

New LAA - ACTION INITIAL CONTACTS – To be contacted for further information as necessary.

These names are not the action leads which will be confirmed later on in the process

Ambition (Margaret West)	Build ‘resilient communities’ with high social capital through people feeling socially included, enabling people and communities to build skills, abilities, knowledge and confidence to take effective action and play leading roles in the development of their communities and thereby enhancing their quality of life.	
Action	Action Contact	
1. Run events in an agreed number of communities to get local community views of actions required including listening to those who often don’t get asked or heard, and develop an achievable work-plan for each community consulted. (Community Plans and Parish Plans will also inform these activities).	Margaret West - WSIC (Wiltshire & Swindon Infrastructure Consortium)	
2. People feel that statutory partners are listening and enabling them to make a difference where they live, by: ensuring greater customer focus, building a model of partnership working that is inclusive and equitable and enabling One Council for Wiltshire to develop a positive culture.	Niki Lewis - WCC	
3. Take forward the review of the relationship between the voluntary and community sector and public services to ensure that this is strong and effective and the voluntary and community sector has a strong voice.	Margaret West -WSIC (Wiltshire & Swindon Infrastructure Consortium)	
4. Action from the Wiltshire Children and Young People’s Plan 2008-2011, for example taking action to improve educational attainment and narrow attainment gaps in the County; and to enable young people to participate in a broader range of positive activities and play, and to be involved in service development and delivery.	Education – Stephanie Denovan -WCC Positive activities – David Whewell –WCC	

Ambition (Andrew Reynolds and Graham Hogg)	Improving affordable housing	
	<p>More New Affordable Homes: to enable a significant and lasting increase in the amount of affordable homes together with the improved delivery of new homes to meet the economic and housing needs of the county's strategically significant centres. (in particular at Trowbridge, Chippenham and Salisbury)</p>	<p>Andrew Reynolds and Graham Hogg</p>
	<p>Helping Homeless people: to reduce the number of people facing homelessness by offering `genuine alternative housing and support options</p>	<p>Andrew Reynolds and Graham Hogg</p>
	<p>Greener and accessible affordable homes: to ensure that through good design we create more lasting homes; homes that are environmentally friendly and homes that will support independent living</p>	<p>Andrew Reynolds and Graham Hogg</p>

Ambition (Sue Geary)	Support more people in Wiltshire to have independent and fulfilling lives as part of their local community.	
	1. Improve the 'whole system' across NHS and social care to provide: more local services; more rehabilitative services; more appropriate therapy input into acute hospitals; more alternatives to long-term care (e.g. appropriate housing; assistive technology). (benefits: reduce delays in acute hospitals, reduce length of stay and prevent unnecessary emergency admissions) [see ambition 2]	Sue Geary - WCC
	2. Improve access to assessments and services for carers of adults, young people and children. This will involve: more training for staff; promoting the take-up of a carers' emergency card; improving access to assessment and services for carers from BME communities; providing more respite care and flexible alternatives to traditional day care and respite care; providing information and advice to help support carers to maintain or re-enter employment; support carers in relation to the personalisation agenda.	Heather Ludlow - WCC
	3. Support more people and families through direct payments and individual budgets to manage their own care; establishing an Individual Budget pilot for people to arrange their care through individual budgets (yr 1); evaluating Individual Budget pilot (yr 1) and use information to set targets for future years; increasing take-up of direct payments, by simplifying existing processes, undertaking more staff training and improving support for service users who may want a direct payment.	Heather Ludlow - WCC
	4. Support more disabled people into the world of employment, including: supporting the establishment of social enterprises; assisting more disabled people into sustained employment; commission mental health specific vocational services contracts; developing and promoting volunteering; changing focus to integrated employment; completing a Commissioning strategy for physical impairment services; complete a Commissioning strategy for learning disabilities services. [See ambition 4 action 3]	Sue Geary - WCC

Ambition (Sue Geary)	Support more people in Wiltshire to have independent and fulfilling lives as part of their local community.	
5. Improve information about services and access to services for people with dementia: develop a Wiltshire Dementia Strategy.		Sue Geary - WCC
6. Improve access to primary care services for people with learning disabilities.		Maggie Rae - PCT
7. Based on the findings of the Joint Strategic Needs Assessment, develop models for improving local community support and engagement for older people and people with disabilities.		Heather Ludlow - WCC
8. Improve services for disabled children and young people. This will include more flexible support, wider use of direct payments, improved transitions pathways to adult services and ensuring that children and young people, parents and carers have more opportunity to shape the service they receive and to influence services that are developed in the future.		Jimmy Doyle -WCC

Ambition (Maggie Rae)	Support families to provide the strong foundations for children and young people's development	
1.	Implement a Brief Intervention training package, which encourages people to make lifestyle changes that will have a positive impact on their health.	Nicola Cretney - PCT Public Health
2.	Development of Health Trainers programme in deprived communities in Wiltshire. (motivate and help people to goals by developing personal health plans, give practical support and identify with the individuals their barriers to change). [Resources possibly available, needs further exploration]	Nicola Cretney - PCT Public Health
3.	Development of community initiatives to encourage people to make healthier choices. This might include: Let's get cooking; Green gyms; Walking for health; Buddy schemes. [Resources possibly available, needs further exploration]	Nicola Cretney - PCT Public Health
4.	Improve children and young people's services that promote the acquisition of 'resilience' so that young people are better able to resist stress and adversity and cope with change and uncertainty	Peter Fanshawe (WCC)
5.	Support children and young people to make informed choices to reduce the instances of obesity, teenage pregnancy and substance misuse	Obesity – Nicole Cretney PCT Teenage Pregnancy - Adele Radice -WCC Substance Misuse – Lauraine Jones - WCC
6.	Provide preventive support and help children & young people with emotional & behavioural and other mental health problems through effective local community-based services, and for those requiring specialist help support through the Specialist Child & Adolescent Mental Health Services	Heather Clewett-WCC

Ambition (Maggie Rae /Sue Geary)	Enable individuals to make informed choices to improve their long term health and well being and reduce 'All Age All Cause Mortality'	
1.	[As action 1 in Support families above - Brief Intervention training package]	Nicola Cretney - PCT Public Health
2.	[As action 2 in Support families above - Health Trainers programme]	Nicola Cretney - PCT Public Health
3.	Develop programme of referral schemes in Wiltshire. [Resources possibly available, needs further exploration]	Nicola Cretney - PCT Public Health
4.	Implementation of screening programmes in Wiltshire: Universal Chlamydia Screening programme for under 25s in Wiltshire; Bowel screening programme; Aortic aneurysm.	Nicola Cretney - PCT Public Health
5.	[As action 3 in Support families above - community initiatives]	Nicola Cretney - PCT Public Health
6.	Reduce road traffic accidents in Wiltshire by understanding the reasons for high rates of serious injury and death as a result of road traffic accidents in Wiltshire and implementing measures to reduce the rates of accidents/serious injuries/ deaths in Wiltshire by basing interventions on the evidence that exists in relation to this. [Existing resources in terms of staffing, additional resource may be required to implement actions to reduce accidents]	Nicola Cretney - PCT Public Health
7.	Implement a scheme of preventative work, including early intervention, across Wiltshire (children and adults) to influence the main causes of ill health and early death. This will focus on: Cardio-vascular disease, including coronary heart disease and stroke; cancers; and link to major issues of public health concern including smoking and obesity. [Resources available but additional sources may need to be secured].	Nicola Cretney - PCT Public Health

Ambition (Maggie Rae /Sue Geary)	Enable individuals to make informed choices to improve their long term health and well being and reduce 'All Age All Cause Mortality'	
	8. Work with particular communities in Wiltshire, in our most deprived areas, to understand their health needs and what they require to support them in avoiding ill health. The actions that will be undertaken on this will depend on the outcome of work within these communities. [Funding will need to be secured, possibly from a range of sources, to implement activity. However, resources might already be available to undertake initial work within communities where we know there are high health needs or to identify communities where this might be the case.]	Nicola Cretney - PCT Public Health
	9. Develop systems for advice and support for all people in Wiltshire on options for meeting future care needs.	Nicola Gregson - WCC

Ambition (Alistair Cunningham)	Wiltshire exhibiting a positive and sustainable environment for economic growth	
1.	Improve business productivity through innovation: engage public and private organisations in taking the strategy forward into the delivery phase (benefits will be incremental from year 2 and should be viewed as part of long term delivery). [Resources not yet secured]	Peter Beech-Allen, Chair WSEP Innovation Group
2.	Realise the economic potential of the military presence in Wiltshire and assist in rebalancing the economies of communities which have a high dependence on the military presence through the resettlement of personnel and maximising the opportunities for new, high growth business start-up (first deliverables determined by the publication of feasibility work during 2008). [Resources not yet secured.	Alistair Cunningham - WCC
3.	Tackle pockets of worklessness to assist with the provision of an adequate labour supply to meet business demands through raising skills levels including basic and employability skills and working with hard to reach groups e.g. lone parents, young people not in education, employment or training NEETS, over 50s, those on disability benefits, military dependents and ex-offenders. [See ambition 3.1 action 4]	NEET - Merfyn Williams- WCC Skills - Sue Watkins - Learning and Skills Council Worklessness - Jill Annal -Job Centre Plus
4.	Broadening the employment base of Wiltshire, increasing higher value and higher skilled jobs and extending Higher Education provision in the County. [some resources available.	Alistair Cunningham - WCC
5.	Work with the private sector to provide adequate workspace and employment land provision to meet market needs including the provision of incubation space and the development of centres of excellence. This action will ensure that demand for land and space is met to reduce disinvestment, assist with new business start-up and indigenous business expansion. [some resources available]	Alistair Cunningham- WCC

Ambition (Alistair Cunningham)	Wiltshire exhibiting a positive and sustainable environment for economic growth	
6. Improving journey time reliability on strategic transport routes in Wiltshire - efficient movement of goods and people, and improve business competitiveness. [Resources dependent on Regional Transport Plan and associated funding]	David Rapley - WCC	
7. Understand how key settlements can evolve/regenerate as thriving and vibrant economic poles. [some resources available]	Alistair Cunningham - WCC	

Ambition (Lynn Gaskin)	Reduce particular crimes change behaviours and inform the public to bring about communities that are safe and feel safe	
	<p>1. Domestic violence:</p> <ul style="list-style-type: none"> • Structured Domestic Violence regular case conferences across the range of public agencies and involvement of the third sector. To intervene and support victims at an earlier stage and to reduce repeat incidents. • Work with perpetrators of both domestic violence and other violent crimes – both by targeting and support e.g. through tracking and taking enforcement action against them and ensuring access to programmes such as drug treatment, life skills. Domestic violence perpetrator programmes. • Commission appropriate range of services to support victims of violent crimes including domestic violence. 	<p>Supt. Paul Williams - Wiltshire Police</p>
	<p>2. Road accidents and domestic accidents:</p> <ul style="list-style-type: none"> • Reduce Road Traffic Collisions and fires: Education (Pre-driving education), Working with the Military, Intervention with Wiltshire Police at the time of a caution, working with first time and repeat offenders. • Promote and support safety in the home particularly the elderly, single partners and disabled people preventing all accidents including fires. 	<p>John Popovitch - Wiltshire Fire and Rescue</p>
	<p>3. Drug and alcohol problems:</p> <ul style="list-style-type: none"> • Earlier interventions for drug and alcohol problem users including through the criminal justice system, custody suites and Accident and emergency. • Multi-agency training for front line childrens' services to ensure young person receives help and advice at first point of contact. 	<p>Nicola Cretney - PCT Public Health</p>
	<p>4. Re-offenders and ex-offenders:</p> <ul style="list-style-type: none"> • Local authority services such as housing and education and health services such as mental 	<p>Diana Fulbrook – Wiltshire Probation Service</p>

Ambition (Lynn Gaskin)	Reduce particular crimes change behaviours and inform the public to bring about communities that are safe and feel safe	
	<p>health and drugs and alcohol to ensure the most appropriate and timely interventions for those small cohort of re - offenders committing the most crimes in Wiltshire and giving due regard to the prevention of the transition of young offenders into the adult criminal justice system.</p> <ul style="list-style-type: none"> • Work with housing ,employment and mental health and drug and alcohol services provide support that is joined up, appropriate, timely and accessible to ex - offenders and making sure that individuals are rehabilitated back into communities. 	
5. Streetscene:	<ul style="list-style-type: none"> • Weeks of Action – all public services visibly working together in communities on street clean ups, community events, safety messages, Neighbourhood teams to increase reassurance and feelings of safety and providing a “capable guardian” within the community to reduce crime and anti-social behaviour. • Agree partnership messages and activity in relation to ASB including things to do for young people, best use of Acceptable behaviour contracts and orders and other tools and intervention for causal factors of adult offending eg alcohol. • Joining up agency responses and co-ordination to street and environmental cleaning e.g. fly tipping, graffiti. • Intergenerational work through (in particular) leisure and the arts. 	<p>Anti-social behaviour – Lynn Gaskin- WCC</p> <p>Street and environment - Tracey Carter - WCC</p>
6.	<p>Provide consistent and regular information and public reassurance and communication with communities in respect of public services in general working effectively together and in particular in tackling crime, disorder and anti-social behaviour to increase the feelings of safety. Bring together these messages with those of other partnerships - Local Criminal Justice Board (LCJB) to ensure most effective use of resource and promotion of activities and successes around public confidence in the criminal justice system.</p>	<p>Ian Langley - Youth Offending Service</p>

Ambition (Simon Smith)	Tackle climate change	
1. Increase uptake of energy efficiency and renewable energy measures by households businesses and institutions.		Peter Nobes – KDC
2. Reduced carbon emissions from public sector business.		Pam Gough –WCC
3. Increased use of sustainable energy measures in new developments (encouraged by planning policy).		Matthew Pearson -WCC
4. Reduced carbon emissions from transport through promoting and providing sustainable transport options.		Rob Murphy – WCC
5. Increased awareness of climate change adaptation leading to action being taken by individuals, communities and businesses.		Pam Gough- WCC
6. Creation of landscapes that enable wildlife to adapt.		Bill Jenman- WWT
7. The reduction, re-use and recycling of household waste through increased participation by the community, including the hard to reach.		Tessa Polniaszek –WWT Catherine Dixon - WCC

Ambition (Simon Smith)	A high quality, natural environment that enriches the lives of people	
1. Targeted conservation and enhancement of Wiltshire's biodiversity in line with the Wiltshire Biodiversity Action Plan and the South West Nature Map; in particular improve monitoring, advice, and management of County Wildlife Sites.		Bill Jenman- WWT
2. Ensure high quality biodiversity information is readily available to decision makers.		Simon Smith -WWT
3. Ensure that new developments are designed to provide for greater community cohesion, promote physical and mental health, reduce crime and enhance wildlife.		Charles Routh – NE