

Area West Chapter 2020-2021

Area + Team				
	Project description	Lead Officer	Lead Service	End of year review
Economy	Attract tourists and increase spend in and visits to the area and wider district. Engage with attractions and providers to offer a cohesive destination packages to visitors through the TICs and LICs.	Katy Menday	Leisure & Recreation	Tourism business newsletters released regularly throughout the year to support and inform as far as possible. Significant work on new Visit South Somerset webpages ongoing with a planned launch in May 2021. Itineraries and things to do all updated and beautifully presented to encourage visitor stays.
	Continue to support individual businesses and associations/Chambers of Trade/Town Teams	Joe Walsh	Economy	Conversations progressed with key individuals in Crewkerne to set up a Crewkerne Chamber. Interactions with businesses throughout the Covid period in the form of business support and grant provision. £5,000 provided to the Manufacturing Hub, to progress the number of businesses attending the sector based events. Food and Drink Directory has been produced and distributed, work is now underway to move this online and expand the amount of businesses involved. This has, unfortunately, been delayed slightly due to Covid 19 and resource pressures.
	Supporting rural diversification	Joe Walsh	Economy	Fully engaged with Ruritage - a regeneration programme that is funded by EU monies to combine food and drink providers with creatives to increase social inclusion. Engaged in a similar project called 'Cultivate' that seeks to achieve similar objectives. Working with external organisations such as the University of Exeter, FSB and others to progress Circular initiatives that allow businesses to diversify.
	Engage Town Councils to develop programme of investment through the Market Town Investment Group	Joe Walsh	Economy	Assessed and approved Market Town Investment Group funding applications of over £220,000 of SSDC investment which will be match funded by Town Councils equating to over £439,000 of investment within our market towns.
	Complete gateway highway improvement scheme - Chard Fore Street	Anna Matthews	Commercial Services & Income Generation	Committee contribution increased. RIBA 4 designs completed in Feb 2021 and submitted to Somerset County Council (SCC) for highways technical audit and approval. Designs currently with SCC. Section 278 agreement to deliver the work is being developed. There is a live procurement process to appoint a contractor from the public realm framework, due to wrap up in June. Construction planned to start as soon as possible after that, pending all required approvals
	Support community led initiatives that contribute towards combatting climate change.	Tim Cook	Locality	Forms and process updated. Promotion through press release and new SSDC Environment news letter. Survey sent and completed by Environment Champions on how we can best help parishes. 7 projects supported through the district (1 in Area West) with £29,434 being awarded in grants for projects estimated at £266,478.

Environment	Preserve the biodiversity and develop Chard Reservoir as a green tourism destination; investigate opportunities to improve the visitor infrastructure and information.	Katy Munday	Leisure & Recreation	Chard Management Plan has been updated and Green Flag Award secured for current year. Children's nature trail leaflets delayed due to Covid as the volunteer team wished to be involved in the activity development, but will be available for summer 2021. Limited volunteering resumed whenever possible and the team managed to plant trees across the site. Site has been extremely popular throughout the pandemic with its accessible access to nature supporting local wellbeing.
	Continue to support the Blackdown Hills AONB	Adrian Moore	Locality	Proven partnership delivering AONB Management Plan and Duty of Regard for SDDC under Sec 85 & 89 of the Countryside and Rights of Way Act (CRoW Act) 2000. Excellent multiplier of SDDC's £6,000 – approximately 1:34. Provides specialist planning advice to SDDC Planning Officers. Helps deliver SDDC's Council Plan and Strategies. Continuation of partnership working with key public and private sector partners. Ability to access additional funding for local projects. Strong cross-sector and community engagement and support. Key partnership targeting rural economy, farming and forestry. Policy development benefits e.g. Landscape Character Assessment. Ambassador for SDDC.
	Maintain pressure to deliver the 'Stop Line Way' (SLW) Cycle Path - part of the Sustrans Route 33 long Distance coast-to-coast walking and cycling route.	Adrian Moore	Locality	Links made with other Authorities and Agencies who have developed successful 'Long Distance Multi Use Trails'. Researched archived SLW planning documents. Researched the history of the SLW. Work ongoing with SDDC Planning colleagues and local Developers to seek S106 contributions. Explored alternative route options to progress the off-road route. Researched environmental factors of existing and proposed SLW route. Explored tourism, economic and social benefits to improving the route. Explored disabled access, safe routes to school and commuter improvements to the SLW.
Housing	Promote and support any emerging Community Land Trusts	David Clews	Housing	Nothing to report on this item.
	Complete Housing Needs Surveys when requested	Anna-Maria Lenz/ Tim Cook / Marie Collins	Locality / Case Services	No survey requests received.
Communities	To improve pitch provision in Area West and particularly in Chard	Lynda Pincombe / Nathan Turnbull	Strategy & Commissioning / Locality	Due to Covid, this has stalled. We will continue to engage throughout the next year as they develop the plans further.
	To support the Football Association to deliver a centre for football development in the Area	Nathan Turnbull	Locality	Conversations/meetings are starting to take place now that Covid Restrictions are easing.
	Support a range of improvements to community facilities. - Programme of live schemes to be set out in the Delivery Plan	Tim Cook	Locality	Please see Delivery plan below.
	Develop a programme of public events at Chard Reservoir and deliver in partnership with the volunteer group.	Rachael Whaites	Leisure & Recreation	Due to the Covid 19 restrictions and the capacity of the ranger at Chard to manage the site on his own with no volunteer support, no events were delivered at Chard Reservoir in 2020.

Healthy, Self-reliant Comm	Develop options to improve community transport, including links to Crewkerne Station	David Crisfield	Strategy & Commissioning	Due to additional resource pressure created by the Covid 19 pandemic the Community Transport Council Priority has unfortunately been delayed. Work is ongoing with external partners, including the Connected Places Catapult and Somerset County Council to identify the most efficient way of enabling a demand responsive transport platform in a vastly rural area. The Connected Places Catapult have recently presented their findings on their 'Assessing Sustainable Transport Solutions (AsSeTS) for Rural Mobility' report that has been funded by the Department for Transport. The report identifies ways to enhance accessibility and transport solutions in rural environments by improving the knowledge base around demand for new mobility services. South Somerset has been included as a rural case study within the report. We are currently waiting a final report that will include recommendations, and next steps will be to evaluate and progress where appropriate.
	Support social inclusion by maintaining the network of volunteer led health walks through promotion, training and support	Julia Booth	Locality	Health walks have been hindered by Covid and have stopped/started/stopped throughout the pandemic. Support provided where necessary throughout the year.
	Deliver a programme of Play days in towns/villages in Area West	Julia Booth/Terena Isaacs	Locality	Summer play days have been cancelled this summer due to Covid -19. This year we are delivered 2000 free Activity boxes and an Activity booklet, district wide, to encourage fun and safe activities at home. Boxes were handed at Joselyn Park in Chard
	Provide support to local community safety groups within Area West	Tim Cook	Locality	Nothing to report on this item
Delivery Plan				
S106 funded project support	Advice and support to Chard Town Council to help deliver play area project at Upper Henson	Adrian Moore	Locality	Draft consultation material prepared. Meaningful and inclusive consultation with local residents and councillors provisionally planned for this summer when current restrictions on social distancing for local residents are relaxed. Draft tender documentation prepared for Chard Town Council to utilise if required.
	Advice and support to group and facilitate S106 funding and possible community grant to deliver the project to Broadway play area improvements	Adrian Moore	Locality	Site visit made. Advice and support given to Parish Council. Thorough review of S106 contributions available. Further advice given on other funding sources. Links made with other successful play area improvement projects. Continued support with the development of the play area project.
	New Pavilion project at Ilminster Cricket Club	Rob Parr/ Nathan Turnbull	Locality	The S106 funding for professional fees has been paid in full to Ilminster Cricket Club (ICC). Architects drawings have been produced and are being professionally costed so a viability assessment can be carried on the designs.
	Project management and completion of final phase at Snowdon Park, Chard Play Area completion - installation of climbing frame	Rob Parr	Locality	Climbing frame has now been installed and is in use. Project complete.
	Advice and support to Chard Town Council to help deliver play area project at Jarman Way	Adrian Moore	Locality	Invitation To Tender (ITT) documents released via SSDC procurement portal. All site visits with potential companies at Jarman Way completed. ITT evaluation process and awarding of contract imminent. Installation of play equipment, fencing and furniture due to complete in September.

Project support	Advice and support to Knowle St Giles re improved access to the Stop Line Way	Adrian Moore	Locality	Project temporarily stalled until the lease agreement for the new parcel of land required for the project is finally agreed with the new Landlord.
	Advice and support to group and facilitate funding and possible community grant to deliver the project to Horton play area improvements	Adrian Moore	Locality	First phases of play equipment installation underway.