

Your Local Community Area Plan



The Future For The Marlborough Community Area 2004 - 2014

Aldbourne, Avebury, Baydon, Berwick Bassett, Broad Hinton, Burbage, Buttermere, Chilton Foliat, East Kennett, Froxfield, Fyfield, Grafton, Great Bedwyn, Ham, Little Bedwyn, Marlborough, Mildenhall, Ogbourne St Andrew, Ogbourne St George, Preshute, Ramsbury, Savernake, Shalbourne, West Overton, Winterbourne Bassett, Winterbourne Monkton

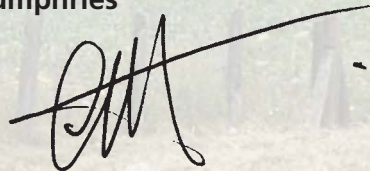
Introduction to the Community Plan

On behalf of the Marlborough Community Area Strategic Partnership (MCASP) I have pleasure in presenting the very first Marlborough Community Area Plan. The Plan has been developed after a series of consultation events, research and negotiations with a number of organisations and agencies including a questionnaire to over 2,000 households across the community area.

I hope that the contents of this plan will go some way to improving the quality of life for the whole of the Marlborough Community Area. Now that we have a Community Plan in place the next stage is to work closely with representatives of public, voluntary and private sector organisations and businesses to bring about the actions contained within the Plan, with your support and involvement.

I would like to take this opportunity to thank all who have been involved in working together on this Plan and ask for continued support for the future.

Chris Humphries

A handwritten signature in black ink, appearing to be 'CH' with a long horizontal stroke extending to the right.

Chairman.

Marlborough Community Area Strategic Partnership

February 2004

Vision

“A safe and vibrant community benefiting from high standards of housing, health, education and culture in the context of a growing economy in the area as a whole. Improved delivery of services to the population of the Marlborough Community Area making the most effective use of available resources.”

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What is Community Planning?

Community Planning is about discovering the concerns of the community and preparing a plan of action based on their needs and aspirations. The aim is to improve the quality of life for all who live, work or visit the Marlborough Community Area.

It has been written with the help of local people and

representatives of public, voluntary and private sector organisations and businesses.

Over time the community planning process will seek to influence service providers and the plans and strategies they produce so that they more closely meet the needs of local people.

How we have arrived at the priorities

- A desktop research exercise looking into existing strategies and plans resulting in a Needs Analysis of the area.
- Focus Groups involving relevant local organisations and individuals were set up around the 8 policy themes used in the community plan to draw out key issues from the Needs Analysis.
- A questionnaire was sent to 1 in 3 households – summary of results on page 22.

- Exhibitions in 5 locations within the community area.
- Discussion and debate by a steering group and an elected Member's Forum, involving District, County, Town and Parish Councillors.

The plan has been prepared using the results of the above process and the concerns, priorities and issues identified by that process are contained within the tables on the following pages.

What happens next? – how the plan is implemented

- Local authorities and public bodies will consider the plan and consider contributions towards its implementation.
- A new group called "Marlborough Community Area Strategic Partnership" has been formed to adopt and implement this plan, closely supported by the Marlborough Area Development Trust (MADT). The initial range of member organisations and interest groups was chosen by the elected Member's Forum. The Partnership will have the authority to vary its membership.
- Marlborough Community Area Strategic Partnership will review the targets in this plan and report progress and achievements in a newsletter at least once a year.

- Reports will be made to the Member's Forum and ideas and help requested on how to achieve the targets in the plan.

Although the plan has a ten-year horizon we have concentrated on projects we can identify now. New projects with longer lead-in times will emerge during the period of the plan.

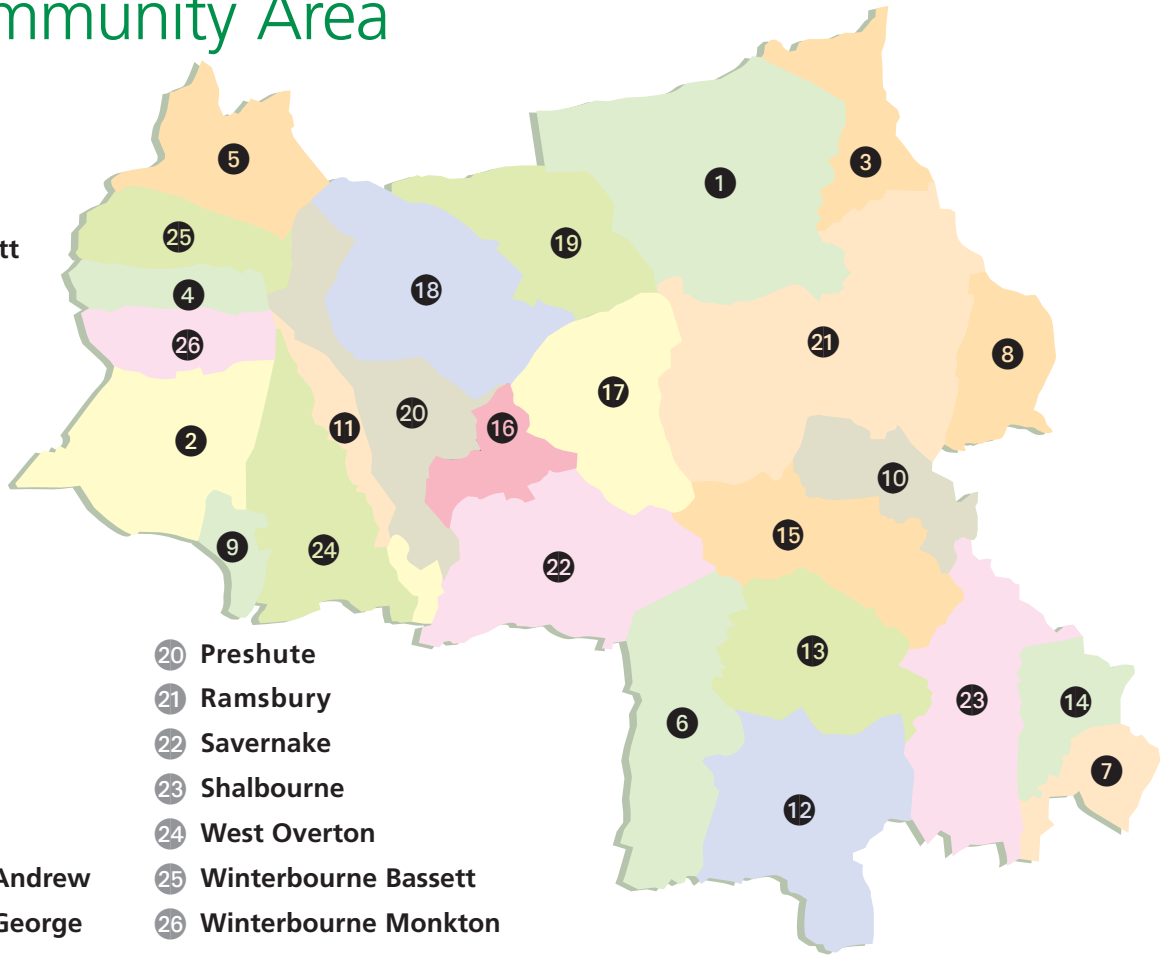
Much of the work will be carried out in partnership with other organisations.

Please contact Dave Roberts or Caroline Brailey if you wish to get involved or have an input into any of the projects and they will ensure that you are able to get in touch with the correct organisation. Details on page 23

The Community Area

- 1 Aldbourne
- 2 Avebury
- 3 Baydon
- 4 Berwick Bassett
- 5 Broad Hinton
- 6 Burbage
- 7 Buttermere
- 8 Chilton Foliat
- 9 East Kennett
- 10 Froxfield
- 11 Fyfield
- 12 Grafton
- 13 Great Bedwyn
- 14 Ham
- 15 Little Bedwyn
- 16 Marlborough
- 17 Mildenhall
- 18 Ogbourne St Andrew
- 19 Ogbourne St George

- 20 Preshute
- 21 Ramsbury
- 22 Savernake
- 23 Shalbourne
- 24 West Overton
- 25 Winterbourne Bassett
- 26 Winterbourne Monkton



Ramsbury



1

The Economy

The town attracts a wide range of customers from both the surrounding area and more distant centres, including trade from tourism. However local business support networks are seen as poor and amongst businesses there is a lack of a sense of belonging to the Marlborough Community. Business premises are in short supply and

this restricts the creation of new businesses and business expansion. Out-commuting from Marlborough is significantly high, amounting to some 40% of the local resident workforce. Full-time job opportunities are fewer than the Wiltshire average in the Marlborough Community Area.



Headline Issues

Supporting farming, and small businesses including village shops and bed & breakfasts.

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
1.1 Agriculture in decline.	Wiltshire & Swindon Economic Partnership (WSEP) has submitted a bid to South West Regional Development Agency (SWRDA) to support the marketing, product development and sale of local food and woodland produce. Supporting Farmers Markets and development of Wiltshire Food Links Partnership.	Maximise the local opportunities provided by the Common Agricultural Policy reform and the Government Sustainable Farming and Food Strategy. Bid for additional funding for farm business advice to support diversification. Investigate increasing the number of farm shops.	Set out a Wiltshire Sustainable Farming and Food Strategy by March 2004 and assess its implications for the Marlborough Community Area.
1.2 Lack of new business start-ups.	Business Advice Service operating one day per week in Marlborough.	WSEP through a bid for Rural Regeneration Partnership funding will examine promotion of craft businesses in the villages. Marlborough Area Development Trust (MADT) will implement the economy group's Action Plan.	Three visits per annum from Business Link to craft related businesses. MADT Economy Group to identify suitable targets for Marlborough Community Area by October 2004.
1.3 Lack of Employment Land / high cost of premises.	Protection of existing employment sites in Kennet Local Plan.	Promote the take up of the Salisbury Road employment site.	Full take up of Salisbury Road site by 2005.

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
1.4 Poor business networks and communications.	MADT Breakfasts/Annual Dinner. Contributing to County Information and Communication Technology (ICT) development projects.	Continue to develop links with businesses.	4 business breakfasts events per year, 1 business dinner per year. Improve access to ICT facilities.
1.5 Lack of local employment opportunities to match local needs.	WCC/KDC/MADT support diverse range of economic development initiatives including improved local job opportunities and converted barns for employment.	Maintain strategic focus on sustainability. Promote local jobs to try and reduce out-commuting.	Encourage local employment and keep levels of out-commuting to 2001 Census levels.
1.6 Lack of tourism products and a need to improve existing provision.	Liaising with existing providers to improve provision. Promoting car rallies, retail 'experience', Jazz Festival, Continental Markets, Avebury Visitor Centre and Summer School.	Maintain contact with providers. Develop existing attractions. (See separate targets in 'Culture' section.) Develop a range of short stay cultural breaks.	Improve attendance at existing attractions by 5% per annum. MADT Culture Group to create 1 new product per annum.
1.7 Lack of tourist accommodation.	Investigating feasibility of Youth Hostel at West Kennett.	Encourage more B&Bs & Hotels.	To encourage 2 new B&Bs/Hotels per annum.
1.8 Closure of key facilities in rural areas such as post offices, pubs and shops.	KDC offering discretionary rate relief. Support from Community First.	Improve discretionary rate relief.	Restore provision to 2001 Rural Facilities Survey levels or above.
1.9 Low employment participation rates of women in rural areas – lack of part-time opportunities.	Outreach projects currently run by Rural Needs Initiative (RNI).	Increase geographical coverage.	Maintain help for existing numbers of clients.
1.10 Broadband.	MADT – advocacy for provision. BT Smartplace bid submitted March 2003.	Build support for broadband. Lobby BT to change their policies for take-up per sub-exchange. Promote a rural pilot scheme within the Community Area.	Have broadband available to the smaller exchanges by December 2004 and at least one pilot project in the Community Area.

2

Education and Lifelong Learning

The overall aim of this theme is to promote good quality education and lifelong learning to release the creativity and talents of individuals and communities.

Education and lifelong learning are seen as key to the long-term growth and prosperity of the community.

There is a current proposal to consolidate St John's

School on the Stedman site and for it to serve as a Community College and offer wider sports/community facilities. This proposal is linked to an allocation in the emerging Kennet Local Plan for the Chopping Knife Lane school site to accommodate residential development that will fund the proposals at the Stedman site.



Headline Issues

Successful consolidation of St. John's School on one site.

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
2.1 Proposals for consolidation of St John's School on the Stedman site.	Making provision in the Kennet Local Plan.	Implement the proposals for creation of new School. Re-examine road access arrangements to the new school site.	New School built by 2006 and broaden the scope for community activities.
2.2 Not enough services to cater for the needs of people with disabilities.	Mindfully Employed provide back to work courses. Kennet Supported Employment assist people with disabilities into work.	WCC will construct proposals from its recent award of european money.	As per the targets in the application to Government Office for the South West.
2.3 Transport to gain access to further education either inadequate or too expensive.	Subsidising existing bus services for students.	WCC to lead on the development of the Community Area Transport Plan.	Submit an agreed Transport Plan for the Marlborough Community Area (MCA) by 2005.
2.4 Some skills gaps not covered by local courses.	Learning & Skills Council (LSC) and Lifelong Learning Partnership funding local courses. LSC administering Employer Training Programme pilot.	MADT to organise promotion of work training programme.	Promote work training.

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
2.5 Lack of Adult Education courses locally.	Focusing provision in Swindon and at St John's School. Marlborough College Summer School.	MADT will advocate for a greater range of courses provided locally. Continuous review of Adult Education courses locally.	2 new courses per annum according to demand.
2.6 Some people not able to access Information and Communications Technology.	WCC provided 6 screens in Libraries across the area and mobile library. Swindon College and St John's School providing courses within Marlborough.	Mobile Plus library service piloted in Bedwyn area. Create a one stop information centre in the town. BT Smartplace Partnership will provide infrastructure and training.	Mobile Plus Library service reviewed December 2003. By 2005. 2004-2007.
2.7 Maintain viability of village primary schools.	WCC are monitoring school rolls. WCC investigating specialist activities where appropriate.	WCC exploring Federation proposals and Schools as possible Village Service Centres.	WCC to retain present schools.
2.8 Some young people felt they were not consulted about decisions within their local community.	Maintain youth provision. Consulting Youth through 'Tomorrow's Voice'.	Establishing Young Person Committee closely supported by Management Committee of the Youth Centre.	Establish Youth Forum to be involved in local decision making.



3

Crime and Community Safety

Wiltshire is one of the safest counties in the country and Kennet has the lowest level of crime and disorder in the County. In recent surveys over 80% of respondents said that they perceive Marlborough and Kennet to be a

safe/fairly safe place. Within Marlborough and Kennet there is a Community Safety Partnership which consists of local authorities, the police and local organisations.



Headline Issues

More visible and effective Policing.

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
3.1 Concern about household burglary/drugs/ criminal damage.	Working to reduce fear of crime by increasing Police visibility and effectiveness.	Commit to increase Police visibility and effectiveness over the Plan period.	Reduce fear of crime by 10%. Figure to be monitored through bi-annual survey (probably People's Voice).
3.2 Increase in drug use, especially among young people.	Working through the Drug and Alcohol Action Team.	Improve education, prevention and rehabilitation.	Increase number of drug users taking treatment over the next 3 years.
3.3 Some elderly people have fear of crime.	Operation Litotes to reduce number of distraction burglaries. Bobby Van – personnel install locks, chains etc. Neighbourhood Watch.	Work together to identify target areas so resources can be used effectively. Encourage more Neighbourhood Watch schemes.	Reduce burglary from dwellings by 2% per annum. (2002/3 there were 84 recorded incidents).
3.4 Theft from vehicles particularly in tourist/ beauty spots.	Warning signs at beauty spots and Police vehicle patrols.	Maintain issue within Action Plan.	Reduce theft from vehicles by 2% per annum. (2002/3 - 126 recorded incidents).

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
3.5 Warm spots of anti-social behaviour, particularly in the larger settlements.	Task group commissioned Crime Concern to carry out research into improving responses to anti-social behaviour. Development of a new liquor licensing regime.	Develop protocol and systems to tackle local incidents.	Have system in place to address targets in the Community Safety Strategy. Clear licensing policy to control behaviour at licensed premises.
3.6 Domestic Violence.	Providing holiday schemes for children. Rural Project Worker funded to identify and improve services to victims and perpetrators.	Support measures to fill gaps in services.	Provide support and advice to prevent repeat offences.
3.7 Damage to business premises from criminal activity.	Examining ways of dealing with this problem including CCTV.	Use Kennet Community Safety Partnership to monitor the situation.	Reduce numbers of incidents by 5% per annum (currently not recorded).
3.8 Under age drinking.	Police liaising with licencees and the Community Safety Partnership.	Encourage proof of age cards.	Police to encourage 5 new pubs per annum to introduce "proof of age" cards.
3.9 Risk of fire in Town Centre.	Fire Forum.	Maintain regular meetings of the Fire Forum.	To eradicate fire incidents.



4

The Environment Land Based/Countryside Issues

On the one hand Marlborough Community Area benefits from being within the Area of Outstanding Natural Beauty and from its rural nature. On the other, it could be argued

that in some respects it suffers from being so rural. The pressure of being a thriving diverse economy needs to be balanced with the need to protect the environment.



Headline Issues

Maintain and enhance the distinctive character of the local countryside.

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
4.1 Managing the flow of River Kennet and its tributaries.	In periods of drought maintaining the flow and in periods of high rainfall taking preventative measures to alleviate flooding of properties.	Maintain their statutory responsibilities as a minimum.	Make environmental improvements that aim to even out the flow of the River Kennet (and its tributaries) between winter and summer months.
4.2 Conservation/ enhancement of AONB.	Council of Partners preparing Management Plan. Biodiversity Strategy being prepared.	Help to deliver policies in the Area Of Outstanding Natural Beauty (AONB) Management Plan.	See AONB Management Plan when completed.
4.3 Protection of countryside.	Protecting Ridgeway and other by-ways. Producing Management Plan for Avebury World Heritage Site. Producing Supplementary Planning Guidance on Landscape Conservation. Making grants available for landscape conservation. Revision of Conservation Area Statements.	Together with Kennet District Council, address issues through emerging Kennet Local Plan. Complete the AONB Management Plan.	Work to deliver projects included in the AONB Management Plan and policies in the emerging Kennet Local Plan.

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
4.4 Pollution.	Monitoring air quality in Marlborough.	Continue to monitor in Marlborough and report annually.	Annual report - air quality levels to meet government targets.
4.5 Waste including: promotion of waste reduction, re-use and re-cycling (including kerbside collection of recyclables). Reduction of litter.	Bid to European Commission to establish Community Enterprise for recycling initiatives. Promotion of Home Composting Scheme.	Plan a kerbside collection of recyclables in Marlborough, plus expansion of paper only collection service to district. Work with Wiltshire Wildlife Trust / WCC to promote home composting.	Kerbside collections in place in selected areas.
4.6 Abandoned vehicles on the highway.	Police and Local Authorities provide a reactive service on notification from the public.	Review the present process with a view to improving the speed of response.	KDC and Police to achieve removal of abandoned vehicle on the highway within 4 weeks of notification from the public.
4.7 Improve visitor facilities along K&A Canal.	Maintenance agreement by WCC and KDC.	Maintain the present level of contributions.	Continue maintenance agreement with neighbouring authorities.

River Kennet at Stitchcombe, near Marlborough



Ridgeway Path, Marlborough Downs



5

Transport

Wiltshire County Council in partnership with Kennet District Council commenced a Transport Study of the Marlborough Community Area during spring 2003. The aim of the study is to produce an agreed Transport

Plan for the Marlborough Community Area for inclusion within Wiltshire's second Local Transport Plan. Through the planning process the partners will seek to support the objectives of the Community Plan.



Headline Issues

Improve public transport where required and provide adequate and affordable parking in Marlborough.

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
5.1 The frequency and extent of conventional public transport provision, including the requirement for improved waiting and interchange facilities.	Commencing a Transport Study of the Marlborough Community Area.	Consult on the development of a suitable Transport Strategy including the role of Marlborough High Street.	Produce an agreed Transport Plan for the Marlborough Community Area for inclusion in the second Local Transport Plan 2005.
5.2 The development of a Parking Strategy within the principal settlement of Marlborough.	Review parking charges on Sundays and provision of spaces within the town centre.	Collect information on usage and demand for parking.	Include a Parking Strategy as part of an integrated Transport Plan for the Marlborough Community Area.
5.3 Improved local route networks for cyclists and pedestrians.	Revised Supplementary Planning Guidance will identify standards of provision in new developments. Develop cycling and walking forums.	Consult these groups as part of the Transport Study.	Develop a cycle and a walking network for Marlborough by 2005.

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
<p>5.4 Traffic management measures to reduce peak time congestion, reduce speeding and promote HGV access onto appropriate routes. Increased traffic concentrations on Granham Hill and in George Lane due to proposed new entrance to St John's School on the A345, Pewsey Rd.</p>	<p>Commencing a Transport Study of the Marlborough Community Area.</p>	<p>Consult widely including the Freight Quality Partnership as part of the Transport Study.</p> <p>Advocate for enforced speeding controls.</p>	<p>Submit an agreed Transport Plan for the Marlborough Community Area for inclusion in the second Local Transport Plan in 2005.</p>
<p>5.5 Improved community transport provision to many of the smaller settlements scattered throughout the community area if required.</p>	<p>Developing partnerships with groups such as Community First, Help the Aged and the Ambulance Service.</p>	<p>Investigate ways to improve community transport provision in the community area.</p> <p>Review timetables.</p> <p>Explore viability of extending Wiggly Bus service.</p>	<p>Submit an agreed Transport Plan which considers community transport in the Marlborough Community Area for inclusion in the second Local Transport Plan in 2005.</p>
<p>5.6 Better access to essential services for the non-car user.</p>	<p>Commencing a Transport Study of the Marlborough Community Area.</p> <p>Link Schemes in operation.</p> <p>Proposals for a Taxi Rank underway.</p>	<p>Review of conventional and community-based public transport.</p> <p>Provide more support to Link Schemes, especially for the elderly.</p> <p>Improve drop-off services for youth clubs.</p>	<p>Submit an agreed Transport Plan which considers conventional and community transport in the Marlborough Community Area for inclusion in the second Local Transport Plan in 2005.</p>
<p>5.7 Road maintenance and improvements, particularly to the bridges at Burbage Wharf.</p>	<p>In 2002 80% of Category 'A' potholes were repaired within 24 hours of notification.</p>	<p>Maintain and improve the roads in the interests of safety.</p> <p>Record the number of incidents to CLARENCE and publicise the response received and time taken.</p>	<p>To repair all Category 'A' potholes within 24 hours of notification.</p>

6

Social Care/Health

Along with the rest of Kennet, the population of Marlborough enjoys very good health with below average levels of all the major UK problems, other than for road traffic accidents and skin cancers. The development of healthy lifestyles is a key objective through the Leisure Service, in line with Primary Care Trust (PCT) and Central Government objectives.

Since the PCT came into existence in April 2002 it has undertaken a wide-ranging consultation exercise in order to create a long-term plan for the provision of health services throughout Kennet and North Wiltshire. It is likely that the Community Area will have the benefit of a redeveloped hospital on the Savernake site with enhanced services.

Headline Issues

Full and effective use of Great Western Hospital as well as the development of local Social Care and Health Services with special regard to Coombe End House and Savernake Hospital.

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
<p>6.1 Great Western Hospital. Lack of beds, poor parking and long waiting lists at the Great Western Hospital.</p>	<p>Working with the Swindon and Marlborough NHS Trust (the responsible organisation) to improve access to the hospital. Work with the Trust and other partners to reduce the waiting times in line with NHS Plan targets. Work on other services to free up beds which are inappropriately used in the hospital.</p>	<p>Investigate having a Treatment and Diagnostic Centre which will provide investigation and planned treatment in a setting which will not be affected by emergency admissions causing cancelled procedures. Plan more services closer to home for older people and those with chronic conditions.</p>	<p>Better use of beds to meet local need resulting in never having to turn anyone away from the Great Western Hospital.</p> <p>All targets for waiting times met.</p> <p>Lobby to relax the restriction on the number of car parking spaces.</p>
<p>6.2 Provision of improved services at Savernake Hospital to meet local needs.</p>	<p>Proceeding with re-development plans.</p>	<p>Keep the public informed about developments on the hospital site.</p>	<p>In service by 2005.</p>
<p>6.3 Lack of respite care for people with learning disabilities and their carers.</p>	<p>Looking at the results of the Best Value review of learning disability services. Working with partners to try and encourage more providers to establish services locally.</p>	<p>Continue to provide and develop the existing services.</p>	<p>Sufficient responsive respite services to meet local need.</p>
<p>6.4 Services for the growing number of older people.</p>	<p>Planning services with a range of partners including housing and care providers to keep people healthy and at home for as long as possible without loss of independence.</p>	<p>With partners introduce a range of integrated services to provide timely support that should avoid the need for unnecessary admittance to hospital.</p>	<p>Meet the national targets listed in the National Service Framework for older people.</p>

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
6.5 Concern over the future of Coombe End House.	The owners of the site (WCC) are in advanced negotiations with possible developers and providers.	Maintain as a minimum, the existing levels of service on this site.	Build improved facilities on the existing site.
6.6 Healthcare promotion.	KDC Leisure Services prominent in this area through promotion of healthy lifestyles. PCT spend £1m per annum on healthcare promotion. Development of Arts and Health project over the Kennet & North Wilts PCT area. KDC Health promotion activities such as Food Safety Week.	Wiltshire Health Promotion Service will come under Kennet & North Wilts PCT and will work with a range of partners including local authorities to improve public health.	One public event per year by KDC linked to health, well-being and quality of life.
6.7 Lack of beds for patients with dementia.	Working with partners to increase the number of providers of Elderly Mental Illness (EMI) beds.	Work with partners to provide more beds within community settings.	Increased number of beds available.
6.8 Perception of a reduced number of Health Visitors and District Nurses due to lack of funds.	Health Visiting Service is being modernised with more specialisation to ensure that the majority of effort is being concentrated on the most vulnerable families. Investigations being made into a 24 hour 7 days a week district nursing service for whole PCT area.	Continue to develop the service with different ways of working to provide the most effective care. Develop the 24/7 multi-disciplinary team to cover an area including Marlborough Community Area.	New and improved services. Increased number of options for patients and their families.
6.9 Concerns about home visit foot care services.	Podiatry Service within the Kennet & North Wilts PCT will continue to provide service for pathologies of the feet. Home visits where essential will continue to be available.	The Kennet & North Wilts PCT is exploring commissioning a basic foot-care service within the community.	Increased public awareness of role of podiatry services and their availability.
6.10 SHARP Intermediary Care Scheme – needs to be encouraged.	SHARP scheme has been incorporated in to the Kennet & North Wilts PCT. Enhanced Integrated Care Team.	Intermediate Care (prevention of admission/early discharge) will continue to be high priority.	Widespread availability and awareness of the community-based intermediate care service.
6.11 Lack of NHS places for dentistry in Marlborough.	The Kennet & North Wilts PCT recognises that this is a national problem that is particularly acute in some parts of its area.	The PCT will explore new rules which may allow it to employ its own dentist for Personal Dental Services.	Improved choice for people in Marlborough Community Area.
6.12 Development of social firms to provide care and enterprise activities.	WCC are investigating the development of social firms to provide services locally.	Investigate and report on feasibility of social firms.	Care/employment providers that are locally owned and accountable.

7

Housing and the Built Environment

The success of the town and the economic pressure on Swindon have resulted in higher land prices within Marlborough compared with the rest of Kennet. The listed buildings in the High Street impose some constraints on the development of the retail sector. House prices are high and a sizeable proportion of the local population cannot enter or move within the local housing market. The projected annual shortfall of subsidised housing is 175 (Fordham Survey 2001) equally distributed between the town and the villages.

The County's Structure Plan requires 7000 new houses to be built in Kennet District between 1991 and 2011.

About 4500 new houses have already been built or are currently committed. Since 1991, 1007 new houses have been built in the Community Area with 399 of them built in the town of Marlborough. Outstanding commitments and allocations in the Replacement Local Plan will result in a further 500 houses being built in the Community Area between now and 2011, with approximately 300 of them being built in Marlborough. The statutory authorities may decide to release land at less than market value to achieve the aims of the Community Plan. The legal mechanism to achieve this is under review.



Headline Issues

Lack of Development Land, and lack of Affordable Housing.



Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
<p>7.1 Provision of more affordable housing to rent or buy – promoting a balanced rural community.</p>	<p>The District Council target for 2000/2004 is provision of 500 affordable homes in Kennet of which 50 are expected to be in the Marlborough Community Area. The District Council and Registered Social Landlords are investigating opportunities to provide additional homes in villages for local people where need is proven.</p>	<p>Continue enabling subsidised homes based on the Local Plan target of 125 per year in Kennet. Identify new affordable housing opportunities in the Marlborough Community Area. Consult on drafting the Supplementary Planning Guidance for affordable housing and community facilities.</p>	<p>Achieve 50% affordable housing on all sites allocated in the Local Plan.</p> <p>Achieve 50% affordable housing on all other windfall sites.</p> <p>Pursue “exceptions” housing sites within or on edge of villages.</p>
<p>7.2 Poor energy efficiency of existing and new buildings particularly for people on low incomes or in poor health.</p>	<p>Housing Association properties are built to achieve Housing Corporation standards. Warm Hearted Homes promote home energy efficiency across the district.</p>	<p>Continue to promote the benefits (health and financial) of energy efficiency – Switch ON project. Promote energy efficiency design through application of Local Plan policies.</p>	<p>Government target is a 20% improvement (since 1995) in the energy efficiency of homes in the Kennet District by 2005.</p>
<p>7.3 The need to create residential accommodation for specialist vulnerable groups such as the elderly and people with mental health and learning disabilities.</p> <p>Requirement for sheltered housing plus care.</p>	<p>Redevelopment proposals for Coombe End House under discussion.</p> <p>Promotion of 3 flats at Angel Yard for people recovering from mental health problems.</p> <p>Looking for opportunities to develop sheltered housing plus care.</p>	<p>Review need for improving existing Sarsen sheltered schemes and for further supported housing provision as indicated by ‘Supporting People’ Strategy for Wiltshire.</p> <p>Explore possibilities with Kennet & North Wilts PCT for meeting special needs on a partnership basis.</p>	<p>To be agreed during preparation of KDC Housing Strategy 2004-2008.</p>
<p>7.4 Short term homelessness.</p>	<p>St Margaret’s Mead – 6 units completed 2002.</p>	<p>Review future needs.</p>	<p>To be agreed during preparation of Kennet District Council Housing Strategy 2004-2008.</p>
<p>7.5 Residential flats over shops.</p>	<p>Flats Over Shops Scheme.</p>	<p>Consider scope for more flats over shops.</p>	<p>To be agreed during preparation of Housing Strategy 2004-2008.</p>
<p>7.6 Preservation and enhancement of historic villages and of Marlborough High Street. Need to conserve the landscape setting in and around town and villages.</p>	<p>Local Plan policies for maintaining current pattern of land uses and encourage balance of residential uses. Encouraging communities to prepare Village Design Statements and Parish Plans to be adopted as Supplementary Planning Guidance (SPG). Contributing to the preparation of AONB Management Plan.</p>	<p>Help to deliver policies in the AONB Management Plan.</p>	<p>Enhance Marlborough High Street and historic village centres. All large villages to have Design Statements. Investigate how the Community Area can help to implement the AONB Management Plan.</p>

8

Culture

Culture, in all its forms including recreation, leisure, sports and the arts, makes a major contribution to the quality of community life. Often, this is made possible by the highly valued voluntary contribution of groups and individuals.

The aim of this section of the Community Plan is to support, complement and develop these contributions to help sustain a range of cultural opportunities for all residents and visitors to the community area.



Headline Issues

Quality events, improved facilities and more local participation.

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
8.1 Promotion of the Avebury World Heritage Site Management Plan.		Work to deliver projects included in the Management Plan.	Protect site and keep visitor numbers at 2003 levels in accordance with the Management Plan.
8.2 The development of a cinema and theatre by Kennet Valley Arts Trust (KVAT).	KVAT has developed a proposal for an Arts facility. An option has been granted on a site in George Lane car park.	KVAT to develop a robust business case supported by the community and key partners.	KVAT aim to build a facility by 2006/ 07.
8.3 To explore the need for a range of cultural facilities e.g. exhibition, workshop and performance spaces.		KDC to assess the potential of current venues such as the St John's School and Community College and the Leisure Centre to meet local demand.	Increase the number of appropriate cultural venues.

Concerns, Priorities and Issues	What the partners are doing now	In the future the partners will	TARGET
8.4 Continue to raise profile of Arts and Crafts together with artists and makers.	Investigate effective promotion of existing Open Studio Scheme.	Help to deliver aims and objectives as identified within the relevant Cultural Strategies.	Continue to support one Open Studio Scheme and encourage new events.
8.5 Encourage community events that create a sense of pride and well-being.	Supporting Mop Fairs, annual Carnival and Marlborough Jazz Festival. MADT has organised a pilot Continental Market. KVAT are developing programmes for a wide range of arts events. Marlborough Carnival Committee has received £5,000 to run costume making workshops with community groups.	Maintain the promotion of the Annual Mop Fairs and Carnival. MADT will monitor the reaction to the market from the business community and the public.	To increase annual attendance and participation at the Mop Fairs and Carnival by 5% per annum. To hold a minimum of one event per annum if public and business reaction is favourable. 2 new events per annum.
8.6 Encourage opportunities to involve people with disabilities in cultural activities.	KDC evaluating the disability access audit.	Implementation of disability audit.	Increase attendances at events by 5% per annum.
8.7 Use culture and leisure activities to engage young people who may have no sense of belonging or pride of place.	The Connexions Forum has constructed an annual programme. KDC member of Wiltshire Youth Arts Partnership initiating projects and opportunities for young people ages 13-19 e.g. Wiltshire Rural Arts Project successfully completed in Aldbourne, resulting in the continuation of young people meeting. Maintain job opportunities which continue to create a diverse way of life and thus contribute to more self-contained communities.	The Connexions Forum will maintain annual programme. Maintain the Wiltshire Youth Arts Partnership. Investigate premises which may be suitable for residential crafts/arts centre.	See targets in Connexions Annual programme. Engage with 50 young people per annum in the Marlborough Community Area. Crafts/arts centre created within the term of the plan.
8.8 Involving young people in activities.	SPLASH scheme – diversionary activity in school holidays. Support for youth workers – provision of Youth Centre. Leisure activities via Leisure Centre and links to local schools. Opportunities being developed via the Wiltshire Youth Arts Partnership.	Maintain issue within Action Plan. Considering expanding activities at St John's School and Community College through its function as a Community College offering a wide range of facilities. Investigate village halls/schools as drop-in centres.	To increase numbers of young people participating in activities.

9

Questionnaire - Key Findings

The questionnaire was designed to find out what people think about certain issues in their local area. The questionnaire was sent to just over 2000 households across the community area. In total, 743 were returned which was a 24% response rate. In terms of a questionnaire this is a good response rate and is a valid statistical representation.

Some of the key findings were as follows:-

Bus Services

- 67% currently don't use local bus services but 90% want the possibility of a Wiggly Bus service to be explored for the area.

Speeding

- 67% said speeding is a problem in their area, due to traffic disregarding local residents (52.9%), and speed limits in general not being enforced (46.2%). Cars were considered the worst culprit by 62.3% of respondents.

Car Parking in Marlborough Town Centre

- Opinion was equally divided about whether or not there was adequate long and short stay parking.
- 42.3% didn't know if there was sufficient disabled parking.
- 41% felt there was not enough parking for visitors and tourists.

Increased Tourist Accommodation

- 88.4% saw a need for more B&B's, 70.8% for more hotels, and 73.9% for a youth hostel. Opinion was divided on the need for more camping and caravanning facilities.

More Tourist Facilities

- There was a consistent demand for more facilities (i.e. car parking, toilets, picnic areas and information boards) on the Kennet and Avon Canal. Savernake Forest was felt to need more toilets and information boards.

Local Economy

- 69.6% felt out-commuting could be reduced by creating more local job opportunities and 53.7% felt small employment units in converted barns would help.
- 52.6% wanted a better range of shops in their area, 50.5% wanted farm shops, and 50.9% wanted post offices.
- New events associated with European Markets (42%) and an antiques roadshow (39.2%) were supported.

Culture

- 71.3% said they would attend cinema, 68.8% theatre. Other events chosen were art exhibitions (50.1%), classical concerts (51.0%), craft exhibitions (49.9%) and pop concerts (29.2%).



Health and Social Care

- An open-ended question discovered a need for more doctors surgeries, chiropody services, and dentist services.

Youth Facilities

- Activities that people would like available to young people include:- specific school provision (51.5%), village halls/schools as drop-in centres (46.2%), and transport services for youth centres (41.5%).

Community Safety

- The crimes most people were concerned about, even in this low crime area, were:- household burglary (40%), drugs (38%), criminal damage (29%), and car crime (28%).

Environment

- The main concerns over the environment were:- recycling (52.2%), high traffic volumes (50.3%), litter (45.6%), wildlife protection (43.7%), waste disposal (39.6%) and river pollution (38.6%).

Affordable low cost housing was not a question on the questionnaire because a housing needs survey has been undertaken.

Full copies of the questionnaire results are available in public libraries within the Marlborough Community Area. For further information contact:

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The Merchant's House c.1650, Marlborough



Willow trees by the River Kennet at Axford



The lych gate, St Mary's Church, Chilton Foliat

Some of the key organisations who are working to deliver this plan

Area Of Outstanding Natural Beauty (AONB) Council of Partners
Business Link
Community First
Connexions
Drug and Alcohol Awareness Team
English Heritage
Government Office for the South West
Jazz Festival Committee
Kennet & Avon Canal Trust
Kennet Community Safety Partnership
Kennet District Council (KDC)
Kennet & North Wilts Primary Care Trust (Kennet & North Wilts PCT)
Kennet Valley Arts Trust (KVAT)
Learning & Skills Council (LSC)
Marlborough Area Development Trust (MADT)
Marlborough Carnival Committee
Marlborough Community Area Strategic Partnership (MCASP)
Marlborough Fire Forum
Marlborough & Swindon NHS
Parish Councils
Rural Needs Initiative (RNI)
South West Regional Development Agency (SWRDA)
The Environment Agency
The National Trust
Voluntary Action Kennet (VAK)
Warm Hearted Homes
Wiltshire Arts Development Forum
Wiltshire Constabulary
Wiltshire County Council (WCC)
Wiltshire Food Links
Wiltshire Police Authority
Wiltshire & Swindon Economic Partnership (WSEP)
Wiltshire & Swindon Fire Authority
Wiltshire Wildlife Trust
Wiltshire Youth Arts Partnership