

The Economy


Within the County, the Malmesbury and villages community area has a higher than average proportion of residents employed in traditionally rural industries such as agriculture, hunting and forestry, fishing, mining and quarrying. The high number of people employed in mining is associated with the gravel extraction businesses around the Cotswold Water Park. The Census (2001) reveals that 73% of the residential population aged between 16 to 74 years are economically active, with just over 2% of this population being unemployed.

Headline *Issues*

Looking after farming communities and rural life including local businesses and facilities

Sherston Post Office and Store



Concerns and priorities	What is currently happening	The next steps	Targets and milestones
Employment opportunities	Look after farming communities to enable rural scene/life to continue in Brinkworth	To actively promote new business ventures and local employment opportunities in Brinkworth	Encourage 20 full-time and 20 part-time jobs, preferably preserving the rural identity of Brinkworth and not increasing levels of commuter traffic
	Work and employment in Luckington and Alderton	To actively promote new business ventures and local employment opportunities	Encourage facilities to be provided within the villages to support local businesses run from home
	St Paul Malmesbury Without would like to promote small local businesses that wish to expand and employ local people, invest in tourism and to promote the North Wiltshire area	To work with Malmesbury Town Centre Forum (local businesses and the District Council) which promotes local businesses and tourism via a range of guides and directories	Publish guides and directories
	Encouragement of local business and employment opportunities in Sherston .	Ensure use of old school site for business/employment use rather than for residential use	Old school site to be utilised for business/employment use by 2007
	A number of small businesses operate in Norton and Foxley .	Protect and maintain local employment in Norton and Foxley to preserve the vitality of the community.	No targets at present

Malmesbury Market Cross

Concerns and priorities	What is currently happening	The next steps	Targets and milestones
Employment opportunities	Minety actively supports opportunities for local employment	Work in partnership to continue to support local employment	No targets at present
	Using the recent village appraisal as the basis, Hullavington would welcome employment opportunities within the village for local people	Investigate where small businesses could be located in buildings sympathetic to the village visual environment and with due regard to any road safety issues resulting from increased traffic	No targets at present
Community shop	Develop a community shop in Brinkworth and also in Crudwell	To actively promote and encourage the re-establishment of a village shop and Post Office as soon as possible and to encourage the sustainment of these enterprises once re-established	District Council's Regeneration and Asset Management Team will work to support community enterprises. Appointment of Village Shop Coordinator by Community First who will look at the viability of village shops
	The sub post office in Lea is already established. There is insufficient trade to support a village shop. Plenty of cars, on line shopping deliveries and some traders from Malmesbury delivering have replaced the old village shop	Maintain the Post Office as a valuable facility for the benefit of the inhabitants of the Parish	No targets at present
Outdoor market	Reintroduce an outdoor market in Malmesbury – maybe on a Sunday Malmesbury Town Council is seeking the opinions of all sectors of the Malmesbury community	Malmesbury Town Council to consider information and take action accordingly. Malmesbury Town Centre Forum supports the market. Investigate whether the Farmers' Market Association is interested	Re-introduce an outdoor market by April 2005

Young People Comment Consultation with young people indicated their support for this idea for a market at Market Cross on Friday, Saturday or Sunday with some regulation to encourage genuine farming and small family owned businesses

Education and Lifelong Learning

There are 11 primary schools in the community area and a secondary school located in the town and providing education up to and including the sixth form level. A limited range of further education is available from the Wiltshire College campus based in the town. There are 1,164 pupils on the roll for the secondary school and GCSE results are good where 70% of pupils gain 5 or more passes at grades A* to C compared to the Wiltshire average of 58% of pupils.

Headline *Issues*

Raising the level of basic skills and increasing informal learning opportunities

Brinkworth Earl Danbys new Lower School Hall with community funded facilities



Concerns and priorities	What is currently happening	The next steps	Targets and milestones
Level of basic skills and lifelong learning opportunities	There is a basic skills collection in the Malmesbury library to support learning. There are Basic Numeracy and Literacy classes going on in Cirencester run by Cirencester College. In the Wiltshire College Spring Part Time Course Guide for January to July 2005, there are some basic skills courses being offered in Malmesbury in reading, writing, spelling and maths	Suitable venues to be found and work carried out to identify and enrol candidates	A basic skills class of a minimum of 8 students to be up and running by September 2005 and supported by visits to the library by class
	Kennet and North Wiltshire District Councils held a family learning weekend during June 2004. The library is bidding to hold family learning workshops in 2005	Partners to work together to create more opportunities for family oriented learning	3 family workshops to be run in the library during 2005 subject to checking position with other partners

Concerns and priorities	What is currently happening	The next steps	Targets and milestones
Mobile library	Mobile library for Brokenborough	More time to be allocated to villages with the onset of a new vehicle	Assess demand and need in Brokenborough with a view to arranging a stop in the 2006 schedules
	The mobile library is now calling at Somerfords Walter Powell school in Great Somerford	Need an improved mobile unit for the Somerfords Walter Powell pre school	Investigate need further
	Minety benefits from a mobile library and the community wants this service to continue	Should the service come under threat, the Parish Council will lobby at District and County levels and higher if necessary to ensure it continues	Ensure sustained use of the mobile library in Minety

Support for schools and pre school	Support for school and pre-school in Luckington and Alderton and Crudwell.	To work in partnership with the County Council to ensure that there are routes by which children can walk safely to school from anywhere in the Parish	To support the building of a school hall in Luckington which can be used by school, pre school and for lifelong learning opportunities
	The Cross Hayes pre-school is currently open five mornings a week in the Town Hall and is fully used with a waiting list.	Pre-school provision could be affected depending on the future plans for the Town Hall	No targets at present

One comment from consultation on this plan was that with the ever increasing move towards email and web mail communication, sections of village communities are at risk of becoming disenfranchised to some degree.

For example, in Hullavington the recent launch of its web site means that a thriving information system now exists, but perhaps 30% or more of residents cannot access and use it because they do not have PC and related internet facilities. It would be good to have internet drop in centres where people without computers can access the wider digital world. It would also be useful if funds could be made available to teach computer basics to those who want it within the village.

Young People Comment Consultation with young people indicates a support for the County library service with a desire for more new books, dvds and videos to be available and out of school courses to be held in the library

The youth development service engages young people in informal learning through diverse youth work opportunities identified in the youth work curriculum framework. The youth service provides a countywide young people's counselling service in addition to advice and information provision. The strategy for the delivery of street youth work will include work in the Malmesbury and villages community area to work with young people who are socialising on the streets and in public places, offering them access to youth workers and informal learning experiences which are fun.

Crime and Community Protection

According to reported crime figures, the community area appears to be a safe place to live and work and the amount of recorded drug crime is the lowest in Wiltshire. There is a community safety partnership for North Wiltshire that covers the Malmesbury community area and its priorities include reducing anti-social behaviour and drug-related crime and reducing people's fear of crime through the provision of better information about the issues.

Headline Issues

More Neighbourhood Watch, concern about Anti Social Behaviour Orders and unreported minor crime



Concerns and priorities	What is currently happening	The next steps	Targets and milestones
Security and enforcement	CCTV in Malmesbury town centre to address anti social behaviour issues and also more police patrols at the weekend. Malmesbury Town Council Clerk has investigated options and submitted a report to Malmesbury Town Council. Over the last year or so, greater police presence in Malmesbury has been noticed and is appreciated; it is widely considered to have been effective	Put the case for a CCTV system in Malmesbury and its associated costs to local tax payers. Need to check local police statistics to ensure that the installation of CCTV is not going to be a waste of public money where it could better be spent on facilities for young people. Research studies have shown that improved lighting in town centre locations can be a more successful deterrent to crime. There are current schemes to improve lighting in Cross Hayes and the Abbey Steps area Malmesbury Town Council to identify a suitable system and seek funding	Decision on CCTV to be made in 2006
Neighbourhood Watch	There are currently excellent Neighbourhood Watch schemes in operation for example in Corston .	Investigate the introduction of Neighbourhood Watch schemes with the Neighbourhood Watch Liaison officers	Introduce Neighbourhood Watch schemes to all areas within our community

Concerns and priorities	What is currently happening	The next steps	Targets and milestones
Neighbourhood Watch	Crudwell Neighbourhood Watch scheme is moribund and patchy in cover, while petty crime is increasing in the area	Rejuvenate the Neighbourhood Watch Scheme in the area	Recruit new coordinators (one per 20 houses) by end 2005
Minor crime	General concern in Sopworth about rural crime and the problem of overstretched local Police, meaning that some minor crimes are not even reported	Assess the extent of minor unreported crime in the area	No targets at present
	There is a concern in Minety regarding vandalism which, although relatively rare, is of concern to those residents living around the areas affected	Working with Malmesbury community police officer and youth works to resolve the problems	No targets at present

North Wiltshire District Council's Licensing Authority advises that the potential impact of the Licensing Act is a significant concern for large sections of local communities. In North Wiltshire, it is anticipated that 70% or more of licensed properties will seek to extend their hours and that the majority of those will want to open to midnight or 1.00 am on Fridays and Saturdays. Some will want to open later. The consequences of the Licensing Act could become a significant issue for many communities with the result that local concerns and priorities might change. The Licensing Authority of North Wiltshire District Council would be happy to talk to the local Community Partnership for Malmesbury and the Villages further about these issues.

It is recognised that there is a demand for an 'uncontrolled facility' for young people and the provision of summer holiday projects and activities. There is also a concern about anti-social behaviour orders (ASBOs) creating a criminal record

Young People Comment

Consultation with young people shows a concern that there should be more action on drug dealers and fighting, more visible policing and a special safe area for young people to hang out

The Environment, Land-Based and Countryside Issues

The community area is one of the most rural areas in Wiltshire with 80% of land given over to agriculture, with a greater proportion of small farms of less than 5 hectares than elsewhere in the County. The Cotswold Area of Outstanding Natural Beauty forms the western part of the area; there are 6 Wiltshire Wildlife Trust reserves, 5 of which are Sites of Special Scientific Interest; there are also numerous footpaths, bridleways and byways.

Headline *Issues*

**More recycling,
better maintenance, flooding
and conservation**

Corston Pond



Concerns and priorities	What is currently happening	The next steps	Targets and milestones
Recycling	Replacement recycling centre in Sherston . Site purchased, estimates awaited, successful application made for Area Committee grant	Conclude financing of project and seek planning permission	Provide new centre by end of 2005
	Enhance recycling facilities in Norton and Foxley	Investigate the feasibility of introducing recycling facilities for cardboard and plastic at the Vine Tree in Norton	No targets at present
	Little Somerford would like increased recycling Need kerbside recycling facilities in Great and Little Somerford	Investigate the possibility of the District Council providing these services and consider community recycling eg exchange days, re-use etc	To encourage recycling of waste material by establishing recycling centres in the villages and kerbside recycling to 95% of the properties in North Wiltshire during 2005/06
	Introduce recycling facilities in Brokenborough		

The Wiltshire Wildlife Trust comment that it is very positive that waste issues have arisen in the community plan, which indicates the concern locally about this issue. We feel that it is important to stress that although we welcome recycling programmes, we would be keen to see additional emphasis on waste reduction and prevention. We are currently encouraging people to try to reduce the creation of waste by promoting composting (in the home and the community) and the creation of Rethink Rubbish Directories. Malmesbury and the villages' directory can be found at www.wasteinwiltshire.com Perhaps the area could strive for a 60% recycling rate by 2015 and/or 50% of the local population participating in composting schemes?

Concerns and priorities	What is currently happening	The next steps	Targets and milestones
Recycling	At present, the nearest alternatives for recycling plastic and cardboard is at Tesco in Tetbury (plastic) and Stanton St Quintin (plastic and cardboard), which are both some considerable distance away and generally inaccessible for people dependent on public transport	Recycling facilities at Station Yard, Malmesbury , would benefit from the addition of a plastic bottle recycling container and one for cardboard	No targets at present
	Improve recycling facilities in Charlton and Hankerton	Charlton and Hankerton would be interested in any recycling proposals that may be suggested in the future, either as kerb-side recycling or the expansion of recycling points locally	Kerbside recycling to 95% of the properties in North Wiltshire during 2005/06
Flooding	To continue ongoing flood prevention work in Crudwell . To maintain the flow of streams and brooks through the village	To discourage further development in flood-prone areas	Ongoing
	Keep ditches cleared and streams dredged in Hankerton to minimise the risk of future flooding	Keep close links with farmers and landowners	Ongoing
	Flooding is a serious issue in Minety with recent heavy rain flooding several properties and cutting off some of the routes out of the village	The Parish Council is lobbying the water companies, river authority and County Councils to resolve the issues. Work is underway to repair a blocked drain	Ongoing
Conservation	Preserve the Lea conservation area and the surrounding area. Maintain the character and setting of Garsdon centred on All Saints Church, Garsdon Manor, Garsdon House and Church Farm, together with a number of smaller dwellings and farmsteads.	Take steps to maintain and enhance the conservation area within the village in keeping with street scene and the general build amenity of the area	Progress Conservation Area and Village Design Statements. Currently ongoing for Malmesbury, Crudwell, Sherston, Great Somerford, Lea and Cleverton

The Environment, Land-Based and Countryside Issues *continued*

Concerns and priorities	What is currently happening	The next steps	Targets and milestones
Conservation	Preserve the character and rural amenity of Cleverton based on several farmsteads, a Methodist Chapel, various dwelling houses and incidental equestrian units	Complete village design statement	Publication of Lea and Cleverton's Conservation Area and village design statement
	In St Paul Malmesbury Without , the Corston Quarry Pond and Nature Reserve will formally be declared a 'Local Nature Reserve' as defined by English Nature on 17 February 2005; this will be the first such declaration in North Wiltshire	Enhance and maintain the nature reserve for use by all members of the community both now and for future generations	Ongoing
Dog fouling	Views of dog owners sought as to provision of additional bins and signs in Sherston	Identify sites for dog bins and signs, seek approval and finance from District Council. Enforcement via fixed penalty tickets to be issued for dog fouling offences when observed. Dog warden to liaise regularly with the Parish Council	3 additional bins to be provided by the District Council by end of 2005
Maintenance	Maintain the rural idyll in Crudwell	Litter clearance and education. Improvement and maintenance of public areas. Exploit initiatives for recycling. Maintenance of historic sites.	No targets at present
<p>Young People Comment Consultation with young people indicates support for maintaining and preserving the rural countryside, particularly the River Walk and Cloister Gardens and to target the worst areas in order to remedy and enhance them</p>	St Paul Malmesbury Without has no schedule for street cleaning / signs etc. Poor laybys and pot holes along Common Road	Work with the County Council to ensure better use of the Parish lengthsman scheme	No targets at present
		Use the Parish Lengthsman scheme to most effect in Hankerton to keep the village smart and tidy	No targets at present

The Environment, Land-Based and Countryside Issues *continued*

Concerns and priorities	What is currently happening	The next steps	Targets and milestones
Maintenance	Lack of proper regular village maintenance in Sherston including street sweeping, litter and drains. Parish Lengthsmen Scheme not working well	Press Highways and District Council to meet their responsibilities and agree schedule of works to be undertaken throughout the year. Encourage residents to use litter picking tools provided by the Parish Council. Provide information to Highways about why the Parish Lengthsmen scheme is perceived not to be working well in the area	Agreed maintenance schedule to be in place by 2006. Provide future supply of litter picking tools for residents to use by end of 2005
	Minety completed its Parish Plan in 2004. The plan has provided a focus for action in the village including several youth oriented activities eg youth club, band nights, discos; work on village improvements eg clean ups, new signposting; work on new circular walks along footpaths; impetus for low cost housing initiatives	Instigate a 'keep the village tidy' scheme within the village	No targets at present
	River maintenance seems very sporadic in and around Malmesbury and this is an important issue for residents and visitors, for recreation and tourism, for ecology and wildlife habitats as well as landowners.	Raise awareness of the role of the Malmesbury River Valleys Trust and the Parish Lengthsmen scheme, how it operates, how local people can report problems of debris, litter and general neglect regarding the rivers and river banks	As Malmesbury is an isthmus – almost entirely surrounded by rivers – we need a maintenance and improvements plan and people need to know what it is and how they can participate in it; this was a key issue to emerge from the Malmesbury Town Survey in 2004
Public toilets in Malmesbury	The future of public toilets in Malmesbury is linked to the future of the Town Hall development	Await the decision on the Town Hall	No targets at present