

Area South Development Update Report

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Purpose of the Report

To present the Area Development South Plan 2014/15 and to summarise work undertaken by the Area Development South Team in 2013/14 to address priorities identified by Area South Committee.

Public Interest

This report provides an outline of the role and objectives of the Area Development South Team which include the provision of an advice and support service for members of the public from Petters House, Petters Way, Yeovil, the delivery of Yeovil Vision and Regeneration Projects, Community Development and management of the Health Inequalities Project.

The report presents the work programme for 2014/15 and also outlines key areas of work and achievement during 2013/14.

Recommendations

1. That the report be noted
2. That the Area Development South Development Plan 2014/15 be approved.

Background

Whilst much has been achieved during 2013/14, it should be noted that during this period the following changes to staffing have been implemented. Firstly following the lean review the Area Development Manager role was reduced from 37 hours to 18.5 hours. Following the retirement of the Market Supervisor the team have absorbed this role and have also covered the vacant post left by a secondment to the SST. The current Area South Development structure is shown in Appendix 3. In addition a new Chair of Area South was elected in May 2014.

The Area South Development Plan

The Area South Development Plan identifies key issues and needs within the town of Yeovil and parishes of Area South and sets out the priorities for the Area South Development Team for the forthcoming year.

The Plan for 2014/15 see Appendix 1 is divided into three sections which relate to the three key areas of work:

1.	Support for the vitality of the local economy, with a focus on Yeovil town centre and improving the physical environment
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2.	Community development with a focus on addressing health, social and economic inequalities, and provision and development of community facilities.
3.	To continue to provide a high quality accessible front line enquiry service

The actions contained within the Plan relate to those set out in the four areas of focus within the Council Plan 2012 – 2015. See Appendix 2 for an extract of actions that relate the work of Area Development and the role of the Area committee.

Allocating Resources and Monitoring

The Area South Development Plan acts as a working document with regular monitoring by the Area Development Team. It was prepared in May 2014 and was informed by the Area South Members. Monitoring reports are presented to Area South Committee and individual reports on specific projects and service areas are reported to the committee regularly.

A summary of the progress of Key Projects and Services managed by Area Development South in 2013/14

Yeovil Vision/Regeneration

- We have completed the enhancement of two new shop fronts in South Western Terrace, completing the enhancement of the whole street. One new business has since opened.
- We have finalized the £180k streetscape enhancements to Princes Street in Yeovil, significantly improving this important shopping street in the heart of a conservation area.
- We have continued support to the Town Centre Enhancement Group and completed a schedule of improvements in Yeovil town centre.
- We have worked with SCC to finalise the Reckleford scheme.
- Continued to work with the developers of the Glove Factory to market vacant units.
- We have provided Yeovil Vision funding of £50k towards the Yeovil Country Park Centre.
- Work with the Post Office, the Co-Op and the local community to facilitate the promotion of post office facilities in Westfield.
- Undertook a range of improvements to Yeovil Bus Station including the provision of a newly refurbished waiting room.

Community Development

- Hosted a workshop for Area South Parishes
- Carried out visits to parishes to identify issues and opportunities to help these communities.
- We have produced a quarterly bulletin for parishes and community groups providing information on funding, grants and local events.
- Developing and Maintaining the Area South Community Web Pages.
- We maintain a directory of community hall facilities.
- Provided help and advice to over 10 communities wishing to develop community facilities.
- Worked with the community to develop options for future community facilities at Wyndham Park.
- Played a key role as a member of the steering group for Yeovil Transport Strategy Review 2.

- Supported Hardington Mandeville Parish Council with their Housing Needs Survey
- Arranged 4 multi-agency community forum events.
- Worked with local town and parish councils to bridge the gap in youth provision created by SCC withdrawing funding and resources

Economy

- Support for the Yeovil Town Team that now runs a range of events including the Fashion Festival, the Food Festival and the annual Christmas Lights switch on and attracts significant funding from local businesses for the benefit of the town centre.
- Allocated Portas and High Street Innovation funding to the Yeovil Town Team's Loyalty Card scheme.
- Increased the number of bookings for the Public Entertainment Area (band stand) in Yeovil town centre.
- Yeovil Vision achieved £50k payment for the Glove Factory footpath diversion.
- Established a touring coach stop in West Hendford.
- Hosting a Marketing Intern for the Yeovil Town Team to promote Yeovil Town Centre and to develop and maintain the Yeovil Town App, social media and the loyalty card.

Markets

- Working with the Yeovil Market Improvement Group to regenerate Yeovil markets.
- Carried a review of Yeovil Markets
- Transferred management of the market in Crewkerne, Chard and Ilminster to respective Town Councils.
- Setting up a new Vintage Market to increase footfall in the town centre.
- Trialling the new Saturday food market.

Addressing Health, Social and Economic Inequalities in Yeovil Pilot

- Completed Community Consultation in Westfield
- Produced a comprehensive report for partners
- Completed a range of locally identified projects
- Successful application to become a pilot 'Our Place' area.
- Identified funding for a Community Organiser.

Grants and Funding

- Allocated full grant budget £11,230 helping to secure £60,075.52 of external funding to be invested in our local communities.
- Provided an increased funding advice service in response to the current financial climate.

Petters House Front Office

- Over 15,000 enquiries dealt with at the front desk including detailed advice provided to deal with over 8,000 benefits enquiries
- We have worked to enhance the range of services offered from Petters House, which will include; Housing Standards, Pathway to Independence (P2I), Careline Services and SVCA.

Community Safety

- Worked with the Police on initial plans for the creation of The Yeovil One Team and Management Group.
- Continue development and enhancement of CCTV in Yeovil town centre.
- Develop a range of ASB tools following new legislation.

Appendices

The appendices to consist of: -

Appendix 1 – The Area South Development Plan 2013/14

Appendix 2 - Table showing actions within Council's Plan 2012-2015 that relate to the work of Area Development and the role of the Area committee

Appendix 3 - Area South staff structure

Financial Implications

Within existing revenue budgets

Council Plan Implications

See attached Appendix 1 & 2

Carbon Emissions & Climate Change Implications

Carbon Emissions & Adapting to Climate Change Implications (NI188)

The town centre location of Petters House minimises travel and the carbon emissions associated with it. The quality of regeneration within Yeovil will have a significant impact on future carbon emissions.

Equality and Diversity Implications

Equality and Diversity will be fully explored in the implementation of the various projects within the Area Development Plan

Background Papers

- The Council Plan 2112
 - The Economic Development Strategy
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