

"This is Swindon" Spring 2011



One Swindon

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

We have changed the Newsletter to reflect the 4 One Swindon Priorities.

We hope you find this interesting and that it gives you the opportunity to get involved in helping the partnership deliver the One Swindon outcomes.

Information on One Swindon is available on pages 2-6 and also on the One Swindon pages of Swindon Strategic Partnership website at: www.swindonsp.org.uk

If you would like any further information please contact us, details are available on the last page of the newsletter.

SSP Conference

We have just held our 2011 SSP Conference — a full article about the day on page 7 of this newsletter.



If you would like to be involved in the next Conference please contact us.

CONTENTS

Pages 2-6	One Swindon
Page 7	SSP Conference 2011
Pages 8-9	Priority: We can all benefit from a growing economy and a better town centre
Page 9	Priority: I like where I live
Pages 10-11	Priority: Everyone is enjoying sports, leisure and cultural opportunities
Page 12	Priority: Living independently, protected from harm, leading healthy lives and making a positive contribution
Page 13	Forthcoming Events

One Swindon

One Swindon sets out the priorities for Swindon and more importantly signals a shift in the way that we will need to work to make Swindon the best place it can be.

In many ways identifying priorities is easy. Understanding how to do the work needed to secure outcomes at the pace required is the difficult bit. We do know that no single organisation, group, community or person can deliver these priorities alone.

So *One Swindon* is not just a plan of action - it is a call to action. It should test our assumptions about how things get done in Swindon and should help break down barriers to success. Above all it should make all of the organisations, groups, businesses, communities and people in Swindon ask one simple question:

What is my contribution to making Swindon a better place?

An old-fashioned public sector assumes it can do everything; it knows everything and treats its residents as consumers of services. A modern public sector knows that it does not have all the answers; it cannot do everything it does not always know best. It will show humility and focus on mobilising the right voices, skills and resources, wherever they may be.

A modern public sector builds strong relationships in order to make better use of resources and skills. It actively engages with the business community so there is respect, trust and a shared understanding of priorities. A modern public sector understands that the people who live in Swindon probably know best what needs to be done to improve their communities

A modern public sector is increasingly about knowing when to get out of the way of the people who know their areas best. What we need to do is clear. How we do it is up for grabs. Every local business, voluntary group, community group, faith group, village, street and ultimately every person who lives and works in the borough is invited to participate in *One Swindon*.

Principles guiding how will we work to deliver One Swindon

Swindon is a hub of activity, energy and creativity. We need to recognise that great things do happen in Swindon and that there are a great many people who are committed to making Swindon the best place it can be. To fulfil the ambitions of *One Swindon* we need to bring these people together in different ways and channel our collective energy and creativity effectively. The following principles will underpin this new approach:

Local and Lasting - We will focus on local and lasting benefits for communities and organisations in Swindon. We will ensure that long-term implications are fully considered in

our local decision-making. We will encourage local people to get involved in decisions affecting their lives, to make the most of the opportunities available to them, and to help themselves, so they in turn can contribute to the place they live.

Stronger together - Organisations in Swindon like the Council, Police, NHS Swindon, Voluntary and Community sector are working together more effectively than ever before - but have to get even better. We are facing the most severe challenges to public sector funding in recent history and so *One Swindon* must drive joined up resource and investment decisions within and across organisations. Attention to an organisation or the public sector's role is just one piece of the puzzle though and we need to work more with businesses, communities and people in Swindon. It is the relationships between all of these contributions that will make a real difference.

Prioritisation & Leadership - *One Swindon* sets out our shared priorities and delivery will require clear prioritisation and leadership in its widest sense. There are leaders in all areas of organisations in all of our communities and we must enable them to flourish. Leadership will be about being open minded, being flexible, showing humility and knowing when to let go as well as when to get involved. Collectively we need to be committed to our priorities and follow through on delivery, disciplined about how we use resources and honest at all times about the scale of the challenge.

Trust & Bravery - *One Swindon* signals our readiness for change and we know that bringing about will require bravery alongside a shared and continued commitment. Individuals, communities and organisations will need to trust each other and create a common purpose and shared endeavour. We need to open up opportunities for engagement, share our ambitions, respect our differences and build on the things that bind us together. Creativity, enterprise and the freedom to innovate must underpin the way we work.

Priorities

We can all benefit from a growing economy and a better town centre

We are committed to building on Swindon's proud history of economic success by encouraging our economy to grow. Attracting more investment and creating more jobs will benefit more people in Swindon. A growing economy will also help us achieve a better town centre as well as high quality houses, roads, shops and other facilities across our towns and villages.

Swindon's future economic success depends upon a balanced and vibrant economy in which the welcome presence of large multi-national companies is complemented by thriving local enterprises. We are therefore committed to working closely with businesses to identify and respond to their needs, overcome barriers to investment and encourage more businesses of different types and sizes to set up or expand in our towns and villages.

We want to see all the people of Swindon contributing to and benefiting from our growing economy. That is why we want to encourage as many people as possible to be part of a Swindon workforce that is both skilled and adaptable. We will also continue to encourage a range of employment opportunities, whilst paying particular attention to ensuring more people in the Swindon workforce are highly skilled.

To achieve this we will encourage education providers and businesses to work closely together to ensure that Swindon's education and training offer helps people to develop the skills necessary to meet the needs of local businesses and secure jobs now and in the future. We will pay particular attention to helping our young people find clear paths into education, training and work by continuing to improve the education attainment levels in our schools.

We continue to support the regeneration of Swindon's town centre because we believe it needs to offer more to become a place where more people choose to live, visit, shop and enjoy their spare time. That is why we are committed to continuing with the visible signs of regeneration and renewal.

I like where I live

We know that local people want to be proud of where they live and that the condition of streets, roads, parks and open spaces is important to them. Through *One Swindon*, we will be working with local communities to tackle their important issues such as litter, graffiti, dog bins, re-cycling, and their local environment to help create neighbourhoods in which they are proud to live and work. If we all make a contribution we can reduce the current costs of maintaining the local environment.

Swindon has many public spaces that are used regularly by local people and visitors. These facilities provide spaces to take part in events, sports and leisure activities and to feel that Swindon is a good place to be. Beautiful parks have a powerful impact on our quality of life and we will commit to continue to invest in our parks and encourage more use through working closely with our residents to find innovative ways to protect and improve these spaces for the future.

We want Swindon to be a place where everyone can enjoy being out and about. Swindon is a low crime area and we want to keep it this way. Working to reduce reoffending, building a strong sense of community, promoting positive activities for young people are some of the ways we will work together to target the pockets of anti social behaviour or crime.

Well-maintained streets and Town Centre improve the image of Swindon to people visiting and working here, which is important for the local economy. We will focus on creating a positive impression of our town and villages for visitors and residents, and, will work to keep our major roads safe and in good order.

Everyone is enjoying sports, leisure and cultural opportunities

Ensuring everyone can enjoy and participate in a wide variety of sports, leisure and cultural activities is important to Swindon, it builds pride and has significant health, social and economic benefits. Sport, leisure and cultural opportunities can offer a positive and rewarding experience to the most vulnerable individuals in our society; reducing stress,

depression, anxiety, the need for medication, improve blood pressure and reduce pain. Ensuring everyone can enjoy and participate in this wide variety of sports, leisure and cultural activities is important to Swindon.

At the moment, running sports activities and leisure centres is costing the Council around £2 million pounds a year. This keeps things up and running but doesn't help us improve what we've got. To keep delivering good quality sports and leisure services in Swindon we need to look to the future and think about how we can meet local needs, improve and develop our local facilities and bring in new opportunities. To do this it is likely that we will need to have a different plan for centres like the Oasis and the Link - this will be an important priority over the next four years.

Having a large venue that can seat thousands of people is something lots of people would like to see in Swindon. This could be an improvement to an existing facility or a newly built project. We will be exploring new opportunities to see how this can be done.

It's not all about what the Council provides. Local clubs, groups and societies are busy across Swindon regularly delivering sports, leisure and culture activities. Together this means that Swindon people have access to an annual events and activities programme that is inspirational and accessible. *One Swindon* will help us recognise and grow more of this community involvement, and, improved communication, information and use of technologies will help us tell everyone about the full range of activities and events that are on offer in the Borough.

Through *One Swindon*, we will make sure the future of important facilities are secured for the benefit of local people. We will use *One Swindon* to help us look at alternative ways of managing venues and delivering activities for local people. We want to do more together so when people want to get involved we will help and do our best not to get in the way. We will support local groups be active in their communities, and help people access training and advice. We will work closely with local groups to help people who don't find it easy to take part to feel more confident and more likely to get involved or try something new.

Living independently, protected from harm, leading healthy lives and making a positive contribution

Feeling valued, respected and safe is important to all of us no matter what our background or age. Most of us will gain this from our lives at work or at home and, as a result will enjoy healthy and satisfying lives. However there may be times when personal circumstances are such that this may not be the case for us or someone we know. This might be the experience losing a job, a home, the breakdown of family support, domestic abuse or becoming ill and needing to rely on extra care. This kind of event or experience can be devastating and we will all cope with it differently.

Helping and responding when people need protection or support is where the greatest

proportion of public money gets spent. Budgets are shrinking and people's lives are more pressured and complex than in times past. We know that some of the traditional ways we have assisted people have not really helped them to live more independently or encouraged them to feel like they can make a positive contribution. Many people need support, whether this is more long term or for shorter, more intensive periods. We know there are many ways in which people can be helped sooner, or in better ways which are more cost effective and ultimately lead to better outcomes.

We want people in Swindon to be able to make positive choices throughout their lives. In reality, many people, particularly at a time of crisis, find it difficult to understand where and when to go for support. We also know that lots of people rely on their friends, family and neighbours for help, advice and support. This is an often overlooked, but essential part of the support network that exists alongside agencies and organisations.

We want all children and young people to have stable family lives and to be protected from abuse. We will work with families to try to make them more resilient in order to prevent family breakdown and try and help them work together to protect children at risk of harm. We will attempt to provide stable placements for all children in care who are not able to live with their families and give them the opportunity to succeed and become successful adults

One Swindon is an opportunity for all agencies in Swindon to work much more closely together while recognising and growing the enormous contribution that we can all make to the lives of individuals and communities. Enabling rather than delivering is the key. Participants *in* rather than consumers *of* is the shift we need to make. It is all about the making sure people get the right response at the right time (from whomever that may be), not necessarily the right service at the right time.

We will be updating the SSP website with information on a regular basis but if you need any further information about *One Swindon* please contact us.



SSP Conference—March 2011

At the SSP Conference in March there were approximately 230 delegates from private and public sector organisations, community and voluntary groups, St Josephs School and charity organisations who all came together in the Great Western Hall in Steam.



The day started with presentations from the Chief Executives of Swindon Borough Council, Great Western Hospital NHS Foundation Trust, and the Assistant Chief Constable of Wiltshire Police on the challenges and opportunities ahead both locally and nationally for their organisations and for Swindon.

We also heard some local examples from representatives of community groups about how they've started to work in a different way these included Football in our Community; TWIGS; Neurological Alliance; Groundworks; Stratton St Margaret Parish Council and Promoting Positive Activities for Young People.

Our Keynote speaker, Nick Stanhope, gave us some insights on work that his organisation "We are what we do" had been doing nationally, and how interaction has changed over the past few years.

The focus of this years Conference was how we can help deliver the priorities of One Swindon together.

Information from the day along with the presentations are available on the Conference 2011 page of the SSP website.

A report from the day will be available soon and will be made available on the SSP website.

If you would like to get involved in future SSP Conferences please contact us with your details.



Priority: We can all benefit from a growing economy and a better town centre

Swindon is Growing! Swindon is Changing!

Swindon Core Strategy and Development Management Policies

This is a time of challenge and opportunity for Swindon. Whilst the building blocks for successful economic growth remain, against a background of economic recession and public sector spending cuts, the need to plan responsibly and realistically is of greater importance. We have a responsibility not only to deliver the much-needed regeneration of the town centre but also plan for the growth in a way that benefits existing and future residents of the Borough. Sustainable development is not just about providing homes, local jobs and a vibrant and successful town centre; it is also about creating inclusive, cohesive, safe and healthy communities. Fundamental to this is the timely delivery of adequately funded infrastructure.

The Core Strategy now proposes a reduction in housing growth from the Regional Strategy target of 36,000 houses to 25,000 for the period 2006-26. There is more emphasis on creating places, such as the replacement of the proposed Eastern Development Area by a series of new villages to the east of the town.

The Core Strategy will play a crucial role in providing the policy framework to deliver sustainable growth up to 2026. It provides a clear strategy for how we can address the challenges we face and identifies how much, where, when, and how new development will take place in Swindon Borough to 2026. This Strategy will guide other documents in the Swindon Borough Local Development Framework such as the Site Allocations Development Plan Document, which will contain detailed allocations for land for different uses.

Comment is sought on the proposals in this document to enable the Council to create a planning policy framework that truly reflects the needs and aspirations of the people of Swindon. The Core Strategy, accompanying Sustainability Appraisal Report and relevant technical studies are available for public consultation for a period of eight weeks, between 24th March and 19th May 2011. Copies of the consultation documents are available at the Council's offices at Wat Tyler House, and at all libraries within the Borough. They can also be viewed on-line at:

www.swindon.gov.uk/corestrategy



Plan 500

What is Plan 500? Plan 500 is an initiative started by the Swindon Strategic Economic Partnership. The aim is to encourage local businesses to help support 500 young people in Swindon in their efforts to find work. Through Plan 500, young people can benefit from work experience, apprenticeships, diplomas, mentoring or better qualifications.

More information is available at <http://www.forwardswindon.co.uk/news/75/plan+500.aspx>

Visit our website: www.swindonsp.org.uk

Priority: We can all benefit from a growing economy and a better town centre

The future is in our own hands

A recent programme on BBC 2 (Britain's banks: too big to save) highlighted the precarious nature of Britain's major banks and of a global banking system based on debt-based money. Globally \$600 trillion dollars are now tied up in 'funny money' i.e. gambling in complicated financial instruments known as *derivatives*. This amount is 10 times more than the value of what the whole world produces. All the conditions are in place for a global financial meltdown while the executives of major banks continue to receive massive salaries and bonuses.

At the same time, an even greater short-term threat is posed by diminishing supplies of oil upon which economic growth depends. Indeed, according to some industry experts, oil production may already have peaked. This situation will undoubtedly be aggravated by the financial costs of dealing with the effects of climate change. Increasing numbers of people in the UK are realising that future hope will lie in the development of renewable energy and sustainable ways of growing food and gathering resources locally.



Mike with children in Cameroon

The Future in Our Hands and Transition Towns movements are both involved in developing ways of meeting the challenges posed by global warming and resource depletion. Mike Thomas is hoping to establish a UK branch of FIOH from a base in Swindon and continue the work started on Transition Swindon. Anyone who is interested in becoming involved in either, or both, these initiatives can contact him on **Swindon 532353** or mikethomasfiohuk@googlemail.com (48 Churchward Avenue, Swindon SN2 1NH). See also www.fiohnetwork.org and Transition Swindon web pages.

Mike is the founder of two registered charities helping to relieve poverty globally and has recently had published his book *Countdown: responding to a global crisis*. He has a limited supply of signed copies available at his home (Price £8 plus postage). He is also the FIOH International Network Coordinator.

Priority: I like where I live

Swindon Allotments and Leisure Gardens Association (SALGA)

The Swindon Allotments and Leisure Gardens Association (SALGA) hold monthly open meetings on the 3rd Thursday of every month at 7.30 pm in the Gorse Hill Community Centre, Chapel Street.

Meetings are open to members and non-members alike, are free and include speakers and refreshments. For more information please contact Mary Reeve on (01793) 534378

Visit our website: www.swindonsp.org.uk

Priority: Everyone is enjoying sports, leisure and cultural opportunities



Swindon Croquet Club

SWINDON
See

Swindon Croquet Club
Moredon Playing Fields
Swindon SN2 2QP

Fancy taking up a new hobby this summer? Why not try croquet? Croquet is a fascinating game where you can learn the basics in a few minutes and be having a fun game within half an hour, or where you could take a lifetime to master the intricacies.



Swindon Croquet Club meet from April 1st to October 31st at their Lawns in Moredon Playing Fields (entrance opposite Manor Garden Centre). Club times are from 2.00pm to 4.30pm on Tuesdays and from 2.00 till sunset on Wednesdays, although all other times are available by negotiation.

Beginners are welcome to come along at these times, or the Club is offering a specialist Beginners course on 6 consecutive Tuesdays from May 3rd. Experienced coaches will guide you through the various strokes and tactics from 10.00am till noon on each of these days, or if you can't make those times simply contact the Secretary (details above) to arrange alternatives. The cost is £20, which will be deducted from your membership fee should you decide to join later.

Anyone can play, the game is suitable for all ages, both sexes, all abilities - and we even have specialist mallets for wheelchair users! You don't need any special equipment, the Club will supply it all, just wear flat shoes, warm clothing if there is a wind, and a smile. The Club also welcomes groups for fun morning, afternoon or evening sessions, at a cost of £5 per person. So if your WI, History Group, Works Outing, Birthday Party or whatever fancy trying something different, contact us to arrange a time.



You may also spot us at the Access Sports Days, Old Town Festival and other Community events around the town, and we visit Retirement Homes and Healthy Living groups too. The Club has been accredited by Wilts and Swindon Sports Partnership (WASP) as a safe and well run club, and all our coaches have received Croquet Association training.

For more details about our matches and social activities see our web site at www.swindoncroquetclub.org.uk We hope to welcome you soon!

For more information please contact: Sec. John Airey Tel: 01793 873026. or e-mail to secretary@swindoncroquetclub.org.uk

Visit our website: www.swindonsp.org.uk

Priority: Everyone is enjoying sports, leisure and cultural opportunities

What's on in arts, leisure and culture

Swindon Easter Mashup

14 Apr 8.00–11.00 pm £3.00

The 12 Bar, 179 Westcott Place, Swindon, Wiltshire.

Swindon Easter Mashup is a local music event created by the Foundation Degree students from The Academy of Music and Sound, Swindon. This event is being held at 12 Bar on Westcott Place, Swindon on Thursday 14th April 2011, packed full with local musical talent from many different genres. With the doors opening at 8pm for the excitement to start at 8.30pm, this event is one not to be missed by music lovers of many ages. There are various acts playing on the night including The Swindon Easter Mashup Band, created from the Foundation Degree students who are young, exciting, and oozing with charisma and musical talent. Performing their own versions of songs from various bands including Paramore and Bon Jovi, their positive atmosphere and carefree attitude comes through clearly to the audience as purely wanting to have a good time. The Country vocals from Leah Thompson work well with the enthusiasm from the band, with George Christie and Bradley 'Batman' Lewis playing the rhythm and lead guitar, Dan Morris playing the bass guitar, Sarina Williams and Matt Clemments sharing the role as the back bone of the band as the drummer. This band wont disappoint and are perfect for opening the Swindon Easter Mashup event.

Stage Struck presents Raise Your Voice

Wyvern Theatre

19-21 May 2011

Stage Stuck are back at the Wyvern Theatre with their all new musical extravaganza - Raise Your Voice! With songs from Sister Act, Mary Poppins, Glee, Half a Sixpence & many more, its a show not to miss...Tickets are on sale now and available via the Wyvern Theatre Box Office: 01793 524481.

- Tickets are on sale now & just a snip at £12 Adults & £10 Concessions
- When? Thursday 19th May at 7:30pm, Friday 20th May at 7:30pm, Saturday 21st May at 2pm & 7pm

Swindon Dance

Whether dancing for fun, fitness or to pursue a career in dance, Swindon Dance believes in the creative power to transform lives. It believes that age, gender, cultural/social background, physical or learning ability should not be barriers to being involved in dance. For three decades, Swindon Dance has been a focal point, locally, regionally and nationally for dancers of all ages and abilities - from complete beginner to the professional dancer. Swindon Dance is based in Swindon's old Town Hall, located in the town centre with facilities that include two dance studios and a studio theatre and is funded by Swindon Borough Council and Arts Council South West. For more in-depth information please see the website www.swindondance.org.uk



Visit our website: www.swindonsp.org.uk

Priority: Living Independently, protected from harm, leading healthy lives and making a positive contribution

ABC—Affected By Cancer

ABC—Affected by Cancer are a self help community support group for patients, carers, relatives and friends. The group offers opportunities for people to talk to others, listen to speakers, talk to trained listeners in a quiet room or take part in activities (such as quizzes, bingo etc).

The group have 4 meetings each month; 2 daytime meetings and 1 evening (for men) and one evening (for women).

For more information please e-mail: abcswindon@yahoo.co.uk

Better health

There is no time like the present to think about what we would like to achieve in the months ahead.

One thing that is guaranteed to make a big difference to your life is getting healthy. Resolutions to quit smoking, get fit, lose weight, or improve your mental wellbeing, can all help to improve your health and happiness as you move forward.

Remember that healthy living is for everyone and it's never too late to start.

Top ten tips for better health

Following any or all of the tips below will help you to improve your health:

- Don't smoke and don't breathe others' tobacco smoke.
- Eat at least five portions of fruit and vegetables each day and cut down on fat, salt and added sugar.
- Be physically active for at least 30 minutes, five days a week.
- Maintain or aim for a healthy weight (aim for a body mass index (BMI) of 20 -25).
- If you drink alcohol, have no more than 2-3 units a day (women) or 3-4 units a day (men).
- Protect yourself from the sun. Cover up, keep in the shade, never burn and use factor 15 plus sunscreen. Take extra care to protect children too.
- Practise safer sex - use a condom.
- Make the decision to go for cancer screening when invited.
- On the roads, **think** safety.
- Manage stress levels - talking things through, relaxation and physical activity can help.

Visit our website: www.swindonsp.org.uk

And Finally.....

Forthcoming Events

The Zimbabwe Association are celebrating Zimbabwean Independence Day on 18th April.

For more information please contact: mickympofu@yahoo.com

The Big Arts Day 2011 is taking place on Saturday 9th July at Lydiard Park. For more information please see www.swindondoesarts.co.uk

Bowl Concert

Saturday 21st May 2011

Gates open at 5.00 pm

For more information and tickets

contact 01793 614837

www.swindontickets.co.uk



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

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

Next edition

If you have any articles for the Summer 2011 edition of "This is Swindon" please send to the Partnership Team at swindonsp@swindon.gov.uk by Friday 17th June 2011.

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