded our environment for future generations



By 2030, Swindon will be a community that has responded to the needs of a growing population in a way that has protected or natural environment as much as possible.

Theme 4

A healthy, caring and supportive community



In 2030, people in Swindon will live a longer, healthier, happier and more active life. This goal will be achieved by public sector organisations, voluntary and community groups and local people all working closely to promote healthy living and to create caring, cohesive neighbourhoods. Increasingly, people will take more personal responsibility for the healthy lifestyle which they lead but will be well supported in doing so.

Theme 5

A place where high aspirations are supported by superb education provision for all ages



In 2030, Swindon's young people will increasingly be aiming high and achieving well. Local people of all ages will have a much greater appetite for learning new things throughout their life. This will include learning for pleasure and to improve employment prospects. Employers will see the skilled potential workforce as a major asset and a key reason to locate in this area.

Theme 6

A place where local people can have real influence and where they feel safe



By 2030, local communities will be working with public organisations like the Police, the Borough council and a wide range of voluntary groups to reduce crime, keep people safe and develop a sense of community and belonging.



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

Tobacco Control Visioning Forum

Tobacco Control Visioning Forum

Wednesday 30th April 2008

9.30am to 1.30pm (with networking lunch)

At Oakfield Campus, Marlowe Avenue, Swindon

England now has Smokefree public places following 2007 legislation, however smoking is still the most preventable cause of death, killing over 118,000 each year and greatly contributes towards health inequalities.

The Smokefree Swindon Partnership is creating a Tobacco Control Strategy to build on the successes of smokefree legislation and the Stop Smoking Service. Your help is needed to provide local feedback and to help us focus priorities for future action around key strands of tobacco control including

1. Smoke free workplaces
2. Smoke free public places
3. Support to stop smoking
4. Smoking prevention -reducing the uptake of smoking
5. Prevention of underage/contraband/counterfeit tobacco sales
6. Smoke free homes

Partnership work is essential to improve the health of Swindon residents and reduce health inequalities so come and have your say about the Tobacco Control agenda in Swindon

For further details or to book a place phone: Kate Montgomery on 01793 708824 or email Kate.montgomery@swindon-pct.nhs.uk



Picture courtesy of Swindon PCT

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



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

Director of Public Health strides ahead

The Director of Public Health, Jane Leaman, stepped out in February when she took part in a health walk, run by Active Swindon's Walking to Health programme.

Meeting the walkers at 10am at the Broad Green Centre off Broad Street, Jane set off with the group at 10.15am to see how the programme is run. Keith Reid, a consultant in Public Health also took part.

Active Swindon's Walking to Health programme has taken great strides over the last few months, expanding on its initial sessions, and training and recruiting voluntary walk leaders to supervise the groups.

Jane commented:

"I'm extremely excited to take part in the health walk. It will be gratifying to see this excellent work taking place first hand, and I used the opportunity to discuss the programme with Swindon residents using the service.

"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, our walks are also a great opportunity for making new friends."

The Health Walks 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.

For more information about taking part in the Health Walks, or if you would like to volunteer to become a walking leader, contact:

Nan Pratt

Tel: 01793 466202

Email: NPratt@swindon.gov.uk



Picture courtesy of Google Images

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Outcome 2: We will develop a local workforce with the right skills base for our economy

Better Skills, Better Jobs, Better Lives

Better Skills, Better Jobs, Better Lives, our Statement of Priorities sets out the Learning Skill Council's focus from 2008/9 to 2010/11.

The targets contained in the Statement of Priorities reflect an aim to raise the educational achievement of all children and young people, and to narrow the gap in achievement between children from low income families and their peers. For adults, the aim is to improve the skills of the population and deliver a world class skills base by 2020, improving the skills of those in work and importantly those currently not working and excluded from the labour market. Meeting these targets will require an increase in the proportion of people of working age achieving functional literacy and numeracy skills, a higher proportion of working adults qualified to at least a full Level 2 and 3 and an increase in the proportion of Apprentices who complete the full Apprenticeship framework.



Picture courtesy LSC

The Statement of Priorities sets out how the LSC will work with its partners to deliver these targets by focusing on three key priorities:

1. Creating demand for learning and skills
2. Transforming the FE system to meet demand
3. Delivering better skills, better lives, better jobs

Mark Haysom, Chief Executive of the LSC said:

“We want to reach out to more businesses and more people, to give them the skills they need. This year we are ramping up our focus on people who are not in work. We want to give them the skills they need to break out of the vicious cycle of unemployment and poverty. And we won't stop there. We want more people to progress in learning – gaining the skills they need to prosper in their chosen careers.”

More information can be found on the Learning Skills Council website at:

<http://readingroom.lsc.gov.uk/lsc/National/nat-statementofpriorities-nov07.pdf>



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

Youth Offending Team— Free information sessions

The Youth Offending Team has a reputation for high performance.

It is currently ranked 5th out of 155 Youth Offending Teams (YOTs) in the Country.

If you would like to find out more about the work of this multi agency team, and an insight into what makes it so successful, how communications with staff and other agencies are managed, you can visit them at their offices in Stratton for a free information session lasting around an hour and a half.



Picture courtesy of Google Images



Each session begins at 2pm, and must be pre-booked by ringing **01793 823153**.

These sessions are held on a Thursday on the following dates:

- **13 March;**
- **10 April.**

All staff and visitors are welcome.

Picture courtesy of Google Images



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 update

Up to the end of December 2007, 6522 participants took part in programmes set up and run by, or involving Active Swindon, with a total of 11,983 visits. Of the registered participants 55% were female, and 26% are over 45 years. 25% live in Neighbourhood Renewal areas, 6% are BME, and 11% disabled. 23% have self reported as having done no physical activity in the last year. A sample survey was completed in July 2007. Of the 111 responses, the percentage of people doing 30 mins on 3+ days rose from 46% to 63%. In response to questions as to how being involved with an Active Swindon programme had helped the participant, 55% reported being more active, 43% reported that their health had improved, 59% reported being more motivated and 59% reported that they had a better understanding of the benefits of physical activity to their health.

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



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

Better support for school kid's mental health



Picture courtesy of Google Images

Extra emotional support is to be provided to Swindon's school children, thanks to a pilot project being rolled out by the government.

It has been announced that Swindon Borough Council is one of 25 local authorities that will pilot the government's Targeted Mental Health in Schools project, and Swindon Primary Care Trust will work with the authority to help deliver better support to children who are at risk or are already experiencing mental health problems.

In Swindon, the Council and PCT will be working with Churchfields, Greendown, Dorcan and St Luke's secondary schools, as well as their associated primary schools. The project will work with these schools to develop innovative approaches to mental health support, and to ensure holistic help and support is easily accessible to children and their families.

Frances Mayes, Health Promotion Specialist for Swindon PCT, commented:

"It's excellent news that Swindon has been selected to pilot the Targeted Mental Health in Schools project. This vital scheme will help schools to develop the emotional and mental well being of children and young people, which in turn may increase attendance and improve the educational achievement of pupils. Victims of bullying for example can often suffer with low self-esteem, depression, and in some awful cases children have taken their own lives, which is why this extra support from the government is so important."

Over £700,000 will be distributed to Swindon's pilot project between 2008 and 2011, which can be used to fund:

- More practitioners
 - o school based staff – learning mentors & family support workers
 - o practitioners with mental health expertise - primary mental health workers & therapists
- Voluntary sector providers – working in and closely with schools
- The development and delivery of effective training and support for practitioners
- Group work and support delivered to children in schools
 - o building self esteem
 - o building self confidence
 - o reducing stress and anxiety among children and young people

The Swindon project will be evaluated alongside other pilots to identify successful models of mental health support, and the findings will inform the roll-out of Targeted Mental Health in Schools nationally in 2009-10 and 2010-11.

News from Sustainable Development

Call for entries - Quality of Life Award 2008

Applications are required from community / voluntary groups, schools and local businesses. The closing date for entries is Monday 28th April. Cash prizes available for winners of each category.

For an application form contact Gill Chandler, e-mail gchandler@swindon.gov.uk or telephone (01793) 463180



Eco-Schools Forum

welcome to **Eco-Schools**

The next Eco-Schools Forum is to be held on 6th May 5-7 pm. This is open to teachers to support them in their application for Eco-Schools status.

The next meeting will focus on community engagement and school grounds. If you are a governor, parent or teacher and would like further information or would like to be a guest speaker for future forums, please contact Gill Chandler, e-mail gchandler@swindon.gov.uk or telephone (01793) 463180.

Earth Summit

The Council's Sustainable Development Team are proud to be working in partnership with the Earth Summit Partnership Board to re-launch the Earth Summit. This is a week long event to promote sustainable lifestyles to year 5 pupils (aged 9-10).

Over the course of the week 380 pupils will visit Legge House at Wroughton to learn about recycling, paper-making, sustainable transport, climate change, healthy eating and renewable energy.

The event will run from 3-6th June and has been made possible through sponsorship by Npower and will follow a theme of Climate Cops Academy.





And Finally.....

Forthcoming Events

- 5th March - (10.00—12.30) Stronger Communities Forum, Central Community Centre contact: Caroline Cooper on Swindon 466366
- 13th March—(2 pm) Free Information Session, Youth Offending Team, call 823153
- 10th April—(2 pm) Free Information Session, Youth Offending Team, call 823153
- 28th April—closing date for Quality of Life 2008 entries
- 30th April—(9.30—1.30), Tobacco control Visioning Forum, Oakfield Campus, contact Kate Montgomery at kate.montgomery@swindon-pct.nhs.uk or call 708824
- 6th May—Eco-Schools Forum
- 3—6th June—Earth Summit



Left to right: Janet, Alison & Matthew.

E-mail the team at:
swindonlaa@swindon.gov.uk

Write to the team at:

Swindon LAA
 Room 1.46
 Civic Offices
 Euclid Street
 Swindon
 SN1 2JH


Telephone the team on:

01793 466301—Alison Chamberlain
 01793 463883—Matthew Pearce
 01793 463248—Janet Beattie

Feedback

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

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 18th April 2008

May 2008 edition will be published on: 1st May 2008

Coming soon!

- New LAA 2008 update**
- SSP Conference—12th June**
- Super Survey information**
- Introducing the 5th Block**
- Swindon Strategic Partnership News**