

Your Community Plan 2013 – 2026



Warminster Council

Town Park - Lakeside Pleasure Grounds
by Don Harrison A.R.P.S.

Warminster and Villages
Community Partnership
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2015 update



**Warminster and Villages
Community Partnership**

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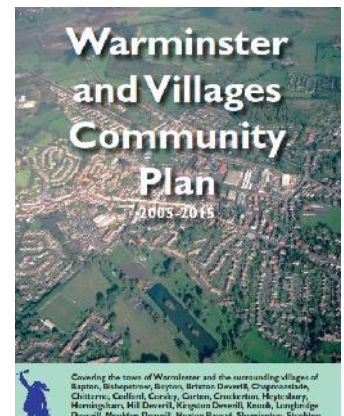
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Introduction

Welcome to the updated Warminster and Villages Community Plan. Extensive consultation and research has been undertaken over the past two years to update the original version published in 2005 (right). This new working framework reflects the feedback from public meetings, surveys, relevant groups and individuals to identify priorities and strengthen the link with the Joint Strategic Assessment (JSA)

The purpose of this plan is to help groups, service providers, the Warminster Area Board and Wiltshire Council to tailor their services more specifically to Community Area's needs, as well as provide a guide for community groups and individuals who want to contribute to the community. Area Boards take decisions about local resources and allocate funding to local communities. They will also give local people power to influence decisions made by its elected councillors.

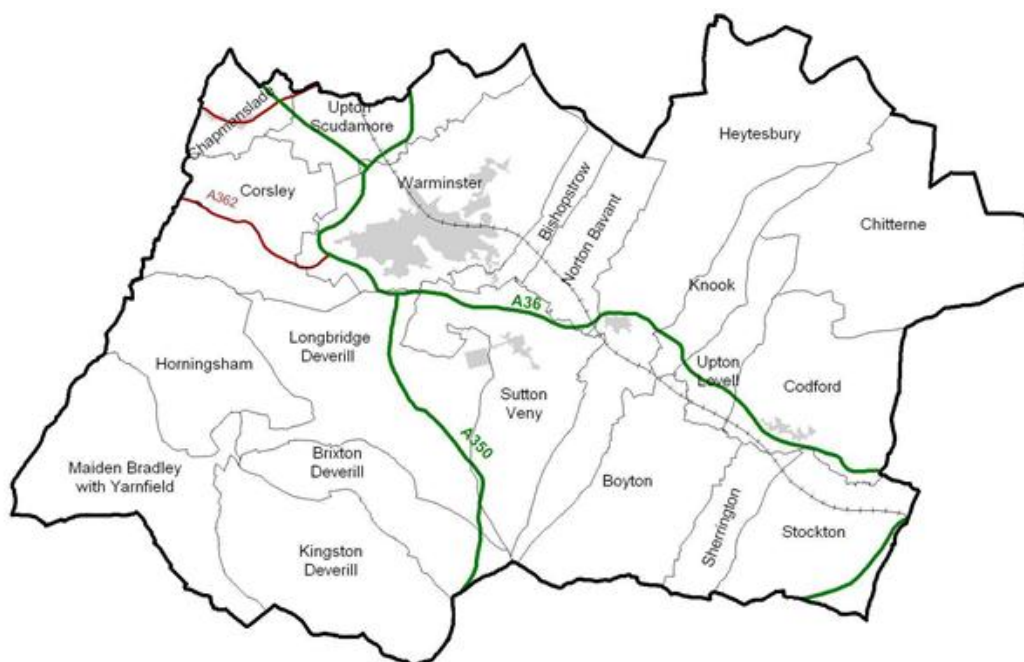


This Community Area Plan will enable the Area Board to develop its own priorities and where to invest its limited resources. Beside statutory bodies, volunteers can take on projects where possible, and our theme groups which look at specific issues are open to anyone in the community. WVCP will support 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 WVCP Coordinator as detailed under the 'Contact WVCP' section on page 18.

Community Area Profile

The Warminster Community area includes the parishes of Bishopstrow, Boyton, Chapmanslade, Chitterne, Codford, Corsley, Crockerton, Heytesbury, Horningsham, Brixton Deverill, Kingston Deverill, Knook, Longbridge Deverill, Maiden Bradley with Yarnfield, Norton Bavant, Sherrington, Stockton, Sutton Veny, Upton Lovell, Upton Scudamore and Warminster.



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Corporate Research Team
Public Health and Wellbeing
Wiltshire Council
www.intelligence-network.org.uk

Population data (mid-year 2011)

<i>Community</i>	<i>Total Population</i>	<i>Male</i>	<i>Female</i>	<i>Population density (per km²)</i>	<i>Land Area (km²)</i>
Warminster	24,700	48.8%	51.2%	88	280
Wiltshire	474,320	49.4%	50.6%	146	3,255

Warminster is an important service centre for the people who live in the town itself and its large rural catchment of villages that sweep from the Deverill Valley to the south, the Wylve Valley to the south east, the Longleat estate to the west and the fringes to Salisbury Plain to the north and east. The town is strategically situated at the junction of the A36 and A350 with direct links to the A303 and M4. The A36 Warminster bypass absorbs much heavy traffic. Warminster is serviced by a mainline railway and is within an hour from Bristol Airport.

Warminster was once a major cloth manufacturing centre and this former prosperity is evident in some of its impressive buildings with an aesthetically pleasing mix of Jacobean, Georgian and tasteful Victorian architecture. Most of the buildings in the central area of town are listed – over a tenth of the listed buildings and scheduled monuments in the county are found in the Warminster Community Area.



Some manufacturing still takes place in the town, such as Lyons Seafood and Dents glove factory. There has been significant investment at the Crusader and Warminster business parks and at smaller employment sites in a further 10 locations across the community area. To the west of the town lies the stately home and safari park of Longleat, and together with the holiday village of Center Parcs, are major contributors to the local economy through tourism and employment.

Like many small market towns the effect of the recession has been felt with some shop closures in recent years. However a major attraction of the town's shopping environment is a good mix of independent shops that add interest and colour to the retail offer. It also hosts a popular weekly open-air market and regular farmers' market.

Warminster is home to a military garrison, which uses Salisbury Plain as a training area. There is a continuing awareness by the military authorities of how important it is to be involved in the life of the town generally, and indeed a tendency of many military personnel to make the town their home on retirement.

The Warminster Community Area is the location of many areas of protected land and AONB. The Cranborne Chase and West Wiltshire Downs form the southern part of the area and the Salisbury Plain Special Protection Area of Conservation borders the north. There are also 9 sites of special scientific interest and over 120 wildlife sites. The use of Salisbury Plain by the military has preserved it as the largest single expanse of unaltered chalk downland in Europe with evidence of human occupation for circa 5,000 years. The area also has more Iron Age hill-forts than

anywhere else in Europe, with Cley Hill, Arn Hill, Copheap, Battlesbury Hill and Scratchbury Hill surrounding the town.

What is the Community Partnership?

WVCP is an independent, non-political organisation with a remit to identify and develop a common vision for the future of the Warminster community area. It is an open forum for community planning and involvement, and comprises local individuals, groups and organisations working with local councillors and the assistance of Wiltshire Council Officers, to improve the quality of life in the locality.

WVCP has developed and maintains a fit-for-purpose Community Plan which evidences the needs and aspirations of those who live there in the area. The Partnership is open to all who live or work in the Warminster community area. It is managed by a Committee elected at its AGM and the work is taken forward both by this Committee and a number of themed partnership groups. Engagement with the wider public is ongoing and membership of WVCP has expanded

Projects

- ✚ Economic and Tourism Group – monthly meetings. Their work includes production of a media contact list to help Warminster clubs and organisations publicise their events (see Appendix 3). They undertake the collection of annual Benchmarking data and have worked as part of a national pilot for enhanced benchmarking. Ongoing monitoring of town scene and empty buildings is carried out and their signage report highlighted work that is being undertaken by local councils. The group were also successful in securing a grant from the Area Board to install a picture (see below) on the public toilets to enhance the town's Central Car Park area.
- ✚ Health and Social Care Group – quarterly meetings. The group monitors and shares information of local developments within the health sector, including Wiltshire CCG, Healthwatch, charities and voluntary groups.
- ✚ Job Club – now continuing through the services of Cornerstone, which offers advice and support with job searches, CVs and interview techniques.

Developments

- ✚ The WVCP website was revamped in 2013; all the Community Plan documents are available to download, together with links to other events and stakeholders in the community. You can also follow WVCP on Twitter.
- ✚ As part of the JSA update for 2014, Wiltshire Council developed new chapters on leisure, arts & culture. WVCP completed work to map local assets as part of this process.
- ✚ Monitoring progress and completion of projects highlighted in the JSA is included as part of the Community Plan update for 2015.
- ✚ Information of potential funding and grant sources for local organisations to access is now completed (see Appendix 6).



Public Consultations

2012 – Initial work to update the 2005 Community Plan commenced in partnership with the Area Board as part of the JSA event in January 2012. This looked at the findings of the 2011 JSA for Warminster Community Area in order to produce outputs that address the issues raised in each of the thematic chapters. WVCP then produced a survey questionnaire based on these results that was distributed to households in October 2012, which successfully generated over 900 responses by the closing deadline.

2013 – Results of the survey feedback (Appendix 1) were presented at a public consultation in January 2013 where themed group discussions confirmed the major priorities to be taken forward in the updated document. This extended process was essential to ensure local people were given every opportunity to add their valued views and comments.

2014 – The JSA for Warminster Community Area 2013-2015 (Appendix 4) steered a further public consultation event *What Matters To You* in April 2014, hosted by the Area Board in partnership with WVCP. The participants decided the priority of key issues raised from a further community survey.

The result has formed the basis of this updated Community Plan for 2014 that identifies local priorities, with revised theme headings to strengthen links to the JSA. The Plan is further underpinned by Appendix 2 that identifies organisations linked to each theme. Work is also ongoing by WVCP to identify sources of grants and fundraising. This will enable efficient dissemination of intelligence to support local clubs and community groups.

Communications

- ✚ Wiltshire Council's Our Community Matters blogsite is used to highlight news and events within the Warminster area and WVCP also actively signposts others to use it.
- ✚ The Economic and Tourism Group issue publicity each month of its activities, using the Warminster Journal and other media.
- ✚ Information and email circulars from other partners are disseminated by WVCP to interested parties for signposting purposes.



Community Plan themes

Themes: The work of WVCP remains structured around key areas linked to the 10 themes in the JSA document, which provides the statistical socio-economic indicators for each community area in Wiltshire and allows direct comparison and assessment in a standardised approach. The themes have been amended from the earlier version of the community plan to encompass all aspects that affect the daily lives of people in the locality. Naturally some of the issues will be cross-cutting and apply to more than one theme.

Taking this forward: In response to key issues highlighted in the updated JSA, the *What Matters To You* consultation in April 2014 identified priority projects and aspirations. These were then reported back to the Area Board meeting in July 2014. Subsequent progress review of these activities forms part of this 2015 Community Plan update.

Stronger Communities

Background: WVCP survey results (2012): Not applicable

JSA key issues 2013-2015:

1. The number of people who are on welfare benefits
2. Those within the community who are suffering from deprivation
3. How well the community is getting involved and influencing what happens
4. The changes in rural facilities

Taking this forward: Outcome from the *What Matters To You* consultation, April 2014:

Establish means of early intervention with child poverty to increase opportunity of success in later life
Identify rural community 'hotspots' through the Good Neighbour Scheme
Raise the aspirations of communities through role models and mentors for children and families
Membership for youth groups to foster teamwork, discipline and challenge
Non-food bank equivalent for household items

Monitoring progress: *Feedback of ongoing projects 2015:*

Actioned: LYN network and steering group meeting Feb 2015 looked at youth needs across the community area

Planned: Good neighbour scheme in villages to help identify needs



Health and Wellbeing

Background: WVCP survey results (2012):

- Retain Warminster Hospital services
- Develop services for older people
- Improve affordable dental care access
- Develop preventative health care
- Develop treatment at home
- Increase awareness of NHS Services

JSA key issues 2013-2015:

1. Life expectancy and healthy life expectancy
2. Childhood obesity
3. Screening for bowel cancer
4. Activity limitations
5. Healthy lifestyles.

Taking this forward: Outcome from the *What Matters To You* consultation, April 2014:

Special focus on ageing population and vulnerable groups
Dementia friendly town
Internet orders coordinated for older people in rural areas
Cooking for one, sharing skills and hobbies
Survey older people about their needs
Information in all formats for older people

Monitoring progress: *Feedback of ongoing projects 2015:*

Actioned: <i>Health and Wellbeing event held in November 2014</i>
Actioned: <i>Safe Places & Dementia Friendly Town steering group established</i>
Actioned: <i>Dementia Awareness sessions – CAM delivered workshops to police and ongoing within wider community</i>
Actioned: <i>Older People's survey undertaken</i>
Actioned: <i>Assistive technology workshops for the visually impaired</i>
Planned: <i>Safe Places & Dementia Friendly schemes to launch Summer 2015</i>
Planned: <i>Free swimming at leisure centre in Summer for young people</i>

Children and Young People

Background: WVCP survey results (2012): [as Education, Learning & Skills]

- Increase apprenticeships
- Encourage work experience opportunities
- Improve job finding skills
- Enhance IT training opportunities
- Improve links to all learning facilities
- Provide a Job Club facility

JSA key issues 2013-2015:

1. Child poverty
2. Children in need
3. Health of children and young people
4. Pupil achievement



Taking this forward: Outcome from the *What Matters To You* consultation, April 2014:

Support for young people to access services and activities, including rural areas
Wiltshire Voices film for Youth Services
Award ceremony to celebrate achievements of young people
Innovation fund to retain youth facilities
Moveable museum
Leisure credits for young people engaging in the community
Community ranger role for young people to work on environmental projects, e.g. bat boxes

Monitoring progress: Feedback of ongoing projects 2015:

Actioned: LYN steering group established in December 2014 for consultation and analysis of youth needs across the community area
Actioned: A weekly youth activities club funded until March 2015, including Valentine's Disco and Easter event for young people
Actioned: Town Council grant funding towards Summer activities
Actioned: Young people involved in Magna Carta event June 2015
Actioned: All weather outdoor table tennis club in Corsley
In discussion: Cycle pump track adjacent to Town Park; BMX cycle track
Planned: Youth award ceremony planned Autumn 2015 for young people in Warminster
Planned: Tennis coaching in Town Park



Economy

Background: WVCP survey results (2012): [as Economy & Tourism]

- Encourage new employment opportunities
- Protect existing workspace
- Increase tourism potential
- Take forward Town and Parish Plans
- Encourage the evening economy

JSA key issues 2013-2015:

1. Retail health
2. Broaden employment so that it is less reliant on the public sector
3. Claimant Count

Taking this forward: Outcome from the *What Matters To You* consultation, April 2014:

Facilitate good quality job creation in Warminster to match future growth in population
Better communication about future use of sites
Link to MoD to explore apprenticeships and employment
Resolve issues around existing Business Parks/Trading Estates
Support for business through mentoring and link to schools
Improved broadband

Monitoring progress: *Feedback of ongoing projects 2015:*

Actioned: <i>Benchmarking 2014 - full report of the town centre users' survey undertaken by Economy & Tourism Group (WVCP) published February 2015</i>
Actioned: <i>Cheaper rents for market stall holders</i>
Actioned: <i>Shop Watch scheme</i>
Actioned: <i>Three Horseshoes Mall project group established with developer and Town Council</i>
Actioned: <i>New planters provided at Warminster railway station</i>
Actioned: <i>Local Warminster job club run by Cornerstone</i>
Actioned: <i>Car parking review</i>
Actioned: <i>Town council subsidised parking scheme</i>
In progress: <i>roll-out of superfast broadband</i>

Transport

Background: WVCP survey results (2012):

- Maintain roads in good condition
- Reduce speeding in villages
- Improve traffic management in town and villages
- Improve rural transport services
- More effective public transport
- Improve cycling infrastructure

JSA key issues 2013-2015:

1. The number of Heavy Goods Vehicles (HGVs) travelling through Warminster
2. Speeding in villages
3. Road and pavement conditions
4. The need to improve public transport services
5. The need to improve cycle facilities

Taking this forward: Outcome from the *What Matters To You* consultation 2014:

Public transport improvements, especially bus links to villages for older and young people
Improve public transport links
Encourage bio transport
Community transport: Link scheme, Flexibus
Commuters: Lift/car share, Wheels to Work scheme

Monitoring progress: Feedback of ongoing projects 2015:

Actioned: New planters provided at Warminster railway station
Actioned: Railway manager working with Town Council to improve promotion of Warminster
Actioned: Connecting Wiltshire website www.connectingwiltshire.co.uk



Housing

Background: WVCP survey results (2012): [as Planning & Housing]

- Improve road and street cleanliness
- Encourage use of renewable energy
- Ensure appropriate new infrastructure
- Increase involvement in local planning
- Improve supply of brownfield sites
- More housing required

JSA key issues 2013-2015:

1. Delivery of affordable housing
2. Prevention of homelessness
3. Military housing
4. Making best use of existing stock
5. Welfare reform

Taking this forward: Outcome from the *What Matters To You* consultation, April 2014:

Shared equity schemes for affordable and other supported housing
Housing advocacy project
Promote and support any Community Right to Build
Neighbourhood and Parish Wardens
Tree and orchard planting
Better communication of Area Board and projects using local networks

Monitoring progress: Feedback of ongoing projects 2015:

Actioned: Social housing units planned and delivered in new developments
Actioned: Partnership work to engage with tenants via Selwood Housing
Actioned: Communication of Area Board schemes using local networks / blogsite and twitter

Community Safety

Background: WVCP survey results (2012):

- Keep Warminster and villages safe
- Improve response to anti-social behaviour
- Promote Good Neighbour Scheme
- Improve flow of positive news for Warminster and villages

JSA key issues 2013-2015:

1. Public space violence, Anti-Social Behaviour and drugs and alcohol
2. Offenders and victims
3. Domestic abuse and sex offences
4. Road safety

Taking this forward: Outcome from the *What Matters To You* consultation, April 2014:

Improve and promote the campaign to support victims of domestic abuse
Introduce cold-calling free zones across the area
Support a Safe Places scheme in the town
One stop agency visits to make homes safer for the vulnerable
Community campaigns and publicity
Good Neighbour scheme to reduce isolation

Monitoring progress: Feedback of ongoing projects 2015:

Actioned: Magna Carta and Legacy working group
Actioned: Community Messaging service
Actioned: Bobby Van scheme working with Police and Fire Services targeting vulnerable groups in Warminster
Actioned: Street pastor scheme

Actioned: Pub Watch scheme
Actioned: Safe Places & Dementia Friendly Town steering group established
Actioned: Dementia Awareness sessions – CAM delivered workshops to police and ongoing within wider community
Actioned: Emergency Planning workshop June 2015
Planned: Safe Places & Dementia Friendly schemes to launch Summer 2015

Leisure

Background: WVCP survey results (2012): [as Culture, Leisure & Sport]

- Improve the value from facilities available
- Reduce perception of nothing to do
- Improve sports coordination
- Improve ‘what’s on’ information
- Develop regular film shows
- Review Warminster Festival ‘set up’



JSA key issues 2013-2015:

1. Increasing levels of participation
2. Volunteers
3. Young people
4. Formal and informal outdoor recreation
5. Health

Taking this forward: Outcome from the *What Matters*

Free access of leisure activities – greater availability to the wider population
Install new Trim Trail via Friends of the Park
‘Good Gym’ - village pit-stop for running groups
Target specific taster sessions, e.g. young mums, elderly, children
Inspire fitness through MoD interaction and coaching

Monitoring progress: Feedback of ongoing projects 2015:

Actioned: Warminster Wobble annual cycling event
Actioned: DC leisure upgrade to gym November 2014
Actioned: Health Fayre event November 2014
Actioned: Community Asset transfer of local allotments
Actioned: All weather outdoor table tennis club in Corsley
Planned: Free swimming at leisure centre in Summer for young people



Environment

Background: WVCP survey results (2012): [as Environment & Countryside]

- Promote use of natural energy
- Develop food waste recycling
- Lobby for improved broadband
- Improve environmental education
- Support Parish Plans
- Improve signage to parks and reserves

JSA key issues 2013-2015:

1. Protecting wildlife and natural habitats
2. Maximising the economic and social benefits of green space
3. Responding to climate change
4. Making better use of land and natural resources
5. Protecting water resources and reducing flooding

Taking this forward: Outcome from the *What Matters To You* consultation, April 2014:

Maintain and augment the town's green infrastructure by providing pedestrian and cycle routes to the countryside
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Map green assets – protect and link rights of way

Link town access to extended rural routes

Map cycle tracks and develop a smartphone App

Improve signage to the Town Park

Monitoring progress: *Feedback of ongoing projects 2015:*

Actioned: <i>Glovers Lane cycle route</i>
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Actioned: <i>Improved paths at Smallbrook Meadows</i>
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Actioned: <i>Toad crossing signs</i>

Actioned: Connecting Wiltshire website www.connectingwiltshire.co.uk
Planned: Encouragement that green assets are mapped as part of parish plans
Planned: Open the Town Park to cycling along with additional cycle routes through the town
Planned: Path improvements for disabled users at the Park

Culture and Arts

Background: WVCP survey results (2012): [as Culture, Leisure & Sport]

- Improve the value from facilities available
- Reduce perception of nothing to do
- Improve sports coordination
- Improve 'what's on' information
- Develop regular film shows
- Review Warminster Festival 'set up'



JSA key issues 2013-2015:

1. Cultural asset base
2. Audience participation
3. Groups and events
4. Priorities for the future

Taking this forward: Outcome from the *What Matters To You* consultation, April 2014:

Sustain and secure cultural activity through volunteering, funding and premises
Website to promote cultural activities to residents and visitors
Publicity and community notice boards
Rebrand the town – 'Welcome to Warminster'
Market research what people want versus what is offered to identify any gaps

Monitoring progress: Feedback of ongoing projects 2015:

Actioned: Support of Warminster Festival
Actioned: Support of Warminster Athenaeum
Actioned: Corsley Reading Rooms improvements including ICT
Actioned: "Welcome to Warminster" website group
Actioned: Sutton Veny Flower Show improvements (shelters)
Actioned: Magna Carta and Legacy working group
Actioned: Young people involved in Magna Carta event June 2015
Ongoing: Current volunteering opportunities in the Warminster area can be accessed via the website www.volunteercentrewiltshire.org.uk
In discussion: Community campus may include improved museum facilities
Planned: Buy local guide by Economy & Tourism Group (WVCP)

Glossary

AONB	Area of Outstanding Natural Beauty
CCG	Clinical Commissioning Group
JSA	Joint Strategic Assessment (for Warminster community area)
LYN	Local Youth Network (for Warminster community area)
MoD	Ministry of Defence
WPSB	Wiltshire Public Services Board
WVCP	Warminster and Villages Community Partnership

Appendices (download from the website or email a request to the WVCP Coordinator)

- Appendix 1 WVCP consultation survey results 2012
 - Appendix 2 Local directory – groups and organisations, by Community Plan theme
 - Appendix 3 Media contact list – where to publish Warminster events
 - Appendix 4 JSA update 2014
 - Appendix 5 JSA monitoring 2015
 - Appendix 6 Grant funding opportunities
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References

- Joint Strategic Assessment for Warminster Community Area (2011 & 2013-2015), WPSB
 - Warminster and Villages Community Plan 2005-2015, WVCP
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Contact WVCP

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