



# "This is Swindon" September 2007



## Community Strategy

The Community Strategy roadshow is coming to a place near you.... During July, August and September the roadshow is visiting various places around the borough. Full details on the roadshows are available on the website along with an online questionnaire on the Community Strategy consultation page at [www.swindonsp.org.uk](http://www.swindonsp.org.uk)

July and August saw the roadshow at the Community Forum meeting, Swindon Town Football Club community day, Wroughton consultation day, North Swindon Library, Swindon town centre, Great Western Hospital, Highworth Saturday Market, Blunsdon car boot sale and West Swindon Shopping Centre.

During September the roadshow will be at the following locations:

- 1st September 10 am to 5 pm— Forest Festival in Old Town
- 7th September 9 am to 11 am—Wroughton Country Market
- 10th September 7 pm onwards—West Swindon Forum, Link Centre
- 19th September 10 am to 7.30 pm—Gorse Hill Community Centre

Come and share your views.

### LAA REFRESH 2007

The 2007 LAA Refresh of the original LAA document has been agreed with Partners and is now available for download at [www.swindonlaa.org.uk](http://www.swindonlaa.org.uk)

### SUPER SURVEY 2007

The topline results from the Survey are now available for download in the latest news section at [www.swindonlaa.org.uk](http://www.swindonlaa.org.uk), a more detailed analysis of the information will be available during September, see Page 4.

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

# Update on Climate Change

Swindon Borough Council has been working hard to ensure it delivers its commitments in the Climate Change Action Plan to help tackle climate change in Swindon. Progress has been made in a number of key areas including:-

- A new officer group 'Sustainability Steering Group' has been established to direct and oversee activity across the Council.
- The new Supplementary Planning Guidance for Sustainable Design and Construction has been revised to include some challenging targets for sustainable development. These include a requirement for Code 3 homes and 20% renewable or efficient regulated energy from January 2008.
- The Council has been accepted onto the Carbon Trust Local Authority Management programme to identify its own CO<sub>2</sub> emissions and produce a fully resourced plan by March 2008 to reduce them.
- The Council now purchases 85% 'green' energy for all buildings
- Over 40 'green' champions across the council are promoting a new campaign to make sure staff switch off their PC's and monitors when they go to meetings, take breaks and go home – it is estimated the Council will save at least 1% on its energy bill.
- The new Swindon Eco-Schools Best Practice Guide has been published and is available to all schools to help them reduce their environmental impacts and gain 'green flag accreditation'. The Best Practice Guide is available at: [www.swindon.gov.uk/environment/environment-agenda21/environment-agenda21-eco-schools](http://www.swindon.gov.uk/environment/environment-agenda21/environment-agenda21-eco-schools)
- Lucy Rees, the new Swindon Energy Project Officer has been appointed. Lucy's role (funded by Scottish and Southern Electric in partnership with WWT and SBC) is to reduce fuel poverty and tackle climate change by promoting home energy efficiency to all Swindon residents particularly young parents and young people.





**Outcome 13: Reduce the harm caused by illegal drugs**  
**Indicator 13.23: Reduce public perceptions of local drug dealing and drug use as a problem**

## Residents tackle drug use

Residents led police to a suspected drugs den in Park South in August and arrested the occupants on suspicion of possessing class A drugs and the illegal possession of a prescribed drug.

As police searched the address, residents told how they have had to put up with fighting in the streets and visitors coming at all hours.

Parks and Walcot community beat manager PC Billy O'Sullivan praised the public for their part in the raid.

In July the police and the council closed down a nearby crack house in Park North and the tenant was evicted. PC O'Sullivan said "There is a continued commitment from the Neighbourhood Policing Team in parks and Walcot to curtail and disrupt activity relating to drugs and to pursue offenders who partake in such activity. Two persons have been arrested in relation to drugs offences and a quantity of drugs has been found at this address."

Anyone with information relating to drug use or drug dealing in the town should call Swindon Police on 0845 408 7000.



Picture courtesy of the Swindon Advertiser



**Outcome 5: We will establish Swindon as a national destination for cultural and leisure events and ensure that more of those who work in Swindon, also live, shop and socialise in the Borough**

## Arts Centre Autumn Programme

The Arts Centre Autumn brochure is now available. It includes details of events at the Arts Centre, courses at Create Studios, visual art events and other information.



The brochure is available for download at:

[www.swindon.gov.uk/artsandculture/arts-artsservicesbrochure](http://www.swindon.gov.uk/artsandculture/arts-artsservicesbrochure)

or by e-mailing [artscentre@swindon.gov.uk](mailto:artscentre@swindon.gov.uk) or calling the Centre on 01793 614837



**Outcome 15 “We will improve the overall health of local people particularly in relation to coronary heart disease, cancer and sexually transmitted infections”.  
Indicator 15.8 “20% of people aged 15-24 accepting Chlamydia screening”**

## Chlamydia self-testing kits



Swindon Primary Care Trust launched a new Chlamydia screening programme at the end of August. Part of a national initiative that is being implemented in stages, the programme offers a free and confidential Chlamydia screening service to under 25s.

Raine Williams, Nurse Co-ordinator for the Chlamydia screening programme, commented:

“Chlamydia is the most common sexually transmitted infection and affects both men and women, but the symptoms aren’t always noticeable. If left untreated it can cause a number of health problems, including infertility, ectopic pregnancies and pelvic inflammatory disease. However, caught early the infection is very easy to treat. Our screening programme will provide self-test kits that young adults can take away and bring back in their own time. They will not need an appointment, and the service will be completely free.”

The walk-in service is running in a number of different locations around Swindon, including youth clinics, GP surgeries, colleges and schools, contraceptive & sexual health services, and youth centers.

For more information about Chlamydia and the services available, young people can visit: [www.takethetestnow.co.uk](http://www.takethetestnow.co.uk)

Or telephone the Chlamydia screening office direct on: 01793 428516



## LAA survey reports on local feelings of resident

The results are in, the data is being analysed, and partners working towards the targets in Swindon’s Local Area Agreement are considering next steps. Areas of consultation in the survey included residents perception of life in their community, including anti-social behaviour, job-chances in the local economy, leisure opportunities and health of the individual.



A Life in Swindon survey of 5,500 randomly selected residents received a favourable 49% response, much higher than the 36% response achieved with last years survey. The full top-line results are listed at the LAA website [www.swindonlaa.org.uk](http://www.swindonlaa.org.uk)

We offered two £100 store voucher prizes in a draw of all completed surveys, and these have been offered to the winners.

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



## Outcome 7.5: Increase percentage of mothers breastfeeding at birth by 2% per year

### Breastfeeding in the pub



Coffee mornings for breast feeding mothers and mums-to-be restart on Thursday 13th September, 10 am, at the Dockle House Farm pub in Stratton.

“The group is open to everyone,” said NCT breastfeeding counsellor Elena Rossi. “There’s lots of space for children to run around inside and outside. It’s good for people to meet and it’s a chance for pregnant women to come and learn more about breast feeding. They can stay and have lunch if they like.”

The group will meet on the second Thursday of the month. More details: 871024.

### Sure Start team win Unicef award for promoting breastfeeding

Breastfeeding rates in Sure Start Children’s Centres in Penhill and Pinehurst have seen a marked rise at both birth and six weeks over the past five years. The team visit all pregnant women to offer breastfeeding support before and immediately after birth. This year the Penhill and Pinehurst team won a Baby Friendly Award from Unicef for promoting and supporting breastfeeding. All staff at the centre are trained to know the benefits of breastfeeding and are able to offer support to women what want to breastfeed.

**Breastfeeding.** Information and guidance on breastfeeding, nutrition, hygiene and safety is available to all families with young children in the Sure Start local programme.

	2002/03	2003/04	2004/05	2005/06	2006/07
<b>Mums breastfeeding at birth</b>	83	89	98	114	97
Number where feeding status is known	185	189	169	202	164
% of mums breast-feeding at birth	44%	47%	58%	56%	59%
<b>Mums breastfeeding at 6 weeks</b>	28	27	44	56	44
Number where feeding status is known	159	123	165	202	164
% of mums breast-feeding at 6 weeks	18%	22%	27%	28%	27%
<b>Mums breastfeeding at 17 weeks</b>				13	22
Number where feeding status is known	Not previously recorded			30	28
% of mums breast-feeding at 17 weeks				43%	79%

This award winning Sure Start centre employees a midwife and a maternity care assistant from the Swindon and Marlborough NHS Trust. Liz Evans, Programme Manager of Sure Start said: “The accreditation process is very rigorous. My team in north Swindon is among only four other Sure Start centres to achieve the Baby Friendly Award from Unicef nationally, and the first in the South West. ”We hold weekly breast-mates support groups in Penhill Neighbourhood Renewal Area, which is open to all. All breastfeeding clients receive a free good quality nursing bra .”

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



## Outcome 10: We will improve the health of Young People in the Borough

# The Swindon Actionnaires



Picture courtesy of The Swindon Actionnaires

Blind and partially sighted children from Swindon now have their very own sports club. The Swindon Actionnaires has been set up by national visual impairment charity, Action for Blind People, with support from Swindon Borough Council.

The Swindon Actionnaires meets every Saturday and offers a range of sports, from football to trampolining. The club is open to all visually impaired children and young people aged eight to 16 – although younger children may attend with a parent or guardian. Sighted siblings and friends are also welcome.

Rebecca Frost, Sports Development Officer at Action for Blind People, commented:

“Swindon Actionnaires offers blind and partially sighted children the chance to try different sports in a fun, safe and encouraging environment. Swindon Council’s Sports Development Officer, Steve Connolly, was a huge help in finding a location, sports coaches and a club coordinator for the club. Lesley Kay, Advisory Teacher for the Visually Impaired, also helped greatly in reaching children who could benefit from the club – many of whom are now members of Swindon Actionnaires.

“We hope visually impaired kids from Swindon and the surrounding area will take this opportunity to join the club, whether they’re budding Paralympians or they have never tried sport before.”

Paul Sturrock, Manager of Swindon Town FC said:

“The Swindon Actionnaires is a great boost for blind and partially sighted children living in the area and I wish the club the very best of luck. I’m a firm believer in sport being available to all. Having a visual impairment shouldn’t stop a child from taking up football, kick boxing or any other sport they want to play. The Actionnaires club is a great way of giving children the chance to get involved in activities they might otherwise miss out on.”

For more information on Swindon Actionnaires people should call Rebecca Frost on mobile: 078 9439 0288 or email: [rebecca.frost@actionforblindpeople.org.uk](mailto:rebecca.frost@actionforblindpeople.org.uk) Alternatively Action for Blind People has a National Freephone Helpline on 0800 915 4666.



Picture courtesy of The Swindon Actionnaires



**Outcome 5: We will establish Swindon as a national destination for cultural and leisure events and ensure that more of those who work in Swindon, also live, shop and socialise in the Borough**

## Re-opening of Wyvern Theatre



The Wyvern Theatre in Swindon has been given a new lease of life following a £1.3 million revamp by Swindon Borough Council. The theatre is due to re-open for performances on Tuesday 25th September.

Tickets are now on sale for the autumn programme, but first everyone is invited to a free open event, from Friday September 21st until Sunday September 23rd, with the chance to walk around the newly-refurbished auditorium, visit the new café and take part in creative activities.

The 600 capacity theatre boasts new seats, carpets, a custom-built ceiling and the latest technology lighting and sound system. The work, which included fitting a state of the art air cooling system, means audiences will be able to enjoy performances in fresh surroundings and greater comfort.

Swindon Borough Council closed the Wyvern Theatre 10 months ago following the discovery of asbestos. The council was determined to provide people with an operational theatre as soon as possible, immediately arranged for the asbestos to be removed, and embarked on a £1.37 million refurbishment project.

Cllr Roderick Bluh, Leader of the Council and Chair of the LAA Partnership Board, said "I am delighted that we will be delivering a revamped theatre, as promised. The project, which placed an unforeseen demand on our resources, demonstrates our commitment to embracing and enhancing culture in the borough. I hope this exciting venue will continue to attract both people from the local community and beyond, establishing Swindon as a destination of choice for performing arts."

The free open event runs from noon until 2 pm on Friday 21st September and from 11 am until 4pm on Saturday 22nd September and Sunday 23rd September. For information about performances and ticket booking visit [www.wyverntheatre.org.uk](http://www.wyverntheatre.org.uk) or contact the box office on (01793) 524481.





**Outcome 5: We will establish Swindon as a national destination for cultural and leisure events and ensure that more of those who work in Swindon, also live, shop and socialise in the Borough**

## Science Museum Inspired Project

The Science Museum's Inspired project is one of six candidates bidding for the £40m from the Big Lottery fund, to be voted for by the British public later this year via a televised vote in December. Celebrities including Johnny Vaughan, Jeremy Clarkson and Dom Joly are signing up to support the Science Museum's bid for £50m funding to create Europe's largest museum .



The funding is vital to secure Inspired's future as a new type of interactive museum on the 545 acre site.

Dom Joly has visited the Swindon site and was amazed with the potential opportunities of such a museum, saying: "The Science Museum Swindon is a veritable hidden treasure trove—loads of great stuff that isn't currently in the London branch. The whole site needs to be developed as fully opened to the public as quickly as possible."

At Inspired they will be able to spend days immersing themselves in 250,000 previously unseen exhibits, designing and building robots, hot air balloons, and a solar-powered car, and enjoying interactive spectacular shows, acrobatics, and huge displays in cutting-edge indoor and outdoor arenas.



**Outcome 14: We will make our public spaces cleaner, greener, safer and more accessible for local people and visitors to the Borough**

## Community Team clean up Westlea Park

Councillors and residents teamed up as part of a major clean-up operation in Westlea Park. The green action day, organised after complaints of drug taking in the play area, saw 26 people fill 24 bags of rubbish by the end of the day.

Wooden fences were repainted and graffiti was also removed from the play area and its slide.

Swindon Council workers cut back trees and undergrowth that had taken over the West Swindon play area. Councillors say the park had become a popular hang-out for small groups involved in anti-social behaviour such as drug taking and spraying graffiti tags.

Now due to the hard work of everyone involved, the park is looking clean and tidy.

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



**Outcome 17: We will increase Swindon's contribution to tackling climate change**  
**Indicator 17.06—Reduce waste to landfill and increase recycling**  
**Indicator 17.07—Percentage of municipal waste Recycled**

## Recycling

Swindon's new recycling service was officially launched in June with a roadshow in the town centre. The Council's new team of six waste wardens were available all day to answer questions from the public about the changes to the waste and recycling service.



The launch clearly demonstrated the support for the new recycling scheme and the introduction of wheelie bins, with many residents expressing their wish to opt for the smaller 120 litre wheelie bin. The majority of homes across the borough will now have received their first new recycling collection. Additional boxes were delivered from the end of June along with a recycling information pack containing four free plastic sacks to recycle plastic bottles.

The successful delivery of 85,000 recycling boxes across the borough has not been easy. The next challenge for the council is to ensure delivery of an efficient recycling collection service. To collect all the additional recyclable material the Council have introduced an additional 10 'kerbsider' lorries which the recycling is sorted into. Plastic bottles will be collected in the afternoon after the vehicles have finished collecting other materials.

As part of the drive to spread the recycling message among everyone in the community, the Council are looking for Recycling Champions. If you are interested in becoming a Recycling Champion please contact Swindon Commercial Services on 01793 445501.

With the new recycling service now underway, the next phase of the new service will be the introduction of wheelie bins, collected fortnightly. Fortnightly collections will be introduced across the whole borough over a two week period starting 5th November. A new collection calendar will be delivered to residents with their wheelie bins from September.

Wheelie bin roadshows are being held across the borough during the first week of September at the following places:

Monday 3rd September	Co-op in Old Town
Tuesday 4th September	Ellendune Centre, Wroughton
Wednesday 5th September	Sainsbury's, Stratton St Margaret
Thursday 6th September	Asda, Orbital
Friday 7th September	Co-op at Highworth
Saturday 8th September	Town Centre, outside Debenhams
Sunday 9th September	Coate Water Country Park





**Outcome 1: We will establish Swindon as the leading location in the UK for new, relocating and existing businesses and encourage the growth and development of existing businesses**

## **Swindon named as the UK's leading location for new company start-ups**

Swindon tops the league of the UK's 50 largest towns and cities for growth in the number of new businesses. Swindon shares first place with Bristol, followed by Milton Keynes in third place according to a survey by accountants UHY Hacker Young.

A net total of 11 new businesses are set up in Swindon for every 10,000 resident adults per year. The survey compared the number of VAT registrations against the number of VAT deregistrations to measure the net growth of new firms within the UK's 50 largest towns and cities.

A spokesman for UHY Hacker Young said "The research shows that businesses in the south west are flourishing with the number of new businesses increasing rapidly. Many small business are setting up as Swindon's workforce moves away from the automotive industry. Swindon has become a thriving commercial centre, partly due to its position on the M4 corridor, which has become a popular base for the technology and financial services sectors. The strong presence of leading financial services companies and major IT and telecoms companies based in Swindon has led to a number of smaller businesses setting up to feed into these industries."

The findings confirm the views of property agents that Swindon is not only a strong area for business start-ups, but is also attracting more inward investment as new companies arrive here.





**Outcome 1: We will establish Swindon as the leading location in the UK for new, relocating and existing businesses and encourage the growth and development of existing businesses**

## **Celebrating new business success in Swindon**

If you've recently started a business, or intend setting a business up before the end of September 2007, you are sure to be interested in the new **Swindon Business Start Up Competition**.

Run by Berkshire & Wiltshire Business Link and Swindon Borough Council the competition offers three prizes to the most exciting and innovative new businesses in the Borough of Swindon. The winners will receive a package of support, with a first prize of £3,000 plus free membership of the new Swindon Chamber of Commerce and the Federation of Small Businesses, second place price of £2,000, and £1,000 to the third. All winners will benefit from enhanced local press and media exposure and will be invited to attend a presentation event in the Autumn.

Businesses interested in taking part in the competition can apply on line or complete an entry form available at [www.swindon.gov.uk/newbusinesscompetition](http://www.swindon.gov.uk/newbusinesscompetition). To qualify the business must be registered after 1st August 2006 or before the closing date of 30<sup>th</sup> September 2007, and the business must be located in the Swindon borough. All entrants must be over 18.

If you are interested in entering and would like to discuss your entry please contact the Economic and Cultural Development team on 01793 466168 or Business Link on 01793 428340.





**Outcome 1: We will establish Swindon as the leading location in the UK for new, relocating and existing businesses and encourage the growth and development of existing businesses**

## The Swindon Strategic Economic Partnership (SSEP) Conference



The Economic Team from the Economic and Cultural Development Directorate

The SSEP will hold their first conference in November 2007. This Partnership was set up in late 2006 to deliver the Swindon Economic Development Vision and Framework (The Vision)– a 20-year vision to achieve ‘smart growth’ in Swindon and charged with the delivery of the Economic Development & Enterprise block of the LAA which is to assert Swindon as the ‘UK’s Best Business Location” (for further details go to [www.swindonlaa.org.uk](http://www.swindonlaa.org.uk)).

The town has an exciting and dynamic agenda of growth ahead, planning 35,000 new households over the period to 2026. That ambitious growth provides Swindon with the opportunity to build on its heritage of innovation and economic diversification, to become a regional centre delivering high quality services, and generating 32,000 additional high quality employment opportunities in new and emerging industrial sectors and dynamic businesses.

The vision describes an ambitious scenario of sustainable economic growth across the following five building groups:

### 1. **Enterprise Group**

To stimulate a culture of enterprise across the Borough, focusing on activities involving young people, enhancing networking and mentoring, and innovation.

### 2. **Regeneration and Creating Places**

To create successful and sustainable communities in Swindon.

### 3. **Swindon Marketing Group**

To build a strong and positive reputation for Swindon and establish the Borough as a national destination for business, culture and leisure.

### 4. **Swindon Skills and Employment Board**

To develop a culture of learning in Swindon, which provides a local workforce with the right skills base for the economy

### 5. **Transformational Projects**

To apply Digital Technology, to secure a new University campus in Swindon, to win the Big Lottery bid for the SMS Inspired project and to secure new sporting facilities for Swindon



## And Finally.....

### Forthcoming Events

- 12th September Challenge Swindon Get Active Day [www.challengeswindon.org.uk](http://www.challengeswindon.org.uk)
- 15th September Swindon Youth Festival held at Town Gardens, Old Town, Swindon — [www.myspace.com/swindonyouthfestival](http://www.myspace.com/swindonyouthfestival)
- 20th September 2007—Job Fair at De Vere Hotel, Swindon
- 22nd September 2007—Swindon Bike Ride 2007
- 14th October 2007—Swindon Half Marathon
- 5th November 2007—LAA Conference (Invitation only)
- 5th December 2007—SSP Conference



Left to right: Janet, Alison & Matthew.

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

### 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 19th October 2007

**November 2007 edition will be published on: 1st November 2007**

### Coming soon!

Local Area Agreements are changing in June 2008. In the next edition of “This is Swindon” we will tell you more about the developments.

We will be holding a conference on 5th November at Oakfield Campus and if your group or organisation want to be part of the consultation process please contact one of the LAA team members listed above.

### 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)