

Council Meeting – 30 July 2019

Report of Councillor Marcus Kravis – Asset Management and Economic Development

Section 1 – Asset Management

1.1 Asset Management System – Capita’s Open Asset (OA)

1.2 Progress is continuing to be made but the agreed Project Plan has slipped by around two months due to a number of challenges.

1.3 The Project Plan is split into two phases:

Phase one

1.4 Originally planned to run from December 2018 – July 2019. This includes the configuration of the base system, assets, component structures and component instances. Asbestos, Decent Homes and EPC/RDSAP data set up is also part of this phase.

Phase two

1.5 Builds on the assets configuration to allow Servicing, Planned Maintenance and reporting to be supported. Here there is significant crossover with the DLO and Open Contractor, where works are executed. This was originally planned from August 2019 – November 2019.

1.6 A number of challenges have emerged in phase one of the project and as a result we are around a couple of months behind on the project plan. The key areas are detailed below and have been communicated to James Barraah as the project has progressed:

1.7 Phase one – configuration / import of HRA data collated on spreadsheets

- Significant detailed configuration and a review of components created from the original (three) HRA spreadsheets of data has been completed.
- An original list of component types were assembled and used to tag incoming Capita data.
- Data is being taken from the relatively unstructured formats in the spreadsheets, to highly specific Capita import template formats
- Flexibility of Excel in how data has been recorded over many years revealed a number of data issues that needed to be resolved. Some by creating workarounds in the extract routines, others needing manual clean ups in the spreadsheet data.
- A large amount of gap analysis work and validations to the SCS data has subsequently been carried out

- A backlog of validation surveys from 2018-19 needed to be updated. This had been delayed until recently, when two additional admin posts were created.
- A backlog of planned/capital works completions 2018/19 also needed to be updated and the recent admin posts have enabled traction in that area
- On examination of the data a number of inconsistencies have been discovered that are much more efficiently corrected prior to loading data into Capita. These include surveyed data against blocks and sometimes doubled up as externals. If not corrected these will multiply apparent future costs in life-cycle costing and other planning reports. These are being corrected.
- What is likely to be the final extract of data from spreadsheets is expected later this month for Capita to load
- A complete master list of assets have been assembled, including known General Fund and previous West Somerset assets. These need to be imported or set up within Open Assets which shares its database with Open Contractor.
- A number of configurations are shared between all the Capita Open Suite products (including Open Housing, if in the future that replaces the Capita Academy Housing system). The Open Contractor configuration was based around DLO needs only and a review has found to be necessary. This was indicated in February and is being progressed by ICT in the next few weeks. This is necessary to harmonise coding's for reporting and other purposes. A means of excluding third party (Somerset CC) assets is also required.
- The review exercise above is expected to inform the project how existing non-HRA assets can be handled, without losing Open Contractor history, where these assets have just had improvised UPRNs created.
- Going forward it is planned to allocate LLPG references to all applicable General Fund assets with a structured UPRN number allocated to non-LLPG assets e.g. bus shelters, bridges etc.
- Steven Donker and one other are being tasked with creation and assignation of LLPG numbers. This is on-going
- Council asbestos data has been held in a standalone application (TEAMS) and extract from our own data in TEAMS has been very protracted taking over three months. This data has now been reformatted and provided for Capita to import
- Council EPC data has been extracted from Elmhurst, reformatted and passed to Capita to load. Capita have has some issues getting this import completed and a couple of months delay was experienced, due to a software bug.
- Total Mobile forms set up has been started which will allow council Asset Surveyors to complete surveys on tablets, with data coming straight back into Open Assets
- User Acceptance Testing (UAT) is expected to start in August with a planned go-live in September for phase one.

1.8 Lessons learned - Phase one

- Admin resource available to the Assets Team has been limited and this has delayed areas of necessary data cleansing.
- Third parties, such as the TDBC Asbestos consultant and TEAMS, the standalone software used, has caused significant delays
- Tony Smith our external consultant has expressed frustration that Daren Stone (Asset Strategy Specialist) has had limited quality time to devote to the project due to other work commitments.
- Access to wider council staff for a number of areas of the project would have saved time and progressed the project faster, e.g. Asbestos, Compliance and DLO.

1.9 Phase Two – Planned Works and Servicing

- Initial Kick-Off sessions are being finalised with Capita and a revised immovable timeline can then be agreed.
- It's anticipated that Phase Two can be condensed so that the overall project is completed by December 2019
- Servicing will include Gas Servicing and where possible integration with GasTag is intending to be utilised.
- Other servicing areas currently completed in spreadsheets, such as PAT / electrical testing, FRA's, water hygiene, estate management etc. can all be potentially accommodated.
- Joint use of Schedule of Rates (SORs) will be required in order to cost Planned Maintenance, Servicing and some Void/Response jobs, including the ability to update appropriate components.

1.10 It's imperative that the current data is made as accurate as possible prior to going 'Live' in the Open Assets. The Regulator of Social Housing's Sector Risk Profile 2018 emphasised the importance of Data & Safety Monitoring and Stock Quality so it's in the organisation best interest to ensure as many issues as possible are addressed before going 'Live'.

1.11 The introduction of the database itself will allow us to:

- Improve processes through automation
- Improve the management and quality of stock condition data
- Better inform performance reviews and financial decision making
- Provide the means to manage servicing contracts
- Provide the organisation with a system to effectively manage and report on other compliance areas such and energy performance and decent homes.
- Allow Scenario Planning to be undertaken to help inform the HRA Business Plan
- Enable the production of statistics and KPI's for use in benchmarking and reporting

- Inform the Asset Performance Evaluation model (APE) on asset financial viability to make informed decisions on non-performing stock.

Section 2 – Major Projects

2.1 Coal Orchard

- Full Council approval 16.07.19 for additional spend.
- Start on site expected late Aug 19, with a Spring 2021 completion.
- Awaiting news from Homes England fund bid and potential for shovel ready funds from HSF to come forward.

2.2 Firepool

- Completion of final acquisition on Canal Road due imminently.
- Dates in diaries for Exec Firepool strategy monthly meetings.
- Next report due for December 19 (not October as previously hoped)
- Procurement of multi-disciplinary design team: moderation of tender submissions w/e 29th July
- Brief for multi-purpose venue to be distributed to Exec for comments

2.3 Brewhouse

- Meeting held with Brewhouse senior team.
- TTA to brief members on their offering and request for additional revenue support.

2.4 Seaward Way

- Agreeing Heads of Terms with Snazaroo (Anchor tenant)
- Finalising design with Snazaroo for larger unit
- Finalising design with potential occupier of second smaller unit
- Finalising Land Sale Contract for residential part of site with Magna
- Awaiting confirmed S106 agreement from SCC, which will then allow for planning decision notice to be issued
- Completion of larger commercial unit forecast Q1 2020/21
- Due to exchange land sale contract with Magna by 31/07/19

2.5 Watchet East Quay

- Final stage of negotiating lease with Onion Collective
- Coastal Communities Fund has been provided to SWT who will administer it on behalf of OC
- Design options for required maintenance to sea wall defences are being developed
- Site investigations to assist with design options have been completed
- Further investigations are now being conducted in order to fully assess maintenance options
- Procurement exercise required to fully determine correct maintenance option and suitable contractor to complete work

Section 3 – Economic Development and Inward Investment

3.1 Economic Development Strategy commission

- Somerset West and Taunton District Council has appointed Deyton Bell consultants www.deytonbell.com to support Somerset West and Taunton in the development of a new Prosperity and Economic Development strategy which will begin in July 2019 and be completed during Winter 2019.
- It should provide the framework for transforming the economy to a knowledge based one, delivering greater levels of investment and higher paid jobs which will ultimately benefit all its residents and provide new career pathways for those most excluded from the mainstream economy.
- The strategy will help the Council to frame its own economic development activities in a wider international, national and sub-regional economic policy context, whilst identifying needs and requirements from the 'bottom up'.
- The Strategy will include the established priorities for Somerset West and Taunton (SWT), Somerset and the wider LEP area. The Strategy will develop a programme type approach, helping to establish the vision and outcomes for SWT for each of the thematic areas of economic development over the short, medium and longer term and a route map for the types of intervention, starting with the short term priorities (next three years) and action plan, building over time through the medium and longer term.
- The strategy will explore the knowledge economy and Research and Innovation opportunities which link back to the Council's commitments made in Autumn 2018 and the Scrutiny Committee report and agreements at that time, including affordable employment land allocations and an employment site review.

3.2 Inward Investment

- As a key part of the economic development team, Maureen (Mo) Gori De Murden was recently appointed in mid - May 2019 as our Inward Investment Specialist to deliver a new Inward Investment service for the new Council with a wealth of experience leading inward investment within Greater Exeter.
- The local authority area is perfectly placed in the centre of the South West peninsula, at the junction of the M5 and A358/A303 corridors to attract inward investors. The area has the potential to be very competitive in terms of access, price and connectivity compared to its major rivals: Exeter, Plymouth and Bristol. Somerset West and Taunton will become a key player in the inward investment arena to attract and grow sustainable businesses, create good quality inclusive jobs, all without damaging our beautiful environment.

Key actions undertaken to-date include:

- Procurement of an **inward investment content management system (CRM)** to manage inward investment enquiries as they are received; since June 2019 – **19 good quality inward investment enquiries** received, including **3 foreign direct investment enquiries** with a potential of creating in excess of **500** quality/inclusive jobs.
- Alongside the CRM comes a **web based commercial property register**. 90% of council enquiries are attracted by a good quality commercial property register. Somerset West and Taunton has never had one and needs to:
 - Create a high quality attractive property website
 - Engage with all local commercial agents, developers and land owners to create a large, attractive and varied proposition of sites and premises
 - Ensure all council owned sites and premises (e.g. Firepool, Taunton Technology Park, etc) are listed to help their promotion and attract investors
- **Strategic Partnership engagement and awareness raising** with the Department for International Trade (DIT), the Heart of the South West Local Enterprise Partnership (LEP) and Innovate UK to:
 - Attract foreign direct investment to Somerset West & Taunton
 - Access DIT's pipeline of enquiries to pitch to more investors
 - Provide export support and funding to our indigenous businesses to enable them to grow through export to new markets (Somerset has historically been largely overlooked by both DIT and Innovate UK)
 - Provide free business support and grants to indigenous businesses to help them to grow through innovation and diversification
 - Work with the LEP to create a soft landing package to make it easier for investors to relocate to this area
- **Create a new Invest in Somerset West & Taunton website which will need to be:**
 - Clear, simple as well as mobile, tablet and desktop friendly
 - Easy to maintain (current Invest Taunton website is difficult and costly to maintain)
 - Clear branding and high quality imagery
- **Creating of a Key Employer Programme to:**
 - Support our major employers to grow sustainably and to create more and better jobs in the area
 - Key contacts and networks already made through the hosting the Cricket World Cup events in Taunton
 - Use previous experience of similar projects to provide support on specific project e.g. Geospatial Innovation and collaboration Centre for the UK Hydrographic Office
 - Support young, innovative and fast growing businesses to establish themselves in the area and create accessible and diversified job which will help to retain young people in the area
 - Work with major employers who are at risk of closure or relocation outside the area

- **Making the most of our membership of Nuclear South West to:**
 - Attract new inward investors to base themselves in Somerset West & Taunton on the back of their work at Hinkley Point C
 - Provide the main contractors with information on the attractiveness of our area as a base for sub-contractors
 - Work with local businesses to engage with the HPC project and pitch for contracts

- **Business Lead for Broadband** to ensure that poor broadband is not holding back our business community as a key infrastructure requirement for inward investors by:
 - Pitching for government funds to help businesses get better broadband e.g. Connection Vouchers
 - Engaging with the main suppliers and alerting them to not spots and working with them to ensure that all existing and new business parks and industrial estates have good quality fibre coverage
 - Be part of the 5G roll-out

- **Support the retail offer in our major towns:**
 - Provide and attract in expert knowledge and support to help our retail community to evolve and thrive
 - Support the Business Improvement Districts (BIDs) in Taunton and Minehead
 - Provide vacant property information from the new Commercial Property website
 - Support funding bids and share knowledge and good practice gained in other retail locations

- **Business lead** on the Somerset West and Taunton **Local Development Order (LDO):**
 - Peter Brett Associates have been successfully appointed after a competitive tender process to deliver a local authority wide LDO to provide small scale light industrial units for businesses saving them time and money.

- Engage with the **Bank of England and other influencers** to give Somerset West & Taunton a voice with the Bank, helping to steer policy to support businesses in the area.

3.3 Government's High Street Fund/Business Improvement District

- Somerset West and Taunton submitted an Expression of Interest to the Government in respect of its High Street Fund of circa £650m.
- Within the submission, we identified the challenges Taunton continues to face and the range of activities the Council were progressing to regenerate the town centre now and in the future. The team included a range of projects which were 'shovel ready' including future regeneration plans and aspirations.

- We have been recently notified that we were successful in progressing to the next stage of a more detailed business plan for submission in November 2019.
- The projects included in our ask of £20m are:
- Coal Orchard Redevelopment
- New direct high quality pedestrian and cycle route from rail station to town centre through Firepool and linking to the Coal Orchard development
- Revolving Investment Fund for future site and property acquisition
- Re-purposing of the Brewhouse Theatre
- Town Centre Public Spaces Improvement Project
- Town centre Pedestrian and Cycle route improvements and town centre cycle and parking improvements

There is no guarantee that we will receive any funding as this is still a competitive process. However, we were one of 50 towns selected to progress to the detailed business planning stage out of 300 applications and one of only two in the Heart of the South West LEP area to be successful at this stage, alongside Yeovil.

Complementary to this bid is the development of the Business Improvement District business plan, engaging the 400 or so businesses within the area of the BID proposal which will be voted on in January 2020.

3.4 UK Hydrographic Office Innovation Centre

- Working with the County Council, the Local Enterprise Partnership and the UK Hydrographic Office, the plans for an innovation centre and collaboration space intended to be located on Firepool, within the outline Masterplan, are now moving ahead quickly.
- There is a strategic Governance group and various work streams are about to be progressed in support of the strategic direction, activity and funding of the centre.
- The innovation centre is a key Opportunity under the Local Industrial Strategy under the Big Data and Digital theme around the commercial exploitation of maritime data held by the Hydrographic Office.
- It also complements the work which the economic development team is undertaking in support of the Digital Strategy and Digital Taunton sector network linked also to the cultural and creative sectors.

3.5 Affordable employment land Local Development Order (LDO)

- Further to the Scrutiny Committee and Council commitments in autumn 2018, work is underway reviewing the allocation of employment land as part of the development of the Local Plan. In addition a commission has been tendered to explore how the Council might adopt an approach to a Local Development Order (LDO) in respect of future affordable employment land and premises in rural areas.

3.6 Business Rate Retention Pilot 2019/20

- Somerset was successful in its application to Government to act as a national pilot in 2019/20 for Business Rates Retention, with the Somerset Growth Board being identified as providing strategic oversight for the Economic Growth and Productivity part of the funding.
- The anticipated total gain generated is circa £4m and business cases have been developed and taken to the Somerset Growth Board on 18th July to discuss the outline plans as to how the monies will be allocated and spent over 2019 and 2020, with 50% of the funds aiming to be committed to each year.
- Somerset West and Taunton have been on the steering group shaping and informing the intended plans and future calls for proposals which are likely to be launched in September 2019. The areas covered include contributions towards :
 - Business support and Innovation – start up, entrepreneurship and scale up
 - Supply chain and business clusters
 - Inward Investment
 - Enabling and unlocking growth and development
 - Skills and apprenticeships

3.7 Hinkley C Economic Opportunities Project (See Annexe B for more detailed action plan)

- The Economic Opportunities Project aims to *"support sectors, business and individuals in accessing new opportunities, building competitiveness and resilience within the local and wider related economy, to help offset impacts from the development of HPC"*.
- Project management rigour is used to achieve outcomes, drive forward momentum and spend the £2.2 million worth of **funding** left. The project will:
 - Enable businesses to access supply chain and other opportunities
 - Support individuals in developing employment skills
 - Protect and enhance the visitor economy
 - Attract new customer markets
 - Contribute to improving social mobility and well-being
 - Plan for utilising £1.3m of unapproved S106 funding
 - Explore opportunities for match funding

Section 4 - Skills, Training and Employment

- The economic development team have recruited Beccy Brown and Colleen Blake into an H grade case manager job share role with effect from July 2019.
- The focus will include working with individuals, businesses and stakeholders across the District to improve access to education, employment and help develop education, training and employment pathways with partners leading to greater levels of inclusion social mobility and upskilling, as well as improving the levels of underemployment. This will include amongst other matters:

- overcoming barriers and deliver targeted interventions to support inclusion, upward mobility, re-training and broadening of individual skillsets
- developing programmes to support sectors, businesses and future workforce development strategies to ensure that that employers have access to a skilled workforce and future talent pool, linked to the LEP's Productivity strategy and the future Prosperity Fund which will replace EU funding
- to support Hinkley C related skills and training programmes, including the workforce development strategy and obligations in West Somerset and any associated workforce development initiatives, including providing support for the West Somerset Opportunity Area
- to provide operational input into the strategic and employment aspects of the economic development strategy and other sub-regional strategies such as the Local Industrial Strategy and Productivity strategy and future delivery plans and interventions
- to identify and support bidding into relevant Government funds in partnership with the County and other partners which might help sustain and extend this role beyond the current 18 months, including the work of the employment hubs

4.1 Hinkley C - Several strands exist within skills (See Annexe A for more detailed activity underway)

a) Skills and Training: The most recent report taken to WSC Full Council was in 2017. Together with activity from the previous report there is some £48k remaining in current activity, and a further £40k of DCO funding to allocate. This is being continued by Beccy Brown and Colleen Blake working with the County in delivering against their employment and skills strategy.

b) Employment Hubs: One of the outputs of earlier Skills and Training work was the development of project aimed at helping people back into work via the creation of **5 employment hubs** in West Somerset which has been managed by Colleen Blake. In the first six months of operation the project support 175 individuals. The project officially ends in December 2019, but a bid has been submitted to Government to continue this activity for the next couple of years and it is anticipated that this will be favourably received. It is possible we may hear back regarding the outcome of this bid during the summer 2019.

c) West Somerset Opportunities Area . www.westsomersetopportunityarea.co.uk
S106 funded officer time was diverted in 2018 to work with partners in responding to a crucial new social mobility funding stream from central government. A set of priorities and action plan were developed, to which WSC was tasked with delivering £160k of activity in support skills and businesses. This work is heavily linked with the Hinkley Workforce Development Strategy and wider skills ambitions.

ANNEXE A – SKILLS, TRAINING AND EMPLOYMENT SELECTED ACTIVITIES

Skills and training

Hinkley and EDF scoping meeting with **EDF ref adult skills offer** in WS – details below:

Timescale	Objective
Short Term	Arrange HPC mentors to support WSCC curriculum subjects

(19/20 Curriculum Year)	(Mentors from the WS area to participate where feasible)
	Dedicated Young HPC session for WSCC 6 th Form (Connection with the new Head of 6 th Form to be made with Cora Heal)
	Look into the feasibility of HPC branding at WSCC where appropriate
	Explore the best ways to reinforce to yr. 10/11 students that construction is an option; <ul style="list-style-type: none"> • Provide information to the current 5 students in relation to the HPC Construction Traineeship when available • Somerset Talent Academy intro/participation
	Arrange introduction to the West Somerset Skill Up Service
Medium Term (20/21 Curriculum Year)	Incorporate WSCC into the HPC Roadshow planning for 20/21 curriculum year
	Explore working partnerships with both Somerset Larder and HOST within the HPC supply chain
	Begin to explore how the WS Middle School activities can be supported/complemented
	Work in partnership to identify opportunities for STEM/Chemistry/Physics curriculum to be supported with a focus on pre operations and operational requirements at HPC
	Widening Participation – development of an adult engagement strategy/plan
Long Term (21/22 Curriculum year & beyond)	Support of a broader 'Education in the Community' offer for WSCC
	Impact; see a shift in gender 'career' stereotypes in WSCC subject enrolments
	Consideration given to the languages required on the HPC project

West Somerset Community Employment Hubs

- Setting up/maintaining the organisation of **five Community Employment hubs**; Watchet; Williton; Stogursey; Minehead; Dulverton
- Set up **training/courses within hubs** for hub clients and the community eg: basis digital training/English/maths/money management. Ongoing
- **Writing reports, case studies and funding bid:** current CIM fund bid application submitted for the extension of a hub coordinator and assistant and the funds to support the running of the hubs
- Monthly MINEHEAD radio slot; promoting the CEH
- Attend regularly: Family Forum meeting, Coastal Community Meetings, Voluntary Sector Meetings
- **Social media** - organising/managing/ administering Facebook page on a daily basis to keep it fresh; employers are now contacting me to request advertising of posts. All HPC current posts are uploaded asap; All other posts are WS orientated. Any relevant training/ information in WS is also advertised on a regular basis
- **Partnership working and networking of hubs.** All hubs have West Somerset Advice/ National Careers Service/Skill Up/Positive People Embedded at each session
- Managing WS communication toolkit (a list of key contacts in WS area)

- **Managing signposting/referral/information doc** (a list of organisations which area accessible for further support in WS) this is a working document. All hub use this as a local toolkit
- **Managing over 30 volunteers**; conduct Volunteers/recruitment/induction and training
- **Maintain links with HPC jobs service**, organising and attending drop in's re: current and future roles, apprenticeship and registering on HPC jobs service
- Maintain embedding/link with JCP in Minehead- Bridgwater and Tiverton/West Somerset Advice Bureau/Positive People/National Careers Service/ Somerset Skills and Learning

West Somerset Opportunities Area Priority 4:

- Meeting with **Butlins** regarding adult training, traineeship and apprenticeship offer.
- Discussion with **Engage** using volunteering as a pathway to employment - West Somerset Railway.
- Discussion about the **2 year Community Engagement Project** (CIM funding). Work experience and apprenticeship, volunteering and training.
- Work with schools to enhance experiences. Apprenticeships opportunities include carpentry, upholstery, painting, engineering and electrical.
- Opening of **YMCA Great Western Hotel** – apprenticeship opportunities.
- Promotion of **Access to Employment and Learning grant** – AAT courses for self-employed and employed, antenatal training (linking up with NHS strategy identifying need and correct course), midwifery apprenticeships, teaching and learning for teachers.
- Homestart – Serco units for volunteers – use of this work to lead into employment

West Coast 360 - hospitality academy

- Promotional flyers printed and circulated to promote project, website and ambassador programme
- **School Bake Off completion** – aimed at promoting hospitality as a career – involvement of businesses in the area – Butlin, Foxes The Beach etc. Due November
- **Sector Based Work Academy** 1 week intensive programme involving practical work experience, training, Ambassador programme and job interview – planned with JCP for November.
- **Business breakfasts** and business familiarisation events being planned
- TNA to be planned in conjunction with Skill Up to identify what courses/training is required by businesses in the area.

Hinkley Community Forum – accommodation update.

- Including distribution projection of all non-home based workers. 66% of workforce are non home based. At peak 5400 workers will be working on site. Ramification on local areas around Stogursey and hotspots (Williton, Watchet and Minehead).
- Predicted that 21% of all non-home based workers will be living in WS during peak construction period. Lack of affordable housing to rent especially bigger properties.

Making links with Exmoor Hill Farmers Network.

- Looking at possible training opportunities/gaps – Health and Safety. First Aid, Food Safety (B&B)

Affordable housing meetings with Exmoor National Park, Jo Humble and Sue Southwell.

- Identifying ways forward to get more affordable housing (self build, social rent and shared ownership etc). Training opportunities for people to self build.
- Attendance at ENP affordable housing working group

Exmoor Young Voices

- Starting work with Cllr Pugsley and EVY to bring together a summit on affordable homes.
- Identification of childcare issues – possible training and creation of childcare group to enable parents to go to work
- Issues with older people and affordable housing coming forward.
- Offer of help to create a guidance leaflet on how to get started on self- build pathway.

National Grid.

- Meeting with Under Construction (SDC), SCC and Ixion Holdings re planning next phase of construction training for unemployed people in Taunton, Wellington and Minehead.
- Discussion about Gravity Business Park being built on former Royal Ordnance Factory – predicted 4000 jobs – focus on energy invention and production – forecast to be equivalent of Silicon Valley for energy.

ANNEXE B – ECONOMIC DEVELOPMENT

Hinkley C activity

Key activity areas include:

The Hinkley Tourism Action Partnership

- Under Hinkley S106 agreements, tourism activity is managed by a County wide public/private sector partnership. It is responsible for devising and recommending plans to Council on protecting and enhancing the visitor economy.
- This partnership is established to successfully manage opportunities and challenges for tourism in Somerset and Exmoor during the development of Hinkley Point C.
- **£258k was allocated to the Phase 3 plan** for 2018 and 2019.
- Plans for a Phase 4 plan are being developed and devised to begin in 2020.
- Large parts of the Phase 4 plan have been allocated to a range of tourism marketing and development contracts in areas such as PR, Business Clusters, Website Development, and Service Level Agreements with Visit Exmoor and Visit Somerset.

The Community Impact Mitigation Fund

- The Community Impact Mitigation Fund supports community based projects and initiatives that aim to mitigate the intangible and residual impacts of the HPC development and associated projects on the local communities affected by

them which aim to promote or improve the social, economic or environmental wellbeing of those local communities.

- **There is a £7.2m Community Impact Mitigation Fund** (as set out in the Deed of Planning Obligations Section 106 Site Preparation Works at Hinkley Point C (s106), Schedules 1 and 3.)
- The Council has administered over 50 projects, of these approximately 30 live projects are currently being monitored and 160k held by the Council ring-fenced for Cannington.
- The HPC Community Fund 'Open' Grants programme which is now administered by Somerset Community Foundation, is currently open.

Enterprising Minehead activity

- Enterprising Minehead is a multi-stranded project to revitalise Minehead's visitor economy, creating an attractive, interactive visitor experience; supported by a skilled hospitality workforce and dynamic businesses, all working together to realise Minehead's revival as an economically viable seaside town, creating a long term legacy from the Hinkley development.
- In 2017 the WSC Economic Development team devised a **£1m programme** to redevelop Minehead seafront and boost the Minehead Visitor Economy. The programme bought together various S106 funds, including CIM funding. Although the project needs monitoring and reporting to funding bodies until 2021, the physical development of the seafront will be completed in 2019.
- There is a programme of activity being taken forward including the Eastern Esplanade Development, Artisan markets and various tourism related activities.

Enterprising Minehead

- **Eastern Esplanade Development** – works started in March 2019. The developments include hard and soft landscaping work, two play areas, enhanced seating, planting, enhanced lighting. Completion is expected July 2019.
- **Artisan Markets** – these were held in 2018 and are continuing in 2019, running from Easter through to September. Feedback from visitors and stallholders has been really positive. This programme runs over a two year period.
- **Guided Walk Ambassador Scheme** – 10 walks took place between March–Sept 2018 which exceeded expectations, 70 people attended. Details of guided walks can be found on www.mineheadbay.co.uk. [Guided walks will continue to be ongoing coordinated by the Minehead Tourist Information Centre.](#)
- **Minehead Bay website** – New Minehead Bay website launched June 2018. Minehead TIC has received really positive feedback from the industry regarding the new destination website www.mineheadbay.co.uk
- **Minehead Maritime Mile Heritage Interpretation Trail, with Open Air Gallery & Augmented Reality App** – A new waymarked seafront heritage trail, gallery and App launched in June 2018. The mile long heritage trail was created to attract visitors and the community to use the seafront, encouraging them to walk all the way along to the harbour. The trail showcases Minehead's history and heritage of 'then and now' and how the resort has evolved over the last Century. Minehead TIC has received many favourable comments about the trail and relayed that visitors and residents alike have commented on finding it interesting comparing the Town to 'then and now'.
- **Minehead Bay Branding** - The Minehead Bay brand was developed and launched in 2018 to attract new target markets and support programme of events

activity. The intention is to re-position the town in the minds of visitors. It provides a set of high quality professional branding tools and guidelines. Also branded merchandise is available in the Minehead TIC.

- **Edwardian Shelter concession** – One of the Edwardian shelters has had one half converted in to an enterprising opportunity. A pilot deck chair hire concession will run for 2019 summer holiday season.

Tourist Information Centres

- A report was submitted to the Executive Committee in June 2019 for draw down of Hinkley Point C 106 money for a 3 year phased payment plan.
- Minehead, Porlock and Watchet TIC's receive funding in line with the Hinkley Point C Development Consent Order.
- Service Level Agreements (Las) are in place for next 12 months with Minehead, Porlock and Watchet TICs

Work Package	Key Activities	Lead
WP 1 - Economic Development	Continue business support and training activity Support business access to HPC supply chain Continue support for Minehead BID and CCT groups Realign remaining funding to new Prosperity strategy Support inward investment and business relocations	New role
WP 2 - Skills	Deliver WS Opportunities Area activity by Mar-19 Community Hub project by Dec-19 Design/deliver new land management skills plan Support West Coast 360 Bring to a close outstanding skills work	New 18 month role
WP 3 - Tourism	Support current HTAP activity: PR, Live Tourism Procure visitor survey for HTAP Set up and deliver TIC SLA's Support Visit Exmoor	Nicki Maclean
WP 4 - Enterprising Minehead	Manage the re-developments on seafront Monitor and report to funders on progress Work with partners in Minehead CCT Deliver new commercial let opportunities Complete marketing and events elements	Nicki Maclean
WP 5 - Strategy and Unapproved Funding	Work with partners to deliver Phase 4 tourism plan Scope out new projects (e.g. Steam Coast Trail) Finalise new Prosperity strategy Refine proposals for use of business and skills funds Monitor and report on project progress	Robert Downes / Mark Wathen / Various

Councillor Marcus Kravis