

In 2011 the Council and our partners took a bit step forwards together by signing up to One Swindon. It set out the shared principles, priorities and outcomes guiding our work together to realise local and lasting benefits for the people of Swindon. Two years on and I'm pleased to issue this second annual report on behalf of the One Swindon Partnership, which gives a summary of our key achievements and challenges.

I am also pleased to confirm that following an announcement by the Secretary of State for Community and Local Government at the annual Local Government Association conference on Wednesday 3rd July, Swindon has been selected as one of a handful of places across the country that is well placed to develop a successful community budget and will receive Government support to do so. Swindon was selected because of the strength of our partnerships and our track record of innovation.

This is good news for Swindon, as taking a community budget approach can help us to go further and faster in realising the benefits of One Swindon and transforming our local public services. It can do this by encouraging the Council and partners to share resources and find better ways of achieving outcomes for local people, particularly as we look to develop the economy, reshape adult demand, reduce re-offending, and strengthen families.

As we move forward with this exciting agenda, I intend to keep Elected Members, partners, officers, and local people informed through the Council and One Swindon websites.

Cllr David Renard,
Leader of the Council and Chair of One Swindon Partnership



Priority 1 – We can all benefit from a growing economy

Priority 1 Outcomes:

- More jobs are being created for more local people by more businesses of different types and sizes choosing to set-up and invest in Swindon
- People in Swindon have the right education and skills to compete successfully for job opportunities in our towns and villages
- Swindon's growing economy will benefit existing communities and businesses
- There will be further significant and visible improvement to Swindon Town Centre

Key achievements:	On-going Challenges
<ul style="list-style-type: none"> • Inward investment campaign launched • Business investment target exceeded • Revised draft Local Plan issued • Economic Strategy agreed • 91% of 16 and 17 year olds staying on in learning which is higher than the national average • Increase in the % of residents with a foundation degree or higher qualification • Highest adult employment rate in the south west • Employment & Skills Board established 	<ul style="list-style-type: none"> • Whilst the standards attained at age 16 by young people in receipt of free school meals are low and the gap with their peers is widening, we are introducing a number of new initiatives during 2013 which will help to start to address this gap. • Partners are working closely together to understand the leisure and culture offer in Swindon and how it may affect graduate recruitment

Highlights

- The campaign promoting Swindon as a location for new businesses has exceeded year end targets with a number of good quality enquiries and resultant business investments. The economic strategy has identified target sectors allowing for focused future marketing initiatives.
- The publication of the amended Draft Local Plan once approved will set out the framework to determine the size & location of key employment sites to 2026.
- The Council and Forward Swindon have visited and engaged with 71 of the towns largest employers to understand matters impacting the success of these businesses. Skills shortages & the town's image emerged as issues to be addressed to improve the environment for businesses in Swindon. Currently, adults in the working age population in Swindon have the best opportunity for employment in the South West. At 68.4%, Swindon's employment rate is the highest in the region.
- Educational attainment standards continue to improve on last year. The numbers of 16-18 year olds in education continues to rise also and is above the national average. During 2013 we intend to hold seminars with primary and secondary schools and further education colleges to learn from best practice in order to improve overall effectiveness and, in particular, to increase students' progress in mathematics.
- The development of a University Technical College specialising in Engineering, Business and Enterprise is progressing and the build contract has been let with work on the site anticipated to start in 2013. We are on track for opening in September 2014.
- Further progress has been made with the completion of the work on the Railway Station Forecourt, as well as the GWR tunnel linking the town centre to the Heritage Centre & Outlet Village. Work has commenced on the Kimmerfields site (Union Square) with the construction of the additional car park and supported housing units. A significant milestone also took place with the demolition of the former Regent Circus College.

Priority 2 – I like where I live

Priority 2 Outcomes:

- More People are proud of their neighbourhood
- Working together: people feel that crime and anti-social behaviour is being tackled
- Working together: our beautiful parks will be improved and maintained
- There will be targeted improvements on our roads

Key achievements:	On-going challenges
<ul style="list-style-type: none"> • 20% of Anti-Social Behaviour cases now dealt with by Neighbourhood Justice Panels (NJP) • Swindon identified as potential centre of excellence for NJP • Delivery of a £3.5m programme which included local road safety schemes and updates to footpaths, bus stops and cycle tracks 	<ul style="list-style-type: none"> • The challenge of increasing demand and reducing resources will require us to be innovative when setting and prioritising services. • The maintenance regime for the Parks was seriously affected by the adverse weather conditions last summer and caused delays in the implementation of schemes. This year we will work with partners to make us more resilient to adverse conditions.

Highlights

- Collaborative working between the Streetsmart Client Team and the Localities Team has resulted in dedicated Officers being responsible for an area. The Officers work with Members and local communities to help resolve issues that are a priority in their local area.
- Community activities have increased over the last year and include; organised litter picks, community action days, community speed watch and clean up squads in local parks.
- In the past year, Neighbourhood Justice Panels have been set across Swindon and include partners from Probation, Police, Swindon Borough Council, Elected Members and local volunteers. Performance has been so strong, that the Ministry of Justice is examining 5 success areas in the UK including Swindon and hopes to develop Swindon as a Regional Centre of Excellence.
- Although the weather last summer had an adverse effect on the maintenance regime in our parks and caused delays in the implementation of some schemes, the Splash Water Park at Coate Water was completed and saw heavy use in the first few months it was open, and was largely self-policing. The sale of Barbury Castle has now been completed and plans for the site are available to view at the Visitors Centre.
- We delivered a range of highways and transport initiatives including a £3.5m programme which included local road safety schemes, upgrades to bus stops, road and footpath upgrades to improve walking accessibility and a cycle track along Highworth Road. Schools were also given grants to improve cycle facilities to encourage more pupils to cycle to schools.
- As part of the Wiltshire & Swindon Road Safety Partnership which includes Wiltshire County Council, Swindon Borough Council, Highways Agency, HM Courts Service, Wiltshire Police and the Crown Prosecution Service, we are actively delivering a wide range of road safety education, training and publicity initiatives to tackle key casualty trends in Swindon. These include new young driver programmes The Honest Truth, DRIVEIQ and £60 subsidy for Pass Plus. The Swindon Safer and Smarter Travel team have also introduced SMARTroute, a new resource targeting the transition between primary and secondary education which covers walking cycling and bus travel. Forty schools are now engaged in the School Travel Ambassador programme which involves children and young people addressing road safety and travel issues in their communities.

Priority 3 - Everyone is enjoying sports, leisure and cultural opportunities

Priority 3 Outcomes:

- Improve health and well-being for all by widening participation in sports, leisure and cultural activities
- Swindon is a preferred choice for sports, leisure and culture
- All young people are participating and enjoying sports, leisure and culture

Key achievements:	On-going challenges
<ul style="list-style-type: none"> • Work with volunteer centre to promote and match volunteers to sports clubs • Widening participation and audience development work at the Arts Centre • Successful funding applications for the Streetgames, Youth sport Swindon and Tri-Active projects • Completion of Croft football and cricket facilities • Membership of Visit Wiltshire tourism partnership has given Lydiard House & Walled Garden increased coverage across the South West 	<ul style="list-style-type: none"> • Key challenges include how we share information to the widest possible audience and how we communicate using the latest technology and websites • Olympic legacy plan – capacity to deliver has been a major issue and work continues on a number of work strands to bring this work together.

Highlights

- The Swindon Olympic delivery programme at Wharf Green was a huge success. 54 clubs were involved in delivering 23 sports over the 16 days of the London Olympics. The Olympic legacy has been apparent in local clubs which have seen a sustained increase in memberships. The Torch Relay event held on 23rd May 2012 covered a route through many areas in Swindon culminating in a series of events at Wharf Green.
- Lydiard Park remains a key cultural and recreational site in Swindon and hosted a number of major events including; 4,800 entrants in the Cancer Research “Race for Life”, and the walled garden hosted the 3rd Royal British Legion Field of Remembrance. A mixture of cultural (Heritage Open Days), educational (Big Lottery funded Access to Nature Scheme with groups of Young Carers), horticultural (gardening workshops), and sporting/fitness classes saw an estimated 750,000 visitors in 2012-13.
- In Swindon and Wiltshire 1,018 people have registered as a Sport Maker with 306 having completed at least 10 hours volunteering in the sport of their choice. Sport Makers encourage and assist people new to sport to get involved. After 9 years of in-house delivery, the Swindon Half Marathon has been handed over to the British Heart Foundation.
- In spite of summer 2012 being the wettest on record the Big Arts Day was able to go ahead. Approximately 10,000 attended during the day with hundreds of local artists and performers of all ages taking part, and around 70 volunteers providing support.
- Community sporting events last year included Street Games (funded by the Big Lottery), Football in the Community and Twilight Centres which prioritise sporting activities for disadvantaged young people as well as offering practical workshops on CV writing and drugs and weapons awareness.
- There are, nevertheless, huge challenges ahead with decreasing levels of funding and the need to increase community capacity. With this in mind there has been an increasing focus on working collaboratively with local communities, the Localities Team and Partners including Police, Probation, Fire & Health to achieve better outcomes for the people of Swindon.

Priority 4 – Living independently, protected from harm, leading healthy lives and making a positive difference

Priority 4 Outcomes:

- Increased community involvement so that everyone is able to make a positive contribution
- More people feel in control at times of crisis, are protected from abuse and family breakdown and more resilient and more able to regain their independence
- People aspire to lead better lives and are benefiting from joined up services that are easy to access

Key achievements:	On-going challenges:
<ul style="list-style-type: none"> • The Health Ambassador team boosted their numbers by encouraging volunteers to come on-board as health champions • The number of mums' breastfeeding has increased significantly with breastfeeding prevalence at 6-8 weeks in Swindon increased by 7 percentage points from 40.5% in 2010/11 to 47.6% in 2012/13 • 21 schools have signed up to the national Food for Life Partnership award scheme that aims to embed a culture of healthy eating within the school itself and the local community • 54% of pregnant women had the flu vaccine last year which was the highest uptake recorded across the South West • This year the stop smoking service has helped over 1,200 smokers successfully quit and we have seen the number of people smoking reduce in Swindon to just over 21% • Swindon's teenage pregnancy rate remains below the England average 	<ul style="list-style-type: none"> • During these tough economic times ensuring that local people have help to be able continue to engage with local initiatives and feel able to make healthier lifestyle choices • More volunteers needed for a range of programmes, including Call-in-Time Project, time-banking. • More work needs to be undertaken to make sure that everyone who is eligible has the opportunity to have a personal budget • Obesity amongst children continues to be a local and national concern. Work is continuing to help schools and embed a culture of healthy eating.

Highlights

- Locality Leads and Facilitators have continued to work closely with elected Ward Members and Partners including Police, Fire, Probation and Health to 'go local' and work alongside people where they live, creating solutions together that support the aspirations of local people and families.
- Health & Elder Ambassadors support people on a one-to-one basis to make healthy lifestyle changes – particularly people who are more vulnerable and experience health inequalities. The team has been involved in a number of national campaigns including Ovarian Cancer awareness and the 'Let's Get cooking' project. They also work in partnership with Wiltshire Probation Trust which this year has seen 38 ex-offenders enrolling with the team for support on a range of activities.
- The "Call In Time" project is a three year partnership with Age UK and Zurich Community Trust for SBC employees to volunteer to take part in a telephone befriending scheme. The scheme aims to connect volunteers with older people in the community who feel isolated.
- Reablement is a service which helps people who have been in hospital re-gain skills they may have lost so they can live as independently as possible. The Reablement Service is now in its second year, jointly funded by SBC and Swindon Clinical Commissioning Group. 255 clients have been supported between April 2012 and March 2013, with an average of 60 reablement hours provided each day. Most of the people receiving reablement were not known to our services, which is in line with national average. Of the new clients that

make up 90% of people who received reablement, nearly three quarter (72.4%) of people needed no further services following their reablement services.

- In Swindon, fewer service users have personal budgets than in other areas of the country. National comparison against 2011/12 results show the average number of people who receive a personal budget was 42%. Over the past year we have increased the number of people with a direct payment / personal budget from 12.5% in 2011/12 to 23% this year.
- The multi-agency approach to the Swindon Safe and Warm Programme which includes Health and Fire means that households in fuel poverty can benefit from help to reduce their fuel bills, improve their incomes and better heat their homes. The systematic doorstep approach of this programme means that vulnerable and at risk clients can be referred to other service providers such as the Fire & Rescue Service, Falls Prevention and Carer support services and working with local GPs and pharmacists ensures that people with poorer health have access to the service. A home fire safety check is an opportunity for a risk assessment to be carried out in the homes of people we know to be most vulnerable and to assist them in safe independent living.
- Stopping smoking remains the single most important thing that anyone can do to improve their health outcomes. We have also seen the number of women who continue to smoke throughout pregnancy fall from 14.8% in 2011/12 to 13% at the end of 2012/13.

This Executive Summary is a small part of a much larger more detailed report. You can view the larger report which reminds us of the principles, priorities and outcomes on the One Swindon website at www.oneswindon.org.uk

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More information on One Swindon can be found at www.oneswindon.org.uk