

Super Survey update

As promised in the first edition of "This is Swindon" the full analysis and findings in the 'Life in Swindon' survey is now complete and can be viewed on the LAA website at www.swindonlaa.org.uk



Contributions from the survey will help shape the future of services in the Swindon community from the Police, the Primary Care Trust and the Borough Council.

The winner of the Super Survey draw is from Wroughton and has been notified and will receive a £100 High Street voucher. We hope to update you all in the next edition.

Don't forget the Swindon Strategic Partnership Conference is taking place on Tuesday 14th November from 9.30 at the University of Bath in Swindon, Oakfield Campus. To book your place please contact Janet Beattie at jbeattie@swindon.gov.uk

Welcome to the November edition of the Local Area Agreement newsletter "This is




Swindon" writes Cabinet Member for Community & Neighbourhoods, Cllr Steve Wakefield.

"Swindon Borough Council's Scrutiny Committee took a detailed look at the progress of the Local Area Agreement at

their meeting on October 30th. The LAA has encouraged an open and co-operative partnership, readily sharing best practice and an enthusiasm for innovation. I'm very happy with the progress the LAA is making in joining up services which are beneficial to the whole of Swindon."

This edition brings you updates from the 4 blocks, the 'Super Survey' results and news on the consultation currently underway on the annual refresh of the LAA.

If you have any contributions or comments for future editions of "This is Swindon" please e-mail the LAA team. Contact details on the last page.



Healthy Communities & Older People Block

Caroline Fowles has been appointed joint Swindon PCT Chief Executive and Swindon Borough Council Group Director for Housing & Social Care and will be our new Block Chair for the Healthy Communities and Older People Block.

Caroline joins us from Cheltenham and Tewkesbury Primary Care Trust, one of three Primary Care Trusts in Gloucestershire where she held the post of Chief Executive. She has been Chief Executive since the organisation was established in 2002, having previously been the Primary Care Group Chief Executive (on secondment from Gloucestershire Health Authority). Caroline held various Director roles with Gloucestershire Health Authority between 1988 and 1999. Prior to this, Caroline worked in Acute Hospital Services Management. She joined the NHS in 1979 on the National Training Management Scheme.



Caroline has been an active member of a number of strategic partnerships in Gloucestershire and is a keen advocate for the wider opportunities that partnership brings to achieving improvements in health and service delivery.

Kids Eat GR8 Food



Outcome: 10 Indicator 3—By 2009, every school child in Swindon will have the opportunity to eat nutritious hot school meals that meet national nutrition standards, cooked from scratch and using ingredients from a sustainable food supply.

Children's Services have started work on Outcome 10 by engaging schools in a "Transforming School Food" Conference which was held on 17th October. Schools were invited to send along 2 members of staff or a Governor with responsibility for school food to address the new school food standards.



The conference looked at the effect Government recommendations will have on schools, the help schools can get in implementing the new standards, and the potential health benefits for the pupils. The School Food Trust explained what the Trust is doing to promote the changes. Also discussed was how Swindon Borough Council will help schools, and how the standards will be inspected by Ofsted.

All attendees received a hot, healthy, organic school meal supplied by "Lets Do Lunch" catering team who supply Lethbridge Primary School in the town.

A training morning was held a couple of days after the conference for catering staff, school staff and governors with responsibility for school food. The purpose was to provide them with information and resources to help them meet the new food standards. Subjects covered:- creating a safe kitchen environment, details on training courses Swindon Borough Council offer to school catering staff, menus that meet the new food standards, local school case studies and organic vegetable gardens in schools.

Delegates attending the conference were challenged on implementing new food standards aimed at improving the health benefits for pupils. Another challenge schools face will be the provision of meals coming under inspection during Ofsted visits.



Pictures courtesy of: www.forparentsbyparents.com/info_organic_food...



A separate event saw Primary school teachers taking notes on healthy eating. Twenty teachers have been learning how to make their schools healthier with a little help from teachers at The Ridgeway School in Wroughton.

Ridgeway, which is the first secondary school in the town to gain the new national Healthy Schools Status. This is an award scheme which meets 42 national standards including physical education, healthy eating and emotional health and well being.



Outcome 13—We will reduce crime, reduce the fear of crime and anti social behaviour, and reduce the harm caused by illegal drugs and alcohol.

Bringing peace to the town's streets

A report in the Swindon Advertiser in September 2006 detailed progress on this indicator.

In 2004, the police were given new powers to deal with rowdy youths and anti-social behaviour through dispersal orders.

A dispersal order is designed to deal with groups of two or more people who are causing harassment, alarm or distress. If a group is deemed to be acting in an anti-social way they can be moved on by police. If they return within 24 hours, or refuse to move, then they can be arrested.

Since their introduction, Swindon police have set up 18 dispersal orders across the town. While it is a police power, they are required to consult with the council and get their consent to enforce the order.



Picture courtesy of Swindon Advertiser.

Earlier this year Liden village centre was given a dispersal order. And now that the order has expired residents say that it has made a difference. The Ward Councillor for this area in Swindon is Leader of the Council, Roderick Bluh. He says the dispersal orders are working, but he would like to see them made more permanent.

"I agree that they are having a positive effect," he said. "However they are not perfect as they only last six months. I personally do not quite see why if a dispersal order has been given it can't be for as long as it is required." But he said that the order had helped to improve the situation in Liden village centre. "My only worry is that they just move on somewhere else, he said. "We have not had too many problems and the youths now know me and speak to me. They say they are bored and have nothing to do, so I've told them I will help them as long as they behave. On the whole I think the dispersal orders are very useful, but I would like to see their powers strengthened."

In Theatre Square, by the Wyvern Theatre, skateboarders and rowdy youngsters have proved to be the biggest nuisance for shoppers and shopkeepers.

More to do

Despite the relative success of dispersal orders in Swindon, residents still feel more should be done in the fight against anti-social behaviour.

Smashed windows, gang assaults, drug dealing and graffiti sparked the huge surge in complaints, a government spot-check revealed.

And Swindon Council's anti-social behaviour co-ordinator Cheri Wright said that her investigators were taking on between 30 and 40 serious cases at any one time. Parks is the town's anti-social behaviour hotspot, with the council receiving 103 reports of problems during the last financial year.



Outcome 5: We will establish Swindon as a national destination for cultural and leisure events and ensure that more of those who work in Swindon also live, shop and socialise in the Borough

Keeping it Rail!

Swindon's Steam Museum became a rail enthusiast's heaven over a weekend in September with the opening of the Swindon Railway Festival.

The entire museum seemed to groan under the strain of thousands of extra visitors over the weekend, who came along to view the model railways, the various stalls, a bit of real steam and of course the museum's own exhibits.

Outside the museum, several steam enthusiasts from across Swindon brought along their own steam machines, including two agricultural traction engines and a steam-roller; all three were set up just outside the museum, puffing away.

Also outside was a former GWR Saddle Tank engine, also fully steamed up giving youngsters the chance to blow the whistle.

Back inside was pop mogul and railway enthusiast Pete Waterman who has supported the Railway Festival for the last four years. "It's gone from strength to strength," he said. "I have never seen crowds like this before, and it's not because this is Brunel's year, it is down to people continuing their love of the train and steam."



Picture courtesy of Swindon Advertiser.



Update from Healthy Communities & Older People Block

A couple of updates from the Healthy Communities and Older People Block are:

- Outcome 18—Target is being led by Swindon Carer's Centre who have generic young carer's groups and services. Carer's of parents with mental health problems are a high percentage of the current group. Increasing assessments should lead to further young carer's being identified and directed towards the young carer's support services in the Carer's Centre.
- Outcome 19—Two additional Community Matrons have been appointed and are developing on an evaluation plan to reduce emergency bed days.

Visit our website for all our latest news at: www.swindonlaa.org.uk

Swindon is one of the focal points of a new Government push to cut teenage pregnancy.



Outcome 10: We will improve the health of young people in the Borough
Indicator 10: Reduce under 18 conception rate, i.e. number of conceptions to under 18 years of age females per thousand females aged 15-17

Teenage Pregnancy

Parents have been encouraged to talk openly with their children about sex in a bid to reduce unwanted teenage pregnancies, Government Ministers have revealed plans to persuade parents to be less anxious when they discuss relationships and to encourage teenagers to delay sex, and to remind them to use contraception properly.

The new strategy comes after figures revealed that the Government is set to miss its target to halve rates of teenage pregnancy between 1998 and 2010.

Most council areas went slightly down, however in Swindon the number of conception by young women under 18 increased from 48 per 1000 in 2003 to 56 per 1000 in 2004. The data for 2005 is expected in February 2007.

The Children & Young People block are working hard to reduce the number of under 18 conceptions in Swindon. The Teenage Pregnancy Management Action Plan is in place to monitor improvements in performance and quarterly review meetings with the DfES have been set up.



Picture courtesy of Swindon Advertiser.



Update from Children & Young People's Block

- Outcome 7—Four children's centres are operating providing support, advice and child care for parents with children under 5.
- Outcome 8—The common assessment pilot and allocation of lead professionals has been evaluated positively and the common assessment will be rolled out across Swindon from September 2006.
- Outcome 10—90% of schools participating in new Healthy Schools Status (73% of schools achieved previous standard).

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Outcome 13—We will reduce crime, reduce the fear of crime and anti-social behaviour and reduce the harm caused by illegal drugs and alcohol.

Binge drinking

Binge drinking and alcohol abuse is killing hundreds of Swindonians every year and landing thousands more in court and hospital, according to a public health watchdog.

The massive cost of binge-drinking, chronic liver disease, drink-fuelled sexual assaults and injuries are all catalogued in the North West Public Health Observatory report that says 21 per cent of the town's adults are binge-drinkers.

Excess drinking is taking an average nine months off the life expectancy of Swindon men and 4.4 months of life from women.

Dangerous drinking is killing 133 men and 100 women in the town every year.

According to the report alcohol directly caused 389 admissions to Swindon's hospitals in 2004-05. Last year, drink-fuelled rage ended with 1032 assaults and 28 sexual assaults from a total 1490 crimes.

The full report can be found on the North West Public Health Observatory's website at www.nwph.net/nwpho/default.aspx

Swindon Police added that a change of culture is needed and have vowed to crack down on excess alcohol consumption.

In June 2006 the Police launched 'Operation XS' to tackle Swindon and Wiltshire's drinking problem in all its forms. 'Operation XS' is a county-wide campaign to reduce the number of deaths, injuries and arrests caused by excess drinking. The seven month operation will involve the force's 1250 police officers, backed up by hundreds of special constables, police staff and PCSOs who are patrolling the streets and taking a zero tolerance approach to anyone who commits crime as a result of excessive drinking.

Alcohol Disorder Zones are now in place.

These are areas where drinking outside is designated to a restricted area.



Picture courtesy of Swindon Advertiser.

Don't forget!

Swindon's Local Area Agreement is a three year plan, subject to an annual refresh. We welcome all partners, contributors and observers to study the draft refresh document and enter into this consultation exercise.

Feedback period ends on **Monday 20th November**.

http://www.swindonlaa.org.uk/laa_consultation_final_201006.pdf



Update from Safer & Stronger Block

- Outcome 13—The Borough Council have joined forces with Wiltshire Fire & Rescue Service to fit fire alarms, carry out electrical safety tests and ensure fire procedures are in place in buildings such as sheltered housing schemes.
- Outcome 13—Priority and Prolific Offenders (PPO) referrals to Drugs Intervention Programme (DIP) have now been made an automatic process.

Visit our website for all our latest news at: www.swindonlaa.org.uk



Outcome 1: We will establish Swindon as the leading location in the UK for new, relocating and existing businesses and encourage the growth and development of existing businesses

Honda boom will bring more top firms to town

Honda's decision to create 700 new jobs at its South Marston plant could be the start of a business boom in Swindon.

Bill Cotton, Economic Development Director at Swindon Borough Council adds that "the knock-on benefits from such a major investment would be massive."

He added that the Council was already in talks with a number of big firms wanting to relocate here on the strength of Honda's move. "It's fantastic for the town, it shows that people in Japan and around the world have got confidence in Swindon and it's people. Making such a massive investment shows Swindon can produce quality vehicles and a quality product."

Mr Cotton added that the goal was to make Swindon the prime location for UK businesses. "Our mission is to make Swindon the best business location and this goes to show that this is not a wild aspiration. It is backed up by commercial realism and businesses making that investment. It is important that businesses like Honda are investing because it is the massive spin-offs that come with this kind of big operation. We are talking to a number of big companies that want to relocate here on the strength of Honda's investment."



Picture courtesy of Swindon Advertiser.



Update from the Economic Development & Enterprise Block

- Outcome 1: Start up companies—Local organisations (Business Link, University of Bath, the Council and the Federation of Small Businesses) are organising a start up business competition that will run through enterprise week in November, which will also include a Young Enterprise Business person component to it. These Start Up Companies intend raising the profile of businesses already established in Swindon by competing in the 'Best Business in the South West' Finals in May 2007.
- Outcome 1: An inward investment campaign 'Make the Connection' was launched in September which is backed up by the website: www.maketheconnection.co.uk for investors.
- Outcome 1: English Heritage is relocating to Swindon. www.welcometoswindon.co.uk has been launched especially for them which answers all of their questions about relocating to Swindon.



And Finally.....

Watch this space

There is to be a consultation on Community Buildings and Facilities during the period January—March 2007 at this early stage only the timescale has been identified not the format of the consultation.

Forthcoming Events

- November 14th—Swindon Strategic Partnership Conference (University of Bath in Swindon)
- November 20th—25th—Anti-bullying week
- December 8th—Funding for Sports Events—Venue to be confirmed—for further information contact Janet Duffield at jduffield@swindon.gov.uk
- Monday 26th February 2007—Closing date for applications for Quality of Life Awards to be with the Sustainable Development Team. For more information contact Lynn Forrester at lforrester@swindon.gov.uk

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6-month review of the LAA update

The six-month review of the LAA is now well underway .

A copy of the review will be published on the LAA Website once it has been submitted to the Government of the South West (GOSW).

Future Newsletters

What would you like to see in future editions of "This is Swindon"?

Send your comments, contributions and information on your forthcoming events to:

swindonlaa@swindon.gov.uk

Articles for the next edition to be submitted by 8th December 2006

January 2007 edition will be published on: 3rd January 2007

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