

Wiltshire Coordinating Group

Tuesday 28 April 2009
Kennet Room, Divisional Police HQ, Semington
10am – 12 noon

A G E N D A

1	Welcome and Apologies	
2	Minutes of the last meeting To agree the Minutes of the meeting held on 3 March 2009 as an accurate record and to consider any matters arising	
3	Wiltshire Assembly Update for WCG on the main points for further action arising from the meeting of the Assembly on 26 March, particularly: <i>Action to Implement the Recommendations of the Report on the Economic Downturn</i> Keith Robinson will outline the way forward, including the key contribution of the thematic partnerships. A summary background note and the 'menu of actions' is also attached.	
4	<i>Thematic Partnerships</i> Partnerships to give further updates on action to respond to the three key questions as previously agreed by WCG: <ol style="list-style-type: none">1. How will we explain our parts of the Local Agreement for Wiltshire in a way that will connect with local people?2. How will we show hotspots/priorities that evidence has identified as a 'need' or 'problem' for particular community areas?3. How do we engage with local people and make advice and support available?	
5	Updating the Local Agreement for Wiltshire To discuss updating of the LAW, the implications for the Community Strategy and communications, following the first year of the LAA and the report on the Economic Downturn. A short paper will be tabled	
6	Thematic Partnerships Local Agreement for Wiltshire (LAW) hotspots update	
7	Date and venue of next meeting The next meeting is programmed to take place on 18 June, from 2.00	

	p.m. to 4.00 p.m. at the Divisional Police HQ at Semington, Melksham.	
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Background

The origin of the report – the report reflects the ambition of the Wiltshire Assembly to develop and agree a range of actions to mitigate the effects of credit crunch in Wiltshire. The report was commissioned by the then County Council, researched and then presented to the Assembly by the consultant, George Bright on 26 March 2009.

The overall aims underpinning the commissioning of the report were to;

- * demonstrate the added value of partnership working by making a real difference to the people, businesses and communities of Wiltshire; and
- * To illustrate the strength and resilience of communities.

The three phases of the research and the report were:

1. Building a picture of what was happening in Wiltshire as a result of the credit crunch. Both the economic impacts and the social impacts of the recession were researched.
2. The main themes of the recession in Wiltshire were identified in the short to medium term.
3. Recommendations for action

Structure of the Recommendations

The recommendations for action are structured in to six main building blocks, to enable a coherent programme structure. The scope of each of the work streams will be as set out in the structure of the recommendations of the report:

The Building Confidence Programme	Wiltshire Business Support Service	Wiltshire Citizens' Advice Service	Wiltshire Community Finance Initiative	Wiltshire 'Potential' Programme	Wiltshire Street Scene Programme
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Programme Management Arrangements

Programme board

A Programme Board is being established – prospective Board members are currently being contacted. Minutes of the Board meeting and associated actions are to be recorded. This will be done in the period May –October 2009 by the Chief Executives Office. Ongoing support arrangements for the Board will be reviewed in September 2009.

The date of the first board meeting is likely to be the 7th May.

Resourcing

A resourcing plan will be developed by the Board.

Communications

A communications plan is being drawn up but some progress has already been made in this area.

Initial communications have taken the form of:

- Discussion of the report and the recommended actions at the Wiltshire Assembly
- Discussion at the Wiltshire Council Extended Leadership Team meeting of wider actions that Wiltshire Council can take that will support and enhance the actions recommended in the report.
- Wiltshire Co-ordinating Group and Public Service Board meetings will discuss the recommended actions and what steps can be taken for partners to take forward appropriate action.

A report from the programme board will be a standing item on the WCG and PSB agendas.

Regular updates

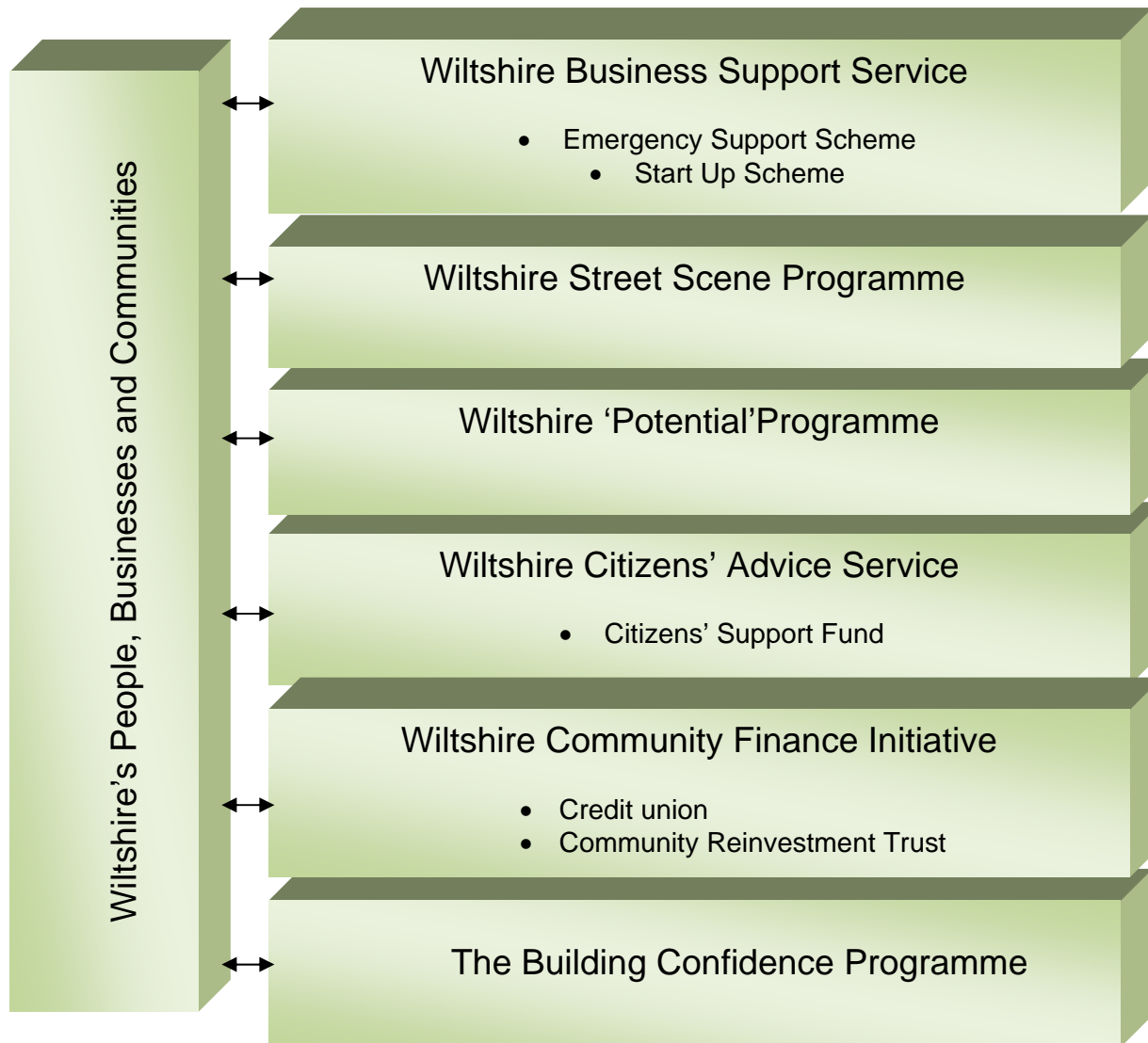
A regular bulletin will be produced for all interested parties to keep them updated with the progress of the project. This will be on a monthly basis in the longer term, but more frequent updates will be issued if appropriate.

*Rachel Goff
National Management Trainee
Wiltshire Council*

The Impact of the Credit Crunch in Wiltshire – taking forward the Recommendations 15-04-09

A Framework for Action

In considering how the people, businesses and communities of Wiltshire should respond, it is important to recognise that there are no straightforward solutions. We do not have locally the resources to solve all of the problems. However, there is much that can be done by more effective working in a common cause to use scarce resources more productively. The focus should be on assisting those who may be 'casualties' of the recession, whilst building for a future with SUSTAINABILITY at its heart.



A Menu of Actions

BUSINESS and the ECONOMY: POTENTIAL ACTIONS

1 Support the Cash Flow of Smaller Business and Voluntary Sector Organisations

Issue: The major effect of the credit crunch on businesses is pressure on cash flow and a shortage of working capital. A lack of cash can cause profitable businesses to close. Larger companies are able to use their strong purchasing positions to insulate their cash position to some degree – that is far less easy for small and micro businesses. A similar pressure on cash exists for some organisations in the voluntary sector.

Many public sector organisations operate with positive cash balances. Interest rates are now so low that there is little loss of interest if payments to suppliers are paid quickly.

Proposals:

1.1	The Wiltshire Public Service Board (WPSB) member organisations and other public sector agencies should pay suppliers promptly, in accordance with the terms of the supply and, if possible, earlier for smaller business and the voluntary sector with a target of 10 working days.	For Wiltshire Council – Martin Donovan/SFF WPSB via Martin Donovan
1.2	WPSB members should secure agreements from their large (Tier 1) suppliers to put in place similar practices for the onward payment of their Tier 2 and Tier 3 suppliers. When contracts are let or renewed they should stipulate these requirements contractually.	For Wiltshire Council – Mike Swabey/CPU WPSB via Mike Swabey

2 Provide Emergency Support for Small and Micro Businesses

Issue: The owners of small businesses are often unaware of the potential help available to them. Many business owners have never had to manage their business in a downturn before. There is no financial support to help them access specialist professional expertise when it is most critically and urgently needed. It is important to minimise unnecessary casualties of the recession, if possible, especially where the businesses are potentially viable and sustainable with the right guidance and action.

Proposal: The Wiltshire Assembly should support the Wiltshire Strategic Economic Partnership (WSEP) and its key partners to:	WSEP Alistair Cunningham/team
2.1 Establish a Wiltshire Business Support Service with a single telephone point of contact	
2.2 Create a new 'Emergency Support Scheme' for small and micro businesses, who urgently need specialist professional advice to ensure the future of their business	
2.3 Promote the support service and the new fund with 'Don't lose your business' campaign (or similar).	

3 Work to Reduce Business's Costs

Issue: To survive the recession when their income is reducing, business owners have to review all of their costs. If public sector organisations can avoid increased charges and even reduce them – every little will help and would be assisted by a low inflation, even deflation, in many costs. Whilst decisions have been taken for 2009-10 financial year, planning should begin early to achieve this for 2010-11. If there are opportunities to make changes mid-year, those should also be sought.

Proposals: Wiltshire Council should:	
3.1 Market existing business rate reliefs to business - small businesses may be eligible for rate relief, hardship relief and/or rural business relief. Research suggests that approximately one-third of eligible businesses have not taken up their entitlement – they should do now. (N.B. Wiltshire Council is already taking action on this.)	Alistair Cunningham/team Martin Donovan
3.2 Review Business Rate credit control procedures and introduce payment plans, as a stage before bailiff actions, to support businesses, where possible and appropriate.	Martin Donovan Revs and Bens?
3.3 Review Business Rate policies and introduce improved and consistent policies for small business rate relief, hardship relief and rural business relief for 2010-11.	Martin Donovan Alistair Cunningham/team
3.4 Lobby MPs on behalf of Wiltshire businesses regarding the Treasury's proposed business rates increase of 5% due to start in April 2009 and re increases in 2010-11.	See CLG announcement 31 March
3.5 Examine the scope for rent relief or rent holidays on Council-owned units for viable businesses.	John Shorto Alistair Cunningham/team

3.6 Seek to maintain fees and charges at their current levels and reduce them, if possible, when preparing the budget for 2010-11.	Martin Donovan/SFF
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4 Help Wiltshire's Small Businesses to Gain New Contracts

Issue: Wiltshire businesses need to combat the recession by gaining new business. The public sector can help by ensuring that opportunities are well advertised and that unnecessary barriers to success in competitive tendering are removed. Issues of sustainability should also be considered strongly in the setting of purchasing criteria. Private sector businesses could also support this approach.

Proposals:	Who should take this forward
4.1 All WPSB members should place tenders for contracts with them on the 'Buy Wiltshire' website. The facility should be promoted to larger Wiltshire private sector businesses also.	WPSB via Alistair Cunningham
4.2 The 'Buy Wiltshire' website should be improved and marketed strongly to increase the awareness of its potential and the opportunities available to Wiltshire businesses.	Alistair Cunningham/team
4.3 WPSB members should review their purchasing criteria to introduce sustainability criteria into purchasing decisions that reduce carbon emissions, traffic congestion etc.	WPSB via Mike Swabey
4.4 WPSB members should review their procurement processes to ensure that they are proportionate and do not act as a barrier to bidding by small businesses.	WPSB via Mike Swabey
4.5 WPSB members should assess the potential impact of 'contract concentration' on the local business community and supply chain, as part of their purchasing strategies. (N.B. 'Contract concentration' is where contracts that were previously let in smaller volumes to a number of suppliers are brought together into one much larger contract – the aim is naturally to try and achieve better prices by offering the successful supplier greater volumes and so achieve economies of scale; it also reduces transaction volumes and costs. A common effect is to squeeze out smaller, local suppliers in favour of larger national or multinational companies.)	WPSB via Mike Swabey
4.6 They should support the creation of 'purchasing consortia' to assist the resilience and diversity of their supply chain. (N.B. A response to the dangers of	WPSB via Mike Swabey Alistair Cunningham/team

	'contract concentration' is where small suppliers join together in a consortium, on a geographical or sectoral basis, to provide a large organisation with a single 'supplier' but sourced by a number of smaller partners.)	
4.7	Where very large contracts are let, identify the successful supplier firms and promote sub-contracting opportunities through the 'Buy Wiltshire' website.	Alistair Cunningham/team
4.8	Increase the current 14% of Council procurement budget spent with SMEs and extend that local procurement emphasis to WPSB partners.	WPSB via Mike Swabey Alistair Cunningham/team

5 Help Wiltshire Businesses to Access National and Regional Support Measures

Issue: Many small businesses are unaware of potential sources of funding and other assistance available to them. If they are aware they are often discouraged from applying by the bureaucracy and complexity of the application process.

Proposals: Through the Wiltshire Business Support Service proposed in 2.1 above:

5.1	Assist Wiltshire businesses to take advantage of Government support set out at www.businesslink.gov.uk/realhelp/finance . The key measures to support SMEs (Small and Medium Sized Enterprises) include:	Who should take this forward WSEP Alistair Cunningham/team
	<ul style="list-style-type: none"> A Working Capital Scheme for short term bank lending to companies with a turnover of up to £500m 	•
	<ul style="list-style-type: none"> An Enterprise Finance Guarantee Scheme (the Loan Guarantee Fund, available through high street banks,) securing additional bank loans to small firms with a turnover of up to £25m (will enable firms to take out loans to convert existing overdrafts into loans to enable businesses to free up their current overdraft facilities) 	•
	<ul style="list-style-type: none"> A £75m Capital for Enterprise Fund (£50m from Government augmented by £25m from the banks) to invest in small businesses which are struggling to get equity. The Fund will provide long-term capital to businesses which have exhausted traditional forms of finance. 	•
5.2	Assist Wiltshire businesses to access the South West Regional Development Agency's (SWRDA's) support measures. These include:	WSEP Alistair Cunningham/team Niki Lewis/team
	<ul style="list-style-type: none"> A new Business Loan Fund for ambitious firms with viable business plans 	•

	which are unable get support from commercial banks or private investors. Loans of up to £250,000 will be available early 2009.	
	<ul style="list-style-type: none"> • A Grant for Research and Development over 3 years. Businesses can apply for between £5,000 and £500,000 depending on the type of project. 	•
	<ul style="list-style-type: none"> • Loans of up to £50,000 from Community Finance Initiatives (CFI). 	•
	<ul style="list-style-type: none"> • Support and finance for land-based businesses (EU-funded) is also available through the Rural Development Programme for England, administered by SWRDA and the Rural Enterprise Gateway. 	•
5.3	Market the opportunities strongly locally in Wiltshire.	WSEP Alistair Cunningham/team

6 Create A New Source of Finance for Micro Businesses and Start Ups

Issue: A lack of access to reasonably priced credit is a barrier to some people who are looking to start up a business and to micro businesses that are looking to expand and grow. The mainstream banks are now refusing loans and overdraft facilities to business propositions that have some risk but also potential. Some businesses have resorted to obtaining very expensive credit from secondary finance institutions that has increase the risks to their business substantially. Whilst the major banks may ease their stance somewhat over time, there is a strong view that Wiltshire should be seeking to establish some alternative sources of finance, as exist in other parts of the UK and the South West.

<p>Proposal: The Wiltshire Assembly should instigate a project group to help small businesses get better access to finance through a Community Development Finance Initiative. This would consider the options available but specifically the potential for creating a Wiltshire Community Reinvestment Trust which could provide finance for small businesses, social enterprises and charities.</p>	<p>Who should take this forward</p> <p>Alistair Cunningham/team Niki Lewis/team</p>
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7 Ensure Easy Access to Available Property Information

Issue: Potential new business ‘start-ups’ and larger investors need current and accessible information on potential property and employment land that might be available. Property agents and developers need trend information on enquiries to identify types of demand and gaps in available workspace.

<p>Proposal: The ‘Invest in Wiltshire’ website holds a commercial property database. Ensure that it is kept up to date and is able to support actions re town centre street scene initiatives.</p>	<p>Who should take this forward</p> <p>Alistair Cunningham/team</p>
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8 Support Economic Recovery with a rounded Assistance Package for new ‘Start – Up’ Businesses

Issue: The economic recovery needs people to establish new businesses. When individuals are made redundant, an option for them is to start their own business, often using some of the redundancy payment they have received. A focus on creating businesses that are sustainable in terms of the business skills of the owner(s), the financial model for the business and the product/services and operations of the business demand stronger approaches to support.

<p>Proposal: The Wiltshire Assembly should ensure that the proposed new Wiltshire Business Support Service is able to provide a strengthened support for new business start-ups by offering a complete support package:</p>	<p>Who should take this forward</p> <p>WSEP Alistair Cunningham/team</p>
<ul style="list-style-type: none"> • easy access to the provision of advice and guidance and training 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • easy access to property information 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • the creation of a new start-up grant scheme, with a particular emphasis on ‘sustainable’ businesses 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • the provision of ongoing support, networking and mentoring support. 	<ul style="list-style-type: none"> •

9 Speed Up the Processing of Business Development Planning Applications

Issue: To support the process of economic recovery it is vital that potential new businesses and business investment are not delayed or lost because of unnecessary difficulties in the processing of planning applications. There has been criticism of the current planning process, especially in West Wiltshire. Strong representations have been made that £millions of major development investment in the area had been lost because of a lack of priority, urgency and professionalism in the planning process. There was a perception of a negative approach to ‘business applications’ - a sense that the planning process was about how an application might be refused, rather than supported and improved so that it could be approved. At the same time, it is clear that planning applications are not always correctly completed and that essential information is not always quickly provided when requested.

Response: Wiltshire Council is establishing a new planning process and teams, as part of the creation of the unified Council. The Service Director is fully aware of these criticisms and is working to address them. The plans to create a process that will deal centrally with major planning applications are welcome.

Proposals:	Who should take this forward
9.1 That a strong liaison mechanism is set up between Economic Partnership Managers and the Planning Department in the new Council, so that issues in the processing of planning applications can be addressed quickly. Economic Partnership Managers can carry out a critical liaison role between planners and applicants.	Alistair Cunningham/Brad Fleet
9.2 That pre-application meetings between potential applicants and planning officers are given priority as a part of the process, so that applicants are given clear guidance on the potential acceptability of an application and the issues that need to be addressed to assist the application.	Brad Fleet
9.3 S106 agreements should be negotiated to support the main requirements of local planning policy re affordable housing and other contributions. However, there needs to be an assessment of the affordability of the whole proposal and an avoidance of excessive minor conditions.	Brad Fleet Alistair Cunningham/team

10 Promote Potential Economic Growth Sectors such as Tourism and the Food and Drink Industry

Issue: There are sectors of the economy that can perform well in the current climate and sustain economic activity. Tourism is worth £726 million of 'external' money to the Wiltshire economy (South West Tourism, 2006) and has a high multiplier effect. The weakening of the pound against the euro supports UK tourism. Wiltshire must seek to increase its share of a potential growth market. Food and Drink should be a key growth and priority sector, alongside tourism, as rising import prices, cheaper exports and the fact that food is a staple product support its potential for growth and profitability.

Proposals:	Who should take this forward
10.1 Invest in tourism and support the continued development of the new Wiltshire Destination Management Partnership and the 'Visit Wiltshire' brand. Enhance and maintain the Wiltshire Public Product, through further investment and development where possible.	Alistair Cunningham/team
10.2 Ongoing promotion and support of local food and drink companies to help boost tourism and the local economy.	Alistair Cunningham/team

11 Fast-Track New Investment Opportunities

Issue: The recession means that there is less economic activity. The construction industry was one of the first hit by the economic downturn, followed by suppliers of building materials and others in that supply chain. There are a range of investment projects that are at various stages of development but there is the potential to move forward some activity quickly if barriers can be overcome. Leverage of even a small number of projects can start to build confidence as well as providing an economic stimulus.

Proposals:	Who should take this forward
Wiltshire Council should:	
11.1 Identify the barriers in any 'stalled' development projects and agree urgent actions to address them.	Parvis Khansari Alistair Cunningham/team+

11.2	Associated with the above, raise again with Government the scope for local authorities to provide short-term support to development projects.	Keith Robinson
11.3	Press the case with Government, SWRDA, First Great Western and other for improved more sustainable rail services for Wiltshire.	George Batten
11.4	Apply to the Housing and Communities Agency for funding to purchase or fund the building of social housing in order to both stimulate construction activity and reduce the housing waiting list.	Graham Hogg Alistair Cunningham/team
11.5	Support the allocation of pockets of Council owned land for community enterprises, allotments and similar small scale ventures.	Brad Fleet

12 Sustain the Retail 'Street Scene'

Issue: The retail sector has suffered due to the reduction in consumer spending. Wiltshire has many market towns where there are increased numbers of empty shops. Retailers are concerned about the impact on remaining shops and the potential difficulty of re-letting; the police are concerned about the potential for increased levels of litter, graffiti and damage; individuals and communities are concerned about the potential for depressing town centres.

Proposal: The Wiltshire Assembly should support a programme whereby actions should be instigated by town and parish councils, with the support of the Community Area Boards, Community Area Partnerships and the local Chambers of Commerce to improve town centre 'street scenes':	Who should take this forward
12.1 Ensure the active use of vacant retail space across Wiltshire to sustain the street scene, encourage 'footfall' and future re-letting. Ideas being considered locally and nationally include use for new credit union branches, the recreation of local markets; displays by local artists; use by schools/college students for displays; use by public services for information campaigns and consultation activities etc.	Area Boards/Niki Lewis
12.2 Prevent decay and damage. If active use is not possible, display attractive posters. Ensure that there is a rapid response to graffiti, minor damage, excessive litter and so on and encourage communities to take more responsibility.	Tracy Carter

12.3 All parties should operate flexibly and speedily in relation to 'appropriate' planning applications for change of use within the planning rules.	Brad Fleet
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13 Provide New Opportunities for Wiltshire's People to Develop their Skills

Issue: The major impact on Wiltshire residents is loss of employment. A major concern is the loss of opportunities for young people to obtain their first job upon leaving, school, college or university – with the danger of creating a 'lost' generation – those who, when jobs become more available again are competing with a new round of fresh 'leavers', having lost 1 or 2 years of potential experience and growth. There are also older adults who want to use their skills profitably and many people who need education and training, especially in lifestyle and sustainability skills that will be critical in the years to come.

Proposals:	Who should take this forward
There are many actions that need to be undertaken in Wiltshire that can be summarised as follows:	
13.1 Emergency response - SWRDA Wiltshire Area Taskforce and the JobcentrePlus Rapid Response Service (which offers support to every employer with 20 or more redundancies and in local communities who have been disproportionately affected by multiple smaller scale redundancies) need to be supported by WSEP members and others, as required* * To include Job Club initiative	WSEP Alistair Cunningham/team
13.2 Skills programmes for the unemployed - the projected increase in unemployment in Wiltshire means that some 3,500-4,000 people may have the opportunity to improve their skills. Work in partnership with LSC and JobcentrePlus to devise local initiatives to retrain and upskill. Support local colleges and training providers to deliver those new programmes.	WSEP Alistair Cunningham/team Barry Pirie/team
13.3 With the backing of the Wiltshire Assembly provide new opportunities for developing the potential of Wiltshire's young people. The Council is one of the largest employers in Wiltshire. It should be supported to create a new, small Council team dedicated specifically to managing and overseeing new apprenticeship,	WSEP WPSB via Barry Pirie

<p>internship, entry to employment, work placement and volunteering opportunities. It should explore external funding from LSC and others to support the initiative. Link with WPSB and private sector re apprenticeship and internship opportunities. Link with the voluntary sector re volunteering.</p>	
<p>13.4 Community learning - the Council, College and the voluntary sector should offer more courses targeted at helping residents to lead sustainable lifestyles and developing the skills to do so. Campaigns should encourage cycling, walking, car sharing, public transport, recycling and neighbourliness and support/implement energy advice schemes and benefits education. ESF funding should be explored to take such programmes to the more deprived areas of Wiltshire as identified through the Council's Mosaic system. (N.B. Mosaic is a system that analyses population households in various ways using nationally available data. It can support the targeting of activity to appropriate groups.)</p>	<p>Di Dale, Wiltshire College WPSB For Wiltshire Council – Carolyn Godfrey, Niki Lewis/team(LW to check)</p>
<p>13.5 Develop financial literacy, debt awareness, business startup and allied programmes for use in schools and other education settings.</p>	<p>For Wiltshire Council – Carolyn Godfrey Gary Mantle – Resilience initiative</p>
<p>13.6 Seek ESF funding support to cover any gaps which exist in helping cover the cost of childcare or other barriers, such as public transport.</p>	<p>Alistair Cunningham/team</p>
<p>13.7 Consider new initiatives with private sector partners to improve the opportunities for job matching and volunteer matching.</p>	<p>WSEP Barry Pirie/team</p>

SOCIAL IMPACTS: POTENTIAL ACTIONS

14 Strengthen Emergency Support for Individuals and Families

Issue: The numbers of people who need help and advice to tackle the difficulties caused for them by the recession are increasing rapidly. Existing services are already under strain. Investment is needed to ensure that residents are made aware of the assistance available to them, can access that help easily, are properly assessed and referred to those who can best help them.

Proposals:

The Wiltshire Assembly should support measures to strengthen current arrangements to create a high profile, high quality, accessible Wiltshire Citizens' Advice Service:	Who should take this forward
14.1 Build awareness of the need for individuals and families to seek advice early through strong message campaigns such as 'Don't Drown in Debt', 'Don't Lose your Home' and so on.	Wiltshire Advice Partnership
14.2 Improve access to quality assured, independent advice and help by promoting an independent voluntary sector service as the 'first contact point - 'the place to go, the phone to ring, the website to access' – create brand awareness of a service for residents that, in principle, is analogous to Businesslink for the business sector.	Wiltshire Advice Partnership
14.3 Invest in the capacity of that service to provide advice as demand increases.	Wiltshire Advice Partnership
14.4 Increase the capacity of that service to refer people on to other sources of support in the voluntary and statutory sectors, as their needs require.	Wiltshire Advice Partnership

15 Help Households to Increase their Income and Manage their Debts

Issue: The major issue caused by the recession is loss of employment and/or loss of income that has a severe effect on the finances of household with high levels of personal debt and expenditure. Those people are the main initial ‘casualties’ who increase their vulnerability by tuning to ‘doorstep lenders’ and other forms of expensive credit, which increase the likelihood of creditor actions leading potentially to bankruptcy, repossessions/evictions and related problems.

Proposals: A number of different but related actions include:	Who should take this forward
15.1 Campaign to increase the take-up of benefit entitlements from a wide range of sources including Wiltshire Council, the Department of Work and Pensions (DWP), Her Majesty’s Revenue and Customs (HMRC).	Wiltshire Advice Partnership
15.2 Launch a major anti-debt programme with the advice service in 15 above, Wiltshire Money, education services and the media. This will involve work to highlight the problems caused by excessive debt, the provision of advice and assistance to those in need, together with financial literacy programmes for young people and adults.	Wiltshire Advice Partnership Wiltshire Money
15.3 Raise awareness of and provide access to new Government schemes to assist people in difficulty e.g. the Mortgage Rescue Scheme.	For Wiltshire Council - Graham Hogg Mortgage Rescue Scheme

16 Develop a strong, well supported Wiltshire Credit Union

Issue: In support of the activities in 16 above, it is critical to provide an alternative form of credit that is offered ethically, locally and linked to debt advice and guidance services. There are a number of routes for people seeking such finance at present – Wiltshire Money Line through Community First, which has made 224 loans in 2^{1/2} years; four credit unions with 21 outlets around the county – they have been run on a district basis by volunteers and have currently 1,100 members. In response to the recession, District Councils have provided funding and other support to the credit unions. They have been discussing merger to strengthen their activities.

Proposals: The Wiltshire Assembly should grasp the problem of debt for many of Wiltshire’s people and seek to achieve a ‘step change’ in the provision of a strong, locally based form of alternative credit for those who are excluded from ‘mainstream’ financial services. It should aspire to create	Who should take this forward
	WSEP

a credit union that over time can build the reputation and presence of those that operate in metropolitan areas and countries such as Ireland. This will require investment of finance and expertise to support the four existing credit unions to become a single credit union for Wiltshire. This Wiltshire Credit Union should sustain a strong local presence but have the scale and expertise to offer well developed savings and loans services to residents. It should also be promoted to staff and customers by Assembly members.

17 Help Households with Fuel Costs and Energy Conservation

Issue: Fuel costs are a major part of many household budgets. They have increased rapidly over the past 9 months. People need help to manage those costs now and in the future. In the interests of sustainability, energy consumption needs to be reduced by conservation and other measures.

Proposal:	Who should take this forward
17.1 Campaign about the level of fuel tariffs, especially for older and vulnerable people; increase awareness of the tariff savings available; and support switching as appropriate.	Financial Inclusion Taskforce
17.2 Campaign about the energy conservation schemes and assistance available from the Council and voluntary sector	Alistair Cunningham/team
17.3 Provide an emergency fund to enable the poorest to get help from Council energy schemes without having to make a contribution.	?CAB

18 Support relevant Voluntary Services as Personal and Family Problems Increase

Issue: At this early stage of the recession there is little evidence in Wiltshire of some of the social impacts that are being seen elsewhere in the country and have been seen in previous recessions. It would be imprudent to assume those impacts will not be seen within the next 12 months. Voluntary sector agencies will then come under considerable pressure to expand their capacity, without necessarily having the resources to do so.

Proposal:	Who should take this forward
18.1 Invest in relevant voluntary sector agencies as demand increases for counselling and domestic violence, mental health and allied problems increase. The main agencies whose resources may not be able to cope include Relate, Splitz, and Victim Support.	For Wiltshire Council – Voluntary Sector Head post – to be appointed
18.2 Monitor the needs for support of older people in rural areas	For Wiltshire Council - ?Sian Walker

19 Review the Impact of ‘One’ Council Services on Vulnerable Households

Issue: The new Wiltshire Council, together with those agencies that deliver its services, will have many different contacts with Wiltshire residents, particularly those who are in vulnerable households. It will need to consider those interactions and how they are best managed to avoid unintended consequences.

Proposal:	Who should take this forward
Develop over time a ‘whole Council’ approach to the management of debts due from vulnerable households.	For Wiltshire Council – Martin Donovan, co-ordination to include Revs and Bens, Housing and Finance.

20 Build Confidence in Wiltshire, working with the local media

Issue: The local business community has emphasised the importance of sentiment. Economists confirm its importance in affecting the way individuals made economic decisions. Social psychologists have studied the increased levels of anxiety, fear and stress caused by a recession and continued negative reporting. The people of Wiltshire have demonstrated their concerns and fears about this recession. It will benefit everyone if there is a sense that we do not have to be ‘victims’ of forces we cannot control – that we can take positive action in the face of problems.

<p>Proposals: The Wiltshire Assembly should lead a campaign to build confidence. A significant effort is needed by all parties to alter the way in which the recession is considered and reported. There are problems as a result of this major economic adjustment and those problems cause real hardship to individuals and families. However, there are reasons for</p>	<p>Who should take this forward</p> <p>For Wiltshire Council – Laurie Bell/Communications</p>
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<p>optimism about the ability of Wiltshire to weather the worst of the recession. The economy will improve and grow again. There is an opportunity to create a healthier, more sustainable future. The more positive Wiltshire residents are about those things, the more quickly will the local economy improve.</p>	
<p>The local media will be critical in helping to build confidence in the local economy and the work and actions of the Assembly and the Council. They can promote good news and successes, run 'buy local' campaigns and information campaigns and support many of the actions proposed in various ways.</p>	<p>For Wiltshire Council – Laurie Bell/Communications</p>

Wiltshire Co-ordinating Group (WCG)

Minutes of a meeting held at Divisional Police Headquarters, Hampton Park West, Melksham on Tuesday 28 April 2009

Present:

Keith Robinson (WCG Chairman)	Nicole Smith (Housing Partnership)
Philippa Read (Infrastructure Consortium)	Alan Feist (Environment Alliance/Transport Partnership)
Len Turner (WFCAP)	Stella Milsom (GOSW)
Steph Little (WFCAP)	Niki Lewis (WC)
Tim Mason (Community Safety Partnership)	Laurie Bell (WC)
Margaret West (Stronger, Resilient Communities)	Annie Child (WC)
Caroline Lewis (WSEP)	Paul Mountford (WC)
Gary Mantle (Environment Alliance)	Sharon Britton (WC)
Ariane Crampton (Environment Alliance)	Rachel Goff (WC)
Ann Cornelius (Housing Partnership)	Karen Spence (WC)

Linda Watts (WC) was present to take a note of the meeting.

Apologies were received from: Jim Smith (Children & Young People's Trust Board), Peter Fanshawe (C&YP Trust Board), Julian Kirby (Community Safety Partnership), Maggie Rae (Health & Wellbeing PB), Sue Redmond (Community Safety Partnership/Health & Wellbeing PB), George Bright

Minutes of the last meeting

The Minutes of the meeting held on 3 March 2009 were agreed.

Matters Arising

The Axis of Influence document will be discussed together with the report on the Assembly meeting, at the next meeting of WCG.

WCG noted that Steph Little is replacing Steve Lawton as a WCG member. It was also noted that Paul Mountford will take over the role carried out by Linda Watts in support of WCG meetings.

Economic Downturn report

Keith Robinson introduced Rachel Goff, a National Management Trainee who is carrying out a placement to co-ordinate the implementation of the action arising from the report on the Economic Downturn that had been considered by the Assembly.

He then made reference to the 'menu of actions'. This is a draft at this stage, especially with regard to the indicative suggestions on responsibilities for specific actions. General comments were invited from WCG on the way forward.

Gary Mantle advocated that actions incorporate a sustainable approach to social and environmental outcomes, taking the opportunity to contribute to a wider and longer term programme of resilience for Wiltshire. This view was generally supported by WCG. Gary Mantle suggested that a secondment is funded for a 6 month period to work up a programme, involving Resilient Communities and the Environmental Alliance. A series of questions to be issued to partnerships – Rachel Goff is to circulate a draft for comment.

ACTION: Thematic partnerships and Wiltshire Council

Steph Little reported that WACC does provide environmental assistance for businesses but there is a limited existing network and it needs some development. She will liaise with Caroline Lewis to discuss how this can be progressed.

ACTION: Steph Little and Caroline Lewis

Keith Robinson reported that the public opinion survey showed that the highest priority of those that responded to the survey was to receive advice about energy costs. Niki Lewis advised that advice initiatives should be clustered together under the 'umbrella' of the Wiltshire Financial Advice Service.

Gary Mantle emphasised that WCG members look to the need to support more vulnerable groups on the basis that for them, a small change in circumstances will create a large impact.

ACTION: Thematic partnerships and Wiltshire Council

Dissemination of information on available sources of advice was discussed. Margaret West suggested that there is a need to make staff aware in Children's Centres. Also organisations that work with older people should get the information across in an accessible way.

It was agreed that a leaflet is produced that can be provided in Libraries and other customer access points, also to JobCentre Plus. John Rogers will be asked to consider how to most effectively use customer service outlets, to provide helpful information.

ACTION: Linda Watts and Rachel Goff

Keith Robinson requested that the thematic partnership representatives on WCG take the issues back to each partnership to ask that groups reflect on the 'menu of actions' and contribute a page on their contribution, to be reported to the Assembly in June.

ACTION: Thematic partnerships

WCG members made a number of suggestions on amendments to the 'menu of actions' and these will be reflected in the next version.

ACTION: Rachel Goff

In relation to the management of the programme, Keith Robinson indicated that he has approached John Wraw to be a member of a programme board on which Keith Robinson will represent the Council. A representative is needed from the Voluntary Sector and the business sector via WACC. The Voluntary Sector is to take this request back to the Infrastructure Consortium.

Resourcing of the programme was briefly discussed. A proposal will be taken forward for use of a proportion of PRG funding.

ACTION: Keith Robinson

Thematic Partnerships

Keith Robinson introduced this discussion – he stated that it is important for each thematic partnership to have a robust plan to reach community areas in the County. Niki Lewis suggested that thematic partnerships may wish to take a view as to the areas that they wish to link with. The next Assembly conference will take place at the end of October/early November. Thematic Partnerships will need to be able to identify where their biggest impacts will be focussed – and this focus will need to be reflected in partnership strategies. Updates are to be provided from partnerships at the next WCG meeting. Community Area Workshops are taking place in May/June – they will provide an opportunity to discuss these issues. It will be important to ensure that the local Community Area Boards do not experience difficulty in making progress on issues falling within the remit of thematic partnerships. It was reported that Housing and the Economic Partnership do already have staff links with the Community Area Boards.

ACTION: Thematic Partnerships

Niki Lewis indicated that the Area Board's Handbook includes information, as far as it is available, on how partnerships wish to engage. The draft Handbook will be circulated.

ACTION: Niki Lewis

WCG agreed that a meeting should be arranged between the Community Area Managers and the Thematic Partnership representatives. The next WCG meeting will be extended to allow for this additional session. The Community Area Board Chairs are also to be invited. Before that event, the Thematic Partnerships will need to have done preparation on their identification of hotspots and local expression of their priorities.

ACTION: Thematic Partnerships and Niki Lewis

Updating the Local Agreement for Wiltshire (LAW)

Annie Child introduced the tabled paper (attached). A draft sample leaflet was also circulated - 'Our Priority Actions' - aimed at the Area Boards – comments were requested from WCG.

The next step will be to circulate the draft leaflet electronically – with the offer that other delivery partnerships can be assisted to produce their own version. A workshop in June will identify the cross-cutting elements, involving Communications staff who will advise on branding.

ACTION: Thematic Partnerships and Annie Child

Thematic Partnerships – Hotspots Update

Niki Lewis reported on a proposal to the Resilience Forum to develop an interpreter's service for migrant workers and their families – the service can be used by partner organisations. The longer term aim is to develop this into a Social Enterprise. WCG supported the proposal and the principle of bidding to a regional fund. (2 papers attached)

ACTION: Niki Lewis

Other Business

Communications

Laurie Bell updated WCG - a brand has been launched and it should be used extensively in everything we do. A branding style guide will be provided to all partnerships in the next couple of weeks.

She made reference to the Council's '100 days campaign' and commented that one objective is to build confidence about what we can do in this current climate.

Road shows start on 11 May – it is intended to run 'credit crunch clinics' and input from partners is being sought. Also there will be stands at the Bath & West Show at the end of May for four days and information from partners would be welcome in that setting too. Another DVD is to be produced including promotion of partnership working – this will be shown at the road shows.

Laurie Bell can offer briefing to partners who are relatively inexperienced in communications, if that would be useful.

A time frame will be circulated in relation to the production of the Community Area Profiles.

An update will also be provided to the next meeting on how the Website has developed.

ACTION: Laurie Bell will circulate a communications activity update to WCG

Date of next meeting – Please note change of time

WCG will next meet on Thursday 18 June 2009 in the Kennet Room, Divisional Police HQ, Hampton Park West, Melksham, from 2.00pm to 5.00pm

Updating the Local Agreement for Wiltshire

1. Introduction

- 1.1. The Local Agreement for Wiltshire (LAW) is an agreement between organisations in Wiltshire to take action over three years to improve the quality of life in the County. It includes the Local Area Agreement (LAA) negotiated with central government, setting targets for improvements that are important to Wiltshire and to central government. It is to be reviewed to ensure it reflects the current position.

2. Refresh of LAA

- 2.1. In June 2008 targets were set for 20 of the 28 LAA designated indicators. It was not possible to agree targets for all LAA indicators at that time for several reasons including, data to set baseline not being available, some indicator definitions still being developed and the Place Survey had not yet been conducted.
- 2.2. In line with national guidance, the LAA was Reviewed and Refreshed in winter/autumn 08/09. Targets were set or refreshed for all indicators except *NI 125 achieving independence for older people through rehabilitation/ intermediate care*.
- 2.3. *NI 125 achieving independence for older people through rehabilitation/ intermediate care* remains a **placeholder** – this meant that this NI is part of the designated indicator set (the 28 NIs) but will not be included in the Performance Reward Scheme (further details of this are below).
- 2.4. Three indicators within the LAA have been designated as '**economic indicators**'. They will be dealt with differently to other LAA indicators with regard to refresh and the reward scheme. The baseline and provisional targets for 2009/0 and 2010/11 were established in summer 2008 but will not be 'locked down' for target or reward purposes until the final LAA review late 2009/10. The targets could have been changed by agreement with GOSW at the 2008/09 refresh. However, Wiltshire and GOSW agreed not to refresh these targets at this time because the current economic uncertainty makes it difficult to set SMART targets. Instead the focus will be on activities to achieve the outcomes. The 2010/11 target will be agreed by Wiltshire and GOSW at 2009/10 refresh and will be used as the basis of calculating reward.
- 2.5. The three economic indicators are:
 - *NI 152 Working age people on out of work benefits*
 - *NI 154 Net additional homes provided*
 - *NI 155 Number of affordable homes delivered (gross)*

3. LAA First Year

- 3.1. The first year of the delivery of the LAA is now complete. A report is being drafted to report the results and outcomes of this first year of activity, which will be available to the WCG shortly. Results for some NIs are not yet available as they are drawn from national sources

4. Report on Economic Downturn

- 4.1. George Bright presented his report on the economic downturn at the Wiltshire Assembly on Mar 09. Details of the report can be found [here](#).
- 4.2. The pace of the economic downturn accelerated after the LAA was signed in June 2008. At that time several indicators were already noted as having the potential to be affected by the national economic climate. In November 2008 government guidance

was issued that suggested that robust local evidence would be needed to support proposed changes to agreed targets because of the economic situation

4.3. Wiltshire's LAA was developed in a considered, inclusive and well evidenced manner. This has meant that it has not been knocked off course by the economic downturn - what was important when the LAA was signed in summer 2008 remains important for Wiltshire in spring 2009. The refresh of targets has been an opportunity to reflect the new economic climate without the need to radically overhaul the LAA.

4.4. The implication of the economic downturn need to be reflected in the revised LAW document.

5. Plan to review LAW

5.1. The LAW document is being revised so that

- it is easy to read,
- understandable by officers, members and the public
- a useful document for Area Boards to use
- every indicator has a target.
- contains updated action to reflect changes since the LAW was agreed and the impact of the economic downturn

5.2. A review of the Affordable Housing section of the existing LAW document has been carried out to illustrate the style proposed for the new document. It reflects the change that the economic downturn has brought plus what has been achieved during the first year of the LAW. The language and style has also been reviewed. This example of a section of the LAW is presented for WCG's consideration and comment.

5.3. When the comments of the WCG are understood and incorporated into the housing reviewed example it is intended to distribute this example to all ambitions in order that ambition leads and support can review their own section in a similar fashion.

5.4. Following on from this will be a workshop style meeting, likely to be held in Jun 09, which will moderate the reviewed ambitions in order to ensure a consistent tone, approach and level of detail.

5.5. **LAW targets** – All indicators included in the LAW document must now have targets. The workshop meeting will also check that targets have been assigned to all indicators.

6. Communication Strategy & Communications

6.1. The reviewed LAW document will be entirely traceable back to the original document drafted in Summer 2008. It will still reflect the Sustainable Community Strategy.

6.2. It is hoped that the new LAW document will be a more attractive document. It will be shared with partner and put onto the WC website. Copies will also be provided for Area Board members.

APPLICATION FOR GRANT: MIGRATION IMPACTS FUND	
GO Region	GOSW
Accountable Body	West Wiltshire Wide Citizens Advice Bureau, 1 Mill Street, Trowbridge, Wiltshire BA14 8BE 01225 717907 sarahcardy@cabwiltshire.org.uk
Organisation responsible for delivery if different	
Project detail	
Project title	Community Interpreters for Wiltshire
Project Objectives	
<p>BACKGROUND</p> <p>Although a rural county, Wiltshire has seen an unprecedented rise in the arrival of migrant workers throughout the county. In 2006 the district of West Wiltshire was highlighted by Local Authorities as ranking 32nd in the amount of new migrant workers signing on to the Workers Registration Scheme out of the 376 Local Authorities.</p> <p>In response to the growing population and increasing demand on services a partnership of statutory and voluntary agencies was formed which included Wiltshire Police, Wiltshire Fire Service, Local Councils, Wiltshire Ethnic Minority Achievement Service (EMAS – Department of Children and Education, Wiltshire County Council), Wiltshire NHS PCT, Wiltshire Racial Equality Council, and Citizens Advice Bureaux. The Partnership carried out the nationally awarded and Home Office funded Sparkplugs project, providing an information forum for migrant workers on local services. Partners also produced a Welcome to Wiltshire Guide to assist migrant workers to integrate smoothly into the community. Funded by the Communities and Local Government and the Improvement and Development Agency, the Migrant Workers and Houses of Multiple Occupation Report was produced. The partnership also developed a Young People’s Integration working group in response to an incident amongst a group of young people.</p> <p>The partnership identified a gap in provision of services for migrant workers that they themselves could implement, that of interpreter services for the County of Wiltshire. Agencies frequently experience shortages in local supply of suitable interpreters for certain languages. For example, Wiltshire Police has to use qualified interpreters, meaning delays and high travel costs when supply has to be brought in from further afield. In the financial year 2008/09 Wiltshire Police paid £58,338 for interpreters' travel expenses and travel time. For other agencies the lack of affordable local supply can mean unqualified interpreters are used and service quality is affected. Using untrained employees, friends or relatives to interpret increases the risk of misunderstandings, as information can be filtered, edited or even purposely incorrect.</p> <p>A Pilot Community Interpreter’s Course has been set up with funding from the Wiltshire Council, Wiltshire Police, Wiltshire NHS PCT, and the Wiltshire Criminal Justice Board. The course is taught at Wiltshire College by an experienced teacher</p>	

who also works as an interpreter. During the Pilot it was found that more specific skills were needed and extra courses were held to meet identified requirements. For example, at the request of the Maternity Unit, which has identified difficulties involved with their service provision to pregnant women who do not have English as their first language, additional classes have been arranged given by a midwife to prepare women interpreters with specific interpreting skills. The funding for the Pilot did not include additional classes or further training to develop Community Champions. This Project seeks to expand the Pilot more fully to encompass activities that would build on interpreters' skills and new understanding of the intricacies of the bureaucratic systems to enable them to work in the community and towards greater integration and cohesion.

All agencies, statutory and voluntary have had non English speaking clients. For example, approximately 3% of clients who visit Citizens Advice Bureaux around the county are from the migrant worker community. Agencies are also aware of their legal obligation to communicate in an appropriate manner in the course of the provision of services as acknowledged in the NHS and Community Care Act 1990, the Disability Discrimination Act 1995, the Human Rights Act 1998, the Health Act 1999, the Local Government Act 1999, and the Race Relations (Amendment) Act 2000.

Providing Community and Legal Interpreters who are also Community Champions will address the need identified in the County, will lead to greater cohesion and integration in the community, as well as higher skills for 30 migrant workers.

AIM

To develop a Business Model to provide the County of Wiltshire with a sustainable Social Enterprise offering a service for the provision of qualified interpreters.

MULTI-AGENCY PARTNERS

Wiltshire Police, Wiltshire Council (Community Leadership and Governance, Economy and Enterprise, Equality and Diversity departments) Wiltshire PCT, led by West Wiltshire Citizens Advice Bureau

OBJECTIVES

- Develop a business Model for a sustainable Social Enterprise to provide interpreter services
- Train 30 interpreters with 6 community languages up to OCN Level 3 qualifications
- 20 graduates to be supported to take the Diploma in Public Services Interpreting examination
- Run 2 courses delivered by the Refugee Council for service providers on effectively and supportively using interpreters
- 30 interpreters to become Community Champions
- Research level of perception of community safety and community cohesion of migrant workers
- Share best practice within the region and nationally

ACTIVITIES

Building on the existing pilot project, a Project Manager will

- Map service provision and identify gaps

- Develop a Business Plan
- Identify appropriate prospective trainees with languages needed in the community
- Coordinate courses and examinations
- Find placements for community interpreters
- Develop role of interpreters as Community Champions
 - To impart local information such as how to access a GP, the need for insurance for person driving a car, that it is illegal to carry a knife in the UK.
 - To build a local knowledge base of service providers
 - To break down barriers between agencies and communities (not activity)
 - To provide links for services to gain information on how their service is perceived
 - To fulfill the need for minor but important assistance such as filling in official forms
- Conduct longitudinal research into community safety and integration
- Further research of the market for interpretation in the public, voluntary and private sectors
- Research existing Social Enterprises offering interpretation in other UK areas
- Develop a Business Model for a sustainable Social Enterprise
- Develop Funding Proposal for a Social Enterprise
- Share Best Practice

MONITORING

Project Manager will report to Migrant Worker Forum against outputs and milestones

EXIT STRATEGY

A Business Model will be developed and a Funding Proposal for a Social Enterprise will be completed.

Project Outputs

- Business Plan developed to meet project aim
- 2 community interpreter courses held
- 2 Refugee Council courses held for providers on how to effectively use interpreters
- Data base created of a bank of local interpreters
- Single point of contact developed to access qualified interpreters
- Research carried out of the perceptions on communities about community safety, community cohesion and service provision
- Research and develop Social Enterprise for community interpreters
- 30 Level 3 qualified interpreters
- Interpreters available in 6 community languages
- 20 Diploma qualified interpreters with 6 community languages
- 10 Interpreters qualified for legal settings
- 40 service providers trained on efficient use of interpreters
- Funding Proposal developed for Social Enterprise
- 30 people from ethnic minority groups acquire new community skills

- Business Model disseminated throughout region and nationally

Expected Outcomes

- Access to 30 local community interpreters
- Access to 10 Legal interpreters
- Up-skill of 30 people from minority ethnic groups
- Further up-skill of 20 people from minority ethnic groups
- 30 Community Champions working to maximize community cohesion
- 20% of sample perceive an improvement in communication by service providers
- 80% of service providers taking course on the use of interpreters will understand how to deliver appropriate interpreted service in the future, measurements taken from before and after the course
- 80% of midwives perceive increase in wellbeing in clients due to appropriate interpretation
- Police fees for transportation of interpreters reduced by 20% in year 2010
- 20% reduction in the time non English people remain in custody
- Paradoxically, a 10% increase in the reporting of hate crime is anticipated as access and confidence in services grow, facilitated by Community Champions
- Appropriate intervention and support developed in response to a more accurate picture of community cohesion given by the rise in reported hate crime
- Model shared with 6 areas of the region or country that currently do not meet community needs for interpreting
- 60% of sample perceive their community to be safer and more cohesive after one year
- Interpreter Service expanded across region after local capacity has been achieved

Innovative practice

In the Southwest Region there are very few qualified community/legal interpreters, resulting in either lack of adequate provision of appropriate communication in the course of the provision of services, or an expensive outlay for transportation to provide qualified interpreters. This project will provide a Model that can be disseminated to other areas in the region, and nationally.

Total grant required	£s	
Annual grant required if project is for more than 1 year	2009	2010
	49,576.80	25,081
Expected start date	01 July 2009	
Expected date of completion	30 December 2010	
Application completed by ¹	Name	Sarah Cardy Bureau Manager
	Signature	
	Date	29 April 2009
Application endorsed by ²	Name	Cllr Jane Scott Leader Wiltshire Council
	Signature	
	Date	29 April 2009

Application: COMMUNITY INTERPRETERS FOR WILTSHIRE

Budget: Migrant Impact Fund

	year 1	year 2	
Interpreters Course			
Tutor and Venue	1,350		
Teacher Travel costs	11,84.8		
Teaching Materials	500		
Criminal Record Bureau checks	1,080		
Total	41,14.8		
Diploma Course			
Exam fee plus x 12	7,050	7,050	
How to use Interpreters course			
Tutor	1,900		
Travel	200		
Venue	250		
	2,350		
Project Manager			
Salary	27,741		
Admin support	4,487		
Office space	1,542		
Supervision	992		
Travel	1,000		
Training	300		
	36,062	18,031	
Total per year	49,576.80	25,081	
Total			74,657.80

100 Day Campaign – Making a Difference

Day No:	Date:	Media Events and main web storie	Staff Events	Public Events	Councillor Events
1	Wednesday 1 st April	<ul style="list-style-type: none"> • How to contact new council • Welcome to new council • Launch of new council huge success 	<ul style="list-style-type: none"> • Events held at five main offices 		
2	Thursday 2 nd April	<ul style="list-style-type: none"> • New council deals with more than 6,000 enquiries 			
3	Friday 3 rd April	<ul style="list-style-type: none"> • New council celebrates achievements of young people 			
4	Saturday 4 th April				
5	Sunday 5 th April				
6	Monday 6 th April	<ul style="list-style-type: none"> • Website helps thousands with council queries 			
7	Tuesday 7 th April	<ul style="list-style-type: none"> • Wiltshire competition winner announced 			
8	Wednesday 8 th April	<ul style="list-style-type: none"> • Plans for new library go on show • Wiltshire competition winner announced 			
9	Thursday 9 th April	<ul style="list-style-type: none"> • Wiltshire Council helps people get back on their feet 			
10	Friday 10 th April Bank Holiday				
11	Saturday 11 th April				

12	Sunday 12 th April				
13	Monday 13 th April Bank Holiday				
14	Tuesday 14 th April	<ul style="list-style-type: none"> • Wiltshire makes a difference for abandoned dog 			
15	Wednesday 15 th April	<ul style="list-style-type: none"> • Library refurbishment 			
16	Thursday 16 th April	<ul style="list-style-type: none"> • Launch of big splash 			
17	Friday 17 th April	<ul style="list-style-type: none"> • Pledge on quality of home care • Easy guide to find social care 			
18	Saturday 18 th April				
19	Sunday 19 th April				
20	Monday 20 th April	<ul style="list-style-type: none"> • (Start of Purdah) • Melksham Oak school topping out ceremony takes place • Improvements to Waste recycling depot to ease traffic congestion 			
21	Tuesday 21 st April	<ul style="list-style-type: none"> • Notification of elections • Winners of 100 day photo comp announced 	<ul style="list-style-type: none"> • Jane Scott back to the floor in Salisbury, Milford Street Customer Contact Centre 		

22	Wednesday 22 nd April	<ul style="list-style-type: none"> • I.E. – overview of what was decided • I.E. Housing rent increase reduction • History Centre gains four stars in government survey 			
23	Thursday 23 rd April	<ul style="list-style-type: none"> • Housing – no people in B&Bs 			
24	Friday 24 th April	<ul style="list-style-type: none"> • New mobile Warminster mobile library takes to the road 	First You Make a Difference stories published The Wire/Electric Wire (provisional)		
25	Saturday 25 th April				
26	Sunday 26 th April				
27	Monday 27 th April	<ul style="list-style-type: none"> • Monkton Park play area refurbishment (provisional) 			
28	Tuesday 28 th April	<ul style="list-style-type: none"> • Fifth birthday of Salisbury Contact point (provisional) 			
29	Wednesday 29 th April	<ul style="list-style-type: none"> • Launch of Children and young people plan (provisional) 			
30	Thursday 30 th April	<ul style="list-style-type: none"> • Preview of roadshows and launch of phone number card 			
31	Friday 1 st May	<ul style="list-style-type: none"> • Foster care website launch (PR) 	More You Make a Difference stories published		
32	Saturday 2 nd May				
33	Sunday 3 rd May				

34	Monday 4 th May Bank Holiday				
35	Tuesday 5 th May	<ul style="list-style-type: none"> • Preview business to business event on May 19 • Launch of Salisbury City Community Area Partnership – Community Fair • Social Care workshop – inclusion of disabled and older people in service delivery 			
36	Wednesday 6 th May	<ul style="list-style-type: none"> • New leaflet giving advice on doorstep selling 			
37	Thursday 7 th May	<ul style="list-style-type: none"> • Notification of who is standing in elections • Youth Offending Service – 10 years celebrations 			
38	Friday 8 th May	<ul style="list-style-type: none"> • Launch of round Wiltshire with a washing machine 	More You Make a Difference stories published		
39	Saturday 9 th May				
40	Sunday 10 th May				
41	Monday 11 th May	<ul style="list-style-type: none"> • Credit crunch help 		Other roadshows likely to be held at leisure centre as well during this week. (TBC)	
42	Tuesday 12 th May	<ul style="list-style-type: none"> • Road improvements 		Salisbury road show (TBC)	

43	Wednesday 13 th May	<ul style="list-style-type: none"> • IE – report on decisions 			
44	Thursday 14 th May	<ul style="list-style-type: none"> • TBC 		Devizes road show (TBC)	
45	Friday 15 th May	<ul style="list-style-type: none"> • Preview of presence at Bath and West Show 	More You Make a Difference stories published	Chippenham road show (TBC)	
46	Saturday 16 th May				
47	Sunday 17 th May				
48	Monday 18 th May	<ul style="list-style-type: none"> • Turf cutting for new school at Shrewton 			
49	Tuesday 19 th May	<ul style="list-style-type: none"> • Results of roadshow (number of people spoken to and reaction) 		Procurement hold business to business event in Trowbridge for local businesses.	
50	Wednesday 20 th May	<ul style="list-style-type: none"> • Recap on what has been achieved in the first 50 days. 			
51	Thursday 21 st May	<ul style="list-style-type: none"> • TBC 			
52	Friday 22 nd May	<ul style="list-style-type: none"> • Launch of domestic violence strategy 	More You Make a Difference stories published		
53	Saturday 23 rd May				
54	Sunday 24 th May				
55	Monday 25 th May Bank Holiday				

56	Tuesday 26 th May	<ul style="list-style-type: none"> TBC 		Stand at Bath and West Show	
57	Wednesday 27 th May	<ul style="list-style-type: none"> TBC 		Stand at Bath and West Show	
58	Thursday 28 th May	<ul style="list-style-type: none"> TBC 		Stand at Bath and West Show	
59	Friday 29 th May	<ul style="list-style-type: none"> TBC 	More You Make a Difference stories published	Stand at Bath and West Show	
60	Saturday 30 th May				
61	Sunday 31 st May				
62	Monday 1 st June	<ul style="list-style-type: none"> Summer youth orchestra concert (provisional) 			
63	Tuesday 2 nd June	<ul style="list-style-type: none"> TBC 			
64	Wednesday 3 rd June	<ul style="list-style-type: none"> TBC 			
65	Thursday 4 th June	<ul style="list-style-type: none"> Election 			
66	Friday 5 th June	<ul style="list-style-type: none"> Election results 	More You Make a Difference stories published		
67	Saturday 6 th June				
68	Sunday 7 th June				
69	Monday 8 th June	<ul style="list-style-type: none"> Overall launch of area boards 			

		(provisional)			
70	Tuesday 9 th June	<ul style="list-style-type: none"> Press facility – Focus on customer care (TBC) 			
71	Wednesday 10 th June	<ul style="list-style-type: none"> TBC 			
72	Thursday 11 th June	<ul style="list-style-type: none"> TBC 			
73	Friday 12 th June	<ul style="list-style-type: none"> Press facility – DCE (TBC) 	More You Make a Difference stories published		
74	Saturday 13 th June				
75	Sunday 14 th June				
76	Monday 15 th June	<ul style="list-style-type: none"> Press facility – focus on reablement (TBC) 			
77	Tuesday 16 th June	<ul style="list-style-type: none"> Full council – report of key decisions 			
78	Wednesday 17 th June	<ul style="list-style-type: none"> Leader’s welcome (TBC) 			
79	Thursday 18 th June	<ul style="list-style-type: none"> Councillors back to the floor overview 			
80	Friday 19 th June	<ul style="list-style-type: none"> TBC 	More You Make a Difference stories published		
81	Saturday 20 th June				
82	Sunday 21 st June				
83	Monday 22 nd June	<ul style="list-style-type: none"> Councillor back to the floor 			Councillor back to the floor

					(TBC)
84	Tuesday 23 rd June	<ul style="list-style-type: none"> • Cabinet – report of key decisions • Press meet the press (TBC) 			
85	Wednesday 24 th June	<ul style="list-style-type: none"> • First ever area board - Malmesbury area board 			
86	Thursday 25 th June	<ul style="list-style-type: none"> • TBC 			
87	Friday 26 th June	<ul style="list-style-type: none"> • Press facility (Waste?) 	More You Make a Difference stories published		
88	Saturday 27 th June				
89	Sunday 28 th June				
90	Monday 29 th June	<ul style="list-style-type: none"> • Press facility (parish stewards?) • Chippenham area board 			
91	Tuesday 30 th June	<ul style="list-style-type: none"> • Amesbury area board • Councillor back to the floor 			<ul style="list-style-type: none"> • Councillor back to the floor (TBC)
92	Wednesday 1 st July	<ul style="list-style-type: none"> • Melksham area board 			
93	Thursday 2 nd July	<ul style="list-style-type: none"> • Warminster area board • Trowbridge area board 			
94	Friday 3 rd July	<ul style="list-style-type: none"> • Launch of summer library read 	More You Make a Difference stories published		
95	Saturday 4 th July				

96	Sunday 5 th July				
97	Monday 6 th July	<ul style="list-style-type: none"> • Press facility (pest control) • Tidworth Area board 			Councillor back to the floor (TBC)
98	Tuesday 7 th July	<ul style="list-style-type: none"> • Calne area board (TBC) • Preview presence at West Wilts show 			
99	Wednesday 8 th July	<ul style="list-style-type: none"> • Bradford Area board 			
100	Thursday 9 th July	<ul style="list-style-type: none"> • Recap of first 100 days – what has been achieved • Salisbury area board (TBC) 	Provisional – celebratory event for You Make a Difference people		

BOLD = work in partnership

Wiltshire Assembly – Family of Partnerships

Communications Update – 1 May 2009

Following the meetings of the Wiltshire Coordinating Group and the Public Services Board this week, it may be the current position relating to communications.



Brand Identity

The brand for the Wiltshire Assembly – Family of Partnerships was launched on the 26 March at the Assembly meeting.

Visibility of the brand will be vital in raising awareness and building confidence in the family of partnerships and the work that it is doing to improve lives and communities in Wiltshire.

All partnership groups will be encouraged to use the branding to promote the activities and actions.

To assist with using the brand a style guide and tool kit is currently being collated. The guide will include use of the brand for the Assembly, Public Services Board and the Coordinating Group as well as all the thematic partnership groups.

It will provide templates for each of these to use on stationery, presentations, press statements, publications and other promotional materials, as well as a contact for advice and support, if required.

Promotion – 100 days – making a difference

A DVD was produced for the Assembly meeting in March that set out the purpose and role of the Assembly and how it will get things done through the Public Services Board, the Wiltshire Coordinating Group and thematic partnership groups. It brought to life partnership working is delivering tangible outcomes in the community.

A DVD is currently being produced to coincide with the first 100 days marking the new Wiltshire Council and where it is making a real difference. Much of this work is in partnership and it is a good opportunity to capture this and under the brand of the Assembly promote tangible and real case studies that are having a positive impact in Wiltshire.

A draft schedule of activities and actions has been pulled together and is attached highlighting what's programmed for 100 days from 1 April. If you are

aware of activities that are scheduled but do not appear on the list then please contact lauriebell@wiltshire.gov.uk and these can be added and promoted and be incorporated in the DVD.

Web site

A re launched web site for the Wiltshire Assembly is currently in draft. It will be branded and will include the groups and partnerships and provide the vision, goals, targets (Local Area Agreement and Local Agreement for Wiltshire) and action plans for the Family of Partnerships.

It will also highlight real case studies (for example work and actions to combat the economic downturn), up to date news and events and signposting to organisations and advice.

Media and Promotional Activity

This will tie into the 100 day – making a difference – campaign and press releases and joint work with the media will promote the work that is happening in partnership to improve lives and communities in Wiltshire.

A series of road shows and a presence at the Bath and West Show are scheduled in May as part of the campaign and these will be used to promote activities and actions that the Assembly is currently focusing on – the economic downturn.

It is proposed that a *top tips* leaflet that offers advice on where to go if help is needed is drafted and distributed at these events.

CAA – Communications and evidence

As part of CAA it will be critical that the Wiltshire Assembly can demonstrate that it has made a tangible and real difference to the lives of local communities in Wiltshire. It is therefore, vital that our partnership activities are promoted and captured and that the impact of the work is tangible.

The Audit Commission will be attending the Public Services Board in July and it is proposed to highlight to them work that is making a difference using case studies and a visual DVD that will bring this work to life.