



## Calne Community Area Plan 2004 – 2014

Comprising the parishes of Bremhill, Calne, Calne Without, Cherhill, Compton Bassett, Heddington and Hilmarton.

### Welcome to your Community Plan

On behalf of Calne Community Area Partnership, I have pleasure in presenting you with the very first Community Area Action Plan for Calne and the surrounding parishes, including Bremhill, Calne Without, Cherhill, Compton Bassett, Heddington and Hilmarton.

So what is Community Planning?

Community Planning is about finding out the community's needs and aspirations and preparing plans and strategies based on those needs in the form of an Action Plan. The aim is to improve the quality of life for all who live, work or visit the Calne Community Area. It has been written with the help of local people and representatives of public, voluntary and private sector organisations and businesses.

Information on which to base the Plan, has been gathered over the last 12 months from a variety of sources, including previous People's Voice surveys, consultation events, and questionnaires which were sent out specifically for the preparation of this Plan.

This information has now been gathered into a 'vision' and plan of action for the Calne Community Area.

I hope you will keep this calendar and refer to it not just in the next twelve months, but also to monitor progress on the milestones contained within it for the future.

I would like to take this opportunity to thank and congratulate all the organisations, agencies, groups and individuals who have worked in true partnership to contribute to this Community Area Action Plan for the benefit of the Calne Community Area. It is hoped that the actions contained within it will benefit the lives of people for years to come.

On behalf of the Partnership, I would also like to take this opportunity to wish you all a prosperous 2004 and beyond.



Nancy Bryant  
Chair of Calne Community Area Partnership

## **What happens next - how the Plan is implemented**

1. The Plan will inform local authorities and public bodies about what the people in Calne Community Area consider important and help to shape future service delivery plans.
2. A new group called the Calne Community Area Partnership which contains representatives of many different organisations and bodies has been formed to adopt and implement this Plan.
3. The Plan will be reviewed regularly. The Plan has a ten-year vision and is a combination of projects that can be carried out relatively quickly and long-term visions for the area. New projects will come to the fore during the life of this plan.

## **Keeping the Plan up-to-date**

This Plan is a summary of a more detailed strategy and action plan, which will be updated and publicised regularly.

The more detailed action plan will be used to help local authorities, housing associations, emergency services and others to review their service delivery to address the public's priorities.

The Community Plan will always take account of the following: -

- Sustainability - the heart of sustainable development is looking for a better quality of life for people today and making sure that it can be handed on to their children and grandchildren. That means economic, social and environmental issues have to be considered together, not separately.
- Support of Partners – getting key organisations/agencies to work together for the success of the project.
- Impact – will the work improve the quality of life for people in the Calne Community Area?
- Integration – ensuring that work carried out under the name of the Calne Community Area Partnership challenges and complements rather than contradicts the delivery of existing services.



## Listening to the Community

The Calne Community Area Partnership needed to learn more about how residents view their local community. We commissioned two special surveys, the first was sent to 2119 houses across the community area. The second survey was given to 1027 students at The John Bentley School to seek the views of the next generation. The response rates were exceptional and the results will be incorporated into the larger strategy & action plan.

In addition to this, Barnardo's carried out research with over 200 children, aged 4 to 13, and these responses have been taken into account.

A long list of factors had been identified from earlier research. We asked local people to say whether they thought these factors were a high, medium or a low priority.

### The top priorities are given below:

ADULTS	YOUNG PEOPLE AND CHILDREN
Reduce the levels of crime Reduce the levels of vandalism & graffiti Improve the levels of policing Increase the range and improve appearance of shops	More & better shops Activities for 11 – 18 year olds More to stop bullying Reduce crime Dirt and litter

The results show clearly that Community Safety issues were the highest priority by some way.

### We then asked what things you would most like to see improved.

ADULTS	YOUNG PEOPLE AND CHILDREN
Reduce the levels of crime Improve the levels of policing Increase activities for 11-18 year olds Improve the appearance of shops Reduce levels of graffiti	Activities for 11 – 18 year olds Improve range of shops Reduce levels of vandalism More parks and play areas

### We also asked what you would like to see to make Calne a better market town.

• A greater range of shops	80%
• Improve Phelps Parade	74%
• An eastern by-pass	48%
• Regular street markets	24%

• More public events	19%
• More car parking	19%
• More pedestrian areas	6%

A full copy of the survey reports can be obtained on request. See contact details at the end of this document.



## Economy

The local economy gives the clearest indication of the state of the community area. The economy affects almost every part of our lives, from local employment, to the health of retail provision, tourism, house prices and much more. A healthy and mixed economy which provides employment opportunities locally helps to create a sustainable and self-supporting community.

**Issue: Broadband**

**Vision:** To have broadband available to the whole of the community area.

**Milestones:** Secure funding for capacity building to allow more people to gain access to broadband technology.

**Issue: Lack of retail provision in Calne**

**Vision:** For Calne to be a vibrant, attractive market town with a variety of retail opportunities.

Providing services and goods to cater for the needs of residents of the community area, as well as exploring niche market opportunities through smaller specialist retailers to encourage tourism.

**Milestones:** Update the Calne Phase III & IV Development Plan by 2004, and progress the completion of the Calne regeneration plans.

**Issue: Lack of retail provision in rural villages**

**Vision:** To minimise the loss of retail businesses in rural villages.

**Milestones:** Appoint a full time person to visit existing provision and offer advice and support.

Help communities where their village shop has closed. Offer advice and, where possible, to re-establish provision.

Explore opportunities for incorporating other services into village shops.

**Issue: Farmers Market**

**Visions:** For Calne to operate regular successful Farmers Markets to enable people to purchase locally grown produce direct.

**Milestones:** Negotiate with Farmers Market cooperative to bring the market back to Calne.

**Issue: Portemarsh Industrial Estate, lack of engagement with local community**

**Vision:** To have an industrial estate which not only provides local employment opportunities but actively engages with the local community.

**Milestones:** Create better links with Portemarsh businesses.

Relaunch the Portemarsh Liaison Group.

**Issue: Need more publicity for local events**

**Vision:** A community area where successful local events encourage community participation and help the economic prosperity of the area.

**Milestones:**

Promote the community diary on [www.calne.org.uk](http://www.calne.org.uk) by Summer 2004.

Produce a local tourist guide and calendar of events



## Education and Lifelong Learning

Education and lifelong learning is more than mainstream primary and secondary education. The aim is to ensure that learning opportunities are available to all members of the community area in an environment that encourages people to take part. Focus needs to be on raising the level of basic skills, i.e. literacy, numeracy etc. and giving access to information technology for all. Opportunities will be provided that encourage people to explore new skills and interests to create an enthusiastic and diversely skilled population.

**Issue: Engaging the population**

**Vision:** To create an environment which makes it easier for everyone to further develop their skills.

**Milestones:** Enlist community advocates to encourage others to participate.

Review publicity of learning opportunities to give it a local focus and priority.

**Issue: Raising basic skills**

**Vision:** For the population of the community area to have the basic skills levels to succeed in life.

**Milestones:** Clearly identify the current basic skills level in the community area.

Offer alternative environments and routes to learning.

Improve publicity, and better packaging and marketing of opportunities – “realise a dream”

**Issue: Lack of suitable smaller venues for learning**

**Vision:** An adequate number of venues of all sizes should be available to enable learning opportunities for groups of varying sizes.

**Milestones:** Produce and publicise a definitive list of facilities already available within the community and, where possible, make more available.

**Issue: Transport from/to rural communities to enable access to out-of-hours and after school learning**

**Visions:** An area where access to learning opportunities is not restricted by geographical location.

**Milestones:** Work to take learning opportunities to rural communities.

Improve transport links to enable participation by the whole community at main colleges and learning centres.



## Crime and Community Safety

Wiltshire is one of the safest places in the country. However, fear of crime and anti-social behaviour is a reality for some members of our community. Within Calne, there is a Community Safety Partnership which consists of local authorities, the police and local organisations. This partnership undertakes to maintain low levels of crime, and wherever possible, to achieve a reduction.

### **Issue: Lack of Police presence**

**Vision:** A community area where people feel safe, with regular uniformed patrols giving a visible law enforcement presence.

**Milestones:** Police officers to spend a minimum of 60% of the working day outside the Police Station. Relocate the local police service to a more central base. Research the effectiveness of Community Wardens.

### **Issue: Fear of crime – particularly among elderly**

**Vision:** A community where all ages feel safe.

**Milestones:** "Phone a friend" scheme to be promoted via Crime Prevention Panel. Establish a monitored CCTV control centre. Increase communication about existing crime and safety initiatives. Encourage neighbourhood watch schemes. Reduce crime overall in line with targets set by the Community Safety Partnership.

### **Issue: Speeding traffic through town and villages**

**Vision:** A community area where safety of pedestrians is assured through effective traffic management.

**Milestones:** Implement the Calne Town Centre 20mph zone. Introduce traffic calming measures in areas where the problem of traffic speed is clearly identified (particularly A3102 and A4).

### **Issue: Involving young people and children in activities**

**Vision:** To help young people channel their energy and creativity into constructive rather than destructive activities.

**Milestones:** Achieve a skate park. Bring regular cinema to the town and villages via mobile cinema. Address the severe shortfall in recreational and sporting facilities.

### **Issue: Anti-social behaviour**

**Vision:** A safe environment where people are not intimidated by groups or individuals and feel safe.

**Milestones:** Appoint third Outreach Worker to make direct contact with children and young people. Introduce a proof of age card for young people. Conduct test purchases to root out underage selling of alcohol.

### **Issue: Drugs culture**

**Vision:** A community where access to and the availability of drugs is reduced and where those suffering from substance misuse can get help and support

**Milestones:** Establish a permanent base for the Reachout drug support project.

### **Issue: Damage to business premises from criminal activity**

**Vision:** A community where criminal damage is minimal.

**Milestones:** Establish a monitored control room for the CCTV.

### **Issue: Vulnerable people in our community**

**Vision:** A community where people feel safe to live their lives in their own homes.

**Milestones:** Promote Fire Services home safety checks. See also "fear of crime" & other crime issue recommendations. Introduce "good neighbour" scheme.

### **Issue: Bullying**

**Vision:** To eradicate bullying in our community area.

**Milestone:** Work in partnership with schools and other organisations to raise awareness and initiate anti-bullying campaigns.



## Environment, Land-Based and Countryside

The overall aim of the Environment group is to enable people to live in an area where we identify, protect and actively conserve the landscape, natural features, species and habitats, and to work towards a sustainable community.

**Issue: Too much litter**

**Vision:** A community which is free from litter and fly tipping.

**Milestones:** Reduce the restrictions which prevent voluntary groups from undertaking clean-up activities.

Hold regular clear-up days.

Encourage community skips.

Liaise with supermarkets to reduce the number of abandoned trolleys.

**Issue: Support to local Farmers Market to source local foods**

**Vision:** A community where people can select locally grown produce.

**Milestones:** Farmers Market to be re-launched in Calne.

Consider promoting locally grown foods e.g. "green box" schemes.

Encourage local milk to local Schools schemes.

**Issue: Erosion of countryside**

**Vision:** Create a balance between minimising the erosion of the countryside and having it accessible to all groups.

**Milestones:** Encourage landowners to diversify, creating areas where 4x4 vehicles and motorcyclists can partake in their sport, without damaging the wider countryside.

**Issue: Pollution**

**Vision:** A community with minimal pollution and sustainable energy resources.

**Milestones:** Make more use of renewable energy. Encourage landowners to assess sites for alternative energy schemes.

Encourage Farmers Market and local produce purchasing to reduce journeys for both manufacturer and purchaser.

Influence the planning legislation to encourage the use of "grey water" schemes, which re-use water wherever possible.

**Issue: Waste, including a reduction in fly tipping, waste to landfill and an increase in recycling**

**Vision:** A community where waste is minimised and recycling becomes everyday practice.

**Milestones:** Kerbside recycling collections to be introduced by 2004.

**Issue: Reduce abandoned vehicles**

**Vision:** A community where all abandoned vehicles are cleared quickly and efficiently.

**Milestones:** Reduce the amount of time it takes to remove abandoned vehicles.

**Issue: Agricultural diversification of the rural environment**

**Vision:** A vibrant rural community where agricultural landowners are able to diversify into new areas of business.

**Milestones:** Explore possibility of surplus redundant agricultural land being used for recreational and other purposes.



## Transport

The overall aim of the Transport Group is to enable the people of the Calne Community Area to reach their destination quickly, safely and in an environmentally friendly way. The Community Area covers a diverse rural and urban environment with transport being a key component of the communications network. Investment proposals need to focus on public transport, maintenance of current roads and footpaths, and to improve walking and cycling facilities, to promote greener, cleaner travel choices and reduce the reliance on the car.

**Issue: Frequency and extent of conventional public transport provision**

**Vision:** A community where people can reach their destination using public transport and where transport links are effective at all times.

**Milestones:** Secure the future of the Wigglybus for next three years.

**Issue: Poor condition of roads and footpaths**

**Vision:** A road and footpath network in good, safe condition, where defects are promptly rectified.

**Milestones:** Promote CLARENCE for reporting of defects.

All category "A" potholes to be repaired within 24 hours of being reported.

**Issue: Improved local route networks for cyclists and pedestrians**

**Vision:** An environment where the reliance on the car is reduced through good transport links and cycle / pedestrian networks.

**Milestones:** Town cycle network to be completed by 2010.

**Issue: Peak time congestion**

**Vision:** Minimum congestion in town.

**Milestones:** School transport plan to be completed to promote safe routes to school.

Completion of an eastern bypass to help solve congestion issues.

**Issue: Lack of access to transport for people with mobility issues**

**Vision:** Fully accessible transport services.

**Milestones:** Full disabled access for all public vehicles by 2015.

Regular daily accessible bus links on route 55 by 2006.

**Issue: Badly parked cars**

**Vision:** Parking enforcement to prevent poorly or illegally parked cars.

**Milestones:** Local Government to take over the enforcement of parking restrictions.



## Social Care / Health

Wiltshire's population is generally healthier than the national average. However, there are some pockets of ill health within the Calne Community Area. The Primary Care Trust has recently undertaken a strategic review of all its services across Kennet and North Wiltshire and an integrated Health and Social Care Team has been created. There has been a move within health and social care to concentrate more on promoting and maintaining good health and independence. This focus on prevention can be seen in such things as the increasing importance of intermediate care services and the drive to encourage healthier lifestyles.

**Issue: Access to health care services**

**Vision:** An environment where people can get timely access to doctors, dentists & other health and care services when they need it.

**Milestones:** Time taken to access GPs and practice teams meet national government guidelines.  
The Primary Care Trust to implement government policy for dental services.  
Ensure that buildings which provide the services comply with the Disability Discrimination Act.  
Provide 24 hour nursing care for people in their own homes where a clinical need is indicated.

**Issue: Access to health and social care**

**Vision:** An environment where everybody can get timely access to the necessary health and social care services when assessed as needed.

**Milestones:** Target services to residents based on assessed need. Monitor use of these services.

**Milestones:** Integration of health and social care teams to secure a 'seamless' approach.  
Improve community based services for people with mental health conditions and drug and/or alcohol related issues.

**Issue: Public, service user & patient involvement**

**Vision:** A health and social care system where patients and the public are able to engage in decision-making about the service in their area.

**Milestones:** Open and transparent consultation.  
Advertise the fact that the public can get advice and make comments through the Patient Advice and Liaison Service.  
Produce a fact sheet detailing what services are viable.  
Develop a website which includes available services.  
Establish a user group to monitor and report back to the Primary Care Trust.



## Housing and the Built Environment

As our towns and villages develop, it is important to ensure that there is the right mix between private and social housing, and that there is adequate provision of affordable accommodation. It is also important to ensure that services, facilities and amenities are in place to support the increasing population. The character of the area must be maintained, and historical buildings preserved for future generations.

**Issue: Provision of more low cost affordable housing in a mix of styles, to rent or buy**

**Vision:** To build more affordable housing to enable people to remain in their local community.

**Milestones:** Influence planning legislation to incorporate 30% affordable dwellings on new developments.

Identify potential sites for rural housing development.

**Issue: Perceived need for accommodation for specialist vulnerable groups**

**Vision:** To provide appropriate accommodation for specialist vulnerable groups where the need is proven.

**Milestones:** Undertake a needs analysis in order to identify areas for service improvement in partnership with other agencies.

**Issue: Some homes in the area are below the decent homes standard in terms of energy efficiency**

**Vision:** Improve the quality of existing buildings particularly for people on low incomes or in poor health.

**Milestones:** Increase the number of homes which reach energy efficiency standards.

**Milestones:** Decent homes standards complied with by all social landlords by 2010.

Encourage more environmentally sustainable practices in private new build developments.

**Issue: State of disrepair and appearance of existing buildings in town centre**

**Vision:** An attractive and well-maintained built environment.

**Milestones:** Redevelop Phelps Parade.

Raise awareness of local maintenance grants availability.

**Issue: Protection and conservation of the landscape setting**

**Vision:** A community where the identity and character of the town or village is retained.

**Milestones:** Encourage village design statements and parish plans and incorporate them into supplementary planning guidance and any new planning documents, such as the local development framework.

Protect public open space e.g. playing fields.

Influence private developers' designs.



## Culture including Leisure, Recreation and the Arts

Culture, in all its forms including recreation, leisure, sports and arts is a major contribution to community cohesion. Often reliant on volunteers, the work undertaken by groups in this category directly involves the community and is much appreciated. Efforts will be made to increase support to existing events in order to create a series of excellent activities throughout the calendar year. The overall aim will be to encourage a vibrant community which involves all elements of the society.

**Issue: Lack of adult education courses on arts and crafts subjects**

**Vision:** A range of interesting courses on arts and crafts based subjects conducted locally.

**Milestones:** Produce a leisure directory promoting local groups, organisations and courses. Publicise existing courses more widely to increase participation.

**Issue: Lack of recreation land and facilities in the town and villages**

**Vision:** Increase recreation land and facilities in the Calne Community Area, to exceed national guidelines.

**Milestone:** New developments to include recreational planning gains for the local community. Attract funding to implement new projects identified.

**Issue: Encourage community events that create a sense of pride and well-being**

**Vision:** To focus resources on building on the successful events already held in the area, to ensure their sustainability and excellence.

**Milestones:** Expand calne.org.uk diary to include village events by summer 2004. Achieve long-term sustainability to existing events.

**Issue: Lack of cinema / entertainment complex**

**Vision:** A cinema for the area.

**Milestones:** Mobile cinema scheme to be achieved by summer 2004.

**Issue: Use culture and leisure activities to engage with children and young people**

**Vision:** Events and activities that encourage children and young people to take a constructive role in the community.

**Milestones:** Encourage the Music & Arts Festival to incorporate activities targeted towards children and young people. Hold one activity focused on youth involvement by summer 2004.

**Issue: Skate park facility**

**Vision:** An appropriately sited facility for children and young people to participate in sports such as skateboarding, BMX and in-line skating.

**Milestones:** Investigate and decide on the viability of mobile and future permanent skate park facility.

# Calne Community Area Plan

## Your Town, Your Village, Your Voice

This project is supported by the Regional Market and Coastal Towns initiative which is managed by a group comprising of the following bodies:-



Our thanks go to the many people who have contributed to the Community Plan by attending meetings, taking part in consultations, and for giving their time. Some of the groups that have contributed to this process are listed below:-

Access for All	Farmers
Barnardos	Heddington Parish Council
Beversbrook Community Association	Hilmarton Parish Plan Steering Group
Bremhill Parish Council	Hilmarton School
Calne 60+ Club	Holy Trinity CE Primary School
Calne Carnival Committee	John Bentley School
Calne Chamber of Commerce	Kennet and North Wilts PCT
Calne Citizen's Advice Bureau	Learning Curve
Calne Community and Visitor Information Centre	Lions Club
Calne Community Area Transport Group	Mill Race Centre
Calne and District Community Link Scheme	North Wiltshire CAB
Calne Credit Union	North Wiltshire CVS
Calne District Tenants Group	North Wiltshire District Council
Calne Family Action Group	North Wilts U3A
Calne Free Church	NSPCC
Calne Girl Guides Association	Priestley School
Calne Heritage Centre Trust	Reach Out
Calne Music & Arts Festival	Sustrans
Calne North Community Centre Steering Group	St. Dunstan CE Junior
Calne Partnership of Churches	St. Edmund's RC
Calne Physically Handicapped Club	The Calne Development Project Trust
Calne Summer Fun	Town Women's Guild
Calne Town Council	Westlea Housing Association
Calne Youth Development Centre	Wiltshire College
Calne Woodlands Camera Club	Wiltshire Constabulary
Castle Fields Canal & Riverside Association	Wiltshire County Council
Cherhill CE School	Wiltshire County Council Department of
Cherhill Parish Council	Adult and Community Services
Colemans Farm Tenants and Residents Assn	Wiltshire Library Service
Compton Bassett Parish Council	Women's Institute
Derry Hill CE School	Young Farmers
Fynamore School	General public

If you would like to know more about the information in this plan, have any ideas for future actions, or if you would like to be involved in the partnership in any way, please contact:

**Dave Roberts** – Wiltshire County Council

daveroberts@wiltshire.gov.uk

01225 713193

**Jane Vaughan** – North Wiltshire District Council

jvaughan@northwilts.gov.uk

01249 706447

**Mark Wilkins** – Calne Town Council

mwilkins@calne.gov.uk

01249 814000