

Present: David Attree (chair); Lyn Hill Tout; Terry King; Sue Wald; Ram Thiagarajah; Matthew Pearce

Meeting decisions:

1	<p>The vision:</p> <p>We want all people of Swindon to have high aspirations and be confident that they are well served in a community where citizens and service providers trust each other and work together to transform services that meet the needs of the whole community</p>
2	<p>Priorities:</p> <ul style="list-style-type: none"> • High quality services for all, and communities integrated together in one place where possible • Useful, accessible and co-ordinated information for people in Swindon. • Common and understood means of communication • Building skills through all-age learning • Recognising the different needs in the community – one size does not fit all.
3	<p>Delivery:</p> <ul style="list-style-type: none"> • Reflected through LAA, Corporate Plan, Children & Young Peoples Plan, 50 Promises, Health Plan, Swindon Police Plans • Better and timely access to services giving information through one co-ordinated point. • One Stop Shop facility so that the population can access all information and assistance in one place. • Improving communication and provision of useful and accessible information. • Websites should be continually updated. The monthly Swindon News should provide more information about decisions of the Strategic Partnership, the Partnership Board and other findings from consultation processes.

Discussion notes:

After introductions, it was agreed to use the Terms of Reference as the agenda
Objective is to make Swindon a safer, prosperous place where people wish to live work and play in... the best business location. This is reflected through the LAA and its four blocks of Economic Development, Children & Young People, Safer & Stronger, and Healthy Communities & Older People.
Why is this SSP driven and not SBC managed?
This strategy is for the whole of Swindon and not just the borough council.
SBC has a duty to lead the borough, but needs to bring other partners from public, private and third sector (voluntary and community) on board.
The Council should be doing this already... let's not duplicate work.
In 2003 a strategy was written with partners. This is an opportunity to update that and to determine how new strategies such as the LAA, the Children & Young People's Plan, the Corporate Plan and the 50 Promises fit together.
Who is represented on the Strategic Partnership Board? It should be published with these

minutes (see note ¹ below).
Caution that the website is not the only means of communication that people use. SSP updates and information should be published in an improved Swindon News magazine.
Fair to argue that most people do not know what the vision is... we need to publicise this more effectively, with simple, clear messages.
The vision is understood by those participating and serving on committees and boards, but the challenge is to communicate this to a wider Swindon Borough audience.
The strategy needs to be short and sharp and to the point... ideally one side of A4. We need to be clear on what we want to achieve with measurable targets. And we need to engage the people of Swindon in delivering it.
Expectations of service delivery are high, but only if it effects you personally; otherwise there is a sense that people are not bothered and do not care. Apathy reigns until it effects the individual
Challenge to the “couldn’t care less” view. There are some sections of our community where their voice is not heard for a variety of reasons, or that they do not have the confidence to put forward their views
It is dangerous to assume equal targeting of resources will deliver equal results of community satisfaction. Some areas will need more assistance than others as we raise the quality of services in all areas..
Some pockets of deprivation in Swindon suffer from a cycle of poorly educated parents who have children that fail to achieve great success at school. We need to break this cycle – it has to be our priority to tackle neglected communities.
Advice and information needs to be targeted. We need to ensure all Swindon residents have the ability to access services, and confidence their requests will achieve results.
There is little information for young people. Unless we raise expectations, progress will be stunted further. 13-16 year olds living in some areas of the town are not thinking about qualifications or jobs... they have limited aspirations. We need to target young people, so that they are able to develop their skills and become successful adults.
Vision and Priorities list originally circulated were considered and re-fashioned with new wording and deletion of uses of jargon.
Within the next three years the council will provide a one-stop-shop concept... this must be managed and resourced well so that it delivers. Meeting endorsed this concept.
Once we give people the confidence that services are improving, people will want to engage and be part of the improving Swindon we all want, desire and deserve.
The members of this group were keen to meet again once the consultation cycle on this theme of “Well Served” concludes. A further meeting will be organised before the June SSP conference.

¹ Membership of the SSP: Dr Rosemary Power (Faith); Joe Backshell (Equalities); Prof Geoffrey Hammond (Environmental); Ruth Hursey (Neighbourhood Regeneration); Cllr Tom Charnock (Parish Councillor); Cllr Steve Wakefield (SBC Councillor); Steve Richards; Matt Gott & Huw Lloyd Jones (all Observers)