

# Devizes Community Area Plan 2010

## 1. DCAP Culture & Leisure Group – Doug Roseman

A thriving leisure and cultural environment brings a community together.

Devizes is fortunate to have a cinema, an extensive leisure centre, two Museums and a permanent theatre. In addition Carnivals, Festivals and many other events are held throughout the area. The Town, Villages and countryside all share history going back millennia. There is an extensive network of sports clubs providing access to a wide range of physical activities. The whole area can be seen as a visitor attraction and is an ideal base for tourists. Promotion of tourism will help generate employment, income and sustainability of community facilities.

Most of the provision in the field of culture and leisure is in the hands of a large number of individual, and often small, voluntary groups. Such community involvement is a great strength but it is also a weakness as provision is reliant on a small number of people who are often involved in running many different organisations. Similarly funding is often dependent on the same generous donors.

There is a need to improve leisure, sporting, arts, community and cultural facilities and provision throughout the Community Area. Access to centralized services for those living in the villages needs to be improved.

Given the extensive reliance on volunteers we need to encourage community involvement and volunteering, particularly among young people.

Partnership Action	Who is Responsible	Timescale	Outputs / Outcomes
<b>Retain the theatre and cinema in Devizes and improve entertainment provision and access to it in the town and villages.</b>	All councils and DDP (Trading) Limited.	Ongoing.	Broader, more accessible, provision of entertainment.
<b>Ensure appropriate access and best use of Devizes Community Area's distinctive cultural features e.g. Wiltshire Heritage Museum, the Kennet and Avon Canal, its Museum and the Roundway battle site.</b>	All councils, Wiltshire Heritage Museum, British Waterways and Kennet and Avon Canal Trust.	Ongoing.	Increased tourism.
<b>Support events such as Devizes and village carnivals, Devizes Festival, Devizes Christmas lights, speciality markets and fairs.</b>	All councils and DDP (Trading) Limited.	Ongoing.	Greater sense of belonging, improvement of civic pride and increased involvement in public affairs.
<b>Encourage the work and continuation of</b>	All councils and individual youth	Ongoing.	Vibrant youth organizations and groups, available to all.

<b>youth organizations and groups including those run on a voluntary basis.</b>	organizations and groups.		
<b>Retain existing and promote new/better sports and arts facilities and provision in the town and villages.</b>	All councils and voluntary groups.	Ongoing.	Improve facilities for all.
<b>Encourage volunteering and community involvement by a wider spectrum of residents including the young.</b>	All councils, lead and all voluntary groups and schools.	Ongoing	Continuing supply of well trained and committed volunteers.

## 2. DCAP Refreshed Economic Strategy – April 2010 – Mitch Roberts

**Devizes is the economic, retail and cultural centre for the Community Area. Whilst remaining an unspoilt market town, there is a need in Devizes, for more and better retail shopping, new employment opportunities and promotion of the town and its Community Area as a centre for tourism. All of these opportunities should be embodied within any Master Plan.**

**1 Produce a Town Plan** – Identify employment sites and other business opportunities, to establish best use of available land.

**Partners** – Mid Wilts Economic Partnership (MWEP) - Devizes Town Council – Devizes Development Partnership (DDP)

**Timescale** – Inaugural meeting has taken place, in Jan 2010– MWEP and Town Clerk, with DDP formally supporting the proposal

**Outputs** – The Town Plan should be attached to the LDF, to be used as supplementary planning guidance, thereby protecting identified sites from possible residential development or importantly, edge of town retail, which could impact upon the town centre retail viability.

**2 Improve the public realm in the town centre.**

**Partners** – Devizes Development Partnership (DDP) – Devizes Town Council – Wiltshire Council

**Timescale** – Consultation has taken place throughout 2008/9, to ascertain the level of support for improvements to be carried out in The Brittox and Little Brittox.

A Design Brief, based upon the consultation feedback, will be presented to the Devizes Area Board for their approval and subsequent submission to Wiltshire Council Executive for their consideration – Mid 2010

**Outputs** - This will encourage landlords to invest in their own property, which in turn, will attract further inward investment, by national retailers and hospitality sector representatives.

**3 Continue to fund a Town Centre Manager**

**Partners** – Devizes Development Partnership (DDP) – Devizes Town Council – Wiltshire Council.

**Timescale** – Funding is in place for 2010/11, but there is no confirmation of continued funding from Wiltshire Council, following the demise of Kennet District Council

**Outputs** – The Town Centre Manager will continue to deliver the objectives within the DDP Strategic Action Plan, which complements the DCAP Strategic Action Plan.

**4 Monitor Key Performance Indicators, (KPI's). Footfall Counts, Car Park Turnover, Business Occupancy Levels, Planning Applications, On Street Consumer Surveys, etc.**

**Partners** – DDP - Chamber of Commerce – Mid Wilts Economic Partnership – Wiltshire Council – Devizes Area Board – Business Link – Federation of Small Business (FSB)

**Timescale** – Ongoing

**Outputs** – Trends can be monitored and any negative aspects brought to the attention of town centre stakeholders. This activity will be financially supported by MWEP, under the banner of Association of Market Towns (AMT) Benchmarking.

**5 Tourism – Establish a Devizes District Tourism Group and nurture all tourism opportunities, to boost the local economy.**

**Partners** – Wiltshire Council – DDP – Visit Wiltshire – Devizes Town Council, Kennet & Avon Canal Trust – Wadworth Brewery

**Timescale** – Group established in March 2010, with meetings ongoing.

**Outputs** – The focus is, Visit Devizes for a day, aimed at coach operators. The group is also identifying any shortfalls in visitor provision, public toilets, coach drop off / pick up points, etc

**6 Plain Action** – Identify opportunities to deliver the following aspirations, utilizing available regional funding.

- Strengthen the long term economic performance of the area, by supporting initiatives that nurture enterprise, cross sectors and remove barriers.

- Work for cohesive, stable and sustainable communities throughout the area, by addressing current imbalances and geographical and social isolation.
- Maximize the skills, abilities and opportunities of all those living and seeking work in the area, particularly in the context of the opportunities presented by the military establishment and the skills of those leaving it.

**Partners** – DCAP – Plain Action Management Group – DDP – Wiltshire Council

**Timescale** – 2006 until 2013

**Outputs** – This Rural Development Programme will improve life for those living and working on and around Salisbury Plain, including Devizes and its hinterland.

**7 Support and promote local food producers, whilst developing links between producers and consumers.**

**Partners** – DDP – Wiltshire Council

**Timescale** – Ongoing

**Outputs** – Maintenance of farmers markets, charter markets, food festival, etc.

**8 Retain village shops, post offices, where possible and identify any alternate use for pub closures.**

**Partners** – Appropriate Parish Council – DDP

**Timescale** – Ongoing

**Outputs** – Retain village retail floor space and where possible introduce a change of use for redundant public houses

**9 Website. [www.devizes.org.uk](http://www.devizes.org.uk) Build on the newly created site.**

**Partners** – DDP - Devizes Tourism Group – Chamber of Commerce – Wadworth Brewery – Kennet & Avon Canal Trust

**Timescale** – Ongoing

**Outputs** – Global awareness of the town's assets, which should encourage increased visitor numbers.

**10 Broadband Provision. Support and explore means, to offer Broadband throughout the Community Area.**

**Partners** – DDP - Chamber of Commerce – Wiltshire Council – MWEP – Other Business Support Agencies

**Timescale** – Ongoing

**Outputs** – Encouragement of new business to our Community Area

**11 Provision of starter units and other work places, to create employment opportunities for all.**

**Partners** – Wiltshire Council – Chamber of Commerce – DDP

**Timescale** – Ongoing

**Outputs** – Work places, including starter units, provided for all ages of employees.

### 3. DCAP Housing & the Built Environment – Refreshed Strategy April 2010 – Janet Giles

Housing & the Built Environment has a link with most of the other thematic groups. Through good housing & infrastructure, the health, wellbeing & economy of the town can thrive.

The group consider that we are now at a point where radical new thinking is called for. There is an ever widening gulf between those who can manage to obtain a mortgage & purchase their home & those who are able to access rented or social housing.

The different needs of all residents have to be considered, with houses built to address these & with less money now available. More than ever developments should be looked at as a whole & integrate well into their surroundings.

**(1) Neighbourhood cohesion** - To bring people together, to improve their neighbourhoods and engender pride in their surroundings. Specifically, initially, to revitalise The Avenues area of the town, working together with Devizes Town Council and our housing association partners, to achieve this.

**Partners** – Devizes Town Council – Residents within The Avenues – Housing Association - Police

**Timescale** – Inaugural meetings have taken place with the Town Council, further action will take place throughout 2010. The initiatives put into place to deliver the objective will be subject to ongoing monitoring and development where necessary

**Outputs** – Community spirit will be engendered. The initiative will embrace those residents, within both private and affordable homes, thereby integrating them. The area will become more attractive which, in turn, will deter untoward activity

**(2) Design and Community Consultation Supplementary Planning Guidance** - To change the planning process, so that local requirements for design, infrastructure, open spaces and landscaping could be developed by the community, to inform local government.

There should be a requirement to consult the community on design, prior to a planning application being made with the provision of infrastructure of paramount importance.

**Partners** – Wiltshire Council Planning Department – Devizes Town Council – Housing Developers – Police Architectural Liaison Department (Security by Design) – Housing Associations

**Timescale** – Ongoing, for any significant residential development

**Outputs** - Local preferences for style, design & layout can be consulted on by the community at the initial stage of any development.

**(3) Work with Housing Associations to meet the housing needs of all the community** - Limited availability of land & financial restriction necessitates greater cooperation to make sure that houses are built for the need of all the community.

A more flexible approach to planning and viability needs to be taken working with our partners to achieve this. This could be in the renovation of existing tired estates or garage areas and identified redundant commercial sites, together with town centre regeneration through flats over shops.

In our villages, infill development should be encouraged and prioritised. At the same time, communities should be consulted, to identify possible sites for development to encourage local employment.

**Partners** – All Housing Associations – Local residents – Wiltshire Council – Devizes Town Council

**Timescale**- Ongoing

**Outputs** - Housing Associations do meet together already, but more could be done.

- By networking, when seeking compromise or innovative solutions, directly linked with adding value to any potential employment or residential sites
- Enhanced employment and health benefits
- Community involvement by consultation processes to identify possible sites

#### 4. DCAP Transport – Tony Sedgewick

The high levels of traffic in the area is a cause for concern. In Devizes in particular it poses a threat to public health through pollution; it has an impact on local trade; it is a deterrent to new business and it disproportionately increases the area's carbon footprint.

Public Transport services are poor, increasing car-dependency and seriously disadvantaging those who, for whatever reason, do not have access to personal transport.

The committee accepts that any major improvements in the highway network is unlikely and is therefore aiming to reduce traffic levels by a series of practical and inexpensive actions.

Action	Who is responsible	Time Scale	Outcomes
Undertake a comprehensive traffic survey and update the 2006 Traffic Model	Wiltshire Highways	2010	Provide a solid basis for determining the impact on traffic of any new developments and changes to the road network.
Heighten awareness of the impact on traffic of proposed developments.	Wiltshire Highways, Area Board, Eastern Planning Officers, Town and Parish Councils.	ongoing	Recognition of the critical nature of congestion in Devizes and a more holistic approach to proposed developments and the impact on congestion.
Examine possible changes to the road network to reduce congestion hot-spots.	Wiltshire Highways	2010 - 2011	Improvements to the road layout, bus stops, etc. resulting in a reduction in traffic congestion
Encourage major employers to introduce and action Green Travel Plans	Wiltshire Council, DDP, Devizes Town Council, Area Board	2010 - 2011	Reduction in commuting by car.
Reduce "School Run" traffic	Wiltshire Council, Area Board	2010 - 15	Reduce traffic generated by taking children to and from school by car.
Reduce number of short car trips	Wiltshire Council, Devizes Town Council, Chamber of Commerce	2010 - 15	Reduce congestion by eliminating a number of short trips into the town both by trip consolidation and cycling and walking as an alternative.
Examine the feasibility of a Car Club for Devizes	Transport Group	2010	A Car Club which reduces car ownership, particularly second cars.
Improve Cycling routes and safety	Wiltshire Council, Sustrans, Town and Parish Councils	2010 - 15	New and improved cycle routes, Increased use of cycling and improved safety.
Improve the town bus services	Wiltshire Council, Area Board, Bus Service Providers, Kennet Passenger Association, Devizes Town Council	2010 - 15	Increase passenger numbers by providing services where and when there is demand. Increase mobility for those without access to a car.

Improve Public Transport Services in rural areas	Wiltshire Council, Area Board, Parish Councils	2010 - 15	Provide a more effective and efficient public transport option in rural areas; Increasing mobility for those without access to a car.
Examine improved rail links	Wiltshire Council, Area Board, First Great Western	2010-2012	A possible rail link on the Pewsey to Westbury line.

## 5. Health & Social Care – Councillor Paula Winchcombe

Devizes has a wide range of health services. Increasing demand on those services cannot always be met by statutory providers, hence the development of an Independent Sector Treatment Centre at Marshall Road, Devizes, providing elective day surgery for residents of Wiltshire. In updating this section of the Community Area Plan the thematic group seeks to address local health and social care issues within the Devizes Community Area by linking to Local Area Agreements and the Joint Strategic Needs Assessment to identify and deliver projects to further improve the health and wellbeing of the community.

Action	Who is responsible	Time Scale	Outcomes
Provision of sustainable, appropriate and adequate health services in the Devizes Community Area	NHS Wiltshire GPs	2010 - 2013	Provision of NHS Treatment Centre for elective day surgery (complete) Provision of Primary Care Centre with 3 GP practices and community health services Continued monitoring of usage of minor injury services by NHS Wiltshire & Health Overview & Scrutiny Committee Continued monitoring of usage of maternity services by NHS Wiltshire Continued monitoring of access to NHS dental services by NHS Wiltshire
Provision of sustainable, appropriate and adequate social care in the Devizes Community	Wiltshire Council	2010 - 2015	Continued monitoring of access to social care Provision of residential/nursing care homes in response to needs assessment
Provision of adequate childcare services – preschool, after school, school holidays	Wiltshire Council	2010 - 2015	Information, signposting and schemes run for children and young people Development of schemes to encourage children to be active and to eat a healthy diet
Access to public buildings and shops for people with disabilities	Wiltshire Council Town & Parish Councils PHAB & DDAD	2010 - 2015	Monitor facilities and access for disabled people Enforcement of legal powers where appropriate
A range of activities enhancing health & wellbeing for people of all ages	NHS Wiltshire Wiltshire Council Health & Social Care Forum Housing Associations Voluntary & Community Sector	2010 – 2015	Ensure local community centres are used to the full for activities and clubs Projects respond to mini-JSNA findings for Devizes Community Area Development of outdoor fitness projects when existing play areas are upgraded. Information on active lifestyle projects through housing providers, community and voluntary sector organisations. Produce walking packs and other information

Provision of adequate supported housing for vulnerable people	Wiltshire Council Homes 4 Wiltshire Other social landlords	2010-2015	Encourage St Monica's and other providers to develop extra care housing
More older people supported to live independently	Wiltshire Council NHS Wiltshire Housing Associations Voluntary & Community Sector	2010-2015	Activities to encourage independence Better signposting of information Multi-agency approach to promoting independence
More people with learning disabilities supported to live independently	Wiltshire Council NHS Wiltshire Wiltshire Police Wiltshire People First	2010-2015	Mainstreaming of services for people with learning disabilities Implementation of Wiltshire Council Transformation project
More people with mental health needs supported and in employment	NHS Wiltshire Avon & Wiltshire Mental Health Partnership GPs Schools Chamber of Commerce Job Centre Plus Wiltshire Wildlife Trust	2010-2015	Early diagnosis and treatment, if necessary, for young people Raising awareness of mental health issues and remove stigma Better use of Wiltshire countryside to help ease and treat mental health conditions Support for people to gain employment
Support for families in rural areas	Wiltshire Council Voluntary & Community Sector		
Support for carers of all ages	Carers Associations Young Carers Youth Action Wiltshire	2010-2015	
Provision of complementary therapies	Health & Social Care Forum	2010-2015	Signposting of information
Provision of appropriate end of life care	NHS Wiltshire Wiltshire Council Hospices Voluntary & Community Sector	2010-2015	Adoption and implementation of Wiltshire End of Life Strategy

## 6. Crime and Community Protection – Noel Woolrych

Statistically Wiltshire is one of the safest places in the country and crime recorded crime has been falling at a steady rate. Within the Devizes Community Area crime has fallen even more. The Devizes Community Area Safety Committee works with many local agencies such as Wiltshire Council, Town and Parish Council, the Police, and representatives from local community and business organisations to maintain these low levels of crime and where possible to reduce them still further.

The committee's work also extends to the wider agenda of community safety linked to such issues as "fear of crime", preventative measures, including tackling the social causes of crime, social inclusion, rural deprivation and the promotion of independence through community based work and consultation.

Recent consultations revealed that the main concerns of the community were identified as domestic violence, youth issues, drug and alcohol misuse, burglary, vehicle and town centre crime, road safety, anti-social behaviour and crimes against vulnerable people.

Action	Who is responsible	Time Scale	Outcomes
Behaviour –Priorities include tackling vehicle crime, anti-social behaviour, hate crime, domestic violence and careless, reckless or dangerous behaviour by road users	Community Safety Partnership and Wiltshire Constabulary	2010 - 2015	Reduce burglary from dwellings, vehicle related crime. Reduce anti-social behaviour. Reduce the numbers of those seriously injured or killed on Wiltshire roads.
People –Priorities include young people, those who misuse drug and alcohol, persistent offenders and those who feel vulnerable.	Community Safety Partnership, Drug and Alcohol Team, retailers of alcohol. Pub Watch.  County, Town and Parish Councils	2010 - 2015	Provide treatment services intended to assist offenders to deal with addiction and its impact on their lifestyles and thereby reduce the harm caused to society. Increased involvement of young people with the "civic processes". Improved locally based leisure facilities for young people.
Places – Priorities include tackling problems in places where certain crimes are more prevalent ("warm" spots) and isolated communities. Empower local communities to consolidate improvements in reducing crime through community capacity building	Wiltshire Constabulary and Community Safety Partnership.  Housing Associations Wiltshire Council Area Board	2010 - 2015  On-going	Police to respond to "immediate response" category calls in 20 minutes in rural areas. Where invited local police will attend parish, town council or local community meetings.

## 7. DCAP Countryside and Land based Group - Ted East

The Group has focussed on the Kennet and Avon Canal area as the key to improving leisure amenities and access to the countryside. The British Waterways role locally has been taken over by the Kennet and Avon Canal Trust, a voluntary organisation. The Kennet and Avon Canal Trust wishes to redevelop their property at the Wharf to provide better public and youth facilities, including a café, toilets, meeting rooms and storage. The Group has been assisting the Trust to develop specific proposals and DCAP has agreed to adopt the project in principle. Plain Action has been introduced to the Trust and now requires a detailed project proposal so that funding can be earmarked.

The Group led an anti-litter campaign which concluded with a successful schools poster competition in partnership with Wiltshire Wildlife Trust. Local primary schools organised litter collections on their own premises. Volunteer litter collections along the Kennet and Avon canal were also supported.

There is a lack of public open space in Devizes following two decades of intensive housing development. Infrastructure planning has been neglected and new recreational open space in and close to the town is needed to replace that used up for housing. The existing public open spaces, such as the Wharf and Quakers Walk should be preserved and protected from further housing developments. The Wharf Centre proposal described above is the initial focus of this project. New public park areas should be identified and protected within the Wiltshire planning framework. For example, the undeveloped land to the west of Quakers Walk could be designated as future public parkland protected from development. In that way a continuous stretch of open space from the Caen Hill locks, through the Wharf to Quakers walk and beyond would remain accessible for recreation and enhance the town's amenities. These ambitions need to be incorporated in the Wiltshire Council's planning strategies. The Trust for Devizes and wide range of people with community interests is actively co-operating with the pursuit of these ambitions. The objective is to work alongside Wiltshire Councillors and Officers to encourage them to promote the wider amenity interests of the local community.

Recycling of waste from households needs to be improved. The kerbside collections are too limited and too many people are making trips by car to the recycling centres to dispose of cardboard, plastics, textiles, metals, electronic goods, etc. that cannot currently be put into the recycling collections and which they do not want to put into the land-fill general waste. Some of this material may be illegally dumped. This is not a problem that will be simple to solve but people should be encouraged to come forward with constructive ideas.

Other local organisations and individuals who have been supportive in the work of the Group include Wiltshire Council waste management and footpaths officers, Devizes Town Council officers, the neighbourhood police team and the Town Centre Manager.

Who is responsible	Action	Time Scale	Outcomes
K&A Trust supported by DCAP	Develop proposals for the Kennet and Avon Canal Trust Wharf Centre building	2010 - 2012	Better public and youth facilities, including a café, toilets, meeting rooms and storage, for the benefit of the local community and visitors.
Wiltshire Council, encouraged by DCAP Group and community organisations including the Trust for Devizes	Promote strategic plans for the preservation and augmentation of public open spaces in and around	2010 - 2025	Preserve the remaining public open spaces in Devizes and identify potential new public areas. Prevent housing priorities from further reducing local

	Devizes.		amenities.
Wiltshire Council, encouraged by DCAP and Devizes Town Council	Continue to tackle litter problems, with a current focus on improved recycling facilities.	2010 - 2025	Recycling of addition streams of materials such as cardboard and plastics by local kerbside collection, reducing wasteful individual journeys by car to recycling centres and illegal dumping.