

# Wiltshire Assembly Conference

Friday 3rd October

## Annual Report

October 2007 - September 2008



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## **A busy and productive year!**

This year has, without a shadow of a doubt, been the busiest since we started meeting as a Local Strategic Partnership (LSP). This report is not strictly a report of the Wiltshire Assembly, as the 3<sup>rd</sup> October conference is its first meeting, but does chart the key activities of the past year.

The summer saw the conclusion of a review of the structure and ways of working of the LSP and associated partnerships. The review was undertaken with the assistance of SOLACE and The Tavistock Institute. This has led to the disbanding of the Wiltshire Strategic Board (WiSB) and its accompanying officer group, WiSBEx, and the setting up of a new structure, based on three new bodies: the Wiltshire Assembly, the Wiltshire Co-ordinating Group, and the Wiltshire Accountable Bodies Group. It has also led to greater clarity about the partnership structure which supports this new system. More is explained about these arrangements later in the report.

This year has also seen the initial year of the first Local Area Agreement completed, and then, because of Government requirements, the negotiation of our second, renamed Local Agreement for Wiltshire (LAW). This new Agreement includes a range of targets to achieve over the next three years, some focussed on the Government's new National Indicator Set (NIS) and some which have been developed locally. The priorities for the Agreement have been grouped under six broad ambitions which reflect the overall consensus from last year's WiSB Conference on which of the unsustainable trends identified in the Community Strategy needed to be tackled first (see pages 12 and 14 for details).

March 2008 also saw the completion of the three year Local Public Service Agreement with Government, a forerunner of the Local Area Agreement. This process is significant because it has a Performance Reward Grant (PRG) attached, which will be able to be used to further the work of the LSP. The exact amount of reward grant that we have earned is still being assessed and should be known by Christmas.

This year has also seen the Government's decision to replace the five local authorities in Wiltshire with a single unitary authority from April 2009. This change will offer the prospect of a single LSP for the county, supported by a comprehensive model of local working based upon community partnerships and area boards. This local system of consultation, participation and delegated decision-making should strengthen the LSP's capacity to think strategically, but act locally.

This annual report contains some statistical information on trends and public views which were prepared earlier in the year for the State of Wiltshire debate. This will help the LSP, through its annual conference and discussions with other groups and partnerships, to begin to plan its future agenda.

So, what does the LSP need to focus on next year? We know now that the Local Agreement for Wiltshire has to be annually reviewed and 'refreshed'.

This gives us the opportunity to adjust the content of the Agreement as a result of our experience of implementation in the first year, or in response to any new, emergent issues.

We also know that Government is introducing a new assessment regime called the Comprehensive Area Assessment (CAA). This approach will give particular emphasis to looking at how we all work together to address cross-cutting issues in Wiltshire through the LAW and more widely. The LSP will need to understand and contribute to this process.

Government has also, as part of the process of setting up the new Wiltshire Council, told us that we need to produce a new integrated Sustainable Community Strategy by the end of March 2011. We will need to agree how we will go about this and begin work on it over the next year.

More information on some of these developments, and useful links to further information are provided in this report.

Please use the information in this report to bring you up to date on progress, but also to help you to think about what issues and ideas you wish to raise at this year's Wiltshire Assembly Conference.

# **1. The review of the structure of the Wiltshire LSP, and its associated partnerships**

Four years ago, the map of partnerships in Wiltshire was very different to that currently emerging. The Wiltshire Assembly is one of three completely new main partnerships within a revised 'family of partnerships' structure, designed with three things in mind:

- *process* – clear understanding of who is responsible for what;
- *membership* – getting the right people around the table; and
- *communication* – clear links between groups for information sharing and delegation of tasks.

This new structure is the result of a review lasting almost two years and has been inclusive of external consultants, key partners and Government organisations.

## **Why was the review undertaken?**

In 2004, CPA reported several similar areas for improvement generic to the five Wiltshire councils. One of these areas was a lack of effective governance arrangements for partnership working, in particular performance monitoring within the partnership structure. The Wiltshire Improvement Partnership (WIP) was established to work towards better joined up working, with the CPA and other observations in mind. Salisbury District Council initially led WIP on a review of performance monitoring, concentrating on processes and reporting. However, it was later agreed that the focus of the review should be broadened to include the wider spectrum of partnership working - including governance arrangements, the structure, cultures and ways of working. A successful bid for funding from Government Office of the South West (GOSW) and later additional funding from LIFT SW, to a total of £130,000, meant the review could be carried out by impartial experts and be inclusive of the key partners at every stage.

## **Who undertook the review and how was it steered?**

WIP commissioned SOLACE (Society of Local Authority Chief Executives) consultants to undertake the first phase of the review, which began in December 2006. A small team of support staff provided assistance to the consultants, however the review was independent of direction from any one Wiltshire organisation. As well as attending the larger meetings of the Wiltshire Strategic Board (WiSB), Wiltshire Strategic Board Executive (WiSBEx) and the District Local Strategic Partnerships (LSPs), a series of one-to-one meetings were held with forty individuals from the key organisations to discuss their experiences of the Wiltshire 'family of partnerships'. The outcomes of these consultations were brought together in a final report – Review of Partnership Working in Wiltshire – Governance, Performance Management and Risk – alongside recommendations for

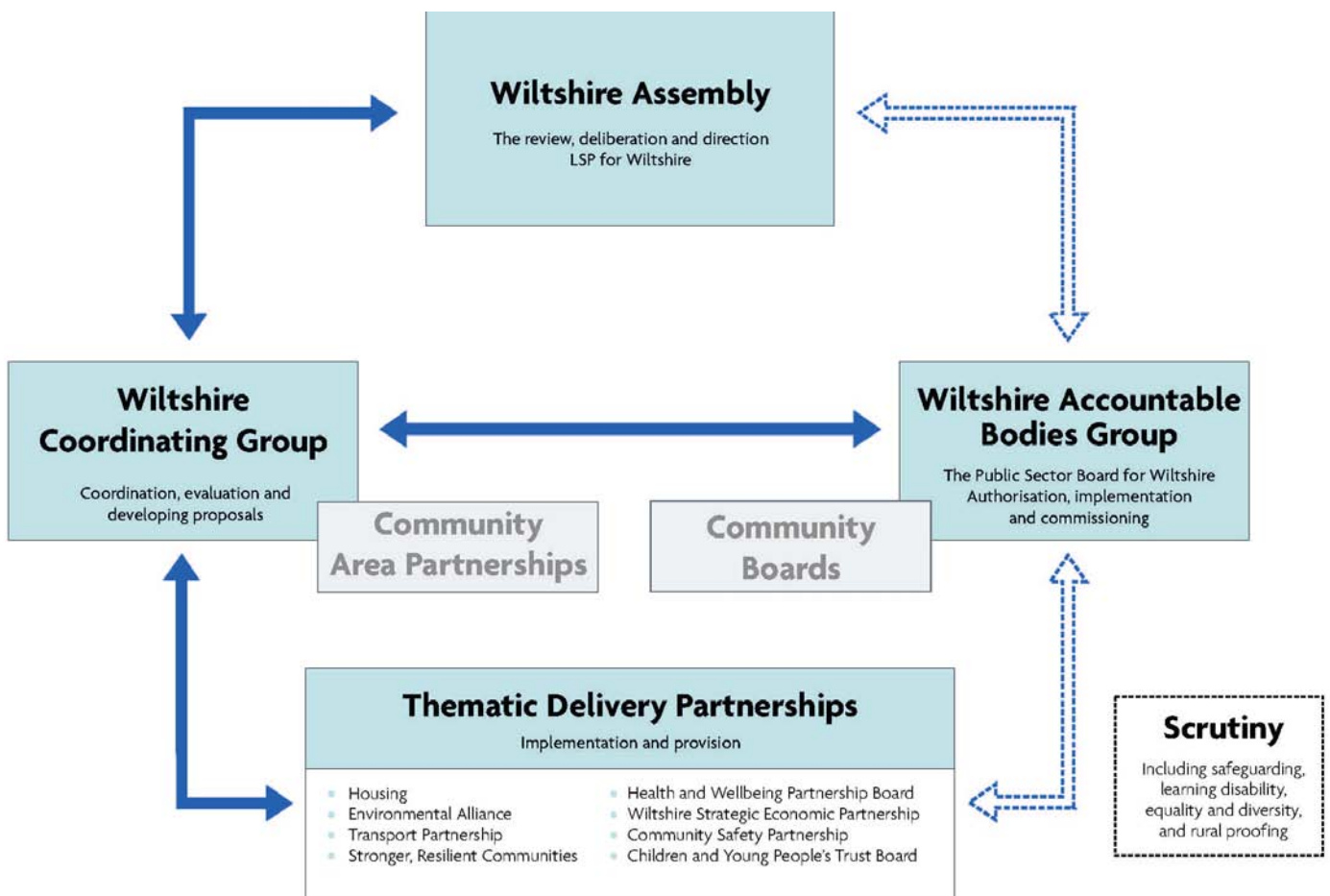
change, also influenced by examples of best practice in other areas and government guidance.

In October 2007, The Tavistock Institute were commissioned by WIP to undertake the second phase of the review, to result in implementation of agreed changes. For this, a project team was established to represent Wiltshire in the completion of the work. Membership included Wiltshire County Council, West Wiltshire District Council, South Wiltshire Strategic Alliance, Wiltshire Wildlife Trust, Wiltshire Strategic Economic Partnership, Wiltshire Police, Wiltshire PCT, Community First and Wiltshire Forum of Community Area Partnerships (WFCAP). Further consultation was undertaken with partners in WiSB, WiSBEx and representatives from the partnerships in various workshops and facilitated discussions. This section of the review concluded in an event for all partners on 6 June, where the new structures and ways of working were tested alongside a key shared priority for Wiltshire.

### What is the structure that has now been agreed?

As a result of the review and discussions, the ‘family of partnerships’ looks quite different to how it used to (fig. 1).

Fig. 1: Summary diagram of the new Wiltshire family of partnerships structure



In particular, three completely new main partnerships have been established:

***The Wiltshire Assembly:*** It replaces WiSB and the four existing district LSPs. Membership is wide and inclusive of elected members, officers and representatives of communities, organisations and sectors across the county, as well as relevant regional bodies. The chairman for the first meeting on 3 October 2008 is John Wraw, Wiltshire Churches Together. The Assembly will meet at least twice a year – the exact frequency is to be agreed. Main duties include hosting the ‘state of Wiltshire debate’; considering issues, needs and progress; developing direction on the vision and ambitions for Wiltshire; and setting challenges for Wiltshire’s partnerships and organisations.

***Wiltshire Accountable Bodies Group:*** The Public Sector Board for Wiltshire - a meeting of the key public sector organisations that allocate significant resources to Wiltshire and are held accountable by government. The membership is predominantly elected Members and Chairs who have the authority to commit resources on behalf of their organisation. The group met for the first time on 22 July, chaired by the Leader of Wiltshire County Council, Cllr Jane Scott. Main duties include agreeing strategy and commitment from the public sector organisations, aligning resources and the LAA.

***Wiltshire Coordinating Group:*** A small, action focused working group which brings key topics together to develop, update, and coordinate delivery of the Wiltshire Sustainable Community Strategy and the Local Agreement for Wiltshire (including the LAA). Its membership consists of representatives from the Thematic Delivery Partnerships and a WFCAP representative for Community Area Partnerships. It met for the first time in July and was chaired by Keith Robinson, Chief Executive of Wiltshire County Council. Main duties include coordination and evaluation to join up cross sector and community needs and aspirations.

### **How do these arrangements correspond to Government guidance?**

The new structures have been set up with the future of closer working and community engagement - matters being highlighted by Government as the right way forward – in mind. The White Paper, Communities in Control – real people, real power, and related papers, provide statutory guidance for local authorities on implementing changes outlined in the Local Government and Public Involvement in Health Act 2007. Of course, there will be ongoing development within the partnerships and governance arrangements to ensure much of the guidance is applied where appropriate, but below are a few examples of measures already in place to achieve these objectives in Wiltshire, as outlined in the recommendations:

- The Assembly, as the LSP, is the forum for shared visions and priorities between local authorities, partner organisations, the third sector and a place to collectively hear the voice of community representatives.

- An extended list of organisations with a ‘duty to involve’ beyond that included in current legislation to be adopted, to include Police Authority, JobCentrePlus, Probation, Regional Development Agencies and Youth Offending Teams. The Wiltshire Assembly already includes many of these organisations on its membership.
- The LSP should “include some form of executive board, able to take strategic decisions underpinned by the main thematic partnerships” (Creating Strong, Safe and Prosperous Communities – Statutory Guidance). The Assembly has two direct links with such groups –the Coordinating Group (strategic planning and management of projects with the Thematic partnerships) and the Accountable Bodies Group (allocation of resources and commissioning of services), ensuring clear and focused roles for the members attending the groups.
- Wiltshire (County) Council, as the responsible authority, will provide leadership through the definition of priorities and overseeing delivery (linking to the Coordinating Group). The authority is also responsible for the development of the Sustainable Community Strategy (SCS) and LAA.

With the first meeting of the Wiltshire Assembly, the new structure has now been implemented at the top level. Other partnerships – thematic delivery partnerships, community area partnerships and area boards - are at different stages of implementation, with some existing without change or as amalgamations from the previous structure, and some still to be created. As Wiltshire moves forward to a new scheme of local government and stronger partnership working, partners should find themselves better engaged with the Wiltshire communities and working closer with other organisations.

## **2. Wiltshire's first Local Area Agreement 2007-2008. Final Report - July 2008**

### **Summary**

Wiltshire's 2007/08 Local Area Agreement (LAA) has been a positive experience overall for Wiltshire. It has stimulated partnerships and promoted some cross cutting working.

Of the targets set for the first year, approximately 71% were achieved.

Lessons identified from drafting, delivery and performance management of the LAA have been taken forward into the new Local Agreement for Wiltshire (LAW), which includes the Local Area Agreement (LAA).

### **Introduction**

This report gives a summary of the outcomes of the 2007–2010 Local Area Agreement (LAA). The full version of this report is available at <http://www.wiltshire.gov.uk/laa-final-report-final-version.pdf> and contains annexes which give details for each of the block outcomes, describe the overall outcomes of the block and the legacy which these outcomes have had within the new LAA/Local Agreement for Wiltshire (LAW).

### **Background**

The Wiltshire Local Area Agreement 2007-2010 was an agreement between Wiltshire and central Government on the delivery of partnership arrangements to the benefit of service delivery, overseen by the Wiltshire Strategic Board. Wiltshire's Local Area Agreement was signed in March 2007 as part of the third and last round of a national roll out and sets out delivery plans and did, in part, address issues raised within the Sustainable Community Strategy for Wiltshire.

Although the agreement did not attract new funding, it presented an opportunity to consider the county's partnership arrangements and strive to improve delivery. As required by government, the agreement was broken down into blocks. The blocks were:

Children and Young People	Environment
Economic Development and Enterprise	Healthier Communities
Older People	Strong Safe Communities

It was expected, at the time of signing, that the agreement would be in place for three years, with a 'refresh' each autumn. However, the national LAA regime has changed to such an extent that the new LAW/LAA is a new agreement rather than a refresh of the original LAA. This means that the LAA reported upon here ended on 31<sup>st</sup> March 2008.

## **Overall Performance and highlight successes**

Over all of the 223 targets in the LAA for the first year only,

### **71 % of targets were achieved**

16.5% of targets partially achieved

8.5% of targets were not achieved

3.5% of targets had unknown outcome

### **A selection of some of the successful outcomes**

- Multi Agency Risk Assessment Conferences (MARACS) to aid victims of domestic violence meeting are occurring regularly, supported by multi agency training.
- The number of completed alcohol campaigns in workplaces has exceeded the target.
- There has been a significant increase in numbers attending Substance User Screening Tool (SUST) training.
- A new community transport hub has been launched in Malmesbury
- 74 (31%) schools have achieved Platinum Smoke Free Award
- The LAA process has helped the Wiltshire Biodiversity Forum to consider its priorities and work programme, and helped to identify needs
- The performance at the Household Recycling Centres continues to be high
- Engagement with WiSB public sector organisations, which is critical for the basic skill LPSA project, would not have been possible without the LAA and support from partners
- A Time Bank co-ordinator has been appointed to co-ordinate Wiltshire's first Time Bank
- A Direct Payment Sub Group has been formed to increase number of people receiving direct payment
- The main success of the Stronger block has been from the process itself, which has brought together a wide range of stakeholders from across the public and voluntary sectors, helping to raise communication and partnership working to new levels within and between the sectors
- The military – civilian study, whose outcomes will be far-reaching and will impact across the whole LAA, is underway
- £250,000 has been secured from Sport England, matched by local partnerships, for sport and physical activity projects

### **Why some targets were not achieved**

Some targets were not achieved. There were a variety of reasons for this:-

**Causes external to Wiltshire County Council** – There has been some changes in national context for targets and some instances where central government has not provided baseline data or targets as expected

For example:

- the legal minimum age at which tobacco can be bought in England and Wales was raised from 16 to 18 years in October 07, this changed the target setting relating to number of prosecutions arising from sales to underage young people
- there has been changes in the way in which Child Health data is collected which have meant targets, as drafted have been difficult to report against directly
- two Safer targets, the Home Office did not provide targets as expected
- increased number of immigrants nationally may affect the number of jobs available which may in turn influence number of NEETS

**SMART target setting** – some ‘targets’ were included in the LAA with the intention of being changed into SMART targets following further work, for example

- targets to establish processes,
- targets which could not be reported against within timescale
- targets were not meaningfully measurable

### **Development and Implementation - Lessons Identified and how used in 2008-2011 LAA & LAW**

Many of the lessons identified relate to setting good quality targets in a partnership context. This is made easier under the new 2008-2010 LAA because the performance indicators were based on the 198 NIS. However, there was still a clear responsibility to ensure the targets agreed are realistic and achievable.

The performance of the 2007/08 LAA has been reported quarterly to WISBEx, plus exemption reporting if needed, supplemented by the Half Yearly report which was submitted to WISBEx and GOSW. The experience of this has been used to inform the development of performance management arrangements for the new family of partnerships, including the roles that the thematic delivery partnerships play in those new arrangements.

### **Conclusion**

Overall the 2007-2011 has been a valuable experience for Wiltshire. It has improved cross partnership working and had provided a good foundation upon which to develop the new Local Agreement for Wiltshire.

**We wish to record our thanks to all those who have actively participated in the development and delivery of the LAA, especially block leads**

- Children and Young People – Linda Cox, WCC
- Economic Development and Enterprise – Caroline Lewis, WSEP; Alistair Cunningham, WCC and Debby Skellern, WCC
- Environment – Simon Smith, WCC
- Healthier Communities – Maggie Rae, WPCT/WCC and Sarah Fussell, WCC
- Older People – Liddy Davidson, AC and Heather Ludlow, WCC
- Safer Communities - Lynn Gaskin, WCC
- Stronger Communities – Margaret West, VAK and Niki Lewis, WCC

### 3. Priorities from Voting Exercise - WiSB Annual Conference 2007

Attendees were asked to circle the numbers next to the five issues which they consider should be priorities for action by the Wiltshire Strategic board and its partners over the next three years. The options were summaries of the 'aspects of Wiltshire life [which] are not currently sustainable' as identified in the agreed Wiltshire Sustainable Community Strategy – September 2007.

65 forms were completed. Only issues which received 10 or more votes are included below.

- |          |  |
|----------|--|
| 50 votes | ● Lack of affordable housing (*)   |
| 29 votes | ● Predicted service capacity issues for health and social care, particularly due to aging population   |
| 20 votes | ● Issues connected with rural access to services<br>● Current pressures on hospitals and PCT's, linked to NHS resource issues, restructuring and policy changes (*)      |
| 18 votes | ● Skills mix not fully meeting employer needs – high numbers with poor basic skills or not having appropriate qualifications   |
| 13 votes | ● Levels of personal debt<br>● Lack of resources to invest in sustainable transport solutions (*)<br>● Reassure public about crime, drugs, and anti-social behaviour (*) |
| 12 votes | ● Local services still not sufficiently customer-focused   |
| 11 votes | ● Improving activities for teenagers   |

Note: \* denotes a key public concern, as evidenced by community plans and Department of Communities and Local Government Household Survey 2006.

## 4. The second Local Agreement for Wiltshire (2008-11)

### Q: What is the Local Agreement for Wiltshire (LAW)?

The Local Agreement for Wiltshire (LAW) is an agreement between organizations in Wiltshire to take action over the next three years to improve the quality of life in Wiltshire. It includes within it an agreement between Wiltshire and central government, the local area agreement (LAA). This sets out targets for improvements that are important to both Wiltshire and central government

### Q: How will the Local Agreement improve life in Wiltshire?

The aim of the agreement is to help organisations in Wiltshire to work together to support communities and develop services for Wiltshire people. It includes organisations from the public, voluntary and business sectors, such as the County and District Councils, the Primary Care Trust, Police, Fire, and many voluntary and community sector organisations such as Community First and Wiltshire Wildlife Trust.

### Q: What is included in the agreement?

A wide range of activities, services and projects are planned which will make a significant impact on achieving the big ambitions for Wiltshire. There is more information about the big ambitions below. By including things in the agreement, partners in Wiltshire are signing up to make a difference.

### Q: How will the change to One Council for Wiltshire affect the Local Agreement?

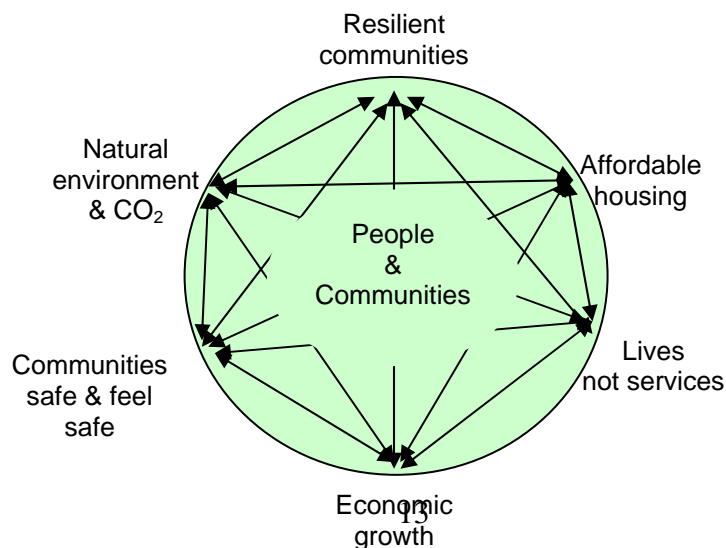
The Local Agreement starts before the change to one council for Wiltshire and continues until 2011 and its aims are closely aligned to the vision and values of the new council.

### Q: What will happen in my area?

Different things will happen in different areas based on the needs of local communities. The Ambitions were based on Wiltshire's Sustainable Community Strategy, which reflects the priorities in local community plans.

### Q: Where can I get involved and find out more?

The latest information is on Wiltshire County Council's website, [www.wiltshire.gov.uk](http://www.wiltshire.gov.uk). Alternatively ring the Performance and Risk Team at the County Council on 01225 713094.



## A summary of Wiltshire's big ambitions for the future & Actions in the Local Agreement

### **Resilient communities**

- Support communities to help themselves
- Encourage local people to be more involved in local decision making,
- Work together to build a vibrant, strong and influential voluntary sector
- Improve educational attainment and activities for young people

### **Affordable Housing**

- Significantly increase the number of affordable homes
- Reduce the number of homeless people by offering genuine housing alternatives
- Develop homes that are environmentally friendly and can support independent living

### **Lives not services**

- Support more people to have independent and fulfilling lives as part of their local community, including appropriate health and social care services
- Support individuals, families and communities to improve outcomes for children and young people
- Enable individuals to make informed choices to improve their long term health and well being

### **Economic growth**

- Improve business productivity through innovation
- Tackle worklessness by raising skills and working with hard to reach groups
- Work with the military to assess the impact of the military changes on Wiltshire
- Broaden the employment base for the county, work with the private sector to develop work spaces
- Improve journey time reliability on strategic routes

### **Communities Safe and Feel Safer**

- Work with communities to provide re-assurance, improve neighbourhoods, and increase feeling of community safety
- Reduce re-offending by joining up services such as housing, education and health, and reduce alcohol related crime
- Tackle domestic violence
- Reduce the number of road traffic accidents in Wiltshire

### **Natural Environment and CO<sub>2</sub>**

- Tackle climate change by reducing carbon emissions through efficient energy use, transport, and reducing, re-using and recycling waste
- Encourage action by individuals, communities and organizations to adapt to climate change
- Promote a high quality, natural environment that enriches the lives of people by looking after the biodiversity and management of our countryside and by ensuring new developments are designed for greater community cohesion, greater physical and mental health, reduced crime and improved wildlife

## Other Information Available on the internet

1. The **LAW Summary**– a short version of the Local Agreement for Wiltshire, giving more details about actions planned, where the actions will happen, who will be most affected and which organisations and partnerships are involved.  
**AVAILABLE SOON**
2. **The LAW** – a full, detailed version of the Local Agreement for Wiltshire, which includes further details about the planned actions plus measures and targets which will be used to measure performance.

The full text of the LAW is available at <http://www.wiltshire.gov.uk/law-final-6th-june-2008.pdf>

## Want more information?

### Want to get more involved?

Contact the Performance and Risk Team, WCC:

*Sharon Britton, SD Performance and Risk 01225 713170*

*Karen Spence, Performance Manager 01225 713094*

*Annie Child, Performance Manager 01722 432317*

## 5. The Wiltshire Local Public Service Agreement 2005–2008

March 2008 saw the end of the Local Public Service Agreement (LPSA), which is a three year agreement with government to deliver 12 'stretch' targets that are important both to the local area and to government. Although 2007/8 was the final full 'year' of the LPSA, a few targets have not yet ended.

The government gave Wiltshire £1.2m of Pump Priming Grant to help us to achieve these targets and this has been allocated to the target areas. In addition, the government will pay Performance Reward Grant (PRG) up to £10.4m (£870k per target area) for those targets where we achieve 100% of the 'stretch' performance in the LPSA. If we achieve 60% of the 'stretch' we achieve 60% of the PRG – performance below 60% does not attract PRG. This is calculated for each target individually, and so we do not need to meet all targets to accrue PRG.

The targets set in an LPSA are challenging (*the performance expected is 'stretched' beyond what would otherwise be achievable*). It is understood that all targets may not be fully achieved, but that progress will be made on these difficult areas.

For Wiltshire, targets were agreed in the following areas:

**Target 1:** Improving the health and well-being of people in Wiltshire

**Target 2:** Supporting people at home to prevent hospital admission as a result of a fall

**Target 3:** Improving the safety of victims of domestic violence and their children

**Target 4:** Reducing accidental fires and arson

**Target 5:** Improving the basic skills of adult learners

**Target 6:** Improving school attendance

**Target 7:** Reducing the amount of household waste generated

**Target 8:** Reducing homelessness among vulnerable young people

**Target 9:** Improved management of street scene

**Target 10:** Reducing Anti-social behaviour

**Target 11:** Improving the educational attainment of looked after children

**Target 12:** Promoting accessibility to Lifelong Learning and ensuring the improvements of the skills base in the workforce.

Many of these target areas have one or more sub-targets contained within them and in these cases the amount of reward grant will be decided dependant on the performance achieved for each sub target and the percentage assigned as part of the original agreement.

At the time of writing (mid Sept 08) 58% (seven) of the targets are completed in full and final results have been reported. Another four (33%) are complete but some final results are awaited (either survey based or school year based) and one target runs until January 2009. Based on the results received so far and estimated results of

those not yet available, it is currently anticipated that around 53% of the available PRG will be payable\*. This will be claimed in two phases, the first in Winter 2008/9 and the final in Winter 2009/10.

Overall the LPSA has been a great success, even in those areas where challenging have not been met considerable progress has been made over the three years of the agreement. These examples of multi-agency working have been built upon to form the current Local Area Agreement and much of the work is continuing in order to fully realise the improvements which were instigated during the LPSA.

\* It is important to remember that the nature of these targets(particularly those which are survey based) make it difficult to estimate final results and therefore this statement is an estimate only and should be treated with caution.

# Wiltshire County

## State of Wiltshire

### Population

The current age structure of Wiltshire's population is broadly in line with the nation and region. Since 1982 the percentage of young people (0-14 year old) has declined, whilst the percentage of **older population has increased**. This trend is set to continue in the longer term.

### Unemployment

Job Seekers Allowance (JSA) statistics show that Wiltshire has one of the **lowest unemployment rates in the country** at just 0.9%. However, there are a fair number of people who are not in receipt of JSA but who are technically unemployed and regard themselves as available for work should the right job opportunity arise. This includes a significant number of disabled people, older people or female 'returners' who would like to work after having children but have increased needs for childcare and flexible working. These 'hidden unemployed' represent a potentially underutilised source of labour and talent.

### Average Earnings

There is a marked difference between Wiltshire workplace and residence based earnings. Residence based data tells us what the residents of Wiltshire earn – they may work within the County's boundaries or they may commute outside the area to work e.g. to Bath, Bristol, Swindon. Workplace based data tells us about the economy of Wiltshire - it gives an indication of the earnings of people who work in the County but who may or may not live in the area. **In Wiltshire, residence based earnings are higher than workplace based earnings**. A lot of people commute out of the County for work and presumably in search of higher earnings.

### Household Income

Wiltshire is a relatively prosperous County; in fact, average disposable household income (in other words, the money that is available to households to spend or save after taking into account taxes, pension contributions, mortgage interest payments, etc) is not only **higher than the national average but is also the highest in the South West**.

### Deprivation

The Indices of Deprivation (ID) use a group of statistical indicators to rank areas which have a minimum population of 1,000 and an average population of 1,500, in terms of aspects of their deprivation. The latest ID (2007) shows that there are currently none in Wiltshire within the most deprived 10% nationally in terms of overall deprivation. However, there are pockets of deprivation which very often remain hidden because the individuals/families concerned are either dispersed or concentrated in small spatial scales. The **most prevalent form of deprivation in Wiltshire relates to rural isolation** i.e. geographic distances to services.

## House Prices

House prices in Wiltshire are relatively higher than the regional and national averages. Housing affordability is becoming an issue of concern for many Wiltshire residents.

## Single Households

In accordance with the national trend, about **17% of the total population in Wiltshire will live in one person households by 2026**. One person households, in general, produce more waste and use more energy than an equivalent member of a multi-person household.

## Educational Attainment

In terms of educational attainment, at **Key Stage 2, Wiltshire performs well** compared with the national averages for both English and Mathematics. Between 2001 and 2007, the literacy levels in Wiltshire consistently improved. Although numeracy levels have fluctuated, there has been steady progress since 2004. The County also has relatively high attainment rates for GCSE: the 2007 results reveal that a **higher proportion of pupils achieved at least five GCSE or equivalent at grades A\* to C** including English & Mathematics than the national average.

## Qualifications

Wiltshire has a **relatively well qualified workforce** when compared to the national averages. Nearly 30% of working age residents have degree level qualifications several percentage points above the national figure. Only 9% have no qualifications at all, compared to the national figure of nearly 14%.

## Employment

Wiltshire has a fairly diverse economic base although **Wholesale/Retail Trade and Real Estate Renting & Business Activities** are the sectors with the largest shares of total workplace employment, with 17% and 18% respectively. Manufacturing, Health & Social Work, Education and Hotels & Restaurants also have a significant presence in the County. Agriculture & Horticulture has very a small share of workplace employment with just 4%.

## Crime

Wiltshire has one of the lowest rates of recorded crime in the country; it is the **4th safest County in England & Wales** across 43 police forces (iQuanta, 2007).

## Public Consultation

The People's Voice (Nov 2007) found that there is a wide variation in satisfaction with the services provided by the County Council. **Respondents are most satisfied with Public Libraries** (78% say they are satisfied or very satisfied) and **least satisfied with Social Services for vulnerable children or families** (14%). The average satisfaction rating for the services listed is 34%.

The July 2007 People's Voice asked how respondents think the services in their local Community Area compare with those in other areas of Wiltshire. **Respondents from Wootton Bassett and Cricklade were the most positive and those in Tidworth are the most negative** about their areas. Overall respondents have a slightly

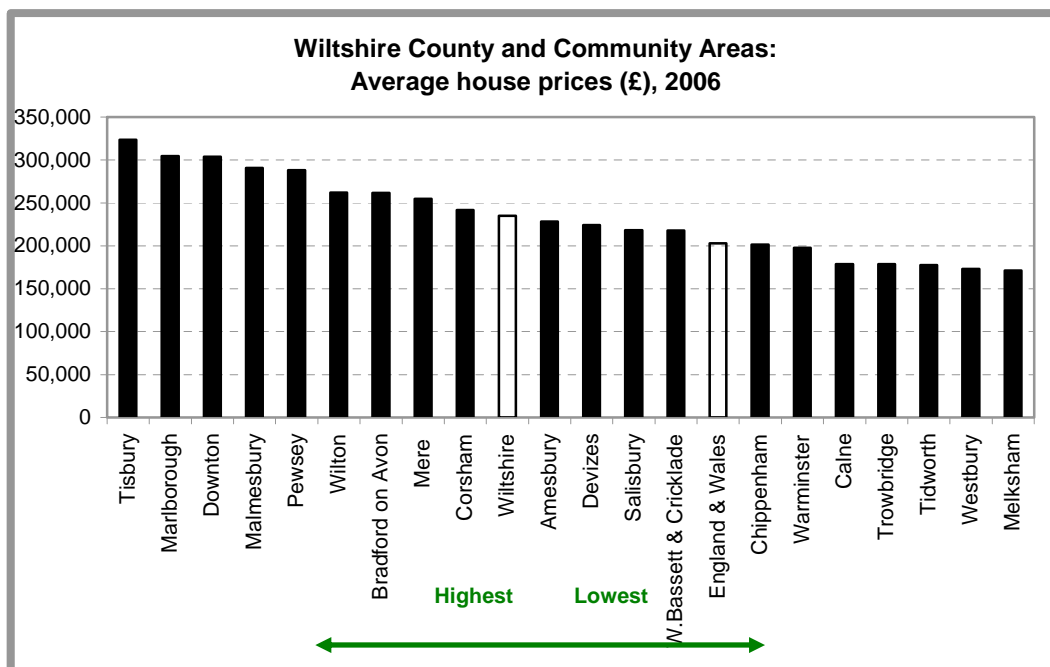
negative outlook and thought that other parts of Wiltshire had better services than their own.

The Autumn 2007 Tomorrow’s Voice survey found that **young people are very concerned about climate change** (53% of respondents agreed or strongly agreed with this statement); they also agreed that the actions of individuals can make a big difference in reducing the impact of climate change (65%) and that **walking or cycling to school or college could help reduce the impact of climate change** (75%).

The Tomorrow’s Voice (Autumn 2007) found that **only 7% of respondents would consider applying for a job in a local council**. The main reasons given for not considering local government as a career choice were that the “**work is boring**” (49%) and that they “don’t know what jobs are available” (45%).

The Carers’ Voice (Nov 2006) found that **carers are very concerned about the future**, for example 77% of respondents agreed with the statement “**recent changes to services have made me fearful of the future**”. Results also show that carers also feel excluded from the process of change: only 15% of carers agreed with the statement “I feel I have had enough opportunity to contribute to this process”.

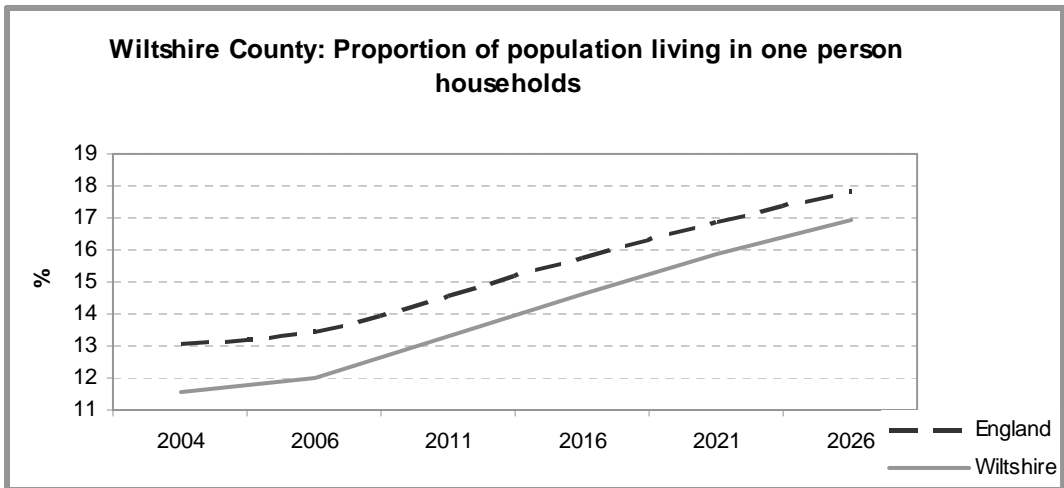
**Issue: High House Prices** **House Prices**



Source: Land Registry, 2007

- The average house price in Wiltshire in 2006 was £234,895, which was nearly 16% higher than the England & Wales figure of £203,024.
- Average house prices increased by around 230% from 1995 to 2006 and the gap with the regional and national averages has been widening steadily during this period.
- Higher than average house prices, coupled with lower than average workplace earnings, has resulted in high house price to earnings ratios. Housing affordability is therefore now a real concern for many Wiltshire residents who are contemplating entering the housing market for the first time.
- Of all Wiltshire Community Areas, Tisbury, Marlborough, Downton, Malmesbury, Pewsey, Wilton, Bradford on Avon, Mere and Corsham all had higher house prices than the Wiltshire average.

**Issue: Growth in single households**

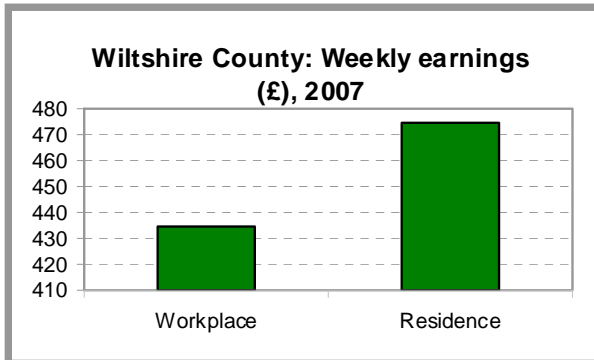


Source: Office for National Statistics, 2007

- In Wiltshire about 17% of total population will live in one person households by 2026.
- Taking one person households as a percentage of all types of households, then in Wiltshire this will be 36.8% by 2026. Nationally it will be 38.3%
- The increase in one person households has a number of implications for the delivery of services

## Issue: Gap between resident and workplace earnings

### Earnings

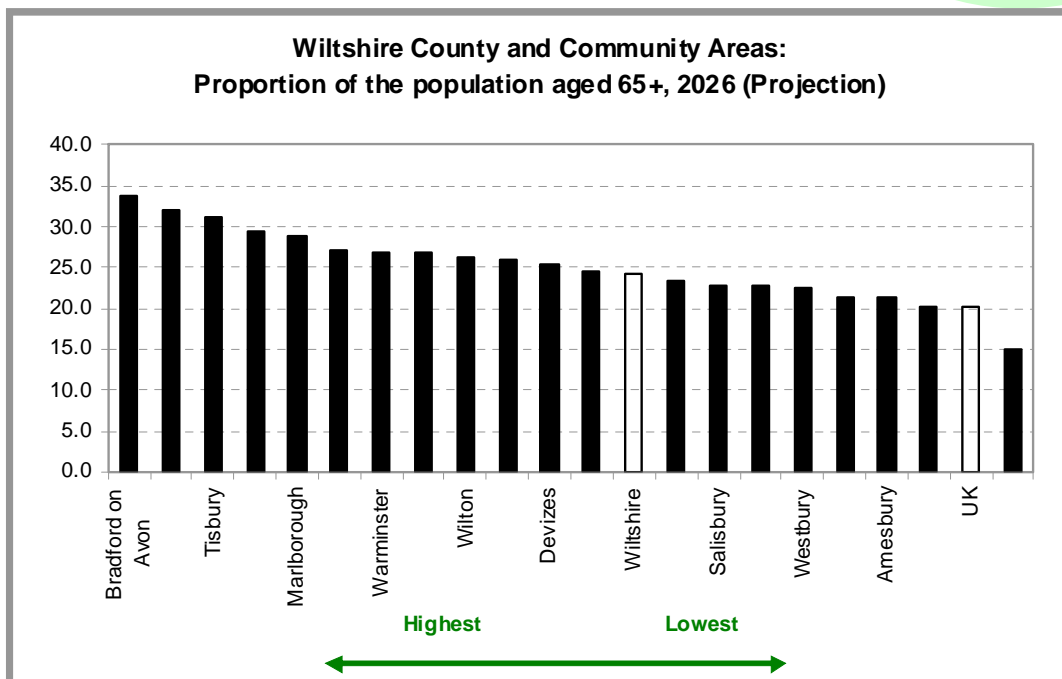


Source: Office for National Statistics. 2007

- There is a significant gap between residence and workplace median earnings.
- This is mainly down to highly skilled out-commuters who are able to earn higher salaries by working outside the County.
- These out-commuters probably have a higher living standard which in turn helps stimulate the local economy.
- However, the downside is that it may contribute to social inequality in the County including house price affordability.

## Issue: Ageing population

### Population

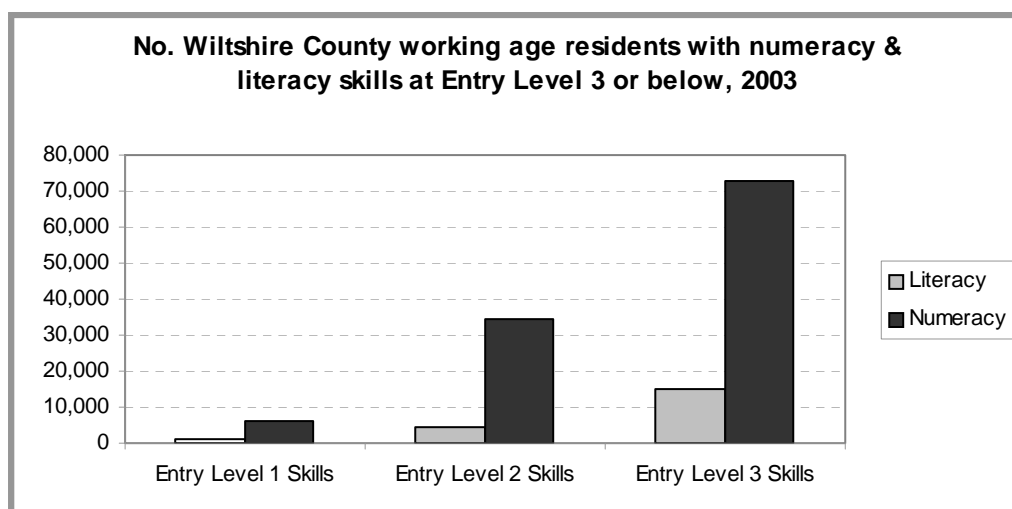


Source: Wiltshire County Council, Economic Regeneration & Intelligence, 2007

- The current age structure of Wiltshire's population is broadly in line with the nation and region. Since 1982 the percentage of young people (0-14 year olds) has declined in Wiltshire, in direct contrast to the older population (post working age). Both the nation and region have also seen the proportion of older people increase.
- Wiltshire County Council projections show that between 2006 and 2026 Wiltshire's population is set to grow by 11.3%. By 2026 Wiltshire's older population (65+) is projected to have risen to from 17.2% to 24.3% of the total population. By contrast, the working age population will have declined to 59.3%, from a 2006 figure of 64.3%.
- By 2026, over 30% of the populations of Bradford on Avon, Downton and Tisbury Community Areas (respectively) are projected to be over the age of 65.
- With an ageing population, increasing numbers of pensioners living alone and deteriorating health, there will be an enormous pressure on public sector resources to care for older people in the future. Many older people will live active and healthy lives and be active citizens contributing to their communities for many years, however, for the very old, there may be barriers which prevent them from accessing services, whether these are through poor finances, health or lack of transport. In addition, the incidence of dementia for over 85s is set to increase significantly.

## Issue: Literacy and numeracy skills

### Education



Source: Read Write Plus, Skills for Life Survey, DfES 2005

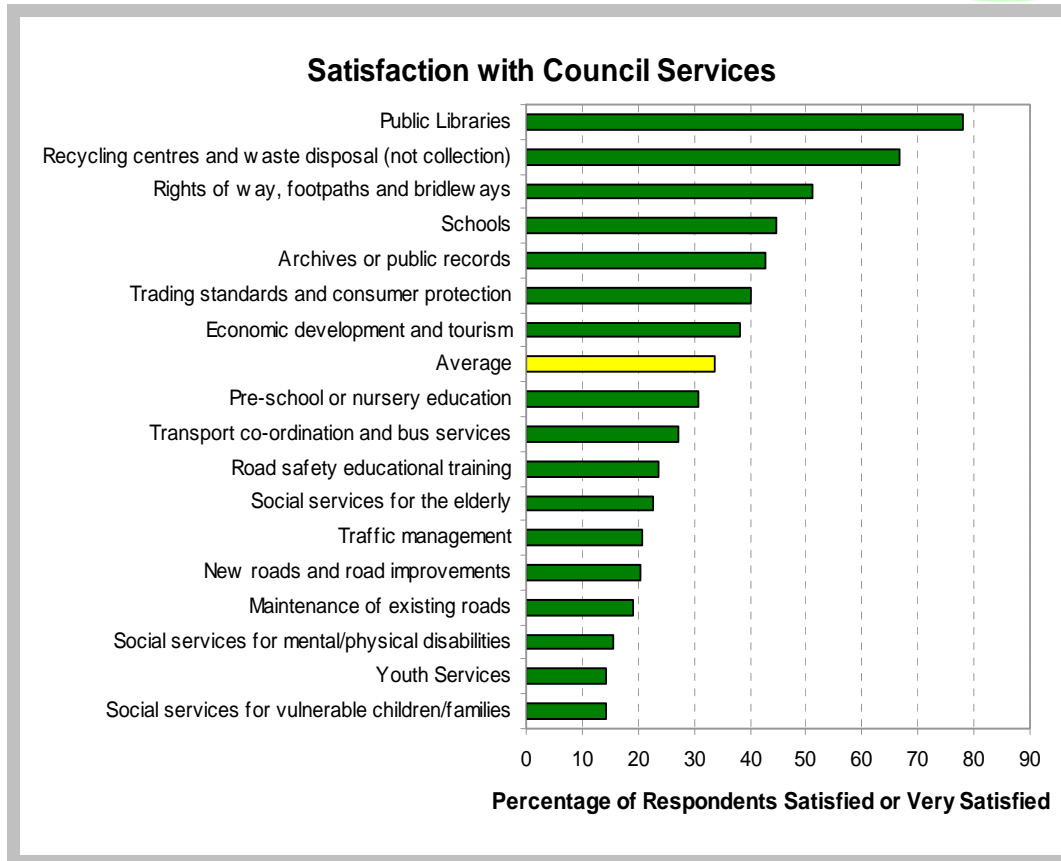
N.B. Entry Levels 1, 2 and 3 are below GCSE level and are broadly comparable with National Curriculum Key Stages 1 (seven yr olds), 2 (11 yr olds) and 3 (14 yr olds).

- Although Wiltshire's resident workforce overall skills profile is better than the national average, with a high proportion of graduates, there are still many people of working age who have relatively poor literacy and numeracy skills.
- Figures show that in Wiltshire, in 2003, there were 5,360 working age people with poor literacy skills and 40,325 working age people with poor numeracy skills. These people have the same or less basic skills than that expected of an 11 year old. These numbers suggest that in keeping with national trends, there is a definite requirement for basic skills training.
- Basic skills in the workplace are considered to be a fundamental aspect of personal development on which all further skills grow. Low literacy and numeracy skills have been linked to social exclusion and low incomes as well as contributory factors of low productivity and slow economic growth.

## Issue: Deprivation & access to services

### Deprivation

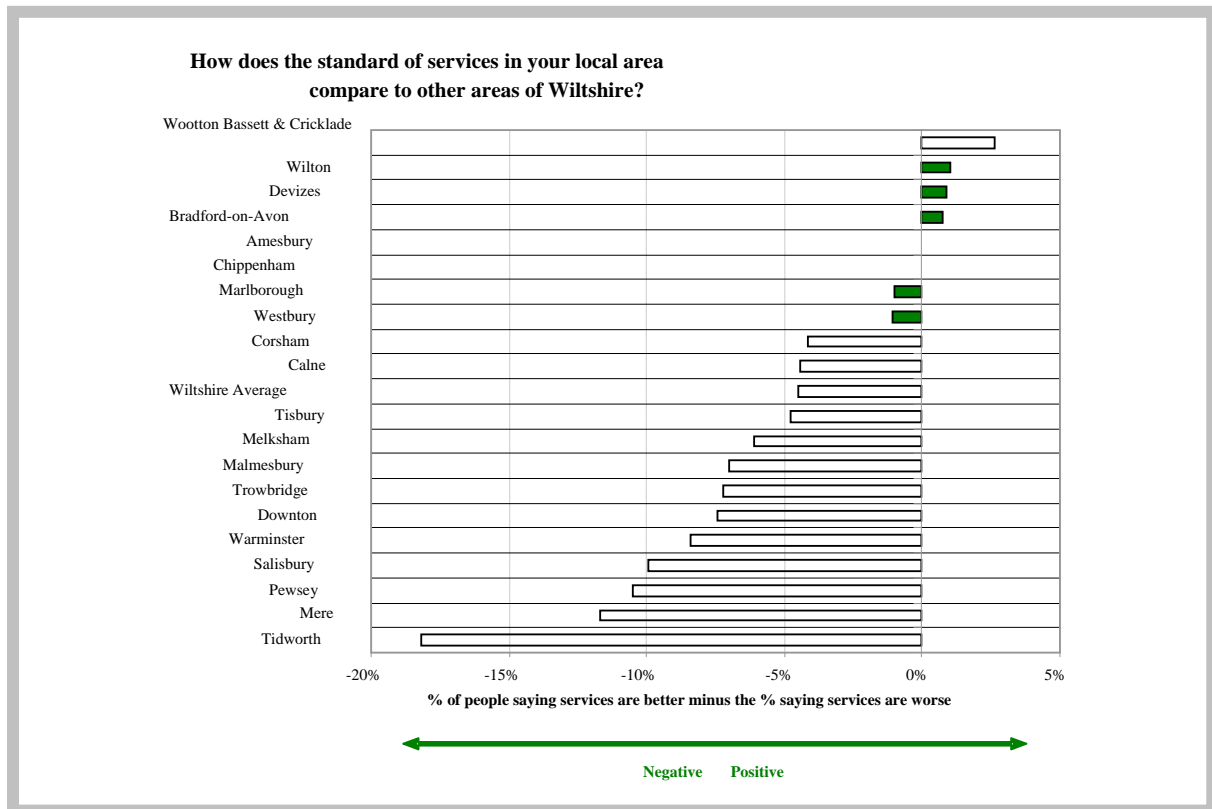
- According to the Department for Communities and Local Government's Indices of Deprivation 2007, the most prevalent form of deprivation in Wiltshire relates to geographic barriers to services such as GPs surgeries, general stores or supermarkets, primary schools and Post Offices or sub post offices; about 27% of the County's 281 LSOAs are within the most deprived 10% in England.
- Wiltshire County Council's Rural Facilities Survey 2005 shows that general food shops and specialist food shops have seen a gradual decline since 1976; 67% for general food shops and 55% for specialist shops. However, there has been recorded growth of 470% in mobile sales. The number of rural post offices has seen a large decline in the 1976 to 2005 period (195 to 96). This accounts for a drop of 66% of independent post offices and 45% of linked post offices. With respect to health facilities in rural areas, GPs' surgeries and clinics suffered losses in the late eighties and recovered by the late nineties. However, since then, they have begun to experience losses again. In the period from 1976 to 2005, the number of primary schools in rural settlements gradually declined from 155 to 119.
- There are various drivers that might continue to affect the changing scale and nature of the demand and supply of rural services, such as: demographic changes and the ageing population; increase personal mobility; ICT availability; cultural changes; central government policy on rural service delivery; and business competition. Service provision planning will have to consider these trends in order to ensure that the more 'vulnerable' rural residents not only have their basic services met, but are also able to have opportunities to choose to live their lives as active citizens in their communities.



- The November 2007 People's Voice survey asked how satisfied or otherwise panellists are with services provided by the County Council.
- Out of the list of services respondents are most satisfied with Public Libraries with 78% of respondents saying they are satisfied or very satisfied
- Respondents are least satisfied with Social Services for vulnerable children or families with only 14% saying they are satisfied or very satisfied. Youth Services and Social Services for mental or physical disabilities are also poorly regarded with satisfaction ratings of 14% and 15% respectively.
- The average satisfaction rating for the services listed is 34%.
- The percentages of respondents who are dissatisfied or very dissatisfied was also analysed. The highest levels of dissatisfaction are all transport and highways related:
  - Maintenance of existing roads 68%
  - New roads and road improvements 48%
  - Traffic management 47%
  - Transport co-ordination and bus services 35%

## Issue: Variation in Area Satisfaction

### Comparison of Community Areas



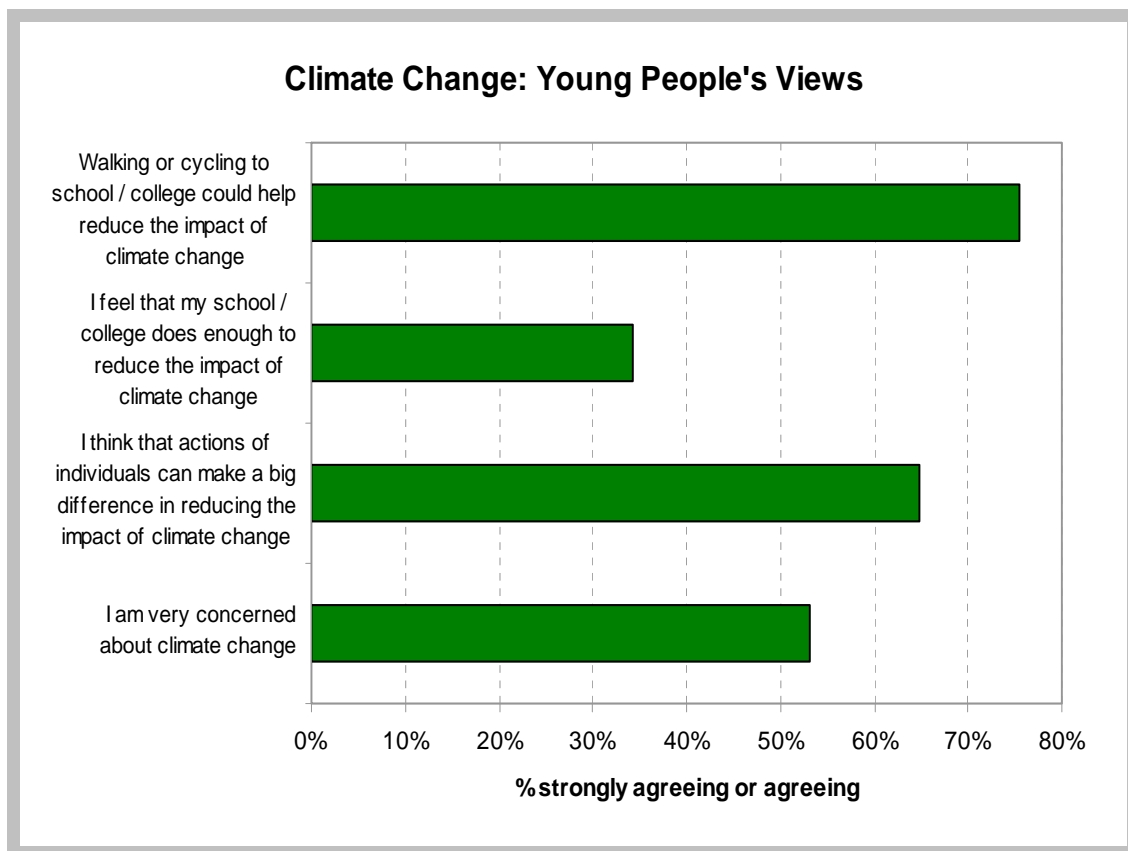
- The July 2007 People's Voice asked how panellists think the services in their local Community Area compare with those in other areas of Wiltshire.
- In general respondents are slightly negative about their local areas with more of them thinking the standard of services in their local Community Area is worse than in other areas of Wiltshire than those thinking the standard is better. In 4 Community Areas respondents are positive about service standards in their local area compared to other areas of Wiltshire:
  - Wootton Bassett and Cricklade
  - Devizes
  - Wilton
  - Bradford-on-Avon
- In contrast respondents from 14 Community Areas think their area is worse than other areas of Wiltshire. Of course, overall in Wiltshire the percentage thinking services are better in their area should equal the percentage thinking services are worse. However, this would assume that respondents have complete information

on the services in their area and in other areas, whilst in reality they rely on the local media and word of mouth for a lot of information.

- Respondents in Tidworth are by far the most pessimistic about their area with 21% thinking the standard of their local services is worse than other parts of Wiltshire.

## Issue: Climate Change – Is enough being done?

### Climate Change



- The Autumn 2007 Tomorrow's Voice survey asked about young people's views on different aspects of climate change.
- 53% of respondents agreed or strongly agreed that they are very concerned about climate change; only 13% disagreed in any way.
- 65% of respondents agreed or strongly agreed that actions of individuals can make a big difference in reducing the impact of climate change; only 14% disagreed in any way.
- 34% of respondents agreed or strongly agreed that their school or college does enough to reduce the impact of climate change; whilst 29% disagreed or strongly disagreed with this statement.

- 75% of respondents agreed or strongly agreed that walking or cycling to school or college could help reduce the impact of climate change; only 8% disagreed in any way.
- The same survey also found that overall only 10% of respondents said they regularly cycle to school. When given a list of suggested measures, to make young people more likely to regularly cycle to school the most popular was new or improved cycle paths followed by less traffic on the roads near school or college.