



Swindon
**Strategic
Partnership**

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DOCC0037



Swindon
Strategic
Partnership

Our Swindon Our Community Our Future

A Community Strategy for Swindon 2004-2010



*Ensuring the quality of life
for Swindon's people*

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Bengali

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Gujarati

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Hindi

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Polish

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Punjabi

اگر آپ کسی دیگر زبان یا ہوی لکھائی وغیرہ میں معلومات درکار ہوں تو براہ مہربانی کسٹومر سروسز سے ٹیلی فون نمبر : 01793 463725 پر رابطہ قائم کریں۔

Urdu

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Foreword

I am pleased to present Swindon's first Community Strategy. Developed by the Swindon Strategic Partnership, it is a long-term plan to ensure a better quality of life for everyone in Swindon, now and in the future. In short, it aspires to make Swindon a safer, healthier, more prosperous and attractive place where people choose to live, work, play and visit.

To develop this challenging vision, the Swindon Strategic Partnership, comprising Swindon Borough Council, the police, learning, health, town & parish councils and representatives from business, voluntary and community groups, has consulted widely throughout the process, through its partners, with the people of Swindon.

We have included those issues which you have told us matter most to you. They are: access to good education for all ages; good health services; efforts to lower the level of crime; affordable, decent housing; job security and prospects; transport. To address these issues, Swindon's Community Strategy is based around six themes:

- Creating a Swindon for the future
- An economically prosperous place
- A place which values its environment
- A healthy and caring place
- A learning and creative place
- Keeping Swindon safe

In addition, you also identified four important values which cut across the themes and which you wanted to see come to life within the strategy:

- Citizenship, pride and identity
- Sustainable development
- Equality, inclusion and cohesion
- Partnership working

The strategy sets out some very challenging priorities for Swindon, requiring all partners to work closely together, if they are to be met.

The Swindon Strategic Partnership regards this strategy as a starting point for action to improve the quality of life in Swindon. We have set several targets and will keep you informed of the progress made in achieving these. Where events change and we need to reflect these in the strategy, we will inform you and give you the reasons why we made the changes. Our aim is to make a significant difference; with your help, we can make Swindon a better place to be.



Mike Bell
Chair, Swindon Strategic Partnership
April 2004

Introduction

Swindon's Community Strategy is a long-term plan to ensure a better quality of life for everyone in Swindon, now and in the future. It aims to reflect the priorities which local people think are most important and to develop a shared vision with which all agencies serving the borough, from the public sector, business, voluntary and community groups, can work.

We have this vision:

To create a place where people are proud to spend time, live, work and visit and which achieves a better quality of life for all.

Each local authority is required, by government, to have a community strategy to promote the social, economic and environmental well-being of its area. The Swindon Strategic Partnership has developed this strategy for Swindon.

The strategy identifies six major themes and twenty-six priorities; many are linked together and dependent on one another for successful delivery. It forms the foundation which holds all of the other plans and strategies together and will provide a sense of direction for all organisations and groups working in Swindon. It will help organisations, especially in the public sector, to agree on and set long-term targets.

Ultimately, it should give people a Swindon of which they can be proud.



This diagram shows some (but not all) of the links among the different plans and strategies which have been used to create this Community Strategy.

**Our Swindon
Our Community
Our Future**

Examples of major strategies:



Examples of other plans and strategies:



Examples of agency business plans:

- Internal Policing and Performance Plan
- Learning and Skills Council Strategic Plan
- Primary Care Trust Local Delivery Plan
- Swindon Borough Council Corporate Plan
- Swindon Chamber of Commerce and Industry Business Plan



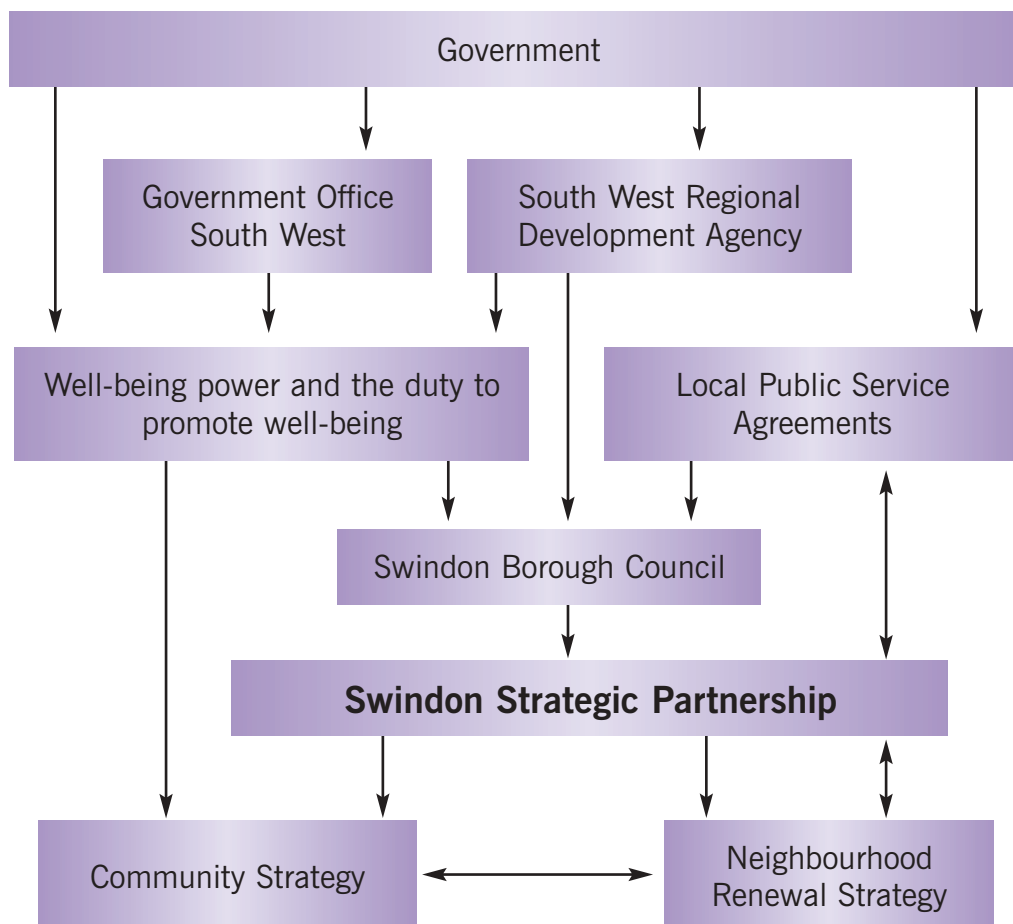
Tackling the key issues which determine the well-being in a community, such as crime, unemployment, education, social inclusion, health and housing, requires a wide variety of public, business, voluntary and community bodies to work together in a concerted and co-ordinated way.

The Swindon Strategic Partnership brings these organisations together. It comprises Swindon Borough Council, the police, learning, health, town & parish councils and representatives from business, voluntary and community groups. It aims to ensure that there is a joined-up approach across all agencies, when future strategic direction, aimed at improving the quality of people's lives in Swindon, is being set.

The Swindon Strategic Partnership started work in July 2003 and is still in its infancy. Most of its work this year has been focused on developing this Community Strategy and learning about, and commenting on, other strategies as they are developed.

The Swindon Strategic Partnership will focus on the top-level decisions which steer the direction for the borough for the coming years. By joining people and issues together at the highest level, it is hoped that organisations, groups, communities and individuals will be able to work towards achieving a Swindon of which people can be proud.

This diagram may help to show how the Partnership fits into the bigger picture.



Key facts about the Swindon Borough area

There are many good things about Swindon which we all share and in which we can take pride. Swindon has a long history of growth, from Brunel and the coming of the railways right up to the present day.

- Almost 181,000 people live in the borough.
- Swindon has a good mix of people from different cultures and countries.
- Swindon is a major centre of employment, shopping, leisure and community facilities, thanks largely to its excellent transport links.
- Swindon is the base for the corporate headquarters of several major companies, such as Arval PHH, BMW, Honda, Motorola, Nationwide Building Society and RWE Innogy.
- Four of the government's research councils and the National Monuments Record Centre are based here.
- Unemployment is lower than the national average.
- Eighty-four schools serve the borough, with plans to open or rebuild several new schools over the next few years.
- Swindon has a wide range of sports and leisure facilities, including two major sports centres, an indoor tennis centre and two championship golf courses.
- Swindon has the Wyvern Theatre, the Arts Centre and one of the best collections, of its size, of twentieth-century art in Britain.
- Swindon has 12 Sites of Special Scientific Interest, 88 wildlife sites and four nature reserves.
- The chalk uplands to the south form part of the North Wessex Downs Area of Outstanding Natural Beauty.
- Swindon has four country parks at: Barbury Castle; Coate Water; Lydiard House and Park; Stanton Park – while the Great Western Community Forest covers the entire borough.
- The railway village and the old railway works are part of a bid for a World Heritage site, along the GWR's London-to-Bristol route.
- Opportunities for future development include the arrival of the University of Bath in Swindon and The New Swindon Company.

Swindon



What you have told us so far

Throughout the development of the Community Strategy, there has been wide-ranging consultation to capture the views of the people of Swindon on what matters most to them to improve the 'quality of life' in Swindon. Four main consultations have played a major part in influencing the way in which the Community Strategy has developed:

1. The initial input for creating the Community Strategy came from the work on developing a 30-year vision for Swindon. This consultation was carried out over a 16-month period, starting in December 1999 and finishing in March 2001. It included seminars, breakfast meetings with business groups, public exhibitions, seminars for young people and presentations to the Area Panels and parish councils. The work culminated in identifying several key principles, on which the draft Community Strategy document was subsequently developed.
2. The draft Community Strategy went out for consultation from December 2002 to February 2003. It included presentations to the Area Panels, small businesses and community groups; a seminar for councillors; a news article in a local magazine; copies of the strategy in libraries and council foyers; most importantly, an interactive feedback session with stakeholders at The Pilgrim Centre. In addition, about 400 copies of the draft strategy and about 200 copies of the executive summary were sent to organisations and groups in Swindon. This does not include copies which were e-mailed or downloaded from the Swindon Borough Council Web site.
3. At around the same time, the Swindon People's Voice (Citizens' Panel) was surveyed for its views on what it considered to be the most important things to create a good quality of life.
4. Last autumn, we identified that some groups in the community had been under-represented during the consultation process. Using a mixture of questionnaires and face-to-face meetings, we set out to capture the views of some of those groups, including young people, head teachers and governors, people from black and minority ethnic groups and the business community.

Swindon Strategic Partnership has listened to your views and tried very hard to capture all of your concerns in the Community Strategy. You have told us the main issues which matter most to you. They are: access to good education for all ages; good health services; efforts to lower the level of crime; affordable, decent housing; job security and prospects; transport. From these issues, the Swindon Strategic Partnership identified the six themes for the community strategy:

- Creating a Swindon for the future
- An economically prosperous place
- A place which values its environment
- A healthy and caring place
- A learning and creative place
- Keeping Swindon safe

You also told us that there are four important values which cut across all of the issues in the six themes and which you wanted to see come to life within the Community Strategy. They are:

- Citizenship, pride and identity
- Sustainable development
- Equality, inclusion and cohesion
- Partnership working

They are detailed on the next page.

The Community Strategy sets out some very challenging priorities and targets for Swindon. If these challenges are to be met, it will require all of the organisations within the Partnership to work closely together and the considerable amount of borough resources to be used effectively. The role of the Swindon Strategic Partnership is to work with all of the agencies to ensure that this happens.

So, what of the future?

The Partnership will continue to consult local people regularly, not only to find out what other improvements you want to see, but also as a way of measuring whether changes have taken place for the better. Sometimes, this will happen through surveys and questionnaires; sometimes through local meetings.

Once a year, the Partnership will hold a conference to feed back how well we have done during the previous year to meet the Community Strategy's targets. We will also publish a newsletter twice yearly and keep information updated on our Web site: www.swindonsp.org.uk

Over the life of the strategy, circumstances may change, and we need to reflect these in the strategy. Where this happens and plans are changed or delayed for whatever reason, we will inform you and explain why.

We will be compiling a separate action plan which will contain information about the main targets which the Community Strategy aims to achieve. This will include a number of Quality of Life indicators. These are the top-level indicators which will be measured over 10 years and towards which everyone in the borough can help us to work. Again, we will publish more information about these shortly, including why they are important, why the Partnership has chosen the ones it has and what you can do to help.

At our first annual conference in April 2004, we asked stakeholders to help us to develop four issues which the board of the Partnership will own. We expect these to be the big issues with which all partner organisations and groups should be involved and where partnership working is essential to ensure success.

Cross-cutting values

One of the strongest messages during the consultation was that you believed there to be four important principles (or values) which had to influence the document and be visible throughout. These four values are:

Citizenship, pride and identity

Taking pride in our community comes about by thinking of ourselves as active citizens, willing, able and equipped to influence public life. Taking pride in our community comes about by valuing and promoting the spiritual, moral, social and cultural development of all of our citizens. We need to celebrate community and individual achievement and be proud of what we all do.

Sustainable development

If we achieve a balance among the three strands of well-being (economic, environmental and social), we will develop in a way which allows us to 'meet the needs of the present, without compromising the ability of future generations to meet their own needs'. (Brundtland 1987)

Equality, inclusion and cohesion

A good quality of life requires that everyone be valued equally. Each individual should have an equal chance to learn, work, live and receive services free from discrimination and prejudice, disadvantage and deprivation, regardless of age, disability, gender, race, religion and belief, sexual orientation and broader equality issues.

It is equally important that Swindon be a place in which people and communities live together harmoniously, so that strong and positive relationships are developed among people of different backgrounds, in the workplace, in schools and within neighbourhoods.

Partnership working

Many of the issues facing the local community today – health, community safety, learning, the environment, social inclusion, unemployment and regeneration – can be tackled effectively only if the wide variety of public, business, voluntary and community bodies involved at a local level works together. No single organisation acting alone has the complete answer.

In an earlier version of the strategy, in March 2003, you told us that you liked the table which showed how these values cut across the themes. We have produced a similar table opposite.

Our Swindon Our Community Our Future

Cross-cutting values

Themes	Citizenship, pride and identity	Sustainable development	Equality, inclusion and cohesion	Partnership working
Creating a Swindon for the future	Regenerate the town centre.	Encourage social enterprise in rural areas.	Provide 100 affordable homes a year.	Develop neighbourhood plans in renewal areas.
An economically prosperous place	Promote Swindon's heritage sites as tourist attractions.	Create jobs and attract new companies.	Increase the number of working-age people with NVQ 3 & 4.	Develop further bids for national and European funding.
A place which values its environment	Become the first 'Fairtrade' borough in the UK.	Protect our biodiversity.	Remove town centre barriers to accessibility.	Improve domestic energy efficiency.
A healthy and caring place	Increase the level of involvement by children and young people.	Increase the number of people who live independently.	Improve access to information and advice.	Address the needs of homeless people, asylum-seekers and refugees.
A learning and creative place	Develop plans for a new library and museum in the centre of Swindon.	Support the recovery of those schools causing concern.	Provide 537 new Early Years places in nurseries.	Work with employers to train people in basic skills.
Keeping Swindon safe	Develop a 'Junior Good Citizenship' scheme.	Reduce crime and road casualties.	Encourage reporting of hate crime and domestic violence.	Roll out the 'Call a Friend' scheme.

Cross-cutting values' symbols

We are using four symbols, one for each of the values, placing them against the priorities throughout the strategy where we consider them to be particularly strongly represented. It is important to remember that not all priorities or actions will meet all four values. What is important is to ensure that we achieve a good balance among the values and among the three strands of well-being (economic, environmental and social).

A group of young people designed the symbols for us.



Citizenship, pride and identity



Sustainable development



Equality, inclusion and cohesion



Partnership working

Summary of themes and priorities

Creating a Swindon for the future	<ul style="list-style-type: none"> • regenerating the heart of Swindon
	<ul style="list-style-type: none"> • encouraging all future development, including the redevelopment of existing sites, to achieve excellent environmental and design standards
	<ul style="list-style-type: none"> • providing a full range of good-quality homes to meet the growing needs of the local population
	<ul style="list-style-type: none"> • improving opportunities and the quality of life in priority neighbourhood renewal areas
	<ul style="list-style-type: none"> • working with partners to ensure that the needs of rural areas are identified and addressed
An economically prosperous place	<ul style="list-style-type: none"> • promoting additional investment in Swindon
	<ul style="list-style-type: none"> • supporting local companies
	<ul style="list-style-type: none"> • promoting tourism and conferences
	<ul style="list-style-type: none"> • supporting urban and rural regeneration
A place which values its environment and safeguards it for future generations	<ul style="list-style-type: none"> • inspiring and engaging everyone in improving our environment
	<ul style="list-style-type: none"> • protecting, maintaining and enhancing our natural environment and open spaces
	<ul style="list-style-type: none"> • providing a transport system for the people of the borough which meets their social, economic and environmental needs
	<ul style="list-style-type: none"> • providing a clean, safe, accessible and attractive street environment for residents and visitors to the borough
	<ul style="list-style-type: none"> • improving our use of resources to limit all forms of pollution to land, water and air
A healthy and caring place	<ul style="list-style-type: none"> • promoting healthy living and reducing health inequalities
	<ul style="list-style-type: none"> • developing an equal and inclusive future for our children and young people
	<ul style="list-style-type: none"> • working with adults who need support
A learning and creative place	<ul style="list-style-type: none"> • promoting the cultural life of the borough
	<ul style="list-style-type: none"> • providing life-long learning in Swindon
	<ul style="list-style-type: none"> • providing high-quality education
Keeping Swindon safe	<ul style="list-style-type: none"> • promoting a safer Swindon
	<ul style="list-style-type: none"> • reducing antisocial behaviour
	<ul style="list-style-type: none"> • tackling hate crime and domestic violence
	<ul style="list-style-type: none"> • reducing substance misuse and drug-related crime
	<ul style="list-style-type: none"> • working with young people who are likely to become involved with crime
	<ul style="list-style-type: none"> • reducing death and injury from accidents

Creating a Swindon for the future

Objective:

To create a place in which people are proud to spend time, live, work and visit and which achieves a better quality of life for all.



Our priorities:

- **Regenerating the heart of Swindon**

To enable the town to fulfil its role as a leading subregional centre which offers an active and desirable place to live, work, shop and spend leisure time at the heart of the Swindon community.



- **Encouraging all future development, including the redevelopment of existing sites, to achieve excellent environmental and design standards**

To build on the experience of Swindon's past, we will look for and encourage high standards of design, which exceed current environmental standards and create active and vibrant communities.



- **Providing a full range of good-quality homes to meet the growing needs of the local population**

To meet the housing needs of the whole local population.



- **Improving opportunities and the quality of life in priority neighbourhood renewal areas**

To work with those neighbourhoods which have the greatest need for service improvements, to address disadvantage and attract the resources to deliver change.



- **Working with partners to ensure that the needs of rural areas are identified and addressed**

To identify the specific issues of rural living and work with those communities to achieve improvements in their quality of life.



Key facts about this theme

- There remains a requirement for 13,750 new houses to be built in the borough by 2011, as at April 2003. The Southern Development Area is part of the planned major growth of Swindon and will provide an opportunity to create sustainable communities.
- Swindon and its surrounding area have been identified by the South West Regional Assembly as a major regional area for the southwest.
- The central regeneration area covers some 220 hectares, with a population of some 3,000. Employment in the town centre has decreased by 7% in the last 10 years, while the surrounding areas have shown significant growth.
- Despite its apparent wealth, Swindon has two wards within the most disadvantaged 10% in England.
- Parks and East Walcot have attracted £1.5m funding to meet a range of objectives developed through the formation of a Neighbourhood Renewal Partnership.
- Penhill and part of Pinehurst (the former Whitworth ward) are to receive funding from the New Opportunities Fund 'Fair Share' scheme. Over the next 10 years, £818,000 will be available to the local community to build its capacity to 'download' more funding.
- There is one town council and 13 parish councils which serve mainly rural communities within the borough.
- According to the 2001 census, approximately 24,000 people (13% of the borough's population) live in the four rural wards of Blunsdon, Highworth, Ridgeway and Wroughton & Chiseldon. The rural area covers 73% of the land in the borough.
- It is estimated that 1 in 3 people will experience at least one civil justice problem, such as a relationship breakdown, employment and housing difficulties, over the next three and a half years.



Regenerating the heart of Swindon

Why is this a priority?

Over recent years, the centre has not kept pace with the development in surrounding areas. The town centre is critical to the overall well-being of Swindon and its economic future. Therefore, the centre will be the focus for physical regeneration. A new, revitalised town centre will inject new life and pride into the broader Swindon area.

Our aim:

To enable the town to fulfil its role as a leading subregional centre which offers an active and desirable place to live, work, shop and spend leisure time at the heart of the Swindon community.

Evidence of our success will be:

These are the key elements which The New Swindon Company will be aiming to deliver by 2016:

- more town-centre living for a broader-based community
- new businesses and new work opportunities, as well as growing existing enterprises
- a greater range of shopping – large stores, as well as smaller, independent shops
- new higher education facilities
- better cultural, leisure and recreational facilities
- new and improved transport links, with better access across the railway line
- an improved environment, with pleasant and safe open spaces
- a better quality of architecture and improved public areas

Swindon has been tackling this through several initiatives, including the following:

- successfully bidding to government for one of a limited number of Urban Regeneration Companies and setting up The New Swindon Company in 2002
- announcing the intention to create a 'cultural quarter' which will incorporate a library and art gallery in the town centre
- the National Trust has planning permission for its headquarters next to the Outlet Village
- Westfield Shoppingtowns is planning a major retail and leisure redevelopment in the town
- rolling out 'Spruce Up Swindon' in summer 2003 to steam-clean streets and improve the appearance of the main routes to Swindon

Over the coming year, we will:

- complete the Regeneration Framework which will define the priority projects for the town centre.
- complete the implementation plan for the Regeneration Framework.
- develop proposals for areas of the new Cultural Quarter (including the library) and secure a development partner.
- start at least one other major regeneration project.
- ensure that Westfield Shoppingtowns finalises planning permission and starts the compulsory purchase order process.

Over the next three years, we will:

- further develop the proposals for regenerating the town centre.

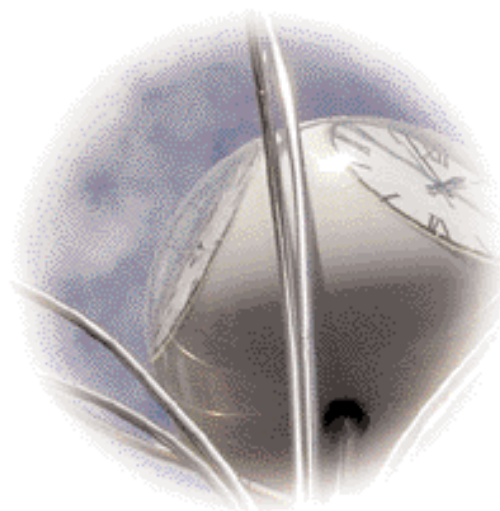
These will depend on the final project proposals in the Regeneration Framework which will be presented to Swindon Borough Council's cabinet for approval during 2004.

More information about this priority:

Regeneration Framework, due to be published during 2004

Who will make this happen?

Chief Executive, Swindon Borough Council
Chief Executive, The New Swindon Company
Director, English Partnerships
Director, South West Regional Development Agency
Leader, Swindon Borough Council



Encouraging all future development, including the redevelopment of existing sites, to achieve excellent environmental and design standards

Why is this a priority?

The UK has one of the highest densities of population in Europe, so it is important to make careful choices about how we use our valuable land.

The population in the southwest will continue to grow, with Swindon chosen as one of the main areas for growth in the foreseeable future.

With natural resources diminishing, it is important that we look at other ways to live in communities which can meet most of their needs locally. Swindon has a unique opportunity to develop renewable resources and create informal leisure opportunities, through the Great Western Community Forest Partnership.

Our aim:

To build on the experience of Swindon's past, we will look for and encourage high standards of design, which exceed current environmental standards and create active and vibrant communities.

Evidence of our success will be:

- ensuring that all new developments have local shops, leisure facilities and schools within a walking distance of 300m (ten minutes' walk)
- ensuring that all future developments meet a high standard of design, build and energy conservation
- giving better access to work, shopping, educational and leisure facilities, through improved transport
- continuing to develop and manage new woodlands, providing access to local communities

Swindon has been tackling this through several initiatives, including the following:

- identifying disused buildings and land ('brownfield' sites) which could be redeveloped, so reducing the need to develop green fields
- working with local people and developers to plan better-quality developments in the future
- engaging positively with the South West Regional Assembly, so that Swindon can become a vibrant regional centre

Over the coming year, we will:

- engage local people in progressing the Wiltshire and Swindon Structure Plan and the Swindon Borough Local Plan.
- publish new guidance to developers (supplementary planning guidance), to encourage high-quality development, served by the local facilities which people need. Among other things, this will ensure that occupiers of new housing benefit from improved protection against environmental noise.
- work with local people to plan community woodlands.

Over the next three years, we will:

- work to the adopted policies in the Wiltshire and Swindon Structure Plan and the Swindon Borough Local Plan.
- develop new land use which encourages Swindon to become a vibrant regional centre.
- engage the wider community in deciding on the future of Swindon.
- develop new woodlands and engage local communities in woodland events.

More information about this priority:

Contaminated Land Strategy
Swindon Borough Local Plan 2011, Revised Deposit Draft
Wiltshire and Swindon Structure Plan

Who will make this happen?

Director of Environment and Property, Swindon Borough Council



Providing a full range of good-quality homes to meet the growing needs of the local population

Why is this a priority?

House prices continue to rise in Swindon, resulting in home ownership not being a viable option for many people. A recent housing needs survey estimates that an extra 1,200 affordable homes will be required each year, until 2006, to meet local needs.

House condition surveys, for both public- and private-sector housing, indicate that 2,746 council and 10,734 private-sector homes do not meet the government's 'decency' standard. Services to those living in council and Housing Association properties must also be improved, particularly as there is a growing proportion of vulnerable people living in these properties.

Our aim:

To meet the housing needs of the whole local population.

Evidence of our success will be:

- ensuring that, by 2006, at least 6,340 homes are completed, of which 100 per year will be affordable
- improving the design and quality of new homes and ensuring that, by 2007, all new homes meet the 'good' eco-rating standard and, from April 2004, that all new affordable homes meet the 'very good' eco-rating standard
- delivering the interim target of the Decent Homes Standard, by reducing the overall number of 2,746 council non-decent homes by one-third in 2004
- achieving the 'Decent Homes Standard' by 2008 (two years ahead of target)
- improving access to affordable and supported housing by implementing a 'Choice based Lettings Scheme' by December 2005

Swindon has been tackling this through several initiatives, including the following:

- returning 265 properties to use through the Swindon Empty Homes Partnership, since it started in 1998
- building seven intelligent and green (Integer) homes, in partnership with housing associations, as a demonstration scheme to house-builders
- building 10% of all new affordable homes as 'Lifetime Homes' which allow adaptations to be made easily, depending on the household's physical needs
- setting up a home-improvement agency, in partnership with Sarsen Housing Association, enabling older people and those with physical disabilities to remain in their own home
- completing Isambard House, Swindon's first affordable housing scheme for 'key workers', giving newly qualified teachers the opportunity to come to live and work here

Over the coming year, we will:

- deliver at least 100 additional affordable homes.
- upgrade 955 homes, so that they meet the government's 'Decent Homes' standard.
- ensure the expansion of the Home Improvement Agency, by doubling the hours for which the agency is open for business, to assist older people and those with physical disabilities to stay in their own home in security and comfort.
- improve the publicity of low-cost home-ownership initiatives.
- return 40 empty properties to use as houses and assist in meeting housing needs.
- review the definition of 'key workers' and complete research on their housing needs.

Over the next three years, we will:

- introduce a new scheme to allow greater choice for prospective tenants of affordable housing.
- increase the use of private lets to those in housing need.
- develop a system to ensure that everyone knows where and when to get housing-related services.
- role out the 'Home Essentials for Life Programme' (HELP) across the borough, in partnership with British Gas.
- develop a night shelter for rough sleepers, to complement current direct-access accommodation.

More information about this priority:

Homelessness Strategy
Housing Business Plan
Housing Strategy 2003–2008
Private Sector Renewal Strategy 2003–2006
Supporting People Strategy 2003–2004

Who will make this happen?

Director of Housing, Swindon Borough Council



Improving opportunities and the quality of life in priority neighbourhood renewal areas

Why is this a priority?

Swindon has been recognised as a prosperous place and an area of growth and opportunity. Against this, there are several neighbourhoods which experience disadvantage. This disadvantage covers a range of situations and experiences. We can measure it in several ways, such as lower educational achievement, less employment and fewer skills, greater health inequalities and lower home ownership.

People in these neighbourhoods often rely more on public services and frequently need higher levels of support to improve their situation. In addition, they also experience many difficulties in accessing services and facilities. This is partly as a result of local services being closed down, but is also due to reliance on public transport and limited choices related to lower income.

Our aim:

To work with those neighbourhoods which have the greatest need for service improvements, to address disadvantages and attract the resources to deliver change.

Evidence of our success will be:

- identifying, by May 2004, those neighbourhood areas in the borough which are seen to have the greatest need for additional help and resources
- developing, by December 2004, a Neighbourhood Renewal Strategy which will show how we will deliver change and improvement in these neighbourhood areas
- working closely with these communities to create, by December 2006, neighbourhood action plans and build local involvement
- protecting, transferring or finding new resources to allow these areas to improve
- increasing (from 49% in 2003 to 62% by 2007) the proportion of people saying that they find it easy to get information or advice on legal (consumer) problems

Swindon has been tackling this through several initiatives, including the following:

- national neighbourhood renewal initiatives, such as:
 - Connexions
 - Street Wardens' Programme
 - Sure Start
- securing 'Fair Share' funding from the New Opportunities Fund for Penhill and part of Pinehurst (the former Whitworth ward)
- obtaining 'Transforming Your Space' funding for several projects, including the 'Park for the People' project in Faringdon Park
- setting up the Parks and East Walcot Neighbourhood Renewal Partnership
- updating the Community Needs Profile, to provide information for organisations planning services and making funding bids

Over the coming year, we will:

- identify areas in the borough which need extra help.
- identify what extra help these areas need.
- identify how responses will be developed.
- bring together key organisations to work in partnership with local people.
- map and assess the success of current services being delivered in these areas.
- agree on targets for achieving improvement.
- develop neighbourhood plans with local people in three neighbourhoods.
- work with local people to decide how best to provide information and advice services on legal (consumer) issues.

Over the next three years, we will work with the neighbourhood renewal areas to:

- publish a Neighbourhood Renewal Strategy, to identify targets and commitments to improve the quality of life and service provision in identified priority neighbourhoods.
- assess whether services are being provided in a way which best meets local need.
- identify long-term targets tailored to meet local need.
- deliver at least one project in each neighbourhood renewal area which changes the way in which a service is provided locally to meet local need.
- increase the number of local people involved in neighbourhood renewal activities.
- work with local people to identify what support or resources they require, in order to meet their needs.
- set up awareness-raising and training with service providers to challenge disadvantage and promote good practice.
- deliver a programme of change which cuts across services and creates effective partnerships.
- investigate the possibility of co-locating Swindon's primary community and voluntary advice providers, in order to provide more accessible services.

More information about this priority:

Neighbourhood Renewal Strategy, due to be published by December 2004
Swindon Legal Services Partnership Strategic Plan

Who will make this happen?

Chair, Swindon Legal Services Partnership
Chief Executive, Swindon Borough Council

Working with partners to ensure that the needs of rural areas are identified and addressed

Why is this a priority?

Many rural areas are losing their local identity and becoming more like commuter villages. Transport has generally declined, with many people becoming more isolated from necessary services.

Over recent decades, rural areas have suffered from a decline in local employment, affordable housing for local people and valuable services. This is likely to have led to an increase in the number of people living in these areas who experience disadvantage and the effects of low income.

Our aim:

To identify the specific issues of rural living and work with those communities to achieve improvements in their quality of life.

Evidence of our success will be:

- encouraging social enterprise and farming diversity to increase local job opportunities and improve the local economy
- considering the findings of the Haskins Review and developing a local implementation plan by the end of March 2005
- making sure that the consultation arrangements in the Parish Charter are adhered to, by reducing the number of complaints from parish councils each year
- raising awareness about the benefits of parish plans
- ensuring that one parish council achieves 'Quality Parish' status each year
- increasing (from 54% in 2003 to 66% by 2007) the proportion of people saying that they find it easy to get information or advice on legal (consumer) problems

Swindon has been tackling this through several initiatives, including the following:

- Community First making funding available to Sevenhampton through the Rural Bus Grant Scheme
- creating five rural heritage trails and the 'Branching out trails' in Highworth
- reviewing the Parish Charter during 2003
- Community First providing funding for Chiseldon to develop a parish plan
- obtaining funding for:
 - a play area in Liddington
 - Blunsdon community shop
 - Chiseldon scout hut
 - Wanborough Post Office



Over the coming year, we will:

- work with the National Science Museum to develop a master plan for the former Wroughton airfield.
- review housing needs across the borough, including rural areas.
- establish a regular farmers' market in Swindon's town centre.
- provide assistance with the use of broadband technologies in towns and villages.
- promote the local production and marketing of wood and forest products.
- work with local people to decide how best to provide information and advice services on legal (consumer) issues.

Over the next three years, we will:

- extend social enterprise and the farmers' markets.
- map rural transport routes and identify particularly poor levels of service.
- work with the Countryside Agency and the Rural Housing Enabler, to provide more affordable housing.
- work with the partners in the Wiltshire and Swindon Rural Regeneration Partnership to:
 - improve business support services in rural areas.
 - assist farmers to diversify into new businesses.
 - promote tourism in rural areas, including the Great Western Community Forest.
- contribute to the management of the Area of Outstanding Natural Beauty in the Wiltshire Downs.
- ensure that those living in rural areas have access to legal (consumer) advice services.

More information about this priority:

North Wessex Downs Area of Outstanding Natural Beauty Management Plan
Swindon Legal Services Partnership Strategic Plan
Wiltshire and Swindon Rural Regeneration Partnership Implementation Plan

Who will make this happen?

Chair, Swindon Legal Services Partnership
Chief Executive, Great Western Enterprise
Chief Executive, Swindon Borough Council
Wiltshire and Swindon Rural Regeneration Partnership

An economically prosperous place

Objective:

To promote a competitive and sustainable local economy to ensure that everyone can share the benefits of economic growth.



Our priorities:

- **Promoting additional investment in Swindon**

To ensure that the local economy is broadly based and that a wide range of jobs is available.



- **Supporting local companies**

To help and encourage companies in Swindon to grow and to provide advice and information on the requirements of regulatory services.



- **Promoting tourism and conferences**

To promote Swindon as a destination for visitors and as a conference location.



- **Supporting urban and rural regeneration**

To ensure that there are resources available to deliver our ambitious programme of local improvements.



Key facts about this theme

- Swindon is a major centre of employment, shopping, leisure and community facilities. A population of approximately 300,000 people lives within 20 miles of the town centre.
- Swindon has over 40 industrial estates and business parks.
- By 2001, there were 105,000 employee jobs in Swindon, making it the fourth largest workforce in the southwest region.
- Swindon has a high economic activity rate, with 85% of people between the ages of 16 and 65 economically active.
- Swindon's communications are excellent. Many of the companies relocating to Swindon in recent years did so to take advantage of the rail, road, air and sea connections and also the excellent telecommunications links.
- The average earnings of local workers are high, with the average household income well above the national level.
- Swindon has a highly productive manufacturing sector, with very high levels of investment and output.
- Swindon is especially strong in the high-tech and medium high-tech sectors. The proportion of people employed in high-tech or medium high-tech sectors in Swindon is twice as high as the national and regional averages.
- The cost of industrial and office properties is low and competitive, compared with most nearby business locations.
- Swindon has a high number of major national and international businesses with their head offices here.



Promoting additional investment in Swindon

Why is this a priority?

Manufacturing investment in Swindon is highly dependent on foreign investment and the motor-vehicle and electronic sectors. In the event of a downturn or relocation of either of these two sectors, the implications for the local economy would be severe, in terms of investment, output and employment.

Much of the future growth in employment will be in the service sector. It is therefore important to maintain and improve the productivity and competitiveness of the service sector and to attract new investment in modern high-value service businesses.

Our aim:

To ensure that the local economy is broadly based and that a wide range of jobs is available.

Evidence of our success will be:

- having 60,000 square metres of new business space completed each year
- creating 500 jobs from new inward investment each year
- relocating 20 companies annually
- maintaining the productivity of the service sector in the top 25% of competitive locations



Swindon has been tackling this through several initiatives, including the following:

- marketing campaign to increase new investment in the borough
- working with the private sector to provide new business space
- identifying the requirements of growth sectors, especially in the knowledge-based industries

Over the coming year, we will:

- launch a new campaign to promote inward investment.
- identify the requirement for new employment sites.
- create a positive image for Swindon as an attractive and competitive location for industry and commerce.
- provide resources for research and development.
- establish more effective working relationships between public- and private-sector organisations.

Over the next three years, we will:

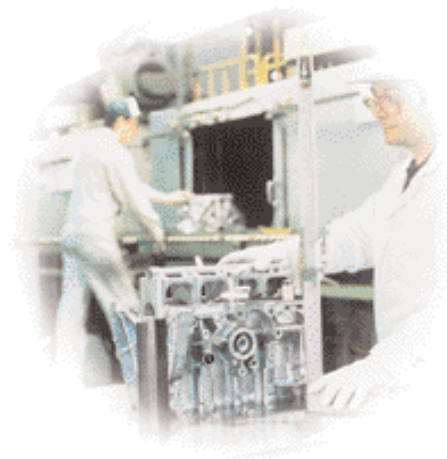
- provide new land for employment in the town centre and the Southern Development Area.
- secure investment in the development of employment land.
- promote office-based employment in the town centre.
- attract modern, high-value service-sector companies to the town.

For more information about this priority:

The New Swindon Company Regeneration Framework
Swindon Borough Council Corporate Plan
Swindon Borough Local Plan 2011, Revised Deposit Draft
Swindon Borough Council Asset Management Plan

Who will make this happen?

Chief Executive, Swindon Borough Council
Chief Executive, Swindon Chamber of Commerce and Industry
Chief Executive, The New Swindon Company
Director of Environment and Property, Swindon Borough Council



Supporting local companies

Why is this a priority?

As a major economic centre, Swindon is behind many of its competitors in the qualification attainment of its workforce. This needs addressing urgently by all education and training providers, to improve productivity, retain existing investment and create high-quality jobs.

It is predicted that much of the future growth in employment will be in innovative small- and medium-sized technology-based companies. However, the level of research and development activities in Swindon is comparatively low. It is, therefore, important that local companies be encouraged to innovate and that resources be available to support research and development.

To remain competitive in the global economy, many companies must develop export markets. However, the level of exports in Wiltshire and Swindon is low, by comparison with competitive locations along the M4 corridor.

Another factor in remaining competitive is to ensure that companies comply with trading regulations and are protected from the small minority of businesses which does not.

Our aim:

To help and encourage companies in Swindon to grow and to provide advice and information on the requirements of regulatory services.

Evidence of our success will be:

- increasing the proportion of the working-age population, by 2009, with NVQ 3 & 4 qualifications to above the UK average
- increasing, by 5% each year, the volume of exports from small- and medium-sized businesses in Swindon
- increasing, by 5% each year, the level of expenditure on research and development
- increasing, by 5% each year, the number of contacts from local industry for advice on public protection requirements

Swindon has been tackling this through several initiatives, including the following:

- establishing a business incubator centre at the Oakfield Centre campus of the University of Bath in Swindon
- running a local environmental business club to share best practice in improving environmental standards and developing environmental technologies
- providing economic information to support local economic policies and programmes
- managing the slowdown of parts of the local economy, particularly manufacturing, through working closely with companies and partner organisations and supporting workers from declining sectors
- promoting local purchasing, especially in the food and drink industries

Over the coming year, we will:

- promote the use of broadband technology through the Wiltshire and Swindon Smartplace programme.
- assist small- and medium-sized companies with the development of export markets.
- work with partners to improve and enhance skills within the local workforce.
- provide specific advice on regulatory issues, through workshops and seminars.

Over the next three years, we will:

- work jointly with business support organisations to develop an innovation strategy in Swindon.
- support the University of Bath in Swindon and other local organisations in bidding for funds for research and development.
- improve the competitiveness and environmental performance of companies in the area, by promoting innovation and the use of new technologies.

For more information about this priority:

Annual Plan 2004–2005, Learning and Skills Council Wiltshire and Swindon
Business Link Berkshire and Wiltshire Delivery Plan
Three-Year Adult Learning Plan
Swindon Borough Council Medium-Term Business Plan

Who will make this happen?

Chief Executive, Business Link Berkshire and Wiltshire
Chief Executive, Swindon Chamber of Commerce and Industry
Director of Cultural Change, Swindon Borough Council
Director of Environment and Property, Swindon Borough Council
Principal, New College
Principal, Swindon College
Vice Chancellor, Oxford Brookes University
Vice Chancellor, University of Bath
Vice Chancellor, University of the West of England



Promoting tourism and conferences

Why is this a priority?

Tourism is a growth industry. The number of jobs sustained by visitors to Swindon exceeds 3,000; this is set to increase. Swindon is an important centre for conferences, with excellent venues, especially for business events.

Swindon's railway heritage is attracting an increasing level of interest, and Lydiard Park will become a heritage site of national importance, following the restoration of the gardens.

Swindon's smaller towns and villages have the potential to attract more visitors, thereby supporting the maintenance of local services, such as village shops.

Our aim:

To promote Swindon as a destination for visitors and as a conference location.

Evidence of our success will be:

- increasing, by 5% each year, the number of jobs supported by tourists and visitors
- securing two new major investments in either hotels/conference venues or visitor attractions each year

Swindon has been tackling this through several initiatives, including the following:

- providing a high-quality tourist information service
- publishing a visitors' guide, a conference guide and an eating-out guide
- establishing cycling routes and rural trails





Over the coming year, we will:

- produce a new interactive Web site for tourism and conference promotion.
- establish on-line destination management at the Tourist Information Centre, linked to the national system.
- produce a new tourism strategy for Swindon, working with partners in the private sector and local authorities in Wiltshire.
- establish a 'Door Safe' scheme, so that all door staff employed in the leisure industry are trained, competent and accredited.

Over the next three years, we will:

- improve and expand the range of facilities and services for tourists and visitors in urban and rural areas.
- initiate a new campaign to promote Swindon's heritage sites as major tourist attractions.

For more information about this priority:

Swindon Borough Local Plan 2011, Revised Deposit Draft
Wiltshire and Swindon Tourism Strategy (in preparation)

Who will make this happen?

Chief Executive, The New Swindon Company
Director of Environment and Property, Swindon Borough Council

Supporting urban and rural regeneration

Why is this a priority?

Swindon is a relatively prosperous and economically successful town, with unemployment in Swindon generally relatively low. However, the inner urban area has higher levels of unemployment; the proportion of unemployment in Swindon which is long term is comparatively high.

High long-term unemployment indicates a skills mismatch problem in the local labour market. An accurate assessment of future skills requirements for Swindon will be required to support programmes of retraining for redundant workers.

Rural services, such as village shops and rural transport, need support to maintain the self-sufficiency and cohesion of rural communities. Employment in farming is declining, with farmers diversifying into new business activities.

Funds for environmental improvements, community facilities and social enterprises are needed in urban and rural areas.

Our aim:

To ensure that there are resources available to deliver our ambitious programme of local improvements.

Evidence of our success will be:

- reducing the level of long-term unemployment in deprived urban wards to 2% below the national average
- maintaining current levels of employment in the service sector in rural areas
- achieving five successful bids each year, to 2010, for improving the environment and services in rural areas
- achieving five successful bids each year, to 2010, for improving the environment and services in urban areas

Swindon has been tackling this through several initiatives, including the following:

- providing information and advice about European and other external funding opportunities
- developing neighbourhood renewal initiatives in Parks and East Walcot, as well as in Penhill
- bidding for funds to support regeneration in rural areas
- bidding for funds to the European Social Fund and the National Lottery

Over the coming year, we will:

- develop further bids for funds from:
 - Office of the Deputy Prime Minister
 - South West Regional Development Agency
 - The Countryside Agency
 - the European Union
 - The National Lottery
- encourage and support social enterprise in urban and rural areas.
- assist farmers with diversification into new business activities.

Over the next three years, we will:

- develop a more co-ordinated approach to bidding for external funds.
- continue to bid for new funds for priority projects, as opportunities arise.
- develop and implement planning policies to support urban and rural regeneration.

For more information about this priority:

Neighbourhood Renewal Strategy (due to be published December 2004)
Swindon Borough Council Corporate Plan
Swindon Borough Local Plan 2011, Revised Deposit Draft
The New Swindon Company Regeneration Framework

Who will make this happen?

Chief Executive, Swindon Borough Council
Chief Executive, The New Swindon Company
Councillors and Officers, town and parish councils
Director of Cultural Change, Swindon Borough Council
Director of Environment and Property, Swindon Borough Council
Social Enterprise Wiltshire



A place which values its environment and safeguards it for future generations

Objective:

To encourage people to live in ways which protect the quality of life for future generations and to work together to give the borough a national reputation of excellence for safeguarding and enhancing its environment.



Our priorities:

- **Inspiring and engaging everyone in improving our environment**

To ensure that the whole community understands why the environment is so important and is actively engaged in doing its bit.



- **Protecting, maintaining and enhancing our natural environment and open spaces**

To ensure that future generations are able to enjoy a richer and more diverse natural environment than we do today.



- **Providing a transport system for the people of the borough which meets their social, economic and environmental needs**

To limit the effects of the predicted increase in traffic levels in the borough.



- **Providing a clean, safe, accessible and attractive street environment for residents and visitors to the borough**

To co-ordinate action to provide attractive and safe environments in the town centre, residential and rural areas of which everyone can be proud and for which everyone will want to care.



- **Improving our use of resources to limit all forms of pollution to land, water and air**

To reduce the impact which human activities have on our precious environment.



Key facts about this theme

- The temperature in central England has risen by almost 1°C over the last century, with the 1990s the warmest decade in central England since records began.
- Each person in the borough produces 385kg of waste every year.
- Homes in the borough produce enough waste to fill the David Murray John building every six months.
- The borough has 88 wildlife sites, 12 Sites of Special Scientific Interest (SSSIs) and four nature reserves.
- The borough is situated at the heart of the Great Western Community Forest.
- Of those travelling to work, 59% of Swindon people do so as a car-driver, compared with 55% for the whole of England.
- Trips taking children to school make up nearly one in five of all car journeys.
- Carbon dioxide is released into the atmosphere as a result of using energy to run our homes. Every household in the borough creates around six tonnes of carbon dioxide every year – enough to fill six hot-air balloons ten metres in diameter.
- The North Wessex Downs Area of Outstanding Natural Beauty (AONB) is situated in the south of the borough.



Inspiring and engaging everyone in improving our environment

Why is this a priority?

Our environment is changing – population is increasing, natural resources are rapidly disappearing and climate change is happening. If we care about our fragile planet and want to give our children and grandchildren the future which they deserve, we all need to understand the challenges and rewards of protecting our environment and must modify our lives and activities now.

Our aim:

To ensure that the whole community understands why the environment is so important and is actively engaged in doing its bit.

Evidence of our success will be:

- reducing, by 2006, the amount of land-filled waste produced by each resident in the borough, from 385kg in 2002/03 to 300kg
- ensuring, by 2006, that at least 20 major businesses in the town have 'green' travel plans
- enabling community groups to get at least 10 new projects under way each year, to protect the environment and work with the media to promote them
- making sure that, within five years, every business and every person living or working in the borough will do at least one thing differently to help the environment
- increasing, by 2007, the number of applications for Quality of Life awards from 18 (2003) to 40
- having a minimum of 10 schools, by 2006, with the Eco Schools 'Green Flag'
- becoming, by 2006, the first 'Fairtrade' borough in the UK
- producing, by December 2005, a climate-change strategy for the borough

Swindon has been tackling this through several initiatives, including the following:

- Swindon Services has increased the facilities and opportunities for domestic recycling, including a kerbside collection for over 27,000 homes
- Swindon Chamber of Commerce and Industry has produced a report called 'Travel to Work Patterns', in order to find ways to lower the number of workers travelling into the town each day by car
- the council has provided £500 grants to over 20 community groups to start projects which improve quality of life and the local environment (2001–2003)
- local communities have been adopting public open space and managing it for people and wildlife for 17 years, including examples such as Peatmoor, the Quarry Wildlife Garden and Seven Fields
- over £256,000 has been awarded by the New Opportunities Fund to finance several community-led, community-based environmental projects in two areas of the borough

- partners from the private sector have generously sponsored the Quality of Life awards for the last two years
- a directory of 'expertise' has been circulated to all schools, giving details of local organisations able and willing to support pupils and staff in their efforts to become an 'Eco School'
- the Swindon 'Fairtrade' Coalition has been established

Over the coming year, we will:

- introduce garden waste collections for a minimum of 4,000 homes.
- hold a 'Green Travel' seminar for local businesses to promote best practice from around the UK.
- promote and implement a new community-based energy-efficiency project called 'Switch-On Swindon!'
- encourage a minimum of 20 additional outlets to stock and sell 'Fairtrade' products.
- hold a schools 'Earth Summit' at a local venue, to involve 250 students in environmental activities as part of their school curriculum.
- help local organisations to identify and bid for funding from various sources for environmental projects which will improve the quality of life locally.
- develop various ways of providing clear information about our environment, advertise environmental events and promote best practice.

Over the next three years, we will:

- identify and implement appropriate schemes (using examples of best practice from larger organisations) to minimise waste from the borough's smaller businesses.
- ensure that the local energy-efficiency advice centre (Warm Hearted Homes) is able to continue to provide free, impartial advice to householders.
- gain accreditation from the 'Fairtrade' foundation to become the UK's first 'Fairtrade' borough.
- develop and support two further school Earth Summits.
- produce and begin implementing a climate-change strategy.
- ensure that environmental projects, financed by the New Opportunities Fund, are completed.

For more information about this priority:

Local Agenda 21 Strategy 'Seeds of Change'
 Local Transport Plan 2001–2006
 Wiltshire and Swindon Waste Local Plan 2011

Who will make this happen?

Everyone, including you!



Protecting, maintaining and enhancing our natural environment and open spaces

Why is this a priority?

The protection, conservation and improvement of our natural environment are vital to maintaining and improving the quality of life for all of those who live and work in the borough and beyond. We all depend on the natural environment to provide our basic human needs: clean air, water, soil, stable climate, health and well-being.

The 'added value' which the natural environment can give to everybody's quality of life cannot be underestimated. In today's increasingly stressful and hectic society, enjoyment of the natural environment can bring relief from daily pressures. The environment and the rich variety of plants and animals (biodiversity) which it contains are becoming of greater importance. In addition, a good-quality environment will have major economic benefits for the borough, encouraging more people to live and work in the area.

Our aim:

To ensure that future generations are able to enjoy a richer and more diverse natural environment than we do today.

Evidence of our success will be:

- publishing a Swindon Biodiversity Action Plan (BAP) in 2005
- ensuring that actions and targets contained within the BAP are delivered
- holding at least 200 events annually to secure involvement in the Community Forest, BAP and other environmental projects in the borough
- providing support and advice to at least 100 farmers and/or landowners, over the next three years, in managing land for environmental benefit
- ensuring that everyone lives within 300m (ten minutes' walk) of managed green space which is improving for wildlife
- preparing, adopting and taking appropriate action to begin implementation of the North Wessex Downs Area of Outstanding Natural Beauty Management Plan during 2004

Swindon has been tackling this through several initiatives, including the following:

- providing community-based programmes which actively involve local people in the management of their open spaces; local examples include Peatmoor Community Woodland, Penhill Community Orchard, Rodbourne Green and Seven Fields Conservation
- carrying out regular water-quality-monitoring and water-pollution-prevention campaigns by the Environment Agency (Wildlife Trust River Monitoring Programme), to include education and increased awareness of environmental issues
- enforcing environmental legislation
- restoration and improvement projects, such as the work along the Hreod Burna, Penhill Community Orchard and Rivermead
- Great Western Community Forest Festival, attracting over 5,000 visitors each year

Over the coming year, we will:

- launch the Swindon BAP.
- seek funding to promote a year-long project entitled 'Life: A Celebration Of Biodiversity'; numerous events are proposed which will help our communities to understand the link between biodiversity and the quality of life.
- involve communities in the monitoring of the natural environment, including surveys of hedgerows and species – Wiltshire Wildlife Trust has planned various projects.
- improve lake habitats through a targeted programme of one lake each year.
- remove the contaminated sediment and reprofile the Hreod Burna channel.

Over the next three years, we will:

- implement, monitor and review the Swindon BAP.
- work with three Swindon schools to fully realise the potential of school woodlands for outdoor education and activity. This includes the development of 'forest schools' activity clubs and 'forest story sacks' by the Great Western Community Forest.
- publicise the results of the Swindon hedgerow survey and the biodiversity indicators project which can be used to monitor future changes in the natural environment.
- implement wetland restoration on a 1.2km stretch of the River Ray at Rivermead.
- participate in the North Wessex Downs Partnership to implement a management plan for the Area of Outstanding Natural Beauty in the borough.
- run a variety of education programmes to increase the level of knowledge and activities to protect our water environment.
- set up partnerships to improve the borough's rivers, streams and lakes for wildlife.
- maintain the tradition in the borough of communities taking practical action to improve their local environment.

For more information about this priority:

Great Western Community Forest Plan 2002–2007

Local Agenda 21 Strategy 'Seeds of Change'

National Air Quality Strategy

North Wessex Downs Area of Outstanding Natural Beauty Management Plan

Parks and Green Spaces Strategy (to be published in 2004/05)

Swindon Biodiversity Action Plan (to be published in 2005)

Who will make this happen?

Director of Cultural Change, Swindon Borough Council

Director of Swindon Services, Swindon Borough Council

Director, Great Western Community Forest

Director, North Wessex Downs Council of Partners

Director, Wiltshire Wildlife Trust

Environment Agency

Providing a transport system for the people of the borough which meets their social, economic and environmental needs

Why is this a priority?

Traffic in the borough is predicted to increase by 19% between 2001 and 2011, a figure well above the national average of 12%. This level of growth would lead to more congestion, increased road accidents, poorer air quality, reduced reliability of bus services and longer journey times.

Emissions from vehicles also contribute to climate change. More environmentally friendly forms of travel, such as walking and cycling, are generally healthier and better for the environment. However, a recent study has shown that, owing to their poor condition, pathways and cycle ways are not used by many people. In addition, a poor transport system will mean that many members of our community will not be able to get where they want to be or access the services which they need.

Our aim:

To limit the effects of the predicted increase in traffic levels in the borough.

Evidence of our success will be:

- having two more Park and Ride sites by 2007
- completing the Swindon urban cycle and pedestrian network by 2007
- slowing by 16% the forecast rate, between 1999 and 2006, of the borough's traffic growth in the morning peak
- reducing, by 2005, the killed and serious injury casualty levels to 63 or fewer
- increasing (from 21,000 [1999/00] to over 25,000), by 2006, the number of bus passengers to Swindon town centre
- getting 80% of primary school pupils, by 2011, travelling to school on foot, cycling or by bus
- increasing (from 100,000 [1999/00] to 500,000), by 2006, the number of Park and Ride users
- increasing by 20%, by 2006, the number of rail passengers using Swindon station

Swindon has been tackling this through several initiatives, including the following:

- improving, through bus lanes, the reliability, punctuality and journey times for bus passengers, with new, greener buses, resulting in fewer emissions
- continuing the replacement, by bus operators, of their fleet with low-floor buses
- operating two Park and Ride sites to the north and south of the town
- completing the urban cycle network
- increasing cycle-parking facilities and publishing new cycle maps to encourage more people to cycle
- 'Safer Routes to School' has resulted in several measures in various schools to encourage pupils to travel safely to school on foot or by bicycle
- improved maintenance and lighting measures along pedestrian routes
- opening a fourth platform at Swindon station

Over the coming year, we will:

- construct the Commonhead Park and Ride site.
- make it easier to get on buses, by providing better access to bus stops, hard standings and bus 'boarders'.
- continue the improvements to the bus station.
- complete the bus-to-railway station link.
- continue to develop and expand the urban cycle and pedestrian network.
- provide more puffin and toucan crossings.
- provide more motorcycle parking in the town centre.
- progress the 'Safer Routes to School' challenge awards.



Over the next three years, we will:

- review the Swindon Local Transport Plan.
- submit a bid to central government for the highway scheme: Purton Road to Great Western Way.
- open Swindon's fourth Park and Ride site.
- complete the eight current bus priority corridors.
- provide the first phase of a real-time passenger-information system.
- finalise the strategy for the refurbishment/replacement of the bus station.
- provide additional taxi rank facilities in the town.
- complete the proposed principal road and bridge improvement programmes.
- complete the Swindon urban cycle and pedestrian network.
- continue to implement the 'Safer Routes to School' initiatives.
- continue to promote school and business travel plans.

For more information about this priority:

Local Agenda 21 Strategy 'Seeds of Change'
Local Transport Plan 2001–2006

Who will make this happen?

Director of Cultural Change, Swindon Borough Council
Director of Environment and Property, Swindon Borough Council

Providing a clean, safe, accessible and attractive street environment for residents and visitors to the borough

Why is this a priority?

Our communities have told us that they are concerned about the street environment. Improving the appearance of streets, with innovative design strategies, will have a positive effect on people's perception of Swindon and encourage both residents and businesses to value and respect their local area.

Our aim:

To co-ordinate action to provide attractive and safe environments in the town centre, residential and rural areas of which everyone can be proud and for which everyone will want to care.

Evidence of our success will be:

- creating a forum, by 2006, which pulls together all of the expertise required to develop and implement a co-ordinated strategy and action plan for an enhanced street environment
- meeting, by 2004, the published government standard (BVPI 119) for the cleanliness of the borough's streets
- improving and regularly maintaining the quality of street furniture, by 2005, to a set and published standard
- giving greater focus to utility companies' work which has an impact on the borough
- identifying and removing, by 2010, town-centre barriers to accessibility, for all sections of the community
- encouraging and increasing, by 2006, public participation in maintaining and improving the local street environment
- drawing more people onto the streets, by 2005, in response to improvement measures and providing at least ten street events each year
- achieving a quantifiable reduction in dog-fouling in our parks and open spaces

Swindon has been tackling this through several initiatives, including the following:

- removing 1,200 abandoned vehicles from our streets in 2003
- involving local schools in the 2003 'Bin it' campaign
- delivering an ongoing programme to improve the maintenance and lighting of pathways, the maintenance of dropped kerbs, traffic-calming and 20mph zones in residential areas
- providing over 300 'dog waste bins', emptied at least once weekly
- achieving the Safer Shopping Award in 2003
- creating an Alcohol Tolerance Zone in the town centre in 2002



Over the coming year, we will:

- bid to secure European and government funding for a pilot 'Streets for Living' project.
- develop and facilitate a forum to create and publish a Street Environment Strategy and action plan, incorporating identified public priorities and integrated service delivery.
- raise the profile of enforcement in the street environment, including the use of Antisocial Behaviour Orders.
- promote, to the school community, those aspects of citizenship which relate to the street environment, including a new 'Bin it' campaign.
- identify barriers to accessibility throughout the borough and address this within the Street Environment Strategy.
- develop a dialogue and relationship with the utility companies.
- explore and identify opportunities to improve the street environment, through contributions from developers.
- organise or enable at least ten street events.

Over the next three years, we will:

- create a Street Environment Charter.
- progress the priority issues of the strategy which have been identified as being of most importance.
- publish high-quality supplementary planning guidance in respect of 'streetscape'.
- seek funding opportunities to progress the strategy, including campaigning for any required changes in the law.
- develop and implement the programme of change, if the funding bid has been successful, for the 'Streets for Living' pilot.
- measure performance and improve service quality.
- undertake regular and effective consultation, communication and participation exercises with the public.

For more information about this priority:

Draft Municipal Waste Strategy 2003–2006

Who will make this happen?

Director of Environment and Property, Swindon Borough Council
Director of Swindon Services, Swindon Borough Council

Improving our use of resources to limit all forms of pollution to land, water and air

Why is this a priority?

A more sustainable approach to the use of resources will not only improve our local environment, but also help to address the wider environmental issues, such as climate change. For example, reducing waste and increasing recycling will help to preserve natural resources. Likewise, improved energy efficiency results in the use of less fossil fuel (coal, gas and oil), decreased pollution, increased comfort and direct money-savings.

Our aim:

To reduce the impact which human activities have on our precious environment.

Evidence of our success will be:

- diverting, by 2006, 36% of borough household waste away from landfill
- composting 12.2% green waste by 2005
- recovering the value from 36% of household waste by 2006
- reducing carbon dioxide emissions by 20% by 2010 (Kyoto Agreement)
- improving the energy efficiency of residential accommodation across the borough by 30% by 2010

Swindon has been tackling this through several initiatives, including the following:

- the council is unique among local authorities in the UK for investing in new fridge recycling technology
- trial collections of garden waste for composting
- 'Leaves' – a community-led local waste-paper-collection service
- 'Say Recycle' – a schools' education project, reaching approximately 5,000 children, being led by Wiltshire Wildlife Trust, in partnership with Swindon Services
- Warm Hearted Homes provides free, impartial energy-efficiency advice and information on energy-efficiency grants for residents of the borough
- Home Repair Assistance (HRA) grants are available from the council for installation of energy-saving measures for eligible householders
- the council is investing in gas-powered vehicles to reduce emissions

Over the coming year, we will:

- continue the expansion of collection rounds for recyclables and the range of materials collected.
- commission a new improved recycling centre, upon relocation of Swindon Services.
- plan a waste-sorting facility.
- undertake further education projects in schools and communities.
- secure more funding from gas and electricity suppliers for HRA grants.
- undertake a feasibility study to identify opportunities for renewable energy projects in the borough.
- demonstrate continued improvements in domestic energy efficiency, through an annual Home Energy Conservation Act (HECA) monitoring process.

Over the next three years, we will:

- develop further kerbside collection of dry recyclables.
- increase collections of garden waste.
- review the technologies available for the treatment of waste, to include plastics.
- open a waste-sorting facility, so that segregated collected recyclables can be further sorted.
- continue to investigate opportunities to support the use of renewable energy technology in the borough.

For more information about this priority:

Annual Air Quality Assessment
Contaminated Land Strategy
Local Agenda 21 Strategy 'Seeds of Change'
Local Transport Plan 2001–2006
Wiltshire and Swindon Waste Local Plan 2011

Who will make this happen?

Director of Cultural Change, Swindon Borough Council
Director of Environment and Property, Swindon Borough Council
Director of Swindon Services, Swindon Borough Council
Environment Agency



A healthy and caring place

Objective:

To ensure that people in Swindon live longer, healthier lives.



Our priorities:

- **Promoting healthy living and reducing health inequalities**



To address the underlying factors which influence health, to prevent illness, promote health and provide effective treatment and care.

- **Developing an equal and inclusive future for our children and young people**



To support and protect children, young people and their families, particularly when vulnerable, so that they can develop and participate, as fully as possible, in the future and make a successful transition into adulthood.

- **Working with adults who need support**



To improve the quality of life, independence and dignity of older people, adults with physical or learning disabilities and those with mental health problems.



Key facts about this theme

- There is an unequal distribution of health and wealth across the borough, with five wards being in the top 25% of England's most deprived areas.
- The death rate in the borough for all diseases is similar to that nationally, but the deprived wards have a higher rate than expected, compared with other wards.
- Those living in Parks, Penhill and East Walcot are most likely to:
 - be unemployed.
 - describe their health as not good.
 - have fewer professional and educational qualifications.
 - have higher rates of teenage pregnancy.
 - not have central heating in their home.
 - not own a car.
- There are higher rates of malignant melanoma (skin cancer) in men in the borough, compared with those in the southwest of England.
- The borough's death rate from lung cancer is the highest in Wiltshire. However, the numbers are small.
- A quarter of the borough's year-10 pupils (14- to 15-year-olds) regularly smoke once a week.
- The coronary heart disease death rate in women under 75 in the borough is markedly higher than that for England. In men, it is similar.
- Teenage conception rates in the borough remain higher than the national average.
- There is a rising rate of sexually transmitted infections in the borough, similar to that nationally.
- Under 10% of looked-after children achieve five GCSEs at grades A*–C, compared with nearly 50% of the rest of Swindon's children.
- The number of people over 65 in the borough is set to rise by another 4,000 by 2011, of whom 1,500 will be over 75.
- The borough has been designated as a dispersal area for asylum-seekers for 250 people over the next two years.
- At the end of February 2004, there were 857 homeless households in temporary accommodation in the borough.



Promoting healthy living and reducing health inequalities

Why is this a priority?

Improving health and helping people to live a longer, healthier life involves addressing a range of conditions which affects health, including things such as diet, exercise, smoking and misusing drugs and alcohol. An individual's living conditions and the environment in which he/she lives can also affect health. This includes the accessibility of local health services, easy availability of healthy foods and affordable heating in homes.

However, these opportunities to improve health do not extend to the whole population, with the gap in health between the most and the least well-off continuing to widen. Reasons for differences in health are often avoidable and unjust.

We will encourage people to take responsibility for their own health, while creating opportunities for better access to services, material resources and lifestyle prospects for the whole population, but especially for people and groups living in disadvantaged areas.

Our aim:

To address the underlying factors which influence health, to prevent illness, promote health and provide effective treatment and care.

Evidence of our success will be:

- improving housing conditions, employment opportunities, welfare benefit take-up, educational attainment and transport to improve health
- developing programmes to address the needs of vulnerable people
- improving standards of health care for those with heart problems, cancer and diabetes
- increasing the level of compliance with environmental public health requirements
- offering more choice of where health services will be provided
- reducing waiting times to access health care services
- improving access to healthy foods, weight-management support and physical activity programmes
- reducing the number of sexually transmitted infections
- reducing the number of those who smoke

Swindon has been tackling this through several initiatives, including the following:

- setting up family support programmes
- developing programmes, such as 'Warm Hearted Homes', so that people can heat their homes properly
- setting up the Walk-in Centre
- enabling people to see a health worker within 24 hours and a GP within 48 hours
- improving access to treatment, following diagnosis of cancer
- improving access to cardiac services, by helping people to stop smoking and running blood-pressure-screening campaigns
- launching the NHS Smoking Cessation Service
- supporting the development of 'Breakfast' clubs in schools
- working with dieticians to improve the food provided in schools and care homes
- supporting 709 people to stop smoking for more than four weeks
- developing a joint appointment of a Director of Public Health across Swindon Borough Council and Swindon Primary Care Trust

Over the coming year, we will:

- increase support for childcare and improve training opportunities for parents in the Sure Start project.
- develop the Swindon Local Transport Plan.
- identify the health needs of black and minority ethnic groups, including asylum-seekers, those with learning disabilities and/or mental health problems and homeless people.
- improve access to the welfare benefits to which people are entitled.
- improve the number of homes which are heated well.
- introduce breast-screening for all women aged 65–70 years.
- introduce a specialist NHS service to reduce the number of people smoking.
- concentrate on improving health & safety in residential homes, main shopping precincts, DIY outlets and builders' merchants.
- develop a local plan to increase choice and access to health services.
- increase the number of physical activity programmes in Swindon.
- improve access to weight-management clinics in the community.
- increase access to sexual health services and introduce a Chlamydia-screening programme.
- meet the 70% uptake target for influenza immunisation.

Over the next three years, we will:

- improve health through implementing the Neighbourhood Renewal Strategy.
- implement the Swindon Local Transport Plan.
- improve access to information, develop interpretation and translation services and produce culturally sensitive literature.
- improve access to public services for black and minority ethnic groups, including asylum-seekers, those with learning disabilities and/or mental health problems and homeless people.
- increase the participation of drug users in treatment programmes.
- launch a borough-wide policy to reduce the risk of skin cancer.
- introduce Smoke-Free Swindon.
- develop literacy and numeracy for health and social care staff.

For more information about this priority:

National Service Framework for Coronary Heart Disease
National Service Framework for Diabetes
Neighbourhood Renewal Strategy (due to be published by December 2004)
Sure Start local programme action plan
The National Cancer Plan
The National Sexual Health Implementation Plan
Local Transport Plan 2001–2006

Who will make this happen?

Chief Executive, Swindon and Marlborough NHS Trust
Chief Executive, Swindon Primary Care Trust
Director of Cultural Change, Swindon Borough Council
Director of Public Health, Swindon Primary Care Trust & Swindon Borough Council
Director of Social Services, Swindon Borough Council

Developing an equal and inclusive future for our children and young people

Why is this a priority?

Children are our future and are often the most vulnerable members of society. Tackling child disadvantage, by supporting parents and families, will improve children's life chances and their life expectancy. We will work together to keep children safe and secure in the community in which they live.

We will work in partnership, to ensure that children and young people are well nourished, have access to leisure facilities, live in quality housing, receive good education & training and have reasonable job prospects, with access to economic security.

Our aim:

To support and protect children, young people and their families, particularly when vulnerable, so that they can develop and participate, as fully as possible, in the future and make a successful transition into adulthood.

Evidence of our success will be:

- reducing the proportion of children from minority ethnic groups among looked-after children and improve stability for all looked-after children
- improving support for child development, through learning from and rolling out the principles of the Sure Start local programme and Children's Centres
- implementing the National Service Framework for Children, 'Getting the Right Start'
- providing support for the 'Excellence in Schools Programme'
- continuing to implement the Teenage Pregnancy Strategy and action plan
- setting up support programmes to reduce the levels of smoking in pregnancy and among children
- increasing the level of involvement and decision-making by children and young people in developing services through better consultation
- contributing to the targeted schemes of the Children's Fund and Connexions programmes for children aged 5–19 years

Swindon has been tackling this through several initiatives, including the following:

- developing services for children with disabilities and better integrated services for all children
- developing Swindon's Connexions Service to help children aged 13–19 years into education and training
- developing the National Healthy Schools programme
- having a health liaison officer and education adviser to support looked-after children and reduce the number of times which children move placements
- extending the Sure Start local programme in Penhill and Pinehurst to all families with a new-born baby and linking with the Children's Fund and Children's Centres
- developing a local Child and Adolescent Mental Health Strategy group for local service development
- developing the Swindon Teenage Pregnancy Partnership Board and Teenage Pregnancy Action Plan
- developing a Trading Standards Strategy to reduce sales of alcohol and cigarettes to those young people who are under age
- all agencies having a plan to meet the recommendations of the Victoria Climbié Inquiry Report

Over the coming year, we will:

- implement the Children's Fund proposals for working with young people displaying antisocial behaviour.
- ensure that 20% of children with disabilities are known by all relevant agencies and have a named key worker.
- ensure that all schools with more than 20% free school meals are supported to participate in the National Healthy Schools Standard.
- improve the method used for health assessments for looked-after children.
- develop the Baby Friendly initiative to promote breast feeding.
- expand the in-patient adolescent unit at Marlborough House from six to twelve beds.
- develop work to support young mothers, vulnerable boys and young men, through the Teenage Pregnancy Strategy.
- implement policies to reduce the levels of smoking among children and develop training for Personal Social and Health Education in schools.
- pilot health information and advice for children, young people and their families.
- meet all of the recommendations from the Victoria Climbié Inquiry Report, in order to develop child-protection policies.
- pilot better information-sharing, among agencies, of Swindon residents' care needs, to improve the provision of seamless care and support.

Over the next three years, we will:

- improve the number of looked-after children who are adopted or have a secure foster placement.
- develop Children's Centres to support families and their children in the community.
- co-ordinate public participation (including children and young people) across all interested agencies.
- ensure that all services for young people are of a high quality.
- integrate services for children and young people, learning from experience nationally.
- develop and implement a comprehensive Child and Mental Health service, including mental health promotion and early intervention in psychosis.
- review the effectiveness of sexual health outreach work in preventing second teenage pregnancies.
- undertake a Schools Education Unit survey of health-related behaviour and develop health action plans from the results.
- improve childcare places to support parents into employment.
- improve the number of 5- to 16-year-olds involved in PE and school sports.

For more information about this priority:

Children and Young People's Strategic Plan
Children's Bill, Every Child Matters
National Service Framework for Children

Who will make this happen?

Chief Executive, Avon and Wiltshire Mental Health NHS Trust
Chief Executive, Swindon Primary Care Trust
Director of Education, Swindon Borough Council
Director of Social Services, Swindon Borough Council

Working with adults who need support

Why is this a priority?

Certain groups of people are more vulnerable than others. This may be due to age; personal circumstances, such as homelessness; certain conditions, such as mental illness; belonging to a black or minority ethnic group.

Improvements to the quality of life of older people, adults with physical or learning disabilities and those with mental health problems will increase their independence and life expectancy. We also need to increase the amount of support for those who care for others and to ensure that there are real choices and quality services.

Our aim:

To improve the quality of life, independence and dignity of older people, adults with physical or learning disabilities and those with mental health problems.

Evidence of our success will be:

- ensuring that people do not have to stay in hospital, once they are ready to leave
- increasing to 80 per 1,000, by 2005, the number of older people supported at home by Social Services
- increasing the support for people with learning disabilities in the community
- increasing the availability, quality and range of short-break services
- ensuring that all of Swindon's residential care homes, nursing homes and home care services meet the 2007 national standards of quality
- fully implementing the National Service Framework for Mental Health
- fully implementing the National Service Framework for Older People

Swindon has been tackling this through several initiatives, including the following:

- developing seated exercise programmes for residents in sheltered and supported housing
- developing 'Rise and Shine', a 13-week exercise programme for older people
- offering influenza vaccinations to all of those over 65 years of age
- developing and supporting a Primary Care counselling service



Over the coming year, we will:

- reduce the delayed discharges from hospital and invest further in community services to prevent admission and speed up discharge.
- open at least one new extra-care housing scheme for older people in the borough.
- introduce a single Health and Social Services assessment for older people.
- start the procurement of additional residential places for older people, especially those with mental health problems.
- start the procurement for the re-provision of day centres for older people, those with learning disabilities and those with physical disabilities.
- ensure, by December 2004, that community equipment for those in their own homes is assessed and delivered within the new standards.
- prepare a new Supporting People Strategy to steer the development of supported housing in the borough.
- agree on a plan to modernise specialist and community-based services for those with learning disabilities.
- start a specialist domiciliary service to support those with dementia.
- develop a mental health promotion strategy.
- agree on further closer work between the council and the NHS.

Over the next three years, we will:

- open at least one new extra-care housing scheme, each year, for older people.
- reduce the number of people with a learning disability who are living in residential or nursing homes.
- modernise the day activity services for those with learning disabilities.
- include users and carers more in developing services and increase support for carers.
- re-provide residential and nursing home care, so that it meets the National Care Standards and so that there is sufficient capacity for the people of Swindon.
- extend the specialist support for those with dementia, so that it is accessible across the borough.
- improve access to mental health services by reducing stigma.

For more information about this priority:

National Service Framework for Mental Health
National Service Framework for Older People
Supporting People Strategy 2003–2004

Who will make this happen?

Chief Executive, Avon and Wiltshire Mental Health NHS Trust
Chief Executive, Swindon and Marlborough NHS Trust
Chief Executive, Swindon Primary Care Trust
Director of Social Services, Swindon Borough Council

A learning and creative place

Objective:

To make learning, cultural and creative activities accessible to our citizens throughout their life, so that everyone can be proud of his/her achievements in the social, economic, cultural, spiritual and political life of the community.



Our priorities:

- **Promoting the cultural life of the borough**

To build a real sense of community identity and active citizenship, so that people enjoy spending time in Swindon and have interesting and exciting ways to spend their leisure.



- **Providing life-long learning in Swindon**

To work in partnership to make Swindon an excellent and stimulating place to learn for all of Swindon's citizens throughout their life.



- **Providing high-quality education**

To ensure that every child and young person receives the support and challenge which he/she needs to be successful in his/her learning.



Key facts about this theme

- Three major universities have established a presence in Swindon to provide higher education: Oxford Brookes University; University of Bath; University of the West of England.
- Swindon has 75 primary schools, nine secondary schools and two further education colleges.
- There are 18 libraries and four museums and heritage sites.
- Swindon has a range of historic sites and structures which reflects almost every period of human history, from the Bronze Age to the present.
- There are 10 sports and leisure centres, two 18-hole golf courses, seven town and country parks and 230 sports pitches in the borough. There are 21 corporate or private health and fitness centres.
- Swindon has an enthusiastically supported second-division football club.
- The Wyvern is the main theatre of the town. It has 617 seats. The Arts Centre complements this as a 200-seat venue in Old Town.
- Swindon has acclaimed dance, art and leisure facilities, plus a well-established and nationally recognised Festival of Literature.
- cre8 studio, the media centre in Swindon, has regional status and was the first of its kind in Britain.
- Swindon has a strong history of community involvement in a wide range of arts activities.
- The Swindon Learning Partnership provides a good-quality service for adults and local people in the community and was recently recognised as such by external assessment.



Promoting the cultural life of the borough

We consider the cultural identity and the development and participation of people in cultural activity to be equal in importance with other core activities. While the term 'culture' is used to include art, museums & heritage, sport, parks & recreation and library services, we also believe culture to include an understanding of how people get to be who they are.

Culture embraces all of those activities which help to achieve improvement, both in the quality of people's life and the way in which they think and feel about the place where they live. These activities add to a sense of belonging for those living in Swindon and attract visitors to the town. Culture is vital to both our economy and people's self-confidence.

Why is this a priority?

Culture is important to everyone's life, as it promotes well-being and improves quality of life. It offers opportunities for people to develop skills and talents, have fun and gain fulfilment. It can build confidence, provide a sense of local identity and self-worth and can contribute directly to economic prosperity.

Our aim:

To build a real sense of community identity and active citizenship, so that people enjoy spending time in Swindon and have interesting and exciting ways to spend their leisure.

Evidence of our success will be:

- increasing the number of visits to libraries
- increasing, by 2005, users' satisfaction in libraries, from 93% to 95%
- increasing, by 2006, the percentage of those participating in sport and physical activities, from 30% to 36%
- establishing, by December 2004, a Cultural Partnership and an Arts Forum
- restoring Lydiard Park

Swindon has been tackling this through several initiatives, including the following:

- working with English Heritage and the Countryside Agency to establish The Lydiard Park Project
- an event to recognise Holocaust Memorial Day
- new libraries at north Swindon and Highworth
- a range of events and festivals, including Black History month, World Music and the Mela
- premiering new dance work through Swindon Dance
- holding the annual Festival of Literature



Over the coming year, we will:

- develop plans for a new library, museum and art gallery in Swindon centre.
- set up a cultural partnership, forum and network for feedback and debate on cultural issues.
- promote the Wyvern Theatre, under its new contract, as a quality cultural venue.
- launch ‘artsmad’: a youth arts and arts-education-development project.
- initiate the first phase of The Lydiard Park Project with our national partners.
- develop a Sports Pitch Strategy.
- examine and build on the good work done by libraries and community centres to provide more locally based activities.
- design a play area in Faringdon Road Park.
- review the use of community buildings and work with partners to develop underused facilities.

Over the next three years, we will:

- start development of a new library, museum and art gallery in Swindon centre.
- start work on a lively cultural centre in Swindon, planning in partnership.
- develop Swindon’s role with partners in the Great Western World Heritage site.
- undertake the restoration of the historic landscape at Lydiard Park.
- continue to link closely with other services, particularly schools, colleges and youth organisations.
- identify and pursue opportunities for public funding and investment in the cultural sector.
- provide a balance of town centre, rural and neighbourhood activities.
- identify neighbourhood needs and incorporate these into arts, cultural, sports and physical activity plans for all ages.
- promote awareness of cultural diversity in Swindon.
- continue to develop and provide high-quality literary and cultural events.
- undertake a re-evaluation of the heritage sites in the borough to better inform public understanding and involvement with the past.
- research the potential of unused or underused borough buildings to support local people, artists and other organisations.

For more information about this priority:

Annual Library Position Statement
Recreation Strategy
Swindon United 2002–2005
The Cultural and Leisure Strategy 2003–2013

Who will make this happen?

Chief Executive, Swindon Borough Council
Director of Swindon Services, Swindon Borough Council

Providing life-long learning in Swindon

Why is this a priority?

Swindon is a thriving economic area which has a high demand for a trained and flexible workforce. We need to increase up-take of work-based training, improve on the level of participation in learning for all young people leaving school, build on the quality of Further Education provision and build better access to Higher Education. Along with many communities in the UK, there are many people in Swindon experiencing difficulties with basic English and mathematics. We need to improve adult learning provision in the workplace and community, so that all individuals are included in the prosperity of the town.

Our aim:

To work in partnership to make Swindon an excellent and stimulating place in which to learn, for all of Swindon's citizens throughout their life.



Evidence of our success will be:

- engaging, by 2004/05, 80% of 16- to 18-year-olds in structured learning
- raising, by 2006/07, the basic literacy and numeracy level of 16,000 adults
- engaging, by 2005, an additional 700 employers in employment-related learning
- achieving a participation rate of 4% of adults, placing Swindon in the top quarter nationally for adult and community learning
- achieving an 85% learner satisfaction rating for adult and community courses
- completing, by July 2006, a comprehensive review of our Disability Discrimination Act compliance, on venues for adult and community learning

Swindon has been tackling this through several initiatives, including the following:

- introducing 'Free2Learn' funding for employers
- securing funding for deprived communities to develop a learning ambassador programme
- supporting education and training providers to achieve high-quality provision
- supporting consistency of provision of adult education services through the Swindon Learning Partnership
- developing a wide range of family learning and family literacy and numeracy programmes
- managing direct provision for information, advice and guidance services
- rebuilding New College

Over the coming year, we will:

- develop learning opportunities to meet the needs of all young people, including developing a 14–19 vocational learning centre in Swindon.
- develop initiatives to attract into learning more people with literacy and numeracy needs.
- work with employers through initiatives such as 'Free2Learn', to train employed people with basic and work-related skills needs.
- maintain a thriving adult and community education service, reaching urban, rural and minority ethnic groups.
- concentrate resources on the most deprived wards in Swindon, to promote family and community learning.
- build on our first-step learning, provided by our family learning and family literacy and numeracy programmes.

Over the next three years, we will:

- work to establish a university campus in Swindon.
- work to improve the quality of all adult learning in Swindon.
- improve coherence of types of learning and funding for adult learning.
- implement an e-learning strategy for Swindon.
- engage more employers in workforce development.

For more information about this priority:

Annual Plan 2004–2005, Learning and Skills Council Wiltshire and Swindon
Information Learning Technology e-learning Strategy
Steps to Learning Delivery Plan
Three-Year Adult Learning Plan

Who will make this happen?

Chief Executive, Swindon Borough Council
Executive Director, Learning and Skills Council Wiltshire and Swindon



Providing high-quality education

Why is this a priority?

Education is key to:

- the life chances of pupils. In Swindon, we are committed to improving, enhancing and empowering young people's choices, through educational achievement.
- providing a learning and creative environment. Raising educational achievement is an important government priority. Swindon, like other areas across England, is continually required to improve learning achievements for all of its pupils.

We have four aims:

- To provide effective leadership, continuous service improvement and the promotion of effective partnerships which improve the life chance of Swindon's children.
- To ensure that every school receives the support and challenge which it needs to be successful for all pupils.
- To align resources to priorities and ensure that all resources are used to maximum effect.
- To organise our services and provision to promote equality and inclusive practice which supports all pupils' learning.

Evidence of our success will be:

- an OfSTED rating of 'highly satisfactory', by 2005, for overall Local Education Authority effectiveness, building on the radical improvements made over the last two years
- significantly increasing the percentage of pupils achieving good results at Key Stage 2, Key Stage 3 and GCSE. (There are specific targets adopted to clarify this.)
- an improvement, year on year, in the percentage of good or very good schools in the primary and secondary sectors
- the provision, by March 2006, of 537 childcare places in areas of disadvantage and 557 places in other areas
- the provision, by March 2006, of three Children's Centres, one in each of the most disadvantaged areas

Swindon has been tackling this through several initiatives, including the following:

- publishing and implementing a comprehensive Early Years training plan
- leading teachers in English and mathematics identified and trained
- setting up the 'Primary Inclusion and Transition Project'
- redrafting and publishing, in December 2002, guidance for schools on Personal Education Plans
- more than 20 schools receiving 'tailored' training on promoting racial equality
- helping schools to manage difficult pupil behaviour more successfully
- targeting support at 14 schools with high governor vacancy rates

Over the coming year, we will:

- raise standards of attainment across Swindon.
- work with schools to further improve the quality of leadership and management.
- improve the quality of education, by targeting support and intervention at those schools causing concern.
- raise the educational standards of groups of pupils who underachieve or are at risk of underachieving, in particular boys, children from minority ethnic backgrounds and those with English as an additional language.
- improve the management of assets and allocation of resources to priorities.
- support schools in providing additional and complementary activities, eg 'Breakfast' and 'After-School' clubs.
- support schools in achieving and renewing the Basic Skills Agency Quality Mark.
- ensure, through targets, advice, support and training, that schools develop and implement strategies to support the progress of underperforming groups and individuals.
- support schools in developing and enhancing their relationship with parents and the local community, to raise aspirations about the value of continuing education.
- promote literacy, with the introduction of story sacks to foster carers.
- support staff in undertaking professional and academic research activities which inform their and the department's activities.

Over the next three years, we will:

- ensure that education has a key role in the development of an inclusive society, raising levels of attainment for pupils aged 3–18 years.
- develop effective implementation of 'Every Child Matters', the green paper published in October 2003.
- advise and assist schools with improvements to the learning environment which will raise self-esteem, staff morale and improve attitudes to learning.
- target development on work with childminders and work in schools (nursery, primary and secondary) to develop childcare as part of the Extended Schools Programme.

For more information about this priority:

Children and Young People's Strategic Plan 2003–2006
Early Years Development and Childcare Plan 2004–2006
Education Development Plan 2 2003

Who will make this happen?

Chair, Education Partnership Board
Director of Education, Swindon Borough Council



Keeping Swindon safe

Objective:

Working together to reduce crime, the fear of crime and keeping people safe in the borough



Our priorities:

- **Promoting a safer Swindon**

To create a strong and effective partnership to reduce crime, disorder and the fear of crime in the borough.



- **Reducing antisocial behaviour**

To work with all responsible parties to reduce the occurrence of antisocial behaviour and improve community safety.



- **Tackling hate crime and domestic violence**

To reduce the occurrence of hate crime and domestic violence while, at the same time, encouraging the reporting of such incidents.



- **Reducing substance misuse and drug-related crime**

To reduce the harm which restricted drugs cause to society, communities, individuals and their families.



- **Working with young people who are likely to become involved with crime**

To work with children and young people, either at risk of offending or already involved in crime, to divert them from criminal careers and so protect the communities in which they live.



- **Reducing death and injury from accidents**

To seek reductions in the incidence of death and injury, damage to resources and the environment from fire, road-traffic collisions, accidents at work and other emergencies.



Key facts about this theme

- Wiltshire has the second lowest crime rate in England.
- On an average day in Swindon, seven cars are broken into, four houses are broken into and there is one robbery involving violence or the threat of force.
- Wiltshire has the lowest occurrence, per population, of vehicle theft in England.
- Swindon Crime and Disorder Reduction Partnership is working towards the implementation of a new state-of-the-art borough-wide CCTV system, with the control centre at the new Cheney Manor Swindon Borough Council site.
- Swindon Police Division continues to operate on a geographic basis, with each area of the borough having a dedicated community beat officer and a sector inspector responsible for addressing local problems.
- Swindon Police Division is responsible for road policing the borough, M4 and A419 and attends in excess of 900 road-traffic collisions annually, of which over 100 involve a fatal or serious injury.
- Swindon Police Division records in excess of 70,000 reported incidents of all kinds each year, of which nearly 7,000 require an immediate response.
- Swindon is policed by 500 staff, including police officers, police staff (civilian employees), special constables and police community support officers and is also supported by street wardens and town centre management staff.
- A new Swindon Divisional Police headquarters at South Marston will open in the summer of 2005, with four other police points providing police contact across the borough.



Promoting a safer Swindon

Why is this a priority?

Neighbourhood Safety Teams (NeSTs) identified community safety as a key concern and as having the biggest impact on the quality of life for people who live, work and visit Swindon.

People participating in the 'Shopping' exercise, as part of the Major Crime Audit 2001, identified, as the top community safety priority, the need for CCTV in village centres and around parades of shops.

'Fear of Crime Surveys', undertaken across Swindon, have indicated a drop in confidence levels across all parts of the community. The majority of respondents perceived crime in their neighbourhood to be increasing.

Our aim:

To create a strong and effective partnership, to reduce crime, disorder and the fear of crime in the borough.

Evidence of our success will be:

Vehicle Crime

- not exceeding, annually, the previous year's vehicle crime figure
- increasing the detection rate, year on year

Domestic Burglary

- reducing the previous year's reported crime figures, year on year – there were 1,230 reported burglaries for the period 2003–04, with the target for 2004–05 being 1,211
- achieving a 20% detection rate

Robbery

- there will be no more than four offences reported each week
- achieving a 27% detection rate

Swindon has been tackling this through several initiatives, including the following:

- providing an annual NeST action day conference, to enable good practice to be shared and to promote networking opportunities
- increasing the number of NeSTs and Neighbourhood Watch areas, to deal with locally based community safety issues
- effectively using the 'Bobby Van', to provide better home security and reassurance to vulnerable people in Swindon, through referrals from the police and the Safer Swindon Shop in Havelock Street
- working in partnership with Trading Standards to establish an effective quality service in the provision of community safety and consumer advice at the Safer Swindon Shop



Over the coming year, we will:

- adopt the National Intelligence Model as the way to identify and target active criminals and defeat criminal activity.
- increase the number of NeSTs and Neighbourhood Watch areas across the borough.
- work with primary schools to develop Junior Good Citizenship with younger children in the borough.
- encourage a partnership approach, through training, to reduce crime.
- appoint a CCTV project consultant to research and recommend a standardised CCTV system across the borough.
- work in partnership to roll out the 'Call a Friend' scheme in targeted areas of the borough to protect vulnerable people from bogus callers.

Over the next three years, we will:

- secure long-term funding for the continuation of the Safer Swindon Shop.
- reduce road crime and casualties.
- create a safer community, through law enforcement and education.
- implement the findings and recommendations of the CCTV feasibility study for Swindon.
- develop and establish, in partnership with Swindon's Town Centre Management, an effective town-centre policing strategy.
- work with NeSTs, Wiltshire and Swindon Fire Authority and other community and neighbourhood groups to develop programmes of:
 - health & safety initiatives in the home and the workplace.
 - road safety awareness, in order to reduce vehicle-related injuries.
- use information from crime surveys to address community safety issues.

For more information about this priority:

Crime and Disorder Reduction Strategy 2002–2005

Who will make this happen?

Chief Executive, Swindon Borough Council
Divisional Commander, Wiltshire Constabulary

Reducing antisocial behaviour

Why is this a priority?

Respondents to the 'Swindon People's Voice Survey' (2001) identified addressing vandalism and criminal damage as the highest priority for action over the next three years. In response to a national 'one-day count', held in September 2003, Swindon recorded 188 antisocial behaviour incidents.

Our aim:

To work with all responsible parties to reduce the occurrence of antisocial behaviour and improve community safety.

Evidence of our success will be:

- increasing the percentage of residents feeling safe or fairly safe in public places during the day and after dark
- reducing the reoffending rate for young offenders, year on year
- reducing, by September 2005, the number of illegal sales of alcohol to young people under 18, from 69% to 35%

Swindon has been tackling this through several initiatives, including the following:

- employing an antisocial behaviour co-ordinator
- successfully obtaining Antisocial Behaviour Orders (ASBOs) and injunctions on several individuals
- working with over 26 local schools to develop a citizenship programme
- developing a fast-track arrest-referral procedure for young people engaged in retail crime
- securing government funding for street wardens for the town centre, Parks and Walcot; establishing a Street Warden and Junior Street Warden scheme patrolling Parks and Walcot
- introducing seven police community safety officers to patrol areas of Swindon
- hosting an antisocial behaviour conference, for all partners to share good practice and promote networking opportunities
- activating the first 'Dispersal Order' in the Swindon and Wiltshire area to deal with groups of disorderly people
- providing advice and information to traders about the law concerning age-related products, such as knives, fireworks and alcohol
- taking enforcement action, including prosecution, against local traders and national stores which have sold age-restricted products to those below the legal age
- making available, free, the 'CitizenCard' proof-of-age card to over 15,000 teenagers in Swindon

Over the coming year, we will:

- develop a database of antisocial behaviour incidents in the town, to enable an effective and co-ordinated response to emerging antisocial behaviour hot spots.
- review the effectiveness of Acceptable Behaviour Contracts (ABCs).
- examine ways in which the antisocial behaviour unit could integrate its role with other partners in the borough.
- monitor and evaluate current 'Dispersal Orders' to ensure that they are working effectively.
- establish an antisocial behaviour practitioners' group to work in a co-ordinated way.
- launch a programme of advice and information to local traders and their staff to help them to acquire the skills not to sell age-restricted products to those who are under age.

Over the next three years, we will:

- review the outcome of the antisocial behaviour unit.
- secure long-term funding for an antisocial behaviour co-ordinator and investigation officers.
- respond to changes in the new Licensing Act and develop an effective licensing strategy, to encourage joint responsibility to reduce alcohol-related antisocial behaviour.
- seek sources of funding for youth shelters to be provided in identified areas of the borough.
- implement recommendations for the expansion of the antisocial behaviour unit.
- promote parental responsibility, using the Swindon Youth Offending Team's parenting support worker.

For more information about this priority:

Crime and Disorder Reduction Strategy 2002–2005

Who will make this happen?

Chief Executive, Swindon Borough Council
Divisional Commander, Wiltshire Constabulary



Tackling hate crime and domestic violence

Why is this a priority?

Since 1998, there has been a 20% increase in the number of incidents of racist graffiti reported to Swindon Services and Swindon Police Division. Of the respondents to the 'Swindon People's Voice Survey' (2001), 31% believed there to have been an increase in race-related crime.

The number of homophobic crimes recorded over the last 24 months has seen an increase from 5 to 14, although this is likely to reflect the increase in trust and confidence among those reporting. However, it is estimated that only 2% of homophobic crimes are reported.

Domestic violence was the fifth highest community safety priority in the Major Crime Audit 2001. Again, it is estimated that only one in three incidents of domestic violence is reported and generally only after the individual has been subjected to in excess of 30 previous incidents.

Our aim:

To reduce the occurrence of hate crimes and domestic violence, while, at the same time, encouraging the reporting of such incidents.

Evidence of our success will be:

- working with education, as part of the Junior Good Citizenship scheme, to raise levels of race and equalities awareness among children and young people
- increasing the reporting of hate crime, through improved trust and confidence in the responsible agencies
- maintaining the number of domestic violence refuge places at 25 per 10,000 population
- achieving a 55% detection rate for hate crimes

Swindon has been tackling this through several initiatives, including the following:

- promoting an 'Antiracist Bullying Campaign' to primary and secondary schools
- providing training and support to identify the signs of abuse, in order to support victims of domestic violence and develop workplace policies
- producing information cards and regular editions of 'The Gay Issue' newsletter, detailing support and information to lesbian, gay, bisexual and transgendered people in Swindon

Over the coming year, we will:

- continue to encourage the reporting of hate crimes, enabling victims to access support and advice.
- identify joint domestic violence initiatives which focus on the protection and safety of children and young people.
- evaluate the third-party reporting of hate crime, ensuring that the results are used to inform and improve services.

Over the next three years, we will:

- identify other sources of external funding for the Race and Homophobic Hate Crime Forums.
- support joint planning and commissioning of support to victims of hate crime and education programmes for offenders.
- establish a framework of good practices which will reduce the risk of abuse.
- work with education providers, as part of the Junior Good Citizenship scheme, to ensure that issues about sexuality awareness and equality are delivered to children and young people.

For more information about this priority:

Crime and Disorder Reduction Strategy 2002–2005

Who will make this happen?

Chief Executive, Swindon Borough Council
Chief Executive, Swindon Primary Care Trust
Divisional Commander, Wiltshire Constabulary



Reducing substance misuse and drug-related crime

Why is this a priority?

The problems of drug misuse are complex and require integrated solutions and co-ordinated service delivery, involving education, intelligence and enforcement, social & economic policy and health. Tackling drugs requires effective co-ordinated working among government departments at a national level and similar partnership working among agencies at a local level.

Swindon Drug & Alcohol Action Team (DAAT) was set up in October 2000 as a partnership to bring together all of the agencies concerned with reducing the levels of drug and alcohol misuse, covering the borough.

Our aim:

To reduce the harm which restricted drugs cause to society, communities, individuals and their families.

Evidence of our success will be:

- reducing the number of young people using any restricted drug by 2008
- increasing, by 5%, the participation of problem drug users in treatment, year on year
- reducing the negative impact on communities of drug use
- reducing drug-related crime by increasing the treatment options open to offenders
- reducing the availability of illegal drugs by disrupting and dismantling criminal groups and recovering drug-related criminal assets

Swindon has been tackling this through several initiatives, including the following:

- increasing substantially the number of people entering drug treatment, from 362 in 1999/00 to 800 in 2002/03
- appointing a young people's co-ordinator, focusing on treatment and prevention activities
- co-operation with Trading Standards and Environmental Services to reduce the problems caused to communities by excessive or underage drinking
- appointing a housing drug specialist worker to support vulnerable tenants
- appointing a full-time outreach worker, based at Threshold Housing Link, to work with street homeless
- appointing a resettlement worker to support prisoners returning to Swindon, to ensure resettlement into education, employment and housing
- appointing a specialist worker to support parents and carers involved with treatment services

Over the coming year, we will:

- ensure that all partners, working with young people identified as having a substance misuse problem, provide integrated programmes of treatment, care and support, so that all young offenders supervised by the Youth Offending Team (Yot), 'looked-after' children and those pupils at the Pupil Referral Units receive appropriate drug education and support.
- ensure that all schools have drug policies and provide drug education.
- increase the number of problem drug users entering treatment to 810, with further year-on-year increases.
- reduce waiting times for all types of treatment to no more than three weeks.
- continue to increase the number of people arrested and charged for drug-supply offences and to increase the quantities of heroin and cocaine confiscated.
- increase the number of offenders on Drug Testing and Treatment Orders by 100% above 2002 baseline.
- make information more readily available about drugs and where to seek help, in appropriate community venues.

Over the next three years, we will:

- continue to expand the availability of drug-treatment services, in order to meet national targets, including specialist support for crack users.
- improve the delivery of services to women, black and minority ethnic clients and other hard-to-reach groups.
- increase the recovery of drug-related criminal assets, with 50% to be put back into locally based drug-use-prevention or treatment initiatives.
- reduce 'middle market' drug activity by regional co-operation between DAATs and police forces.
- increase the closing of local drug markets and houses used for drug-dealing, in order to reduce the number of places from which drugs can be sold.
- extend drug testing to all offenders charged with drug-related offences and make arrest-referral schemes more effective, by ensuring that an arrest-referral worker interviews all of those testing positive for drugs.
- support recovering drug users to enter education, training or employment, with 20% of those completing treatment programmes being able to access employment.

For more information about this priority:

Crime and Disorder Reduction Strategy 2002–2005

Who will make this happen?

Chief Executive, Swindon Borough Council
Chief Executive, Swindon Primary Care Trust
Divisional Commander, Wiltshire Constabulary

Working with young people who are likely to become involved in crime

Why is this a priority?

Youth crime is a priority for Swindon because it has a negative impact on communities, through antisocial behaviour and fear of crime and the life chances of young people who become involved in crime. Young people involved in crime often have problems with their education, are involved in using illegal drugs and have few interests to encourage them to use their free time constructively.

Our aim:

To work with children and young people, either at risk of offending or already involved in crime, to divert them from criminal careers and so protect the communities in which they live.

Evidence of our success will be:

- establishing schemes, with the Children's Fund, to offer support to children at risk of involvement in antisocial behaviour and crime – and their parents
- ensuring that 90% of young people are in 25 hours or more of education, training or employment (or equivalent) when they end their contact with the Youth Offending Team (Yot)
- contacting all victims of crimes committed by young people to ensure that their wishes are taken into account when planning work with young offenders
- ensuring that all young people in contact with the Yot have information about drug misuse and appropriate help, advice and treatment
- ensuring that all young people have satisfactory accommodation, on release from prison or when supervised in the community
- offering robust intensive supervision and surveillance programmes to ensure that young people at high risk of offending are managed safely in the community

Swindon has been tackling this through several initiatives, including the following:

- Swindon Crime Initiative working with first-time offenders, in partnership with Wiltshire Constabulary
- working to reduce bullying and petty crime, through 'Restorative Justice in Schools' project in targeted schools
- early interventions work with young people showing signs of antisocial behaviour or offending, in partnership with the Crime and Disorder Team and the Children's Fund
- an intensive supervision and surveillance programme, targeted at high-risk young people in the community, in partnership with Wiltshire Yot

Over the coming year, we will:

- work with schools, the youth service, Connexions, the Crime and Disorder Reduction Partnership and local communities to offer positive diversion to young people involved in antisocial behaviour or petty crime.
- help to reduce truancy, exclusions and petty crime.
- meet or better the Youth Justice Board performance targets for Yots and remain within the top quarter in the performance tables of Yots.
- continue to offer, through the Swindon Crime Initiative, speedy help to young people who have just become involved in the criminal justice system.
- offer a stimulating range of programmes, activities and interventions to young people, through the youth service, to help them to avoid further crime.
- keep in close contact and monitor young people at high risk of offending.
- continue to offer a voice to victims of youth crime; offer them the opportunity to meet the offenders; when appropriate, receive reparation from the young person.

Over the next three years, we will:

- work with the Local Education Authority and Connexions partnerships to ensure that appropriate education, training and employment opportunities are available to all young offenders.
- work with the local authority to promote a wider range of accommodation options for young people at risk of offending.
- ensure that all work provided by the Yot meets with prescribed standards of effective practice.
- work to meet the overall regional and local framework of standards, to reduce levels of youth crime.
- work with all relevant agencies to ensure that the needs of the victims of youth crime are met.

For more information about this priority:

Behaviour Support Plan
Children and Young People's Strategic Plan 2003–2006
Community Safety Plan
Policing Plan
Youth Justice Plan

Who will make this happen?

Director of Social Services, Swindon Borough Council
Divisional Commander, Wiltshire Constabulary



Reducing death and injury from accidents

Why is this a priority?

Nationally, over 600 fire-related deaths occur as a result of accidental fires in the home or workplace, the majority of which is avoidable.

Deaths on the road are increasing, and awareness levels need to be raised.

The promotion of good health & safety practices and procedures should reduce the incidents at work and other public places.

Our aim:

To seek reductions in the incidence of death and injury, damage to resources and the environment from fire, road traffic collisions, accidents at work and other emergencies.

Evidence of our success will be:

- reducing, by 2007, the number of dwelling fires, by 25%
- reducing, by 2007, serious fire injuries, by 25%
- reducing road traffic collisions
- increasing road safety awareness
- reducing arson-related incidents
- reducing the number of reported accidents at work
- increasing the number of health & safety inspections of 'high-risk' businesses, by 5% each year

Swindon has been tackling this through several initiatives, including the following:

- identifying and targeting potential causes of fire, through a system of proactive Home Fire Safety Risk Assessments and the provision of relevant Home Fire Safety Education
- supplying and fitting, free, smoke detectors in identified properties
- providing fire safety advice to the general public, schools, community groups and partner organisations
- providing a 24-hour urgent fire safety advice service, operated by qualified fire safety officers
- enforcing fire safety and health & safety legislation
- expanding existing urban search & rescue capabilities and decontamination capabilities in the light of current terrorist threats
- providing a Junior Fire Setters' counselling course
- working with the Junior Good Citizenship schools programme
- supporting a multi-agency safety advisory group to ensure safety at sports stadia and public entertainment events

Over the coming year, we will:

- strengthen existing, and identify new, links with partnership organisations.
- implement Retained Community Safety Teams to promote fire safety in both urban and rural areas.
- work in partnership with Swindon Healthy Schools Alliance, to provide a comprehensive schools education programme linked to the national curriculum Key Stages 1–3.
- develop a road traffic collision programme to highlight the consequences of dangerous driving.
- identify all business premises which are classified as ‘high risk’ and work with them to ensure compliance with health & safety.

Over the next three years, we will:

- deliver an education programme, aimed at preventing all accidental fires.
- raise awareness to reduce the number of accidents resulting in musculoskeletal injuries.
- further develop policy and actions to combat arson in vehicles, derelict buildings and schools, in rural and urban areas.
- campaign to widen the acceptance and installation, in dwellings, of smoke alarms and sprinklers.

For more information about this priority:

A Strategy for Workplace Health and Safety in Great Britain to 2010 and Beyond

Who will make this happen?

Director of Environment and Property, Swindon Borough Council
Divisional Commander, Wiltshire Constabulary
Group Commander, Wiltshire Fire Brigade



Appendix 1 – Partnerships and organisations

Appendix 1

This appendix lists many of the organisations which are working with Swindon Strategic Partnership to deliver the Community Strategy priorities.

Theme 1: Creating a Swindon for the future

Theme 2: An economically prosperous place

Theme 3: A place which values its environment and safeguards it for future generations

Theme 4: A healthy and caring place

Theme 5: A learning and creative place

Theme 6: Keeping Swindon safe

Partnership or organisation	Theme					
	1	2	3	4	5	6
Adshel			✓			
Arts & Business South West					✓	
Arts Council England (South West)					✓	
Avon and Wiltshire Mental Health Trust				✓		
British Trust for Conservation Volunteers			✓			
Broad Street Community Council	✓					
Bus Quality Partnership			✓			
Business Link		✓				
Campaign for the Protection of Rural England	✓	✓				
Children and Young People's Strategic Partnership				✓	✓	✓
Community Councils			✓			
Community First (Rural Transport Partnership)			✓			
Community Learning Groups					✓	
Confederation of British Industry		✓				
Connexions					✓	
Countryside Agency	✓		✓			
Crown Prosecution Service						✓
Domestic Violence Intervention Partnership						✓
Early Years Development and Childcare Partnership					✓	
Education Partnership Board					✓	
Energy Saving Trust			✓			
English Heritage					✓	
English Nature			✓			
English Partnerships	✓					
Enterprise Works			✓			
Environment Agency			✓			

Partnership or organisation	Theme					
	1	2	3	4	5	6
Farmers and Landowners			✓			
Farming and Wildlife Advisory Group			✓			
Federation of Small Businesses		✓				
Football Licensing Authority						✓
Fuel Utility Companies			✓			
Gay Men's Health Swindon						✓
Government Office Drug Team						✓
Government Office for the South West			✓			✓
Great Western Community Forest Partners	✓		✓			
Health and Safety Executive						✓
Healthy Schools Alliance			✓			
Highways Agency			✓			
Homeless Organisations Stand Together in Swindon	✓		✓			
Learning and Skills Council Wiltshire and Swindon	✓	✓			✓	
Learning Curve					✓	
LEAVES			✓			
Legal Services Commission	✓				✓	✓
Local Criminal Justice Board						✓
National Probation Service Swindon						✓
National Treatment Agency						✓
NeSTs						✓
Network Rail	✓		✓			
New College					✓	
New Mechanics Institute Trust	✓					
Oxford Brookes University					✓	
Oxfordshire Freight Quality Partnership			✓			
Parks and East Walcot Neighbourhood Renewal Partnership	✓					
Penhill Forum	✓					
Pinehurst Initiative Forum	✓					
Private Landlords Forum	✓					
Research Councils		✓				
Seven Fields Conservation Group			✓			
South West Regional Development Agency	✓	✓	✓			
South West TRIP Partnership			✓			
Stagecoach			✓			
Steps to Learning					✓	
Strategic Rail Authority	✓					
Sure Start Local Programme				✓	✓	
Sustrans			✓			
Swindon and Marlborough NHS Trust				✓		✓
Swindon Bike Users Group			✓			
Swindon Borough Council	✓	✓	✓	✓	✓	✓
Swindon Chamber of Commerce and Industry	✓	✓	✓			

continued...

Partnership or organisation	Theme					
	1	2	3	4	5	6
Swindon Children's Fund						✓
Swindon Coalition of Disabled People		✓			✓	
Swindon College	✓				✓	
Swindon Community Safety Executive Board						✓
Swindon Crime and Disorder Reduction Partnership			✓			✓
Swindon Domestic Violence Forum						✓
Swindon Drug Treatment Services						✓
Swindon Family Learning Partnership					✓	
Swindon Health Promotion Services			✓			
Swindon Housing Association Partnership	✓					
Swindon Initiative and Town Centre Management	✓		✓			✓
Swindon Learning Disability Partnership Board				✓		
Swindon Learning Partnership					✓	
Swindon Magistrates' Court						✓
Swindon Primary Care Trust	✓		✓	✓	✓	✓
Swindon Race and Homophobic Hate Crime Forum						✓
Swindon Race Coalition					✓	
Swindon Race Equality Council					✓	✓
Swindon Street Wardens						✓
Swindon Supported Housing Group	✓					
Swindon Supporting People Board				✓		
Swindon Tenants Voice	✓					
Swindon Youth Offending Team Executive						✓
Tenants Association for Sheltered Housing	✓					
Thamesdown Dial A Ride & Community Transport			✓			
Thamesdown Transport	✓		✓			
The New Swindon Company	✓	✓	✓			
Town and Parish Councils	✓		✓			
Trade Unions		✓				
University of Bath in Swindon	✓				✓	
University of the West of England					✓	
Victim Support						✓
Westfield Shoppingtowns	✓		✓			
Wiltshire and Swindon Biological Records Centre			✓			
Wiltshire and Swindon Economic Partnership		✓				
Wiltshire Fire Brigade						✓
Wiltshire Constabulary			✓		✓	✓
Wiltshire and Swindon Rural Regeneration Partnership	✓					
Wiltshire and Swindon Safety Camera Partnership			✓			
Wiltshire County Council	✓					
Wiltshire Wildlife Trust			✓			
Wiltshire Freight Quality Partnership			✓			

