



## "This is Swindon" May 2008

Welcome to the May edition of "This is Swindon".

The next couple of months will be an exciting time for the Partnership Team. May will see the distribution of this year's Super Survey to a random sample of Swindon residents.

The 2008 LAA will also get Ministerial sign-off and will be launched at the Swindon Strategic Partnership (SSP) Conference on June 12th. Future editions of "This is Swindon" will cover progress on the first Local Area Agreement, along with exciting articles on the new indicators.

The SSP Conference delegates will also hear the final report on the current Local Area Agreement from each Block Chair and the launch of the Community Strategy First year Action Plan. Delegates will have the opportunity to speak to each of the Block Chairs in the 'Market Place' session during the morning and the Chairs will discuss how strategic partners intend to deliver the outcomes of LAA2 and the Community Strategy.

We have secured two Keynote Speakers from the Audit Commission who will share with the audience what Comprehensive Area Assessment means to Swindon.

The afternoon is designated to Information sessions and promises to be very interesting with topics such as Funding; Climate Change Action Plan update and the new Carbon Management Plan for Swindon; Compact Update and Swindon's Voluntary Sector; progress on Town Centre Regeneration; Faith in the Community and the Inclusive Fitness Initiative—which you can read about on pages 8 and 9.

If you would like more information on the SSP Conference or to book a place please contact Janet Beattie at [jbeattie@swindon.gov.uk](mailto:jbeattie@swindon.gov.uk) by Friday 16th May 2008. Places are limited and will be allocated on a first come first served basis.

If you have any questions about articles in this publication, please contact the LAA, see page 10 for details.

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## May 2008—update on LAA 2

As promised in the last edition of This is Swindon, below is a list of agreed indicators for the 2008 LAA.

<b>NI number</b>	<b>Description</b>
NI 2	Percentage of people who feel that they belong to their neighbourhood
NI 5	Overall/general satisfaction with local area
NI 8	Adult participation in sport
NI 11	Engagement in the arts
NI 15	Serious violent crime rate
NI 16	Serious acquisitive crime rate
NI 20	Assault with injury crime rate
NI 27	Understanding of local concerns about anti-social behaviour and crime by the local council and police
NI 30	Re-offending rate of prolific and priority offenders
NI 32	Repeat incidents of domestic violence
NI 40	Number of drug users recorded as being in effective treatment
NI 56	Obesity in primary school age children in Year 6
NI 68	Percentage of referrals to children's social care going on to initial assessment
NI 110	Young people's participation in positive activities
NI 112	Under 18 conception rate
NI 117	16 to 18 year olds who are not in education, employment or training (NEET)
NI 120	All-age all cause mortality rate
NI 124	People with a long-term condition supported to be independent and in control of their condition
NI 134	The number of emergency bed days per head of weighted population
NI 139	People over 65 who say that they receive the information, assistance and support needed to exercise choice and control to live independently
NI 141	Percentage of vulnerable people achieving independent living
NI 153	Working age people claiming out of work benefits in the worst performing neighbourhoods
NI 156	Number of households living in temporary accommodation
NI 164	Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 3 or higher

<b>NI number</b>	<b>Description</b>
NI 175	Access to services and facilities by public transport, walking and cycling
NI 186	Per capita reduction in CO2 emissions in the LA area
NI 193	Percentage of municipal waste land filled
NI 195	Improved street and environmental cleanliness (levels of litter, detritus, graffiti and fly posting)
NI 197	Improved local biodiversity—proportion of local sites where positive conservation management has been or is being implemented



An announcement at the local railway station informs visitors that they have arrived at the place we call home. But how does the government measure the success of our borough, and how well do we its resident population think the town is progressing?

Since April 2006 local councils have worked with strategic partners in the public, private and not-for-profit sectors to deliver priorities from its Community Strategy that will improve local services, improve the liveability of a local place, and create an environment where people choose to live, work, and spend their leisure time.

But from June 2008 the way government measures the success of Swindon is changing. A new set of 198 indicators will measure performance of the police, primary care trusts, fire and rescue, voluntary involvement and local council activities. Localities across the country have been challenged to select up to 35 of these targets and set themselves stretching three-year targets to deliver by April 2011

Six months of consultation, including the Swindon Strategic Partnership Conference in February of this year have short-listed this 198-indicator set down to 29. These are listed below, and detailed work streams will be regularly reported to [www.swindonlaa.org.uk](http://www.swindonlaa.org.uk)

**Matthew Pearce, LAA & Partnership Officer**





**Outcome 7: We will increase the number of children who enjoy and achieve stretching educational standards by offering additional help and support to parents and carers**

## Improvement in School Attainment

Well done to Quality and Standards in Children Services and all of our secondary schools on the excellent news that Swindon students have risen above the national average in English.

According to the publication of Key Stage Three performance tables for 2007, a massive 75% of pupils achieved the expected Level 5+, which is an improvement of 6% on the English results for Swindon in 2006. This also means Swindon was ahead of the national average by 1% in 2007.

Improvements were also seen in Level 5 Maths and Science in 2007 compared to 2006.

We have also seen a number of positive OfSTED inspections in recent months, another sign that performance in Swindon's schools is on the up.

To see the full results, visit the website [www.dfes.gov.uk](http://www.dfes.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 Update

### Summary as of the end of March 2008

- Participants = 7268 (1363 registered on database)
- Throughput visits = 13483 (7042 registered on database)
- 63 coaches/teachers with approx 660 coaching/teaching hours have been put into the project with 1/5 of schools in Swindon with Forest School leaders.
- 75 volunteers with approx.1853 voluntary hours given to the project.
- £695 external funding secured to support sustainability and community groups. (This figure does not include the possible forthcoming 5 year Active @ Work project - £45k provisionally secured from Arval and Castrol and we are waiting for confirmation from Sport England)
- 2 extra large projects created and permanent posts to run the projects (The community cycling project which started in Feb 08 and the Woodland Games project which started in March 08)
- 82 'Sporting qualifications' and 36 'Non sporting qualifications' achieved.
- Finalist in the NHS South West Health and Social care awards (Improving health category)

Visit our websites: [www.swindonlaa.org.uk](http://www.swindonlaa.org.uk) and [www.swindonsp.org.uk](http://www.swindonsp.org.uk)



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

## Calling all volunteers for Active Swindon Health Walks

Put a spring in your step and volunteer as a health walk leader is the advice of Active Swindon.

Active Swindon will be holding another training session on Thursday 22 May, for Swindon residents wishing to become Walk Leaders on its Health Walks Programme. The training day, running from 9.45-3.00, will take place at Swindon Borough Council's Premier House. The Health Walks Programme, which currently runs regular walks from Broadgreen, Pinehurst and Penhill, is looking for at least two trained walking leaders per group.

Nan Pratt of Active Swindon, who is looking to expand Swindon's local programme, commented: "With the weather improving now is an excellent time to improve your health and becoming a health walks leader is a fantastic way to do it. All you need is to enjoy walking, want to improve your health, and want to help others do the same. Since the last training session, several new people have signed up as regular walking leaders and are enjoying helping out with our existing groups as well as planning their own routes. The feedback we have had so far has been very positive, with volunteers finding the experience extremely rewarding."

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.

Nan 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."



Picture from Google images

If you would like to volunteer to become a walking leader, or for more information about taking part in the Health Walks programme, please contact: Nan Pratt on tel: 01793 466202 or by Email to [NPratt@swindon.gov.uk](mailto:NPratt@swindon.gov.uk)



**Outcome 13.12: We will reduce by 7% the number of deliberate fires by 2009**

## The Swindon Salamander Project

Wiltshire Fire & Rescue Service  
Wiltshire & Swindon Fire Authority



**B I P** ✓ **B E S T**  
behaviour improvement programme



The Salamander Project is a collaboration between Wiltshire Fire & Rescue Service and the Swindon Behaviour Improvement Programme. It is an intensive one week youth empowerment, education and enrichment programme that provides an alternative education experience where 'action learning via teamwork' supports vulnerable secondary school children aged between 12 and 17, possessing a



complex combination of social, emotional and behavioural issues who struggle to cope with mainstream school.

The Project creates a positive climate for learning, which is a prerequisite to pupil success. Pupils invited onto the Salamander project are vulnerable with low self esteem; low self image and some children with a deteriorated home life.



In combination, these indicators may identify them as at risk of truancy, criminal behaviour and anti social behaviour. This will in turn have an impact on the fire and rescue service because of possible hoax calls, fires, arson and children involved in road traffic collisions both as drivers and passengers.

This scheme (and other similar schemes across the country) has resulted in a 90% reduction in re-offending, 46% reduction in fire related crime and 86% reductions in attacks on fire fighters.

The programme throughout the week is designed to foster team work with in a context of real life rescue situations simulating emergency services response scenarios such as:-

- Firefighting skills with hose, pumping appliances and hydrants
- NARC (abseiling)
- Ladder climbing
- Search and rescue techniques
- Casualty care
- Road Traffic Collision rescue skills
- Water Rescue techniques



The week is concluded with a Pass out Parade and Certificate Presentation, Parents, Teachers and Senior Fire Service Managers are invited to the station and watch the children demonstrate all the skills and techniques that they have acquired in two 'Rescue Scenarios'. Road Traffic Collision involving 1 car and hitting another car & pushing into a house and a first floor flat fire with a mum and her 18 month old baby trapped.

The skills learnt seek to inform, educate, challenge and motivate the children. The programme also encourages them to start thinking about the implications of their actions and about how they can make themselves and others safer.

Visit our websites: [www.swindonlaa.org.uk](http://www.swindonlaa.org.uk) and [www.swindonsp.org.uk](http://www.swindonsp.org.uk)



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## Take a turn with your toddler

New mums can get out for some fresh air and good company thanks to a new health walk run by Active Swindon.

The new 'mums & buggies' health walk is part of Active Swindon's 'Health Walks' programme and is especially for mums with babies or young toddlers. Set up by trained health walks leader and mother of one, Caroline Caple, it allows mums to get out for some physical activity without having to worry about childcare and will be a great opportunity for making new friends. Caroline said: "I'm so excited about these walks. I think it's very important for mums to get out of the house and go walking as it benefits them and the baby. Being a mum to a one-year-old I know how isolated I felt in the early months and I longed for a group to walk with as I felt very lonely walking on my own. "I love walking with my baby as he loves the fresh air and enjoys watching the birds and all the lovely things that Lydiard Park has to offer."

Starting on Thursday 8 May, the 45 minute walks will meet weekly at 2.15pm at the Saltway Centre in Middleaze. Mums and babies will be led by a trained walking leader as they enjoy exploring the footpaths around Lydiard and Shaw ridge. All abilities are welcome with everyone free to go at their own pace, and afterwards there will be a chance to chat over tea or coffee.

'Mums & buggies' is the latest walk to be set up under Active Swindon's Health Walks programme, part of the national Walking for Health initiative. Other Swindon Health Walks include:

Mondays - John Moulton Hall, Penhill (10am) / Lower Shaw Farm (4pm)

Tuesdays - Broad Green Centre, Central Swindon (10am)

Thursdays - Eldene Community Centre, Eldene (2.30pm)

Active Swindon's Nan Pratt 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."

For further information about any of the Health Walks or walking leader training, please contact: Nan Pratt on 01793 466202 or e-mail to: [npratt@swindon.gov.uk](mailto:npratt@swindon.gov.uk)

**Full address of 'mums & buggies' meeting point:**  
Saltway Centre, Pearl Road, Middleaze, SN5 5TE



Picture from 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**

## Inclusive Fitness Initiative



Just five miles to the Northeast of Swindon is the town of Highworth, with a population of 10,000 and home to Highworth Recreation Centre – a Charitable Trust in partnership with Swindon Borough Council, which is one of only 126 gyms in the country with a unique service provision for customers with Disabilities.



Ann Lewis

Just over two years ago, Ann Lewis, the gym manager and Inclusive Fitness Initiative (IFI) Co-ordinator, applied to the IFI for their gym to be considered as an IFI site. “Initially I thought it was just a funding opportunity for equipment provision for people with disabilities - little did I know how much work was involved, but it has been worth it.”

The process involved four stages – a detailed site audit, all Centre staff received disability awareness training, all gym staff received NVQ level 3 Gym Instructor training for teaching customers with Disabilities and suitable equipment, approved by the IFI board for use by people with disabilities, was purchased. At the same time the gym underwent a total refurbishment so it was a fresh start for the Centre.



Pictured Keith Bell – gym instructor

The audit for the site wasn't just about DDA access. An auditor from the IFI included signage to the Centre, height of signage in the Centre itself – font size, even down to whether or not matt laminates were used to minimise glare. Low level hooks and shelves installed in the toilets and contrast paint colour to sanitary fixtures and fittings for those customers with visual impairments. Also audited was assessment of the level of lighting in the corridors as well as width of doorways and much more. The Gym has 21 stations of equipment, plenty of small equipment and a team of just 3 instructors.

The disability awareness training covered more comfortable use of terminology, statistics from the pilot scheme as well as training in understanding barriers to participation and how to overcome them for the different types of impairment groups.

The NVQ training for the Gym Staff through YMCA Fitness, enabled the instructors to make adaptations to exercises, to understand the effects of medication on exercise response and to be able to comfortably interact, enthuse and train customers who may be visually impaired, hearing impaired, physically or learning disabled as well as catering for some health conditions such as osteoporosis, Multiple sclerosis, obesity, diabetes, Parkinson's disease, stroke and Downs Syndrome.

Ann Lewis said “Everyday we have customers who use our Gym by referral from their GP's, the hospital or by themselves, as well as the non-disabled customer. Disability isn't always permanent, take for example 'depression'. Although not classed as a disability in the true sense, for some people it can be a long term health issue, which, by taking part in exercise some symptoms can be alleviated by the release of endorphins through activity and the sense of well being through participation and being in a social setting. We are an inclusive facility

where everyone can train together – customers training for Marathon running alongside a customer with MS who wishes to maintain the ability to sit and stand independently. ADL's (activities for daily living) – moving around the home or workplace, getting dressed or just even being able to breath more easily. This is quite humbling to observe sometimes and easily gives an instant feeling of job satisfaction”

Recently a visually impaired gentleman joined the gym. He didn't really know if it was 'his thing'. Now he never misses a session! His cardio vascular fitness has improved as well as his posture, self esteem and perhaps not quite so good – his appetite! He sleeps better and feels so much happier to have a reason to get up each day despite his disability.



If you influence a person or a group of people, with disabilities or have a disability yourself and wish to know more about how to access the gym facility at Highworth Rec then contact Ann Lewis on Swindon 762602 or by email [alewis@swindon.gov.uk](mailto:alewis@swindon.gov.uk)

Swindon Card concessionary prices are available as well as X Training Passport options. Take a look at [www.swindon.gov.uk/highworthrec](http://www.swindon.gov.uk/highworthrec)

To learn more about the Inclusive Fitness Initiative take a look at their website [www.inclusivefitness.org/gettingpeopleactive/](http://www.inclusivefitness.org/gettingpeopleactive/) read user stories and testimonials, view news stories and learn more about the scheme.

To close, Ann Lewis commented “My wish for Swindon is to have more gyms like Highworth Rec across the town to improve accessibility for as many people as possible. I would like other gym managers to understand what is happening out here in Highworth and to realise how easy it is to make changes to a facility operation to make more gyms INCLUSIVE !!! The percentage of the population with disease, disability and other health conditions is on the increase. It is a good time for change!”

## Stop Press

The 2008 Super Survey will be dropping through letterboxes over the next month.

Questions range from Your Community, Culture and Leisure, Physical Activity and your diet.

Responses will help our Partners understand residents perceptions on the services offered in the Borough of Swindon.

Two lucky randomly selected participants, will each receive £100 of vouchers for a store of their choice.

Last time round we had an amazing 49% response to the survey and this year we hope at least mirror this.

If you wish to see the data from 2007 and how it compares to responses in 2006, please see the Latest News page of the LAA website at the link below.

<http://www.swindonlaa.org.uk/laa-index/laa-news.htm>

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## And Finally.....

### Forthcoming Events

- 31st May & 1st June—Challenge Swindon Festival of Sport—the second year of this community sports competition, which will also include an event for people with disabilities. Further details from Nikki Green on 01793 511033 or visit [www.challengeswindon.org.uk](http://www.challengeswindon.org.uk)
- 1st June—The 12th Castles Bike Ride— 10, 19 and 25 mile cycle rides in aid of Macmillan. Further details from Jill Greenway on 01793 521630
- June 2008—Challenge Swindon Get Active Month—following on from the success of last years Get Active Week. Further details from Gladys Barr on 01793 708775
- 14th June & 15th June—Cancer Research Race for Life (Lydiard Park), for further information contact [www.raceforlife.org](http://www.raceforlife.org)

E-mail the team at:  
[swindonlaa@swindon.gov.uk](mailto: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



Left to right: Janet, Alison & Matthew.

## Feedback

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

Articles for the next edition to be submitted by 13th June 2008

**July 2008 edition will be published on: 1st July 2008**