"This is Swindon"
October 2009

SSP Conference

Monday 12th October 2009 saw the second Conference of the year dedicated to the partners and stakeholders of the Swindon Strategic Partnership. The conference was held in the Great Western Hall at the STEAM museum in Swindon.

This conference saw over 210 delegates attend, of which over a half were from Community groups, parish councils, resident groups and local businesses. The conference itself was divided into sections covering Destination Swindon; Equalities; an update on Connecting People Connecting Places and a Question Time panel.

Presentations along with a report on the Conference will soon be available on the SSP website at **www.swindonsp.org.uk**

Wiltshire Fire & Rescue Service Integrated Risk Management Plan

Wiltshire & Swindon Fire Authority are consulting on their Integrated Risk Management Plan, which can be accessed at: **www.wiltsfire.gov.uk**

The consultation runs until 11th December 2009. If you do not have access to the internet, hard copies of the plan are available on request by phoning 01380 732982.

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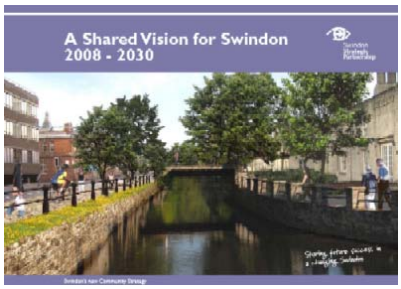

The Swindon Public Services Apprenticeship Scheme

Working together with our strategic partners and the National Apprenticeship Service we have successfully achieved 30 apprentice places so far across our organisations.

The launch of the scheme was held in the Civic Chambers during the Learning & Skill's Council National Apprenticeship Week in February earlier this year.

Listed below are the areas where the apprentices are currently studying.

- Business Administration
- IT
- Health & Social Care
- Youth Work
- Amenity Horticulture
- Plumbing
- Electrical Installation
- Childcare & Early Years.

One of the apprentices has now been offered a permanent role and a number of apprentices are in the process of having their contracts extended for another year to achieve their Advanced Apprenticeship.

The apprentices get involved in many interesting aspects of work and evidence of this can now be viewed in their case studies, which follow.

The apprentices have also been involved in several networking events:

- Intouch behaviours and Customer Service workshop
- Induction Day
- Volunteering Event—at the Swindon Advertiser offices, preparation for the Swindon Half Marathon on 11th October

If you are interested in finding out more about taking on an apprentice, then please follow the link below for further information:

http://sbcint/employment/apprenticeships.htm or contact Julie De-Rozario, HR Projects Officer, Swindon Borough Council on 01793 464861 or e-mail **jrozario@swindon.gov.uk**

Hitesh Patel, Group Director, Business Transformation at Swindon Borough Council said "We have taken on 6 apprentices in the Council's Business Transformation Group. It is heartening to see each young person growing in confidence, developing real skills by doing real work, gaining qualifications and making a real and positive contribution to the work that my group does. To make this successful it takes time and commitment from my managers and the teams that host apprenticeships, I think that investment has been well worthwhile."

The Swindon Public Services Apprenticeship Scheme

Josh, IT Apprentice

Helen Morgan, Desktop Services Operations Manager said of her apprentice Josh "When I interviewed Josh for the Government Apprenticeship Scheme for a position in ITS I was impressed that he already had a basic understanding of IT and did a lot of IT related work for family and friends; he came across as very friendly and professional. From the moment he joined our team he has been a true asset and he has received a number of compliments on his excellent work ethic from work colleagues and customers. He is keen to learn and not afraid to ask questions which has helped him progress so quickly in his role.

Claire Hughes, who is an apprentice in the Performance Team at Swindon Borough Council said "I started my apprenticeship with Swindon Borough Council at the end of July '09, I have now been here about 2 months and am really enjoying it.

The reasons that led me to choose the apprenticeship in business administration was that I studied art at College and University for 5 years and decided that art was not really a career move I wanted to go into. The other reason I was keen to do this apprenticeship was that I had done a variety of temporary jobs whilst in education and out of all the fields I worked in I preferred the office environment the most.

Since I have been working here I have arranged meetings, written up notes, taken minutes and created many excel and word documents. The idea of my role is to help free up some time for the others within the office to get on with the more complex tasks that come up. Also at the beginning of September, I will be starting my NVQ 2 training that may lead into an NVQ 3 qualification. This will be a real benefit for my future career options. "

Business Transformation apprentices: Matthew Faulkener, Cameron Cottrell, Velencia Carvalho and Claire Hughes

The Swindon Public Services Apprenticeship Scheme

Case Study—Sinead Popowicz

I joined in November when aged 17. Before I followed the apprenticeship route, I was in a position where I was 16 and had no idea what I wanted to do with my future. When I left school I went straight to New College, because that seemed the right route to take at the time. I knew I wasn't really enjoying sitting in a classroom and learning so I decided to quit. For a couple of weeks I didn't really know what to do, it seemed all I could really do was find a permanent job or carry on with education next year. I needed to get support and guidance, so I joined up with Connexions.

Connexions, helped me figure out what path I wanted to go down, they let me come up with different routes and then discussed it with me. I really wanted to carry on with some learning and education, so my Connexions personal advisor gave me information about apprenticeships at a local college. I went to a couple of apprentice workshops in the summer, then decided business administration most suited me. I started my business administration course in September at New College.

The course was ok but what I really wanted to do was find a job to complete my apprenticeship. Because of the economic downturn the whole idea of getting a job was really unhopeful. I applied for several jobs within Swindon and then got an interview with Swindon Borough Council. I was successful in the interview and then I was given a 12-month placement in HR.

I have been here 9 months now and have enjoyed nearly every day of it. I have been given a number of different jobs. I assist different teams in HR, including the well-being officer in which I got to be part of organising a well being day for the whole of SBC employees. Other jobs included helping out at Swindon Mela event, in which Swindon Borough Council had a stall to advertise recruitment and working for the organisation. I get to go around the different places in the Council and meet new people who work in different sectors.

My colleagues are very supportive of me since day one. The people I work with have treated me with the same respect they would have for another employee and don't make me feel like the 'apprentice' and they really want me to succeed. When I first knew I was going to work in HR, I thought it would be pretty serious, but it's not they're all quite mad and crazy, in a nice way!

The reason why I had chosen an apprenticeship is to work and gain qualifications while still working in a learning environment. That's exactly what I get here! I have had such a wide variety of jobs to do already in a short space of time. Because I have just been in education all my life, the hardest thing I had to do when joining Swindon Borough Council is to grow up fast. I have learnt new communication skills as in socialising with not just my age group.

I have achieved a NVQ level 2 in business administration within 6 months of starting work. The Council has also let me gain an ECDL qualification (European Computer Driving Licence). Now because of having the confidence and experience of full-time work I really don't have to dread having to start full time work later in life.

After doing my NVQ 2 I would love to gain a NVQ level 3, as it will help my development and let me have a responsibility to work on my own projects.

The Swindon Public Services Apprenticeship Scheme

Case Study—Phillip Monger

I began my apprenticeship in May at Wick House, which is a residential care home for the elderly and it also has an emergency and respite unit. During this placement I learned that I got a better understanding of what a care home is and how it serves the community and many different people and their individual needs. I also learned that a lot of people work in Adult Services around the country doing a variety of jobs in this specialised area of work.

Whilst at Wick House I was working with colleagues to meet the needs of the service users. In doing this I believe that both my individual and team communication skills have improved greatly.

The placement has also given me a different perspective of the elderly whom I'm now view in a different way. Whilst doing this apprenticeship it has given me the opportunity to attend several other courses which I need for the job, I hope to attend many more in the near future to further enhance my skills.

Some of the courses I've attended are:

- Induction which includes;
  - Principles of Care
  - Mental Capacity
  - Emergency First Aid
  - Moving and Handling
  - Infection Control
  - Staff Induction
  - Medication in care homes
  - Vulnerable Adults
  - Death, Dying and Bereavement

I've enjoyed my placement working with colleagues and service users at Wick House, the fast pace and the atmosphere. My second placement is at Clapham Hobbs, which is a day centre for the service users with physical disabilities. The rotation of placements has given me the opportunity to see different areas within Adult & Social Care.

Hannah

Mike Thompson, Service Co-ordination Manager said "Having followed a structured and rigorous recruitment process, I was always confident that Hannah would succeed at both her NVQ and in her work placement, but I have to say that she has more than exceeded my expectations.

Hannah settled into her role in the Business Support Unit very easily and demonstrated a willingness to learn, and an ability to take on board information and instruction very quickly and accurately. Hannah took on a variety of roles, some of which could have been quite daunting given her age and experience e.g. providing reception cover for what is a relatively busy building, and she tackled all of these with enthusiasm and a smile. Hannah successfully completed her NVQ, and shortly afterwards a role became available which was suitable for Hannah, so we were delighted to be able to offer her permanent employment.

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

Response to the Recession

Initiated by the Leader of Swindon Borough Council, "Pulling Together" is the Council's response to the recession. Planned and executed by a designated Recession Task Group, it is tackling the current problems facing individuals, businesses and the community in general. It provides advice and delivers support and takes the lead by pulling together partner organisations like the Police and Primary Care Trust, resenting "joined up" efforts in direct response to the recession.

It also devises and delivers new services indirect response to "hot-spots" of particular need, occurring as a direct result of current economic conditions. Intelligence is also regularly collated in order to identify return to growth.

Swindon Pulling Together is a designated website launched at the beginning of the recession. The site pulls together all available guidance and support in one place and is designed for both local community and business audiences. Advice is organised into distinct categories:

- Business Advice
- Money Advice
- Keeping your home
- Help if you're out of work
- Benefits

Work already undertaken includes:

- Swindon Action Force—established to focus on supporting local businesses facing possible redundancies.
- Regular research amongst Swindon Business helps devise the most appropriate support and identify those businesses that are facing the greatest difficulties.
- Business Support—trading in the Downturn—working with Swindon Chamber of Commerce and Business Link to ensure relevant services are available and delivered in Swindon.
- Swindon Talent Pool—has been launched—this is a web based employment brokerage service that has over 800 people registered looking for employment and over 50 businesses looking to recruit.
- Car parking charges in the town centre have been reduced in order to attract shoppers to the centre. These new lower charges will be applicable until Christmas and will have a positive effect on the number of visitors during the most important retail period.
- Coping with stress advice has been developed and distributed via 2000 leaflets and all partner websites, amongst all health care, Council and business networks.

More information is available at **http://www.swindon.gov.uk/pullingtogether**

Theme 3: We have safeguarded our environment for future generations

Eco-Homes

Kevin McCloud, Grand Designs presenter has been given planning permission to build 42 eco-homes in Swindon.

Kevin McCloud said "I am immensely relieved, I have spent a huge amount of money and 3 years on the project."

The timber frame homes will be built in Rodbourne, Swindon. The properties are set to include a range of energy efficiency features designed to reduce their energy consumption of water usage, which would then reduce the home's carbon footprints and running costs. Features include rainwater harvesting systems, tertiary glazing and environmentally friendly roofing, with plans to future-proof the properties in order to enable future fittings of solar PV and solar thermal panels at a later date.

Kevin faces opposition to another project for 200 eco-homes, costing £19m near Swindon.

Theme 4: A healthy, caring and supportive community

NI 139: The extent to which older people receive the support they need to live independently at home

More help for our carers

We have over 15,000 carers in Swindon—family and friends who support others who can't cope on their own due to illness or disability, for instance. Many provide over 50 hours of care each week. It's not surprising that carers are twice as likely as the general population to become ill because of the physical and emotional strain they deal with every day.

NHS Swindon aims to help carers as much as it possibly can. Earlier this year, we were awarded additional funding from the Department of Health to enable us to become a 'demonstrator site' for NHS carer support. This means that over the next two years Swindon will benefit from just under £800,000 to improve how it supports carers when they come into contact with the NHS.

We will use this funding to establish a team of paid staff and volunteers who will work with colleagues across health and social care, to ensure that when carers come into contact with services, colleagues know how best to respond to their needs and to support them in their caring role.

Carers make a massive difference to the lives of those they support. NHS Swindon is continually looking to find better ways of supporting them and of maintaining their health and well-being. For instance, we are able to introduce a scheme to help GPs respond to the needs of carers they identify, whether it's when they attend the surgery in their own right as patients, or when they accompany other patients as their carers.

Our support for carers is set to change significantly over the next couple of years. We recognise that carers are doing a truly phenomenal and tough job. It's only right that they receive the recognition and support that they need.

Theme 4: A healthy, caring and supportive community

Change for Life—bite size information

Kids seem to grow up so quickly these days. They often like to be treated like grown ups, before they've really grown up.

This can also be true when it comes to mealtimes, when kids often end up with the same amount of food on their plates as grown ups.

But when they eat more than their bodies need, it converts to stored fat in their bodies.

So many families are making a conscious effort to serve kids kid-sized portions. It's common sense really.

That way you might even begin to see clean plates coming back, and if they really are still hungry, it's OK to give them some seconds.

Eating more fruit and vegetables is important for us all, but how many of us actually manage to eat 5 A DAY?

Fruit and vegetables are packed with essential vitamins, minerals and fibre which may help reduce the risk of nasty diseases like cancer and heart disease. So it's important for kids to eat a variety of at least five portions of fruit and vegetables every day.

What's more it can be easier than you think to give kids five portions of fruit and vegetables a day. Canned, frozen, 100% juice and dried fruit and vegetables all count towards 5 A DAY as well as fresh produce. You can keep the costs down too by buying canned and frozen fruit and vegetables which doesn't go off as quickly and buying fresh fruit and vegetables when it's in season is usually cheaper.

There are so many ways of getting to five portions a day. Why not try adding vegetables to favourite foods such as spaghetti bolognese or mixing them into a sauce to give it more colour and flavour. Or, how about giving a handful of tasty raisins as a treat?

Theme 4: A healthy, caring and supportive community

Dignity in Care

The Dignity Matters Conference is being held on Friday 13th November 2009 at The Academy, Great Western Hospital, Swindon.

The Conference will give you the chance to see how you can make a difference; hear from National Speakers; take part in discussions and debates; see some examples in practice and browse the stands for information.

To book a place please contact the Academy on Swindon 604416

The Dignity Challenge—High quality services that respect people's dignity should:

1. Have zero tolerance of all forms of abuse
2. Support people with the same respect you would want for yourself or a member of your family
3. Treat each person as an individual by offering a personalised service
4. Enable people to maintain the maximum possible level of independence, choice and control
5. Listen and support people to express their needs and wants
6. Respect people's right to privacy
7. Ensure people feel able to complain without fear of retribution
8. Engage with family members and carers as care partners
9. Assist people to maintain confidence and a positive self-esteem
10. Act to alleviate people's loneliness and isolation

More information is available at **www.dignityincare.org.uk**

Theme 4: A healthy, caring and supportive community

Swindon Health Ambassadors

After only a few months, Swindon's first Health Ambassadors are already established in the town and helping local people become healthier and more confident. There is an increasing number of community centres and libraries now being used as a base for this service.

Employed by Swindon Borough Council and funded by Swindon Primary Care Trust, A Health Ambassador can meet with a client for six 1:1 sessions and initially help them devise an action plan regarding their health. This action plan will not only work towards short term goals but find realistic changes that can be maintained throughout life.

Already Health Ambassadors have helped many people to gain a healthier weight, take up physical exercise and to stop smoking. The support given can range from informing the client of all health related activities within their area to actually accompanying them on healthy walks or helping them shop for healthier foods at the supermarket, for example.

The service is free and confidential and you can access it by either e-mailing Peter Kent, the Health Ambassador Co-ordinator at **pkent@swindon.gov.uk** , phoning him on 07824868437 or by dropping in to one of the following places:

12 The Circle, Pinehurst 11.30 am —12.30 pm on Mondays

The Broadgreen Centre, 9.30—11.30 am on Thursdays

The Drove People's Centre 9.15—11.15 am on Fridays.

change 4 life
Eat well Move more Live longer

60 Active Minutes

Active kids are happy kids - they like to be running around and having fun.
The trouble is, in this modern world they've got other things to do and plenty of reasons not to go outside to play or run around. Even at school they're sitting for much of the day.

In fact, kids need to do at least 60 minutes of physical activity that gets their heart beating faster than usual. And they need to do it every day to burn off calories and prevent them storing up excess fat in the body which can lead to cancer, type 2 diabetes and heart disease. It also keeps their bones healthy and encourages muscle strength and flexibility.

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

No Messin' Swindon

On Wednesday 12th August the park on Faringdon Road, the centre of the old railway village, was transformed into a festival site to host the Swindon No Messin' Live Roadshow. The event, powered by Network Rail, was an opportunity for children, young people and their families to enjoy a variety of sport, art and music activities whilst also learning about railway crime and safety.

The day was extremely well attended, with over 1000 people rushing through the entrance gates to claim their free No Messin' t-shirt, before heading into the arena to take part in all the activities and watch local bands "Wonderkind" and "Let the Games Begin" on the live stage & big screen.

Anne Snelgrove, MP for Swindon South came along to show her support, as did several players from Swindon Town Football Club. We were also joined by two actors from TV Series Skins, Ollie Barbieri and Lisa Backwell (otherwise known as JJ and Pandora) who signed autographs and tried their hands at rock climbing and BMX.

The event was really well supported by local organisations and industry partners, including Wiltshire Police, Swindon Council's Community Safety Partnership, Challenge Swindon Roadshow, Youth Development Service, Youth Offending Team, British Transport Police, First Great Western, The Boxing Academy, Fluxmobile, Guinness Hermitage Housing, SMASH, Futsal, The Link Centre Ridge Climbing, National Bullying Helpline and Inner Flame.

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

Migration Impact Fund—Family Learning

The BME/EAL Supporting our Kids project has been set up by Family Learning Swindon in partnership with Back on Track Associates and Maria Neves, Senior PSA, Drove People's Campus and is aimed at new families from migrant communities settling into Swindon.

The funding is provided through ***In To Swindon*** a project that aims to provide and promote ESOL provision across a number of projects in Swindon and managed by Paula Harrison, Community Support Manager, SBC.

The objective of the Family Learning BME/EAL SOKs Programme is to provide a network of support for families; an opportunity for parents, students, teachers and the school to align themselves; to develop identities whilst sharing and learning - ultimately to create a true community of practice, fostering a greater sense of citizenship. This can create opportunities for improved communication, participation, volunteering and economic stability.

It will amalgamate the courses developed as part of the Swindon Borough Council's Family Learning programme and identified by Ofsted in May 2008 as 'best practice'. These family learning courses provide

- support and information to help migrant families settle into Swindon communities
- help for families to understand the UK education system, vocabulary and structure of schools
- help to understand how their children are taught literacy and numeracy in schools.

A team of Learning Ambassadors and Parent Support Advisors who are linked to local Learning Groups, Children's Centres and schools will visit each of the courses to offer their specialist help and provide signposting to further learning opportunities and support services and agencies in Swindon.

Three, 20 week courses are starting at

- Drove People's Campus for families with primary age children on:
  - Tuesday 10th November 4 – 6,
  - Wednesday 11th November 4 – 6,
  - Thursday 12th November 4 – 6

Two, 20 week courses are starting at

- St Joseph's Catholic College for families with teenage children on:
  - Tuesday 10 November 6 - 8,
  - Thursday 12 November 6 – 8.

For more information please contact

Maria Neves 01973 818600
e-mail **mneves@drove-pri.swindon.sch.uk**

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

NI 32: Repeat Incidents of Domestic Violence

New Domestic Violence Outreach Service

Keeping Swindon Safe Swindon Community Safety Partnership

A new Domestic Violence Outreach Service has been launched in Swindon to support people experiencing domestic violence and abuse.

Managed by Splitz Support Service, working with the Community Safety Partnership, the service offers professional, one-to-one support to adults experiencing domestic violence from a dedicated support worker. The support is **free and confidential**.

Voluntary agencies and statutory services, who meet people who are experiencing domestic abuse, can make a referral. The service also welcomes self-referrals from individuals (a referral from is available on the Splitz website **http://www.splitz.org**).

What is Domestic Abuse?

Domestic violence and abuse usually occurs within the family, and everyone can be affected. Domestic violence causes misery and creates fear. It is about power and control, and can include the following types of abuse:

- Psychological
- Physical
- Financial
- Sexual

For more information, please contact Splitz Support Services in Swindon:

Tel: 01793 642425

e-mail **splitz@splitz.org**

Or visit the Splitz website at **http://www.splitz.org**

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

Young Drivers: Safe Drive Stay Alive

In 2006, Wiltshire Fire and Rescue Service began an initiative to help prevent young people being killed or injured on Wiltshire's roads. The initiative called 'Safe Drive, Stay Alive' captured the imagination with a hard-hitting format involving all of Wiltshire's emergency services, together with victims and family members of people killed or injured in Wiltshire.

The show is based around a video reconstruction of a road traffic collision interspersed with on stage testimonies from serving members of the emergency services together with victims of road traffic collisions, the format and messages conveyed are designed to effectively coordinate with existing programmes of education for new drivers provided by Wiltshire & Swindon Road Safety Officers.

The accident rate for young drivers, especially young male drivers, is wildly disproportionate when compared with older motorists. Many young drivers are carried away by the enjoyment of their new skills and their confidence may exceed their experience and judgement, in fact 20% of this vulnerable group crash in their first year of driving.

Safe Drive Stay Alive targets all Year 11, 12 & 13 students for a number of reasons, but chiefly because they are at the age when many of them will be in the process of learning to drive or have recently passed their driving test, even if not driving themselves they are likely to be passengers in vehicles driven by their peers, bringing with it pressure.

The show is now seen by nearly 8,000 students across Wiltshire & Swindon from more than 50 schools and colleges.

Safe Drive doesn't just help the young though – The roadshow has also been shown to the Military and at road safety conferences and the feedback from the attendees tells us that it is successful in bringing a road safety sentiment home to us all - regardless of experience or age.

Wiltshire Fire and Rescue Service works in partnership with Wiltshire Police, SWIFT Medics, Wiltshire Council and the Swindon Borough Council to produce the roadshow

If you would like more information go to **www.safedrivestayalive.org.uk**

Safe Drive Stay Alive ROADSHOW

And Finally……..

Forthcoming Events

- Dignity Matters Conference—13th November, Great Western Hospital, Swindon—contact Swindon 604416
- Wiltshire Fire & Rescue Service Integrated Risk Management Plan, consultation ends 11th December 2009. **www.wiltsfire.gov.uk**
- Health walks, see page 10 for details
- Armistice Day Ceremony—11th November 2009, Wharf Green, ceremony from 10.45 am
- Christmas Light switch-on—19th November 2009
- Connecting People Connecting Places—latest information on the CPCP pages of the Swindon Strategic Partnership website at **http://www.swindonsp.org.uk**

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

Write to the team at:

Partnership Team
Room 1.35b
Civic Offices
Euclid Street
Swindon
SN1 2JH

Telephone the team on:

01793 466301—Alison Chamberlain
01793 463248—Janet Beattie

Next edition

Articles for the January 2010 edition of "This is Swindon" need to be sent to the LAA team at **swindonsp@swindon.gov.uk** by Friday 18th December 2009.

We would appreciate any feedback you may have on the This is Swindon newsletter.

Please send your comments to **swindonsp@swindon.gov.uk**