

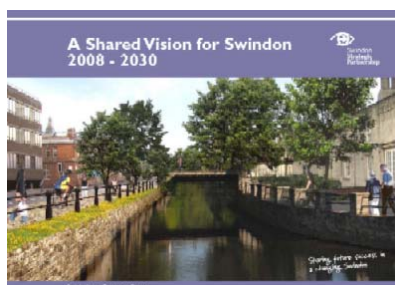
## “This is Swindon” September 2008

Welcome to the September edition of “This is Swindon”. Each edition will bring updates and information on each theme of Swindon’s Community Strategy along with progress on the indicators from the 2008 Local Area Agreement.

We will be keeping our Forthcoming Events page at the end of the newsletter and are happy to include anything your group or business would like us to know about and raise awareness with our readers.

The 2008 Super Survey topline results are now available and the full details are located on the Latest News page of the LAA website. The final results are based on 7445 postal surveys conducted between 21st May and 30th July 2008. The winners from our randomly selected draw have been notified and both have collected their £100 vouchers for a high street store of their choice.

The 2008 LAA will have its official launch at a special meeting with the Mayor of Swindon and members of the Partnership Board on the 9th September, the new LAA2 document will be available on the LAA website on the 10th September.



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



Swindon was selected as a pilot authority for the first local area agreement in 2005. The LAA has been managed by the executive body of the Swindon Strategic Partnership. It is chaired by the Leader of the Council.

The advantages include the setting up of an executive body of place-shapers in Swindon who meet monthly to consider outcomes and partnership working which will improve the place of Swindon as a destination of choice to live, work and spend recreation time. These place-shapers come from all the public sector agencies, including the Borough Council, Police, Health, Fire & Emergency, Job Centre Plus, Learning Skills Council, Education, third sector, and government bodies such as the GOSW and the Regional Development Agency. Swindon specifically has been highlighted in the South West as a leader in its field, and many national conferences have heard of the best practice that Swindon has followed to achieve this partnership.

Some examples where partnership working has delivered results are:


- In partnership with Learning Skills Council, local employers and Swindon colleges we have increased the number of working age people who live in Neighbourhood Renewal Areas achieving an NVQ2 qualification or equivalent
- Working with the Youth Justice Board, Social Services and the Police we have set up a Youth Offending Team who have reduced the number of young people entering the youth justice system.....we are on target to over-achieve government set targets for the Swindon area
- Of those who have entered the youth justice system, we have reduced the number of re-offending with 24 months down to 28%. The government have set us a target of 34.8% who re-offend
- Working with Smoke Free Swindon, the Primary Care Trust, Trading Standards and local GP's we have reduced the smoking prevalence of over 16's, and separately we work with Adult Learning Team and Community Engagement to reduce the number of BME smokers. All of these partners working together have exceeded government targets for our area
- Housing department has worked with a number of agencies to install new, and replace inefficient electrical heating systems in our local housing stock; and partnered to this we implemented the much praised Swindon Affordable Warmth Action Plan to increase the number of vulnerable households securing grants to insulate their homes.

These targets were determined after a lengthy process of consultation with Government Office, and contributing partners. To aid this consultation period, and to aid delivery throughout the time period of the LAA to invest in work streams, a pump-priming grant of £940k was supplied to the Partnership Board. A total reward pot of £4.2 million would be payable if all targets are achieved.

Measuring and monitoring of these targets on a bi-monthly basis continues at this time.

## Theme 1: Swindon : a destination of choice

### Helping the third sector help us deliver LAA2



The call has gone out to the voluntary, community and social enterprise organisation in Swindon to help deliver Swindon's second local area agreement. Funding to assist these partners will be distributed to successful applicants totalling £199,600 in April 2009 and another £199,600 in April 2010.

Judging the bids for funding will be the chairs of the five blocks, or a senior team leader involved in delivery of the LAA, and two Cabinet members from the Borough Council. A final decision to award funds will be made in January 2009 by the Council's Cabinet.

The funding will be supplied up-front to qualifying organisations based in Swindon who will assist partners charged with delivering the 30 indicators, plus 16 early years and education attainment targets of Swindon's LAA. Examples could include third-sector groups who can increase the percentage of people who feel they belong to their neighbourhood, to the overall satisfaction that people belong to and can contribute to their local area. There may be volunteer organisations that can support drug users to come off their habit or mentoring clients who have suffered domestic violence. We are looking for community groups who can provide activities for young people which promotes participation in positive activities, and or reducing the numbers of young people becoming obese.

To support applicants, Mark Feeny the Contract and Commissioning Officer from the Community Support Team ran two workshops on September 3rd at Gorse Hill Community Centre, and September 4th at Lawn Community Centre.

Further information and an application form is available from Kathleen Daley at 01793 466468 or [kdaley@swindon.gov.uk](mailto:kdaley@swindon.gov.uk)

A link to the application form is listed at the "Latest News" pages of [www.swindonlaa.org.uk](http://www.swindonlaa.org.uk)

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

### NI 164: Working age population qualified to at least Level 3 or higher

#### Federation of Small Businesses back call for apprentice scheme



The Federation of Small Businesses is calling for greater awareness and access to financial support for smaller firms taking on apprentices.

Responding to a consultation on National Minimum Wage exemptions for apprentices, the FSB told the Low Pay Commission that trainees should be paid the same as 16-18 year olds in ordinary employment but called for better support to ensure training completion rates are vastly improved.

Colin Willman, FSB education and skills chairman, said: "We believe in apprenticeships and their value to the economy which is why exemptions from the NMW are not critical to small businesses. The NMW levels for apprenticeships must be the same as a 16-18 year old in ordinary employment, an increase in completion levels are of the greatest concern.

Emma Faramarzi, Swindon chairman and owner of the Swindon based IT support company Datalibrium said: "We would like to see greater efforts to make small businesses aware of financial support for providing training and a reduction in the bureaucracy to receive it.

"This should enable employers to tell the next generation of apprentices, 'You're Hired'. In Swindon we have been actively encouraging and supporting the introduction of the new applied Diploma lines through the 14-19 development team which offers a real chance for employers to enhance their partnership with education and at the same time support their own aims so that Swindon young people become the future employees of choice.

"I urge all employers taking part in apprentice schemes to tell young people in education or training that they could receive up to £30 a week to help out with things like books, travel and equipment."

More information is available at <http://www.apprenticeships.org.uk/>

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

### NI 164: Working age population qualified to at least Level 3 or higher

From July 2008 FE colleges and training providers can tap into a new fund to help them connect with businesses in an innovative and collaborative way.

This fund has been created to help England compete in the global skills race –putting the FE sector at the heart of improving the skills of businesses and individuals. It will help unlock the talent of the FE workforce and drive business innovation, enabling FE colleges and training providers to refine and expand the way they manage and deliver their employer training solutions. Finally, it will allow them to learn from their experiences, and share that learning more widely.



New College, Swindon

FE colleges and training providers are particularly well placed to deliver business innovation by pooling their collective knowledge and expertise. The fund will help the sector drive a collaborative and practical approach to innovation through a small number of targeted pathfinder projects.

Ian Pearson, Innovation Minister said “One of the key challenges facing this country is the skills race –a race which we can and must win. The further education system is at the heart of helping deliver the Government’s aim to make the UK the leading place in the world to be an innovative business or public service. The Specialisation and Innovation Fund will help FE colleges to connect with business and enhance their reputation for innovation and specialism - establishing their vital support role in helping businesses to succeed in the global knowledge economy.”

Bids are now being taken and successful providers will be notified in the autumn. Funding of between £250,000-800,000 will be available for one year for successful applicants and providers need to apply by September 17th to be eligible.

The Learning and Skills Council are looking for FE colleges and training providers with fresh ideas backed with strong delivery plans which demonstrate eligibility, sustainability, potential and connectivity. Providers are encouraged to use the fund to connect with business and demonstrate their ability to deliver tailored high quality training.

For more information or to apply for the fund please visit [www.lsc.gov.uk/Innovation](http://www.lsc.gov.uk/Innovation) or contact [Innovation@lsc.gov.uk](mailto:Innovation@lsc.gov.uk).

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

### NI 186: CO<sup>2</sup> emissions in LA area



Last year Swindon Borough Council was accepted onto the Carbon Trust Local Authority Carbon Management Programme round 5 (LACM5). The programme has been designed by the Carbon Trust to help local authorities reduce their carbon emissions.

Earlier this year Swindon Borough Council set a target to reduce its overall carbon footprint by 20% by 2013. Five main areas were looked at for scoping and these were:-

- 1) Council Buildings
- 2) Street lighting
- 3) Commuter travel
- 4) Fleet travel
- 5) Staff travel

Technical solutions for the above are in the process of being examined and to compliment this a network of staff has been set in place to promote non-technical solutions to energy efficiency.

Last March an energy awareness campaign started and was promoted by staff from across council departments. The council joined forces with Severn Wye Energy Agency (SWEA). The campaign was broken down into 4 quarters those being:-

- 1) IT
- 2) IT and peripheral equipment
- 3) Heating
- 4) Lighting

Regular training sessions were held for staff. To support staff a variety of fact sheets and stickers were produced on each of the above subjects. The sticker said "say goodbye" to standby, press the button on your monitor to switch off and help cut out CO<sup>2</sup> pollution. At the beginning of each quarter champions walked around their departments and conducted a brief survey to investigate who had left monitors and PC equipment on. The survey showed :-

#### Equipment Surveyed

<i>Items logged</i>	<i>June</i>	<i>October</i>
PC's (desktops)	272	196
Laptops	100	66
CRT Monitors	62	51
LCD Monitors	213	145
Printers	55	38
Peripherals	18	48
Photocopiers	6	14



## Equipment—Overnight

<i>Equipment left on/standby overnight</i>	<i>June</i>	<i>October</i>
Computers	24%	3%
Monitors	48%	37%
Peripherals including printers	44%	14%
Photocopiers	50%	21%

To date there are 66 champions who actively promote energy switch off campaigns. Developing a network of staff has shown that this is an effective way at delivering key messages to peers about energy efficiency. The Green Champions have undertaken two energy spot checks, which has shown a significant improvement in staff behaviour.

### Conclusions

It has been proved that a network of staff is one of the most effective modes of communicating a message across the organisation.

This exercise demonstrates the effectiveness of Energy Champions to create a more sustainable and efficient working environment. The MY Energy project cannot function without the support of these people who have the ability to encourage and motivate colleagues within their teams and departments.

### How does this initiative fit with the Sustainable Communities Strategy and the Local Area Agreement?

This initiative fits with the Sustainable Communities Strategy and the Local Area Agreement because:-

- 1) Within the LAA2 It supports the National Indicator 186 and helps to reduce CO<sup>2</sup> emissions per capita in Swindon town.
- 2) It demonstrates excellent Corporate Social Responsibility and provides examples of best practice to the public. More specifically, it fits with Theme 3 of the Community Strategy as it helps to safeguard the environment for future generations.

### Further Information

For further information regarding the Green Champions Network please contact

Gill Chandler, Sustainable Development Officer, (01793) 463180, or e-mail: [gchandler@swindon.gov.uk](mailto:gchandler@swindon.gov.uk)



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

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

#### The Department of Health Quotes Swindon as One of Ten Authorities Making High Impact Changes Work in Practice



The Smokefree Swindon Partnership has been highlighted as an example of how excellent partnership work can lead to high impact changes in a recent document produced as an evidence-based resource in tobacco control for local Alliances.

The Department of Health have just issued a Best Practice Guidance entitled: Excellence in Tobacco Control: 10 High Impact Changes to achieve tobacco control.

Partnership work is essential in meeting the targets identified by the Local Area Agreement. Tobacco Control is one area, which impacts on National Indicator 120: improving all-age all cause mortality rate under the Adult Health & Well-being and Tackling Exclusion and Promoting Equality targets.

Effective tobacco control is built on teamwork and a diverse range of skills. The Smokefree Swindon Partnership adopt a strategic approach and with support from Swindon Borough Council, Swindon PCT, Swindon and Marlborough NHS Trust, Wiltshire Fire and Rescue Service, Wiltshire Police and other Local Strategic Partners they together contribute to reducing the impact of smoking on health and health inequalities.

To access this document and see how Swindon using successful partnership work met the challenge of introducing smokefree legislation (page 16 and 17) and other high impact changes which can help achieve excellence in tobacco control, log on to

[http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_084847](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_084847)

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

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



Swindon school girls are to be offered a routine HPV vaccination from September 2008 as part of the national immunisation programme against cervical cancer.

About 1,300 Swindon girls aged between 12 – 13 years will be offered the jab through schools. Just over 1,100 girls aged 17 to 18 will also be targeted as part of the vaccine campaign, which starts in September 2008.

The vaccine, called Cervarix, will be provided free-of-charge to Year 8 girls who wish to have it. It will be administered as three doses over a period of six months between September and Easter.

Jane Leaman, Joint Director of Public Health for Swindon PCT and Swindon Borough Council, commented:

“This vaccine will prevent many women from contracting cervical cancer, with the potential to save up to 400 lives in the UK each year. We need to do more to prevent the disease, not just treat it, which is why we want to vaccinate girls before they become sexually active. The vaccine won't get rid of the virus if it has already caused infection.

“The HPV vaccine protects against the viruses responsible for about 70 percent of cervical cancer cases, which is excellent, but does not cover them all. As a result we will also be expecting young women to be part of cervical screening programme when invited.

“We will continue to educate and support young people in looking after their sexual health and protecting themselves against other Sexually Transmitted Infections.”

Human Papilloma Virus (HPV) is a sexually transmitted virus that causes 99 percent of invasive cervical cancer in women. There are about 100 types of HPV, of which around 40 infect the genital area. Of these, thirteen are known to cause cervical cancer, which usually takes 10 to 20 years to develop.

Initial information on the vaccination programme, which is the first against cervical cancer provided in this country, will be sent to parents during the summer holidays. When the children have returned to school in September, further details will be sent out along with a consent form. Parents and daughters can also speak to their school nurse or a GP for further information and advice if they need it.

Swindon PCT will be part-funding a radio campaign targeting parents and girls with information about the vaccination, as well as distributing leaflets and posters to almost all secondary schools in Swindon.

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

### NI 110—Young people's participation in positive activities

#### New and improved service for children and young people

A new one stop shop service aimed at 0-19-year-olds has been launched in Highworth. The partnership service, called an Integrated Locality Team, is co-ordinated by Swindon Borough Council and can be accessed by children, young people and their families.

The team comprises of representatives from the following services:

The Youth Service, The Connexions Service, The Play Service, School Nursing, The Primary Mental Health Team, The Contraceptive and Sexual Health Team, Health Visiting, The Education Psychology Service, The Community Paediatricians, The Education Welfare Service, The Behaviour Support Team, The Speech and Language Service.

Further information about the service can be obtained by calling (01793) 463200.

### NI 110—Young people's participation in positive activities



#### Swindon Youth Festival

13th September 2008

1 pm—10 pm

Town Gardens, Old Town, Swindon

Admission: Free

This is a fantastic event for young people including live bands, activity zones, dance, art, DJ's, information and a wonderful atmosphere.

**“Suitable for ages 13-19 years, the Swindon Youth Festival is an exciting and fun event to promote and explore the finer side of local youth culture!”**

For more information please contact Steve Richards, Senior Youth Development Officer on 01793 616757 or 07740 037342 or see the website below.

<http://www.swindon.gov.uk/community/community-youth-events.htm>

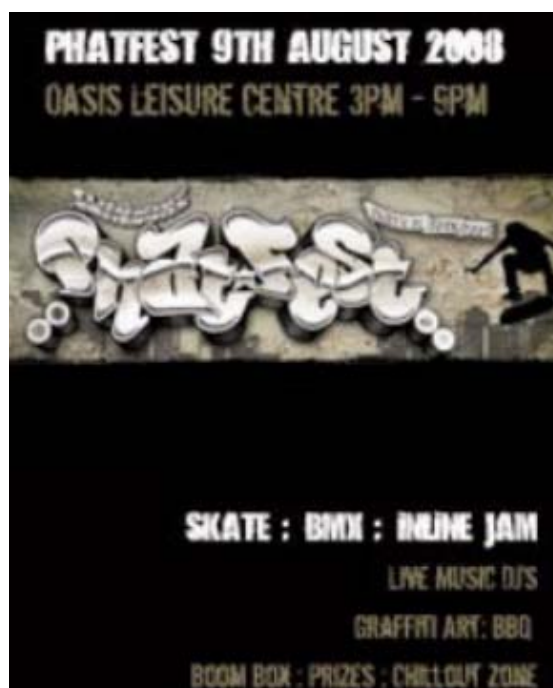
## Theme 5: A Place where high aspirations are supported by superb education provision for all ages

### NI 110—Young people's participation in positive activities

Young volunteers from the Swindon community pulled together to create a 'phat' festival on Saturday 9 August, 3pm to 9pm, at the Oasis Leisure Centre in an attempt to show the town that not all young people are violent jobs with a knife problem.

Laura Quinn, 23-year-old volunteer publicity person for the event, says: "the whole point in us doing this is to promote not only volunteering for young people, but to show Swindon that we are not all menacing rogues!

"When all over the country young people have been stabbing their peers – which usually comes out of boredom and gangs, we want Phat Fest to show that youths can have fun and maintain a sense of community without all the violence. This event will be a beacon of hope – and a cracking good time!"



Skatepark at Phatfest, Swindon.

Phat Fest will be host to live music from local DJs and MCs, graffiti art workshops, henna tattooing, skate, BMX and inline jam competitions and demos, a chillout zone with tea and cakes, a meat and vegetarian BBQ, DJ spinning workshops and lots more!

There are plenty of prizes to be won too that will be being dished out by sponsors ATB, Decimal and V youth organisation.

All the money made went towards a charity to help build a brand new skate park for the Swindon area that will give youths somewhere to go instead of hanging around the streets – something that has been planned for some time but with no action.

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

**NI: 2 % of people who feel that they belong to their neighbourhood**

### Community Cohesion

**Community Cohesion.** It's one of those phrases that sums up a multitude of thoughts and images but somehow, they aren't always easy to put into words. It's about a community where:

- there is a common vision and a sense of belonging for all communities
- the diversity of people's different backgrounds and circumstances is appreciated and positively valued
- those from different backgrounds have similar life opportunities
- strong and positive relationships are being developed between people from different backgrounds and circumstances in the workplace, in schools and within neighbourhoods.



Often we think of community cohesion as being the way that communities from different ethnic backgrounds get along together but differences in age groups and class can also trigger stresses which affect community cohesion.

So what does community cohesion mean for Swindon? What is being done? And what needs to happen in the future?

Staff in Swindon Borough Council's Community Directorate have been working closely with partners on a number of activities that will help to promote community cohesion in Swindon. These include:

#### 1. A conference for employers of migrant workers.

This was held back in April 2008 and was completely sold out. Over 100 delegates were able to find out more about how they can help their new migrant workers to settle into their new jobs and local communities.

#### 2. A conference for 120 head teachers and school governors on the new duty that schools have to promote community cohesion.

A presentation from Ofsted gave a useful insight into how the inspectors will approach this duty and Kenny Frederick talked about how her school in East London works to develop an inclusive school community. This event also saw the launch of two useful documents:

- Community Cohesion – An information pack for Swindon School Governors and
- Community Cohesion – A checklist for Swindon Schools.

Both can be downloaded from

[www.swindon.gov.uk/checklist\\_for\\_schools\\_-\\_handy\\_hints\\_june\\_08.pdf](http://www.swindon.gov.uk/checklist_for_schools_-_handy_hints_june_08.pdf)

### 3. **A welcome leaflet for new migrant workers in the Swindon area.**

As well as giving new migrant workers useful information on leisure and sources of advice this leaflet also sets out some of the responsibilities that are involved when you are a Swindon resident.



Copies can be downloaded from this link (link to) <http://www.swindon.gov.uk/community/community-asylummigration/community-asylummigration-migrantworkers/community-asylummigration-welcometoswindonleaflet.htm>

These leaflets have been particularly popular with local recruitment agencies.

### 4. **Virtual network for employers of migrant workers**

This network gives managers from Swindon companies access to advice, sources of help and details of future activities or workshops to address particular issues around employing migrant workers. It is also hoped that the network will provide useful feedback on the key needs or changes in the migrant workforce.

### 5. **Workshop for employers of migrant workers**

This was the first event for members of the employers network mentioned above. A guest speaker from the UK Border Agency helped participants to get to grips with the new Points Based System and there was an opportunity to take away useful information to help migrant workers to settle into their new jobs and communities.

This is just a snapshot of some of the activities that have helped to promote community cohesion in Swindon. For further details or to hear more about forthcoming events please feel free to contact Paula Harrison on 01793 466418 or email [pharrison@swindon.gov.uk](mailto:pharrison@swindon.gov.uk)

## 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

Police have set up a base at Lawn Primary School to step up the fight against community crime. It is claimed the new development will allow greater policing for Lawn and Walcot west.

The new team will work to crack anti-social behaviour problems in the area around Guildford Avenue and parking or obstruction issues.

PC Phil Young, community beat manager, heads up the Neighbourhood Police Team (NPT), which covers Walcot west and Lawns, Coate Water, Broome Manor and Croft.

“We are currently undertaking a process of embedding ourselves within the community, so that we get to know the local priorities of the area and tackle them,” he said.

“Being located here at the school will allow the team to ‘base’ away from our main police station at Gablecross.

“This will now allow us easy access on foot to the whole of the policing area. We are very keen to increase our foot patrols and visibility in the area.

“Geographically we have a wide area, which makes it more important to be here and police it.

“We have used the old deputy head office.

“One of the main aims of Wiltshire Police is to deliver ‘safe and satisfied’ communities. In support of this, each Neighbourhood Policing Team has a key role in reducing crime, and just as importantly, the fear of crime.

“NPT, with its visible foot patrols, have made a difference in Swindon.

“We have problems in this area but we will tackle them all with the same level of priority.”

Latest crime figures for Lawn and Walcot west show that violent crime has fallen by 42 per cent this year, when compared to the same time last year.

Criminal damage also fell by 52 per cent and domestic burglary dropped 62 per cent. The figures for theft and handling stolen goods also dropped – by 74 per cent.

Residents with concerns are invited to attend regular drop-in surgeries with the police team.

They will be held alongside the councillors’ surgeries at the Croft Sports Centre on the first Saturday of each month.



Picture courtesy of Swindon Advertiser



## And Finally.....

### Forthcoming Events

Come to the Quality of Life Awards & Eco-Bash

12th September 2008

11am - 3pm

Punjabi Community Centre, Gorse Hill



Come along to the Eco-bash and find out which schools, businesses, community and voluntary groups have won this year's Quality of Life Awards. Also, meet the people and organisations who are doing their bit to improve quality of life and the environment in Swindon Borough.



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#### Next edition

Articles for the November 2008 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 17th October 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)