



BA13+ PARTNERSHIP
WESTBURY AREA COMMUNITY PLAN
2014 – 2017

Welcome and Introduction

This is the Westbury Area Community Plan working framework. It is compiled by the BA13+ Community Area Partnership from consultation and research in the Westbury area, as well as meetings with relevant groups and individuals to identify priorities, and with reference to the Joint Strategic Assessment (JSA) 2013-15. Westbury What Matters to You, a major event held jointly with the Area Board in March 2014, identified the top priorities for action, which are outlined here and divided by theme.

The purpose of this plan is to help groups, service providers, the Westbury Area Board and Wiltshire Council to tailor their services more specifically to Westbury and the surrounding villages' needs, as well as provide a guide for community groups and individuals who want to contribute to the community. As well as statutory bodies, volunteers can take on projects where possible, and our theme groups which look at specific issues are open to anyone in the community. The BA13+ Partnership will support any initiatives in line with the priorities in the plan. This is a living document and we will update it online as projects progress and new priorities are identified.

To get involved with any of the projects, or to comment or add to the plan, please get in touch with the BA13+ Partnership Administrator, Phil McMullen, via BA13plus@outlook.com. Thank you.

Contents	Pages
Culture & Arts	3 - 4
Leisure	4 - 5
Children and Young People	5 - 6
Community Safety	6 - 7
Economy	7 - 8
Environment	9
Health and Wellbeing	10 - 11
Housing	11 - 12
Transport	12 - 13

Culture & Arts

What the JSA said:

- Westbury Community Area has a well developed audience for cultural activities. Participation in community events is strong.
- Currently, there are in excess of 100 community groups and organisations. Of these, 13 groups have been formed specifically to deliver cultural activities.
- The level of engagement in both the library service and the arts is below the national averages.

Key issue & aspirations	Suggested action from consultation	Actions since last publication	Partners involved
1. Clubs/workshops for young people	(music/drama/arts) – better advertising	Westbury Youth Development Centre closing and New Community Lead model for youth rolling out from October 1st 2014	Westbury Music & Arts festival, Town Council
2. Co-ordinated advertising of local events	Set up notice boards / website / online calendar	Identified websites which currently exist: www.westburytownforums.co.uk Spotted Westbury Facebook Active Wiltshire Westbury People: What's On West Wilts community web Wiltshire Council's "Our Community Matters" site	various
3. Westbury Town Heritage Trail –	blue plaques – raise profile of historic buildings	Steering group being set up Summer 2014 to renew efforts to deliver blue plaques and heritage trail	Wiltshire Council, Town Council, Heritage Society
4. Support cultural facilities for arts, theatre and cinema.	Promotion of Matravers as a community arts college with day and evening courses. Campus – community space for cultural activity Use of Laverton for arts and events.	Street fair; Matravers Arts; Westbury Music & Arts Festival; Christmas in Westbury; markets. Library adopted as core component of new Community Campus	Wiltshire Council, Westbury Town Council, Arts Festival
5. Better links with other Museums	Establish links with Trowbridge, Melksham, B-on-A museums	Met with Museums Service (CMAS) Summer 2014 & will be attending future meetings	Heritage Society

Other suggested priorities for action

- Rolling arts programme with contemporary edge to engage more 20-45 year olds.
- Graffiti walls – shop shutters
- Intergenerational activities – choir, arts, oral history. Learning from each other.
- Music teachers co-coordinating music sessions for young people. Wiltshire Music Service.

Leisure

What the JSA said:

- There were 109,384 visits to Leighton Leisure Centre and Westbury swimming pool in 2012/13. This is lower than the Wiltshire average of seven visits per person.
- Walking and cycling to school contributes to health and well-being. In the Westbury Community Area a significantly higher than average percentage of pupils cycle or walk to Matravers School.
- In the six rural settlements of the community area, one of the six has no recreation fields and four have no outdoor sports fields.

Key issue & aspirations	Suggested action from consultation	Actions since last publication	Partners involved
1. Maintain the town's swimming provision and leisure facilities ensuring campus plans	Ensure the COB continues to consult with the community over leisure provision – ensure wide representation with all including youth and 50+ groups and those with special needs	Ongoing consultation taking place across the community area	Community Operations Board, Westbury Youth FC, Westbury RFC.
2. Maintain youth services and leisure provision for youth <i>Westbury Youth Development centre closed September 2014.</i>	<i>(no suggested actions other than maintaining leisure provision for young people)</i>	The Wiltshire Council Youth Work model will be ceasing and a new Community Lead model rolling out from October 1 st 2014.	Wiltshire Council. The YAG will become a Local Youth Network.
3. Encourage volunteering to enable increased leisure provision	BA13 to investigate volunteer's time credit scheme to encourage volunteering		BA13+, Westbury Town Council
4. Improve access for participation: better public transport, improved cycle ways.	Encourage use of existing facilities to combat obesity and health conditions. Publicise new / existing walking groups.	Maps now available in Visitors Centre. Kissing gates being installed.	Wiltshire Council, Library, Connecting Wiltshire
5. Increase understanding of what	GPs refer people to the sports	CCG are looking to promote	CCG, Wiltshire Council, Health

leisure activities could be available through the GP referral scheme	centre.	staying healthy and preventing ill health.	Centre & Leisure providers
Other suggested priorities for action			
<ul style="list-style-type: none"> Dredging of lake used by West Wilts Sailing Club – possible bridge over Mane Way 			

Children and Young People

What the JSA said:

- There are pockets of relative affluence and pockets of deprivation within the community area.
- The Westbury Community Area rate of admissions for unintentional and deliberate injuries is the sixth highest rate in Wiltshire.
- At Key stage 2 (KS2) (pupils ages 4 -11) the Westbury Community Area has results slightly higher than the national average.

Key issue & aspirations	Suggested action from consultation	Actions since last publication	Partners involved
Focus on low-achieving children and young people, to encourage a 'can do' achievement in life.	Raise aspirations; good collaboration between schools and other services. Invite successful people from Westbury to talk to young people in school.	Improved co-operation and multi-agency working (e.g. Westbury Area Forum) Pupils Voice conference.	Area Board, Key statutory and voluntary organisations
Focus on intensive work with pre-school children.	Outreach from children's centre and health visitors in partnership; increased work with parents.	Area Board funded an oral hygiene campaign aimed at Play Groups. Childrens Centre runs a course that touches on the subject of domestic violence.	Children's Centre, Area Board
Mitigate the effects of poverty: stress, debt, domestic abuse, obesity	Exercise sessions funded by Area Board for carers and children to tackle obesity. Vouchers for fresh fruit and veg – possibly Churches Together can look into this	Crosspoint has Community Money Advice advisors. Crosspoint has a Food Bank. SHINE programme	Children's Centre, Crosspoint, Churches Together, Area Board

Importance of young people being able to access affordable resources.	Since Youth Services closure in Summer 2014, the Area Board has funding available to commission youth projects.		Area Board
---	---	--	------------

Other suggested priorities for action

- Encourage more volunteers to support learning and reach a wider proportion of the community, e.g. via Crosspoint.
- Summer school events during holiday periods to encourage family participation, e.g. via proactive Extended Schools Programme.
- New initiatives established to give support to children & their families related to autism.
- Matravers school, commercial kitchen set up – use for community use, with crèche

Community Safety

What the JSA said:

- Westbury has a small night-time economy that is supported by a highly effective and well organised local Pubwatch scheme.
- From August 2012 to July 2013, Wiltshire Police recorded 14,746 Anti Social Behaviour incidents in Wiltshire, 614 of which occurred in Westbury Community Area
- Domestic abuse offences in the Westbury Community Area average 3.1 offences per 1,000 population, which is fourth highest of all community areas in Wiltshire.

Key issue & aspirations	Suggested action from consultation	Actions since last publication	Partners involved
1. Reduction of domestic abuse	Improve communications so people know where to get help. Stage a community play on domestic abuse at Matravers.	Posters produced by Community Safety Partnership	Wiltshire Council, BA13+ Safety Group, Police
2. Anti-social behaviour of adults in the evening and young people in the day time	Change public perceptions around fear of crime. Use media to promote local good stories of young people.	CCTV at Grassacres.	Town Council, Grassacres, White Horse News
3. Engaging with the more vulnerable in our society to keep them safe from accidental fires.	Existing good neighbour scheme should be extended to care for all vulnerable people.	Wilts Fire and Rescue will put up a display in the Visitors Centre.	Visitors Centre, Wilts Fire and Rescue
4. To welcome the 'Safe Places' project when it is extended to Westbury	Work with shops and other premises to make it successful for vulnerable people.	Steering group established May 2014. Roll out commenced.	BA13+, police, church groups, PCC, Wiltshire Council

5. Increase the social contact between young and old	e.g. young people to support older people with computing skills (digital literacy).	Grant paid to Grassacres Lunch Clubs to purchase laptops	BA13+ Grassacres
Other suggested priorities for action			
<ul style="list-style-type: none"> Rural crime – encourage Neighbourhood Watch groups and people to report all issues via PCSOs. Promote Restorative Practice to increase the understanding between people. The Restorative Westbury working group is now active. 			

Economy

What the JSA said:

<ul style="list-style-type: none"> Westbury's town centre (College Place into High St) has vacancy rates of 8%, broadly in line with regional and national averages. Westbury has a high proportion of shoppers (79%) coming from the town and a very small number of people coming from more than 30 minutes drive away (5%) Manufacturing continues to be the largest source of employment in the area, which at nearly 15% is the third highest in Wiltshire Westbury Community Area has 2.2 % of the working population claiming Jobseekers Allowance in May 2013 which is the joint third highest in Wiltshire.
--

Key issue & aspirations	Suggested action from consultation	Actions since last publication	Partners involved
1. Infrastructure improvements and rural work hubs.	Expansion of economic zones and well located new sites; improved transport links, access and cost; planning policy to enable sustainable employment growth in the professional technical sector to reduce out-commuting. Increase opportunities for higher end jobs.	High speed broadband installed.	
2. Skills for jobs to remove employment barriers.	Job and business clubs; ICT; apprenticeships; open days and work experience; internships; schools offering vocational skills development, training and mentoring. Explore the Community Learning Trust model from Wiltshire Council and Adult Learning Week.	A Job Club was taking place at Crosspoint every Friday until Nov. 2014	Jobcentre Plus, Area Board, Crosspoint Wiltshire Council
3. Plan for re-purposing	Town centre regeneration – continued		Town

of the town centre (leisure, heritage trail etc)	improvement and facelift to halt decline and encourage new investment. Refurbishment of the Market Place has improved its use for community activities, e.g. street fayre, festivals, markets, Christmas events.		Council, Wiltshire Council
4. Coordinated approach of advice, guidance and mentoring for start-up and employment diversification; seed corn funding for growth and expansion.	Replacement of Business Link by the Wessex Chamber of Commerce. Westbury Town Council addressing the issue of the production of a Neighbourhood Plan.	Councillors are undertaking Interviewing Skills training.	

Other suggested priorities for action

- Work experience with local companies.
- Successful ex pupils coming back to the schools to tell pupils what they had done and how they had done it.
- Hold an annual fair where school pupils, leavers, unemployed people and businesses could come together.
- Wiltshire Council to declare an enterprise zone for Westbury to encourage inward investment (preferably businesses that provide high end jobs) to create jobs for local people.

Environment

What the JSA said:

- In the 2013 What Matters To You survey, 69% of respondents said that they were satisfied with the network of public green space in their local area, well below the Wiltshire average of 79%.
- In 2013 the Westbury Community Area had a significantly higher amount of residual waste collected per household than the Wiltshire average.
- The average amount of cardboard and plastic collected from households in Westbury Community Area was significantly lower than the Wiltshire average. Black box recycling rates were also lower than the Wiltshire average.

Key issue & aspirations	Suggested action from consultation	Actions since last publication	Partners involved
1. Promote recycling, particularly reduction of packaging from stores and fast-food outlets	Educate people to send less to landfill and do more recycling.	Wiltshire Council has closed Westbury's mini recycling sites. Area Board has formally written asking for it to be	Wiltshire Council, Area Board, Hills Waste

		reconsidered. Local Freecycle club established.	
2. Identify land that can be made available for community benefit.	Does WC own triangle of grass by the Co-Op – suitable for asset transfer? (possible Community Orchard/Growing Coop/Incredible Edible/ Bee Green)		
3. Address issue of littering, dog fouling and fly tipping.	take pride in the area, engage Parish Councils and encourage more litter picks, plus awareness work through schools and vet practices, Community Clean-up / Community Payback / Bike Project		
Other suggested priorities for action			
<ul style="list-style-type: none"> • Encourage collective buying of energy supplies. • Set up a Repair Café • Improve water quality. Request further testing and data on water quality. • Suggest Wellhead Woods and Wellhead Valley as Town Parks for the community 			

Health and Wellbeing

What the JSA said:

- Female life expectancy in the Westbury Community Area is 0.4 years longer than the Wiltshire average. Male life expectancy is however shorter than the Wiltshire average by 0.4 years.
- The percentage of mothers breastfeeding in Westbury is 40.5%. The target for 2014 across Wiltshire is 58%.
- The percentage of overweight and obese children measured in Reception Year in schools in Westbury is above the Wiltshire average.
- The rate of admissions to hospital for under 18s as a result of alcohol is the second highest in Wiltshire.

Key issue & aspirations	Suggested action from consultation	Actions since last publication	Partners involved
1. Address the issue of underage drinking	The rate of admissions to hospital for under 18s as a result of alcohol is the second highest in Wiltshire. Encourage alcohol awareness education in schools. Establish an Alcohol		Westbury Town Council; Independent agencies; HealthWatch;

	Awareness group.		
2. Promotion of access to mental health services for everyone.	Access to out of hours services; coordination of surgery patient leaflet; information boards in surgery. Improve awareness of Dementia, become a 'dementia friendly' town.	Surgery does free health checks for 40-74 age group. Good Neighbours (via Age UK) helps older people live independent lives (Shared Lives scheme) Dementia Advisory Service funded by CCG	Westbury Group Practice; Westbury Town Council; HealthWatch; Age UK; Alzheimer's Support; Wiltshire Carers; Good Neighbours; CCG
3. Healthy diet and healthy bodies for the whole family	Encourage allotments for families and schools; open up unused gardens for vegetable growing. There is a health visitor in Westbury Library each week.	Allotments have been restored and allocated and are in process of coming under Town Council mgmt.	Westbury Group Practice Children's Centre Leighton Recreation Centre Wiltshire Council
4. Defibrillators needed	First responders have a defibrillator. More needed.	Morrisons should have one – Lions group investigating	

Other suggested priorities for action

- Oral history project – bring together older people (speak to Lise Griffiths – good neighbour coordinator) and younger people (through the schools) to do this.
- Community films – these work well in Dilton Marsh. People can share lifts and bring neighbours
- Singing for the Brain and memory café are good ideas and work.
- Think about how to engage older men – lunch club idea for smaller groups in a pub is an idea (currently run by Good Neighbours in Bratton)

Housing

What the JSA said:

- Westbury Community Area has below average levels of social rented accommodation and demand for affordable housing is high. In the recent WMTY survey, 38% of respondents from the Westbury Community Area said they wanted the council to spend more on affordable housing.
- The median house price in the Westbury Community Area was the lowest across the whole of Wiltshire.
- There were 60 long-term empty homes recorded in Westbury Community Area in March 2013, slightly lower than the Wiltshire average.

Key issue & aspirations	Suggested action from consultation	Actions since last publication	Partners involved
1. Match the provision of new affordable housing to local demographics and housing need.	Integrate more affordable homes and social housing with appropriate infrastructure. Location and mix of housing to be peppered rather than clustered, with more 'shared ownership' and priority for local young people & families.	Neighbourhood Plan steering group set up.	Wiltshire Council, developers, housing associations.
2. Empty Homes Initiative – work to pro-actively bring some of the empty homes back into use.	There are allegedly up to 60 empty homes in the Westbury Area. A list needs to be established of where they are. An Empty Homes Initiative Officer should work with landlords to help them take part in bringing homes back into use – include farm buildings in rural areas.		Town Council; Wiltshire Council

Other suggested priorities for action

- Improved information on housing need should be identified in Neighbourhood Plan
- Address the issue of parking on grass verges

Transport

What the JSA said:

- In the 2013 What Matters To You survey, 35.1 % of respondents considered that the level of traffic congestion needs improving. This was the third highest figure out of all the community areas in Wiltshire.
- The Westbury Air Quality Action Plan (AQAP) identified the A350 Westbury Bypass as the main preferred solution to the air quality and congestion issues. With the rejection of the bypass scheme in the summer of 2009, a new action plan is planned to be developed in association with the local community in 2014.

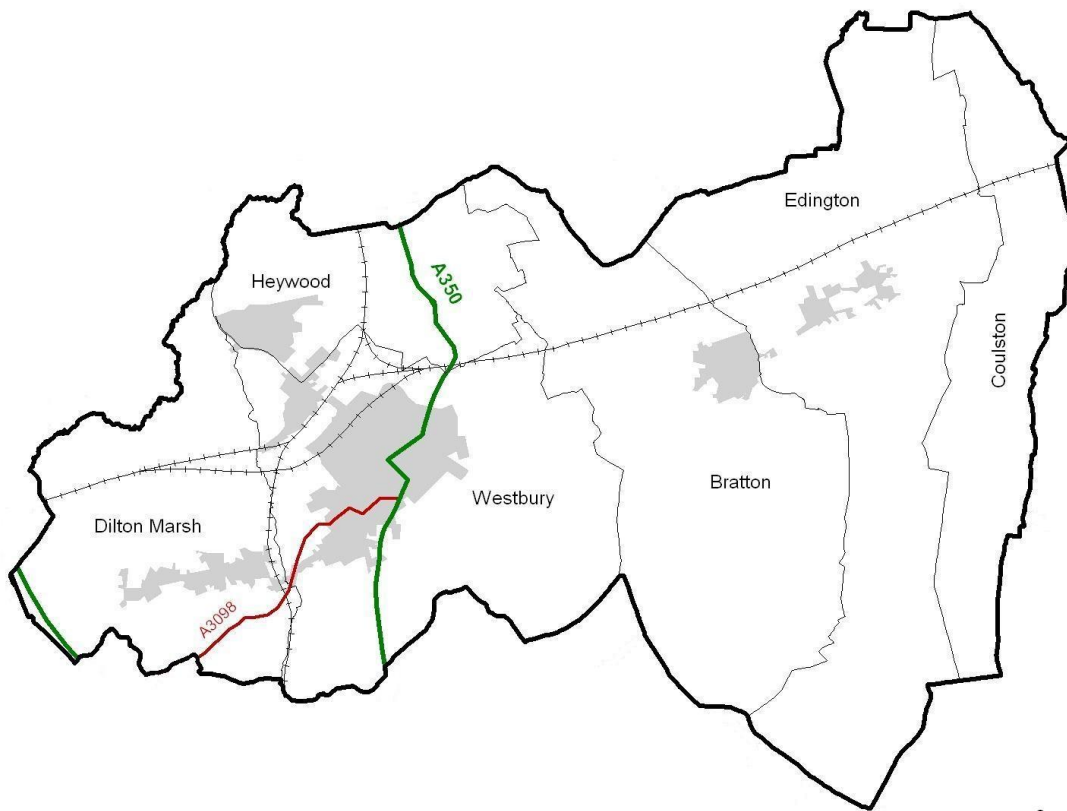
Key issue & aspirations	Suggested action from consultation	Actions since last publication	Partners involved
1. React to local transport and business issues.	Campaign for First Hour Free parking in Westbury. Coordinate with Community First about feasible community transport scheme for all ages. Encourage use of Public Transport.	Westbury Link scheme is one of the most successful in Wiltshire. BA13+ working with other CAPs.	Community First, Link, Wiltshire Council, BA13+
2. Address the issue of traffic congestion on A350 Warminster Road and other routes.	Better town traffic flow to encourage people to shop here. Extend Mane Way around town with new bridge.	Community speed watch in Bitham Park and Lorry Watch on Station Road.	
3. Encourage cycling for health and to reduce congestion	Improve, enhance, increase availability of cycle routes in and around Westbury.	'Connecting Wiltshire' includes cycle routes. 'Our Community Matters' encourages car-sharing.	Town Council, Wiltshire Council
4. Encourage effective use of the Railway Station.	Improve links between station and town, Westbury train station to provide a gateway presence and welcome for the town.	Town Council's 'Vision for Westbury'	Town Council, Wiltshire Council
Other suggested priorities for action			
<ul style="list-style-type: none"> • Establish whether the community would be interested in discussing the options for by-pass. Wiltshire Council should be considering ALL of the options 			

Key:

JSA = Joint Strategic Assessment

Westbury CA = Westbury Community Area

Publication date: Autumn 2014



This map is reproduced from Ordnance Survey Material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. (100049050) Wiltshire Council 2009.

Corporate Research Team
Public Health and Wellbeing
Wiltshire Council
www.intelligentnetwork.org.uk