

# MARLBOROUGH AREA PLAN



2012 to 2017

The vision of the future for the town of Marlborough and the surrounding parishes.

# Marlborough Area Plan

## EXECUTIVE SUMMARY

### Background

The first Local Community Area Plan for the Marlborough Community Area was published in 2004 and was intended to provide the vision for community planning for 10 years until 2014. A significant number of changes have occurred since 2004. The District Councils have disappeared, putting community development back at the door of Wiltshire Unitary Authority. In addition, the Marlborough Community Area has shrunk from 26 Parishes in 2004 to 19 in 2011 with a population of just under 18 000.

On December 13<sup>th</sup>, 2010, the Localism Bill was introduced to Parliament and was given Royal Assent on November 15<sup>th</sup> 2011. In the words of the Coalition Government, this will, “...shift power from central government back into the hands of individuals, communities and councils. (It will) see a radical shift in the balance of power. Localism isn't simply about giving power back to local government. This Government trusts people to take charge of their lives and (we) will push power downwards and outwards to the lowest possible level, including individuals, neighbourhoods, professionals and communities as well as local councils and other local institutions.” Never before has it been so important for local communities to have a vision of where they are heading. Never before has there been so much opportunity for communities to influence the decision making of local authorities. In this context, I'm very pleased to welcome you to the new “**Marlborough Area Plan: 2012-2017**” (referred to throughout as the MAP).

The MAP's core aim is to, “**Inform interested parties, including Wiltshire Council, of the principal needs and aspirations of the community area in which they live and serve.**” These needs and aspirations have been identified through a rigorous process of consultation comprising surveys, exhibitions, consultation evenings, interviews and targeting specific demographic groups such as young people and local business. Several thousand responses in a variety of formats have been analysed producing the results you see in this Plan.

Not surprisingly, the issues raised were broad and wide ranging; concerns for the River Kennet and other areas of our local environment, traffic issues, local business closure and a lack of stimulus for young people came out strongly. What was surprising was just how much parity there is between our Parishes- the perception of a deep division between town and villages isn't borne out by this Plan. In fact, the really key issues facing the Marlborough Community Area are traffic, rural deprivation and isolation, housing availability and inadequate health care provision which are referred to by almost all the Villages and the Town.

The MAP does not set out to provide the answers to issues and concerns - merely to highlight and prioritise them. The solutions lie in the ability of all of us in the Community Area to work together, in partnership, to seek sustainable solutions to these matters. This Plan tells us what we need to focus on.

Martin Cook

Chairman, Marlborough Area Development Trust

## INTRODUCTION

### What is the Community Area Plan?

In 2000, the Government placed new responsibilities on local authorities to engage more closely with their communities. Wiltshire Council supports the Marlborough and Villages Community Area Partnership (MaVCAP) in its aim of identifying issues of concern in the community area. In partnership, Parish Councils and Voluntary Organisations should then seek solutions to these issues.

A Community Plan is fundamental to this exercise; its aim is to identify the needs of the community as a whole from the ground up. Marlborough Area Development Trust (MADT) has been commissioned by MaVCAP to produce this Plan for the Marlborough Community Area, sourcing information on the future social, economic and environmental aspirations and needs of the 18 000 people who live in the 19 Parishes of our Community Area.

This Plan is about prioritising the concerns of the community and meeting their aspirations in a sustainable way. It doesn't set out to provide solutions to all the issues- its purpose is to raise the profile of those of deepest concern in our area, to focus attention on areas that really matter and to inform the decision making process at Local Authority level. In the shadow of the new Localism Agenda, the timing has never been more right for local communities to loudly engage with local authorities. This Plan provides the platform to enable this engagement.

The whole population of the Marlborough Community Area was invited to contribute to this Plan. Inclusivity was a guiding principal from the beginning, so a variety of data collection techniques were used to cross the boundaries of age, gender, ethnicity and socio-economic demography. The Plan is arranged into themes in which evidence is provided to substantiate need, thus providing accessible guidance for Wiltshire Council.

### Data Capture and Analysis

MADT recognised early on in the process that "political fatigue" would potentially make acquiring valid statistical information from local people challenging. The data collection process therefore involved:

- **On-line Surveying:** MADT established a dedicated web-site designed specifically for the Marlborough Area Map ([www.marlborougharea.org](http://www.marlborougharea.org)). As well as information about the MAP and how to get involved, 9 on-line surveys comprising a mix of tick-box and unlimited-text answers were made available.

This proved a popular approach, with respondents answering as many of the themed surveys as they were specifically interested in. This model also allowed responses to be either individual or representative of whole organisations.

- **On-line Reporting:** the MADT website, CAN, the Wiltshire Council Community Area Newsletter, Parish Newsletters, 'Marlborough News Online', the Chamber of Commerce newsletter, and regular updates at the Marlborough Area Board publicised the MAP process to the online community.

- **Hard Copy Reporting:** a 1200 house postcard drop, items in the 'Gazette and Herald' newspaper, posters and letters to Parish Clerks and leaflets in information points such as libraries spread the word further.
- **Information Evenings:** 5 evening events were held around the community area; 2 in Marlborough itself and 3 in the villages to enable people who prefer more traditional methods to access information about the MAP, to participate in the process either by completing surveys or just telling MADT their concerns.
- **Business Lunch:** Representatives from the local business community met for a networking lunch where the theme was the needs and aspirations of the economy. As well as providing a networking opportunity, participants were able to fill in surveys on-line at this event, or provide information directly to MADT representatives.
- **Parish Council Surveys:** Working in conjunction with the Parish Forum, tailored surveys were distributed to Parish Councils/Meetings throughout the MCA for their completion and feedback on behalf of their communities.
- **Dreams and Wishes Survey:** less than 12 months earlier, 3000 young people aged up to 18 had been surveyed to identify the needs and aspirations of this important demographic. MADT carried out the analysis of this survey so was able to incorporate the findings into this Plan.
- **Joint Strategic Assessment:** a consultation event was held in conjunction with Wiltshire Council relating statistical evidence to the findings of the MAP research. This confirmed existing issues and identified those not highlighted in the earlier consultation process.

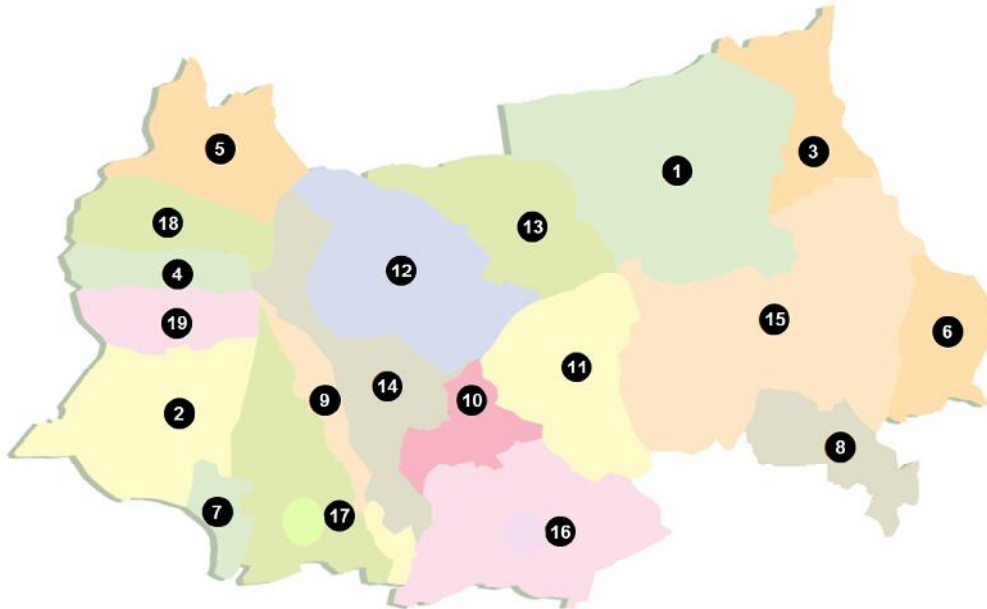
The questions asked in the Surveys were designed to be both quantifiable and quantitative. Respondents were able to be concise, adding new issues or write at length, providing additional evidence. The information from all the sources was divided into nine categories:

1. Adult Education and Employment
2. Amenities
3. Children and Young People
4. Communities and Community Safety
5. Environment and Spatial Planning
6. Health and Well-being
7. Housing
8. Local Economy
9. Transport

The analysis team used sophisticated computer modelling to collate information under these categories, seeking statistical priorities. It became obvious that the issues were very complex, concerns often crossing thematic boundaries or influencing each other. Within the Local Economy category, for example, nine further subgroups were identified, ranging from creating employment through to concerns over the loss of a Tourist Information Centre in Marlborough. This Plan presents all of these sub-issues statistically, powerfully demonstrating the priorities of our community area.

## THE COMMUNITY AREA

The Marlborough Community Area is made up of the town of Marlborough and the surrounding parishes including the unique landscapes of the Marlborough Downs, the River Kennet and Savernake Forest.



1. **Aldbourne** – a downland village set in a chalk basin to the north-east of the community area. The village derives its name from a winter-bourne which rises to the north-west of the parish and flows in a south-easterly direction joining the River Kennet at Knighton. Housing is mainly contained within the valley and does not extend above the skyline.
2. **Avebury** – the village is close to two small streams which unite to form the River Kennet. Avebury is dominated by the largest megalithic complex ever to have been constructed in Britain and the history of the modern village is inevitably linked to the monuments that surround it.
3. **Baydon** - this peaceful village, in the far north-east of the community area, is found on the old Roman road of Ermin Street that sweeps through undulating countryside rising to 760ft above sea level at Baydon. The village population is approximately 560 including outlying farms and includes some 265 houses.
4. **Berwick Bassett** – a village and civil parish located in the far west of the area near the Ridgeway between Avebury and the borders of Swindon. St Nicholas' church in the village dates from the early 13<sup>th</sup> century and is modest, simple and secluded.
5. **Broad Hinton** – lies at the north-west tip of the community area on the edge of the downs about eight miles from Marlborough. Local landmarks include the Ridgeway and the White Horse chalk carving on Hackpen Hill.
6. **Chilton Foliat** – an ancient settlement, going back to beyond Saxon times, the village lies alongside the River Kennet and has a population of around 300 adults.
7. **East Kennett** – a charming hamlet on the banks of the river near its source in the south-west corner of the community area. It lies in the heart of Neolithic Wiltshire close to the famous long barrow and Silbury Hill.

8. **Froxfield** – the village is located near the Kennet & Avon Canal on the A4 between Marlborough and Hungerford. The Duchess of Somerset's Almshouses were founded here in 1686; originally to give maintenance to the widows of clergymen, they now provide sheltered accommodation to the elderly.
9. **Fyfield & 17 West Overton**– the parish consists of three villages, Fyfield, West Overton and Lockeridge with a combined population of about 900. They lie three miles to the west of Marlborough in the beautiful Kennet valley a location protected by its AONB status and a conservation area in Lockeridge. The parish contains a thriving village school, two churches, two public houses and a popular village hall.
10. **Marlborough** – granted a Royal Charter in 1204, Marlborough is the archetypal English market town at the heart of the community area. Boasting a variety of shops and eating places in its wide High Street and beyond, the town also has places of historical interest including Merlin's Mound in the grounds of the College, the Merchant's House and a church at either end of the main thoroughfare.
11. **Mildenhall** – also known as Minal, the village lies just over a mile to the east of Marlborough. The character of the settlement is defined by the red and blue brick of the cottages with both slate and thatched roofs and the many footpaths leading down to the water meadows of the River Kennet.
12. **Ogbourne St Andrew** – including the villages of Ogbourne Maizey and Rockley, the parish is set in the scenic and attractive Marlborough Downs. Largely residential the area is also influenced significantly by agricultural and equestrian development and activity.
13. **Ogbourne St George** – a small village on the Marlborough Downs, it sits astride the Ridgeway National Trail. Village history can be traced back to Saxon times and today it is quiet containing a number of thatched properties, Medieval church and manor house. The population has remained stable at around 500 for the last 200 years.
14. **Preshute** – the parish lies to the west and north-west of Marlborough and is defined by its narrow but lengthy configuration stretching from the Ridgeway in the north to Westwoods in the south. The farming landscape accounts for some 80% of the total area are three main settlements: Clatford, Manton House Estate characterised by its racing stables and gallops, and part of the Temple Farming Estate. Employment is mainly aligned to farming, equestrianism and estate maintenance.
15. **Ramsbury & Axford** – situated in the Kennet valley the villages, midway between Marlborough and Hungerford, are steeped in history. The pre-Medieval village of Ramsbury was a most important centre for the area, a connection which is maintained by the modern Bishop of Ramsbury. Today's community population of around 1,500 benefits from a thriving primary school, a range of shops and services and Recreation Centre.
16. **Savernake** – the parish of Savernake lies on the high ground south of Marlborough. The parish includes Savernake Forest and the large area of farmland between the A346 and the A345 roads. The most important building in the parish is Savernake Hospital. With the new houses behind the hospital, this area of Forest Hill has become the largest hamlet in the parish.
18. **Winterbourne Bassett** – in the west of the community area the parish shares a council with Broad Hinton. The village lies near the Ridgeway in an area characterised by many barrows and is centred on the White Horse public house.
19. **Winterbourne Monkton** – the hamlet's alternative name of Millbarrow comes from the chambered tomb or 'millbarrow' located nearby. The churchyard and other parts of the parish are littered with many fine examples of Sarsen stones.

## DEMOGRAPHY & ANALYSIS

### Population

The population of the Marlborough Community Area in 2011 is 17,920 with projected growth to 18,890 in 2021. The percentage increase between 2001 and 2026 is 13.7% where the average for Wiltshire is 18.2%. Main categories of increase are young people and those of age 65 and over.

Although tourism is a major source of employment across the MCA, no single sector is dominant. There is a lack of transport choices other than private vehicles. Only 22% of rural addresses in the MCA are within 800 metres of buses running hourly or better; the County average is 47%.

The average house price is well above that across the rest of Wiltshire standing at £337,154 in 2011. The MCA also has the highest level of overcrowding in the County.

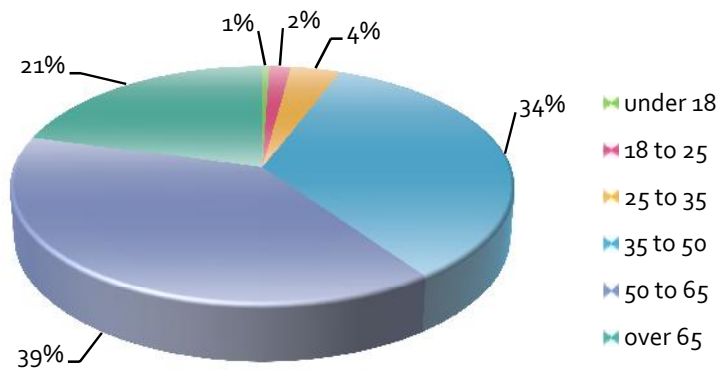
### Profiles

#### Residency

95% of respondents to the on-line survey lived within the Marlborough Community Area.

#### Age range & gender

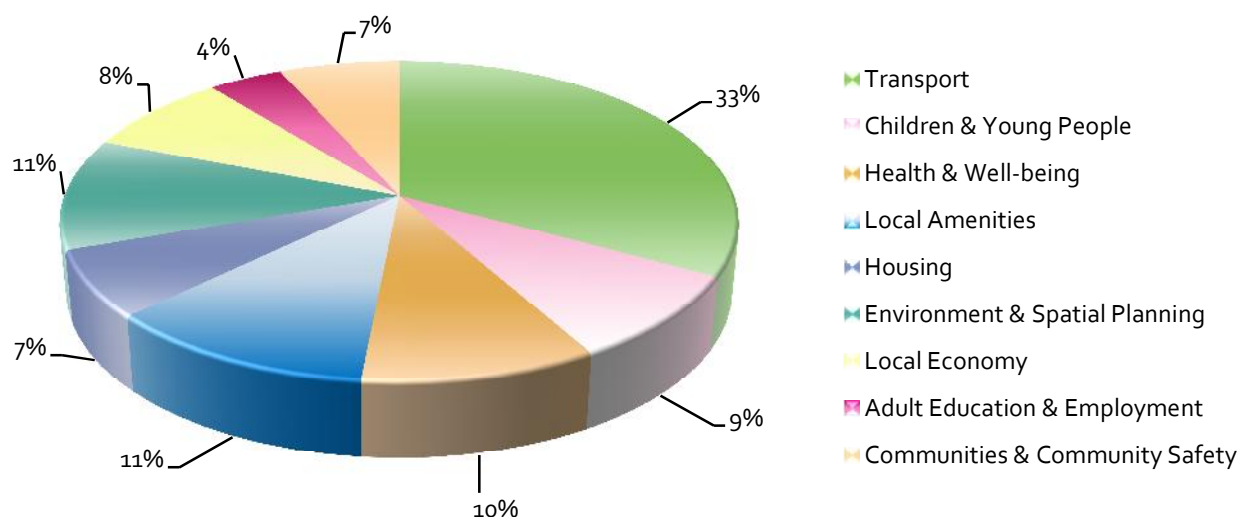
The majority of respondents were aged between 35 and 65 years; 43% were men and 57% women.



## Topic responses

Questions were asked in the on-line surveys and open-forum discussions held at public consultation events across the Marlborough Community Area on a range of issues in the nine themed topic areas.

A specific business-focused lunch concentrating on the theme of the local economy and business support services was held and well attended with the need for new initiatives to assist local employers and the tourism industry being highlighted.



On-line, most responses were received for the Transport survey, showing major concerns about this issue, not only in the town of Marlborough but also in rural locations and villages.

The provision of local amenities, including sporting, cultural and other entertainment facilities were highlighted as lacking, out of date or in poor condition. There are notable exceptions in some villages, where emphasis in the past, by parish councils and others, has been placed on provision of local amenities for local residents.

On an environmental level, there were issues raised regarding the River Kennet and risks of pollution, abstraction and Climate Change.

### Notes:

Throughout the document there are a number of acronyms used as they are already in common parlance or in order to save on space in the matrices.

MAB	Marlborough Area Board
MAP	Marlborough Area Plan
MCA	Marlborough Community Area

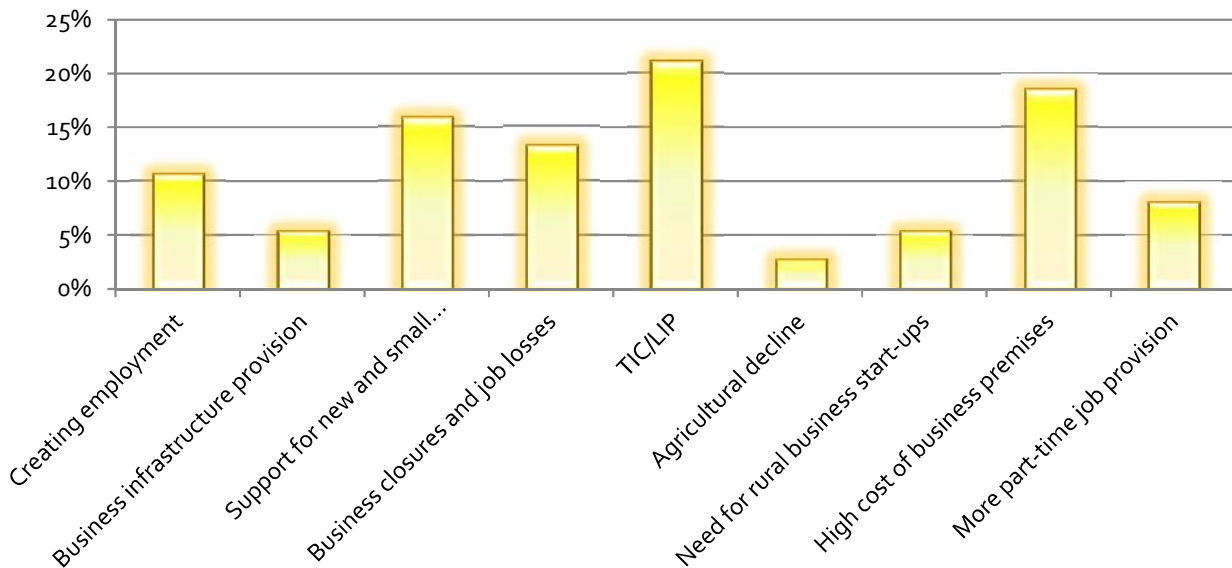


## THE LOCAL ECONOMY

### The Key Indicators

The main issue facing the community area is seen as the need to enhance the provision of local and tourist information. The tourism industry and its associated services are vital to the local economy and the MCA lacks a Local Information Point (LIP) and/or Tourist Information Centre (TIC).

The high cost of business premises and the need to support new and small enterprises in the face of business closures and job losses is also cause for concern. Half of all respondents owned or managed a business in the local community area.



In common with the responses received to the Transport survey, one of the major inhibitors to business growth is seen as the high cost of parking in Marlborough which causes problems for low-paid workers commuting to employment, residents and those visiting the town for shopping, leisure and tourism purposes.

### Issues matrix

Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Provision of tourist and local information services	Closure of existing facilities and lack of suitable venue for the creation of a new centre	Setting up of a dedicated Local Information Point (LIP) that includes a Tourist Information Centre (TIC)	MADT Directory Services to provide an information portal for tourism providers and visitors. Creation of a staffed information point

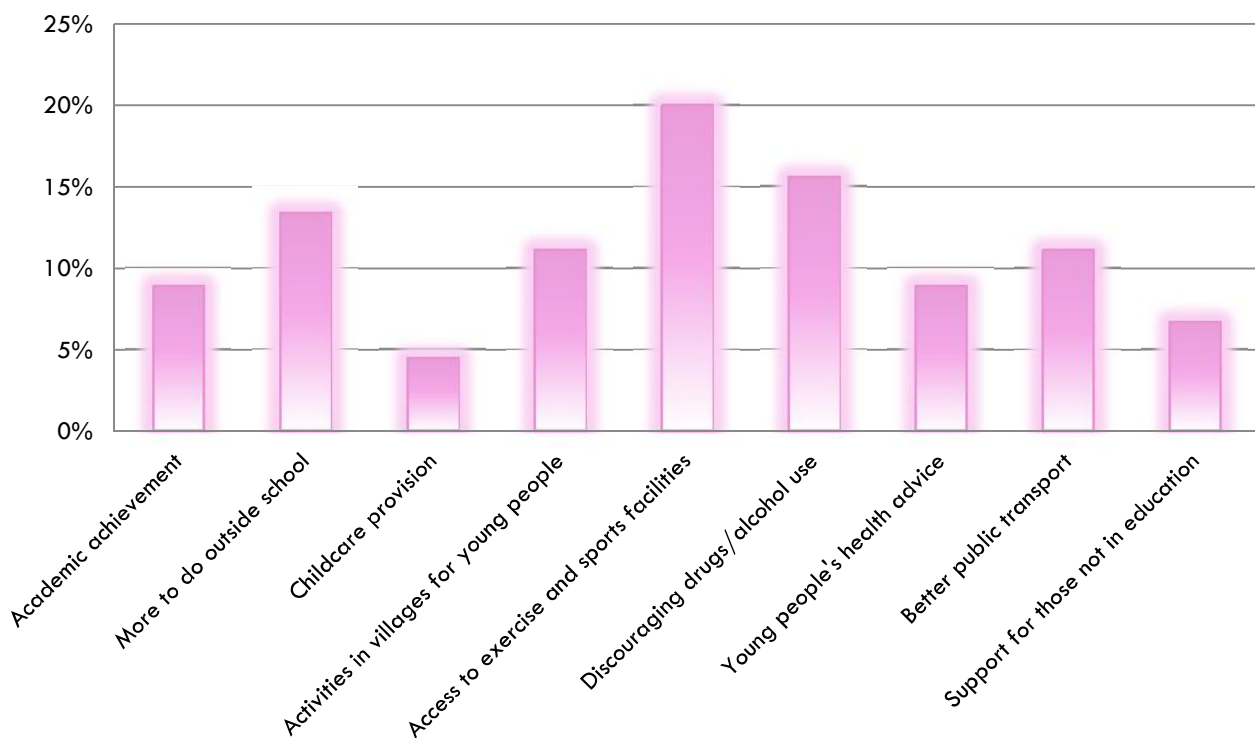
Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Support for new and small businesses	Cessation of 'Business Link' service nationwide leaving a gap in support provision	A forum for new and small businesses for mutual support and lobbying	Raise the profile of local businesses with the take-up of Directory Services
		Provision of support services and guidance encouraging the Transition Town ethos	The growth of small, sustainable local businesses, e.g. the creation of a community shop run as a co-operative
Lack of signage to amenities and specific services, e.g. river & secondary school/theatre	Inadequate signage to non- High Street amenities	Provision of full information about the retail, leisure and service opportunities in all areas of the town	Creation of a Tourist map and application Fingerpost and brown signs from key parking areas
The cost of parking in town for local workers & residents	Limited affordable parking in Marlborough	To achieve a balance between business need and council revenue	Targeted low-cost parking and other incentive schemes such as Park & Ride
The high cost of business premises & business rates	Independent businesses are moving out of the High Street or are discouraged from moving in	Expansion of local employment opportunities	Reduce business rates Encourage light industry and manufacturing on new and existing sites
Support for rural enterprise	Lack of employment as agricultural sector declines; villages becoming commuter zones	Generation of employment opportunities in rural areas	Ensure high-speed broadband in place. Facilitate home-working via planning process
Encouragement and support for tourism businesses	No cohesive approach to promotion of tourism/attractions	Promotion of Community Area as a tourist destination	Registration of tourism businesses on Directory Services High-profile promotion campaign

## CHILDREN AND YOUNG PEOPLE

### The Key Indicators

In addition to the investigations undertaken as part of the MAP analysis, children and young people were consulted about their Dream & Wishes in a wide-ranging survey in 2010. The outcomes of this have been included in the issues matrix.

At the time of the Dreams & Wishes survey, the top priorities for improving the quality of life across the Marlborough Community Area were improved access to and provision of sporting and recreational amenities specifically aimed at young people in the 11 to 16 age groups.



The main outcomes of this consultation can be seen as consistent with the earlier exercise; the lack of provision of sporting facilities, more to do outside school and improvements in public transport were priority concerns.

### Issues matrix

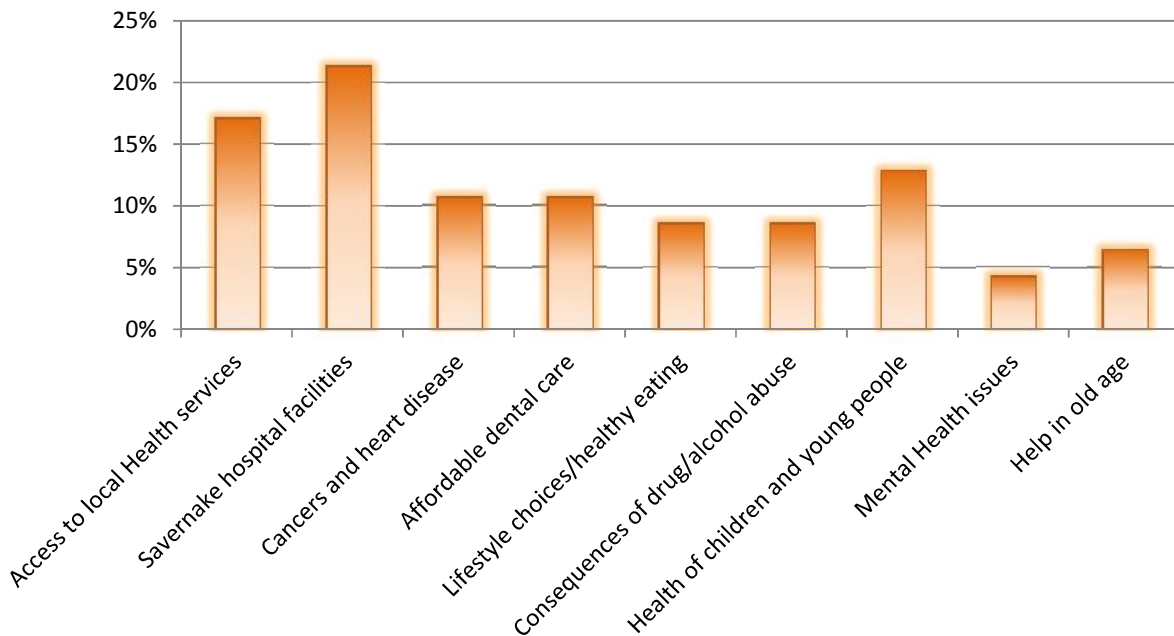
Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Access to sports facilities	Inadequate provision/ access to suitable facilities in the Community Area	Provide access to high quality sports facilities for all	Enable out of hours use of existing facilities.

Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Access to sports facilities continued..			All Weather Pitch and tennis courts for school and community use
Recreation facilities and amenities for young people	Sense of isolation, boredom and lack of meeting places	New facilities specifically for young people e.g. skate parks, cycle tracks	Establish youth support outreach in villages
	Deficiency of suitable recreational facilities aimed at specific age groups with adequate supervision		Events to bring young people from across the area together  Transport access to existing facilities across the MCA
Provision of safe social facilities for young people	Lack of facilities means young people congregating, leading to a perception of anti-social behaviour	Young people able to choose from a variety of venues for socialising and entertainment	Establish a cinema and entertainment facility in Marlborough  Enable transport to and from the facility from the entire MCA
Discouraging the use of drugs and alcohol	Perception of widespread stimulant abuse among young people	Increase awareness and appreciation of the dangers of abuse	Extend social education programme into the wider community
Disparate support for vulnerable families	Difficult to access or find information on appropriate services	Central co-ordination of professional services and support to build resilience	Improved information sharing between agencies through support for Children's Centres
Provision of and access to after-school activities	Clubs and societies after-school are difficult to attend or non-existent	Provide access to opportunities for all across the Community Area	Maintain and increase support for the Extended Schools services provision

## HEALTH AND WELL-BEING

### The Key Indicators

The provision of and access to local health facilities and retention and improvement to services at Savernake Hospital were seen as the two top priorities of respondents.



Concerns were raised about access to healthcare facilities at a local level rather than the development of regional strategies.

The health of children and young people with appropriate provision of preventative and targeted treatment at the point of use was also highlighted.

### Issues matrix

Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Savernake hospital facilities	Retraction of urgent service provision at a local level	Provision of treatment for urgent minor injuries locally	Raise issue with new GP commissioners
	Long and difficult journeys to access full hospital facilities	Urgent diagnostic and treatment services at Savernake	Encourage community service provider to increase local provision

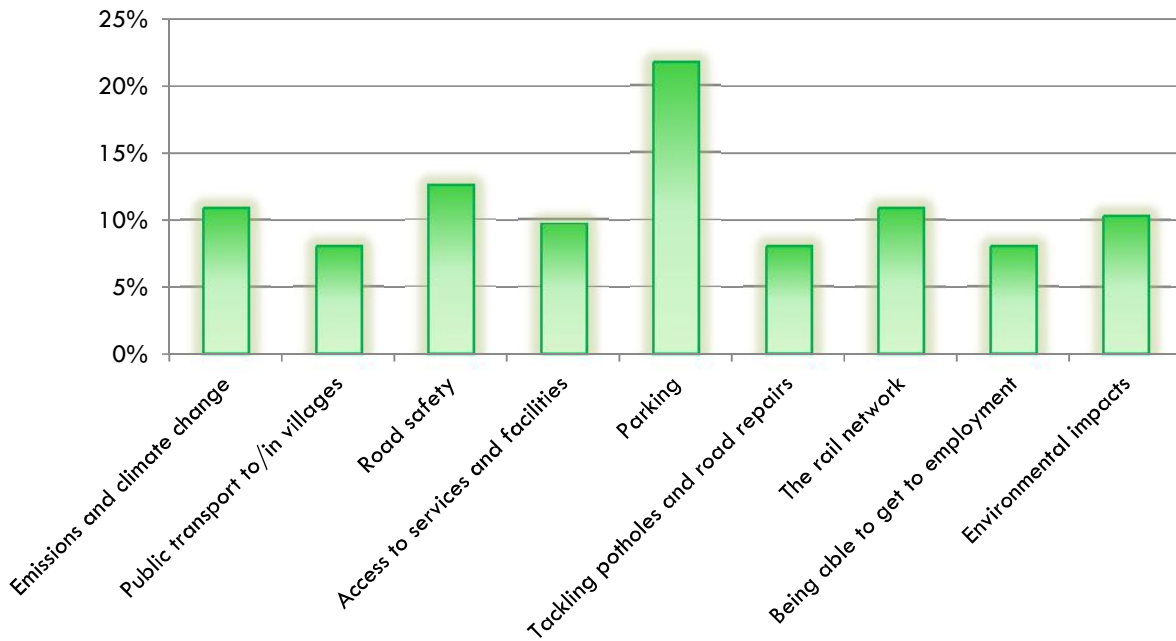
Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Access to and availability of local health care services	Uneven waiting lists for GP appointments across the MCA	Increase availability of appointments	Research increase of capacity and alternative systems e.g. Urgent Care Centre
Patient group consultation and involvement	Lack of local consultative process with service users	Ensure every medical practice has a Patient Participation Group	Support Practices to set up groups with Healthwatch Wiltshire
Provision of and access to health care services for young people	Marlborough focussed provision, no specific alcohol service	Ensure provision of health care meets young people's needs	Enhance drop-in clinic and create a 'No Worries' style alcohol advice service
Access to NHS Dentistry facilities	Limited availability of NHS dental services.	Ensure sufficient capacity for NHS treatment locally	Improve low income group access to NHS treatment
Lifestyle choices and healthy eating promotion	Lack of awareness of existing support network to facilitate lifestyle changes	Easy access to information through schools and community events	Raise profile of healthy lifestyles through targeted community events
Lack of take-up of healthcare services by men	Reluctance by men aged 40-74 to attend health checks and GP	Raise life expectancy of men throughout the MCA	Targeted health programme for men's behavioural change
Mental health issues	Under-resourcing of local mental healthcare teams	Ensure sufficient support and facilities are available to all at point of need	Financial support for 'Friendship' groups Appropriate professional mental healthcare
Help in old age	Aging demographic	Adequate medical and social care available locally	Ensure sustainable aged healthcare in place
Complementary medicine	Limited access to and use of complementary therapies by NHS practitioners	Accessible and well regulated service provision	Advice on identifying trained/qualified practitioners

## TRANSPORT

### The Key Indicators

The main priority for residents of Marlborough and the surrounding areas is that of parking; the provision of residents parking schemes and low cost parking for workers coming into town were seen as critically important to respondents both on-line and at public consultation events.

In addition the high cost and relatively few parking spaces in the town are potentially inhibitors to the expansion in retail tourism.



There are concerns in the villages that the historical infrastructure of rural communities is not commensurate with households where more than one vehicle is needed to be parked.

There is also an expressed need for reduction in speed limits in rural and residential areas, including the outskirts of the town together with a perceived requirement for increasing enforcement and improving signage. A desire for a railway station in Marlborough was mooted by some respondents.

### Issues matrix

Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Parking for residents	Limited parking available for residents	Improve parking facilities for Marlborough residents	Investigation of options for residents parking schemes; feasibility study and implementation

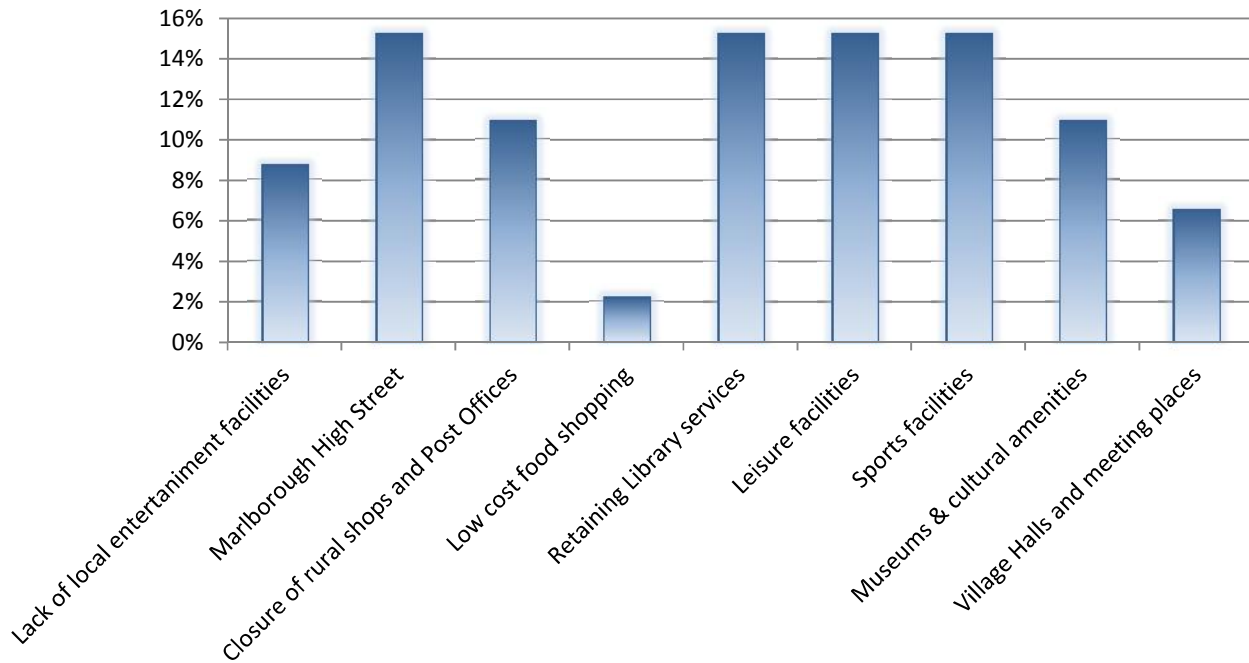
Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
High cost of parking discouraging shoppers, tourists and workers	MCA residents avoiding the town for shopping and business	Cost effective options for shoppers, tourists and workers	Identify new parking areas and options Cost effective parking schemes
Dangerous routes and speeding motorists in rural, High Street and urban areas	High incidence of speeding in built-up areas Road design and maintenance not conducive to safe driving	Overall reduction in speeding incidents and traffic conflict	Move and/or reduce boundary speed limits Enable 'speedwatch' schemes Design a Management Plan for Marlborough High Street
Congestion caused by through traffic especially North-South HGVs	Temporal and spatial pinch points causing conflict between local and through traffic	Ease traffic flow through the MCA	Alter main route classification where appropriate e.g. A338/346 HGV route
Inadequate public transport exacerbates rural isolation	Low income groups rely on inadequate public transport to access services	Ensure access to services for all in the MCA to meet all needs	Encourage small transport operators to fill gaps in provision
	Reliance on private transport Timetables not meeting needs	Joined-up transport infrastructure to include Great Bedwyn rail service	Network different operators to ensure blanket coverage
Support for LINK scheme provision	Withdrawal of funding for LINK service provision	Provision of on-call transport at low cost for elderly and disabled	Encouragement of volunteers Establish sustainable LINK schemes
Reliance on private transport creating an unsustainable carbon footprint	Dependence on cars for transport Lack of suitable alternatives	Reduce MCA carbon footprint Provide alternatives	Extend cycle routes and provide safe cycling environments
	Lack of alternative fuel provision	Ensure provision of alternative fuels	Encourage alternative fuel providers



## LOCAL AMENITIES

### The Key Indicators

One of the main areas of concern is the need to encourage and retain the unique atmosphere of Marlborough High Street; with its mix of retail and eating/drinking establishments. The variety of independent retailers across the community area were mentioned as being important to the growth of tourism; however there are concerns about the nature of the shopping experience being biased to certain sectors.



The need for increasing the provision of low-cost food shopping opportunities has been largely alleviated by the opening of the Tesco store on the Salisbury Road Business Park; this has not however addressed the more widespread need for more generally affordable shopping in other essential retail provision. Increasing and improving the provision of social, sporting and leisure facilities including cultural amenities were identified as important across the Community Area.

### Issues matrix

Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Maintaining a vibrant and healthy High Street	Independent businesses are being replaced by nationals Limited non-retail amenity provision	A vibrant town centre providing a variety of mixed land-use activities	Expand Chamber of Commerce network to encourage wider range of independents

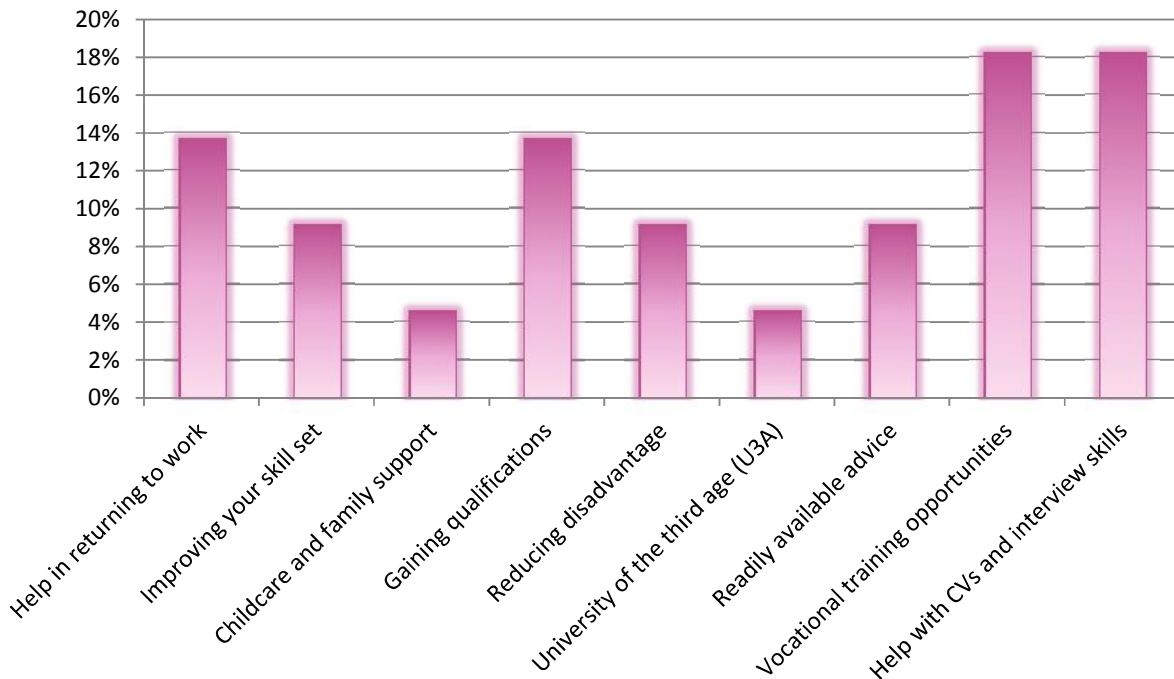
Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Reduction of Library services	Increasing reliance on local voluntary provision	Access to lending library facilities to all across the MCA Ensure facilities meet changing needs	Develop sustainable library services across the MCA
Sports & leisure facilities	A lack of up-to-date sporting & leisure amenities with fully available access	High-level hockey, tennis, football and other sports facilities in MCA	Complete AWP and tennis courts at St John's Ensure facilities are lit for full season use Continuity of leisure centre facilities including pool
Lack of local entertainment and cultural facilities	No local cinema/arts centre to act as a focal point for the Community Area	Commercially viable cinemas, meeting venues and exhibition spaces	Promote MCA as a centre of cultural excellence
		Development of more facilities for young people and families	Support existing and encourage new initiatives including low-cost family events
	St John's School 'Theatre on the Hill' increasing in usage	Regular theatre and cinema performances	Encourage amateur dramatics and other local group usage
Lack of meeting spaces for small clubs, theme groups and societies and hotel accommodation	Existing venues are large and often expensive for small groups and clubs	A range of environments available for all user groups	Explore feasibility of a conference hotel in the MCA
Inadequate co-ordinated promotion of events	Disparate information sources/multiple websites	Access to relevant information for all in MCA irrespective of technology capabilities	Accessible Community Notice-board. One-stop web shop of information on events

## ADULT EDUCATION AND EMPLOYMENT

### Key Indicators

There is little availability of adult education opportunities without travel to main centres such as Swindon and Salisbury.

By the end of 2011 the Office of National Statistics reported that unemployment in rural Wiltshire is rising faster than inner city areas.



Respondents were most concerned with the lack of assistance in returning to work and enhancing their employability skills. Services are not seen as being locally available without travel. There is a definite expressed need to be able to access adult education and employment advice services at a local level.

### Issues Matrix

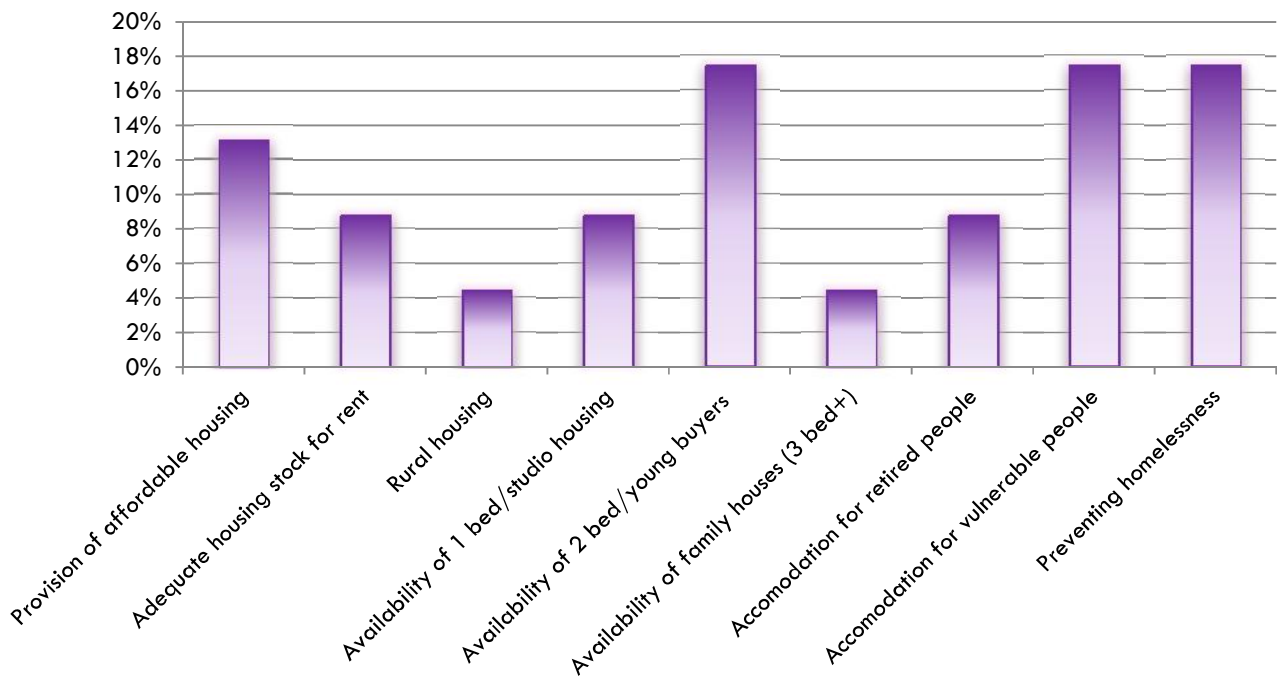
Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Return to work and employability skills for adults	Training gap. Little provision in MCA for adult employability training Limited support and opportunities for the disabled	Local provision of services & advice about job applications, effective CVs and performing at interviews for all	Ensure training facilities attached to Local Information Point Expand provision for disabled and special needs training

Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Return to work and employability skills for adults contd.	Lack of locally provided assessment services	Ensure the availability of local services at point of need	Provision of drop-in job-finding support services at local centres in the MCA
Lack of vocational training opportunities for adults	No local provision	Increased availability of vocational training courses	<p>Develop wider partnerships linking training providers and employers</p> <p>Identify training needs specific to the MCA demographic</p> <p>Establish mentoring schemes, money-management and business start-up courses</p>
Venues for vocational training and adult education	Lack of places where such training can take place in daytime	Creation of informal local work experience opportunities	<p>Widen access opportunities</p> <p>Increase the number of venues available</p>
Provision of local adult education opportunities	Some evening courses being provided at St John's School; mainly language & IT based subjects	Wider variety of learning opportunities reaching all abilities and interests all year round	Provide life-long learning opportunities e.g. crafts-work, arts, mechanical engineering, DIY and media using local facilities where available
Young people not in education, employment or training (NEET)	<p>Increased levels of unemployment in those aged 16 to 24</p> <p>Limited opportunities due to rural isolation</p>	Improved access to jobs and training	<p>Targeted, individualised support for the most vulnerable</p> <p>Develop wider partnerships linking training providers</p>

## HOUSING

### Key Indicators

Although the need for the provision of housing stock (rental and purchase) for those trying to get onto the property ladder was acknowledged, concerns were raised about the pressure additional housing would place on local services.



Some radical solutions were suggested to free up rental family properties including the issue of elderly people living alone or as a couple residing in family-sized properties.

In recent years there have been an increasing number of planning consents for retirement dwelling developments. This is seen as having reached its peak and some additional controls are needed to cap such applications.

### Issues Matrix

Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Availability of affordable starter/first time buyer homes	“Affordable Housing” not affordable for the average low income earner in the MCA	Separate the concept of affordability from average house prices	Co-operative housing schemes Local agency co-operation

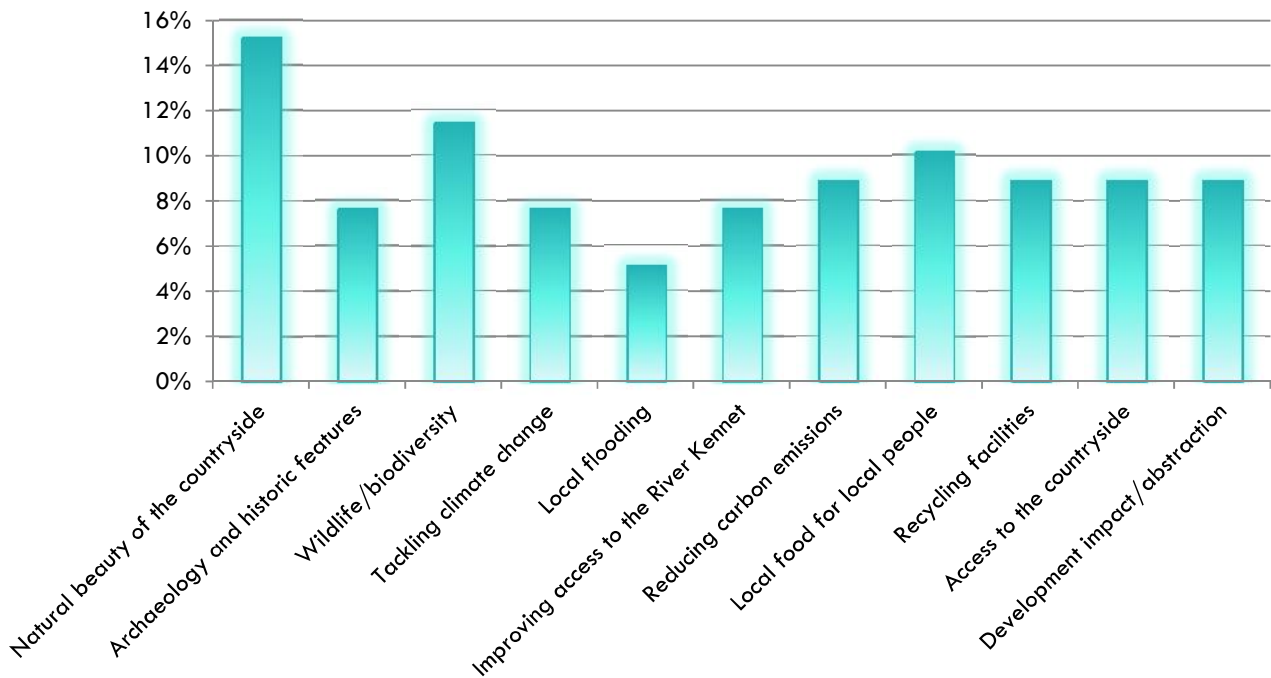
Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Availability of affordable housing for MCA families	<p>Insufficient appropriate housing stock for low income residents</p> <p>Young people forced to move away from their cultural connections</p>	Adequate provision of accessible, affordable housing for all in the MCA	<p>Housing Association partnerships with local authorities to ensure provision of accommodation for MCA families</p> <p>Planning for affordable housing to be enforced in all housing developments</p>
Prevention of homelessness	Homelessness Act 2002 placed certain responsibilities on local authorities for the prevention of homelessness	Improve prevention of homelessness through comprehensive advice services and effective range of housing options	<p>Maintain and enhance local partnerships e.g. Community 4</p> <p>Increase supply of affordable housing including rental sector</p>
Accommodation provision for vulnerable and disabled adults and families	MCA has lower than Wiltshire average percentage of vulnerable and disabled adults in families	Adequate sensitively located suitable accommodation for vulnerable and disabled adults	Ensure adequate provision by agency partnerships in all areas of MCA
Ensuring the sustainability of development	Little emphasis on sustainable living concepts	40% of future housing development based on sustainable design principles	<p>Adoption of sustainable living principles by Wiltshire Council</p> <p>Establish Marlborough as a 'Transition Town'</p>
Perception of over provision of housing developments for retirement dwellings	Many new and recent developments around the town of Marlborough are being reserved for retirement complexes	Ensure appropriate housing stock for the wider demographic across the MCA	Introduce referenced assessment criteria for planning decisions to achieve a balanced housing stock

## ENVIRONMENT AND SPATIAL PLANNING

### Key Indicators

The Kennet Valley and surrounding area lies within the North Wessex Downs Area of Outstanding Natural Beauty, a spectacular and unique landscape at the heart of the chalk landscapes in Southern England.

The Marlborough Community Area is characterized by sweeping open arable farmland, chalk river valleys and Savernake Forest together with areas of woodland, heath, pastures and common land.



Highest priority was the retention of the natural beauty of the special landscape in which we live, whilst improving access to the countryside we must also strive to maintain and enhance wildlife and biodiversity. Whilst some respondents were concerned about carbon emissions and climate change there were several comments that this had to be managed and we must acclimatize to the changing world environment.

### Issues Matrix

Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Retaining the natural beauty and biodiversity of the MCA	North Wessex Downs AONB Management Plan in operation and seen as working well	Protect green field environment from excessive urban expansion	Ensure new planning laws have minimal impact.  Monitor development and sustainability.

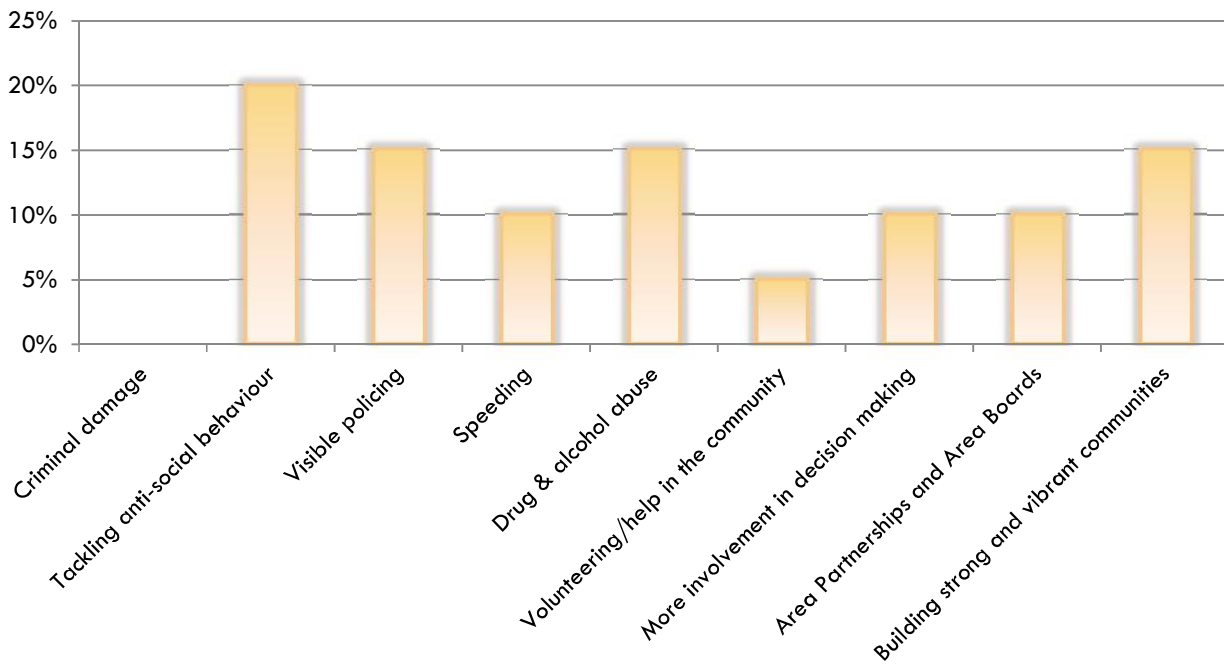
Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Improving access to the river Kennet and its tributaries	Marlborough River Project is working to improve river flow and manage river access	Managed and sustainable access to be of benefit to river and residents alike	Completion of the Marlborough River Project. Stimulate use of the river amenity through working partnerships. Open inaccessible stretches of the river for amenity use
Impact of abstraction from the River Kennet due to new and existing housing development	Water abstraction from the vulnerable upper reaches of the Kennet may reduce seasonal flow	Ensure full flow rates for the Kennet and its tributaries	ARK to continue investigating causes of degenerating river ecosystem. Encourage residents and businesses to reduce water consumption
Access to the countryside	Some Rights of Way in poor condition and abuse of green lanes by off-road vehicles	All accessible areas to be well maintained and available for use by everyone	Encourage village maintenance teams. Reinstate good footpath signage
Light pollution, both in rural and built up areas	Increased visible light pollution from the town	Minimal light intrusion throughout MCA	Examine ways to reduce street lighting and use of low-impact lighting
Lack of funding for environmental projects	Difficult to obtain adequate and sustainable funding for schemes enhancing or maintaining the local environment	To encourage public & private sector partnerships and sponsorship	Facilitate projects of different scales through Area Board partnerships  Attract appropriate funding streams to enable projects
Growing dependence on large food-mile products	Limited outlets for and awareness of locally grown produce	Reduce food miles in MCA Increase reliance on local food producers	Encourage specific local food events Wider promotion of farmers market activities



## COMMUNITIES AND COMMUNITY SAFETY

### Key Indicators

Statistics provided by Wiltshire Constabulary show consistently that the Marlborough Community Area is a relatively safe place to live, work and visit, crime levels being low on national scales. Neighbourhood policing in operation across the region has a good reputation with local people and parish councils.



The main cause for concern was the need to tackle anti-social behaviour, although criminal damage was not highlighted as a major priority. In narrative reporting anti-social behaviour was linked to drug and alcohol abuse and seen as an inhibitor to the local dining and socializing economy and public safety.

By building strong and vibrant communities with a sense of identity and ownership, the encouragement of collective community safety is improved.

Speeding vehicles and the introduction of more frequent speed checks, possibly with 20mph limits in villages were brought forward as suggestions in consultation forums.

### Issues Matrix

Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Speeding vehicles causing danger to pedestrians and other motorists	Local monitoring reports speeding in rural areas and outskirts of town	Optimise road safety throughout the MCA	Investigate the implementation of specific traffic calming schemes

Issue	Current position	Aspirations/ Objectives	Actions / Recommendation
Speeding contd.			Reduction of speed limits in rural areas Improving speed limit signage Increasing the number and frequency of speed camera patrols
Inadequate pedestrian crossings	Residents crossing busy roads with no crossing facilities	Adequate safe crossings in all areas of traffic/pedestrian conflict	Increase consultation opportunities for community led solutions
Tackling anti-social behaviour	Perception of an increase in this type of behaviour	Increased feeling of being safe throughout the MCA	Increase the visible policing policy Improve partnerships between agencies and community groups to reduce low-level crime
Neighbourhood safety and visible policing	Introduction of Neighbourhood Policing teams	Improved perception of safe communities	Community-led 'zero tolerance' approach including early intervention and possible exclusion
Real crime levels perceived to be higher than statistics	Under-reporting of low-level crime	All crimes of whatever level to be reported to police	Education campaign to promote wider use of 101 non-emergency number
Fuel poverty and domestic safety	Increasing numbers of fire call-outs resulting from fuel poverty	No domestic fires due to unsafe heating and /or lighting	Fire service led awareness campaign
Local decision making and strategic development	Marlborough Area Board operational. Marlborough & Villages Community Area Partnership on hold	Improved communication and consultation processes	Improve involvement in local decision making processes  MAB to engage more with the community

## PARISH COUNCIL RESPONSES

Parish Councils were invited to respond on behalf of their entire parish with a detailed questionnaire covering the nine subject areas.

Responses were received from eight villages within the community area with democratic responsibility via Parish Councils and Parish Meetings. Village Design Statements and Parish/Community Plans were also accessed where in existence or development.

For each of the subject areas councils were asked what was good and working well and what was lacking or needing improvement; the responses were generally in line with those received from private individuals in the public consultation process.

Parish responses have also been incorporated into the Key Indicator matrices for each of the nine subject areas.

### Local Economy

Good / working well	Needing improvement
Small businesses in villages and village employment	Retail business viability decreasing due to internet shopping, more encouragement to shop locally needed
Agricultural diversification on larger estates	Encourage further diversification in agricultural sector
Accommodation provision for tourism; promotion of activities and local information websites	Tourism information services
	Bed and Breakfast provision and advertising
	Slow Broadband speed an inhibitor to rural enterprise
	Encouragement of suitably sited employment development
High cost of business rates	Flexible approach to home-based businesses and reduction of red tape

## Children and Young People

Good / working well	Needing improvement
Local Primary and Secondary education provision	Transport for older children to Marlborough & Swindon for recreation/entertainment
Kids Clubs in some villages	Develop a co-ordinated approach to secondary education catchment areas within the community area.
Clubs and sporting facilities in Marlborough and Swindon	Communication of community initiatives involving St John's School
Village cricket clubs	Retention of village schools
	Improve sporting amenities and initiatives in primary schools. Better co-operation with local teams and coaching facilities.

## Health & Well-being

Good / working well	Needing improvement
Local surgeries	Access to hospitals difficult without private transport
Savernake as useful outreach from Great Western Hospital	Reinstatement of Minor Injuries Unit and creation of A & E facilities at Savernake
	Funding for LINK schemes
	Improvements to transport infrastructure to reduce reliance on volunteer service provision
	Availability of NHS dentistry services across the community area

## Transport

Good / working well	Needing improvement
Local traffic groups in parishes to monitor issues	Public transport in the evenings in rural areas
Commuter services from Hungerford and Swindon	High peak prices on rail network
	Inappropriate speeds of vehicles in villages
	Road maintenance and repair of potholes
	Bus zones and co-ordination/information about transport initiatives
	Re-introduction of rail service to Marlborough

## Local Amenities

Good / working well	Needing improvement
Local provision of entertainment in some villages	Entertainment and activities for young people
Marlborough High Street	Parking charges
	Variety of retail businesses in Marlborough to encourage tourism
Retention of local Post Offices	Need to remind local residents to 'use it or lose it'
Swindon & Newbury are seen as the only low-cost retail centres	Support for local traders
Staffing of libraries by volunteers	Retention and enhancement of library services including mobile library rounds which have been cut or reduced in some villages

Good / working well	Needing improvement
Local leisure facilities and entertainment provision in some villages	Play areas and facilities for children and young people
Local halls and meeting places in villages	Village greens and recreation areas
Entertainment provision in major centres outside the community area	Creation of a viable/sustainable cinema in Marlborough

## Housing

Good / working well	Needing improvement
Affordable housing purchase schemes in some villages	Lack of local rental properties for village families and rural/agricultural workers
	High rents for all property types including retirement homes
	Second homes reducing housing stock
	Accommodation provision for the homeless and vulnerable adults

## Environment and Spatial Planning

Good / working well	Needing improvement
Beauty of the countryside as a natural asset fairly well protected by AONB	Interpretation of recent changes to planning laws and of planning policies within the AONB should be aimed at its preservation
Village Design Statements and listed building protection status of important sites	Need to develop Neighbourhood Plans to protect the nature of villages.
Monitoring of flood risks and availability of sand-bags	Ensure the clearing and preservation of winterbournes

## Marlborough Area Plan

Good / working well	Needing improvement
Local walks and guides in villages	Public Rights of Way (PROW) Network needs improvement and better maintenance
Farmers markets in Marlborough and Hungerford; farm shops on the increase	Preservation and maintenance of the Ridgeway and its by-ways for use by all
Local allotment provision in some villages	Maintaining the SSSI for Savernake Forest and preserving the nature of the landscape
Action for the River Kennet (ARK)	Improved access to the River for licensed fishing and walks
	Abstraction from River Kennet continues to be a problem; winter levels very low
Doorstep recycling schemes and new recycling facility in Marlborough	Need to monitor the establishment of Wind Farms in rural areas
Wildlife and biodiversity	Encouragement of Solar rather than Wind farms

## Communities and Community Safety

Good / working well	Needing improvement
Good relationships with community beat officers & effective neighbourhood policing. Service levels from local police.	More frequent local speed checks & reduction in speeding Regular police attendance at Parish Council meetings
Good levels of local volunteering across parishes but generally this is from the same people within the community on each occasion	Increased volunteering from younger people Improved clarity on how to and from where groups can access funding
Introduction of Area Boards	Consultation and accountability framework

Good / working well	Needing improvement
	Formal regard given to Parish Councils from Wiltshire Council in respect of areas such as planning decisions, community enhancement and preserving variety and diversity of local areas
	Establishment of Community Database for useful information and contact points

## Parish Summary

Parish Councils and Parish Meetings were given the opportunity to contribute on behalf of their communities with the assistance of the Parish Council Forum. Eight villages chose to take this opportunity and a further number did so by reference to their established or draft Village Design Statements and Community Plans.

The Government initiative for the introduction and establishment of Neighbourhood Plans as part of the 'Big Society' will provide challenges to communities in the Marlborough area. Many parishes have been working on and have published Village Design Statements and Community Plans.

These documents are intended to be used by Wiltshire Council as a definitive statement on how the residents themselves wish their villages to be viewed both in terms of future development and with regard retention of the essential characteristics of their communities.

The survey responses in particular from Parish Councils and Meetings emphasised the need for a cohesive approach to the regard given to their opinions by Wiltshire Council in a variety of areas but most notably in planning and development decisions.

On a more local level, parishes are concerned about the ability to make good use of rights of way, including the Ridgeway and associated local amenities with a need for proper maintenance of access routes and the increased availability of access for all to areas of natural beauty across the MCA.

Whilst concerns were expressed for increases in housing development there is also the recognised need for affordable homes, particularly rental properties, for local and most notably agricultural workers.

Many villages have their own local entertainment and recreational facilities, in particular travelling cinemas in village halls and enhanced sports grounds. However there was also the need for facilities and activities for young people and the ability to travel at low cost to organised activities and amenities.

The limited availability of affordable public transport at convenient times and a cohesive approach to its provision were highlighted areas of concern especially in rural areas. Communities are also worried about road safety and speeding motorists in both rural and urban areas.

Local surgeries are generally perceived as working well although there are areas of concern regarding access to wider healthcare services at a more local level.



## BIBLIOGRAPHY

MADT are grateful to those who took time to respond to questionnaires and who made information available on request. The information contained within this document includes the following sources:

### Village Design Statements/Plans and Parish Council Surveys

Source	Contact point/Website
Aldbourne	<a href="http://aldbourne.net/">http://aldbourne.net/</a>
Baydon	<a href="http://www.baydon.org/parish_council.htm">http://www.baydon.org/parish_council.htm</a> <a href="http://wiltshire.gov.uk">http://wiltshire.gov.uk</a> + Village Design Statements
Broad Hinton	<a href="http://www.broadhinton.org.uk/">http://www.broadhinton.org.uk/</a>
Fyfield, Lockeridge & West Overton	Cllr. R Richards on behalf of the Parish Council
Ogbourne St Andrew, Ogbourne Maizey & Rockley	<a href="http://wiltshire.gov.uk">http://wiltshire.gov.uk</a> + Village Design Statements
Ogbourne St George	<a href="http://wiltshire.gov.uk">http://wiltshire.gov.uk</a> + Village Design Statements <a href="http://ogbournestgeorge.org.uk/">http://ogbournestgeorge.org.uk/</a>
Ramsbury & Axford	Cllr. S Glass on behalf of the Parish Council
Winterbourne Bassett	Cllr. P Catling on behalf of the Parish Council

### Other Sources

Source	Contact point/Website
Wiltshire Council	<a href="http://wiltshire.gov.uk">http://wiltshire.gov.uk</a>
Wiltshire Intelligence Network	<a href="http://www.intelligencenetwork.org.uk/">http://www.intelligencenetwork.org.uk/</a>
Community 4	<a href="http://www.community4.org.uk/">http://www.community4.org.uk/</a>
Government Office of National Statistics	<a href="http://www.ons.gov.uk/ons/index.html">http://www.ons.gov.uk/ons/index.html</a>
We Love Marlborough	<a href="http://www.welovemarlborough.co.uk/">http://www.welovemarlborough.co.uk/</a>
Wiltshire Disabled Peoples' Engagement Response – Conference Report February 2012	Wiltshire Centre for Independent Living – <a href="http://www.wiltshirecil.org.uk/">http://www.wiltshirecil.org.uk/</a> Wiltshire and Swindon Users Network – <a href="http://www.wsun.co.uk">http://www.wsun.co.uk</a>
Joint Strategic Assessment - a single vision of the truth	<a href="http://www.intelligencenetwork.org.uk/joint-strategic-assessment/">http://www.intelligencenetwork.org.uk/joint-strategic-assessment/</a>

MAP design and layout – Gill McIntyre, Executive Officer, Marlborough Area Development Trust