

## “This is Swindon” November 2008

### Keeping an eye on the LAA

Swindon is the only local authority in the South West, and a leader in the Country, to align Scrutiny to the Local Area Agreement. This was in response to Government legislation, Police and Justice Act 2006 and Local Government and Public Involvement in Health Act 2007.

The aim is to further improve partnership working in Swindon, with emphasis on community empowerment.

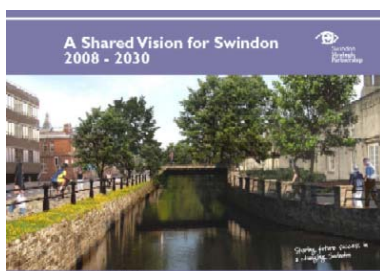
Each committee determines it's own agenda, Partners are encouraged to suggest topics for consideration to Scrutiny with a requirement to hold indicator owners to account. LAA partners have a duty to co-operate and have a regard to the decisions of Scrutiny Committee.

Successes include:

- NI 120: smoking cessation—review of all Swindon Borough Council sites to be completely smoke-free. Great Western Hospital site is already a smoke-free area.

Further information is available at:

<http://www.swindon.gov.uk/yourcouncil/yourcouncil-overviewandscrutinyintro.htm>



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## Quality of Life Awards & Eco-Bash 2008

The Sustainability Team at SBC organised the Quality of Life Awards and Eco-Bash on 12 September. The aim of the awards is to reward community/voluntary groups, schools and local businesses for carrying out projects that improve the environment and/or quality of life within the Borough.

There were four categories with the winner of each category receiving £500, a wooden engraved plaque and a framed certificate. The runners-up received £100, a wooden plaque and a framed certificate. The overall winner received the Quality of Life Award Trophy which they can keep for one year.

### **Overall winner 2008**

The 2008 overall winners were Penhill Community Orchard Project, based on the site of an old disused allotment which was established in response to the Swindon Healthy Eating Forum.

### **Winning Community Group**

The Active TOO Thursday Group project is managed by the Swindon Volunteer Co-ordinator for the Wiltshire Wildlife Trust.

### **Community runner-up**

Swindon Children's Scrapstore with their Creative Art and Craft Workshop project.

### **Schools Category**

Nythe Primary School won the schools category with their project Growing and Learning.

### **Schools runner-up**

Ferndale Infant School with their project Ferndale Infant Outdoor Classroom.

### **Business category**

The Green Standards Trust with their project called from waste to wonder.

### **Business runner-up**

Upham Road Day Centre with their project—UR Cakes.

### **Health & Well-being Category**

Switch Tai Chi Group won this year's health and well-being category and the runner-up was Home-Start.

The judges also felt that there were a large number of projects that deserved highly commended certificates and they awarded them to the following groups:

Swindon Compost Ambassadors, Active Swindon, Highworth Recreation Centre, Swindon Actionnaires Club, Abbey Meads Community Facility, abc Affected By cancer, Sustrans—Bike It and Threshold Housing Link.

## Swindon's Local Area Agreement—the story so far



### NLGN “Deal or No Deal”

Swindon has contributed to a new publication on delivering Local Area Agreements (LAA) by the progressive and influential think tank New Local Government Network ([www.nlgn.org.uk](http://www.nlgn.org.uk)). The research highlights significant achievements in translating key local priorities within local Community Strategies to align with government national indicators to create true partnership working within adopted LAAs.

“As part of a package of devolutionary policy, LAAs have helped localities to improve relations with Government, inspired joined-up service delivery, supported the emergence of a family of local services, and made explicit the core challenges that face local areas. Relationships between local partners have improved as a result, services are more integrated and the ambitions of local agencies are increasing in response. There is little doubt that LAAs have been a positive experience for almost all of those involved in them.” Extract from the introduction of Deal or No Deal?

The New Local Government Network calls for councils to be handed greater responsibility and more incentives to drive forward Local Area Agreements and argues that the current system is still too inflexible for many local authorities. Full information is on the Swindon LAA website: [http://www.swindonlaa.org.uk/laa-index/laa-2008\\_laa-2.htm](http://www.swindonlaa.org.uk/laa-index/laa-2008_laa-2.htm)

The book may be purchased from the NLGN at: 020 7357 0051 / email: [info@nlgn.org.uk](mailto:info@nlgn.org.uk) or you can read the report on-line at the Swindon LAA website

[http://www.swindonlaa.org.uk/nlgn\\_report\\_081008\\_deal\\_or\\_no\\_deal\\_delivering\\_laa\\_success.pdf](http://www.swindonlaa.org.uk/nlgn_report_081008_deal_or_no_deal_delivering_laa_success.pdf)

### Latest News

Minutes from the LAA Partnership Board meetings from April 2008 are now available on the Swindon LAA website at: [www.swindonlaa.org.uk/meetings](http://www.swindonlaa.org.uk/meetings)

## Swindon Local Area Agreement

### LAA—we have set the targets, now we have to deliver



Since the June 2008 sign-off of the second Local Area Agreement, indicator owners working within the five themed blocks have been negotiating work-streams and setting dates to enable a rigorous performance management process is in place for all Swindon's 30 LAA indicators.

In selecting priorities, the Swindon Strategic Partnership conference in February 2008 considered how to tackle long-standing social, economic and environmental problems together using the six themes of the Swindon Community Strategy: Swindon a destination of choice; all Swindon people are benefiting from our growing economy; we have safeguarded our environment for future generations, a healthy, caring and supportive community; a place where high aspirations are supported by superb education provision for all ages; and a place where local people can have real influence and where they feel safe.

We will be uploading quarterly progress reports on the Delivery Plans to the LAA website. You can view the Delivery Plans on:

[http://www.swindonlaa.org.uk/dp\\_2008\\_10\\_21.pdf](http://www.swindonlaa.org.uk/dp_2008_10_21.pdf)

These clear delivery plans are in place to

- Assure internal and external audiences and strategic partners that improvement targets are achievable
- Performance monitoring is transparent so opportunities for improvement can be realised at an early stage
- Galvanise high leverage interventions and cross-cutting opportunities

There have already been a number of successes for Swindon since these delivery plans have been introduced, not least for indicator 112 'under 18s conception rates':

1. Self assessment on services for teenage parents and the development of care pathways between Midwifery, children's centres and multi-agency teams
2. Development of use of drama with groups of young people on the importance of sexual health.
3. Commissioned sex and relationship advice for identified vulnerable young people to prevent conception.

#### Latest News

Eco-schools—75% of our schools are involved in the Eco Schools scheme, that makes Swindon one of the top 15 Councils in the country who have achieved this.

#### Latest News

85% of Swindon Schools now have healthy schools status.

## Theme 1: Swindon : a destination of choice

### Swindon's got culture

This summer, writes **Helen Miah, Head of Culture**, in spite of the weather, Swindon enjoyed a magnificent cultural feast of festivals and events. There was the Swindon Literature Festival, Swindon Summer Festival, Old Town Festival, The Mela, Youth Festival, Jazz Festival, Kite Festival, Forest Festival, Bowl Concerts, The Swindon Shuffle and many more including, for the first time, a Pride Festival. Swindon's parks and open spaces were alive with entertainment and thousands of residents joined in the fun!

Festivals are a great way to bring the community together and to celebrate our unique Swindon culture, to show that we are a tolerant town, that values diversity and difference. For example did you know that our Mela has the most diverse audience of any UK Mela? Across all ages and all ethnic background everyone enjoys the Swindon Mela!

The Flux project in North Swindon is working hard to establish some new traditions for our newest community. The Under the Sea Festival in September brought families together and was warmly welcomed by local residents.

The arts have always been a vehicle to bring people together to express ourselves and every society has its own rituals and traditions. Swindon is rapidly developing a reputation for fabulous festivals, long may it continue!

### NI 11: Engagement in the Arts

#### Chance to see a variety of art

An intriguing exhibition of modern art will be on show at Swindon Museum and Art Gallery. The interesting new venture, Echoes, will unite sculptures with a selection of paintings from the Swindon Collection of Modern British Art.

The exhibition runs from November 1 until February, and is open from 10 am to 5 pm every day except Sunday. To find out more about the exhibition or museum call 01793 466556.



## Theme 2: All Swindon people are benefiting from our growing economy:

### New Swindon Central Library



Swindon's new £10m Central Library has been hailed a wonderful facility. People flocked to the site in Regent Circus which opened for its first full day of service on Monday 20th October.

It holds more than 77,000 books and there are 60 computers, which are free-to-use, spread over three floors.

The library is an energy-efficient building and it has kept the Grade II-listed, brick-built Victorian town hall, which it is attached to.

Library manager Trish Mundy said: "I never imagined I would be working in a library like this, it's fantastic. "It's going really well and we've had lots of positive feedback."

The new library also received a warm welcome from others.

Swindon Borough Council leader Rod Bluh said: "I'm naturally delighted that the response to the library has been so positive.

"The building is quite special with the design and the way it feels inside. "I think people were in a state of shock after seeing how good it was. "I'm glad it overwhelmed rather than underwhelmed."

The temporary portable buildings which served as Swindon's main library for nearly 30 years were removed from the Regent Circus site in June 2006. Since then the library has been housed in the Paramount Building in Princes Street.

Construction work on the new library began in January last year. It is built from traditional but high-quality, materials and has a tiled roof which continues the roof line of the town hall.

There is a cafe on the ground floor which is close to a central courtyard between the two buildings.

The courtyard will be open on dry days for visitors to sit, read and relax.



The library has an Express Zone, which allows people to borrow and return books from 8.30am and up to 10pm on weekdays. It closes at 7pm on Saturdays. It is also open from 11am until 3pm on Sundays.

For information call the library on 01793 463238 or email [central.library@swindon.gov.uk](mailto:central.library@swindon.gov.uk).



## Theme 3: We have safeguarded our environment for future generations

### NI 193: Municipal waste land filled

#### Swindon Children's Scrapstore

Swindon Children's Scrapstore is your local community resource centre and environmental charity, which collects businesses redundant reusable materials for the benefit of local people. 'Turning Waste Things into Play Things' through art, crafts, educational and recreational activity. Scrapstore educates children, parents, child minders, play leaders and play professionals about re-use and recycling. By collecting local business's clean, reusable waste, we divert tonnes of reusable materials from landfill every year.

Swindon Children's Scrapstore is located at:  
Unit 2A Darby Close  
Cheney Manor Industrial Estate  
Swindon  
SN2 2PN



Tel: 01793 513982  
e-mail: [swss@scrapstore.co.uk](mailto:swss@scrapstore.co.uk)  
[www.scrapstore.com](http://www.scrapstore.com)

#### Opening Times:

Tuesday 10-4pm  
Wednesday 10-4pm  
Thursday 10-4pm  
1<sup>st</sup> and 3<sup>rd</sup> Saturday of each month 10-2pm

#### Waste to Wonder Warehouse

#### Turning Corporate Waste into Educational Wonder

'Waste to Wonder' is an environmental initiative established in 2005 that provides quality second hand office furniture to schools, charities, voluntary organisations and businesses for a donation to Green Standards Trust. The 'Waste to Wonder' warehouse project will save you money, protect the environment, and raise money for charity.

Open Monday & Fridays 10 – 4.30 pm

**Contact:** Olivia McCann  
Tel: 0870 240 1445

**Address:**  
Waste to Wonder Warehouse,  
Unit 7, Oaktree Business Centre,  
Spitfire Way,  
South Marston Industrial Park  
Swindon SN3 4TX

e-mail: [olivia.mccann@greenstandards.com](mailto:olivia.mccann@greenstandards.com)  
to find out more visit: [www.greenstandards.org](http://www.greenstandards.org)

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

## Theme 3: We have safeguarded our environment for future generations

### Npower Health through Warmth Launch



Prime Minister Gordon Brown opened the official launch of Swindon's npower Health through Warmth scheme at the Steam Museum on 10<sup>th</sup> October.

A specially converted Health Through Warmth double-decker bus rolled up to help raise awareness of the scheme, the problems faced by vulnerable people and the measures available to them.

Health Through Warmth aims to improve the quality of life, warmth and comfort levels of vulnerable residents in Swindon whose health is adversely affected by living in homes which are not properly heated or insulated. The scheme can help people of any age whose health is being affected by their living conditions and they do not have to be an npower customer.

The scheme, delivered in partnership with Ridgeway Care and Repair, works by training health and other community workers (including nurses, police and firemen) who carry out home visits to spot the signs of ill-health caused or aggravated by living in cold and damp conditions.

Anyone who would like more information about Health Through Warmth in Swindon can call Helen Bonner on 01793 429292 or visit [www.healththroughwarmth.com](http://www.healththroughwarmth.com). Information and advice on energy efficiency is also available from Warm Front on 0800 316 2805 and the Energy Savings Trust (EST) on 0800 512 012.

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#### **Helen Sanderson, Affordable Warmth Co-ordinator**

Helen started in post in October on an 18 month contract. It is a part time position jointly funded by the PCT and SBC from LAA1 pump priming money.

There is an enormous amount of work being done across Swindon around affordable warmth and her role will be to coordinate this activity and take advantage of other opportunities to work in partnership and access various funding streams.

Key responsibilities are:

- Re-establishing the Affordable Warmth Steering group
- Refreshing the Swindon Affordable Warmth Strategy
- NI 187, which will be used to monitor the proportion of households in fuel poverty.
- Piloting 'Warm Zones' an area-based programme delivering an effective, targeted approach to identify fuel-poor households and deliver real benefits through energy efficiency improvements and income maximisation.
- Promoting npower Health through Warmth - improving the quality of life, warmth and comfort levels of vulnerable residents in Swindon whose health is adversely affected by living in homes which are not properly heated or insulated.
- Establishing effective referral mechanisms with the new Energy Saving Trust Advice Centre (ESTAC).

## Theme 4: A healthy, caring and supportive community

**NI 120: All age—All cause mortality**

**NI 124: People with a long term condition supported to be independent and in control of their condition**



### **abc – Affected by Cancer**

abc is a Community Self-Help Support Group for Patients, Carers, Relatives and Friends – anyone affected by Cancer.

abc was founded by a group of people affected by cancer with the support of nursing and healthcare professionals.

Their aim is to provide opportunities for people affected by cancer to meet in friendly, safe and relaxed surroundings.

They are of all social backgrounds, genders, ages, life experiences and represent a diverse community. They offer a warm welcome to anyone affected by cancer and seek to promote a culture where people are valued and respected for their individual difference.

Whether you are the person with cancer, a family member, carer or friend, Cancer can affect everyone physically, emotionally and spiritually.

Experience has shown that a lot of people find it helpful to talk to others who may have or had similar experiences or concerns. If you are affected by cancer then abc are here for you. abc meets on the 1<sup>st</sup> Wednesday of each month from 12:00 to 2:00 pm at Lawn Community Centre, and the group hold regular evening meetings.

abc tries to offer support through group meetings, however they also have facilities to enable individuals to talk in smaller groups or on a one-to-one basis at the community centre.

abc is also a very social group, they arrange outings throughout the year and enjoy seasonal events. They have an open invite to speakers to attend when requested by group members. Talks have been given on complementary therapies, music, benefits, healthy eating and member interests.

abc works collectively with other support groups, the local community, health care professionals and national organisations.

Drop by for a cup of tea or coffee, listen to one of our speakers, join us on a trip or just sit and relax, the choice is yours.

### **Contacts:**

Beryl 01793 528636 or Les 01793 824648

or e-mail to [abcswindon@yahoo.co.uk](mailto:abcswindon@yahoo.co.uk)      [www.abcswindon.org](http://www.abcswindon.org)

## Theme 4: A healthy, caring and supportive community

### NI 120: All age—All cause mortality

#### Swindon Primary Care Trust backs cigarette packet pictures

Health professionals in Swindon hope shocking new pictures on cigarette packets will encourage more residents to kick the habit.

The images, which include a diseased lung and rotting teeth, were launched on 1 October and Swindon PCT is hoping it will be the push people need to finally quit smoking.



Cherry Jones, Head of Health Improvement for Swindon PCT said:

“Smoking is the biggest cause of preventable death in the UK. In Swindon we estimate that there are approximately 270 smoking-related deaths each year, including 67 lung cancer deaths among those under 75, so reducing this is really important to us.”

“The new images on cigarette packets are a fantastic idea. The pictures are shocking but we hope that seeing the affects of smoking first-hand will really bring home to people the amount of damage it can do to your health. We are also hoping that for those already thinking about giving up, these images will be the final push to go ahead and quit for good.”

“Stopping smoking is the single most important thing anyone can do to improve their health and it is the primary reason for the gap in healthy life expectancy between rich and poor. A 20 a day smoker that quits can also expect to save approx £2,000 a year, as well as feeling fitter, more energetic and able to enjoy life! Why not give quitting a go with the help of your local NHS stop smoking service? There’s nothing to lose but everything to gain!”

If you have decided to ditch cigarettes for good, here are some top tips to help you stick at it:

- Call your local FREE NHS stop smoking service on 0800 389 2229 for all the help, support, and advice you need. You are 4 times more likely to successfully quit using the NHS stop smoking service, which last year helped over 1150 people kick the habit
- Get some Nicotine Replacement Therapy (NRT) such as patches or gum. It can double your chance of stopping—talk to your GP or pharmacist
- Write down all the reasons why you want to stop and stick it on the fridge to help you stay motivated
- Talk to your friends, family and workmates—support from them is essential—why not quit together and keep each other motivated?

Swindon PCT is part of the ‘Smoke-free Swindon’ partnership working towards a smoke-free town. The PCT runs a free stop smoking service, which can offer you advice, information and support on quitting and details on your nearest groups and support advisors. All you have to do is call: **0800 389 2229**

Nicotine patches and gum are available on prescription, and you can also visit the smoke free Swindon website at: [www.smokefreeswindon.org.uk](http://www.smokefreeswindon.org.uk)

## Theme 5: A Place where high aspirations are supported by superb education provision for all ages

### Childrens' Centre Opens Door

Staff at Eldene Children's Centre dressed up as pirates to welcome families aboard. The new centre, which opened in June, is encouraging more parents to come and make use of its free and subsidised services.

As well as Eldene, the centre covers Covingham, Nythe, Liden and Dorcan and currently supports about 40 families.

Youngsters had a go at making cookies and crafts, as well as playing with sand at a special open day yesterday.

Lisa Haines, her baby boy Deegan and 21-month-old daughter Izzy are regular visitors to the centre.

"It is really good and I come on a Tuesday and Thursday," said the 24-year-old. "There is always lots of things to amuse the children. When I first came I was very nervous but everybody talks to everybody."

The centre runs a toddler group on Tuesdays and a play and stay session on Thursday mornings, but is planning to organise more activities depending on people's needs.

"The building has not been opened very long so we wanted to get as many people to come along as possible to let them know what the centre is about," said centre manager Nickey Pardoe.

"It is about giving parents opportunities to support their children in complex or simple issues. "And the outcome for the kids will be great. It makes sure children have a really good start to life."

The centre is able to help families access health visitors, affordable childcare, breast feeding support, stop smoking support, job seeking advice, entitlement information among other services.



It is a one stop shop and is open to anyone who looks after children aged under five, including grandparents, child minders and foster parents.

The staff at the centre are hoping to get feedback on what services local families need and have asked them to fill out a wall chart of ideas.

For more information call 01793 484100 and 01793 619083.

## Theme 6: A place where local people can have real influence and where they feel safe

### NI 27: Understanding local concerns about Anti-Social Behaviour and crime issues

#### Crime Safety Partnership

A white double-decker bus is at the forefront of a scheme to combat anti-social behaviour in Swindon.

The bus will stop off in a number of communities as part of Not In My Neighbourhood week, which started yesterday.

People will get the chance to climb aboard the bus and meet key staff from the different agencies that make up Swindon's Community Safety Partnership, including Wiltshire Fire and Rescue Service, Wiltshire Police, Wiltshire Probation Area, Swindon Primary Care Trust and Swindon Borough Council.



Community Safety Partnership members with the bus at the County Ground, which is being used in a campaign to cut anti-social behaviour

The bus will help people find out how crime and anti-social behaviour is being tackled in the area and provide an opportunity to raise any specific concerns.

Chief Superintendent Paul Howlett, of Swindon Police, said: "We want to work with these communities and this is an effective way of doing so. It will offer advice and assistance to residents in different areas of the town."

Special clean-up squads will be on hand to scrub away graffiti and scoop up rubbish, improving neighbourhoods.

Drug and alcohol treatment teams will also be offering advice, and Wiltshire Fire and Rescue will offer free home fire safety checks to residents.

Visitors to the bus will also be able to find out how they can improve their local areas by supporting the work of the agencies.

The initiative was also supported by Swindon Town Football Club. Scottish midfielder Craig Easton, 29, was one of the players who backed the Home Office funded scheme.

"If it helps police reduce crime from the streets and allows people to use the service in a positive way then it's a good idea."

Councillor Colin Lovell, the cabinet member for safer and stronger communities, said. "The community are our eyes and ears, so it is important to go out and hear from these people."

## NI 27: Understanding local concerns about Anti-Social Behaviour and crime issues

### A decade of safety



Picture courtesy of Wiltshire Business on-line

As it celebrates its tenth birthday SCRIP - Swindon Crime Reduction Initiative Partnership - which helps town centre businesses and retailers combat crime, is being strengthened.

SCRIP was set up by the town centre management team, the police and its member shops and business a decade ago.

Now spearheaded by inSwindon - the Swindon Town Centre Management company, which now

manages the town centre falling within the Business Improvement District - the aim is to strengthen and extend it.

The idea is to further assist its members in helping combat crimes (such as shoplifting), and anti-social behaviour (like begging) which could have a negative impact on the shoppers' experience and adversely affect trade.

Mark Ross, inSwindon chief executive, said: "In Swindon, there is a relatively low crime rate, in particular compared to places where I have lived and worked.

"But that is no comfort to any businesses, shops and shoppers who have been affected by crime or antisocial behaviour.

### Take part in Road Safety Week—10th—16th November 2008

Help to save lives and to support people bereaved by road crashes by taking part in National Road Safety Week. Every day on UK roads, nine people are killed and nearly ten times as many are seriously injured.

To find out further information please contact:

<http://www.roadsafetyweek.org/>

## And Finally.....

### Forthcoming Events

- Road Safety Week—10th-16th November 2008—  
<http://www.roadsafetyweek.org>
- Risk Workshops are taking place during November with each of the LAA Blocks. This will ensure that each indicator is risk assessed. More information will feature in the January newsletter.
- Eco-Schools Forum—20th January 2009—4.30—6.30 pm—Nythe Primary School with guest speaker Mark Davison, Waste to Wonder, for more information contact Gill Chandler on 01793 463180
- Earth Summit 2009—Planning meeting taking place on 7th November with stakeholders—Gill Chandler is looking for sponsorship from local businesses. Please contact Gill for more information, 01793 463180
- Quality of Life Awards 2009—more details are available from Gill Chandler at [gchandler@swindon.gov.uk](mailto:gchandler@swindon.gov.uk)
- For more information on how Swindon Schools can “Go for Green” please contact Gill Chandler at [gchandler@swindon.gov.uk](mailto:gchandler@swindon.gov.uk)
- SSP Conference—Monday 23rd February 2009—Steam Museum

E-mail the team at:  
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#### Next edition

Articles for the January 2009 edition of “This is Swindon” need to be sent to the LAA team at [swindonlaa@swindon.gov.uk](mailto:swindonlaa@swindon.gov.uk) by Friday 5th December 2008.

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)