



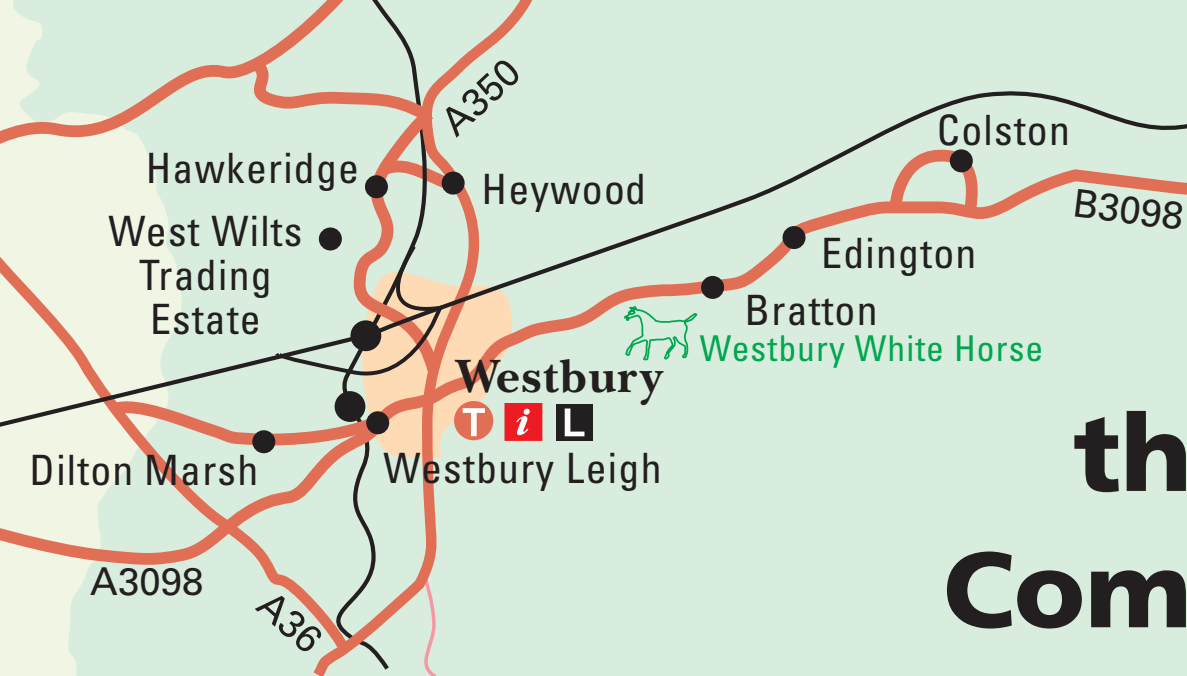
Westbury Area Community Plan



Westbury-under-the-Playne, as the town was once called, is situated below the vast chalk escarpment on the edge of Salisbury Plain. On travelling eastwards towards Devizes one comes across the parishes of Bratton, Edington with Tinhead and Coulston. Dilton Marsh stretches Westward on the other side of the town with Hawkeridge and Heywood on the northern side of the community area toward Trowbridge. The town and these parishes form the Westbury community area and are all included in the Community Plan.

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Welcome to the Westbury Area Community Plan

On behalf of the community planning partnership for Westbury, I have pleasure in presenting the very first Community Plan for the Westbury community area. The plan has been developed after much consultation with people living in Westbury and the surrounding villages. The work has been co-ordinated by Westbury Area Action Group or WAAG, which is the community planning partnership for the area. The partnership is made up from people living in the area and many organisations including the County, District, Town and Parish Councils, Westbury and District Community Development Trust, voluntary groups, the police, faith communities, youth representatives and schools.

The Westbury Area Community Plan addresses the needs and aspirations of the community in the Westbury area. The overall aim of the plan is to improve the quality of life by helping to create the community and environment that people would like to live in. It highlights where actions and improvements need to be made. The aim of the plan is to make a difference and to see real outcomes where it matters – in the community.

The plan will help to direct the work of organisations and groups operating in the Westbury area so that their programmes of

work reflect the vision, needs, and aspirations of the communities they serve. The County, District, Town and Parish Councils are signed up to support community planning and the services they provide will be based upon the issues identified by the community. Other organisations involved with the partnership include local businesses, voluntary organisations, faith communities, the police and schools. The plan will help to inform the work of these organisations. Also, new

groups may be set up to work on particular areas of the plan. Many of these projects will require funding from external agencies such as the Lottery or grant-giving Trusts. Some of the projects are short term and can be implemented within 1 to 3 years, or sooner. Some of the projects will be more long-term. A start will be made on all projects as soon as possible.

To make sure that as many people as possible have been involved in developing this plan, there have been numerous consultation events since the establishment of the partnership in 2002. You can see the details about participation in the plan on page 36.

Funding for this project which has included establishing the partnership, consultation and printing and distribution of the plan, has been received from the Market and Coastal Towns Initiative, Wiltshire County Council, West Wiltshire District Council and Westbury and District Community Development Trust. Many other organisations such as Westbury Town Council have contributed their time and support to the plan. Many individuals have also given their time and commitment to the process.

The plan is one of twenty community area plans which have been developed across Wiltshire. Each district also has a Local Strategic Partnership or LSP. West Wiltshire LSP will address common issues arising from the Community Area plans from Westbury, Warminster, Melksham, Bradford on Avon and Trowbridge. There is also an overarching partnership for Wiltshire called the Wiltshire Strategic Board who have produced a strategy called “A County Fit for our Children”. These three tiers will work together to ensure that services are provided which are tailored to local need.



There are many priorities and ideas for projects in the plan which have been identified through consultation with the people of Westbury. These are detailed in section 2 from page 6. One of the most important themes that has emerged through consultation is how much people like the community they live in. People value the friendliness of Westbury and the surrounding villages and the beautiful countryside in which they live.

Following the publication of the plan, WAAG and some of the organisations within the partnership will be developing project plans for the priorities and seeking funding to implement them. Wherever possible, the service plans of local authorities and other agencies will also incorporate the wishes expressed in this plan. Implementing this plan will help to improve the quality of life for people who live in the community area. Details about how this will be done are given on page 37.

The plan will be reviewed and updated to ensure that the priorities within it are being carried out and to ensure that it remains up to date and relevant to the people of Westbury.

I would like to thank all the people who have been involved in producing the plan including those who have responded to surveys. Your time and commitment is much appreciated.

Rev. Paul Richardson,
Chair, Westbury Area Action Group
April 2005

2005 – 2010 Strategic Themes and Key Actions

Priorities and projects have been divided into **8 themes** for the Westbury Community Plan. These themes are also used by the Wiltshire Strategic Board and the West Wiltshire **Local Strategic Partnership**. It makes sense for Westbury to utilise the same broad themes so that better linkages can be made to other partnerships and organisations. All of the issues raised within these themes have been identified by the people of **Westbury** and the surrounding parishes. These are shown in detail in the following pages.

Education, skills and learning

(This theme includes schools and further and higher education, qualifications and training, adult education and lifelong learning)

The Vision for the Westbury area is to ensure good quality education is available and to support and encourage lifelong learning. Included in this vision is the need to raise the level of basic skills and to ensure that a wide variety of both formal and informal learning opportunities are available to all members of the community, whatever their age or background. Education and lifelong learning are seen as crucial to the long-term growth and prosperity of the community.

The current picture

The Westbury community area has 7 primary schools and a secondary school with a sixth form, Matravers, located in the town.

There are 2 independent special schools for 16 – 23 year olds and one for 11 – 18 year olds. There is also a branch of Wiltshire College in Westbury town centre providing computer based and other courses. A wider range of courses are available in Warminster and Trowbridge.

Westbury has the 3rd lowest proportion of people with post 16 qualifications (2001 census). It also has a lower number of people with degrees than the Wiltshire and National average and a lower number of professional categories.

“It would be good if there were more evening classes in the villages”

Dilton Marsh, consultation

What you said

One of the issues identified through consultation in Westbury is that people would like to have more opportunity and choice in the range of both daytime and evening learning opportunities available to them. Local centres such as Matravers school and the primary schools could be used more.

Education, skills and learning - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
Lower percentage obtain higher level qualifications from area	Sixth form at Matravers School Lifelong Learning Partnership Learn Direct NEETS for 16 – 19 year olds Library services Connexions Skills4Business inc. IIP and Free2Learn Modern Apprentice scheme	Increase support for homework clubs – in library and in villages Look at use of mobile learning centre Improve the links between schools, colleges and employers	Homework clubs set up in library by end of 2005 Survey demand for clubs in villages Summer 2005 Establish round-table by end of 2005	Library, WCC, WTC, parishes, Schools Matravers School, Wiltshire College, Chamber of Commerce, Business Link, West Wilts Economic Partnership
Basic skills needs in the community	Basic skills classes at Matravers School Wiltshire College on-line course Library stock To improve adult basic skills is a priority for Wiltshire Strategic Board	Increase take up of courses	Programme of publicity developed September 2005	Wiltshire College, Schools, Library
Improve health education	Drug counselling via GP services and groups run by BADAS Schools, Health Promotion, Youth Service, Connexions and voluntary organisations all provide information	Improve drink / drug education for young people	Information expanded and improved 2006	Schools, Health Promotion Youth Service, Connexions, PCT, GP services, Youth services
Lower percentage of professionals in area	Encouragement to hi-tech businesses to locate to Westbury Training for business	Attract research, I.T. and engineering businesses to area	Develop Westbury Prospectus 2006	West Wilts Economic Partnership, WWDC, WCC and WACC

Education, skills and learning - continued

Your concerns

Not enough daytime or evening classes in Westbury area inc. villages

What is happening

Plenty of leisure opportunities
Wiltshire College has branch in Westbury
Library offers information services and activity guide
WAAG Consultation undertaken with young people
Learning for leisure, pleasure and information using books from library

The next steps

Increase availability and range of classes in Westbury

Maximise facilities at Matravers School and primary schools

Targets and milestones

Audit of what is available Summer 2005

Further consult on classes required – eve and daytime Summer 2005

Set up group to look at Westbury branch of U3A

Identify opportunities for courses in schools following audit and consultation above

Partners involved

Wiltshire College, Library, WTC, Parishes, Matravers School, primary schools, U3A.





Environment including countryside and land-based issues

(This theme includes agriculture, landscape management, conservation, wildlife, biodiversity, water quality, waste-disposal, rights of way)

The Vision is to protect the beautiful countryside and wildlife habitats of the community area whilst at the same time supporting the diverse economy in a sustainable way.



The current picture

Westbury community area is rich in rural beauty nestling on the edge of Salisbury plain. It has an abundance of wildlife and areas of historical interest which enhance the quality of life for the people who live there.

The community area spans 7,327 hectares, most of which is rural with Westbury town nestling in the centre, with a population of 11,496 (2001 census) in 4,896 households. The community area has a population of 15,919 with 6,716 households.

Sites of Special Scientific Interest include Westbury Ironstone Quarry, Upton Cow Down, Bratton Downs, Salisbury Plain and Picket and Clanger Wood. Sites important for nature conservation include Clanger, Picket and Round Woods. There are conservation areas in Bratton, Edington and Westbury.

“I really worry about Lafarge burning tyres and their plans to burn liquid fuel”

Bratton, consultation

What you said

All of the surveys undertaken to date show that what people like about living in Westbury and the surrounding villages is the beautiful countryside. Westbury and many of its villages are situated on the edge of Salisbury plain and overlooked by the White Horse.

Environment including countryside and land-based issues - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
Lafarge cement works – concern over emissions and health effects (See also Transport / Air quality)	WWDC have a watching brief over Lafarge, recognising that the environment agency regulate the site. Liquid fuel trials halted for now.	Address public concern over this issue	Further work with WWDC Lafarge Liaison group. Improve publicity including information about emissions, filters, soil samples etc.	WWDC, WTC, Parish Councils, Lafarge, PCT, Environment agency, CPRE, The Air That We Breathe group, WWDC Lafarge Liaison group.
Concern over loss of wildlife habitat	WCC Ranger manages WCC land near White Horse Butterfly research programme Barn owl monitoring Leisure and recreational needs analysis to include natural areas (WWDC) WWDC and Wiltshire Wildlife Trust in partnership have a Community Wildlife Officer Environmental Stewardship Scheme open to farmers 2005 Wildlife friendly farming	Encourage hedgerow promotion where appropriate Involve community in management of wildlife habitats Encourage bird feeding in Winter months Introduce Quiet Lanes	Ongoing Support provided to at least one community group each year developing a wildlife project Ongoing Possible areas for Quiet Lanes Scheme identified Autumn 2005	WCC, WWDC, WTC, WWT, CPRE, RSPB, Parish Councils, Schools WWT, WWDC and other Partners WCC, WTC, Parish Councils
Waste disposal is an increasing problem – new EEC regs require less to landfill sites.	Wildlife Trust – composting, work with schools Black box recycling collections introduced WCC consultation on waste issues Rethink Rubbish Directory www.wasteinwiltshire.com To become the most waste efficient county in England by 2010 is a Wiltshire Strategic Board priority	Need more recycling boxes in villages Provide further education programmes Increase publicity for composting and encouraging reduction of other waste Establish a household recycling centre in Westbury	Central collection points established in villages Establish specific requirements and location Publicity campaign 2005 Feasibility study Summer 2005	WWDC, WCC, CPRE, Parish Councils WWT, schools. WWT WCC, WWDC, WTC
Grass verges and other common areas can seem untidy		Identify owners of problem areas and liaise No parking allowed on verges	Problem areas and owners identified	All partners, WCC.



Transport

(This theme includes public transport, highways, road maintenance, road safety, accident prevention, air quality)

The Vision is ease of access to transport for all sections of the community, particularly those who are vulnerable or who live in rural areas. Included within this vision is the need to build a bypass for Westbury to alleviate the environmental impact of the A350. All transport options should consider accessibility and the environmental impact.

What you said

The main transport concern for people in Westbury was that a bypass should be built to alleviate congestion and pollution on the A350 running through the centre of the town. Other issues included ensuring traffic stays within the speed limit. Bratton and Edington were concerned about speeding traffic through their village and also the number of large vehicles using the roads.

Many people wanted to see improved transport links between the villages and Westbury and this was a particular issue for young people.

The current picture

Westbury is located on the primary route, the A350 between Poole and the M4. Traffic volumes are increasing and there are serious issues in Westbury town centre about air quality and congestion. There is a main line railway station in Westbury with good links to Bath, Bristol, Southampton, Salisbury and London, but infrequent services to Chippenham and Swindon. The station is located somewhat out of the town centre. Dilton Marsh also has a railway halt whose usage may be increased by new Leigh Park residents. There are also plans to provide a rail freight centre in Westbury.

“It’s difficult to get from the train station into the town”

Westbury survey

There are numerous bus routes between the villages and Westbury and to Warminster, Devizes, Trowbridge and Bath. Some routes operate only during the day. Car ownership is high and in line with the county average but 16.5% of the population do not have access to a car.


The bypass is a key issue which remains on the agenda although shorter term improvements are necessary. There are strong links between transport issues and the Economy and Housing and Built Environment themes.

Wiltshire County Council is looking at options for Westbury Town Centre in liaison with the Town Council and the Community Planning Group. A plan will be ready by the end of this year.

Transport - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
Public transport between Westbury and villages is not frequent enough	WCC monitors service	<p>Improve public transport services between villages and town</p> <p>Look for extra support for Link scheme – especially the need for more voluntary drivers</p> <p>Work with WCC to look at establishing a cycle track between Westbury and Dilton Marsh and Westbury to Bratton Full town centre cycle network New bicycle stands in town Inter urban cycle network</p>	<p>Identify gaps end 2005</p> <p>Develop publicity programme Autumn 2005</p> <p>Feasibility study Autumn 2005</p> <p>Planned for 2010</p> <p>2005 Link to Sustrans / Trowbridge – Westbury – Warminster route</p>	<p>WCC, WTC, Parish Councils</p> <p>Link Scheme, WAAG, Community First</p> <p>WCC, WWDC, WTC, Parish Councils, Westbury Wheelers Cycle routes, Leigh Park Community Association</p>
Better access to information about bus services and timetables	<p>WCC is currently implementing live passenger information for buses</p> <p>Publicity via library</p> <p>Timetables distributed widely</p>	<p>Look at other Community Transport options and funding</p> <p>Increase publicity of timetables with additional access points</p> <p>Work with WCC to develop larger print timetables</p>	<p>Research by Autumn 2005</p> <p>Options identified Autumn 2005</p> <p>Look at feasibility and demand 2005</p>	<p>WCC bidding unit, Community First, WAAG</p> <p>WCC, WWDC, WTC, parishes, library</p> <p>WCC</p>
Public transport expensive		<p>New Westbury and area website to be developed – to include services and timetables</p> <p>Look at feasibility of reduced fare passes or subsidies for certain groups</p>	<p>Web site by end 2005</p> <p>Investigate 2005/06</p>	<p>WCC, all partners</p> <p>WCC, WWDC, WTC</p>

Transport - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
Roads are congested, particularly A350 and villages – too much traffic	WCC continue to seek funding for bypass WCC Travelwise Scheme – encourages other forms of transport than the car	Keep community better informed of developments regarding bypass funding Encourage forms of transport other than car – public transport, cycling, walking, community transport Develop walking bus schemes for schools Improve and develop cycle network - see previous page	Regular press releases issued from WCC Further work on Travelwise Scheme 2005 As above	WCC, WWDC, WTC, A36/A350 Corridor Alliance, CPRE, Parish Councils WCC WCC, WTC, Parishes
 Westbury Railway Station as main gateway needs improving	The Heart of Wessex Railway Partnership looking at improvements to station	Involve Matravers / network rail and WCC for improvements	Enrichment week July 2005 Launch in September	Matravers, WCC, WWDC, WTC, Wessex Trains
Speeding traffic in town and villages, particularly Bratton and Edington	Dilton Marsh traffic calming introduced Traffic calming in The Ham is now in place to be made permanent	Introduce traffic calming measures in Bratton and Edington and other roads as necessary	WCC to identify options and implement preferred solution 2006 Westbury police to train more officers in the use of mobile speed cameras	WCC, WTC, Parish Councils, police
Too many large vehicles, HGVs on road – Westbury and villages		Introduce weight limits in Bratton and Edington and other roads as necessary	Identify options and implement preferred solution 2006	WCC, WTC, Parish Councils

Transport - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
Need more crossings (opposite Market Place, Haynes Road, Bratton Road, near Co-op, Hospital to Leigh Road and villages) This was a particular concern of young people and people with mobility difficulties	Bypass planned – will alleviate some traffic Local Transport Plan Town Centre improvements	Work with WCC to introduce further accessible crossings See Economy section	Plan by end 2005	WCC, WTC, parishes WCC, WTC, WAAG
Access to transport limited for disabled people	Link scheme	Work with WCC to introduce more low floor buses Work with SW trains to make improvements to Westbury Railway Station – Heart of Wessex Partnership Look for funding for taxi scheme	Station fully accessible 2006 Research Summer 2005	WCC, WTC, SW Trains First Bus WCC, WWDC, WTC, Wessex Trains
Concern over air quality	WWDC will develop an Air Quality Management Plan Bypass planned	WCC continue to look for funding for a Westbury bypass	Draft plan to DEFRA 31st March 05.	WCC, CBU, other partners WWDC, WCC
Lack of access for wheelchairs in town centre	Petition via Mobility Works	Work with WCC to improve pathways for people in scooters and wheelchairs Increase the number of dropped kerbs	Town Centre improvement plan by end 2005 Town Centre improvement plan by end 2005	WCC, WTC, Mobility Works
Problem parking inc. on pavements is dangerous	Community Support Officer is looking at issue	WTC liaise with police and WWDC, WCC	To see improvements in 2006	WWDC, WTC, Police, WCC



Crime and Community Protection

(This theme includes policing, community safety, trading standards, emergency planning, and fire service activities)

The Vision is to have a community where people show respect for their environment and each other. Within this community people will feel safe. This vision includes further reducing the relatively low crime rates within the area and tackling specific issues such as anti-social behaviour. Access to and contact with the police will be made easier. It is also important to reduce the fear of crime, particularly for vulnerable people such as the elderly.



The current picture

Crime in Wiltshire is now officially the lowest in the country. Within Wiltshire, the Westbury area is ranked around the middle depending on the particular crime. However, it is the 4th highest in Wiltshire for vehicle crime. Despite the low crime rate generally in Wiltshire, the perception that crime is high remains. There are also some anti-social behaviour issues to address in Westbury.

“It would be nice to see old fashioned bobbies on the beat sometimes.”

Westbury survey

West Wiltshire Community Safety Partnership aims to reduce anti-social behaviour, victimisation, drug and alcohol related harm, road casualties and aims to help make people feel safer.

The countywide strategy for Crime Disorder and Drugs Misuse Reduction will set out clear priorities for reducing crime and the fear of crime.

What you said

Consultation results show that it is anti-social behaviour and improving access to the police that people are most concerned about. Young people were also concerned about the high level of bullying they encounter.

Crime and Community Protection - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
Late night drinking and alcohol abuse, particularly in Market Square Underage drinking in parks / public places	Alcohol free zone (Town Centre, Grassacres Park, Queens Road shops, Leigh Park area) Proof of age cards Pub watch in operation CCTV (extra camera pending) Licensing policy adopted by WWDC	Work in with Partnership Anti-social behaviour Reduction officer (PASBRO) and district-wide Community Safety Officer Work to provide more facilities for young people (see Culture Section for more detail on this action) WWDC to look at Alcohol Strategy Develop Neighbourhood Watch Schemes	Reduce alcohol related criminal activity - 2006 See Culture Section Alcohol strategy implemented 2005 Identify new areas by end of 2005	Police, WCC, WWDC, WTC, Westbury licencees, Residents and Community Associations, West Wiltshire Police Community Liaison Group, West Wilts Community Safety Partnership WWDC, WTC Community Safety Partnership, Police, Neighbourhood Watch Co-ordinator
Improve communication with police	Community Safety Police Officers introduced	Continue to improve police visibility and contact. Evaluate impact of PCSO expanding service as required. Increase face to face contact with the public via physical presence at police station	Westbury Police Station reviewing contact and opening hours Liaison with Community Support Officer	Police, WCC, WWDC, WTC
Improve cleanliness of the area – dog mess and litter		Liaise with PASBRO – increase no. of bins for litter and dog mess disposal	Cleanliness improved by end of 2005	Police, WCC, WWDC, WTC, West Wiltshire Police Community Liaison Group
Do more to stop bullying in schools and on the streets	Info in library Work in schools Safer Schools Project	Raise awareness of issue within community including safety on the streets Westbury to follow on from “Transitions” pilot	Ongoing Evaluate end of 2005	Police, WCC, WWDC, WTC, schools
Vandalism and graffiti		Liaise with PASBROs	Reduce by Spring 2006	Police, WCC, WWDC, WTC



Economy

(This theme includes jobs, enterprise, tourism, inward investment)

The Vision is to secure and improve the economic wellbeing of the area.

This includes:

- maintaining and improving the town centre as a viable shopping centre focussing on individual and unique shops which offer a real alternative to other major centres
- maintaining low unemployment
- promoting better paid employment
- realising the tourism potential of the area
- supporting the rural economy

West Wiltshire District Council's Economic Development Policy aims "to achieve and retain a balanced and robust economy". The focus is also on regeneration, social enterprise and inclusion.

What you said

Consultation results consistently showed that one of the highest priorities for people living in Westbury and the surrounding villages was to increase the range and number of shops in Westbury. Respondents also prioritised support for village shops. Many people also want to see more made of the tourism potential of the area.

The current picture

Westbury is a significant commercial and industrial centre due to the major West Wilts Trading Estate and several smaller estates on the northern side of the town. The predominant economic activities are based on cement production, light engineering and distribution services. Manufacturing accounts for 18% of the economy, wholesale and retail 17%, construction 8%, real estate 10%, public administration 7% and health 8%.

The unemployment rate is slightly higher than the Wiltshire average at 3.79%. Unemployment amongst 16-24 year olds is 27.45% which, again, is slightly higher than the rest of Wiltshire. The number of professionals is 36.8% which is lower than the rest of Wiltshire. Between 1998 and 2002 Westbury experienced the 2nd largest fall in the number of jobs in the county and the largest percentage drop of -14.28%.

The town centre has two supermarkets, one in the centre and one on the eastern side of the town. A local centre is currently being developed at Leigh Park. It also has a range of small specialist shops and services.

Home to the famous Westbury White Horse, which is carved into the chalk escarpment overlooking the town, Westbury boasts a Georgian market square and some fine Victorian buildings. Its heritage includes a proud history of cloth-making, weaving and glove-making.

Several large housing estates have grown around the town over the last 30 years, though the number of local jobs has not kept the same pace. Many residents have chosen to live in the town because of cheaper house prices. This has led to the town being treated as a dormitory town by many of those who commute to middle management and other professional jobs elsewhere in the district, region or country. The mainline railway station enables easy commuting to London.

Economy - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
Encourage wider retail and business use in town centre and villages	<p>Town Centre viability group:</p> <ul style="list-style-type: none"> • A Vision for Westbury • Pop to the Shops leaflet • New maps <p>Support for Farmers market</p> <p>Wessex Rural Business Network Leader + and Sustain the Plain – support to local businesses</p> <p>Resisting loss of retail and employment sites through planning policies (WWDC)</p>	<p>WCC and all partners via WAAG is currently looking at improvements to Town Centre</p> <p>Encourage more activities in town</p> <p>New Town Guide 2005</p> <p>Co-ordinate opening hours</p> <p>New Friday market pending</p> <p>Further develop tourism in the area (see also culture)</p> <p>Work with WCC for more cycle routes</p> <p>Produce Employment Audit Target</p> <p>Work with villages and Village Shops Advisor</p>	<p>Consultation Spring / Summer 2005 Proposal developed end 2005</p> <p>See culture section</p> <p>Publish Autumn 2005</p> <p>Implement Summer 2005</p> <p>Implement Summer 2005</p> <p>Assess potential 2005</p> <p>Ongoing - see transport</p> <p>Autumn 2005</p> <p>Develop Action Plan 2005</p> <p>Identify options and implement preferred solution 2006</p> <p>Needs analysis 2005</p> <p>Spring 2006</p>	<p>Town Centre Viability Group, Development Trust, Chamber of Commerce, WCC, WWDC, WTC, Heritage Society, WWEP</p> <p>TCVG, Chamber</p> <p>TCVG, Chamber</p> <p>TCVG, Chamber</p> <p>All partners</p> <p>WCC, WTC, Parishes</p> <p>WWDC</p> <p>WCC, Westbury Credit Union, WTC, Parish Councils, Community First</p> <p>WCC</p> <p>Credit Union</p> <p>TCVG</p>
Support for rural shops, post offices and services in villages	<p>ViRSA, SEW Credit Union in Westbury Wilts and Swindon Rural Regeneration Partnership appointed Village Shops Advisor Wessex Rural Business Network Leader + and Sustain the Plain – support to local businesses</p>	<p>Work with WCC to look at traffic flows in villages (see also transport)</p> <p>Investigate feasibility of credit union in villages</p> <p>Pop to the shops leaflet for villages</p>		

Economy - continued

Your concerns

Develop local employment opportunities

What is happening

Info in Library
Visitor's Centre
West Wiltshire Economic Partnership

The next steps

Small business initiatives
Link with Credit Union
More training locally
Schools / business work together
Westbury area web-site
Support working at home

Targets and milestones

Plan by Summer 2006
Ongoing
Ongoing
Information to schools and employers Spring 2006
Establish by end 2005
Information to local employers 2005

Partners involved

Schools, WCC, WTC, WWDC, Chamber of Commerce, WWEP, Credit Union Chamber Commerce, WWEP Chamber Commerce, WWEP
WAAG Partners
Chamber Commerce

“It would be good if there were more shops to choose from in Westbury, then I wouldn't go to Trowbridge to shop”

Young persons' consultations





Social Care / Health

(This theme includes public transport, highways, road maintenance, road safety, accident prevention, air quality)

The Vision is to have a community where people have healthy and active lifestyles. Within the community it is important that the most vulnerable people are well cared for by health and social care services.



The current picture

Wiltshire is generally a wealthy area but with substantial pockets of deprivation, some of which is evident in the Westbury area. Dilton Marsh ranks 17th most deprived out of 137 wards in Wiltshire and Westbury town is ranked at 53. The community area as a whole is 5th most deprived. 18.5% of the population is over 65 which is slightly higher than the national average.

Health is generally good with 70.3% of the population of the area reporting their own health as good (national average is 68.8%). People in Westbury expect a longer, healthier life than the national average and there is lower than expected incidence of most serious conditions, although deaths and injuries from road traffic accidents are higher.

There is a very popular community hospital in Westbury which provides inpatients beds (including a stroke unit), outpatients services, physiotherapy, day surgery, a day hospital, a dental access service as well as a base for community teams of health visitors, district nursing and social care services. People are keen to keep the community hospital.

There is a large GP Practice in Westbury with a branch surgery in Bratton and GP Suite at the Community Hospital. There are two Private Dental Practices and two opticians.

Through consultation it is evident that people would like to have better access to GP services through either another surgery or expansion of the current one. They would also like better access to NHS dental care.

Social Care/Health - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
Concern about availability of GP services	PCT has said that there is no case for GP Practice expansion at this time Possibility of using the branch surgery and the GP suite at the hospital in different ways New Out of Hours service National "Access" targets for time taken for patients to see a doctor	Innovative use of existing premises Monitor numbers living in the community area – consider whether additional health and care staffing is necessary	Ongoing Ongoing	PCT (including PALS service), Patient's Forum, Carers Support, Social Services
Concern about the future of the Hospital	PCT service Review WAAG rep on PCT community group	Full Westbury representation in Comprehensive PCT Service Review	Service Review completed end 2005 Consultation early 2006	PCT, Local Authorities, including Town and Parish Councils Community Groups,
Better information on health issues required	Doctors Surgery NHS Direct, PCT Website Library Family Centre at junior school	To improve information and increase understanding	Information on Westbury website 2005 Information at library 2005	WCC, Westbury Community Area Website Library
Better access to NHS dental services	No NHS dentist taking on new patients in Westbury There is an emergency dental access service	Improve access New Dental Services New Contracts with Dentists	NHS access improved by 2006	PCT, Local dentists, Dental Access Service
More care for older people at home and their carers (see also Housing)	WCC and other partners provide services, including home care, to keep people healthy and in their own homes for as long as possible. Supporting People team PCT Intermediate Care Team	Work with voluntary sector to provide company and social life to patients and carers Work with providers to develop existing services	Identify gaps 2005	Supporting People Team WWDC. WWHS and other Registered Social Landlords Voluntary sector groups WCC PCT

Social Care/Health - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
More resources for people with learning difficulties (See also Housing)	"Valuing People" white paper WCC / PCT and other partners provide range of services	Identify specific gaps and work with appropriate agencies to develop services	Identify gaps 2005	WCC, PCT, Voluntary sector, Housing Providers
Support for people with mental health issues	The Avon and Wiltshire Mental Health partnership NHS Trust is main provider. There is also a range of voluntary sector organisations	Identify specific gaps and work with The Mental Health Trust and others to develop provision	Identify gaps 2005 Increase understanding of mental health issues	Mental Health Trust, WCC, PCT, Voluntary sector, Community Groups
Support & info for young people on sexual health, drugs & alcohol (See also Education and Learning)	Drug counselling via GP services and groups run by BADAS Schools, Health Promotion, Youth Service, Connexions and voluntary organisations all provide information	Work with partners to co-ordinate and develop information	Information expanded and improved 2006	Schools, Health Promotion Youth Service, Connexions, PCT, GP services, Youth services
Lafarge emissions	See Environment theme			
Health of the General Population	"Choosing Health" Public Health White Paper Wiltshire Strategic Board priority	Partner agencies to investigate ways of reducing "health inequalities"	Schemes to reduce smoking, increase exercise, reduce obesity and encourage sensible drinking	PCT, Health Promotion, GP services, WWDC, WCC, Voluntary Organisations





Culture

(This theme includes leisure, recreation (including sport), arts and heritage)

The Vision is to support and develop a thriving leisure and cultural environment to create a vibrant community life. It is also vital to protect the heritage of the town and villages. Young people in particular will benefit from a rich and diverse community life. There are also opportunities to develop tourism in the area.

The current picture

Culture in terms of recreation, leisure, sports and the arts makes a major contribution to the quality of life. There are over 80 groups for leisure activities in the Westbury area, including sports clubs and facilities, music and dance groups and other leisure time activities. There are 4 Conservation Areas – 1 each in Westbury and Bratton and 2 in Edington, and almost 300 listed buildings.

“I think there’s quite a lot to do in Westbury but sometimes it’s hard to find out what’s on and where”

Young persons’ consultation

What you said

Consultation suggests that people would like to know more about what is available. Young people would like more activities and cultural events targeted at them. It is also important that the library service and the current building can keep up with the growing population over the coming years.



Culture - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
Lack of knowledge about what is available in the area	Library supplies information Library has programme of holiday activities	Develop activity guide (see also Economy) Work with young people to market and publicise activities Develop web-site for Westbury area Use annual sports events to promote clubs and activities	Guide produced Summer 2005 Publicity programme developed by end 2005 Web-site by end 2005 Event in 2006	WTC, WCC, Chamber of Commerce Library, Parish Councils WAAG and Partners
More leisure and sports activities and facilities	WWDC, WTC, WAAG investigating needs	Further develop tourism in the area (see also Economy) Welcome pack for all new residents Leisure and Recreational Needs analysis to be completed Investigate possibility of making better use of Lafarge facilities – path required Review Recreational Planning Policies and Proposals	Assess potential 2005 Packs developed 2006 April 2005 Liaise with Lafarge 2005 April 2005	All partners WWDC, WTC, Parish Councils WWDC
More play areas and open spaces	WWDC Play Area Grant	Better use of school fields & facilities WTC working to develop Skate Park WTC improving existing facilities and supporting additional sports facilities	Ongoing 2005 Ongoing	WWDC, WTC, Parish Councils, schools WWDC, WTC, Parish Councils

Culture - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
Access to facilities, services difficult for disabled people	Disability Discrimination Act now in place	Promote Disability Discrimination Act	Increased publicity	WAAG, WTC, WCC
Protect the area's culture and heritage	Westbury Heritage Society: New information centre open	Liaise with West Wilts Access Group	Ongoing	
		WTC also to look at this issue	Ongoing	Heritage Society, WDCDT, WTC
		Produce Residential Design Guide Target	Adopt end 2005	WWDC
		Review Town Centre Conservation Area and produce Conservation Area Character Assessment	Consult by Autumn 2006	WWDC
More activities needed for young people including the villages	Library Summer Holiday programme and under 4's activities Needs assessment completed Merlin database provides information about groups	Activity guide as above	As above	WTC, WCC, Library, Development Trust Parish Councils WAAG and Partners
	Digging for History Project	Promotional programme to recruit adult helpers for activities Look at reducing costs for popular activities Feasibility study for youth café Continue to work with young people to develop provision	Develop in 2005/6	
	WWDC Arts programmes – Participatory Arts Workshop (PAWS), Rural Arts Wiltshire (RAW) Wiltshire Youth Arts Partnership		Assess options	
	Westbury Area Cinema Club		Research by early 2006	
			Ongoing	Development Trust
			Ongoing	WWDC, WCC
		Look for financial support for Cinema club, expansion to villages	Research 2005	WAAG and Partners
	SPLASH project	Feasibility study for mobile cinema		Police, WCC, WWDC





Housing and the built environment

(This theme includes homelessness, village and townscape planning and design)

The Vision is to ensure that there is sufficient good quality affordable housing to meet the needs of the community. Vulnerable people such as young people, older people and disabled people should have access to appropriate housing. When housing is developed there should be consideration given to local amenities, services and facilities such as shops, transport, doctors, places of worship and schools. The character of the area should be preserved.

What you said

Many people were concerned about the number of new houses being built with concerns over the level of corresponding services to meet the needs of residents. Consultation also showed that people were keen to make sure that affordable housing was available in the community.

The current picture

The Westbury Area has the 7th smallest population of any Community Area in Wiltshire with one of the lowest numbers of settlements reflecting the town's small hinterland. Together with its small area, it has the 6th highest population density in Wiltshire and has had the 11th greatest population increase.

The Area has a very similar proportion of homes owned outright compared to the Wiltshire average, although ownership with a mortgage is over 6% higher. Overall, Westbury has the 3rd highest level of owner-occupation in the county and has the 4th lowest level of rental from social landlords (local authority, housing associations). Westbury has had a significant number of new homes built since 1991 - the 6th highest in the county. From July 02 – Sep 03, Westbury had the 8th largest increase in house prices in the County.

There are 4 Conservation Areas – 1 each in Westbury and Bratton and 2 in Edington, and almost 300 listed buildings. A number of partners have shown their commitment to the historic buildings in the town by allocating a budget towards regeneration of the worst buildings in poor condition.

“There are too many houses being built with no facilities to match.”
Westbury Survey

Housing and the built environment - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
Westbury town centre in need of redevelopment	Town Centre Viability Group WCC currently looking at options	Ensure convenience parking is enforced (See Transport) Better accessibility / road circulation. Work with WCC to look at improvements to Town Centre (See also Economy theme) Raise business confidence through Chamber of Commerce activities and publicity Need to develop an evening culture for all ages	Ongoing Consult on options Summer 2005 Plan finalised by end 2005 Develop Programme 2005/2006 See culture section	5TI, Chamber of Commerce, WCC, WTC, WWDC, Ringway Parkman, police Chamber of Commerce
More sheltered housing for people with disabilities including mental health difficulties (See also Social Care / Health)	WCC Supporting People team	Encourage more innovative housing schemes Support for people at home	WWDC work with developers Identify gaps in 2005	WWDC, Housing Associations, WCC, GOSW, Regional Assembly
More affordable housing required	WWDC through to next round of Private Finance Initiative for affordable homes (social housing). Likely to be allocated between 55 & 75 housing units in town and a share of 85-115 units across rural West Wiltshire Town and Parish Councils, WWDC and housing associations to identify suitable sites for affordable housing Planning gain via developers	Rural Housing Enabler to carry out housing needs survey WWDC to develop affordable housing supplementary planning guidance (140 per annum low cost ownership and rental) Investigate Affordable Housing Private Finance initiative Review Affordable Housing Planning Policies Finalising Affordable Housing Supplementary Planning Guidance	Targets identified 2005 Allocation made and sites identified 2005/2006 2005 Commence 2006 Adoption by Autumn 2005	WWDC, Community First, Housing Associations Rural Housing Initiative WWDC WWDC WWDC

Housing and the built environment - continued

Your concerns	What is happening	The next steps	Targets and milestones	Partners involved
Some pavements in need of repair		Work with Wiltshire County Council to identify and repair	Ongoing	WCC
Lighting a problem around Oldfield Park, The Ham and other areas	WWHA and WTC working on this issue	New lamps planned	Lighting improved 2005/2006	WWHA, WTC, OPRA, Youth Centre
Concerns over too much new housing being built	Local Plan (WWDC), restricts future development on greenfield land Limiting development to within town policy limits (WWDC)	WWDC Recreation Needs Assessment to recommend protection of open space in the District Housing to match local population needs Facilities to go alongside any development Produce Residential Design Guide Target Review Core Strategy planning policies to determine future housing levels	WWDC work with developers ongoing WWDC District Plan policy Adopt by end 2005 Commence Jan 2006	WCC, WWDC, Town and Parish Councils, Developers, local amenity and sports clubs WWDC WWDC



Westbury's Parishes - what you said

Heywood

What villagers like about their community

- ✓ The countryside
- ✓ Good amenities, especially on the Ham with a Post office and shop
- ✓ Good pub in Hawkeridge
- ✓ Friendly community
- ✓ Good schools nearby
- ✓ Play area at Hawkeridge Park – must keep open

What villagers would like to change in their community

- ✗ Too much traffic along B3097
- ✗ HGVs should go through the Trading Estate and not The Ham

Edington

What villagers like about their community

- ✓ Desirable, ancient village
- ✓ Lovely countryside on edge of Salisbury plain
- ✓ Good community feel, good social life
- ✓ Good local pub
- ✓ Part-time post office

What villagers would like to change in their community

- ✗ Speeding traffic of great concern
- ✗ B3098 unsafe for pedestrians and cyclists
- ✗ Better evening bus service – useful for young people
- ✗ Lack of activities for young people
- ✗ GP services could be improved
- ✗ Dental services could be improved
- ✗ Watching brief on mobile phone masts

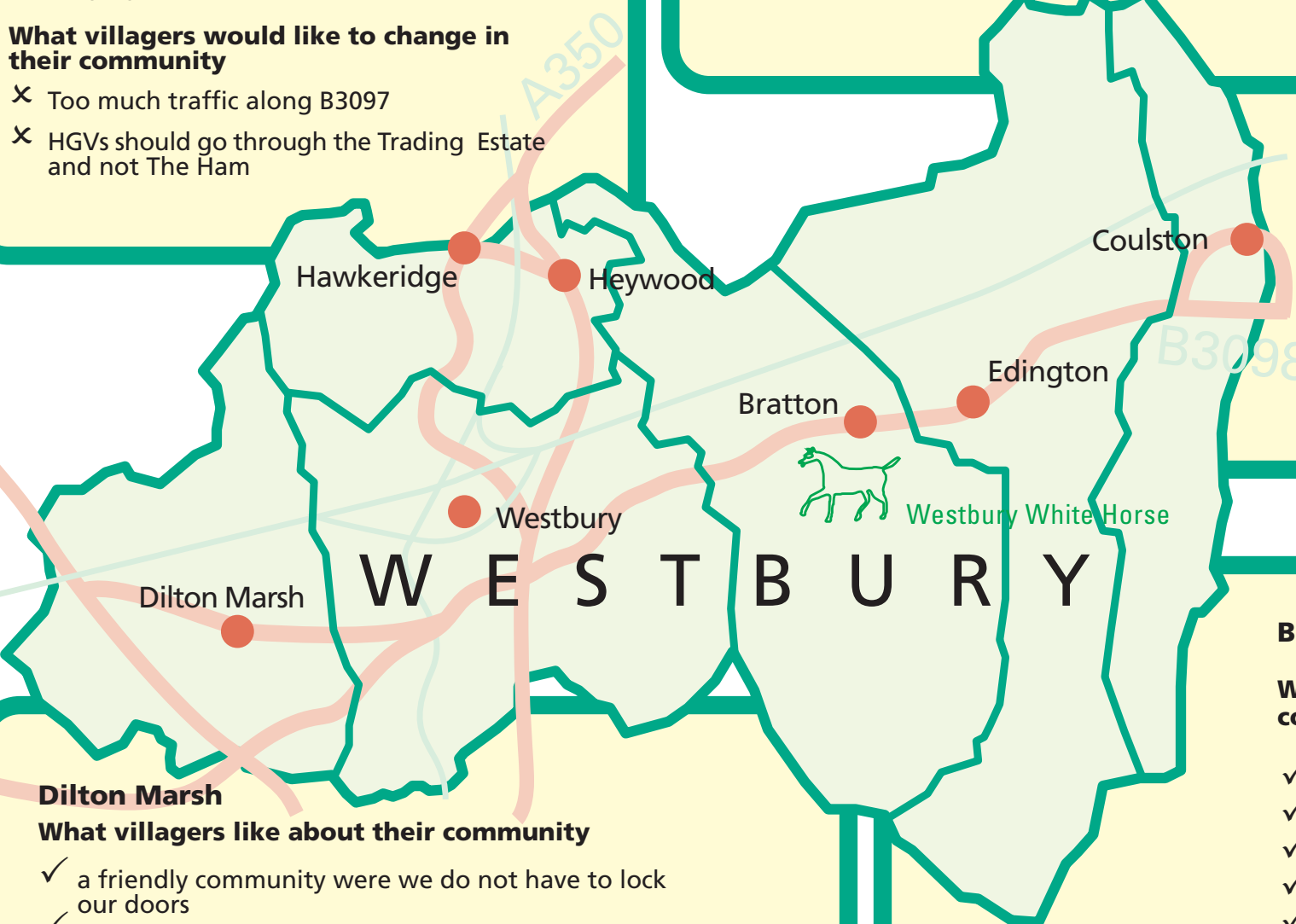
Coulston

What villagers like about their community

- ✓ The beautiful countryside
- ✓ Community spirit
- ✓ Activities in village hall
- ✓ Close to amenities but still rural

What villagers would like to change in their community

- ✗ More buses especially at weekend and evening
- ✗ Westbury needs updating
- ✗ Lafarge cement works and the pollution
- ✗ Need more things to do, especially for young people



Bratton

What villagers like about their community

- ✓ Bratton School is excellent
- ✓ Rail links
- ✓ living by the Salisbury Plain
- ✓ The park in Bratton
- ✓ The beautiful countryside, the unspoilt hills

- ✓ Friendly community, access to the countryside, close enough to big towns but far enough away
- ✓ the swimming pool in Westbury
- ✓ Activities available
- ✓ The White Horse
- ✓ Coopers store
- ✓ the playing field
- ✓ The village shop and pub

What villagers would like to change in their community

- ✗ LaFarge cement works and pollution caused
- ✗ village growing too much, too much traffic, urbanisation
- ✗ traffic/HGVs
- ✗ litter and dog mess, especially in park
- ✗ planes and military activity at night
- ✗ Westbury town centre and lack of amenities
- ✗ need more things in park

Dilton Marsh

What villagers like about their community

- ✓ a friendly community were we do not have to lock our doors
- ✓ good local school
- ✓ lovely people, community spirit, village atmosphere
- ✓ community activities
- ✓ great rural setting, good walks
- ✓ good pub
- ✓ railway
- ✓ sports centre
- ✓ like the size of the playing field
- ✓ good to have shops and Post Office in village

What villagers would like to see changed in their community

- ✗ too much litter
- ✗ not enough toddler play toys at playfield
- ✗ not enough affordable housing for rent or buy, builders still building big houses,
- ✗ too much traffic
- ✗ Lafarge tyre burning
- ✗ more shops needed
- ✗ no by-pass between Westbury and Bratton
- ✗ Westbury town centre needs improving
- ✗ stop encroachment on our rural buffer and becoming part of Westbury
- ✗ too many residential developments
- ✗ lack of youth facilities
- ✗ the way the village lost a community amenity, the Kings Arms
- ✗ local doctors surgery
- ✗ better bus service for Sundays and Bank holidays
- ✗ threat of losing Post Office

Community Involvement – listening, taking part and working together

The full range of consultation events which have been used to collect information for the plan can be seen below:

- June 2002 - A community event is held at Matravers School, attended by over 100 people. A workshop is held to determine people's aspirations for their area
- Nov 2003 - Community Day event held, where everyone had the opportunity to vote on major issues
- Feb 2004 - Coulston village - WAAG attended local village meeting
- Mar 2004 - Visioning Event and Business Meeting
- Apr 2004 - Westbury Leigh School - consultation
- Apr 2004 - Westbury Junior School - consultation
- Apr 2004 - Westbury Youth Council consultation meeting
- May 2004 - Partnership Meeting - consultation workshops held
- May 2004 - Bratton - attended Bratton Hilly Run event to undertake consultation with local community
- May 2004 - May Fayre at Grassacres - undertook consultation at event
- May 2004 - All Saints Spring Fayre, Westbury - undertook consultation at event
- June 2004 - Dilton Marsh School Fete - undertook consultation at event
- July 2004 - Market Place Design Game
- July 2004 - Dilton Marsh Church Fete - undertook consultation at event
- July 2004 - Edington Fair - undertook consultation at event
- July 2004 - Westbury Street Fair - undertook extensive consultation at all day event
- July 2004 - Heywood and Hawkeridge Summer event - undertook consultation at event
- Aug 2004 - Town Centre Viability Group - daytime event - WAAG consultation undertaken at event
- Aug/Sept 2004 - Questionnaire sent to 1 in 3 households in the Westbury and surrounding area as part of the Consultation process
- Aug/Sept 2004 - Questionnaire (as above) taken to White Horse Day Centre and Over 60s Club
- Sep 2004 - Town Centre Viability Group Design Event
- Sept 2004 - Partnership meeting - Consultation on draft community plan
- Sept 2004 - Consultation questionnaire printed in local newspaper to give other people opportunity to respond to survey
- Nov 2004 - Extensive consultation on the draft Community Plan
- March 2005

The plan for Westbury has been developed by the Community Planning Group (WAAG) and the local community. This has been achieved through:

- WAAG partnership meetings – at least 3 a year which are widely publicised
- Listening to people at public meetings
- Special events such as the Community Day in November 2003
- Numerous consultation events
- Attending events such as fetes in Westbury and the surrounding villages
- Face to face interviews
- A major questionnaire survey to 1 in 3 households which was also published in the White Horse News and placed in the Doctors surgery and the library

Taking the plan forward

- ✓ Partner organisations have already been involved in creating this plan. They will now try to ensure that their service delivery incorporates this plan wherever possible. This includes Wiltshire County Council, West Wiltshire District Council, Westbury Town Council, Parish Councils, the police, schools and other public organisations.
- ✓ Organisations will work in partnership to implement the projects in the plan.
- ✓ Westbury and District Community Development Trust will take on some of the projects in this plan.
- ✓ WAAG will continue to work on implementation of this plan and will help to start some of the projects.
- ✓ Priority projects will be determined in consultation.
- ✓ Funding for projects will be sought from external funders such as the lottery and grant-giving Trusts.
- ✓ It is planned that a number of projects in the plan will be implemented this year.

Keeping the plan up to date

This plan has a variety of strategies and projects in progress. It is important that the plan is monitored and evaluated to make sure that the actions identified are being undertaken and that the outcomes are making a difference to people living in the area.

The plan will be updated on a regular basis. Westbury Area Action Group will produce an update to the plan once a year. This will include a report on what has been undertaken so far and how the projects are progressing.

Abbreviations and Glossary

5TI	Five Towns Initiative
CPRE	Campaign for the Protection of Rural England
GOSW	Government Office for the South West
IIP	Investors in People
MOD	Ministry of Defence
NEETs	Young people who are Not in Education, Employment or Training
OPRA	Oldfield Park Residents Association
PASBRO	Partnership Anti-Social Behaviour Reduction Officer
PAWS	Participatory Arts Workshop Scheme
PCSO	Police Community Support Officer
PCT	Primary Care Trust
RAW	Rural Arts Wiltshire
SW Trains	South West Trains
U3A	University of Third Age
ViRSA	Village Retail Services Association
WAAG	Westbury Area Action Group, the local community planning partnership
WACC	Wiltshire Association of Community Councils
WCC	Wiltshire County Council
WTC	Westbury Town Council
WWDC	West Wiltshire District Council
WWHA	West Wiltshire Housing Association
WWT	Wiltshire Wildlife Trust
YTC	Youth Town Council

Glossary:

A36/A350 Corridor Alliance (ACA)

A group comprising environmental campaigners from Southampton to Chippenham and working to develop plans to solve Westbury's traffic problems. The group devised a link road scheme which it believes to be a better option than the bypass which has been considered for Westbury

Air That We Breathe Group

The Air that We Breathe Group was founded over seven years ago following concerns that respiratory health in the Westbury area was far worse than the 'norm'. It is a campaigning group opposing proposals by Lafarge Cement in Westbury to burn toxic solvents, tyres and other hazardous wastes in their cement kilns

Business Link

Business Link is the brand under which the Small Business Service (branch of the Department of Trade and Industry) provides services to small and medium-sized businesses in England

Chamber of Commerce

A local association of business people whose purpose is to promote commercial and industrial interests in the community

Community First

Community First is the rural Community Council for Wiltshire and is a charitable organisation. It works at the forefront of community development to help improve the quality of life and economic well being of people and local communities throughout Wiltshire and Swindon. Community First work in close partnership with local grass roots communities, voluntary organisations, statutory agencies and funders to help develop and deliver wide ranging community programmes that bring social, economic and environmental benefits to local people in Wiltshire and Swindon

Connexions

Connexions is a new service in Wiltshire and Swindon that aims to help young people, between the ages of 13 and 19, make the most of their talents and opportunities and to support them through the many choices they have to make. Key to the service is partnership with a whole range of other agencies working with young people

English Heritage

English Heritage is responsible for making sure that the historic environment of England is properly maintained and cared for. They aim to help people understand and appreciate why the historic buildings and landscapes around them matter

Environment Agency

This is the leading public body for protecting and improving the environment in England and Wales. It works with businesses and other organisations to prevent damage to the environment by providing education and guidance. Where necessary it can enforce regulations through prosecutions

Five Towns Initiative (5TI)

A partnership between West Wiltshire District Council and the Five West Wiltshire Town Councils, Action Groups and Chambers of Commerce. It began in 1997 when West Wiltshire District Council and the partners appointed URBED (Urban and Economic Development Group) and Donaldsons Chartered Surveyors to prepare a report on the health and regeneration potential of the five town centres in West Wiltshire. From this report, short, medium and longer term projects were identified by the partners and these formed the basis of a 3 year Action Plan for each town

Free2learn

Launched in September 2002 with a budget of £6.19 million. A further £8.2 million bid for work force training to August 2004. They aim:

- to engage employers in training their employees
- to build the skills base of those requiring training at Level 2
- to support personal capability development of employees through basic skills training

Government Office for the South West

Government Office for the South West works with regional partners and local people to help deliver the Government's central aims in the region - to achieve high and stable levels of growth and employment, and build an inclusive and prosperous society that can develop in a sustainable way

Investors in People

Investors in People is the national Standard which sets out a level of good practice for training and development of people to achieve business goals. The Standard provides a national framework for improving business performance and competitiveness, through a planned approach to setting and communicating business objectives and developing people to meet these objectives

Learn Direct

Learn Direct has been developed by Ufi (University for industry) with a remit from government to provide high quality post-16 learning which:

- Reaches those with few or no skills and qualifications who are unlikely to participate in traditional forms of learning;
- Equips people with the skills they need for employability, thereby strengthening the skills of the workforce and increasing productivity;
- Is delivered innovatively through the use of new technologies

Link Scheme

Good neighbour scheme which includes a volunteer driver scheme

Mobility Works

A Wiltshire based business offering a wide range of products suitable for indoor and outdoor use from leading mobility manufacturers

Participatory Arts Workshop Scheme

(PAWS) West Wiltshire District Council is part of the PAWS scheme which has already been successfully operated in South Wiltshire by Salisbury District Council. The scheme is open to any type of group in West Wiltshire interested in creating arts opportunities for local people in West Wiltshire District's rural villages and towns, including youth groups, local arts groups, after school clubs, playgroups and playschemes, disability groups and so on. PAWS provides groups with a project run by a professional arts worker at a heavily subsidised rate

Patients Forum

The Patients Forum is a network of national and regional organisations concerned with the healthcare interests of patients and their families and carers. The remit of The Patients Forum is to promote discussion about health issues with organisations representing patients and carers and improve arrangements for communication, timely consultation and liaison between the health consumer network and government and relevant statutory and professional organisations

Primary Care Trust

Primary Care is the care provided by people you normally see when you first have a health problem. It might be a visit to a doctor or dentist, an optician for an eye test, or just a trip to a pharmacist to buy cough mixture. NHS Walk-in Centres, and the phone line service NHS Direct, are also part of primary care. All of these services are managed for you by your local Primary Care Trust (PCT)

Regional Assembly

The South West Regional Assembly is a partnership of councillors from all local authorities in the region and representatives of various sectors with a role in the region's economic, social and environmental well-being. It covers an area of 23,829 square kilometres and represents a population of almost five million. Full Assembly Meetings are usually held in Devon County Hall, Exeter, and are open to the public

Rural Arts Wiltshire (RAW)

This is a rural touring scheme that helps bring village and rural communities together to organise and enjoy professional arts on their own doorsteps. Some of the UK's finest artists, including musicians, dancers, actors and puppeteers perform in West Wiltshire as part of Rural Arts Wiltshire.

Skills for Business

The Skills for Business network comprises the Sector Skills Development Agency (SSDA) and employer-led Sector Skills Councils (SSCs). The SSDA funds, supports and champions the new UK-wide network of influential SSCs

Town Centre Viability Group

A working group of representatives from Westbury Town Council and community partners aiming to rejuvenate and improve the town centre

Transitions pilot

A pilot Theatre in Education project looking at racially motivated bullying, victimisation and tolerance in St Lawrence School, Bradford on Avon. If successful it may be offered to other schools

Travelwise Scheme

TravelWise is a national campaign promoted by more than 120 local authorities including Wiltshire. The aim of TravelWise is to raise awareness of the problems of car dependency and to promote more sustainable travel such as public transport, cycling and walking

U3A (University of the Third Age)

U3A groups around the United Kingdom are members of the Third Age Trust. Its main purpose is to encourage lifelong learning for those no longer in full time gainful employment

Village Retail Services Association

ViRSA is a charity working with villages throughout England helping them save their shops. ViRSA's work is motivated by the fact that a community is worse off without a retail outlet. It believes this has a profound effect on those who are constrained by lack of transport - the elderly, young parents, teenagers and the financially deprived

Westbury Credit Union

Westbury Credit union is a financial co-operative offering members an easy and convenient place to save and access to low cost loans when required. Members are encouraged to make regular contributions into savings accounts which create a central pool of funds. This is used to provide loans back to the membership at very favourable rates

Westbury and District Community Development Trust

Development Trusts are community-led enterprise organisations, working in towns, cities and rural areas across the UK, combining community-led action with business expertise. Distinctively, Development Trusts seek to move beyond provision of welfare services, by setting up enterprises (social businesses) which encourage self-help and reduce dependency.

West Wilts Economic Partnership

An umbrella body for the co-ordination of economic development and business support in West Wiltshire

West Wiltshire Local Strategic Partnership

A partnership of organisations from the public, private and voluntary sector working together to improve the quality of life for the people of West Wiltshire. The strategy is entitled, "West Wiltshire, A Place to be Proud of"

Wildlife Trust

Wiltshire Wildlife Trust manages 37 Nature Reserves and promotes a sustainable future for wildlife and people

Wiltshire Strategic Board

A partnership of organisations from the public, private and voluntary sector working together to improve the quality of life for the people of Wiltshire. This group has produced a strategy for Wiltshire called "A County fit for our Children"