



Our
Salisbury



Community
Area Plan

Our Salisbury Community Area Plan

Executive Summary

Our Salisbury Community Area Plan sets out the priorities, concerns and issues of the community of Salisbury. It draws upon a variety of consultations to deliver a picture of what matters to local people. It also goes on to describe some of the initial actions that need to take place to address the concerns and issues raised.

Our Salisbury Community Area Plan has been nearly two years in the making. When Salisbury City Community Area Partnership (SCCAP) was formed in April 2009 one of its earliest priorities was to lead the writing of the community plan. SCCAP is composed of volunteers representing the community drawn from local community groups, local organisations (e.g. the neighbourhood policing team, the city's cultural providers) and local councillors & local council officers.

This was the first strategic assessment of the issues and concerns of Salisbury City residents for over 7 years. SCCAP determined that the development of the Community Plan would be done in a measured and correct manner in order that the final plan is robust, founded in fact and credible to the community.

What emerges from the consultations is that there is no major problem which unites the community into action. However, there are many single issues of concern which affect different parts of the community and need to be addressed. These include:

- Lack of choice for young people entering post GCSE education
- Promoting and protecting our culture and leisure facilities

- Tackling anti social behaviour - both the perception of and reality
- Improving accessibility of services across the city
- Having a say about how planning decisions are made
- Promoting our own health
- The provision of more affordable housing
- Improving transport in and around the city
- Working with others to protect a greener, more sustainable way of life in the city

The Plan is divided into **7 Key themes**

- *Our Education and Lifelong Learning*
- *Our Housing*
- *Our Culture and Leisure*
- *Our Crime & Community Safety*
- *Our Health & Well -being*
- *Our Economy and Tourism*
- *Our Environment and Sustainability*
- *Our Transport and Accessibility*

For each theme in the plan there is a discussion of where we are now, what the consultation and analysis has told us and what actions the community of Salisbury can take to address the issues. Most importantly, we also consider who should be undertaking these actions as partnership and team working will be vital to success in solving the problems the plan has identified.

The Background to the Community Plan

With the formation of Salisbury City Council in April 2009 and the introduction of Wiltshire Council's area community governance model, it was timely that the needs of the Salisbury City Area were re-assessed. Since April 2009 the City has been served by the Community Area Board, the Community Area Partnership and the City Council. There has been a consistent drive from the Community Area Board for the Partnership to produce a Community Plan that the Area Board can use to develop an understanding of the City's issues and therefore a focus for its resources. The City Council has been happy to support the development of the Community Area Plan as it will be directly beneficial to the Council, allowing it to understand its population more closely.

Previously Salisbury District Council had produced an Area Plan and Salisbury's latest version dated from 2004-2009.

The Community Area Plan (Plan) has been produced by SCAAP, which is directly funded by Wiltshire Council and indirectly in kind by Salisbury City Council and various Voluntary and Community Sector organisations.

With the Plan in place we hope that it will provide a framework or outline within which local partners can work together to achieve common aims and goals. We hope that this will be a realistic set of ambitions which can be achieved and which will inspire others to get involved in local community issues.

The Plan is for all of us who live, work and play in "Our Salisbury".

Introduction

Salisbury, located in the south-east corner of Wiltshire, is the largest settlement in the County with a population of some 41,146.

With a Cathedral and its proximity to the internationally famous World Heritage Site of Stonehenge, Salisbury is a very popular tourist destination. As well as these two world famous landmarks, Salisbury's attractive medieval city centre (laid out in its original grid system), popular twice weekly market and plentiful museums and attractions provide a wide range of things for visitors to see.

Salisbury is an area steeped in history. Standing on the northern edge of the City is Old Sarum which is the original site of "old Salisbury". It began life as a Neolithic community, around 3000BC and soon after the Roman conquest it was settled by them and became a trading post. On the Roman's departure, it was refortified by the Saxons and became a royal estate. After the Norman invasion, Old Sarum was further developed with the construction of the inner defensive ring and went on to become a royal palace with an impressive cathedral within its defensive walls. In the 13th century the Bishop of Old Sarum moved his Cathedral to its present site on the water meadows and the modern City of Salisbury was founded.

The City became a centre of the medieval woollen trade due to the sheep farming on Salisbury Plain and the City grew rich on this. The City expanded as a centre of trade and a market was established that still exists today. Features of this trading can be seen in the structure of the Poultry Cross standing just outside Salisbury's large market square and in street names such as Butcher Row.

Today, Salisbury is an important centre of business, leisure, retail and services. It provides a great deal of employment and serves a wide catchment area made up of many of the surrounding smaller towns.

With its fine old houses, particularly those in the Cathedral Close, it is easy to view Salisbury as a very affluent place.

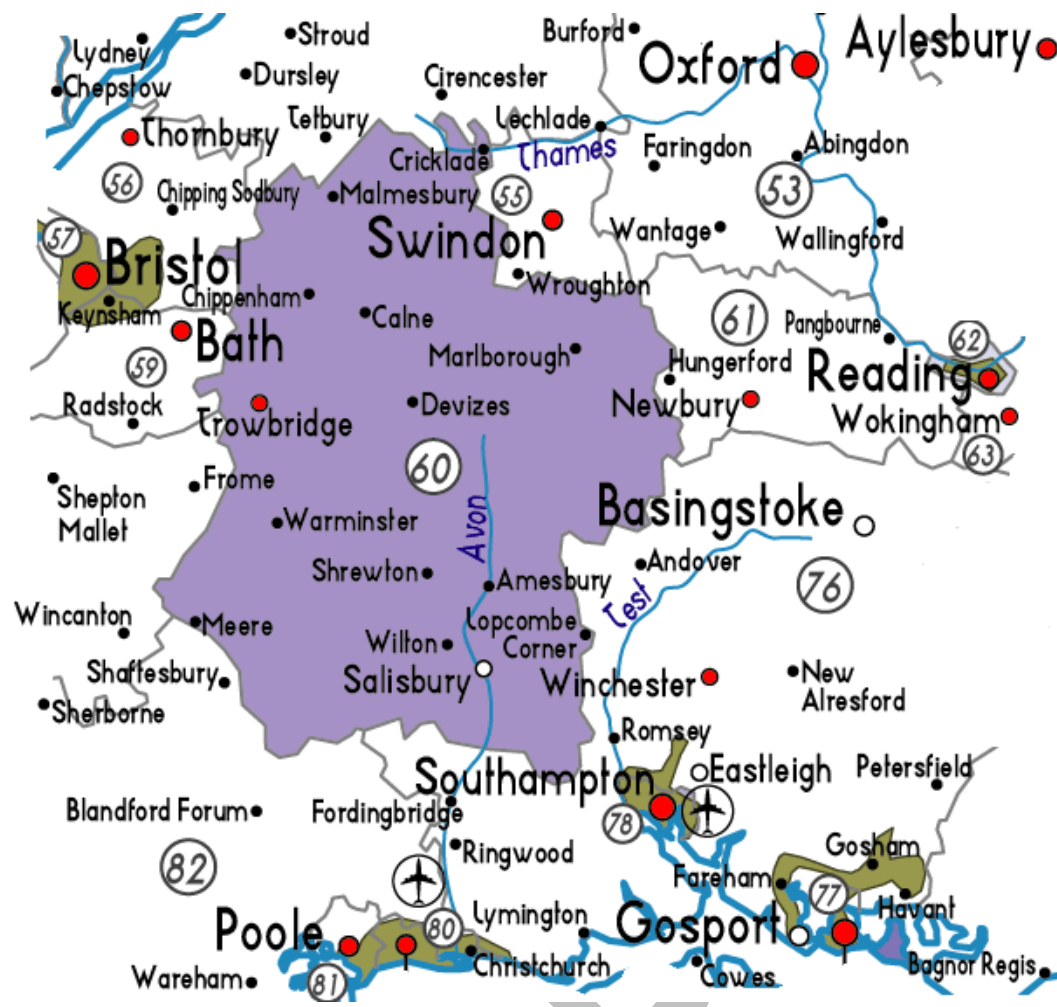
However, data from the Index of Multiple Deprivation 2007 shows there are pockets of deprivation in Salisbury which are among the most deprived in the County.

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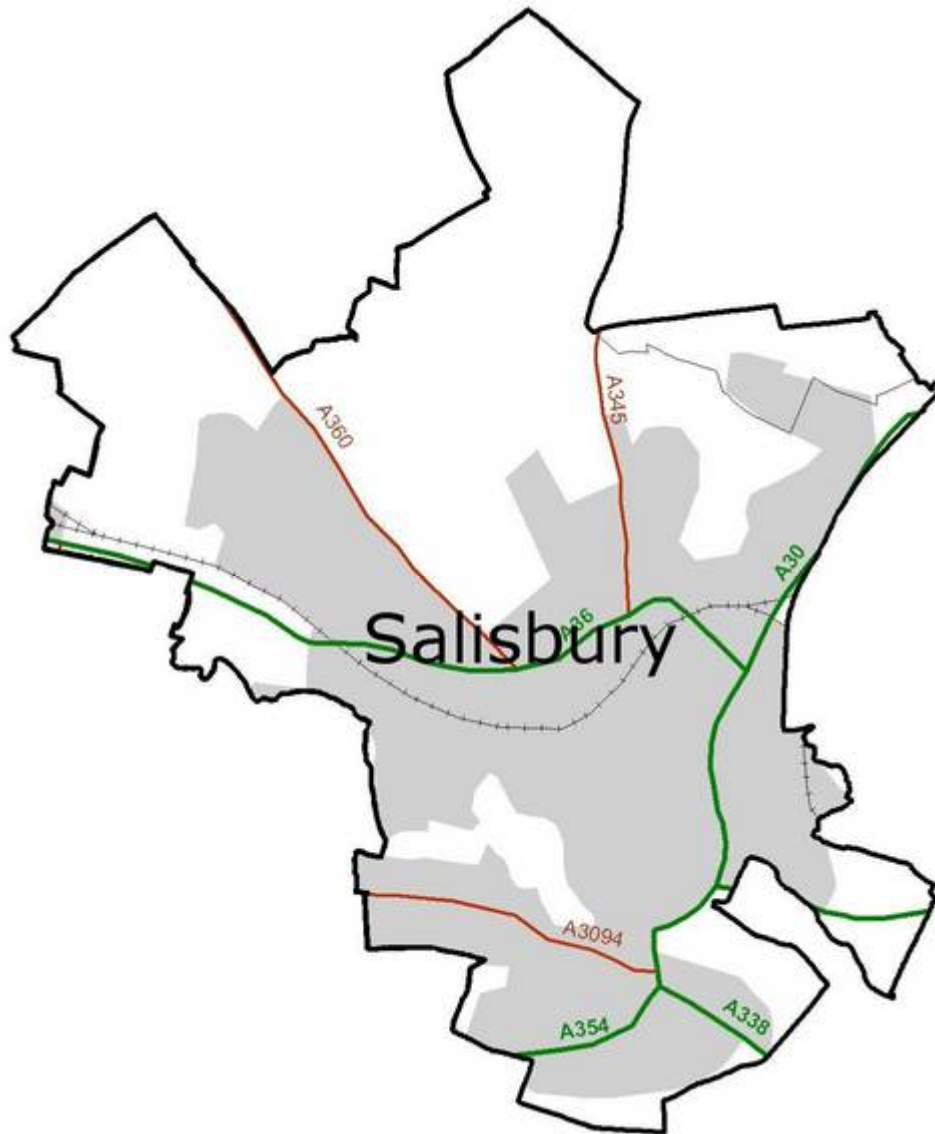
Where are we?



Salisbury is in Wiltshire in the south of Great Britain. Wiltshire is a very rural county with some affluent areas together with many pockets of deprivation.



Salisbury is a city in the south-east corner of Wiltshire in the South of England. It has a population of some 41,146 and is famous for its cathedral with the tallest spire in England, as well as its close proximity to Stonehenge.



Salisbury City Community Area covers the electoral divisions of Bemerton, Fisherton & Bemerton Village, St Paul's, St Edmund & Milford, St Martins & Cathedral, Harnham, St Marks & Bishopdown and St Francis and Stratford.

The Process

The Salisbury City Community Area Partnership grew out of the South Wiltshire Strategic Alliance when the Wiltshire Council Unitary authority came to power. "Our Salisbury" has a steering group which co-ordinates activities. The full partnership events and themed groups are open to anyone who is interested in Salisbury. We also have representatives from the police, fire and rescue services, health services, local parish councils (Salisbury and Laverstock) and the Area Board present at our meetings.

Aims of the Partnership are to:

- Promote economic, social, health and environmental well being
- Work with local communities
- Be a "voice" for local people living and working in Salisbury
- Coordinate and move forward the Community Plan
- Create themed Project Groups in partnership with local organisations
- Liaise with the Area Board

We were tasked by Wiltshire Council to produce a community plan and have been working closely with Salisbury City Council on this project. This is what we did:

- An initial consultation took place asking 3 questions: What do you like about Salisbury? What don't you like about Salisbury? What would you like to see in Salisbury in the future?
- These open questions were used to write a full questionnaire covering 11 main areas.

- The steering group decided that in order to give everyone an opportunity to respond to the questionnaire we would have it delivered to every household in the community area. It could also be completed online via the Salisbury City Council website.
- We then put all the survey responses on to a database and analysed the qualitative and quantitative results.
- We combined our results with information gathered from other consultations such as those carried out by the NHS and the police authority.
- We decided that we should base the results around 8 main themes with cross cutting themes of young people, older people and families running through all areas.
- We then produced a draft of the plan and put the draft out for consultation.
- The final plan was then produced and some copies were printed for distribution. However, as this is intended to be a working document it will remain online for updating at regular intervals.

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Theme: Education and Life-long Learning

Introduction (Explanation of the Theme)

Education is not just about school, it also encompasses education out of and after school which we refer to as life-long learning.

Education opportunities are crucial for the continuing development of a healthy, open and prosperous society. Excellent educational services allow everyone to achieve their maximum potential and create an educated population and workforce to ensure the vitality of Wiltshire's businesses, communities and public sector bodies. Schools should be able to make sure every child has the opportunity to do their very best and get the skills they need to get on in life.

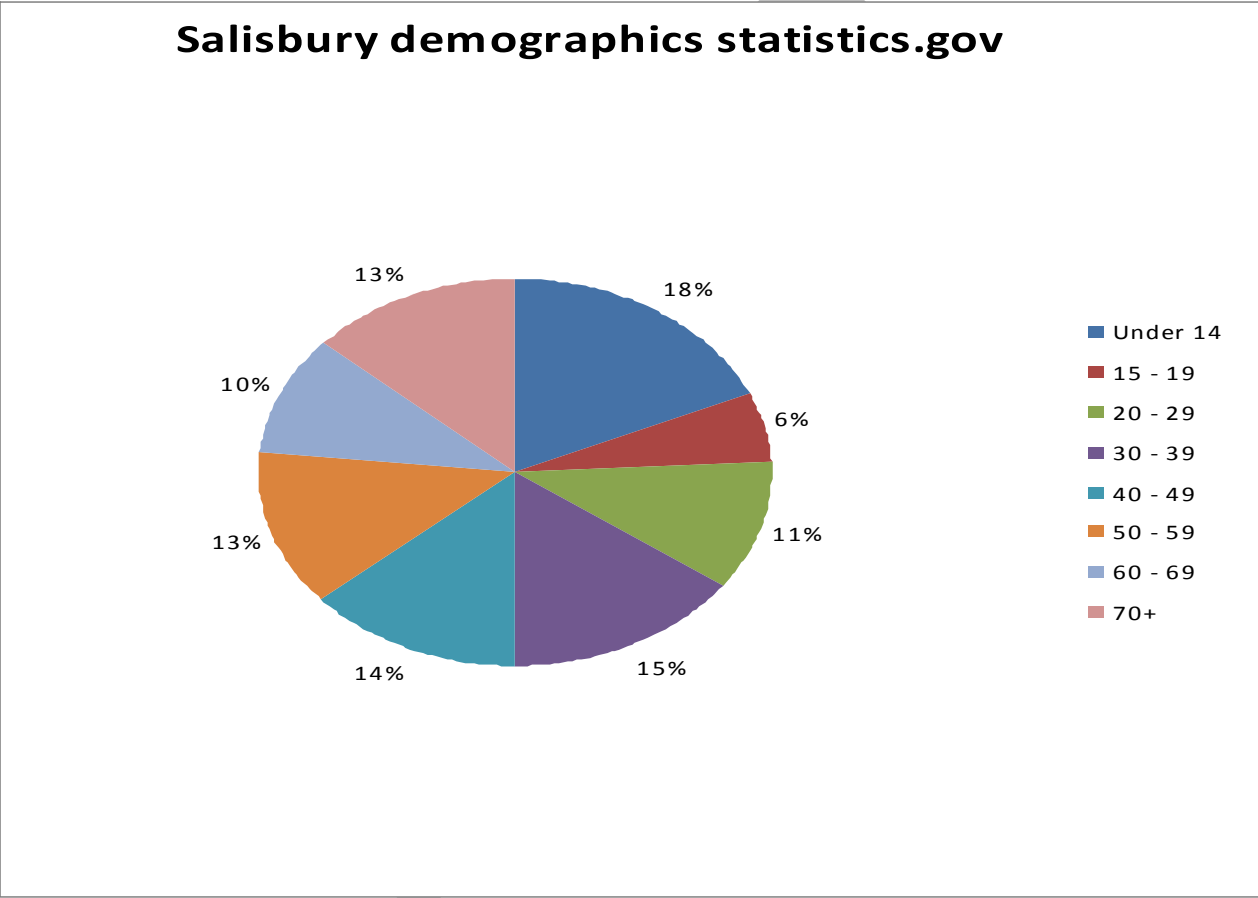
Education for life-long learning in Salisbury is provided by the public, community and private sectors. Learning, in all its forms, is nourished by the rich range of experiences that make up our understanding of the world and our capacity to engage effectively with it and each other.

Learning, in this context, is more than the acquisition of information. Life-long learning means learning to live well and to nourish resilient communities that can live sustainably and well.

Current Position (Facts)

As can be seen from the graph below, Salisbury's demographics influence the nature and priorities of education and life-long learning in the city. Almost a quarter of the population is under 20 years old. Over a quarter of the community is over 60 years old. These figures account in part for the number of our schools (listed below) and the

fact that our retired population plays a significant part in the three Universities of the Third Age (U3A) that serve our local communities.



Primary Schools:

- Britford, C of E Controlled Primary School
- Chafyn Grove School
- Godolphin School
- Harnham, C of E Controlled Junior School
- Harnham Infant School
- Leaden Hall School
- Salisbury Cathedral School,
- Sarum St Pauls, C of E Aided Primary School
- St Marks, C of E Controlled Junior School
- St Michaels, C of E Controlled Primary School
- St Osmunds, Catholic Primary School

Secondary schools for 11 - 18 year olds:

- Bishops Wordsworths Grammar School
- Sarum Academy
- South Wilts Grammar School

(The other secondary schools which serve the children of Salisbury are in the Southern Area rather than Salisbury City Community Area.)

Sixth Form College:

- Wiltshire College Salisbury

The college was formed in 2000 and is now, following the merger with Salisbury College in January 2008, the main provider of further and higher education in Wiltshire. It is based on four sites: Chippenham, Lackham, Trowbridge

and Salisbury. The college in Salisbury provides a Sixth Form Centre, offering A-level and BTec Courses. Further and higher level courses include:

- Full-time Further Education courses
- Full-time University Level courses
- Part-time Courses
- The College incorporates the Salisbury Art College and continues to enjoy a strong reputation for Art & Fashion.

Special Educational needs, disabled children and young people, young people at risk are served by the following:

- Exeter House School
- The Foyer and Pupil Referral Unit
- The John Ivie Centre (currently threatened with closure)

In addition to the above, educational opportunities are provided to young people by many organisations including:

- Home Schooling network
- Salisbury Outreach and Learning Opportunities group (SOLO) - a network of arts and cultural organisations providing education & learning for all ages
- Salisbury Cathedral
- Salisbury Museum
- Salisbury Arts Centre
- Salisbury International Arts Centre
- Voluntary sector e.g.
 - Young Carers (part of Youth Action Wiltshire) provides education and training
 - The Unit provides accredited training (SEQ Arts Award)
 - Youth Development Service provides informal learning through its youth centres

Pupils aged 16 - 18 attending Further Education & Sixth Forms in Salisbury:

2008/9 - 1387

2009/10 - 1300

2010/11 - 1204

What the analysis told us:

The Our Salisbury survey and public meetings have told us that the majority of people's needs are being met with the current pre-school, primary and secondary schools. Whilst the majority of respondents also feel that their sixth form requirements are being met, there are a large percentage of people who feel that those needs aren't being met completely: "Poor provision of post 16 A-level education outside of the grammar schools" and "Improve Salisbury College with more promotion/encouragement of academic courses to try to get more young people going there". In fact we know that a large number of students from Salisbury schools go on to sixth form studies in Hampshire.

The survey told us that there is a lack of suitable vocational courses, both full and part-time, and the needs of young people over 19 years old with disabilities are not being met. Nor are those with Special Educational Needs. Back to work skills and other work-related qualification needs are not being fully met and there is a lack of provision of English as a second language.

The biggest area of dissatisfaction appears to be the lack of a university in the area. It is perceived by some that this creates a gap in the labour market. 20 - 29 year olds account for only 11% of the population: "Once youngsters finish secondary school they mostly leave home to go to university or college and don't come back!" This is despite the fact that many of those currently in education are thinking about pursuing careers in Education, Health and Social Care, Science/Technology, Business or Agriculture; all of which are provided locally.

Surprisingly, only 13 respondents stated that their young people are thinking of a career in hotels and catering, despite the fact that tourism is a major contributor to the local economy.

Respondents wanted to see the retention or attraction of graduates to boost the local economy and interesting suggestions were made about establishing a specialist music and drama college using Salisbury's unique strengths in these areas.

Other forms of education which some people mentioned in the survey included:

- Open University
- Evening classes - creative and leisure/recreational
- University of the Third Age (U3A) for mature learners
- National Association of Decorative and Fine Arts Societies (NADFAS)
- Apprenticeships

It was also suggested that better transport links would enable people to travel around the county for adult education opportunities.

Actions from the Analysis

Action	Who will do the Work?		Timeline	How we will achieve or measure this
	Partners	Lead Organisation		
Share findings with Wiltshire College and work-related education providers in all sectors		SCCAP	Ongoing	SCCAP members will work with organisations and encourage more members to join us to pursue these objectives
Seek regular reviews with providers to monitor progress		SCCAP		
Help providers to promote what is on offer		Wiltshire Council Salisbury City Council SCCAP		
Encourage businesses and organisations in all sectors to offer vocational training e.g. apprenticeships	South Wilts Economic Partnership (SWEP)	SCCAP		

Encourage the take up of vocational and recreational courses on offer		Wiltshire College Voluntary Sector providers	Ongoing	SCCAP members will work with organisations and encourage more members to join us to pursue these objectives
Undertake wider consultation regarding the perceived dissatisfaction around the lack of university and whether this might be impacting on the local economy	Royal Society of Arts SWEP	SCCAP		
Ensure improved provision for people with disabilities		Wiltshire Council Voluntary Sector providers		

Our Housing

Introduction (Explanation of the Theme)

As with all cities it is important to maintain an appropriate mix between private and social housing. It is also essential to ensure there is adequate provision of affordable housing, to enable the local population to enter the housing market. As of October 2011 there are 4561 people on the Wiltshire Council's waiting list who wish to live in the Salisbury area.

In the 2004 - 2009 Community Plan for Salisbury, the then local authority, Salisbury District Council, pledged to negotiate up to 40% affordable housing provision on development sites coming through the Local Plan, to include a mix of homes for rent and shared ownership, for the City of Salisbury and immediate surrounding areas. The aim was to provide 429 new affordable homes by 2011.

Current Position (Facts)

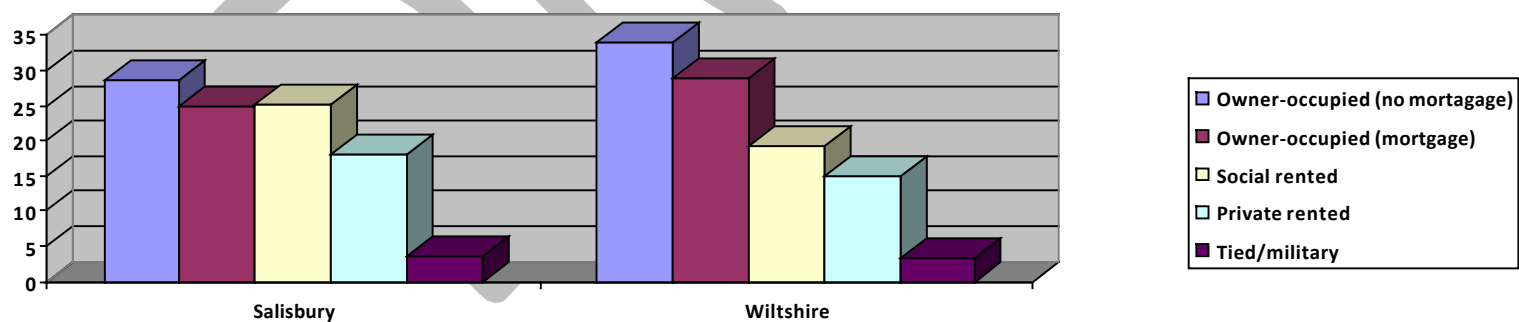
In today's economic climate it is nationally recognised that 38 is the average age of the first time buyer - and the typical deposit on a property is more than half the average household annual income.

In a recent housing needs survey completed by Wiltshire Council, Salisbury proved to be in keeping with the rest of Wiltshire in terms of tenure type, however there are fewer detached and semi detached dwellings, and more terraced houses and flats than in other areas. Salisbury has more units of one and two-bedroomed dwellings and fewer of five or more.

The table below shows gross housing need

Area	In need	No. of households in area	% of total households in need	% of those in need
Devizes	359	7303	4.9%	5.7%
Salisbury Plain	689	12620	5.5%	11.0%
Salisbury	699	21183	3.3%	11.2%
Trowbridge	537	15912	3.4%	8.6%

In terms of the proportion of all households in gross need Salisbury Plain has the highest figure with Salisbury City Area being of the lowest need. The tenure pattern for Salisbury indicates a fairly even split across the tenure types as illustrated below:



The tenure of Affordable Rent is to be introduced in the future

Average current house values in the area are as follows:

*	Salisbury	Nationally
1 Bed	£121,600	£146,100
2 Bed	£175,600	£158,200
3 Bed	£218,700	£184,100
*Source: Mouseprice proprietary data		

328 new homes have been built since 2009 of which 148 (approx 48% of the total) were affordable in the true sense of the word.

Should the Core Strategy for Salisbury be found to be sound, 3873 new homes are planned in the next ten years, 1549 of these being affordable.

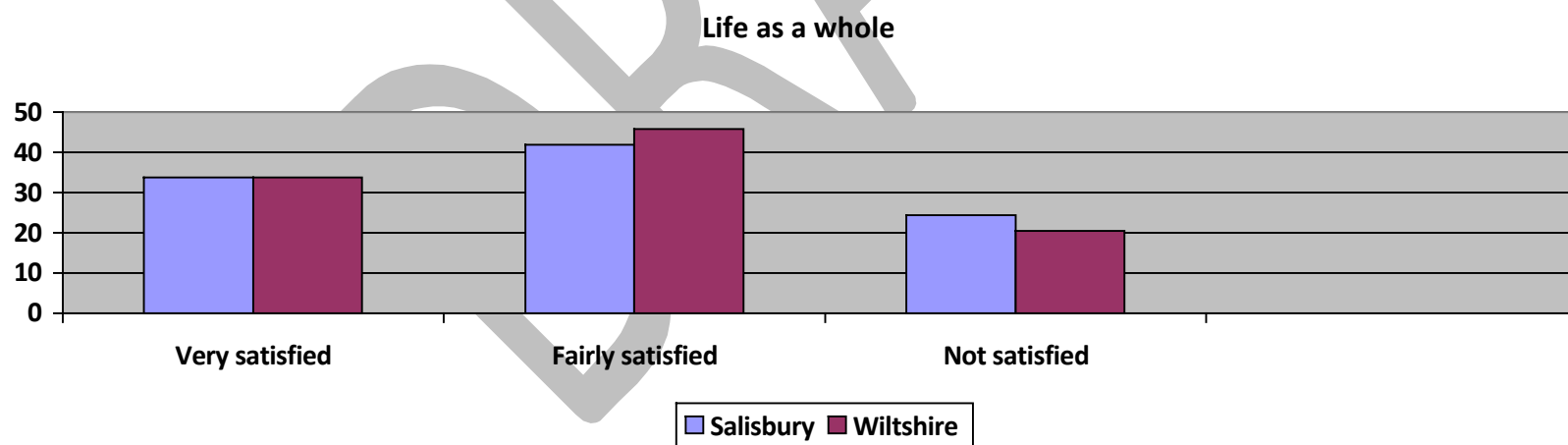
With changes in the national planning framework it should soon be possible for a community to produce neighbourhood plans which can gain primacy in the planning decision making process and this will be another important opportunity for local people to take control of the development process and help address their own needs in an appropriate manner.

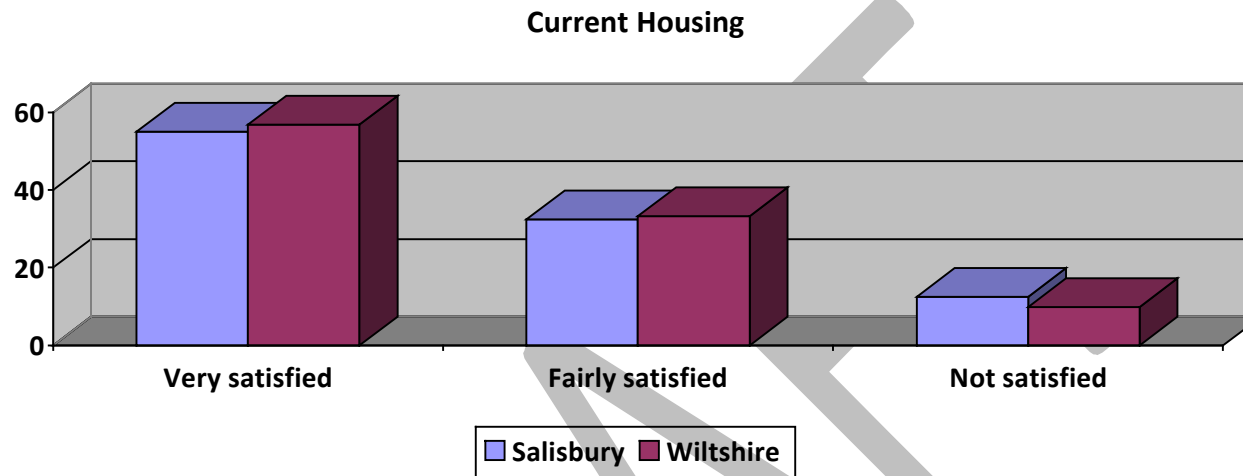
What the analysis told us:

Our survey and information from the Wiltshire Strategic Housing Market Assessment summary told us:

- 15% of family members had to move away from Salisbury because they could not afford to rent or buy property locally
- In those households which still have grown-up children living at home, the reasons for them living at home were:
 - 11% did not want to leave home
 - 9.5% cannot afford to leave home
 - 1.3% are saving for their first home

Satisfaction levels are as follows:





Neither our survey nor the WSHMA has specifically identified people living in poor or unsuitable housing – is this an area that needs further examination/ consultation?

Actions from the Analysis

Action	Who will do the Work?		Timeline	How we will achieve or measure this
	Partners	Lead Organisation		
SCCAP to be consultees in the current planning process in order to help ensure a minimum of 40% of new developments planned in Salisbury are for affordable housing	Wiltshire Council Salisbury City Area Partnership	Wiltshire Council	Ongoing	SCCAP - is included within the consultation process
To develop a working committee to ensure the community is involved with future planning of new developments in Salisbury and developing Neighbourhood Plans by continuing dialogue with Wiltshire Council Officers	Wiltshire Council - Housing Associations SCCAP Salisbury City Council	Wiltshire Council/Salisbury City Council	Ongoing	Existence of working committee and ongoing consultation and dialogue with all partners and community

Culture and Leisure

Introduction (Explanation of the Theme)

The well-being of a City depends on not just economic factors but also on the attitudes, aspirations and involvement of the people who live and work there. People need to have a balance in their lives between work, family, and personal needs and interests. Mental well-being is affected by cultural traditions and physical health.

The heritage of Salisbury is of considerable importance to the City and its people; associated with that is a strong tradition of involvement in the Arts at both professional and amateur levels. High quality performances and exhibitions encourage community participation and attract tourists and visitors from outside the City.

A good work/leisure balance is an important part of maintaining physical health. The provision of adequate and accessible leisure facilities for all ages is a vital ingredient in the well-being of a City.

Current Position (Facts)

Salisbury is well-served by the professional Arts.

Salisbury Playhouse provides well-attended, varied and high-standard theatrical performances, has a thriving youth section in Stage 65, provides facilities and support for community activities, and runs outreach and education programmes.

The Salisbury International Arts Festival is highly acclaimed as a provider of a varied programme of major live performances covering a wide range of Arts disciplines, many of them free to the public.

Salisbury Arts Centre also provides a broad programme of live performances and activities for smaller audiences, workshops and other educational activities for young and old.

The City Hall provides a large forum for touring bands, comedy acts, and community group performances and activities.

There are many amateur arts-centred community groups of varying standards who put on public performances, exhibitions and displays.

The Five Rivers Leisure Centre is a publicly funded swimming pool and fitness centre which is heavily used. There are also commercially owned fitness centres, two with swimming pools.

The City has a multi-screen cinema open all week.

There are several well-established sports and special interest groups.

There are various large and small open spaces around the City in public ownership and permanently open for public use. They have a variety of facilities including children's play areas, tennis courts, football/rugby/cricket pitches and a skate board park. Hudson's Field is a large grassed area, with an adjacent campsite, used for sports, and public events.

What the analysis told us:

26.3% are participants in a sport or fitness club, with a further 14.1% acting as an organiser.

14.7% are active participants in an Arts group, with a further 10.9% involved in an organisational role.

Over 70% attend one or more drama, cinema or music events every year, and over 60% attend local Festivals.

Over 60% participate in at least one Arts event each year.

However, 53% spend leisure time outside Salisbury at least once a month.

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Actions from the Analysis

Action	Who will do the Work?		Timeline	How we will achieve or measure this
	Partners	Lead Organisation		
Support Arts and culture organisations to retain existing grant funding for the Arts from public bodies				
Promote opportunities for young people to get involved	Unit/Playhouse etc	The Unit?		
Encourage the provision of more public art and sculpture	Developers/local authority/businesses			Encourage developers to include SCCAP in consultations and planning
Encourage and support more events and workshops during Summer holiday periods for families and children	Local authority/arts providers/community groups/churches			
Work with the local authority to improve the affordability of swimming facilities for residents				Liaison

Crime and Community Safety

Introduction (Explanation of the Theme)

We may come across many terms that define 'Crime and Community Safety' and each agency that works in this area has a slightly different slant on the work they may do, however for the moment this definition may go some way to define it.

Crime and Community Safety encompasses preventing, reducing or containing the social, environmental and intimidatory factors which affect people's right to live without fear of crime and which impact upon their quality of life. It includes preventative measures that contribute to crime reduction and tackle antisocial behaviour.

Community Safety is far more than Crime Prevention. Crime Prevention requires a 'whole of community vision' which is established from a sense of belonging and community wellbeing.

The objectives of this theme are to:

- Identify the real and perceived issues surrounding crime and community safety
- Identify local priorities regarding community safety
- Raise awareness of local strategies to reduce crime and anti social behaviour
- Promote involvement in partnerships within the community, the police, local authorities, business and other stakeholders in community initiatives

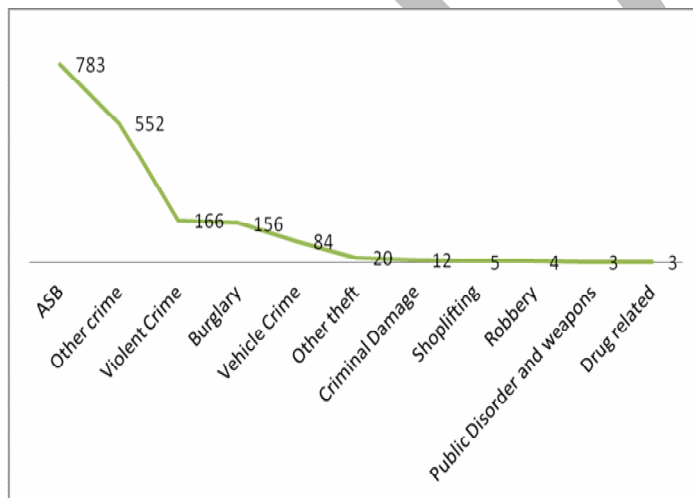
- Build upon Salisbury's existing strong foundations of community safety throughout harder to reach areas of the community by supporting existing programmes to reduce crime and otherwise engage those involved in anti social behaviour in order to positively influence attitudes and behaviour
- Ensure that no work is duplicated by liaising with other groups to develop a cohesive approach
- Celebrate the strong sense of Community Safety that already exists in Salisbury

Current Position (Facts)

In September 2010 the Wiltshire Community Safety Partnership conducted a strategic assessment of the area. As the assessment states Wiltshire, like most counties, has its own specific challenges to overcome in order to provide an increasingly safe and cohesive community for its residents. The assessment attempts to shed light on the most pressing issues that could threaten general wellbeing.

As a result of this assessment Salisbury has been identified as a one of three 'hot-spot' areas within the county that are absorbing an intensive amount of resources from police and other agencies and yet are still producing higher levels of crime and disorder than other areas. Of the total number of recorded crimes between 2009 and July 2010, 3146 occurred in Salisbury (15.2%), 2760 were in Chippenham (12.3%) and 3055 were in Trowbridge (13.6%)

The chart below shows crime figures for Salisbury Dec 2010 - Sept 2011

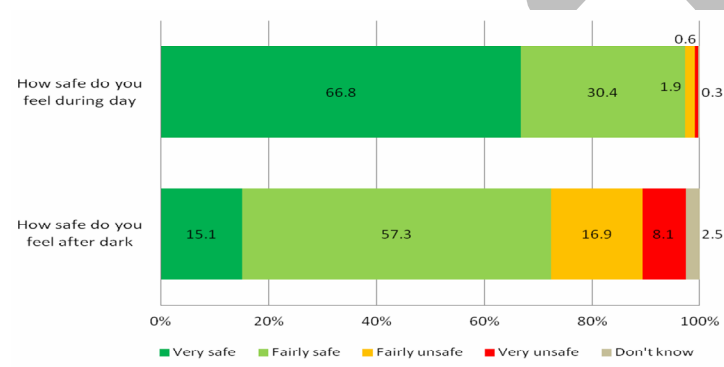


The conclusion of the partnership, having gathered and assessed all available information and considered key community safety issues both locally and nationally, is to focus on the following five priority areas:

- Anti-social behaviour and criminal damage
- Violence in the community
- Substance misuse
- Road safety
- Integrated offender management

What the analysis told us:

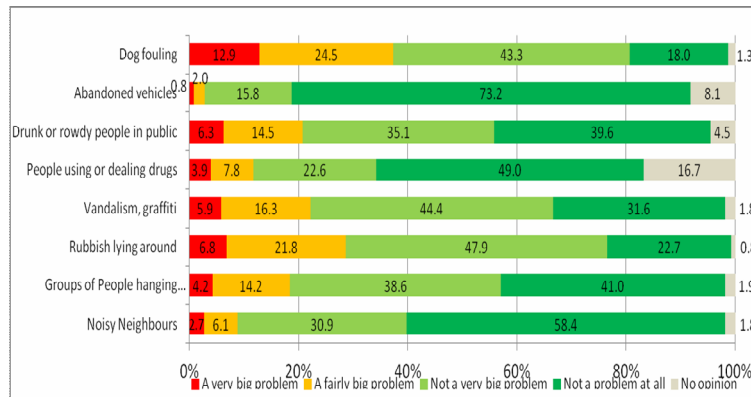
Overall, the sense of safety and low level of crime in Salisbury was not a major feature in what respondents liked about the City, but it was a major factor. This was equal for males and females.



There were some marked differences in responses from different aged respondents with younger and middle aged adults roughly agreeing, but people over 60 less so. The level of agreement was again matched fairly evenly throughout Salisbury but with slightly less from St Pauls and Bemerton.

Anti social behaviour featured as a higher priority in what respondents most disliked about Salisbury equal with parking, litter and the poor condition of roads and pavements, but less important than traffic and lack of shopping opportunities. This was equally reflected by both male and female respondents but was markedly higher from young people under 15,

Older people did not perceive anti social behaviour to be so much of an issue. Residents of Bemerton and St Edmund & Milford responded markedly higher than other areas whereas St Marks and Bishopdown, St Martin's & Cathedral and St Paul's perceived it as less of a problem.



A number of themes relating to community safety were listed in what residents would like to see in the future for Salisbury. Safer pedestrian areas were popular with adults and residents in St Edmund & Milford, better policing was a medium priority for older residents and those in Fisherton and Bemerton, less vandalism was important for young people under 15 and residents in Fisherton & Bemerton and improved street lighting/safety was important for young people under 15 and residents in St Marks and Bishopdown.

Actions from the Analysis

Our Salisbury will support the Crime and Community Safety Partnership and the Purple Flag group to achieve their objectives - a summary of which is attached as an appendix (see below)

Action	Who will do the Work?		Timeline	How we will achieve or measure this
	Partners	Lead Organisation		
Improve night time ASB by working with partners to achieve Purple Flag Status	Wiltshire Community Safety Partnership Wiltshire Council Salisbury City Council	Wiltshire Council	April 2012	Purple flag status achieved ASB rates lower
High Visibility Police Patrols - Mobile and on Foot		Wiltshire Police	Ongoing	Reduced incidents of ASB, Violent Crime and admittance to A & E.
Increased Police Resource at Payday Weekends		Wiltshire Police	Ongoing	Reduced Incidents of ASB, Violent Crime and admittance to A & E.
PCSO Hours increased to midnight		Wiltshire Police	Ongoing	Reduced incidents of ASB

"Bluz n Zuz"	Wiltshire Police, Chapel Night club, Wiltshire Council	Wiltshire Police	Third Thursday every month	Reduced incidents of ASB
Activities for young people at Grosvenor House		Wiltshire Council, Services for Young People	Currently open Monday & Wed, outreach workers work Thursday	Numbers engaged, Reduced incidents of ASB
Increased CCTV Signage		Wiltshire Council, CCTV	Completed	Reduced numbers of Crime.
Signage for Designated Public Place Order/alcohol control areas	Wiltshire Council, Wiltshire Police and Salisbury City Centre	Wiltshire Council	Re-launch December 2011	Reduction in Alcohol related incidents
Café for young people	Wiltshire Services for Young People, Chapel and Salisbury City Council	Salisbury City Council	TBC	Reduced incidents of ASB
Street Pastors		Street Pastors	Ongoing	Reduced Incidents of ASB, Violent Crime and Admittance to A & E
Shared radio links Pubwatch- Street Pastors - CCTV- Police		Wiltshire Police	Ongoing	Reduced incidents of ASB and Violent Crime.

Music Events at the Art Centre	Wiltshire Council, Arts Centre	Wiltshire Council, Integrated youth services.	Gigs are run bi-monthly	Reduced incidents of ASB
Improve travel links and services Look at designated driver scheme, late night buses and private hire	Wiltshire Council, licensing, Wilts and Dorset, taxi companies	Wiltshire Council, Licensing	To be reviewed as part of purple flag.	
Pubwatch	Salisbury Licensed Premises, Wiltshire Police, Wiltshire Council	Salisbury Licensed Premises	Monthly meetings	Reduced incidents of Violent crime, ASB and A & E admittance.
Accredited door staff		Salisbury Licensed premises	Ongoing	All door staff are highly trained, to deal with confrontational and difficult situations.
Multi-agency licensing visits	Wiltshire Council and Wiltshire Police	As per column 3	Routine inspections arranged.	
Safe Havens	Wiltshire Council,	Wiltshire Council	Pilot ongoing	Evaluation will be undertaken to assess success.
Safe Zones	Street Pastors, Wiltshire Council, NHS, Chapel	TBC	To be looked at as part of purple flag 2012	Reduced admittance to A & E

OOPPA - offence of persistently possessing alcohol in a public place - under 18s only	Wiltshire Police. Wiltshire Council	Wiltshire Police	Ongoing	Number of young people subject to OOPPA
CCTV Report		Wiltshire Council	Ongoing	Number of detailed reports how can we deal with ongoing issues collectively?
Neighbourhood Watch	Wiltshire Police		Ongoing	Number of schemes up and running
ASB Tools and Powers, warning letters, Acceptable Behaviour Contracts, ASBOs etc	Wiltshire Council, Wiltshire Police	Wiltshire Council	Ongoing	Reduction in ASB
Pedestrian only area	Purple flag steering group	TBC	Picked up as part of purple flag	TBC
Police Camcorders to capture incidents as they happen.		Wiltshire Police	Piloted in the summer	Clear evidence to support prosecutions.
Section 27, Violent Crime Reduction Act 2006 - Direction to Leave		Wiltshire Police	Ongoing	Number issued - reduced arrest rate.
Positive Police Arrests		Wiltshire Police	Ongoing	Number of arrests and re-arrests
Drink Banning Orders	Licensing tasking group	Wiltshire Police	Ongoing	Re-offending rates

Pubwatch ban	Salisbury Licensees	Pubwatch	Ongoing	Reduction in violent crime and ASB rates
CCTV Chaperone Service		Wiltshire Council	Ongoing	Improved public confidence
Positive media reports	Wiltshire Council, Wiltshire Police.	Wiltshire Council	Ongoing	Improved public confidence

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Health and Well Being

Introduction (Explanation of the Theme)

The World Health Organisation constitution defines Health as "A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

There are certain factors which make people healthy; these factors are called the Determinants of Health. The World Health Organization listed the following determinants:

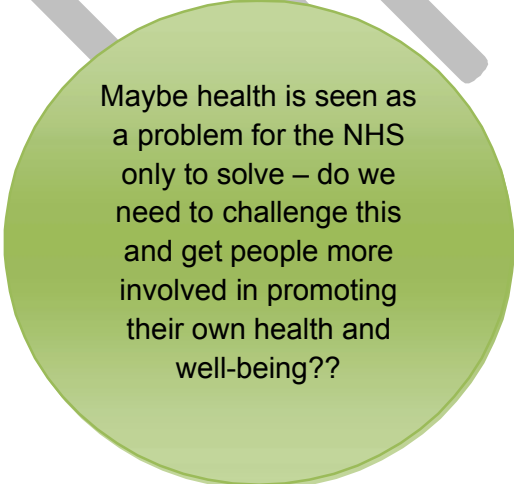
1. Gender - Males and Females vary in terms of acquiring diseases
2. Personal behavior and coping skills - People differ in terms of behavior and coping mechanisms
3. Culture - Beliefs, customs, and traditions could also affect health
4. Health Services - The accessibility of services provided for the community
5. Social Support - Health support from family, friends, relatives
6. Education - Low education equals poor health
7. Working Environment - People who are subjected to a health-risk in the workplace.
8. Social Status - With higher income rates, people can easily get quality medicines and health supplements
9. Genetics - Hereditary factors play a vital role in health
10. Physical Environment - Clean and Fresh Air, safe water and clean communities play an important role in maintaining health

Current Position (Facts)

JSNA 2009 Salisbury Community Area Summary:

- Salisbury Community Area has a resident population of 41,146 and has eight main GP surgeries and one branch surgery.
- In terms of deprivation, the Salisbury Community Area includes three Super Output Areas (SOAs) that are in the 20% most deprived SOAs in Wiltshire.
- It compares unfavourably (20th) among the 20 Community Areas for alcohol related hospital admissions, smoking prevalence and self-reported good health.
- It also compares unfavourably among the Community Areas for Disability Living Allowance (high claimant rate), purchasing of fruit; asthma and Coronary Heart Disease (CHD), admissions to hospital (high admission rate) and children's dental health (high number of decayed, filled or missing teeth).

The JSNA and the survey have highlighted different areas of concern. Whilst children's dental health was raised by the JSNA it has not been identified as an issue by the survey. As you would expect the survey has highlighted issues which contribute to well being and health rather than concerns over specific conditions.



Maybe health is seen as a problem for the NHS only to solve – do we need to challenge this and get people more involved in promoting their own health and well-being??

What the analysis told us:

- Most people (92%) are happy with the service provided by their GP; they can get to the surgery and they can get appointments when they need one.
- Most people (88.4) are happy with the service provided by their dentist, who wasn't too far away. It is easy to get an appointment and most people were able to get a place at an NHS dentist without a long wait.
- 15% of people who responded have an illness or disability which limits their activity
- Most people with an illness or disability find it difficult to access shops and public buildings (66% and 63%). They also find accessing entertainment, arts and leisure facilities difficult. Access to work and education are a problem for fewer people with disabilities.

We also know from the survey that people think:

- Salisbury is a place which generally enhances health but pollution from traffic is an issue
- The hospital is well served by public transport but a park and ride link would be useful
- An increase in cycling and walking routes would be beneficial to health
- Health promoting activities should have increased access for the young and older people
- We should ensure good accessibility to all health facilities

Actions from the Analysis

Action	Who will do the Work?		Timeline	How we will achieve or measure this
	Partners	Lead Organisation		
Access Audit - develop an easy to use tool to enable business and public bodies to audit their accessibility and then make changes to improve access.	SCC, CCM, Chamber of Commerce, Federation of Small Business, NHS Wiltshire, Wiltshire Council Voluntary Groups (e.g. Salisbury Wheelchair Users Awareness Group), disabled people	Shopmobility	By End 2012	The first step could be to set up a working group to investigate the issues and develop a proposal for implementation/funding by a partnership established for this task
develop opportunities for activities to promote health and well being across the City Areas	SCC (Active Salisbury and Parks Dept), Wiltshire Council,	SCC		Encourage more people to be involved in the activity

	schools, voluntary groups, public and private leisure providers			
Help local health authority to improve the Community Area's performance in JSNA indicators	SCC, the Area Board, NHS Wiltshire,	NHS Wiltshire	by end 2012	Develop a City Health Partnership - to promote integrated action across the city to embed health promotion, to review the JSNA and do something about the issues with NHS/Wiltshire Council

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Our Economy and Tourism

Introduction (Explanation of the Theme)

The community of Salisbury realises how important tourism is to the local economy. The latest available figures show Wiltshire's Visitor Economy is worth nearly £1billion, supports 20,000 jobs and accounts for 6% of the whole county's total economy, it is therefore imperative that Salisbury takes every opportunity to benefit from its share of this business.

Employment can be associated directly to tourism, such as tour guide or managerial positions; or supporting industries such as food production or retail suppliers. Increased spending in the community generated from visitors or tourism businesses can directly and indirectly promote the viability of local businesses. Tourism operators can play a role in highlighting the broad prosperity tourism can bring to a community and can contribute to a greater understanding and respect for the value of tourism. Diversification is for many communities an insurance policy against hard times. By offering an additional means of income, tourism can support a community when a traditional means of industry is under financial pressure, particularly where that community relies heavily upon a single industry. Infrastructure, including roads, parks, and other public spaces can be developed and improved for both visitors and local residents through increased tourism activity in a region. Community pride can be generated through tourism. A positive of community identity can be reinforced and tourism can encourage local communities to maintain their traditions and identity. Tourism can be a significant or even an essential part of the local economy. Because environment is a basic component of the tourism industry's assets, tourism revenues are often used to measure the economic value of protected areas. There are other local revenues that are not easily quantified, as not all tourist expenditures are formally registered in the macro-economic statistics. Part of the tourism income comes from

informal employment, such as street vendors and informal guides. The positive side of informal or unreported employment is that the money is returned to the local economy and has a great multiplier effect as it is spent over and over again.

Current Position (Facts)

It is reported that shoppers from the Salisbury area are spending £37million a year elsewhere that they could be spending in the city. Retail advisers say nearly £22million of this goes to Southampton and more than £8million to Bournemouth, Bath and London. City Centre Management 'footfall' figures suggest there has been a decline in the number of shoppers in 27 of the last 30 months, with the figures for the first six months of 2011 being down 20% on the same period three years ago. However, Salisbury is a thriving market city with over 150 markets a year including the 800 year old Charter Market, plus regular farmers markets, craft markets and French markets. The Market Square also hosts the annual Salisbury Food and Drink Festival and many other community events. In addition, Salisbury boasts over 200 independent and specialist shops, a mix of high street names and an impressive concentration of antiques businesses.

Our medieval cathedral has the country's tallest spire and this architectural feat is as impressive today as it was 800 years ago when it was first built. It, together with an abundance of historical buildings peppered throughout the city, make out city an attractive place to visit. Adjoining the cathedral is the elegant and serene Cathedral Close, with its beautiful parkland, museums and stately homes. On Salisbury Plain and less than 15 minutes from Salisbury, is the market town of Amesbury and one of the world's oldest and most popular attractions - Stonehenge. The stones and other features, (earthworks, burial mounds and other circular 'henge' monuments,) at this World Heritage Site are steeped in magic and mysticism and continue to intrigue.

Stonehenge is not South Wiltshire's only ancient monument; a couple of miles outside Salisbury; stands the site of the original city called Old Sarum. The Romans, Saxons and Normans all once used the huge Iron Age hill fort before it became one of the most flourishing settlements in medieval England. Today you can still see the ruins of a castle, cathedral and Bishop's Palace.

"The Salisbury community believes in good education, hard work and quality of life. We are driven by vision and innovation and rewarded by a prosperous local economy, a strong science base and world-class enterprise. From biotechnology to aeronautics, financial services, tourism and retail- we've been getting it right for 800 years!" **Robert Key**

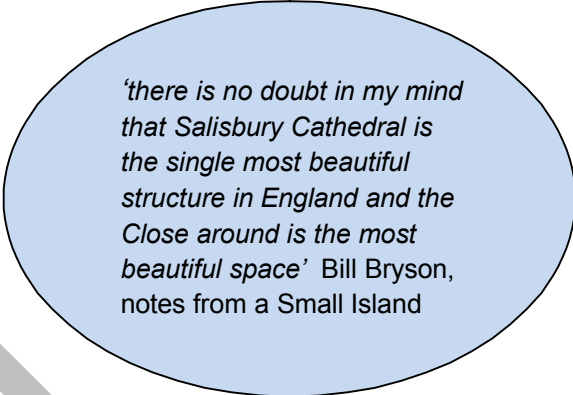
In terms of the local economy it is easy to focus on the major business, however, small and medium enterprises also play an important and equally vital role in the local economy and make up 90% of all businesses in South Wiltshire.

This thriving entrepreneurial spirit benefits from encouragement and practical support from a range of local sources including the South Wiltshire Economic Partnership, Salisbury City Centre Management, Salisbury Civic Society and Chambers of Commerce and Trade.

Salisbury has a particularly thriving scientific sector with thousands of jobs depending on providing cutting edge science and technology. Companies such as the Health Protection Agency and Defence Science and Technology Laboratory based at Porton Down and QinetiQ at Boscombe Down make use of the good transport and telecommunications infrastructure in the area.

We are also proud of our independent shops, some small and some not so small who all offer unique and unusual items and great service.

These 'independents' can be found right across the city but particularly in Winchester Street, Catharine Street, Fisherton Street and High Street. The big national "High Street" names can also be found from Marks and Spencer and Debenhams to Next and New Look. This coupled with the Charter Market that takes place every Tuesday and Saturday along with occasional continental markets and seasonal markets means that residents and tourist alike have a wide and varied choice.



'there is no doubt in my mind that Salisbury Cathedral is the single most beautiful structure in England and the Close around is the most beautiful space' Bill Bryson, notes from a Small Island

What the analysis told us:

We can see from the results of the survey that the people of Salisbury generally believe that tourism can lead to a better quality of life for the people that live here and that tourists should be encouraged to visit. However there are a number of issues around how Salisbury manages this influx of people, for example over 50% of people think there needs to be clearer signs to get to places of interest and the cost of parking is identified as a reason why people do not stay in the city for long.

The concerns of the community also centre around the look of the city, they feel that our shop fronts look somewhat tired and shabby as do our bus, coach and rail stations. The access roads into the city are also identified as being areas that need to be tidied and renovated.

The citizens of Salisbury are also keen to retain Salisbury's unique identity by encouraging the independent shops and small businesses perhaps by offering local businesses cheaper business rates. However there was a mixed reaction in respect of change, one group feels that change is necessary, and that Salisbury is not keeping up with

change and is too old fashioned. The other group feels that the push to modernisation and copying other places for town centre development will make Salisbury lose its unique identity.

The volume of traffic and number of large lorries are also seen as deterrents to the tourist.

Our community recognises our local assets such as our parks, the Cathedral, our rivers and many other heritage and historical sites, they suggest that much more could be made of these by creating easy to follow, informative, Historical/Heritage walks and maps available for the local community and tourists alike . Our survey also tells us that we like the close proximity of our shops and the range of individual shops makes Salisbury an interesting place to shop. We also think that the balance between town centre and out-of-town shops is about right. Around 30% of people shop outside the city on a monthly basis however just under 50% said they could get everything they need in Salisbury. There is some consensus that there are too many mobile phone shops and not enough green grocers and independent retailers.

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Actions from the Analysis

Action	Who will do the Work?	Timeline	How we will achieve or measure this
	Partners	Lead Organisation	
Investigate updating signage around the city	Wiltshire Council, English Heritage	Ongoing	Work with Wiltshire Council and English heritage to identify areas in need of clearer signs
Reduce car parking charges	Wiltshire Council	April 2012	Work with Wiltshire Council to find ways of reducing parking costs
Make shop fronts, rail and bus stations and access roads tidier and more welcoming	South West Trains Wilts and Dorset Local businesses Wiltshire Council Highways Agency	Ongoing	Encourage partners to invest in upgrading premises
Reduce business rates for local businesses	Wiltshire Council Salisbury City Centre Management Local chambers of trade and commerce		Lobby local authority to reduce business rates for local businesses
Create local walks and easy to follow maps	English Heritage Salisbury City Council Tourist Information	April 2012	Work in partnership to identify suitable routes and apply for funding to create and develop network of local walks and maps

Environment and Sustainability

Introduction (Explanation of the Theme)

Making Salisbury a place where we protect and enhance the unique and distinctive qualities of our city's natural environment and landscape setting and where people, businesses and local government make informed and responsible decisions which take account of environmental costs, the over-use of the planet's scarce resources and the needs of future generations.

The theme covers both our local natural environment as well as Salisbury's landscape/townscape, and also Salisbury's wider and long term environmental impacts which result from its consumption patterns and waste production.

The quality of our local environment and landscape and its capacity to accept change has been assessed as part of the Settlement Setting Assessment Study, 2008ⁱ. Wiltshire Council is currently undertaking a green infrastructure audit which provides a key opportunity for local involvement.

Green Infrastructure refers to our network of natural environmental and landscape components and includes: parks, allotments, woodlands, gardens, playing fields, hedgerows, embankments, footpaths, cycleways, street trees, cemeteries, green/planted 'civic space', roof gardens and vertical greenery (e.g. climbing plants and green walls) as well as rivers, ponds, streams etc.ⁱⁱ The concept recognises that the natural systems, landscape and open spaces of a city like Salisbury are not only valuable in themselves but can help to reduce costs elsewhere - through their contribution to flood mitigation, biodiversity, carbon capture, active and passive recreation and general health and well being. Furthermore, these environmental assets help to give our community a strong identity and sense of place and can greatly enhance Salisbury's ability to be a sustainable community by attracting high value jobs and economic development that is resilient to the costs of climate change.

Key principles are the need to plan, design and manage for multi-functionality and connectivity, especially in the urban realm to ensure that these natural environmental assets are appropriately managed, maintained and enhanced.

Considering wider sustainability issues:

Wiltshire Council has acknowledged that we are entering a critical period for climate change and energy security. Our reliance on imported fossil fuels is increasing and the danger to the climate from burning fossil is becoming more apparent.ⁱⁱⁱ The UK's Climate Change Bill, passed in 2008, made a commitment to reduce carbon emissions by 80% by the year 2050 (based on 1990 baseline). The government has subsequently announced a target to reduce carbon emissions by 50% by 2027.

Levels of carbon in the atmosphere are not the only measure of our unsustainable life styles. The Ecological Footprint measures the area of land & water required to provide the renewable resources which people use. The latest Living Planet Report from the WWF shows that richer nations such as the UK are using resources at an increasing and unsustainable level^{iv}.

Current Position (Facts)

The policy framework at a local level includes the Settlement Setting Assessment (2008) and the Landscape Character Assessment (2008) prepared as background to the South Wiltshire Core Strategy. A Green Infrastructure Strategy and policies will form part of the Wiltshire Core Strategy.

There are also developments at European and national level with the Government's Natural Environment White Paper 2011 proposing the creation of Natural Improvement Areas (NIA's) which would transform (rural and) urban areas by providing bigger and more connected sites for wildlife to live in and adapt to climate change.

Salisbury has a network of natural green spaces but there is no overall strategy for their management due to fragmented ownership and lack of resources, Opportunities are currently being explored to establish a Greenspace Partnership to capitalise on these natural assets for the benefit of wildlife and people.

The percentage of green spaces inside a one kilometre and a three kilometre radius or where people live has a significant relation to perceived general health^v.

Natural England has recommended standards for accessible natural greenspace^{vi} (e.g. an accessible natural greenspace of at least 2 hectares in size, no more than 300 metres (5 minutes walk) from home, at least one accessible 20 hectare site within two kilometres of home, one hectare of statutory Local Nature Reserves per thousand population). WC is developing its own Open Space standards as part of the emerging Wiltshire Core Strategy. Work needs to be done to see whether Salisbury meets these standards, and to ensure it continues to do so as new housing is developed.

The Wiltshire Biodiversity Action Plan summarises and directs the actions of a network of organisations working together to make Wiltshire a better place for wildlife.^{vii} A number of targets and actions have been set, both at the overall plan level and for the various habitat and species action plans.

The River Avon Special Conservation Area (SCA) and Site of Special Scientific Interest (SSSI) runs through Salisbury, and this designation covers the River Nadder and River Bourne tributaries in addition to the River Avon itself. The last Condition Assessment in 2008 identified that this SSSI is in an unfavourable condition. Natural England and the Environment Agency are working to address this^{viii}.

Over abstraction is one of the problems, and domestic water metering is to be encouraged - studies have shown households with meters use 10 - 15% less water^{ix}. Another problem is excess run-off during heavy rain, leading to flooding. This is made worse by the amount of tarmac replacing natural drainage in our urban area.

The Community Area contains Local Nature Reserves at Avon Valley (20 ha), Bemerton Heath Woodland and Barnard's Folly (11ha) and Nadder Island (.6ha). There are also a number of County Wildlife sites within the city boundaries.

The city has 650 allotment plots on 12 different sites around the city. These are well used and there is generally a waiting list for all sites. There are also 2 community orchards in the city.

Considering the larger environmental picture, in 2007 it was calculated that Salisbury's Ecological Footprint was 5.01 gha (global hectares). If everyone on the planet had the same level of consumption we would need 2.79 planets to support us^x.

Wiltshire Council's ECO Strategy adopted in January 2011 sets out how Wiltshire as a council and community can act on climate change. The latest available data given in that report shows the following per capita CO₂ emissions for the former Salisbury District:

	2005	2006	2007
Per capita CO ₂ emissions (t)	8.34	8.44	8.14

Salisbury has lower CO₂ emissions than the rest of Wiltshire; however they are still higher than the average for the South West. (ECO Strategy section 2.1).

Waste: Across Wiltshire, the % of waste sent to landfill reduced from 66% in 2005/06 to 47% in 2009/10. Recycling and composting increased from 34% in 2005/06 to 39% in 2009/10, and energy from waste increased from 0% in 2005/06 to 14% in 2009/10. The target is to recycle or compost at least 45% and landfill less than 25% by 2014. [ECO Strategy section 3.1]

Energy Efficiency: The Wiltshire 2009/10 Private Stock condition survey showed poor energy efficiency in 25% of the private rented sector and 14% of owner occupied. Households in fuel poverty are defined as those needing to spend more than 10% of their household income on fuel. It is estimated that 30.8% of private sector households in South Wiltshire are in fuel poverty (significantly higher than the Wiltshire total of 12.2%). 17.7% of households in South Wiltshire failed the Decent Homes standard for thermal comfort (adequate heating & insulation).

The 'Wiltshire Warm and Well' scheme launched in June 2011 aims to insulate 3,000 homes across Wiltshire by the end of 2012.

Renewable energy: Wiltshire has one of the lowest installed renewable energy capacities in the South West Region. At January 2011 Wiltshire had 18.223MW of installed renewable energy and 5.481 MW of installed renewable heat.^{xi} The Wiltshire Sustainable Energy Study assessed the potential for renewables in Wiltshire and estimated a technical potential by 2025 of 1948 MW of renewable energy & heat, including 165 MW from PVs and 127 MW from solar thermal.^{xii}

What the analysis told us:

Our survey told us that your priorities for making Salisbury a 'greener' city were as follows:

- 58.9% reduce packaging/plastic bags
- 55.1% reduce, reuse, recycle waste
- 45.5% improve insulation and other energy efficient features
- 42.2% increase local food production
- 39.2% make better use of rain water
- 35.8% reduce energy use within the city
- 30.6% increase energy/heat from local renewable schemes
- 30.0% develop a more sustainable transport system

- 25.9% environmental education for young people
- 19.6% prepare for climate change
- 12.1% promote biodiversity and halt its decline
- 11.6% raise awareness of climate change

21% of those responding to the question 'what do you like about Salisbury' mentioned the city's parks, green spaces and easy access to the countryside, 19.8% thought parks and open spaces in their local area needed improving and 16.9% thought parks and open spaces generally in Salisbury could be improved.

Comments received included:

- More use could be made of riverside walks
- More wildlife friendly parks and more trees and shrubs in Salisbury
- Create wildlife corridors across the city and link it with the surrounding countryside

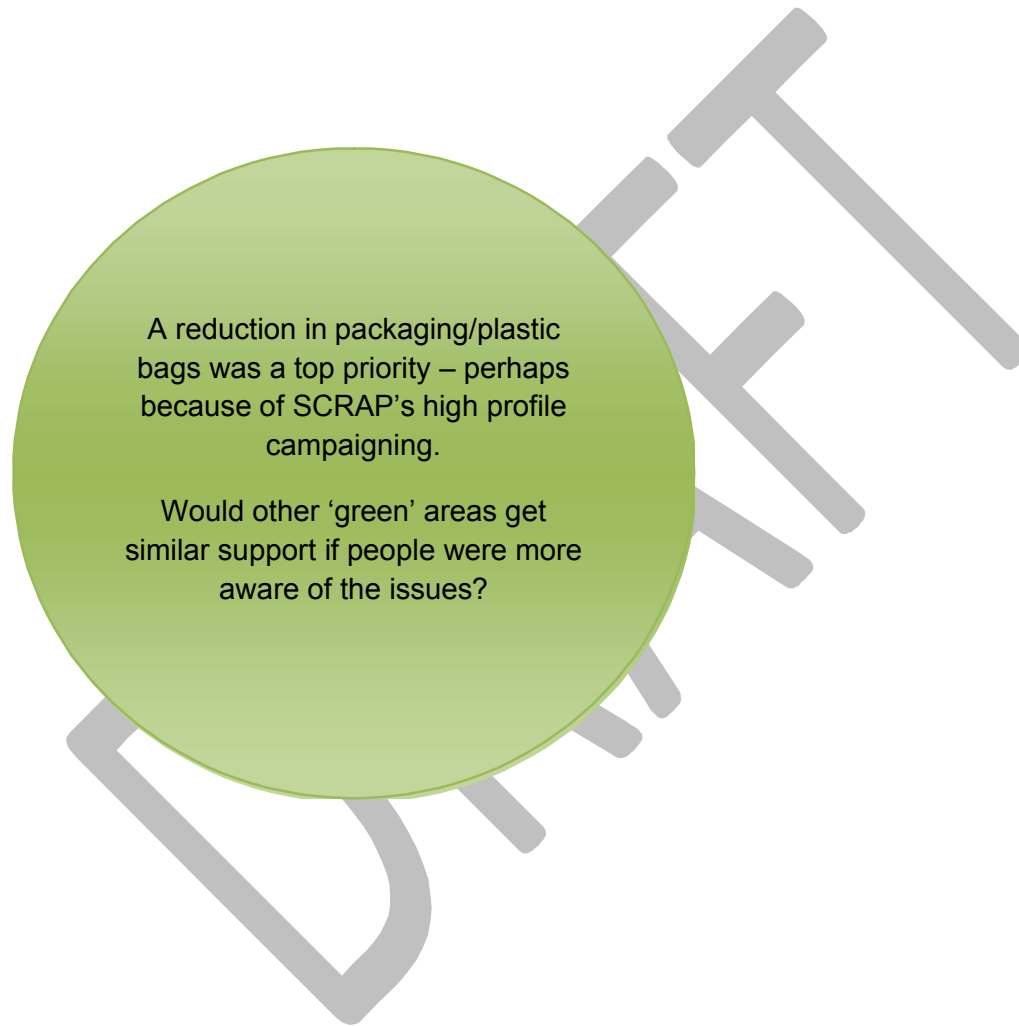
Environmental concerns were mentioned by some of those who commented on **housing**, who suggested that improved energy efficiency of the existing housing stock was a priority.

At the **SCCAP AGM**, feedback on the issues showed that concern over **traffic** pollution was second to the issue of too many plastic bags, which again was considered top priority.

When people were asked which actions should be promoted to help families and individuals reduce the carbon they produce and to save money, the top 3 answers were:

- Reduce the amount of waste going to landfill (63.5%)
- Eat more locally grown food (59%)
- Save money on heating bills (53.1%).

Other high priorities were to throw away less food (47.8%), to install renewable energy (43.6%) and to use less water (31.4%).



A reduction in packaging/plastic bags was a top priority – perhaps because of SCRAP’s high profile campaigning.

Would other ‘green’ areas get similar support if people were more aware of the issues?

Actions from the Analysis

Action	Who will do the Work?		Timeline	How we will achieve or measure this
	Partners	Lead Organisation		
To reduce plastic bag use in Salisbury by encouraging shops to not make these freely available	Retail outlets, SCRAP	SCRAP - Salisbury City Residents Action on Packaging		Increased number of shops who do not make plastic bags freely available
Reduce waste and increase the amount reused, recycled or recovered	WC, WWT, SCC, CoC, FSB, voluntary groups	WWT Wiltshire Wildlife Trust		<ul style="list-style-type: none"> - Reduced levels of waste per head - % recycled (at least 45% recycled or composted by 2014) - numbers of community compost schemes & compost bins provided
To identify whether Salisbury meets WC's emerging open space standards.	SCC, WC, Agenda 21, SCCAP, Natural England	WC (as part of Wilts Core Strategy Green infrastructure strategy development)	Ongoing Establish GSP by 31.3.2012	<ul style="list-style-type: none"> - See WC Core Strategy Topic Paper 13 (Green Infrastructure) - Establish Greenspace Partnership (GSP) in Salisbury to involve community & landowners in this initiative

To improve the quality of the city's green spaces, and create green corridors	WC, SCC, other local owners of greenspaces, NE, SW Agenda 21, WWT, SCCAP	WC, SCC, SCCAP (via GSP?)		Actions from Wiltshire BAP and the individual action plans to be taken forward by Greenspace Partnership
Reduce use of water and make better use of rain water in new and existing development	Wessex Water WC spatial planning, WC development control	Wessex Water, WC development control		Reduced use of mains water per capita % of household in Salisbury with water meters
To improve the quality of the city's river system	EA, riparian land owners, WWT, Natural England, Wilts Fisheries Association, South Wilts Agenda 21	Environment Agency & Natural England		Raise awareness of current water quality issues and what can be done to address these
Increase energy efficiency of existing housing stock	WC, Housing Associations	WC Home energy efficiency officers		- energy savings inquiries/referrals - numbers of existing homes insulated under 'Wiltshire Warm and Well' scheme

Increase level of energy produced locally from renewables e.g. solar, wind, hydro, anaerobic digestion	WC, SCC, schools, community groups, Wiltshire World Changers network, SW Agenda 21, Wiltshire Community Wind Energy	Individuals (e.g. PV panel) Schools + communities (for PV panels on schools/community buildings) SW Agenda 21		- South Wiltshire Agenda 21 to assess suitable measurements, e.g. number of renewable energy installations in the community area, and to investigate the possibilities of getting an exemplar community renewable energy scheme up and running in Salisbury city
Improve opportunities for people to grow their own food	SCC, SW Agenda 21, WWT	SCC		- Raise awareness of WWT's Local Food Network
Raise awareness of climate change and sustainability issues	WC, Wiltshire World Changers network, SW Agenda 21, schools, the Unit	Schools (for Eco-schools) SW Agenda 21		- Number of Eco-schools - Number of people involved in awareness raising events (e.g. Carbon Conversations)
Progress plans for a new Local Nature Reserve at Broken Bridges	BBNR Ltd, WC, SCC, WWT,	Broken Bridges Nature Reserve Ltd (community interest company)		- Development of this nature reserve will enable Salisbury to meet Natural England Greenspace standards ^{vi}

Transport and Accessibility

Introduction (Explanation of the Theme)

Reduce the need to travel and develop and promote a more sustainable, better integrated and safer transport network with improved public transport links and less reliance on the private car. The access needs of disabled people should be prioritised and walking and cycling should be encouraged as the most environmentally friendly and healthiest transport options for short journeys.

As Wiltshire's current Local Transport Plan acknowledges "Modern transport has transformed our society and economy. The private car has enabled us to take advantage of opportunities and advances in road haulage have given us more choices. At the same time, however, our reliance on cars, vans and lorries has led to more congested roads, fewer people walking and cycling, and a variety of environmental impacts. Looking ahead, therefore, our transport system needs to be sustainable."^{xiii}

The Government's transport white paper notes the following^{xiv}:

- Improving the walking and cycling environment can dramatically improve local accessibility with positive benefits for growth and the local economy.
- The public health benefits of increasing cycling are considerable - the Department for Transport's Cycling Demonstration Towns initiative show these to outweigh the costs of the programme by three times.
- Sustainable, active travel for journeys to school, when replacing vehicle trips, can reduce local congestion and carbon emissions as well as improving cognitive performance and academic achievement. Current estimates suggest an annual £600 return (much from short and long term health gains) for each pupil making the shift from travelling by car to walking and cycling.

Considerations of transport and accessibility for the community area need to take account of the fact that Salisbury serves a wider community who live in the surrounding area and use Salisbury's shops and cultural facilities. It is also a tourist centre attracting visitors from around the world. The access needs of these visitors need to be catered for, including provision of coach parking and well-signed walking routes. Bus and community transport services which link more rural communities to Salisbury are also important for Salisbury's role as a market town, as well as for the communities which are served.

Current Position (Facts)

26% of all households in Salisbury do not have a car; in the inner-city wards of St Edmunds and St Pauls wards this rises to over 33%. [2001 Census figures]

Distance to work	% Salisbury residents
Works mainly at/from home	8.62%
Less than 2km	35.90%
2km to less than 5km	21.60%
5km to less than 10km	7.14%
10km to less than 20km	6.42%
20km to less than 30km	4.65%
30km to less than 40km	4.38%
40km to less than 60km	2.18%
60km and over	3.95%
No fixed place of work	4.68%
Working outside UK/offshore	0.47%
Source: 2001 census, UV35, all Salisbury wards	

Distances travelled to work are given above - 66% of Salisbury's working residents live within 5km of their work or work from home. This compares with 48% who are similarly placed when looking at Wiltshire as a whole.

Method of travel to work	%Salisbury residents	%Wiltshire residents
Driving a car or van	35.82%	42.38%
Passenger in a car or van	4.59%	4.22%
On foot	13.16%	8.51%
Bicycle	3.49%	2.54%
Bus, minibus or coach	4.22%	1.93%
Train	1.40%	1.22%
Other	1.32%	1.45%
Works from home	6.04%	7.80%
Not currently working	29.94%	29.94%
Source: 2001 census, UV39, all Salisbury wards + Wiltshire unitary authority		

The table above shows that Salisbury has more sustainable travel patterns than the rest of Wiltshire; with a higher percentage walking, cycling and taking the bus and a lower percentage driving to work. However there is still scope for improvement given that 57% of Salisbury's workers have less than 5kms/3 miles to travel to work and only 16.6% walk or cycle.

Poor air quality in Salisbury City centre has resulted in the area within the ring road and extending a short way up Wilton/Devizes Roads, being declared an Air Quality Management Area. The latest (2011) progress reports show

that Nitrogen Dioxide levels exceed central government's air quality objectives at 11 out of 20 measuring locations, with the highest concentrations being at Wilton Road/St Paul's roundabout and in Minster Street.

Disabled access: Improving access in Salisbury for those with disabilities covers a number of areas:

- Blue badge parking at convenient locations
- Access to buses, coaches, trains & taxis
- A pedestrian infrastructure which takes accounts of the needs of those in wheelchairs & mobility scooters and those with other disabilities.

It is presumed that Salisbury will be assessed for disabled access, as recommended in government guidance, during development of the relevant Local Transport Plan sections.^{xv}

Active Travel - walking & cycling: Adults who are physically active have a 20-30% reduced risk of premature death. Only 14% of adults in Wiltshire have 30 minutes of moderate intensity physical activity on 5 or more days of the week.^{xvi} 9.5% of the children in Reception year in Salisbury Community Area were obese between 2007/08 and 2008/09.^{xvii} .

Walking or cycling for short journeys keeps adults active and helps school pupils form healthy habits which can last a lifetime.

Buses: The Salisbury urban area is generally well served by buses allowing many without a car to access employment, shops and services in Salisbury. Services on some routes are less satisfactory at weekends and evenings. The reductions in the rural bus subsidy and cut backs in services are a concern to Salisbury. These cut backs affect the disabled, the less well off and young people disproportionately as they are less likely to have cars or drive.

Park & Ride: Since June 2011 the bus services to Salisbury's 5 Park & Ride sites are now provided by Hatts with a 'pay on bus' service. Buses run from 7:00/7:30 (depending on site) to 18:40 (weekdays) and - 18:30 (Saturdays). The business community has requested longer opening hours to allow more commuters to use this service but currently Wiltshire Council do not feel this is affordable.

Trains: The railway line through Salisbury provides services both to London/Exeter and also Portsmouth/Cardiff.

There has been considerable support for improvement's on the 'Trans Wilts' service which would provide better connections from Salisbury to the other main towns in Wiltshire and to Swindon. Approximately 64% of the county's population is within reach (5km) of a railway station and over 1,600 members of the public and 150 businesses have completed an online survey in support of the proposals to improve the rail service.^{xviii} A community rail partnership has been set up to work with partners towards improving the service provided on this line.^{xix} Wiltshire Council are preparing a Local Sustainable Transport Fund (LSTF) bid to be submitted in March 2012 for £5 million to assist in developing this service and the station interchanges on the line.

Car Share Club: Salisbury has had a car club - hOURCARS^{xx} -since 2002. There are currently 10 members/users of this club sharing one car kept in Central Car Park. Since 2005 there have been 14 individual members and 3 business users - including 2 business start-ups who used the service until able to purchase their own vehicle. A car share club provides easy access to a car, for periods as short as an hour, for those who need a car only occasionally. Studies have shown that those who join a car club can reduce their car usage by over 70%^{xxi}. In addition pressure on city centre and residential parking spaces is reduced.

Current status of Salisbury Transport planning: The South Wiltshire Core Strategy has now been accepted by the Planning Inspector: one of his recommendations is that the Plan should refer to the Options Assessment Report prepared as part of the Transport Strategy and to its conclusion that the 'Radical Option' would best enable Salisbury to address future growth in travel demand.^{xxii} This approach, which needs to be further developed and

taken forward in the Salisbury Area Plan for the current Local Transport Plan, will see a combination of measures to encourage sustainable travel, including improved bus services, increased frequency park and ride services and review of cycling and walking routes.xxiii

What the analysis told us:

Our survey told us the following in relation to transport and access issues:

Roads and pavement: The poor condition of roads and pavements was considered a top priority. 75.3% of respondents said that improvements were needed in their local area, and 79% considered these needing improving in Salisbury generally.

Disabled access: 15% of those who responded said they had a disability or illness which limited their activities and 66% of those affected said they had difficulty accessing shops. Difficulties were also reported in accessing public buildings (64%), entertainment facilities (50%) and leisure facilities (43%). Fewer found difficulties in accessing education facilities (23%) or work (18%). [Also mentioned in Health & Well being theme]

Your current mode of transport: Discounting those who indicated 'not applicable', current modes of transport were as follows:

To get to school: Car - 43%, Walk- 38%, Bus - 10%, Bicycle - 6%, Taxi - 2%, Wheelchair - 1%

To get to work: Car (driver) - 42%, Car (passenger) - 7%, Walk - 28%, Bus - 12%, Bicycle - 9%, Taxi - 1.5%, Wheelchair - 5%

To get to the shops:* Walk - 47%, Car (driver) - 45.5%, Car (passenger) - 17%, Bus - 28%, Bicycle - 7%, Taxi - 4.5%, Wheelchair - 2%

To get to leisure activities:* Car (driver) - 45%, Car (passenger) - 15.5%, Walk - 37%, Bus - 14%, Bicycle - 11%, Taxi - 12%, Wheelchair - 1%

* *Many people ticked more than one mode for these questions so %s do not add up to 100*

Walking and cycling:

- Most people (over 93%) feel safe when they walk around Salisbury and 84% said they could use footpaths and other off-road routes into the city centre.
- 57% said that safe well lit footpaths would make them walk more - perhaps suggesting that people feel less safe after dark and less inclined to walk then.
- Only 38% felt it was easy to get around Salisbury on a bicycle. 43% said a more extensive network of footpaths and cycleways would make them walk/cycle more, and 35.9% said safe well-lit cycleways would encourage them to cycle more.
- 24.6% said more secure cycle parking spaces would encourage them to cycle more.

Public transport:

- 79% felt public transport was convenient for getting into the city centre and 66% felt it was easy to use public transport to get to other towns and cities.
- 46.4% said cheaper buses would make them use buses more, 38.4% wanted more frequent buses and 37.5% wanted bus routes to where they wanted to go.

Driving and parking:

- Most people (81%) agreed that it was difficult to get around Salisbury in a car at certain times of day - e.g. the school run.

- Just over half those questioned said they could usually find a parking space easily and less than 10% agreed that they regularly used Park & Ride. This is unsurprising as the survey focused on getting responses from city residents: many commented on the survey form that they did not have a car or lived near the city centre anyway.
- Parking was not generally considered a major issue. 22% said parking needed improving in their local area and 18% said in needed improving in Salisbury generally.
- 5% said a car share club would encourage them to use green transport

Traffic is perceived as a problem in Salisbury by many. In the SCCAP survey report (June 2010) there were 274 references to traffic - 23% of respondents - in the responses to the question 'what do you dislike about Salisbury'. Specific comments referred to congestion caused by the school run, unnecessary traffic lights and a complicated one-way system.

What would you like to see in the future?: Of the 150 who referred to transport in their response to 'what would you like to see in the future' 50 suggested 'a bypass'. However many referred to traffic solutions which would not involve this major, costly (& now unlikely) step:

- 'reduce private vehicle movement (increased parking fees), more public transport and more cycle ways - give people a choice'
- 'more pedestrianisation - less traffic in the centre'
- 'a transport hub - rail and bus'
- 'a re-vamp of Salisbury railway station, cycle paths, traffic free city centre'
- 'let people without cars travel on park and ride'

Links to other community areas:

- - Providing safe access routes for walking/cycling to and from the city' is a key aspiration in the Laverstock and Ford Parish Plan (March 2009)

- - A safe cycle route to Salisbury from Wilton is an aspiration in Wilton's Town Plan (June 2010)

Perhaps solving 'the traffic problem' requires more awareness from motorists that they themselves are part of the problem.

Can 'smarter choices' lead to traffic reduction and a cleaner and pleasanter environment here in Salisbury?

Actions from the Analysis

Action	Who will do the Work?		Timeline	How we will achieve or measure this
	Partners	Lead Organisation		
Transport audit for disabled access, including parking, public transport & pedestrian infrastructure.	WC Transport Planning, Salisbury Wheelchair Awareness Group, Walking & Disabled Access Forum, other voluntary groups	WC Transport planning (as part of LTP3 process)	June 2012 (planned completion date for Salisbury Transport Strategy at 15.11.11)	Production of access audit and action plan for improvements (NB links in with access audits proposed for businesses/public bodies under Health & Well Being theme)
Improve the condition of roads and pavements in Salisbury	Wiltshire Council, Community Area Transport Group, Cycle Liaison Panel, Salisbury Walking & Disabled Access Forum	WC (as part of road maintenance funding)	Ongoing	Metrics both for reporting of problems, monitoring of their resolution and overall road/pavement condition need to be established.
Improve air quality in central Salisbury by reducing traffic levels and emissions	WC Transport planning, community & transport groups	WC Transport planning (as part of LTP3 process)		Community involvement in development of Air Quality Action plan for Salisbury

<p>Extend walking and cycling networks within Salisbury and develop pedestrian and cycle-friendly infrastructure</p>	<p>WC Transport Planning, Community Area Transport Group, voluntary groups including COGS and Walking for Health, WC Development Control</p>	<p>WC Transport planning (as part of LTP3 process) CATG (with budget available to them) WC Development Control (planning gain & links to new developments)</p>	<p>Work with planners and local authority to prioritise most useful schemes. Ensure S106 agreements are used to help deliver components of the walking / cycling network</p>
<p>Encourage people to walk and cycle for short trips to shops, work, schools and other services</p>	<p>WC, SCC, schools, Bikeability, SALTMO, voluntary groups including COGS and Walking for Health</p>	<p>WC</p>	<ul style="list-style-type: none"> - numbers of pupils cycling to school - Bikeability training delivered - Cycle/pedestrian counts - Cycle parking counts - Numbers on 'Walking for Health' walks and COGS cycle rides - update/reprint of Salisbury Walking map
<p>Ensure there is adequate cycle parking at key destinations - city centre,</p>	<p>WC Transport Planning, COGS WC Development Control</p>	<p>WC</p>	<ul style="list-style-type: none"> -number of cycle parking stands

leisure facilities, schools, out of town shops, transport interchanges				
Support Trans Wilts Rail proposals	WC Transport Planning, Trans Wilts Community Rail Partnership, rail operators	TransWilts Community Rail partnership + train operators		-increase in daily direct services from Salisbury to other Wiltshire stations - support for WC LSTF Trans Wilts bid
Develop and maintain a financially viable public transport network which serves Salisbury & surrounding area, with bus services and community transport schemes working in partnership to maximise coverage and improve accessibility.	WC Transport Planning, Community Transport South Wiltshire, Bus operators	WC		- Steps could include assessing availability and quality of passenger information currently available.
Support 'smarter choices' measures which will reduce traffic levels in Salisbury city centre while providing accessibility to support retail and tourism	WC Transport Planning, WC Development Control, Voluntary groups including COGS, hourcars, Walking & Disabled Access Forum	WC		- Salisbury traffic counts & AQMA Air Quality measurements - members of car share clubs and lift sharing schemes in Salisbury

Develop safer cycling routes to neighbouring communities including Wilton, Laverstock & Ford and Alderbury	Wiltshire Council, Sustrans (including Connect2), Highways Agency, voluntary groups including COGS	Wiltshire Council, Sustrans	Long term goal to establish safer links to Wilton, Alderbury, Laverstock and Ford
Develop Bemerton Activity Trails	Wiltshire Council, SCC, Walking for Health, COGS, BATG	Bemerton Activity Trails Group	<ul style="list-style-type: none"> - Existing Bemerton route(s) to be added to Salisbury Walking Map - Further routes to be developed over time

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- ⁱ Settlement Setting Assessment Study available at <http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/planningpolicyevidencebase/southwiltshirecorestrategyevidencebase.htm#SalisburySettlementSettingAssessment>
- ⁱⁱ 'Urban green infrastructure networks: the social, economic and environmental potential' Sustainability South West July 2010. <http://www.ginsw.org.uk/media//case%20studies/GI%20Briefing%20Note.pdf>
- ⁱⁱⁱ Wiltshire Council 'Energy Change and Opportunity Strategy 2011-2020' <http://www.wiltshire.gov.uk/communityandliving/countryside/climatechange.htm>
- ^{iv} WWF Living Planet Report 2010 http://wwf.panda.org/about_our_earth/all_publications/living_planet_report/
- ^v 'Green space, urbanity, and health: how strong is the relation?' Jolanda Maas, Robert A Verheij, Peter P Groenewegen, Sjerp de Vries, Peter Spreeuwenberg Journal of Epidemiology & Community Health 2006, <http://jech.bmj.com/content/60/7/587.full>
- ^{vi} NE's greenspace standards are available at <http://www.naturalengland.org.uk/ourwork/enjoying/places/greenspace/greenspacestandards.aspx>
- ^{vii} Wiltshire Biodiversity Action Plan and links to Habitats and Species Action Plans available at <http://biodiversitywiltshire.org.uk/WiltshireBAP/Default.aspx>
- ^{viii} See Non-technical summary of the Strategic Framework for the Restoration of the River Avon System Final Report available at <http://www.environment-agency.gov.uk/homeandleisure/wildlife/119594.aspx>
- ^{ix} Data from the Environment Agency - see <http://www.environment-agency.gov.uk/homeandleisure/beinggreen/119027.aspx>
- ^x 'Ecological Footprint of British City Residents' October 2007 http://www.wwf.org.uk/filelibrary/pdf/city_footprint2.pdf

^{xi} REGEN SW Renewable Energy Progress Report South West 2011 Annual Survey

<http://www.regensw.co.uk/projects/support-for-decision-makers/annual-survey>

^{xii}

<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/planningpolicyevidencebase/wiltshiresustainableenergystudy.htm>

^{xiii} Wiltshire Council 'Local Transport Plan 2011 - 2026 Strategy' - extract from the Foreward

^{xiv} DfT Creating Growth, Cutting Carbon Making Sustainable Local Transport Happen, January 2011

^{xv} See Department for Transport guidelines on Inclusive Mobility December 2005

<http://www.dft.gov.uk/publications/inclusive-mobility> . See page 2 "auditing problems of access should be part of the process of developing guidance, strategies and implementation programmes, which themselves should form part of Local Transport Plans, local bus and local walking strategies"

^{xvi} Wiltshire Council Joint Strategic Needs Assessment 2010-11

^{xvii} Joint Strategic Assessment for Salisbury Community Area 2011

^{xviii} See Trans Wilts Rail website at <http://www.transwiltsrail.org.uk> & report for Wessex Chambers of Commerce

"Delivering Strategies TransWilts Rail" by MVA Consultancy February 2011 available at

<http://www.transwiltsrail.org.uk/images/stories/pdfs/strategystatementv1.12.pdf>

^{xix} See TransWilts Community Rail Partnership website at <http://www.twcrp.org.uk/>

^{xx} Details available on hourcars website at www.hourcars.co.uk

^{xxi} See studies quoted in DfT's 'Smarter choices - changing the way we travel' (2005)

<http://www.dft.gov.uk/publications/smarter-choices-changing-the-way-we-travel-main-document/>

^{xxii} Report of planning inspector available at www.wiltshire.gov.uk/southwiltshirecorestrategyreview.

^{xxiii} Salisbury Transport Strategy Options Assessment Report January 2010, Chapter 5

Next Steps

Publication of the Salisbury City Area Community Plan marks the starting point in the implementation process. Salisbury City Area Board has approved of the process to review the plan at regular intervals. When reviewed the plan will be subject to revisions and amendments as progress is made and the issues and needs of the local community change.

Partners: Various organisations have been identified throughout the action plan as the appropriate bodies to lead on some of the actions and indeed are already working in these areas. Salisbury City Community Area Partnership will endeavour to help coordinate these so that duplication is avoided

Monitoring: The Community Area Action Plan will become a standing item on the SCCAP agenda, where progress will be reviewed and the action plan updated accordingly.

Steering Committee: The steering committee for the Community Area Plan was formed by the Salisbury Community Area Partnership, this group will continue to exist and determine the need for subsequent theme groups to implement specific projects/areas of the action plan.

Volunteers: If you would like to become involved in the partnership, to help or become involved with any of action points, or would like to contribute in any way please contact sccap@wessexcommunityaction.org.uk or phone 01722 421747.

Salisbury City Community Area Partnership's steering group will be continuously monitoring not only the progress made on those actions identified within the plan but will also continue to consult with the local community to ensure the community's needs and aspirations are identified and included in the plan's updates.