

# Area West Chapter of the Council Plan 2020/2021

The area chapter presents the priority work in Area West for the coming year. Many of the projects are led by others working in our communities and SSDC will take an enabling approach to provide advice and practical support to help others deliver.

Area+ teams are made up of officers from across the council with specific knowledge, skills and experience needed to support the delivery of the Area Chapter. Details of the Area+ team, key activities, and milestones to be presented in the delivery plan.

## Key priorities for Area West:



### 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
- Continue to support individual businesses and associations/Chambers of Trade/Town Teams
- Supporting rural diversification
- Engage Town Councils to develop programme of investment through the Market Town Investment Group
- Complete gateway highway improvement scheme - Chard Fore Street



### Environment

- Support community led initiatives that contribute towards combatting climate change
- Preserve the biodiversity and develop Chard Reservoir as a green tourism destination; investigate opportunities to improve the visitor infrastructure and information
- Continue to support the Blackdown Hills AONB
- Maintain pressure to deliver Stop Line Way



### Housing

- Promote and support any emerging Community Land Trusts
- Complete Housing Needs Surveys when requested



### Healthy, Self-reliant Communities

- To improve pitch provision in Area West and particularly in Chard
- Support a range of improvements to community buildings
- Develop a programme of public events at Chard Reservoir and deliver in partnership with the volunteer group
- Develop options to improve community transport links to Crewkerne Station
- Tackle social isolation by maintaining the network of volunteer led health walks through promotion, training and support
- Deliver a programme of Play days in towns/villages in Area West
- Provide support to local community safety groups within Area West