

DEVIZES COMMUNITY AREA



2007 – 2012

Strategic Action Plan

CHAIRMAN'S FOREWORD

As Devizes moves into the 21st century it faces the need to grow and create new opportunities whilst at the same time retaining the character of a rural market town. Lack of space within the town centre and the poor regional road network create some of the barriers which the town faces.

The Devizes Community Area Planning Partnership (DCAPP) is part of the vibrant community of Devizes. The town has a varied architectural and social mix ranging from the modern industrial developments forming the commercial development at the Hopton Industrial Estate through to the 11th century historic surroundings of St John's Church. The future of Devizes is linked to a need for measured change, retaining the town's historic market town feel whilst introducing new commercial and social activities to ensure that the town continues to attract new businesses and people.

Devizes stands at a crossroads both economically and socially. Significant growth in the numbers of people living in the town as well as businesses based in the town have created the basis for growth in the retail sector and the need to expand the range of social and sporting activities in the town. Culture and arts are well represented by the presence of the Wharf Theatre and the museums of the Kennet & Avon Canal Trust and the Wiltshire Heritage Museum. Growing awareness of the historic importance of Devizes and the presence of Caen Hill Locks has increased the number of tourists coming to the town and the diverse range of activities on offer in the town creates huge economic potential for its future development.

Since Central Government created the requirement for Local Strategic Partnerships to be formed, the Devizes strategic partnership (DCAPP) has worked hard to promote the town and to create an environment in which social and economic growth can take place. Significant improvements in telecommunications have helped the town to take on a role far beyond any position which could have been achieved previously relying purely on road and non-existent rail networks. The continued development of the town stands much in the balance. Population growth in the south west has created greater demand for local services and improved telecommunications have meant that commerce has been able to relocate from larger urban environments to the more rural environment. To move forward, Devizes needs to grasp the opportunities which are on offer and continue to attract new and exciting businesses and people. Alongside physical growth there needs to be a corresponding increase in the services and facilities which are on offer to the new residents of the town.

This local strategic action plan looks at the requirements of the town and its rural hinterland over the next 5 years and will hopefully help create an environment in which future development and growth will take place to the benefit of all of the inhabitants and users of the Devizes Community Area.

Yours sincerely

Roger Chadwick

Roger Chadwick

Chairman Devizes Community Area Planning Partnership

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PARISHES IN DEVIZES COMMUNITY AREA



Devizes Community Area consists of the market town of Devizes and the following surrounding parishes: All Cannings; Bishops Cannings; Bromham; Easterton; Erlestoke; Etchilhampton; Great Cheverell; Little Cheverell; Market Lavington; Marston; Potterne; Poulshot; Roundway; Rowde; Seend; Stert; Urchfont; West Lavington; and Worton.

EXECUTIVE SUMMARY

This document is the Strategic Action Plan for the Devizes Community Area, adopted by Devizes Community Area Planning Partnership (DCAPP). It will be used to guide the work of the partnership in the short to medium term and will be continually revised as projects are delivered and new ones emerge.

We have attempted not to use acronyms within the main document but as they have been used within the Appendices a list of acronyms has been prepared and is contained at Appendix 'A'. Where the word 'Area' appears with a capital first letter, this refers to the Community Area.

Section 1 of the document (pages 6 to 10) introduces the reader to the Devizes Community Area, the development of DCAPP and its membership and responsibilities, together with details of the work that has been undertaken to develop and publish this Strategic Action Plan.

Work on the Community Area Plan firmly established the **Vision** for the Community Area, which local people have expressed as: -

'Over the next 30 years to form an integrated community of people and businesses, blending a living and working countryside with its service centre, the thriving market town of Devizes, and ensuring that all people have a good quality of life with access to the facilities they need.'

Twelve **Key Strategic Objectives** have been identified through consultation which the Partnership will be working towards to implement the vision and these are set out on page 12.

The Partnership has also given considerable thought to the **Guiding Principles** to be applied to all the work and projects contained in this Strategic Action Plan: -

- Sustainability
- Support of Partners
- Impact
- Integration
- Funding
- Uniqueness

- Achievability
- Value for Money
- Equality and Diversity

These principles are elaborated on on page 19.

Through consultation, local people have told us that they want to respond to the many changes faced in the Area, by taking action in ways which do not spoil what we have but rather protect and improve things for the future.

In that context, the aim for the Devizes Community Area is to create a more self-contained community. This means supporting the town of Devizes but also involves helping the larger villages, such as Market Lavington, in their roles as service centres. In addition, the plan is to improve transport, which will bring town and countryside closer together and help all the population to access events and services.

More local jobs, better shopping and shopping environment, improved health care and improved community safety and facilities are actions at the heart of this strategy.

These actions will help to support local distinctiveness. The community will develop a greater sense of belonging and pride of place as people do more things on a local level. Devizes is well set up with thriving organisations and clubs but these could benefit even more by working together on their visions set out in this plan.

Young people in the community will be encouraged to think more about their future locally and what they can do to improve things for themselves and others.

The work of the Partnership is based around eight themes:

- Health and Social Care
- Transport
- Crime and Community Protection
- The Economy
- Education and Life Long Learning
- Culture and Leisure
- Housing and the Built Environment
- Countryside and Land-based.

Thematic Groups were formed for each to try and progress not only the actions identified in the Community Plan, but also to try and extract a number of strategic priorities.

The Strategic Priorities

The strategic priorities which the groups have identified are:

- To maintain an adequate range of health services in Devizes for the local community with access to these services for all, working with the Wiltshire Primary Care Trust.
- To ensure that Devizes continues to thrive as a major service and shopping centre for the whole Community Area by maintaining local services, having a good range of shops in an attractive environment and attracting more trade and employment opportunities to the Area.
- To seek improvements to the built environment within Devizes.
- To tackle the fear of crime and ensure that Devizes and the Community Area are well- policed so that local people can access services at any time without fear and in safety.
- To provide a deterrent to crime, vandalism and anti-social behaviour in Devizes and the Community Area.
- To work with Wiltshire County Council to ensure that there is adequate public transport to enable people throughout the Area to access health, retail and other services and to improve the traffic network in Devizes through better forward planning.
- To provide improved local community facilities and activity choice within some of the major village centres in the Area.

This strategic plan concentrates on proposals which will help to progress these priorities significantly during the next five or so years.

The Priority Actions and Projects

The following is a summary of identified actions and projects that the Devizes Community Area Planning Partnership seeks to pursue as its priority:-

Economy, Built Environment and Street Scene

1. The Devizes Development Partnership (DDP) is engaged in the economic and social development of the Devizes area. This is being achieved by a partnership of Local Government, private sector businesses and many other organisations working together to identify and implement solutions to the needs of the wider community. Nationally, there is clear evidence that effective Town Centre Management is vital in developing a strong retail economy. Extensive consultation has demonstrated concern over the performance of Devizes Town Centre. In order to address this, funding for a Town Centre Manager was secured from Devizes Town Council and DCAPP, supported by the private sector. This funding is only in place until June 2008. In order to maintain momentum and enable the current projects and initiatives to continue it is important that longer term funding for the post is secured.

2. The community have a great pride in their local town and the outcome of recent consultation on possible improvements to the retail offer has revealed that as well as a desire for more specialist and local shops, the community firmly believes that the main streets of the town, the Brittox, the Little Brittox, Wine Street and the High Street have become dated and tired over time and do not carry forward the appeal of the recently refurbished Market Place. It is considered that this has an adverse effect on the retail sector operating in the town centre and a need to improve the street scene in these areas has been identified as a key way to compliment and support existing and future retailers. Consultation on possible ways forward is planned for 2007 and will be led by Kennet District Council, Devizes Town Council the Devizes Development Partnership and the County Council.

3. One of the most important historic buildings in Devizes is the former Assize Courts building. This building is on the English Heritage 'At Risk' register. Local people, local organisations, English Heritage and the local authority want to preserve this derelict building and bring it back into productive and useful use, hopefully one which is sustainable in its own right and which benefits the community as a whole. A feasibility study has recently been commissioned by a partnership of local organisations led by Kennet District Council and the Wiltshire Historic Building Trust.

When the study has been completed the community will have to agree on a way forward and then work together to firstly acquire the building and then ensure that it is refurbished and brought back into a self sustaining use.

4. Devizes is probably one of the few towns in Wiltshire which does not maximise the cultural, economic and social potential of the Kennet & Avon Canal which passes through it. Following on from the ongoing successful redevelopment of other parts of the town centre, the untapped potential of the Wharf is increasingly becoming the focus of community attention. Developers are also beginning to express an interest in this area and it is likely that a development brief will have to be produced and consulted on in the foreseeable future.

It is critically important that what takes place on the Wharf is in line with the community's aspirations and benefits both locals and visitors alike. Leisure and cultural uses need to play a key part in any development and it is likely that while the commercially profitable elements of any development will 'look after themselves', considerable effort and support will be needed to attract new leisure uses and champion the 'softer' existing cultural and leisure elements like the Wharf Theatre and Kennet & Avon Canal Trust Museum which are needed to maintain a healthy mixed use development.

5. Again in Devizes, there are many voluntary organisations operating from various locations delivering services to the local community. Economies of scale and ease of access could be derived from bringing some of these services together under one roof. A group of organisations are therefore looking to set up a 'One Stop Shop for Community Organisations' in Devizes.

The first step is to commission a feasibility study and business plan that will lead to a multi purpose community shop. This will involve the following work:

- liaise with partners to ascertain exact needs as well as the contribution that can be expected from them (financial and in kind) 7+ partners
- develop, implement and evaluate market research to test the group's ideas and gather new ones (sample of at least 200)
- draft a business plan
- present findings to partners

The study is the first phase of a three phase project. Phase two will be to open a community facility which is expected to be an internet café with access to advice, credit union services, refurbished white goods and other community sector facilities / information. It will be supported by income generating enterprises. Phase three could be the consolidation of the facility into larger premises possibly purchased for the purpose. (There may be some synergy between this proposal and the work being undertaken on saving the Assize Courts.)

6. Devizes has a series of successful, annual, community events, including a Carnival, a Street Festival and a Christmas Festival, which bring important social and cultural benefits to the town. These events involve large numbers of people, as participants and as audiences, and a programme of artist-led workshops provided for community groups, has enabled over one thousand people to take part in activities from which they would previously have been excluded. The size and quality of the resulting events is now on a par with those seen in much larger towns where a team of funded organisers are more likely to be arranging the event. Arts Council England (ACE) has recognised the unusual success Devizes has had in developing these activities and over a number of years has provided grant funding to encourage further development. The effort and time now required to arrange and fundraise for these major events severely challenges the volunteer groups that run them. These important community activities are consequently at risk – there is little opportunity for further development and they could very easily be lost altogether. The proposed solution is to set up a post of Community Events Manager, as a three-year development project, to work with the organising committees, develop the events and put the running of them onto a professional footing. Devizes could become a centre of excellence for such activities and enjoy the considerable social and cultural benefits that would result from it.

Transport and Community Safety

7. A need has been established for secure cycle storage in the town centre. Local people working in businesses in the town would like to travel to work by bicycle but need somewhere safe to lock their cycles and store their cycling clothes during the day. The facility would also be useful for touring cyclists following the Kennet and Avon Canal and Sustrans routes and for people who come into town to shop etc. A site has been identified in the West Central car park for this facility. The project contributes to making the area a tourist destination by providing a facility for cyclists travelling through the area to enjoy the cultural, heritage and wildlife riches. It also contributes to sustainable transport aims in providing an alternative to

the car and, at the same time, providing a facility to promote a healthy mode of travelling.

8. Consultation has revealed a fear of crime in the area and the idea has been put forward by local people for a CCTV system in the town. Detailed research has been carried out by Devizes Development Partnership looking at the various technologies and methods of delivering CCTV coverage. The Partnership has secured funding (in part for the Devizes Community Area Planning Partnership) for the first stage of the project, setting up a number of cameras in the town centre but further work will be needed on staff training and revenue costs and setting up a volunteer monitoring scheme. Based on information from other towns, it is also likely that once the scheme has become operational there will be pressure to extend camera coverage both in the town and possibly onto the town's major industrial estate.

Rural Facilities

The Devizes Community Area Planning Partnership was conscious that its activities should not simply focus on the principal town of Devizes and that the provision of community facilities in the wider community area is essential to satisfying 'local' demand, given the limitations of the existing public transport network in this largely rural area.

9. Market Lavington is the largest village within Kennet District without a Community Centre of any sort. The impact this is having on young people is of particular concern to the local community and they would like to address it by making provision for youth group activities and sport in a new venue. At the other end of the scale there is a large proportion of the village population who are over 60, and for whom there are very limited meeting facilities in the village. The plan is to provide a comfortable meeting room, complete with kitchen and toilet facilities to encourage such groups as the Darby and Joan Club and the WI. The main hall will also be available for dancing and Craft Fairs, and a monthly luncheon club.

The project seeks to meet all of the major social needs of the village with sports including indoor bowls, table tennis, keep fit/yoga, basketball and youth group activities. There are also aspirations to equip the hall with a removable stage and lighting so it can accommodate performances and displays. Outside the building there are plans for a 'village green' and children's playground.

This project is already well under way with substantial funding raised and planning permission secured and a projected completion date for the new hall in late 2007. As is the

case with most capital projects, however, there will inevitably be unforeseen costs, and the Community Hall Management Trust would like the support of the DCAPP in addressing these, and the costs of equipping the building

10. There are some direct parallels between Market Lavington and the village of Bishops Cannings which does not have many community facilities either. There is an opportunity however within the local Church to provide community space, suitable for staging a range of cultural events. There is no other venue within the parish with the capacity to mount performances of any significance. The Church has been used in recent times to host the production of choral, musical and dramatic works. These have been extremely successful ventures and feedback from the community indicates a desire for more events of this kind.

Unfortunately the church lacks basic amenities such as toilets, kitchen space and suitable lighting and staging equipment. A modest scheme has been devised and costed to provide limited toilet facilities and it is an objective of the Devizes Community Area Planning Partnership to try and further this project.

1 INTRODUCTION

1.1 CONTEXT – WHY PREPARE A STRATEGIC ACTION PLAN?

In 2000 and 2001, two new initiatives were launched, aimed at community, social and economic regeneration in England. These were the Local Government Act 2000 and the Market and Coastal Towns Initiative created by a Partnership of eight regional organisations led by the South West Regional Development Agency.

The Market and Coastal Towns Initiative (MCTi) was launched in response to Government and South West regional policy initiatives including the Rural White Paper, the Regional Economic Strategy of the South West of England Regional Development Agency (SWRDA) and the Countryside Agency's Market Towns programme.

The ultimate aim of the initiative was to produce strategic plans that promote the regeneration of market and coastal towns. The fundamental concept was that these plans should be a consequence of aspirations and not be generated by local government bodies; in short they had to be 'community fed not authority led'. It was also recognised that the plans should cover a long timescale – up to thirty years if necessary.

Both initiatives encouraged a 'bottom-up' approach, involving the community in the preparation and implementation of Strategies and Community Plans, which would contain the aspirations of the community. Local people were to be involved through consultation and, through building their capacity to undertake the work, were to be encouraged to help implement the plans. Once the Community Plans were in place Strategic Action Plans then had to be developed around actions and projects that the community had identified as strategic priorities which were capable of implementation or of being advanced significantly within the short to medium term.

Devizes Chosen as a Pilot Town

In the autumn of 2001, Devizes was chosen by the regional MCTi partnership as one of nine pilot towns throughout the South West Region to take forward the new initiative. A Steering Group was formed including local and statutory authorities, elected representatives of the

town and parish councils, British Waterways, the police, representatives from the voluntary sector, the Federation of Small Businesses and representatives from local schools.

The sum of £70,000 was awarded to the Group to enable them to carry out the work and consultation necessary to produce a Community Plan, undertake capacity building within the local area and carry out a few 'quick win' projects, involving local people. These projects showed people living in the Community Area that something was happening as well as building capacity in the organisations and individuals working on them. The funding has been crucial to the capacity building process, especially of the Devizes Development Partnership, in enabling them to lead on projects, involving local residents, as appropriate.

Part of the funding was used to employ a consultant to look at previous research and strategies for the community area and prepare a report combining the findings. The Steering Group worked with SWRDA to organise a community consultation event. Nearly 100 people from the business, voluntary and private sectors, statutory and local authorities, schools and local people (including young people) met for a day to decide what the town of Devizes and its surrounding rural area needed to enable the area to thrive in the next twenty to thirty years.

The results of the day were to form the foundations for the Devizes Community Area Planning Partnership's subsequent Community Plan.

1.2 THE COMMUNITY AREA

Before discussing strategic action plans and partnerships in detail it is appropriate here to set the scene by providing a little information on the Devizes Community Area.

The Devizes Community Area is made up of Devizes and the following surrounding parishes: All Cannings; Bishops Cannings; Bromham; Easterton; Erlestoke; Etchilhampton; Great Cheverell; Little Cheverell; Market Lavington; Marston; Potterne; Poulshot; Roundway; Rowde; Seend; Stert; Urchfont; West Lavington and Worton.

Devizes urban area, with its central Wiltshire location and population of 15,790¹ (including Roundway Parish and parts of Bishops Cannings Parish which are physically part of the urban area) is the headquarters of many countywide organisations e.g. the police, fire and

ambulance services, Community First (the Rural Community Council for Wiltshire), English Nature and Wiltshire Wildlife Trust. Devizes, together with the wider community area, has a total population of 30,500 in 2006.

Market Lavington is the largest of the surrounding villages and still has a greater range of services than elsewhere although Potterne, Urchfont, Seend and Bromham are all large villages, with populations exceeding 1,000. Most of the other villages and hamlets are compact and nucleated, after the chalk land fashion, though Worton Seend, and West Lavington including Littleton Pannell, have spread themselves along roads, Poulshot around a large green, and Bromham and Bishops Cannings have scattered farms away from their main centres.

Devizes, because of its size and range of employment, retail and leisure facilities has, in line with Government planning policies, been the principal centre of growth within Kennet District with a high rate of inward migration and new dwelling allocations. Average income and car ownership are in the middle of the range and there is both recent and current commercial development taking place on several large ex-MOD brownfield sites on the north-east side of the town.

1.3 THE DEVIZES COMMUNITY AREA PLANNING PARTNERSHIP

As mentioned above, the Local Government Act 2000 placed a duty on district and county councils to prepare “community strategies”, for promoting or improving the economic, social and environmental well-being of their areas, and contributing to the achievement of sustainable development.

Devizes Community Area Planning Partnership (DCAPP) was formed on 29 July 2002, as part of the local authority community planning work, to act as a Local Strategic Partnership/Community Planning Partnership for the Devizes Community Area. The Devizes MCTi Steering Group, which had a similarly representative membership was absorbed into it.

It was agreed locally that the Community Plan for the MCTi would be utilised for this purpose and that a Strategic Action Plan for the Community Area would be developed to take implementation of the Community Plan forward.

¹ These 2006 figures are sourced from the WCC 'Small Area Population Estimates for Wiltshire 2006'

DCAPP built on the previous work carried out under the MCTi and the Devizes Community Area Plan was produced and adopted in June 2003 and published in July 2003. The plan was subsequently endorsed by both Kennet District Council (KDC) and Wiltshire County Council (WCC) as part of their community strategy for the Kennet district.

The current membership

DCAPP includes the following organisations in its membership:-

Devizes Community Area Forum	Community First
Wiltshire County Council	Wiltshire Constabulary
Kennet District Council	Wiltshire Police Authority
Wiltshire Primary Care Trust	Wiltshire Fire and Rescue Service
Devizes Development Partnership	Sarsen Housing Association
Devizes Chamber of Commerce	Diocese and Faith Groups
Federation of Small Businesses	Environmental Organisations
Voluntary Action Kennet	Kennet Action for Single Homeless
Trust for Devizes	Wiltshire College
Local Councillors	Learning + Skills Council

Strategic Links

Devizes Community Area Partnership is one of four community area partnerships across Kennet district. All four feed into the Kennet Local Strategic Partnership, which is district wide. The Kennet Local Strategic Partnership feeds into the Wiltshire Strategic Board, which feeds up to regional organisations and regional government.

These community area partnerships are wide-ranging, with membership encompassing statutory, voluntary, business and other private sector organisations. Each partner brings the views of their organisations to the partnership and takes the decisions and recommendations of the Partnership back to feed into their own organisation's policies and strategies.

Both the town of Devizes and the surrounding parishes have many established local organisations, committees and clubs which provide recreational, leisure and sporting activities for the different age groups and sectors of the community. The aim of the

Partnership is to make links with these groups through the partnership and the eight thematic groups which work under it on implementation of the community plan.

Operating Arrangements

Underneath DCAPP sit a number of other groups. These are the eight thematic groups, each working on developing the individual themes of the Community Plan. The groups are composed of a chair, a number of local people, representatives of local organisations and county, district, town and parish councillors who are interested in the specific theme, and officers of the relevant organisations, as appropriate. The Community Plan is shown at Appendix B.

The Kennet (district-wide) Community Strategy and the Devizes Community Plan and Strategic Action Plan aim to ensure that public services:

- are better co-ordinated;
- that the bodies providing them are responsive to the needs and concerns of local communities;
- that they are delivered in ways that suit the people who depend on them and take account of the needs of future generations.

The strategies:

- allow people and organisations in the Community Area to articulate their aspirations, needs and priorities through consultation events and questionnaires and will continue to involve them;
- will co-ordinate the actions of the local authorities, and of the public, private, voluntary and community organisations that operate locally;
- will focus and shape existing and future activity of these organisations so that they meet community needs and aspirations effectively; and
- will contribute to the achievement of sustainable development both locally and more widely, with local goals and priorities relating, where appropriate, to regional, national and even global aims.

The Community Area Plan

The output of DCAPP has been its Community Area Plan which was developed and published in June 2003. Key officers, councillors and others, from Wiltshire County Council, Kennet District Council, and parish councils, the health, police, and the voluntary and private sectors, plus residents of the Devizes Community Area, worked to put together a plan that will improve the quality of life for the people who live, work or stay in the Community Area.

1.4 THE STRATEGIC ACTION PLAN

The Devizes Community Area Strategic Action Plan is essentially a document which takes the Community Plan forward by identifying a number of the community's most immediate concerns and sets out how these will be addressed. Only projects or proposals which have a realistic prospect of delivery or resolution and an identified lead (an individual or an organisation) have been included. There are obviously other projects which have merit but where there is no immediate prospect of progress being made. These will remain in the community area plan and will hopefully be progressed over time to a point where they can be incorporated into the strategic plan as other projects are 'delivered'.

This Plan concentrates on the first five years of priority work put forward in the Community Plan. The main part of the work has been carried out through the eight thematic groups. These groups have identified and worked on actions, projects and ideas identified by the community and have prioritised the key projects to be actioned or significantly advanced in the next five years.

Ultimately the Devizes Community Area Strategic Action Plan will feed up into the Kennet Community Strategy and into the Wiltshire Strategy 'A County Fit for our Children'. The Strategic Action Plan is also complementary to the various regional and local strategies, frameworks, etc., including:

- South West Region Economic Strategy
- Kennet District Local Development Framework
- Wiltshire Local Transport Plan
- Learning+Skills Council Workforce Development Plan
- South Wilts. And Kennet Learning Partnership Plan
- Wiltshire and Swindon Learning + Skills Council STAR Review

Naturally this strategic plan also contains provisions for monitoring the implementation of its action plan, for periodically reviewing the community strategy to identify new actions and projects and for reporting progress to the community.

2 DEVELOPMENT OF OUR PLAN

2.1 WORKING THROUGH THE MCTI PROCESS

Devizes was chosen as one of 9 pilot towns in 2001 and was awarded a grant of £70,000 from the MCTi partnership. This grant together with other funding from local sources enabled the Market and Coastal Towns initiative Steering Group (MCTi SG) to involve the local community at every stage in the preparation of the Community Plan on which this Strategic Action Plan is based. The needs, actions and projects in the Plan were put forward by local people and organisations and people volunteered to help implement these aspirations. It is a plan for the whole community and everyone is encouraged to become involved.

The MCTi SG acted as a working group to co-ordinate the preparation of the plan and carry out action on the various projects. This action included employing three firms of consultants to carry out research in the area; to look at previous strategies and studies and see what was still relevant to the Community Area (subsequently endorsed by the Consultation Event held on 23rd May 2001), to prepare a Communications Strategy and a Retail Revival Strategy. Further work was carried out on a Christmas Market for Devizes in November 2001, Gateway Signage at the entrances to Devizes town and youth work in the villages.

The funding from MCTi was used effectively, in that it allowed the partnership to lever in funding from other sources in order to achieve that outlined above. The projects were used as a vehicle for building capacity in local organisations to undertake the work, manage consultants and to bring local people together.

The former MCTi SG was enlarged to form DCAPP in July 2002. DCAPP is assisted by a small Community Plan Co-ordinating Group (CPCG) which consists of the chairs of the thematic groups. Also under DCAPP are the eight thematic groups are composed of officers of the appropriate organisations, councillors, voluntary and private sector representatives and interested local people. This provides the link between the Partnership and the community.

Neither DCAPP or the CPCG have legal status, nor can they hold money for projects. Work is carried out through member organisations of the Partnership and other private sector organisations e.g. Devizes Development Partnership.

2.2 CONSULTATION – WHO HAS BEEN INVOLVED?

The Community Plan was put together through consultation with public, private and voluntary sector organisations and local people. The view of the public were sought through various means including research panels – People’s Voice (18+) and Tomorrow’s Voice (13-18) with 300 and 150 members respectively, and also through consultation fora and events such as the all-day Consultation Event in Devizes Corn Exchange on 23rd May 2001.

This information gathered formed the basis of the Community Plan and this Strategic Action Plan.

The draft Community Plan underwent extensive consultation and comments and responses were considered and incorporated into the final version of the Community Plan and subsequently this Strategic Action Plan. The Community Plan was approved by DCAPP in June 2003.

The findings from recent consultations has been used to confirm and update information obtained for the Community Plan for use in the Strategic Action Plan. This includes consultation on Transport and Waste issues by Wiltshire County Council and on Land Use in Devizes town centre and the Wharf area by Kennet District Council. This Strategic Action Plan has been consulted on with key stakeholders and approved by the Devizes Community Area Planning Partnership.

3 VISION, OBJECTIVES, PRINCIPLES, THEMES & PRIORITIES

3.1 OUR VISION

Work on the Community Area Plan firmly established the **Vision** for the Community Area, which local people have expressed as: -

‘Over the next 30 years to form an integrated community of people and businesses, blending a living and working countryside with its service centre, the thriving market

town of Devizes and ensuring that all people have a good quality of life with access to the facilities they need.'

3.2 STRATEGIC OBJECTIVES

Below are the twelve **Key Strategic Objectives**, identified through consultation, that we will be working towards to implement the vision:

- SO1 healthy and vibrant villages for the rural population.
- SO2 a tourist destination, where all can enjoy the cultural, heritage and wildlife riches of the area.
- SO3 a place where leisure and sports are enjoyed by people of all ages.
- SO4 access for young people to high performing schools, high quality support services and a good range of social activities.
- SO5 a place where a full range of Health Services continues to be available.
- SO6 a place where new housing of all types is provided to meet local need and local quality jobs are on offer.
- SO7 support for an improvement of public transport between town and villages and reduction of congestion in the town of Devizes.

Devizes will be:

- SO8 a centre where increasing numbers of people come to shop, socialise and appreciate the town's unique historical and architectural value.
- SO9 a town that consults with its residents and those of the wider community area.
- SO10 a town that has an ever improving and well supported voluntary sector.
- SO11 a safe and well-policed town.
- SO12 a place to where businesses are encouraged to locate and operate.

3.3 GUIDING PRINCIPLES

DCAPP also gave considerable thought to the **Guiding Principles** which should be applied to all the work and projects contained in this Strategic Action Plan: -

- Sustainability – the heart of sustainable development is in 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 – all the organisations/agencies that are vital to the success of a project must be included in discussing, implementing and resourcing it.
- Impact –the work should improve the quality of life for people in the Community Area whether it is economically, socially, environmentally or agriculturally. There should be no negative effects.
- Integration – work carried out under the name of the Community Area Partnership should complement rather than detract from the delivery of existing services.
- Funding –money must be available from within the Partnership or from outside, not only to start the work but also to sustain it over a period of time.
- Uniqueness – actions need to be tailored to the specific need within the Community Area.
- Achievability – agreed projects must be delivered on time and within budget.
- Value for Money – all projects must be successful enough to justify the money spent on them.
- Equality and Diversity – this Strategic Action Plan complies with the Government's objective to promote equality of opportunity to access all services, and working towards the elimination of all forms of discrimination.

3.4 STRATEGY

Through consultation, local people have told us that they want to respond to the many changes faced in the Area, by taking action in ways which do not spoil what we have but rather protect and improve things for the future.

In that context, the aim for the Devizes Community Area is to create a more self-contained community. This means supporting the town of Devizes but also involves helping the larger

villages, such as Market Lavington, in their roles as service centres. In addition, the plan is to improve transport, which will bring town and countryside closer together and help all the population to access events and services.

More local jobs, better shopping and shopping environment, improved health care and improved community safety and facilities are actions at the heart of this strategy.

These actions will help to support local distinctiveness. The community will develop a greater sense of belonging and pride of place as people do more things on a local level. Devizes is well set up with thriving organisations and clubs but these could benefit even more by working together on their visions set out in this plan.

Young people in the community will be encouraged to think more about their future locally and what they can do to improve things for themselves and others.

3.5 THEMES

The work of DCAPP is based around eight themes:

- Health and Social Care
- Transport
- Crime and Community Protection
- The Economy
- Education and Life Long Learning
- Culture and Leisure
- Housing and the Built Environment
- Countryside and Land-based.

Thematic Groups were formed for each of the above themes to take forward the actions identified in the Community Plan. One of the objectives of each group is to prioritise the actions under their specific theme.

The key themes identified through consultation and the projects that have emerged are:

- Health and Social Care
- The Economy

- Street Scene and improved retail offer
- Crime and Community Safety
- Transport - traffic congestion in Devizes and transport links to the villages
- Improvements to community facilities and activity choice

3.6 STRATEGIC PRIORITIES

Having identified a number of general and sometimes aspirational priorities within the eight themes, these have now been 'sifted' by the thematic groups to produce a number of key and hopefully deliverable objectives which will be the focus of the work of the Devizes Community Area Planning Partnership over the next three to five years.

These are: -

- To maintain an adequate range of health services in Devizes for the local community with access to these services for all, working with the Wiltshire Primary Care Trust.
- To ensure that Devizes continues to thrive as a major service and shopping centre for the whole Community Area by maintaining local services, having a good range of shops in an attractive environment and attracting more trade and employment opportunities to the Area.
- To seek improvements to the built environment within Devizes
- To tackle the fear of crime and ensure that Devizes and the Community Area are well-policed so that local people can access services at any time without fear and in safety.
- To provide a deterrent to crime, vandalism and anti-social behaviour in Devizes and the Community Area.
- To work with Wiltshire County Council to ensure that there is adequate public transport to enable people throughout the Area to access health, retail and other services and to improve the traffic network in Devizes through better forward planning.

- To provide improved local community facilities and activity choice within some of the major village centres in the Area.

This strategic plan concentrates on the priority actions and project, which are either achievable or able to be advanced significantly during the next five years for completion in a longer timescale.

4 IMPLEMENTATION OF OUR PLAN

4.1 HOW WE WILL MAKE THE PLAN WORK

DCAPP approved the setting up of Thematic Groups to oversee, monitor and evaluate the actions and projects listed under each of the Themes in the Community Plan. These Groups have sifted through the Community Plan and sought guidance from organisation, councillors and the community to identify priority actions and projects. The Groups then further refined the actions and projects to produce a few strategic recommendations on what should, and should not go into the strategic action plan. These recommendations were then considered by the Devizes Community Area Planning Partnership and if they were supported, they were incorporated into this Strategic Action Plan.

There were four principal qualifying criteria which had to be met: -

- 1 There had to be broad support for the proposals from members of DCAPP
- 2 The proposals had to contribute to delivering the objectives of the Community Area Plan
- 3 There had to be a clearly identified and 'responsible' lead for the project – either an individual or organisation
- 4 There had to be a reasonable prospect that the resources (human or financial) needed for delivery were in place or would materialise within the short term

A number of the actions and projects cut across the different themes, and agreement was reached that some groups would have to pool resources and work together and some may be amalgamated in the future to streamline the process and make it more effective.

4.2 MONITORING

Each Thematic Group will be responsible for ensuring that progress is being made within their remit according to the project timescale and that targets are being met. This is carried out by liaising with the lead organisations and groups carrying out actions and projects under each theme. The responsible leads will be asked to provide progress reports to the Thematic Groups at regular intervals.

Each Thematic Group Chairperson will report to DCAPP on progress at its quarterly meetings. As appropriate the Group Chairs will also meet together to discuss cross cutting issues and share information and experience at meetings of the Community Plan Co-ordinating Group.

4.3 EVALUATION

The success of work on each of the themes in the plan will be reviewed on an annual basis and this Strategic Action Plan will be updated accordingly. The Community Plan will be updated every four years.

The Thematic Groups will be responsible for evaluating the projects and actions under their respective themes and reporting back to DCAPP.

4.4 KEEPING PEOPLE INFORMED OF PROGRESS

The Strategic Action Plan will be available for public scrutiny and any significant changes or additions will be communicated to the public through press releases and via the websites of appropriate DCAPP members.

The Community Plan will be re-issued every four years and will include the updates that have been made to the Strategic Action Plan in the interim period.

Consultation on significant changes will be carried out with organisations and people in the Community Area. Each Thematic Group will let the Partnership know of success stories.

5 PRIORITY PROJECTS

The Partnership has identified ten key priority projects to take forward the key strategic objectives and these are outlined below, followed by summary sheets. The projects are not in any particular priority order.

5.1 DEVIZES TOWN CENTRE MANAGER

Devizes Development Partnership Ltd. (DDP) is engaged in the economic and social development of the Devizes area. Volunteer members from Local Government, private sector businesses and many other organisations are working together to identify and implement solutions to the needs of the wider community. The key objectives come from extensive consultation which demonstrated concern over the performance of Devizes Town Centre. The main issues are to:-

- Increase the number of people visiting and shopping in the town.
- Improve the quality of the retail offer.
- Improve the quality of service provided by retail and leisure operators.
- Uplift the quality of public spaces, street furniture and signage.
- Attend to problems caused by crime and antisocial behaviour. Make best use of the town's public transport and parking provision.
- More effectively market and promote Devizes.

The role of a Town Centre Manager in addressing these issues is crucial to the success of the prosperity and well-being of the community.

Nationally, there is clear evidence that effective Town Centre Management is vital in developing a strong retail economy. Good practice suggests that an effective programme requires the development of a genuine and effective partnership between the key private and public sector parties, the support of the local authority, input from the community, the production of a strategy document which establishes goals in an achievable programme, and the establishment of a management structure to deliver these goals.

A Town Centre Manager is already in post with funding initially secured from Devizes Town Council and DCAPP supplemented by the private sector. This support is only in place

however until June 2008. To enable the existing projects and initiatives to continue, ongoing funding of the manager's post has to be secured. See Project Summary Sheet 1. This project supports key strategic objectives SO8, 9 and 12 set out on page 3 of the Executive Summary.

5.2 DEVIZES TOWN CENTRE ENHANCEMENT – STREET SCENE

The community have a great pride in their local town and the outcome of recent consultation on possible improvements to the retail offer has revealed that as well as a desire for more specialist and local shops, the community firmly believes that the main streets of the town, the Brittox, the Little Brittox, Wine Street and the High Street have become dated and tired over time and do not carry forward the appeal of the famous Market Place. It is considered that this has an adverse effect on the retail sector operating in the town centre and a need to improve the street scene in these areas has been identified as a key way to compliment and support the existing and any proposed improved retail offer. This fulfils the strategic objectives SO8 and 12 where Devizes will be a centre where increasing numbers of people come to shop, socialise and appreciate the town's unique historical and architectural heritage and where businesses want to locate. This project is also cross-cutting across the economy, transport and crime and community protection groups. See project summary sheet 2.

5.3 RESTORATION AND REFURBISHMENT OF DEVIZES ASSIZE COURTS

One of the most important historic buildings in Devizes is the former Assize Courts building. This building is on the English Heritage 'At Risk' register. Local people, local organisations, English Heritage and the local authority want to preserve this derelict building and bring it back into productive and useful use, hopefully one which is sustainable in its own right and which benefits the community as a whole. A feasibility study is in preparation but any actions flowing from it will require community support. This project links in with SO2, SO8 and SO12. See project summary sheet 3.

5.4 DEVIZES WHARF ENHANCEMENT/DEVELOPMENT

Devizes is probably one of the few towns in Wiltshire which does not maximise the cultural, economic and social potential of the Kennet & Avon Canal which passes through it. Following on from the successful redevelopment of other parts of the town centre, the untapped potential of the Wharf is increasingly becoming the focus of community attention.

Developers are also beginning to express an interest in this area and it is likely that a development brief will have to be produced and consulted on in the foreseeable future.

It is critically important that what takes place on the Wharf is in line with the community's aspirations and benefits both locals and visitors alike. Leisure and cultural uses need to play a key part in any development and it is likely that while the commercially profitable elements of any development will 'look after themselves', considerable effort and support will be needed to champion the 'softer' cultural and leisure elements, such as the existing Wharf Theatre, which are needed to deliver a healthy mixed use development.

This project would fulfil key strategy objectives SO2, 3, 8 and SO12 in attracting people to the town to shop, socialise and explore the canal-side area and attend cultural productions in an attractive setting. Furthermore it also provides a tourist destination and a place where all can enjoy the cultural and heritage riches of the area. See project summary sheet 4.

5.5 ONE STOP SHOP FOR COMMUNITY ORGANISATIONS

A number of Devizes based organisations have identified an opportunity to create a multi purpose community shop. There are a number of groups which have shown interest in having a high street presence and believe that that there is a need for each of them to be more accessible to the general public. These groups include Community First, Kennet Credit Union, Refurbiz, Citizens Advice Bureau, The Depot, Police, Charities Information Bureau, Shop Mobility and Link. Once the community shop is open, numbers of people using it will be monitored along with other measures. As well as the community groups and organisations listed above, it will be possible for the project to have a trading side that will support the costs of the project. This will offer a shop front opportunity for local businesses that are too small to have their own outlet in the town centre This project initially seeks funding for a feasibility study which will examine the idea further by:

- liaising with partners to ascertain exact needs as well as the contribution that can be expected from them (financial and in kind) 7+ partners
- developing, implementing and evaluate market research to test the group's ideas and gather new ones (sample of at least 200)
- drafting a business plan
- presenting findings to partners.

If the project proves viable, the next phase will be to open a community facility which is expected to be an internet café with access to advice, credit union services, refurbished white goods and other community sector facilities / information. It will be supported by income generating enterprises. The exact shape of the project and services available will depend to a great extent on the findings of the feasibility report. Phase three will depend entirely on the evaluation of phase two but is hoped to be the consolidation of the facility into a larger premises possibly purchased for the purpose. The project will help deliver key strategic objective SO10. See project summary sheet 5.

5.6 COMMUNITY EVENTS MANAGER FOR DEVIZES

Devizes has a series of successful annual community events that involve large numbers of people. These include a Carnival, a Street Festival and a Christmas Festival. Over recent years there has been considerable success in building up and developing some of these events and a point has been reached where management and development of them severely stretches the capacity of the voluntary groups that run them. There is growing support for the appointment of a community events professional to work with the organising groups and put these important social and cultural activities on a more sustainable footing and permit potentially valuable further development.

The project will help deliver key strategic objectives SO2 and SO8. See project summary sheet 6.

5.7 SECURE CYCLE STORAGE FACILITIES

A need has been established for secure cycle storage in the town centre. Local people working in businesses in the town would like to travel to work by bicycle but need somewhere safe to lock their cycles and store their cycling clothes during the day. The facility would also be useful for touring cyclists following the Kennet and Avon Canal and Sustrans routes and for people who come into town to shop etc. A site has been identified in the West Central car park for this facility. The project will contribute to key strategic objective SO2 by making the area a tourist destination by providing a facility for cyclists travelling through the area to enjoy the cultural, heritage and wildlife riches. It also contributes to sustainable transport aims in providing an alternative to the car and, at the same time, providing a facility to promote a healthy mode of travelling and a new building on the chosen site will enhance the street

scene. See project summary sheet 7.

5.8 CCTV PROVISION IN DEVIZES TOWN CENTRE

Performance information provided by the Kennet Crime and Disorder Reduction Partnership has shown that there is a fear of crime in the area and that there is a relatively high incidence of criminal damage, retail crime and anti-social behaviour in the centre of Devizes. One solution supported by both the local constabulary and the community is the installation of a number of CCTV cameras at strategic points in the town centre. This project is already being progressed by the Devizes Development Partnership and there is already a demand for further roll out phases for more strategically located cameras. There will also be a need for ongoing revenue funding, maintenance provision, supervisory staff training and setting up the community volunteer monitoring scheme. This project contributes to SO11 to make Devizes a safe town with secure policing. See project summary sheet 8.

5.9 MARKET LAVINGTON COMMUNITY HALL PROJECT

Market Lavington is the largest village within Kennet District without a Community Centre of any sort. The impact this is having on young people is of particular concern to the local community and they would like to address it by making provision for youth group activities and sport in a new venue alongside activities such as painting, drawing and photography.

At the other end of the scale there is a large proportion of the village population who are over 60, and for whom there are very limited meeting facilities in the village. The plan is to provide a comfortable meeting room, complete with kitchen and toilet facilities to encourage such groups as the Darby and Joan Club and the WI. The main hall will also be available for dancing and Craft Fairs, and a monthly luncheon club.

The project seeks to meet all of the major social needs of the village. Sports will include indoor bowls, table tennis, keep fit/yoga, basketball and youth group activities. There are also aspirations to equip the hall with a removable stage so it can accommodate performances and displays. Outside the building there are plans for a 'village green' and children's playground.

This project is already well under way with substantial funding raised and planning permission secured and a projected completion date for the new hall in late 2007. As is the

case with most capital projects, however, there will inevitably be unforeseen costs, and the Community Hall Management Trust would like the support of the DCAPP in addressing these, and the costs of equipping the building. This project contributes to the delivery of key strategic objectives SO1 and SO3. See project summary sheet 9.

5.10 BISHOPS CANNINGS COMMUNITY SPACE

Bishops Cannings Parish Council in partnership with the Parochial Church Council would like to promote the development of visitor amenities within the local Church in order to facilitate its use as a community space, suitable for staging a range of cultural events.

There is no other venue within the parish with the capacity to mount performances of any significance. The Church has been used in recent times to host the production of choral, musical and dramatic works. These have been extremely successful ventures and feedback from the community indicates a desire for more events of this kind.

The major drawback in using the Church as a venue for such activity is that it lacks basic amenities such as toilets, kitchen space and suitable lighting and staging equipment. A modest scheme has been devised and costed to provide limited toilet facilities, the next stage is to seek funding and appropriate planning consent. The building is Grade I listed and is widely regarded as of both considerable historic and aesthetic value. Any development must therefore conform to the highest standards of design and workmanship in order not to compromise its character.

The Parish Council consider this project to be of meaningful community benefit and fully consistent with the 'Culture and Leisure' theme of the Community Area Plan. A cultural resource of this nature would play a key role in bringing the community together. The location of Bishops Cannings Church on the north-eastern fringe of Devizes means that it is easily accessible to a large centre of population, well beyond the parish boundary. See project summary sheet 10. As with Market Lavington's project this one also helps the Partnership meet key strategic objective SO1.

Priority Project 1

Devizes Town Centre Manager Post

Management (Lead & Partners)

Lead - Devizes Development Partnership (DDP)

Other partners – Local Constabulary, Devizes Town Council (DTC), Kennet District Council (KDC), Devizes Community Area Planning Partnership, Kennet Crime and Disorder Reduction Partnership, Local Businesses and members of the community.

Background

DDP is engaged in the economic and social development of the Devizes area. This is being achieved by a partnership of Local Government, private sector businesses and other organisations working to identify and implement solutions to the needs of the wider community. Nationally, there is clear evidence that effective Town Centre Management is vital in developing a strong retail economy and in Devizes consultation has demonstrated concern over the performance of the town centre. In order to address this, funding for a Town Centre Manager has been secured from Devizes Town Council and DCAPP and the private sector. This funding is only in place until June 2008. The ongoing funding of the role needs to be addressed so the current projects and initiatives can continue. The main aims of the post are to:-

- Increase the number of people visiting and shopping in the town.
- Improve the quality and variety of the retail offer.
- Improve the quality of service provided by retailers and leisure operators.
- Uplift the quality of public spaces, street furniture and signage.
- Address problems caused by crime and antisocial behaviour.
- Make the best use of the town's public transport and car parking provision.
- More effectively market and promote Devizes.

Outputs

1. To develop strong mutually beneficial relationships with all retailers, drink/food providers and leisure operators and improve lines of communication with KDC and DTC.
2. To develop variety and quality in the retail and leisure offer to Devizes Town Centre and build on the town's distinctive and historic strengths.

3. To improve the overall appearance of the Town Centre, including public realm improvements, and work with relevant parties to reduce anti-social behaviour. (This includes the main priority of installing a town centre CCTV system and setting up a supervised volunteer control room).
4. To increase the number and variety of Town Centre events.
5. To exploit the Town Centre's location adjacent to the Kennet and Avon Canal and network with other major regional attractions, including Avebury, Stonehenge, Longleat and Bath.
6. To use all available media to promote Devizes and what it has to offer in retail, leisure, culture and events.

Outcomes

To provide the management resource to implement the key objectives of the DDP:-

- Implementation of town centre CCTV scheme infrastructure, equipment and operational procedure.
- Liaise proactively and develop relationships with retailers, leisure operators and key officers and members in both the District and Town Councils.
- Attend Chamber of Commerce, Devizes Development Partnership and appropriate Town Council and Kennet District Council meetings and proactively represent the Town Centre's interests. Network and feed back to each organisation and to retailers and leisure operators in the Town Centre.
- Identify gaps in the existing retail offer and work with landlords and commercial agents in an attempt to encourage a diversity of retailers and leisure operators to take retail and commercial space in the Town Centre to develop the variety of the offer.
- Offer "guided tours" to prospective retailers and act as a liaison with Local Government.
- Develop initiatives to encourage competition between retailers in the town to improve the quality of the service they provide and the space they occupy.
- Communicate proactively with people shopping in the town. Understand what they want and feed this back to retailers and leisure operators.
- Assist in networking opportunities between different event organisers so that each can benefit from best practice.
- Encourage new event organisers to come forward with ideas and assist them in germinating those ideas into developing new events in the town.
- Feedback to event organisers on the response from visitors and the statutory authorities. Work on initiatives to get more things happening at the time of these events to encourage visitors to stay longer in the town.

- Work with British Waterways and the local authorities to encourage visitors to the Caen Hill flight of locks also to visit the Town Centre area.
- Work with the local authority and the Tourist Information Centre to identify what initiatives can be pursued to network with the travel trade and other regional tourist attractions and where a visit to Devizes might fit in with another attraction regionally.
- Exploit all opportunities to communicate with national and regional television, radio and printed news media to optimise the amount of airtime and column space devoted to stories about Devizes and things that happen in the town.
- Establish relationships with newspapers, radio and television, identifying what interests them for new news stories.
- Work with the Community Safety Officer and network with retailers and leisure operators and the Police to identify the problems related to crime and antisocial behaviour. Seek to obtain a consensus on the most effective deliverable methods which can be implemented to attend to these problems
- Feed into the Local Development Framework process for Devizes, communicating and feeding in the views of retailers and leisure operators on what needs to be done to improve the Town Centre area. Network and help develop a better response to the consultation process.

Key Tasks and Milestones

- Implementation of the town centre Devizes CCTV scheme infrastructure, equipment and operational procedure.
- Establishment and supervision of a volunteer CCTV manning system.
- Improved lines of communication between police, retailers and licensees.
- Improved local retail offer and economy and to become valued as an additional resource that is needed to effect changes and improvements within the town centre
- Reduced crime, providing an enhanced quality of life for residents and workers and improved visitor numbers.
- Increased visitor numbers, the length of time they spend here and the amount of money they spend.
- Enhanced local economy and to stimulate demand for retail and leisure space.

Costs

£30,000 per annum

Priority Project 2

Devizes Town Centre Enhancement - Street Scene

Management (Lead & Partners)

Lead – Kennet District Council.

Other partners – WCC, Devizes Town Council, Devizes Development Partnership (particularly the Town Centre Manager) South West RDA, the Trust for Devizes and the Devizes Chamber of Commerce.

Background

These areas were last refurbished in the 1970's. The street scene is tired, dated, with a lot of clutter and the lighting is poor. This gives an adverse effect on trade, especially night-time trade, as the areas are perceived as being unattractive.

This project would provide a pleasant environment in which to shop and use the restaurants and pubs. To achieve this, the streets identified would need modern lighting, re-paving, and updated street furniture. (This project can also be linked to Priority Project 8, CCTV)

Outputs

- Creation of an attractive and sustainable street scene which includes refurbished surfaces, reduced clutter, new street furniture and improved lighting.
- Provision of facilities for future CCTV networking usage.

Outcomes

- A safe and pleasant environment in which to shop and use the restaurants and pubs
- Encourage businesses to stay and be profitable.
- Encourage businesses to be re-let with minimum vacant periods.
- Increase footfall in the evenings.
- Increase owner or tenant investment in their properties.

Key Tasks and Milestones

- Set up a working partnership by March 2007
- Scoping study and costings May 2007
- Agree way forward and secure funding in principle Mid 2007
- Carry out initial consultation mid 2007

- Prepare Sketch plans and perspective illustrations of optional proposals
- Preparation of a cost plan and time table for implementation.
- Carry out second round of consultation and decide on strategies for improvement
- Apply for planning consents in autumn 2007
- Start programmed construction work in 2008/9

Costs

- Unknown – depend on scoping study and work by consultants (£2-3M approx)
- Enhanced lighting as required for current CCTV Project – quotation £26,000.

Priority Project 3 Restoration and refurbishment of Devizes Assize Courts

Management (Lead & Partners)

Lead – The Wiltshire Historic Building Trust

Other partners: -The Trust for Devizes, Kennet District Council, Devizes Town Council, Devizes Development Partnership, English Heritage.

Background

The building, designed by TH Wyatt in 1835, is listed grade II* and is included in the 2006 English Heritage, Buildings at Risk, list, priority A. It has not been occupied for a number of years and is in poor condition.

Although a number of planning permissions for various uses have been granted in the past, none have been implemented and the building continues to deteriorate. The condition of the building makes it unlikely that the private sector will be able to come up with a solution and consequently a partnership has been formed on behalf of the community to try and find a way to acquire the building and bring it back into productive and self sustaining use.

Outputs

- A feasibility study will be carried out
- The building will be acquired by the partnership
- Investment will take place in the building
- The building could be used for purposes which benefit the community

Outcomes

- The building will be repaired and refurbished and brought back into productive use
- The street scene will be improved/civic pride will increase

Key Tasks and Milestones

- Finance for feasibility study raised December 2006
- Feasibility Study completed March 2007
- Finance for acquisition explored May 2007
- Negotiated acquisition achieved or District Council and partners agree to pursue compulsory purchase July 2007

- Planning permissions for new use(s) obtained December 2007
- Compulsory purchase proceedings commenced 2008
- Building acquired 2008/9
- Refurbishment completed 2009/10

Costs

- £30,000 plus for feasibility study
- £2,000 for District Valuer to value
- Negotiated purchase price (if possible) The suspicion is that the building has no market value because of its present condition
- Compulsory purchase proceedings - unknown
- Refurbishment costs – to be established by QS as part of feasibility study but likely to exceed £1m.

Priority Project 4

Devizes Wharf Enhancement/Development

Management (Lead & Partners)

Lead – Kennet District Council

Wiltshire County Council, private sector developer(s), existing leisure providers, British Waterways

Background

The Wharf, with its canal side location has considerable potential to become a 'destination' in its own right. At the moment it tends to be seen as a bit of a backwater with few incentives for residents or visitors to call in. Many other waterside areas across the country have benefited from investment and have been enhanced to the benefit of their local communities and economies.

The District Council has indicated in its planning documents that the area is suitable for a mixture of uses including leisure, commercial and residential. While it is probable that the latter two will readily secure funding, enhancing or even retaining the existing leisure uses may prove difficult.

The project is therefore to work in partnership with the existing Wharf users/leisure providers and potential developers to ensure that the non commercial uses centre in any redevelopment proposals and that all funding avenues are explored should match funding be required to secure enhancements.

Outputs

- The production of a development brief for the Wharf area
- A more vibrant wharf area which is a destination in its own right
- Increased usage of the area during the day and evenings

Outcomes

- Additional or enhanced leisure facilities
- Possible new retail outlets on the Wharf
- A footpath link from the Wharf to the Assize Courts

Key Tasks and Milestones

Facilitate the production of a development brief by December 2007

Establish an 'alliance' of existing leisure occupiers and users by July 2007 to feed into that brief

Establish dialogue with potential developer(s) as and when opportunity arises

Costs

If improved leisure facilities are to be provided there will probably be a need for some element of match funding.

There could be costs associated with any necessary design work to incorporate existing uses into new proposals

Priority Project 5

One Stop Shop for Community Organisations

Management (Lead & Partners)

Lead - Community First

Kennet Credit Union, Refurbiz, Citizens Advice Bureau, The Depot, Police, Charities
Information Bureau, (Shop Mobility? Link?)

Background

A group of community businesses and services has recognised a need to have shop front premises in central Devizes. The idea would be to open an internet café that would also enable others to trade / offer and promote their services and it would be run, as far as possible, as a social enterprise.

The project would hopefully benefit other small co-operatives that can't sustain a retail premises on their own in the area as they may be able to trade from the venue too.

Outputs

- Increased enquiries to all participating organisations
- More people given access to the help they need
- Cost savings from synergy

Outcomes

- Easier outreach to people in need
- Building awareness of rights and services available
- Better access to information, advice and services aimed at socially or financially excluded people

Key Tasks and Milestones

- Identify suitable premises
- Constitute the group appropriately (Co-operative, IPS?)
- Obtain funding for set up and initial running costs
- Organise staffing
- Promotion

Priority Project 6

Community Events Manager for Devizes

Management (Lead & Partners)

Lead – Devizes Development Partnership

Other Partners – Devizes Carnival Committee, Sarsen Housing Association, Southbroom Junior School, Dauntsey's Aided Primary School.

Background

Devizes benefits from an annual programme of high profile, celebratory, community events including Carnival, Street Festival and Christmas Festival. All of these involve large numbers of people both as participants, engaging hundreds in workshop activities, and thousands more as audiences, by providing high quality, arts-based entertainment, free to all.

The workshops, costume making for the carnival and lantern making at Christmas, satisfy many community needs: they are socially inclusive, involving young and old, disabled and disadvantaged alongside the fit and talented. They engage large numbers of people in arts-related activities and, in the case of carnival, perpetuate a local tradition that is an important part of our local heritage. In the last five years more than one thousand people have been engaged in these workshop activities.

Having big and successful celebratory events promotes Devizes as a town. It is good for local esteem and it brings others into town to use its facilities. There is scope for making all these events bigger and better and introducing new festivals and celebrations. Some might be one-offs like the proposed community event to mark the restoration of the Estcourt Fountain in 2007.

The successful redevelopment of Devizes carnival and its associated activities has attracted the attention of Arts Council England (ACE) which has awarded significant grant support over the last few years to facilitate carnival development here. ACE-SW has said it would like to see Devizes become a 'centre of excellence for carnival' in the SW.

Planning and fundraising is a major exercise for events that compare favourably for size and budget with festivals run elsewhere by professional teams with core funding. Currently these events in Devizes are all organised by small committees of volunteers lacking regular

funding. Their survival is continually at risk and capacity for growth, innovation and sustainability hindered by lack of resource.

Outputs

Creation of a full-time post of Community Events Manager, reporting to the DDP, to work with the organising committees, develop the events and put the running of them on a professional footing.

Outcomes

- Management training and skills development for the organising groups
- More effective fundraising to run the events and provide the resources for growth
- Build networks with Devizes organisations for wider public participation in workshops and events - socially inclusive and culturally diverse.
- Bigger, better and more sustainable events.
- Event management advice for the area.

Key Tasks and Milestones

Initial appointment is for a 3-year development project.

- Part funding secured in Autumn 2006 from ACE-SW (equivalent 15 hrs/wk, one year and ACE will 'invite application' for further 2 yrs)
- Seek balance of funding (equivalent 22.5 hrs/wk) in 2007
- Appoint manager to the post in 2007

Costs:

Balance of funding (post plus running expenses): £20,000 p.a. for 3 years. (Total £60,000)

Priority Project 7

Secure Cycle Storage Facilities

Management (Lead & Partners)

Lead - Kennet District Council

Other partners – WCC, British Waterways, Sustrans and Devizes Town Council

Background

There are no secure cycling storage facilities or changing facilities for cyclists whose destination is the town centre. As part of the Local Transport Plan, there is a desire to increase the number of cyclists and therefore there is a perceived need for this facility.

The District Council may be able to provide a site for this facility on that of the existing public conveniences in West Central Car Park.

Outputs

Provision of a number of secure cycling facilities and changing facilities by the end of 2008.

Outcomes

Increase in cycling with Devizes town as a destination.

Improvement to street scene in this part of Devizes Conservation Area

Key Tasks and Milestones

- Secure funding and planning consent by end of 2007
- Provide useable secure cycle storage and changing facilities for cyclists by autumn 2008.

Costs

£150,000 approximately

Priority Project 8

CCTV Provision in Devizes Town Centre

Management (Lead & Partners)

Lead - Devizes Development Partnership

Other partners – Local Constabulary, Devizes Town Council, Devizes Community Area Planning Partnership, Kennet Crime and Disorder Reduction Partnership, Local Businesses and members of the community.

Background

A public meeting was held in Devizes in 2004 open to both the business and residential community. The outcome of the meeting was unanimous support for CCTV in the town centre area.

A working group was then formed which looked at the operation of existing systems in nearby towns and research carried out into the technology involved. Initial funding of circa £40,000 has since been secured for the installation of four cameras in the town centre and the necessary monitoring equipment. Planning permissions are being sought to position the cameras in the relevant locations.

It is anticipated that the project will result in a deterrent to crime and anti-social behaviour and lead to improved detection rates and improve the community's sense of security. If this does occur, the system could be extended to include the northern sector of the town centre area, in particular Maryport St, Sidmouth St, Monday Market St and to the town centre car parks nearby. There may also be scope to extend the system further to the town's major industrial estate at Hopton.

There will be ongoing revenue cost for the first phase of cameras and training costs for monitoring officers. There will then be additional costs for further cameras in new locations.

Outputs

- Initial cameras and monitoring equipment will be installed
- Training and ongoing revenue costs secured

Outcomes

- Reduced criminal activity and anti-social behaviour levels in the town centre
- Reduction in the fear of crime in the local community
- Pro-active community involvement in volunteer monitoring scheme.

Key Tasks and Milestones

- Funding for four cameras and monitoring equipment secured Autumn 2006
- Planning permissions and 'wayleave' agreements secured for camera locations Jan 2007
- Cameras and monitoring equipment installed April 2007
- Monitoring scheme supervisor & volunteers trained and system operational May 2007

Costs

Initial set up phase of project £40,000.

Operating costs, maintenance contract and consumables £5,000 per annum.

Training - in house

Phase 2

Camera 5 on lamp column outside Sainsbury's to cover Sidmouth Street & Monday Market Street. Cost £18,000. Funding to be sourced.

Phase 3

Town Centre car parks to be surveyed by Variant to establish suitability for radio transmission to control centre. Costs as yet not known.

Phase 4

Snuff Street new development. Building owner has agreed to put camera specification onto planning application. Source of funding possibly building owner.

Priority Project 9

Market Lavington Community Hall Project

Management (Lead & Partners)

Lead – Market Lavington Community Hall Management Trust

Market Lavington Parish Council, Darby & Joan Club, St. Barnabas Pre-School, Lavington & District Gardening Club, Market Lavington W.I., Lavington Day Centre, St. Barnabas Friends (PTA).

Background

The purpose of this project is to build a multi purpose Community Hall in the expanding village of Market Lavington which currently does not have any form of community centre .

The Trust has already secured a site, capital funding for site works and construction and obtained the necessary planning permissions.

Once construction work is underway there is always a chance of unforeseen costs, and once built, the facility will still need to be equipped and maintained and there will inevitably be ongoing revenue costs. The community groups which use the new facility may also need support to maximise the benefits the hall can provide.

Funding is still needed for kitchen equipment such as crockery, stage construction, lighting, seating and tables. There is also no funding for sports equipment such as the short mat bowls or two table tennis tables.

Outputs

- The construction of a multi purpose Community Hall for the expanding village of Market Lavington
- The creation of a play area and attractive village green between St Mary's Church and the new Community Hall
- The provision of off street car parking next to the Centre, the Church and village Museum

Outcomes

- A new community facility which meets all of the major social needs of the village
- A funding stream which will ensure that the facility will continue to provide a place for the community for leisure, meetings, entertainment and community based education.

Key Tasks and Milestones

Completion of building works autumn 2007

Costs

Total cost including land £813,000

Site works and construction of the hall amount to £793,542

There is currently a further need for circa £45,000 for equipment.

(The capital costs to build the hall have already been found)

Income vs. expenditure forecasts are quite close for the first three years following completion with an annual surplus predicted of around £400.

Priority Project 10

Bishops Cannings Community Space

Management (Lead & Partners)

Lead – Bishops Cannings Parish Council
Parochial Church Council

Background

The project is to provide a venue within the parish with the capacity to mount significantly sized community performances. The Church has been used in recent times to host the production of choral, musical and dramatic works. These have been extremely successful ventures and feedback from the community indicates a desire for more events of this kind

Unfortunately the major drawback in using the Church as a venue for such activity is that it lacks basic amenities such as toilets, kitchen space and suitable lighting and staging equipment. A modest scheme has therefore been devised and costed to provide limited toilet facilities, the next stage is to seek funding and appropriate planning consent. The building is Grade 1 listed and is widely regarded as having both considerable historic and aesthetic value. Any development must therefore conform to the highest standards of design and workmanship in order not to compromise its character.

The Parish Council consider this project to be of meaningful community benefit and fully consistent with the 'Culture and Leisure' theme of the Community Area Plan. A cultural resource of this nature would play a key role in bringing the community together and furthermore, the location of Bishops Cannings Church on the north-eastern fringe of Devizes means that it is easily accessible to a large centre of population, well beyond the parish boundary.

Outputs

- The provision of a space with capacity to host performances or activities where a large proportion of the local community can attend/participate.

Outcomes

- The facilities in the Church are upgraded and events take place

Key Tasks and Milestones

- Funding for feasibility study secured
- Funding for new facilities secured
- Planning consents obtained
- New facilities completed
- First event takes place

Costs

There are two options currently under consideration, for which outline design and costings have been obtained. The first is the 'North Porch', this is deemed the most desirable but the estimated cost is in the region of £100,000. The second option, 'North Transept', utilises space in the existing Vestry and is therefore not ideal, but the cost would be of the order of £35,000.

6 ACKNOWLEDGEMENTS

The production of the Devizes Community Area Plan and this Strategic Action Plan was supported by the regional Market and Coastal Towns initiative (MCTi), managed by a group comprising the government Office for the South West, the South West Regional Assembly, the South West of England Regional Development Agency, the Countryside Agency, English Heritage, the Housing Corporation, South West Area Network of Rural Community Councils and south West Lottery Funders. This group has recently become the Market and Coastal Towns Association (MCTA).

DCAPP is grateful for the support received from the MCTi and more recently the MCTA, and also to the many people and organisations that have contributed in various ways, especially those who have given up their own time to ensure that this plan is inclusive of the whole Community Area. The members of DCAPP have been fully involved and local help has also been received from the Wiltshire Market Towns Partnership.

For further information about this Strategic Action Plan, please contact:-

✉: Val Powley, Community Partnership Officer.

Kennet District Council, Browfort, Bath Road, Devizes, SN10 2AT

☎: 01380 734821

✉: val.powley@kennet.gov.uk

September 2007

APPENDIX ONE

List of Acronyms

ACRONYMS

ASBO	Anti-Social Behaviour Order
CAB	Citizens Advice Bureau
CASC	Community Area Safety Committee
CDW	Community Development Worker
CAP	Community Area Partnership
CAPP	Community Area Planning Partnership
CF	Community First
CPA	Child Protection Agency
CPCG	Community Plan Coordinating Group
CSP	Community Safety Partnership
DCAF	Devizes Community Area Forum
DCAPP	Devizes Community Area Planning Partnership
DDP	Devizes Development Partnership
DLC	Devizes Leisure Centre
DAWG	Drugs and Alcohol Working Group
DTA	Development Trusts Association
DVF	Domestic Violence Forum
ESF	European Social Fund
GOSW	Government Office South West
HImP	Health Improvement Programme
IAG	Information Advice & Guidance
KDC	Kennet District Council
K&NWPCT	Kennet & North Wilts Primary Care Trust
LSC / L+SC	Learning and Skills Council
LSP	Local Strategic Partnership

LTP	Local Transport Plan
MCTi	Market and Coastal Towns initiative
MCTiA	Market and Coastal Towns initiative Association
MCTi SG	Market and Coastal Towns initiative Steering Group
NIACE	National Institute of Adult Continuing Education
NSPCC	National Society for the Prevention of Cruelty to Children
NVQ	National Vocational Qualification
ODPM	Office of the Deputy Prime Minister
PCSOs	Police Community Support Officers
PFI	Private Finance Initiative
PPP	Public Private Partnership
RDA	Regional Development Agency
RNI	Rural Needs Initiative
RSS	Regional Spatial Strategy
SPLASH	Summer Play and Leisure Activities in School Holidays
SPTA	Salisbury Plain Training Area
SWKLP	South Wilts & Kennet Learning Partnership
SWRDA	South West Regional Development Agency
VAK	Voluntary Action Kennet
WCC	Wiltshire County Council
WEYDCP	Wiltshire Early Years Development & Childcare Partnership
YOS	Youth Offending Service
YOT	Youth Offending Team

APPENDIX TWO

Devizes Community Area Plan

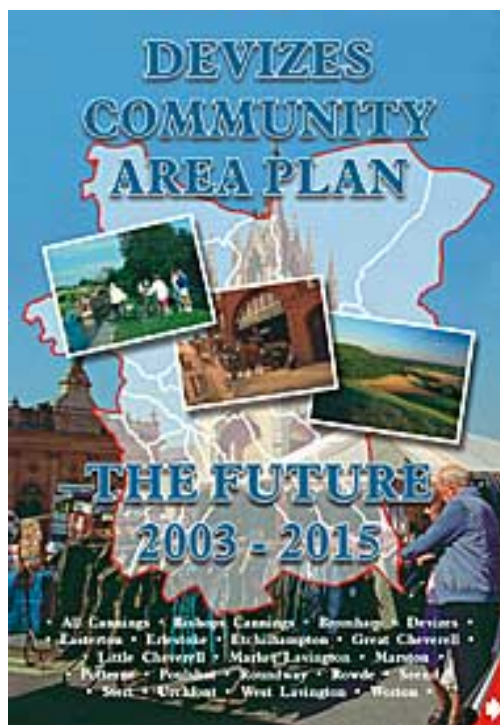
- DEVIZES COMMUNITY AREA PLAN -

- What is the Community Plan?.....
- Objectives for the Community Area
- The Devizes Area Community Plan

Welcome to the Devizes Community Area Plan. The plan is divided into three sections which can be accessed using the buttons at the top of the page.

DEVIZES COMMUNITY AREA PLAN

THE FUTURE 2003 - 2015



The plan covers the parishes of:

- All Cannings • Bishops Cannings • Bromham • Devizes • Easterton • Erlestoke •
- Etchilhampton • Great Cheverell • Little Cheverell • Market Lavington • Marston •
- Potterne • Poulshot • Roundway • Rowde • Seend • Stert • Urchfont •
- West Lavington • Worton •

The project is supported by the regional Market and Coastal Towns Initiative which is managed by a group comprising the Government Office for the South West, the South West Regional Assembly, the South West Regional Development Agency, the Countryside Agency, English Heritage, the Housing Corporation, South West Network of Rural Community Councils and South West Lottery Funders.



Our thanks go to the many people who have contributed to the Plan by attending consultations and meeting, giving their time to ensure that the Plan is inclusive of the whole Community Area.

If you want to know more about the information in this Plan or have ideas on future actions to be included in the next version of the Plan, please contact:

**Val Powley, Community Partnership Liaison Officer
at Kennet District Council, Bath Road, Devizes, SN10 2AT
Tel: 01380 734821 e-mail: val.powley@kennet.gov.uk**

Or leave your message on our website at:
www.kennet.gov.uk

If you want advice on putting together a project around one or more of the themes in this Community Plan, please also contact Val Powley on the numbers above.

Design: Colin Harrison Designs (01225 707659 e-mail: colinh@chdesign.co.uk)
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The Vision for Devizes Community Area. . . .

To form an integrated community of people and businesses, blending a living and working countryside with its service centre, the thriving market town of Devizes, and ensuring that all people have a good quality of life with access to the facilities they need.

What is the Community Plan?

The Community Plan is the result of wide consultation. Representatives from the voluntary and private sectors have been working with councillors from Kennet District Council, Wiltshire County Council and Devizes Town Council in putting together a plan that will improve the quality of life for the people who live, work or study in the Devizes Community Area.

The plan has taken into account views of the public through various means including research panels, People's Voice (18+) and Tomorrow's Voice (13-18) with 300 and 150 members respectively, and also through consultation forums. The largest of these being an event held in Devizes Corn Exchange, when approximately 100 people attended.

The Community Area Plan sets out the community's aspirations. Achieving these will rely on resources being available.

The Devizes Community Area Planning Partnership

A number of bodies are responsible for delivering the plan. The partnership itself is made up of agencies and organisations, including the voluntary sector which are making significant contribution to the delivery of the plan.

The partnership will generally meet every 2-3 months to ensure that the actions in the plan are put into place by the organisations responsible.



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The Strategy for Devizes Community Area. . . .

The community wants to respond to the many changes it faces, by taking action in ways which do not spoil what we have but rather protects and improves things for the future. We call this **sustainability**.

In that context, the aim for the Devizes Community Area is to create a more self-contained community. This means supporting the town of Devizes but also involves helping the larger villages, such as Market Lavington, in their roles as service centres. In addition, the plan is to improve transport, which will bring town and countryside closer together and help all the population to access events and services.

A needs assessment, from a wide range of sources, reveals the community should concentrate on: -

The economy, health and transport as key issues. More local jobs, better shopping opportunities, improved health care and integrated transport opportunities are actions at the heart of this strategy.

These actions will help to support local distinctiveness. The community will develop a greater sense of belonging and pride of place as people do more things on a local level.

The youth of the community will be encouraged to think more about their future locally and what they can do to improve things for themselves and others.

The rest of this document sets out how things might be improved by the community as a whole working together on their visions set out in this plan.



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Keeping our Plans Up to Date. . . .

This plan is a summary of a more detailed strategy and action plan, which will be updated regularly. The summary plan will be re-issued every 4 years.

The more detailed action plan will be available for public scrutiny and any significant changes or additions to this plan will be communicated to the public through the newspapers and other channels of communication.

The work areas will always take account of the following criteria:-

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 - are all the organisations/ agencies who are vital to the success of a project included in discussing, implementing and resourcing it?

Impact - how will the work improve the quality of life for people in the Devizes Community Area whether on a social, environmental or agricultural basis? Will there be any negative effects?

Integration - ensuring that work carried out under the name of the Devizes Community Area Planning Partnership complements rather than contradicts the delivery of existing services.

Funding - will there be money available from within the partnership or from outside, not only to start the work but also to sustain it over a period of time?

Uniqueness - tailoring actions to the specific need of the Devizes Community Area.

Achievability - being able to deliver agreed projects on time and within budget.

Value for Money - will the project be successful enough to justify the money spent on it?

Equality and Diversity - this Strategy and Action Plan complies with one of the Government's objectives which is to promote equality of opportunity to access all services, working towards the elimination of all forms of discrimination.

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Objectives for Devizes Community Area . .

Devizes needs to maintain its role as the major service and shopping centre for the Community Area. The town offers the best prospect for maintaining local services, attracting more employment and introducing more sustainable modes of transport. A broad economic base in the rural areas can have a positive impact on the viability of a community. Shops, post offices, pubs, churches, schools halls, meeting rooms and even petrol stations with shops provide places for community interaction.

Below are the key objectives we will be working towards:

The Community Area will offer :

- **healthy and vibrant villages for the rural population.**
- **a tourist destination, where all can enjoy the cultural, heritage and wildlife riches of the area.**
- **a place where leisure and sports are enjoyed by people of all ages.**
- **access for young people to high performing schools, high quality support services and a good range of social activities.**
- **a place where a full range of Health Services continues to be available.**
- **a place where new housing of all types is provided to meet local need and local quality jobs are on offer.**
- **support for an improvement of public transport between town and villages.**

Devizes will be :

- **a centre where increasing numbers of people come to shop, socialise and appreciate the town's unique historical and architectural value.**
- **a town that consults with its residents and those of the wider community area.**
- **a town that has an ever improving and well supported voluntary sector.**
- **a safe and well-policed town.**
- **a place to where businesses are encouraged to locate and operate.**



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Present Position

STRENGTHS

- Cultural and architectural heritage;
- Core attractions such as the Kennet and Avon Canal, Wadworth's Brewery, Wiltshire Heritage Museum, Devizes market, beautiful countryside and picturesque villages;
- Good health and educational services;
- Development potential;
- Central location of Devizes in Wiltshire and close to other nearby tourist attractions;
- A town and area where people like living.

WEAKNESSES

- Difficulties in getting around and with getting into and out of town;
- Insufficient promotion of town's attractions to both tourists and local people;
- Shortage of certain types of community facilities such as affordable meeting places;
- Not enough attention paid to rural areas.

THREATS

- Increased traffic in and out of town;
- Difficulty in reconciling different points of view. This could hinder progress in town centre development, housing schemes, etc. potentially resulting in a weaker economy;
- Loss of character caused by too much new development;
- Continuing closure of village-based amenities e.g. pubs, shops, post offices;
- Young people continue to leave the town;
- Current trends suggest an increase in drug misuse and vandalism;
- Expansion of Devizes beyond its capacity (educational, health, police, etc.);
- Possible decrease in health services in Devizes.

OPPORTUNITIES

- Increasing economic activities and developing more locally-based industries to serve surrounding rural areas;
- Expanding the range of educational services currently available;
- Use external funding to improve and increase transport links and facilities;
- Improving the promotion and marketing of the area's attractions;
- Use the area's unique and historical culture in promoting economic development;
- Making the most of the unique wildlife rich area of Salisbury Plain;
- Improving sports, arts and leisure facilities;
- To utilise the skills and knowledge of local people further in developing and sustaining improvements to their community;
- Providing affordable housing;
- Increasing the range of and variety of hotels available to visitors.

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Actions that are Already Underway

Projects identified at the Consultation Event in May 2001 included:-

- **Devizes Christmas Market November 2001 -
Successfully completed in November 2001 and repeated in
November 2002. It is hoped this will become an annual event.**
- **Gateway Signage for Devizes -
Successfully completed. Signs erected on all the main roads
into Devizes advertising the town, its twinned towns and
current events.**
- **Retail Revival Strategy -
Successfully completed and main recommendations fed
into this plan for future action.**
- **Community Plan for the Devizes Community Area -
Successfully completed with this document.**
- **Communications Strategy for the Devizes Community Area -
Successfully completed and recommendations will be put
to use in future consultation and information distribution.**
- **Youth Work in the Villages -
The Arts project in West Lavington has been completed
and a music project is currently being run.
A senior youth club has been started in Urchfont.**
- **Electronic information access point in Devizes Visitor Centre
and internet access point at Potterne for the community -
Successfully completed and in use by the public.**
- **Internet Access -
Free access is now available in Devizes library.**

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Broader Issues

A number of broader issues were identified at the public consultation event in May 2001. These can be applied across the range of themes and actions. They are:-

Communication

Getting information to people at the right time and in the right way, and enabling them to comment, discuss and put forward opinions on local services needs to be more effective. In the next few months we will be working with the local community in ensuring that all aspects of communication are improved whether this is by electronic (internet) or through more traditional means (newsletters, leaflets etc.).

Sustainability

Projects need to be adequately resourced, have significant local support and a sufficient life span within which to make a positive difference.

Timescales

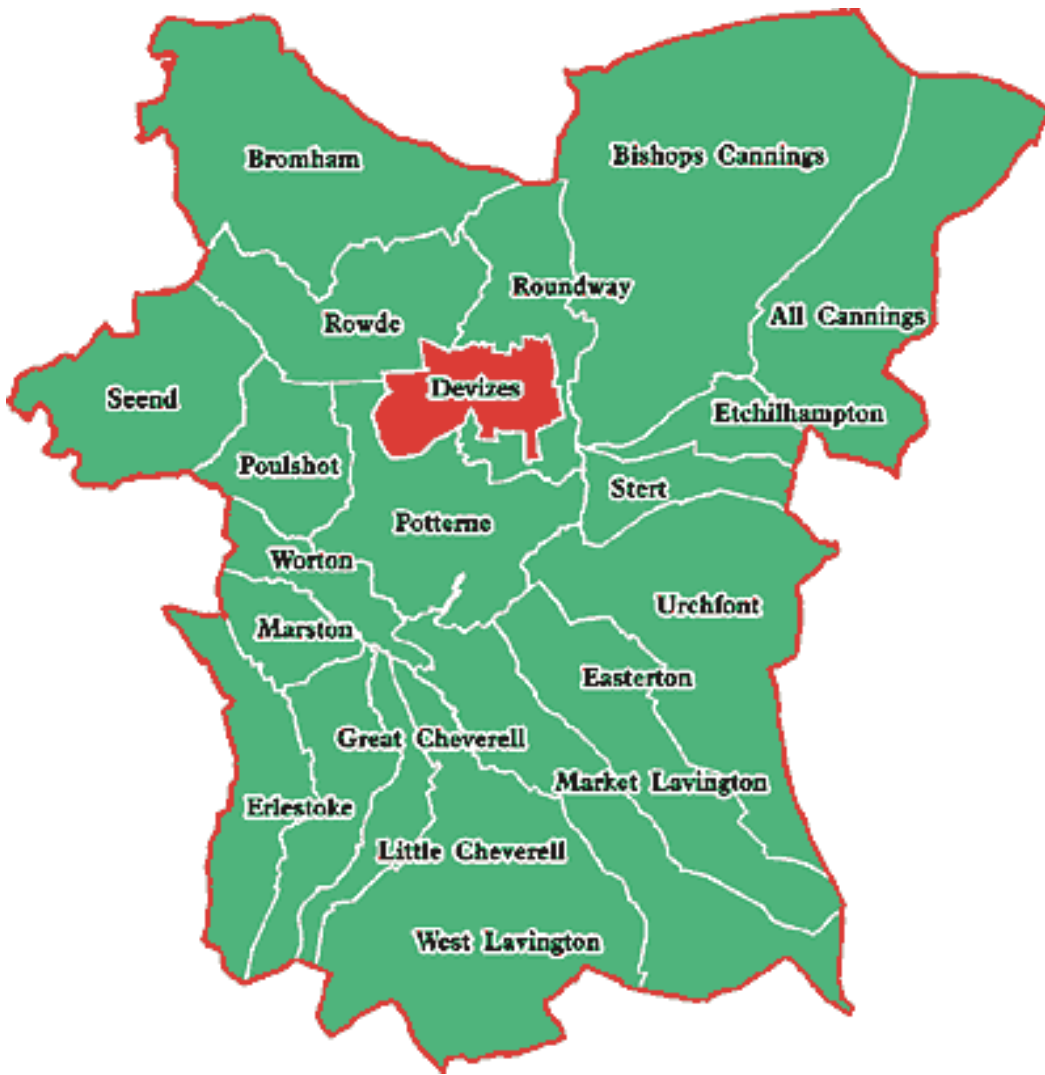
Projects and actions will be monitored to ensure that they are implemented in accordance with the time agreed. 'Ongoing' actions and projects will be looked at periodically to ensure that work is progressing according to plan.

The top three themes that were identified through consultation period are:

- **Health and Social Care.**
- **Crime and Community Protection.**
- **Transport.**

The tables in the page set out a brief description of the subject areas and a range of community aspirations with potential outcomes.

Projects are generally prioritised according to whether they fit the vision for the Community Area and have priority community support or fit emerging opportunities.



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Health and Social Care *

Devizes has a range of health services. How these services are developed for the future is currently limited by the facilities available. New housing in the area increases the need for adequate, accessible health care. Developments in technology can be exploited to enable more health care services to be provided locally. A hospital development on the Green Lane site should address the use of the land identified as a “Significant Outstanding Planning Permission” for community use on a comprehensive basis. If less land is required for the healthcare facility, the surplus land should be developed to include affordable housing for key workers. Any permission should be conditioned to ensure that development of the healthcare facility proceeded prior to the release of any housing land.

Partnership Action	Who is Responsible	Timescale	Outputs / Outcomes
New Community Hospital in Devizes or retain an adequate range of hospital and healthcare services in Devizes.	Kennet and North Wiltshire Primary Care Trust (PCT) .	2002-07 .	Provision of sustainable health services in the Devizes Community Area.
Ensure adequate childcare provision to release parents and carers for employment or training.	PCT/ Wiltshire County Council (WCC).	Ongoing.	Adequate provision to meet demand.
Better facilities/access for the disabled.	WCC/ Accessibility Group.	Ongoing.	Improve access to public buildings and shops.
Ensure that the local community centres are used to the full by using innovative ways to develop them to house more community facilities for all age ranges.	Kennet District Council (KDC) Leisure Services.	Ongoing.	Implement provisions in the Social Plan and Cultural Strategy.
Supply enough supported housing for vulnerable people.	KDC.	2002-04.	Meeting targets within Housing Strategy.
Better services for older people to encourage independence.	Age Concern Wiltshire.	Ongoing.	More older people retaining independence.
Activities to encourage people with learning disabilities to enjoy independence.	PCT, WCC and voluntary sector.	Ongoing.	More people with learning disabilities able to enjoy independence.
Support and guidance of people recovering from mental illness back into the community.	Appropriate statutory and voluntary agencies.	Ongoing.	More people recovering from mental illness supported back into the community.
Supporting families through rurally-based services.	Voluntary Action Kennet.	Ongoing.	Continued support of families as needed.
Promotion of complimentary therapies locally (where appropriate).	PCT.	2002-05.	K & NW PCT to include in Health Improvement Modernisation Plan.

Transport *

The Devizes Community Area Transport Plan has been developed and aims to carry out physical improvements to enable public transport, cycling and walking to become more viable transport alternatives to the private motor car for people journeying within the Community Area. Reduction of road traffic will help to reduce poor air quality and traffic congestion. Improvements in transport will help to reduce social and rural exclusion, bringing together the town and countryside. The correct transport structure will support environmental and regeneration work being carried out in the Community Area.

Partnership Action	Who is Responsible	Timescale	Outputs / Outcomes
Support the development of a well co-ordinated accessible, high quality, public transport network for the Community Area through the Devizes Community Area Transport Plan (2002-05). This should be connected to the wider regional network, giving all people access to shops, entertainment, leisure and health facilities.	Wiltshire County Council (WCC).	Ongoing.	Maintenance of public transport services.
Ensure car parking in Devizes is considered as part of an integrated transport plan and fits with the Devizes Retail Revival Strategy.	Kennet District Council (KDC)/ WCC/South West RDA.	2002-05.	Sufficient public car parking to ensure the town remains a viable retail and business centre.
Promote walking and cycling for short journeys, increasing the provision of safe cycleways and footpaths where needed.	WCC/KDC.	2002-05.	To provide cycle parking spaces in Devizes town centre in accordance with the Community Area Transport Plan.
To reduce locally generated car journeys, especially commuter and school trips.	WCC.	2002-05.	To contribute to national targets by increasing the number of trips to Devizes secondary school by bus, cycling and walking from 77.5% in 1998 to a minimum of 85% by 2006.
Support community initiatives for controlling speeding etc. in local neighbourhoods.	WCC/Community Safety Partnership.	2002-05.	As per Community Area Transport Plan.
Work with transport authorities to set up a travel / mobility shop in Devizes to co-ordinate and promote different methods of transport.	KDC.	2002-05.	Establish travel/mobility shop.
Carry out a Feasibility Study into a by-pass for Devizes.	WCC/South West RDA.	2002-05.	Complete report to Devizes Community Area Planning Partnership (DCAPP).
Carry out a Feasibility Study on a railway station for Devizes.	WCC/South West RDA.	2002-05.	Complete report to DCAPP.

Crime and Community Protection *

Wiltshire is one of the safest places in the country and Kennet, in turn, has the lowest level of crime and disorder in the County. The Kennet Community Safety Partnership (a statutory partnership consisting of local authorities, the police, the Army and voluntary organisations) has been in place since 1999 working to maintain these low levels of crime and where possible to achieve a reduction.

The partnership's work also extends to the wider agenda of community safety linked to issues such 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. Following a crime and disorder audit in 2001, 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.

The Partnership has produced a 3-year strategy 2002 - 2005 for community safety in which crime reduction priorities have been set with regard to three inter-related elements of criminal activity - behaviour, people and places.


Partnership Action	Who is Responsible	Timescale	Outputs / Outcomes
Behaviour - Priorities include tackling vehicle crime, burglary, anti-social behaviour, hate-crime, domestic violence and carelessness, reckless or dangerous behaviour by road users.	Community Safety Partnership and Wiltshire Constabulary.	2002-05.	Reduce burglary from dwellings, vehicle related crime and violent crime by 2% per annum. Reduce those seriously injured or killed on Wiltshire roads from 373 to 288 by 2004.

<p>People - Priorities include young people, those who misuse drugs and alcohol, persistent offenders and those who feel vulnerable.</p>	<p>Community Safety Partnership and the Drug and Alcohol Team.</p>	<p>2002-05.</p>	<p>Increase number of drug users taking treatment from 118 to 607 over the next 3 years; provide information on substance misuse to all parents of schoolchildren by 2005. Increase involvement of young people with civic processes by 5% over 3 years and increase the number of 17-year-olds on the electoral register by 5% by 2004. Operate 10 Truancy Sweeps in each year in the district.</p>
<p>Places - Priorities include tackling problems in places where certain crimes are more prevalent ('warm' spots) and in isolated communities.</p> <p>- Empower local communities to consolidate improvements in reducing crime through community capacity building.</p>	<p>Wiltshire Constabulary and Community Safety Partnership.</p> <p>Housing Associations/ Kennet District Council.</p>	<p>2002-05.</p> <p>On-going.</p>	<p>Police to respond to "immediate response" category calls in 20 minutes in rural areas. Where invited, local police will attend parish or town council meetings.</p> <p>Reduction of crime through community action.</p>

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Culture and Leisure

A thriving leisure and cultural environment brings the community together. There is a need to improve leisure, sporting, arts and cultural facilities throughout the Community Area, making them accessible to all. Encourage community involvement and volunteering, particularly among young people. Ensure that community facilities and events are encouraged in the villages and rural areas.

Partnership Action	Who is Responsible	Timescale	Outputs / Outcomes
Ensure the distinctive features of the Devizes Community Area form part of the Kennet Cultural Strategy.	Kennet District Council (KDC).	2002-03.	Adoption of Kennet Cultural Strategy.
Retain the theatre and cinema in Devizes and improve entertainment provision in the town.	DDP (Trading) Limited.	Ongoing.	Broader provision of entertainment.
Ensure appropriate access and best use of Devizes Community Area's distinctive cultural features e.g. Wiltshire Heritage Museum, the Kennet and Avon Canal and Roundway battle site.	Wiltshire Heritage Museum and Kennet and Avon Canal.	Ongoing.	Increased visitor numbers.
Support such events as Devizes and village carnivals, Devizes Festival, Devizes Christmas lights, speciality markets and fairs e.g. the Christmas and Continental Markets.	DDP (Trading) Limited.	Ongoing.	Greater sense of belonging, improvement of civic pride and increased involvement in public affairs.
Encourage the work and continuation of youth organisations and groups including those run on a voluntary basis.	Youth organisations and groups.	Ongoing.	Vibrant youth organisations and groups, available to all.
Retain existing and promote new/better sports and arts facilities in the town and villages.	KDC/Devizes Town Council/ Parish Councils.	Ongoing.	Improve facilities for all.

Housing and the Built Environment

The County Council's Structure Plan requires an additional 7,000 houses to be built in the Kennet District between 1991 and 2011. About 4,400 of these have already been built or are currently committed. In the Devizes Community Area over 2,000 houses are already built or committed and a further 500 are allocated for future development in the Replacement Kennet Local Plan.

It is important to ensure that the form and type of new housing reflects local housing needs and the Community Area's local historic character. Services and facilities to support new residents should be available as new houses are built. Local people will be involved in the preparation of planning briefs for significant new developments and their views sought when preparing future plans for the provision of schools, community facilities, recreation space, public transport and recycling facilities.

Partnership Action	Who is Responsible	Timescale	Outputs / Outcomes
The statutory authorities may decide to release land at less than market value to achieve the aims of the Community Area Plan. The legal mechanism to achieve this is under review.	Statutory authorities i.e. local authorities, police, PCT, etc.	Ongoing.	Land released for development.

Provision of more low cost, affordable housing in a mix of styles to rent or buy, as part of 'mixed' communities.	Kennet District Council (KDC).	Ongoing.	Provision in accordance with local and community plans.
Improve the quality of the appearance of housing areas in need of regeneration.	Housing Associations/ KDC.	Ongoing.	Restoring pride in their community to people who live in the neighbourhood and reduction of fear of crime.
Improve energy efficiency of new and existing buildings, particularly for those on low incomes or in poor health.	KDC.	Ongoing.	Support for Warm Hearted Homes Scheme.
Energy efficiency advice surgeries & promotion.	KDC.	Ongoing.	Support for Warm Hearted Homes Scheme.
Ensure local distinctiveness is maintained and that important local buildings are repaired and brought back into use e.g. the Assize courts.	KDC/South West RDA/ English Heritage.	Ongoing.	No properties on English Heritage 'At risk' register.
Ensure that there are multi use community centres/meeting places in the town and villages and support village halls where these exist.	Community First.	Ongoing.	Maintaining viability of existing facilities.
Deliver town centre improvements by: Encouraging shop-front improvements and other enhancements to make the town of Devizes a more attractive place to shop. Maintaining standard of floral displays.	Devizes Town Council/DDP (Trading) Limited.	Ongoing.	Minimum of 2 shops per annum improved.

Countryside and Land Based

Maintain the locally distinctive environment, which is central to the quality of life, and ensure easy access to it. Acknowledge the contribution of the farming community. Support the development of local products, tourism and marketing of the area. This includes the Kennet and Avon Canal, the historic market town of Devizes and parts of Salisbury Plain internationally recognised for both richness of wildlife and archaeology.

The community, working together, can build on the strengths, tackle the deterioration and celebrate the area's 'wealth'. Sustainability can be improved through reducing waste and increasing energy conservation.

Brownfield sites can be restored and used wherever possible for rebuilding instead of greenfield sites.

Partnership Action	Who is Responsible	Timescale	Outputs / Outcomes
Improve and promote waste recycling and waste minimisation, providing new facilities where needed.	Kennet District Council.	On-going.	Meeting agreed targets.
More community nature reserves. Manage some public open spaces for wildlife and improve access to them. Encourage community involvement, particularly of young people.	Wiltshire Wildlife Trust.	On-going.	Greater public participation.
Improve access to parks and open spaces.	Devizes Town Council and Parish Councils.	On-going.	Greater access.
Maintain the character of the Area of Outstanding Natural Beauty and promote non-intrusive access to the countryside.	Countryside Agency.	On-going.	Local plan objective.





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The Economy

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 these opportunities should be embodied in the Master Plan to regenerate Devizes linking it to a living and working countryside and villages.

Partnership Action	Who is Responsible	Timescale	Outputs / Outcomes
Carry out Master Plan for Devizes Town Centre.	Kennet District Council (KDC)/ South West RDA.	2003-04.	Production of one Master Plan for Devizes. Implementation of proposals and recommendations contained in the plan.
Attract more shops to the retail centre, including nationwide High Street names, whilst retaining individual high quality shops, more particularly defined in a retail and marketing strategy. *DDP (Trading) Limited is the trading arm of Devizes Development Partnership, which is composed of representatives from the business and retail sector, to carry out improvements in the town and surrounding area.	KDC/*DDP (Trading) Limited via the Retail Revival Strategy project team.	Ongoing.	Raised profile of the town amongst shoppers. Monitor how the retail community is faring by checking level of spend year on year annually compared with similar towns, and using data from the marketing strategy as a benchmark.
Appoint a Town Centre Manager for Devizes with funding secured from sources including national and independent retailers.	DDP (Trading) Limited.	2002-03.	Appointment of Town Centre Manager with sustainable funding.
Provide jobs and facilities through development of brownfield sites, including the Wharf, the Northgate and the West Central area.	KDC.	Ongoing.	Encourage relevant developments in line with the local plan.
Provision of starter units and other work places to create employment opportunities for all.	Devizes Community Area Planning Partnership.	Ongoing.	Work places, including starter units, provided for all ages of employees.
Retain village shops & post offices wherever possible and resist pub closures. Find innovative ways of using non-retail outlets to house these facilities where they are under threat of closing.	Individual appropriate parish councils.	Ongoing.	No reduction of floorspace in retail shops in villages.
Support and promote local food producers and encourage the development of links between local suppliers/ producers and local consumers.	DDP (Trading) Limited.	Ongoing.	Maintenance of farmers markets, Wiltshire Foodlinks and Wiltshire Harvest.
Support moves to offer Broadband throughout the Community Area to encourage business relocation and operation.	Statutory organisations, and business support agencies.	Ongoing.	Availability of Broadband to businesses and organisations in the Devizes Community Area.
Create a Tourism Strategy and promote tourism to boost the local economy.	KDC.	Ongoing.	Increased economic contribution from tourism.


Education and Life Long Learning

Ensure that the local community has the opportunities to learn skills and access training to enable them to take a full part in the community. Assess the skills shortage within the Area and match this to training programmes, working with existing educational providers. Improve access to training facilities for people living in social or rural isolation or housebound or disabled.

Partnership Action	Who is Responsible	Timescale	Outputs / Outcomes
New college for Devizes.	Wiltshire College.	2002-07.	Improve college facilities on existing site.
Devizes library will have free public access computers, with internet connections and trained staff, able to assist the public. It will also continue running regular educational activities for both adults and young people.	Devizes Library.	Ongoing.	Improved opportunities.
Improve facilities for further education and distance learning.	Learning + Skills Council.	Ongoing.	Improved opportunities and access. Greater accessibility to information.
Improve participation by young people in community life by:- Continuation of Youth Forum; Setting up of School Council/Forum; Ensuring representation within community planning process.	Wiltshire County Council (WCC) Youth Service.	2002-04.	Increasing numbers taking part in elections. Greater involvement in local community.
Work with the primary and secondary schools in helping young people develop their full potential and support the meeting of national targets at Key Stage 2.	WCC.	Ongoing.	Increase results in English from 74.1% achieving level 4 or above to 84% by end of 2003. Increase results in Mathematics from 72.6% achieving level 4 or above to 79% by end of 2003.
Explore ways that schools can be used more as a community resource.	WCC.	Ongoing.	Greater accessibility of facilities to local communities, if appropriate.
Promote Information Technology skills with the community.	Kennet District Council/ South West RDA/WCC.	Ongoing.	Increased access to information and services.

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