

## Appendix 1

Priority area	Action	Who	When	Outcome	Performance Measure	Update
1 Support for the vitality of the local economy with a focus on Yeovil Town Centre and Improving the Physical Environment	Continue to support the Love Yeovil Marketing Group, linked closely with the Yeovil Vision Board.	Natalie Fortt/ Marie Ainsworth	March 2017	A financially independent marketing group with an active program of events and activities to support business in the town centre.	Update reports to Area South. Active social media channels and website. Events supported. Increased footfall to the town centre	Love Yeovil Marketing Group completed Christmas switch on event. Planning 2017 programme. Appointed marketing and social media consultant in March 2017. Updates reported to Yeovil Vision Board meetings in Feb 2017. Funding agreed in principle for a website Feb 2017.
	Work with ED on a feasibility study into a town centre workspace hub modelled on Petters House	ED Helen Rutter	June 2016	The concept of a workspace hub in the town centre is tested. If viable detailed proposal and resourcing worked up	Business case establishes risks and benefits	Work Hub being piloted in Yeovil Innovation Centre.
	Commission a focused update of Town Centre Development Framework working with Yeovil Vision and the Area South Regeneration Board	ED Helen Rutter Natalie Fortt	Dec 2016	A strategic approach to development in Yeovil town centre. The study will be a tool to market and attract commercial investment to key sites and ensure infrastructure investment is well targeted	Report to Area south Committee	UDF Refresh consultants have been appointed and report is due June 2017.
	In partnership with other services including Property Services and Spatial Planning develop a range of proposals for Yeovil Bus Station.	Helen Rutter Natalie Fortt	March 2017	Cost effective arrangements in place to ensure convenient bus travel to and from Yeovil.	Update reports to Area South Committee, SASG and DX	The Bus Station will be looked at as part of the UDF Refresh.

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	Develop proposals for Retail Incubation within the Town Centre. Policies together with a package of support delivered in part through the Yeovil Town Team	Helen Rutter Natalie Fortt		A report setting out a range of options to provide support for new retail businesses within Yeovil Town Centre	Update report to Area South Committee.	Project to be discussed with Yeovil Vision Board after the Yeovil Refresh report is completed.
	Review the Yeovil Vision Board terms of Reference and Membership and support the new arrangements	Helen Rutter Natalie Fortt	May 2016 Review March 2017	Maintaining the Yeovil Vision within a cost effective and streamlined structure, to influence strategic projects seeking external resources and to oversee the delivery of local projects for the benefit of Yeovil.	Supporting Yeovil Vision meetings producing all related reports, agendas minutes and newsletters	New arrangements were agreed in June 2016.  On-going support being provided.
	Negotiate with SCC Highways about resolution to complete outstanding works on Reckleford Road Scheme	Marie Ainsworth		Improved traffic flow through Reckleford  Detailed traffic count and County Highways post-completion report	Post-completion report to Yeovil Vision Board and Area South Committee	Remedial works to lighting and Illuminated signs complete. Awaiting resolution on licensing arrangement for maintenance.
	Support for the 2016 Christmas Lights Switch on event.	Marie Ainsworth	November 2016	Successful event for Yeovil Town Centre.	Update report to Area South.	NDO worked with Love Yeovil Marketing group to successfully complete the lantern parade and Christmas Switch on event.

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	Support the Yeovil Half Marathon	Marie Ainsworth	March 2017	Yeovil Town Centre successfully hosts the half marathon bringing approximately 3000 people into the town centre for the event.	Update report to Area South	NDO working with Half marathon organisers. Businesses have been contacted and some are planning on opening for the event. Marathon date: 25 <sup>th</sup> March 2017.
	Agree and arrange installation of 6 gateway signs.	Marie Ainsworth	Sept 2016	Up to date and attractive signs are installed at the agreed gateway locations entering Yeovil	Report to Area South.	Signs scheduled to arrive on Mon 20 <sup>th</sup> March, to be installed prior to end of March.
	Commission design work to update display boards and install within the Town Centre.	Marie Ainsworth	Nov 2016	The production of a proposals report for consideration by Area South Members.	Report to Area South.	Draft designs almost complete. Awaiting information on the location of some services crucial to map. Anticipate report spring 2017.
	Continue to support the Yeovil Town Centre Enhancement Group and implement the multi-agency maintenance schedule.	Marie Ainsworth	March 2017	Cleaner, better maintained environment in the town centre	Programme of improvements agreed & implemented Update reports to Area South Committee	2017 Town Centre Ranger programme complete. Seeking funding for year three of the pilot.

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	Work with Property Services to resolve future provision beyond current Primesight bus shelter contract.	Marie Ainsworth	March 2017	Cleaner, better maintained bus shelters and notice boards.	Update report to Area South Committee	Fernbank advertising group are currently running the contract. Shelters receiving a good level of maintenance. Display boards being used for town centre events.
	Comment on appropriate planning applications on weekly list.	Marie Ainsworth Natalie Fortt James Divall	March 2017	Better quality and appropriate development	Planning consultation comments submitted	On-going
	Continue to support and advise communities and businesses to initiate and implement projects within area south	Marie Ainsworth Natalie Fortt James Divall	March 2017	Continued engagement with communities and businesses to deliver successful community projects and business outcomes	Advice and support given on specific projects.  Report to Area South Committee.	On-going
	Continue to support and develop existing Yeovil Markets (operational support)	Marie Ainsworth Lisa Davis	March 2017	Vibrant and diverse town centre economy	Report to Area South Committee	Team continue to support operational aspects of the market

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	Manage a monthly Vintage market in King George St, Yeovil.	Marie Ainsworth	March 2017	Vibrant and diverse town centre economy	Performance review and report to Area South Committee	Completed for 2016/17. Markets put on hold for 2017/18 as part of future options report to Area South in April 2017.
	Devise improved strategy for markets in Yeovil - Market Improvement Group.	Marie Ainsworth Lisa Davis Natalie Fortt	March 2017	An economically viable chartered market which provides good quality trading opportunities and attracts footfall to the town centre.	Update report to Area South	Task and Finish group established. Recommendation made to Market Improvement Group. Confidential report to be presented to the Area South Committee in April 2017
	Continue to support the administration of promotional spaces in Yeovil town centre	Lisa Davis Veronica Woodall	March 2017	Vibrant and diverse town centre environment	Update report to Area South Committee	Ongoing. Banner space used for 26 weeks and Bandstand booked for 63 days during 2016-17
	Bring forward plans for Middle Street and Sherborne Road enhancement scheme in line with wider investment in this area.	Marie Ainsworth		Continued engagement with key partners to determine feasibility	Update report to Area South Committee	Await outcome of Yeovil Refresh.

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	Work with Streetscene to develop plans & projects to enhance the Open Spaces Strategy development for Yeovil to improve local community access, health & well-being.	Natalie Fortt Community Health and Leisure	On-going	Physical enhancement of the green transportation routes and open spaces.  Improved marketing to promote access & awareness.  Particular focus on improved seating in Birchfield Park and investigate the feasibility of improvements to Milford Park.		New seating installed by Streetscene.
	To develop and support the Yeovil One project with a view to co-locating the Yeovil One team within Petters House	Steve Brewer	March 2017	Greater partnership working on community safety issues within Yeovil Town Centre.	Report to Area South Committee.	Ongoing support provided to One Team. Yeovil Police station is remaining for the foreseeable future so no need to co-locate at this time.

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	Engage with and support Parishes arranging events as needed to address their priorities	Marie Ainsworth Natalie Fortt James Divall	March 2017	Improved communication with Parish Councils. Better understanding of Parish issues and needs.	Regular attendance at Parish Council meetings. Annual Parish Meeting	Working with West Coker on Parish plan refresh and the Pavilion project. Re-engaging with East Coker on Neighbourhood plan. Working with Barwick on recreation ground project. Working with Brympton on Kingfisher School and Community Hall. Working closely with Yeovil Without on a number of projects including Wyndham Park, Primrose Lane Primary and Yeovil March Broadband.
2 Community Development with a focus on addressing	Implement the Our Place community Action Plan for Westfield.	James Divall		Healthier, more self-reliant communities. Improved community services.	Active Community Associations.  Update report to Area south Committee	On-going action plan – focus on community hall, fuel poverty and community training courses.

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Health, social and economic inequalities and developing community facilities	Neighbourhood retail enhancement project – Westfield/Birchfield/Glenthorne Ave.	Marie Ainsworth	March 2017	Improvement plans in place, phase works in accordance with funding available.	Update report to Area South Committee	Land ownership established, site meetings complete and designs being drawn up for Birchfield.
	Support Community Associations & promote local community events such as Big Lunch, Table top sales, fetes and One stop shop information days.	Natalie Fortt James Divall	March 2017	Events to build local community cohesion and increase the recruitment of volunteers on community associations.	Completed successful events.	On-going support provided to Westfield, Milford, Birchfield, Newtown and Wyndham Park Associations
	Work with Developers to plan community facilities on future key sites in Yeovil and surrounding parishes in Area South.	Natalie Fortt James Divall	March 2017	Future key sites will provide facilities to ensure more sustainable communities.  Particular focus on Kingfisher Primary School at Lufton and Community Facilities adjacent to Wyndham Park.	Plans for Community facilities on future key site developments.	School building work commenced at Wyndham Park. Kingfisher School due to open Feb 2018. Community Hub open at Wyndham Park and first play area now complete.



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	Provide help and advice to communities wishing to develop community facilities	Natalie Fortt James Divall	March 2017	Communities will have better community facilities.	Report on funding and support given to communities	Grant provided to St James Church. Interviewing project managers for both the halls at Westfield & West Coker and Big Lottery Reaching Communities applications sent Dec'2016. Grants provided to community gardens at Wyndham, Milford and SS Mind. Advice given to Yeovil Men's Shed.
	Arrange 3 multi-agency community forum events per annum.	Natalie Fortt	March 2017	Community and agencies have the opportunity to discuss emerging issues and share information	Meetings arranged.	Forum events completed.

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	Provide support and advice to Yeovil Without Parish Council with regards to community/play facilities	Natalie Fortt		Facilities provided to benefit Yeovil Without residents	Report to Area South  Consultation Event for the MUGA	Report taken to committee October 2016. Continued support for the Wyndham Park Partnership, Community Association and the Play Area and MUGA project Team. First Play Area now complete.
	Investigate and arrange temporary community facilities for use of Yeovil Without residents.	Natalie Fortt	March 2017	Facilities provided to benefit Yeovil Without residents.  Community consultation event at Wyndham park June 2016.	Investigate possible sites and arrange for services to be installed.  Secure funding.  Arrange purchase and installation.	Temporary Community Hub opened 5 <sup>th</sup> November 2016.

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	Continue to support provision for youth activity within Area South.	Natalie Fortt	March 2017	Accessible activities for young people within Area South.	Report to Area South  Continue to organise and chair the Youth Opportunities Group  Continue to support the Yeovil Youth Service Review Group	Report presented to Committee October 2016.  Ongoing support provided.
	Support new local travel initiatives.	Natalie Fortt James Divall	March 2017	More people able to access other modes of transport rather than the car.	Report to Area South.	Cycle route project (Imlington to Yeovil) currently with County SIC. Support given to the Yeovil Bike Fest event that took place August 2016.
	Provide funding advice and guidance to charitable organisations and manage and assess community grant fund applications.	Natalie Fortt James Divall	March 2017	Organisations able to access funding.  SSDC support to local organisations	Allocation of the full fund by March 2017.  Reports to Area South Committee	Ongoing support provided to various groups including local schools, Churches and Community Associations

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	Maintain and publish up to date Ward Profiles	Helen Sharpe		More people able to access information about where they live and work locally	Updated Ward Profiles	Yeovil Wards updated 2016 and Parish Profiles were updated by January 2017.
3 To continue to provide a high quality accessible front line enquiry service	Work with partners and transformation team to assess the feasibility of establishing an advice one stop shop	Helen Rutter	March 2017	Advice needs of customers better met through a technology enabled, multi-agency, advice hub located in the town centre	Report to Area South Committee	Report taken to committee March 2017
	Continue to provide high quality accessible front desk enquiries service.	Lisa Davis	March 2017	Provide a very good customer service	To achieve at least 98% customer satisfaction rate.	Ongoing
	Continue to review and improve the reception arrangements	Lisa Davis	March 2017	Improved customer experience	Tested via customer satisfaction survey	Ongoing
	To ensure that staff are trained and prepared to deal with relevant changes for universal credit.	Lisa Davis	March 2017	Staff confident and able to give the best information and support to customers	Tested via customer satisfaction survey	Partial UC rollout happened in October 2016, with full rollout taking place in April 2017