

## ***Area South Development Plan (2017-18)***

Portfolio Holder – Councillor Peter Gubbins

Team Lead – Natalie Fortt

### **This is what we do:**

Work with communities, Councillors and service providers across our Area supporting the development of stronger communities, promoting economic vitality and helping to create better, more self-sustaining places to live and work





<b>Who do we work with?</b> <i>We work in partnership with the following services, agencies and organisations to achieve our priorities:</i>			
Access For All Armed Forces Community Covenant Alzheimer's Society Avon & Somerset Constabulary BBC Somerset (Media related) British Heart Foundation Bus operators Business community (various members) Charities and volunteer groups (various) Children and youth work groups (various) Citizen Advice Bureau Community Associations : Abbey Manor Westfield Milford Birchfield New Town Wyndham Park Community Speed Watch Co-operative Shop (Westfield) Developers and agents Devon & Somerset Fire & Rescue Service Environment Agency	GP Surgeries – Yeovil and Area South Individual volunteers (various) Knightstone Housing Association Locality & DCLG (through the Our Place project) Local buskers/musicians Magna Housing Association National Trust NHS : Health visitors Yeovil District Hospital Public health specialists Older people (preventative) Pathways Play groups / pre-schools (various) Post office Parish Councils Quedam shopping centre	Royal British Legion Royal Navy Welfare Shoptmobility Social Enterprises (various) Somerset County Council Somerset Rural Youth Somerset Smokefree Alliance South Somerset Mind Yarlington Housing Group Stonewater Housing Association Spark The Breeze The Conduit The Emporium The Hub – Yeovil Ward Members Western Gazette Yeovil Job Centre Yeovil in Bloom Yeovil Chamber of Trade & Commerce Yeovil Foundation Learning Partnership Yeovil Town Council Yeovil One Team	Yeovil Churches : Yeovil Community Church St.Peter's Church St.Mark's Methodist Church St James Church Yeovil Family Church Birchfield Church Yeovil Street Pastors Yeovil Schools federation : Yeovil College Milford infant School Milford Junior School Grass Royal School Pen Mill School Reckleford School Birchfield Community School Bucklers Mead Academy Aspire group (Bucklers mead) Westfield Academy Preston Academy

<b>Our Priority Areas for 2017/18 are:</b>	
1.	Town centre & neighbourhood management
2.	Economic development, job creation & regeneration schemes
3.	Community-led planning & development
4.	Improving access to services & facilities to reduce inequality
5.	Community Safety

## Service Standards for 2017/18 (our core work)

1.

### Community Grants

South Somerset District Council (SSDC) is committed to supporting community development and projects, for which we offer a range of grants. The standards that we expect to fulfil are:

- Grant application pack to be sent out within 48 hours of request
- Acknowledgment letter to be sent out within 3 days of receipt of application form
- Award letter and conditions to be sent out within 5 days of Scrutiny call in period

2.

### Front Office

The Council have staff available in the Area Office providing advice & guidance on all Council services, in particular:

- Verification and processing of housing benefit applications, assistance with online Universal Credit applications, receipt of payments, dealing with South Somerset District Council enquiries and signposting/referring to other agencies as appropriate

3.

### Community Development and Regeneration

South Somerset District Council's Area Development Team aims to:

- Answer all community development and regeneration queries and questions received within the timescales set by corporate service standards
- Offer advice and support to any community group within Area South wishing to produce a Parish Plan or Neighbourhood Development Plan
- Enable one business event and maintain regular contact with local business associations
- Respond to Sole Traders' and Companies' enquiries within the timescales set by corporate service standards
- Encourage participation and give at least 6 weeks' notice of workshops, meetings or consultations, which will always be held in accessible venues
- Ensure that communities are consulted and engaged with all of our major physical improvement projects through a communications plan
- Offer funding advice to local associations and voluntary groups and signpost to grant assistance for possible sources of funding
- Coordinate & arrange meetings & workshops in response to demand from Area South Committee, Parishes & community organisations, which bring together key partners and community representatives to jointly tackle issues relating to the well being of residents in the Area
- Check our SSDC website pages once a month to make sure they are up-to-date and relevant
- Actively market the Area as a place to live and work, promoting key towns through communications plan

Priority Area	Action	Who	When	Outcome	Performance Measure	Update
1. Town centre & neighbourhood management	Support local chamber of commerce and business Associations	M Ainsworth N Fortt	Ongoing	Stronger relationship between South Somerset District Council and business community. Better understanding of issues affecting local business.	Dissemination of South Somerset District Council information via Chamber channels	Regular meetings held with Chamber representatives.
	Continue support for the Love Yeovil marketing Group. Attending meetings and assisting with the direction of the group. Developing a website and increasing engagement with social media platforms, a marketing strategy and an events programme. Developing and agreeing sponsorship pack. Obtaining funding for projects and events	M Ainsworth N Fortt	Ongoing	Increased footfall in the town centre. Improved profile and programme of events. Improved buy-in of local businesses.	Love Yeovil Group formalities in place. Number of events assisted, website about to be launched, sponsorship gained. Updates to Yeovil Vision Board.	Support given at monthly meetings, support given in actively engaging with town centre businesses. Assisting with website development and social media platforms. Assisting with development of sponsorship packs.
	Merge town centre maps work with Love Yeovil communications plans.	M Ainsworth Community Support Assistant	Ongoing to fit with Love Yeovil timescales	Cohesive image in relation to maps and on street 'way marking' and Love Yeovil website.	Updates to Yeovil Vision Board.	Adjusting map to be used on Love Yeovil website. Map also used for Yeovil Half Marathon leaflet.
	Continue to support the Yeovil Town Centre Enhancement Group and implement the multi-agency maintenance schedule	M Ainsworth Community Support Assistant	March 2018	Cleaner, better maintained environment in the town centre	Programme of improvement agreed & implemented. Update reports to Area South committee.	Ranger Scheme delivering against the programme of works for 2017/18
	Continue to support Yeovil Vision Board	N Fortt Community Support Assistant	March 2018	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 to benefit Yeovil	Supporting Yeovil Vision meetings producing all related reports, agendas and minutes	Support given, now awaiting the results of the Yeovil Refresh consultation.

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	Continue to support the administration of promotional spaces in Yeovil town centre and develop promotional pitch policy	Community Support Assistant	March 2018	Vibrant and diverse town centre environment	Report to Area South committee	Agreement in place with licensing for Area South Development to charge for promotional pitches.
2. Economic development, job creation & regeneration schemes	Yeovil Refresh	N Fortt M Ainsworth	March 2018	Agreed Refresh document	Launch event	Launch event held 9 <sup>th</sup> and 10 <sup>th</sup> March
	Digital high street work	M Ainsworth N Fortt Community Support Assistant	Mar 2018	Understanding of how many businesses in the town centre are not 'online' and how adaptable the town is to the digital challenge facing our high streets	Report to Yeovil Vision	Complete.
	Resolve final agreements on licence for the Reckleford Road Scheme	M Ainsworth	Dec 2017	Project finalised and retention monies released.	Project completion by December 2017.	Ongoing, still waiting for response from Highways on completion of licence and remaining retention sum.
	Support given to town centre events including Yeovil Half Marathon, Super Saturday and the Christmas Switch on. Support Love Yeovil with new events as they arise.	M Ainsworth Community Support Assistant	Throughout the year	Successful events delivered in partnership with key stakeholders.	Events delivered successfully.	Super Saturday, Christmas Market and Lantern Parade successfully delivered with input from Love Yeovil. Plans for Half Marathon and June Food event currently being finalised.
	Neighbourhood retail enhancement project – Westfield and Birchfield	M Ainsworth Community Support Assistant	March 2018	More attractive shopping environments within our neighbourhoods.	Plans and funding agreed for one of the projects, start dates agreed.	Draft plans have been prepared for St Johns Rd shops. Proposed options to

						be presented to Area South Committee in May.
Priority Area	Action	Who	When	Outcome	Performance Measure	Update
	Continue to support and develop existing and new initiatives for Yeovil Markets	M Ainsworth Community Support Assistant	March 2018	Enhanced street markets and regular themed markets. Markets better connected to town centre events.	Existing market improved, new markets tested on Saturdays. Reduced resource implications for Area South Development Team. Reports to Market Improvement Group and Area South committee.	Legal contract with new market partner has been signed. Transition plan is being finalised with MSD Markets Ltd. A full markets programme will be launched in May as part of the national 'Love Your Market' campaign.
	Continue to oversee newly transformed Vintage market	M Ainsworth	March 2018	Successful vibrant market attracting footfall to the town centre.	Vintage market being managed externally with less resource implications from South Somerset District Council. Renewed name for market. Service Level Agreement in place. New location trialled top of Middle Street.	The market was moved to an external business but despite their efforts, it has been withdrawn. However, Saturday markets form part of the new agreement with MSD, so something similar but more sustainable could be possible in the future.
3. Community led planning & project development	Support local Parishes to deliver Housing Needs Surveys West Coker East Coker	J Divall J Divall Community Support Assistant	Sep 2017 Sep 2017 Sep 2017	Improved, current evidence of need which can be used to enable the strategy housing team to establish local demand and need.	Completed Parish Housing needs survey's – included to SSDC Strategic Housing Strategy	West Coker Complete.  East Coker ongoing
	Project Manage Westfield	J Divall	Mar 2018	More cohesive community with	Projects supported.	Updated project

	Regeneration Programme			better facilities and less isolated individuals		report, projects are on-going
<b>Priority Area</b>	<b>Action</b>	<b>Who</b>	<b>When</b>	<b>Outcome</b>	<b>Performance Measure</b>	<b>Update</b>
	Continue to support and advise communities and businesses to initiate and implement projects within Area South	M Ainsworth N Fortt J Divall Community Support Assistant	Ongoing	Continued engagement with communities and businesses to deliver successful community projects and business outcomes	Engagement, advice and support given to at least 10 projects.	Complete.
	Provide funding advice and guidance to charitable organisations and manage and assess community grant fund applications.	N Fortt D Crisfield	March 2018	Organisations able to access funding.  South Somerset District Council support to local organisations	Allocation of the full fund by March 2018.  Reports to Area South Committee	Ongoing.
	Support Neighbourhood Plan groups in:  East Coker	J Divall	Sep 2017	Parishes have greater influence over the scale of growth and type of development required to improve sustainability and to meet local need.	Plan 'made' and incorporated into the Local Development Framework	Supporting parish to achieve elements of the plan (i.e. East Coker Recreation Ground project)
4. Improve access to services & facilities to reduce inequality	Comment on impact of significant planning applications	Area Development Team	Mar 2018	Community infrastructure improvements can be achieved more quickly with S106 adding value to wider investment	Update S106 annual statement sent to Parishes / Ward members	Ongoing
	Encourage parish engagement with applications and S106 negotiations	Area Development Team	Mar 2018	Clear reporting of S106 investment projects to Area South Committee		
	Link community projects with local available S106	Area Development Team	Mar 2018	Ward members & Parishes have better awareness of S106		

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	Support all Yeovil local Community Associations to improve access to services and facilities	N Fortt	Mar 2018	Improved communication amongst service providers and with local community. Co-ordinated approach to improving health & well being	Projects supported. Progress report to Area South Committee.	Westfield and Wyndham Park have both successfully recruited more volunteers.
	Support Westfield Community Association to deliver local health & well-being projects that tackle health inequalities in the Neighbourhood, including: 1) Community training programme 2) Tackle image & communication of community 3) Fuel Poverty 4) Road safety	J Divall J Divall J Divall J Divall	Mar 2018	Reduced Health Inequalities in this target area.	Projects supported..	Ongoing projects.
	Produce, publish and print Halls for Hire brochure for Yeovil and Surrounding villages	Community Support Assistant	Once a year	Better use of community spaces and more viable community halls.	Positive feedback from bookings clerks.	Completed and positive feedback received.
	Run an area wide Youth Opportunities Group to support sharing of information	N Fortt Community Support Assistant	March 2018	Shared resources and increased provision for young people. Remove any duplication and target reduced resource to areas of high need	Report to Area South Committee	Well attended Bi-monthly meetings taking place.



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	Support parish run youth provision	N Fortt	March 2018	More open access youth provision in Area South.	Support given to Yeovil Town Council in monitoring the contract for youth provision in Yeovil.  Yeovil Without Parish Council having secured new youth provision within the parish.  Support given to Knightstone Housing to restart the Dreamscheme project in Wyndham Park.	All actions completed.
	Run a high quality access point & advice service for the public at Petters House	D Haines / Community Support Assistants	Ongoing	Improved customer experience & service. Integration of front desk services with other agencies	Annual report Area South Committee To achieve 98% customer satisfaction	Ongoing.
	Support feasibility work for multi-agency hubs in Yeovil (One Public Estate).	L Davis	March 2018	Improved customer access to services and customer service. Improved partnership working	Report to Area South Committee.	Report due to committee shortly.
	Support the delivery of new play facilities at West Coker Recreation Ground	J Divall	Sep 2018	Improved access to play facilities	Funding secured. Play equipment installed and site complete	Phase 1 and new footpath is complete
	Support project plan delivery and identification of funding for new Multi Use Games Area at West Coker Recreation Ground	J Divall	Sep 2018	Improved access to youth facilities	Funding identified, applications processed and project plan in place	On-going: need to understand how to stop the site from flooding before we can action fundraising and design for the project

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	Support Parishes & Trusts to establish Master plans for Recreation Grounds: West Coker East Coker Barwick	J Divall J Divall J Divall	Sep 2018 Sep 2018 Sep 2018	Clear plans for future community facilities.	Agreed master plans	WC: Completed Project & programme plans  EC & Barwick are supported and projects are starting to come forward
	New Sports pavilions for parish – support the project to build stage West Coker Barwick East Coker	J Divall J Divall J Divall	Sep 2018 Sep 2018 Sep 2018	Full project plan and permissions to start the project.	Report	WC: project plan in place. Barwick: working with parish council to determine location & needs assessment. EC: Discussions have started around expanding the pavilion
	New Community Centres – support project to build stage Westfield Wyndham Park Lufton	J Divall N Fortt N Fortt	Ongoing Ongoing June 2018	New community centres built.	Report to committee. Lufton Centre due to be opening June 2018	Westfield: Lottery, Yarlington and SSDC grant applications all successful, remaining funds currently being sought. Wyndham: Community Hub working extremely well but no land yet identified for permanent hall. Lufton: Community Rooms currently on track to be completed by June

						2018.
	Support existing Community Hall management committees to improve local facilities: 1) West Coker 2) Barwick	J Divall J Divall	Ongoing	Better facilities	Report to committee. Project plans and funding strategies produced.	WC: Community grants and officer support has been given to help improve the centre. Vast improvements have all led by community themselves. Barwick: on-going discussions.
	Arrange Annual Parish Meeting and workshops in response to demand from Area South Committee, Parishes & Community organisations	Area Development Team Democratic services officer	Jan 2018	A forum for debating important local issues & agreeing best solutions. Raise awareness of opportunities	Report to Area South Committee	Cancelled due to poor confirmed attendance from parishes
	Coordinate and Chair Area Community Forum	N Fortt Community Support Assistant	March 2018	A forum for debating important local issues and agreeing best solutions. Improved awareness of opportunities and better collaboration across groups.	2 or 3 forum events arranged each year	Completed. Currently consulting forum members on whether there is the need to meet as regularly or move to an on line forum.
Priority Area	Action	Who	When	Outcome	Performance Measure	Update

	Work with Developers to plan community facilities on future key sites in Yeovil and surrounding parishes in Area South.  Particular focus on Kingfisher Primary School at Lufton, Community Facilities adjacent to Wyndham Park and the proposed development at Keyford.	N Fortt	Ongoing	Future key sites will provide facilities to ensure more sustainable communities.	Plans for Community facilities on all future key site developments.	All three community facilities are planned.  A new community association has been established on the Lufton Key Site. The community association have agreed to take on the management of the new facilities.
	Support new communities, particularly the Wyndham Park Partnership, Wyndham Park Community Association and the fledging association on the Lufton Estate.	N Fortt	Ongoing	Stronger cohesive new communities on our key sites, that are better able to deal with issues and eventually able to lead on community engagement projects in their own community.	Community associations on our new key sites.	Ongoing.
	Maintain and publish up to date Ward Profiles	H Sharpe	March 2018	More people able to access information about where they live and work locally	Updated Ward Profiles	Ward Profiles updated and published February 2018.
5. Community Safety	Develop and support the Yeovil One project.	N Fortt C Malcolmson	March 2018	Greater partnership working on community safety issues within the Yeovil One area, as early intervention leads to reduced anti-social behaviour.	Report to committee	Ongoing
	Support the Yeovil One Tactical Group.	N Fortt C Malcolmson	March 2018	Provide strategic direction and high level support for the operation team.	Operational team feel able to escalate issues to the Tactical Team.	Ongoing

In addition, the service will deliver actions to deliver key corporate strategies, comply with corporate policies, deliver savings, monitor performance, review and monitor complaints and manage risk within the service.