



# Future Chard Strategy

Actions & Initiatives Framework 2021 - 2035



## Cross Cutting Theme: Make it in Chard – New Identity



**Ambition for Chard - Outcome:** Establish a strong, positive identity for Chard as a place that stimulates and celebrates success. People can “make it” in Chard and local businesses have a strong reputation for quality produce and products, reflecting the Chard brand and identity.

**Key measures - Outputs:** A clear, community owned place brand identity for Chard. Positive feedback on changing local and external negative perceptions. Improved community confidence demonstrated through engagement and active involvement in community life.

Photo: Microsoft

Project	Policy Alignment	Organisations	Outcomes	Timeline		
				Short	Medium	Long
<p><b>I1</b> - Develop and roll out a community driven place brand for Chard that is based on the idea of “Make it in Chard”. This isn’t just a logo, but a narrative and story that celebrates Chard as a place, its history, its assets, its people and brings together the parts into a cohesive identity. Consider both digital and in-community activities and how the brand wraps around physical assets and thematic projects. This includes:</p> <ul style="list-style-type: none"> <li>• Development of a Chard Business Network</li> <li>• Rural business cluster promotion</li> <li>• Potential hub building</li> <li>• Youth achievement awards</li> <li>• Meanwhile and pop-up projects</li> <li>• Markets and event programme</li> <li>• Evening time economy activity</li> </ul>	<ul style="list-style-type: none"> <li>• Chard Regeneration Plan 2010</li> <li>• Chard Future Strategy 2021</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Proposed Business Network</li> <li>• Chard Town Council</li> <li>• Chard Connect</li> </ul>	<p>Make it in Chard becomes a known brand and story that local residents’ feel proud of, rally around and support. Visitors are drawn to the personality of the town.</p>			
<p><b>I2</b> - Develop a physical signage and brand markers initiative that project the town’s identity at a strategic and local level through a number of transport corridors, outer and inner gateways and public spaces.</p>	<ul style="list-style-type: none"> <li>• Chard Town Centre Public Realm Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Proposed Business Network</li> <li>• Chard Town Council</li> <li>• Chard Connect</li> </ul>	<p>Chard presents strong first impressions to visitors through an identity that is coherent and distinctive.</p>			
<p><b>I3</b> - Build on, develop, and deliver a year round events and festivals programme that underpins the Chard story. To support existing groups such as Chard Carnival and other town organisations with existing events and find ways of sharing resources, equipment, and skills so that there are mutual benefits for all.</p>	<ul style="list-style-type: none"> <li>• Culturally Chard</li> <li>• High Street Heritage Action Zone (HSHAZ) Cultural Programme</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Proposed Business Network</li> <li>• Chard Town Council</li> <li>• Chard Connect</li> </ul>	<p>Chard events have a reputation of being community grown, rooted in its place and the warmest of welcomes.</p>			



## Cross Cutting Theme: New Way of Working

**Ambition for Chard - Outcome:** The local community and partner organisations are empowered to drive change through effective communication, networking and strong collaborative working.

**Key measures - Outputs:** An effective partnership forum established providing a strong and coherent community voice for Chard.

A place based resource management and delivery approach developed

Photo: Microsoft

Project	Policy Alignment	Organisations	Outcomes	Timeline		
				Short	Medium	Long
<p><b>WoW1</b> - Develop a "Place Forum" with partners as a conduit for discussion, ideas and co-delivery of initiatives and projects. The forum will link into other groups in Chard such as:</p> <ul style="list-style-type: none"> <li>Proposed business network</li> <li>Chard Churches Together</li> <li>Youth Council</li> </ul> <p>The forum could follow the themes of this Future Chard Strategy with thematic leads/champions supporting task-finish groups, all feeding back to the main Forum.</p>	<ul style="list-style-type: none"> <li>Future Chard Strategy 2021</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Chard Town Council</li> <li>Chard Connect and respective organisations</li> </ul>	Chard has visible and cross community leadership amongst organisations through an accessible, transparent and action-based Forum.			
<p><b>WoW2</b> - Develop a place based leadership programme for local partners that enables a common approach to place leadership and delivery across Chard. Training and coaching could be through peer-to-peer provision or through invited speakers and trainers.</p>	<ul style="list-style-type: none"> <li>Future Chard Strategy 2021</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Chard Town Council</li> <li>Chard Connect and respective organisations</li> </ul>	Town organisations are skilled, confident, and empowered to work in an integrated way.			
<p><b>WoW3</b> - Establish a Chard Youth Council or Young Citizen Forum to contribute to future leadership and strategic priorities from a young person perspective. The Forum could shadow the Town and District Council responsibilities and could be given small budget for specific youth projects.</p>	<ul style="list-style-type: none"> <li>Future Chard Strategy 2021</li> </ul>	<ul style="list-style-type: none"> <li>Chard Town Council</li> <li>Chard Youth Centre</li> <li>Local schools</li> <li>Chard Connect and respective organisations</li> </ul>	Young people are seen as positive role models within Chard community, inspiring peers and forming positive partnerships with other groups and members of the community.			
<p><b>WoW4</b> - Establish a single, interactive, community organisation listing database and knowledge bank that is managed digitally across the community.</p>	<ul style="list-style-type: none"> <li>Future Chard Strategy 2021</li> </ul>	<ul style="list-style-type: none"> <li>Chard Connect</li> <li>Chard Town Council</li> </ul>	Open access to information makes Chard an informed and coordinated place for community action and services.			
<p><b>WoW5</b> - Explore opportunities for joint service delivery that maximise budgets, smarter procurement and value for money.</p>	<ul style="list-style-type: none"> <li>Future Chard Strategy 2021</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Chard Town Council</li> <li>Other strategic and local agencies</li> </ul>	Local services are delivered in Chard through smart procurement and service delivery ensuring public money is spent effectively.			



## Priority Theme: Economy



**Ambition for Chard - Outcome:** Chard will be a place recognised for enterprise and innovation with a flexible workforce and diverse employment prospects, including a new culture of business start-up success.

**Key measures - Outputs:** New businesses established and growing in Chard supporting a broader employment base. Strong local business network established in Chard supporting each other and encouraging new businesses enterprise opportunities. Greater variety of school leaver outcomes including new enterprise starts and locally based vocational and adult learning opportunities.

New business space delivered providing range of accommodation from pop-up, test venues, flexible work space, start-ups and established business space.

Photo: Microsoft

Project	Policy Alignment	Organisations	Outcomes	Timeline		
				Short	Medium	Long
<p><b>E1</b> - Maintain the task-force approach in response to Oscar Mayer closure to support employees at risk to source alternative opportunities and prepare themselves for interview. This will include English language skills and help where digital access is limited.</p>	<ul style="list-style-type: none"> <li>South Somerset District Council Economic Strategy 2019</li> <li>Somerset Growth &amp; Recovery Plan 2021</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Somerset CC</li> <li>DWP</li> <li>Job Centre + CAS</li> </ul>	Minimise impact and disruption to local labour market and individual families' income and prosperity. Reduce social and economic cost of unemployment and benefit dependency.			
<p><b>E2 - A)</b> Pilot the proposed "employment hub" through co-locating local employment services and advice, initially in response to Oscar Mayer closure but also make available to all residents in Chard.  <b>B)</b> Evaluate the success and explore how to strengthen local services in the longer term and potential broaden into an employment/training and community/work hub and develop a youth leadership initiative.</p>	<ul style="list-style-type: none"> <li>South Somerset District Council Economic Strategy 2019</li> <li>Somerset Growth &amp; Recovery Plan 2021</li> <li>Community Renewal Fund</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Somerset CC</li> <li>DWP</li> <li>Job Centre + CAS</li> </ul>	Closer engagement with people seeking employment and/or training and those looking to improve prospects and earnings. Links with business through job-match opportunities and tackling recruitment barriers.			
<p><b>E3</b> - As an integral part of the cross-cutting priority "Ways of Working", there is need for Chard businesses to come together as part of a local business network or organisation that enables dialogue, a conduit for ideas and initiatives and for collective working with other town organisations and groups.</p>	<ul style="list-style-type: none"> <li>Chard Regeneration Plan 2010</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Local businesses</li> </ul>	A stronger voice for local businesses focussed on business needs.			
<p><b>E4</b> - As part of the cross cutting priority towards a fresh identity and the "Make it in Chard" place-brand, develop a role model programme between employers, entrepreneurs, local schools and further education colleges to demonstrate how individuals can also "make it" in Chard. For example, see the former Careers Wales Dynamo programme.</p>	<ul style="list-style-type: none"> <li>Chard Future Strategy 2021</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Somerset CC</li> <li>Holyrood Academy</li> <li>Employer cluster</li> </ul>	Young people are inspired and motivated to explore an entrepreneurial pathway leading to increase in start ups and young ambassadors.			



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<p><b>E5</b> - Consider intense programme of enterprise facilitation to generate ideas and local potential. This could, for example, follow techniques such as that developed by the Sirolli Institute which has proved effective in other similar locations e.g. Effect Blaenau Gwent (former coal and steel industrial area).</p>	<ul style="list-style-type: none"> <li>• South Somerset DC Economic Strategy 2019</li> <li>• SSDC Corporate Plan</li> <li>• Builds on Action 4 above</li> <li>• Made in Chard</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> </ul>	<p>Long term stimulation of social mobility through motivation and recognition of potential making business enterprise a realistic prospect.</p>			
<p><b>E6</b> - Develop a rural business cluster that has a relationship to Chard. Support for rural business with short supply chain development, marketing and promotion, logistics and local distribution, green credentials and linking into town centre offer. Need to showcase Chard products through physical and digital channels. Work with HSHAZ on opportunities through meanwhile and tester space and other initiatives.</p>	<ul style="list-style-type: none"> <li>• South Somerset Economic Development Strategy 2019</li> <li>• Rural Development Plan 2017-2020</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Rural business cluster</li> <li>• Proposed Business Network</li> </ul>	<p>A strong rural business identity that is recognised within the South West and UK and becomes part of the “Make it in Chard” story and brand, that is town wide and celebrated within the town centre.</p>			
<p><b>E7</b> - Deliver the new Chard Enterprise Centre – as part of the Somerset Enterprise Network managed by Somerset County Council providing formal office space at Beeching Close Industrial Estate.</p>	<ul style="list-style-type: none"> <li>• South Somerset DC Economic Development Strategy 2019</li> <li>• Somerset Growth &amp; Recovery Plan 2021</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Somerset CC</li> </ul>	<p>Managed and supported high quality business space for new and growing SMEs providing a dynamic business network with intense business support.</p>			
<p><b>E8</b> - Progress a town centre based Flexible Work Hub which provides space for multi-faceted activities with training, advice, signposting, retail mentor/shop doctor, test space and links to local schools, FE and employers as well as local community enterprises. This will focus on early start / concept business and act as feeder to more established business options either in the town centre or the SCC managed - Chard Enterprise Centre (E7).</p>	<ul style="list-style-type: none"> <li>• Work Hub Feasibility Study 2021</li> <li>• Builds on Actions E2 E4, E5 &amp; E6 above</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Somerset CC</li> <li>• DWP</li> <li>• Job Centre +</li> <li>• FE</li> <li>• Holyrood Academy</li> <li>• Proposed Business Network</li> </ul>	<p>A dynamic work hub destination that provides a pathway from pre-employment to business support/growth, coaching and training and is a known springboard facility for grow on enterprises.</p>			
<p><b>E9</b> - Explore the Young Somerset Project and look at transferability of ideas and models for youth enterprise activity that activates redundant town centre space and provides a springboard for local growth and a more diverse experience for all ages.</p>	<ul style="list-style-type: none"> <li>• Post 16 Strategy and Plan</li> <li>• High Street Heritage Action Zone</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Somerset CC</li> <li>• Holyrood Academy</li> <li>• Chard Youth Centre</li> </ul>	<p>Young people have strong life skills and confidence in enterprise and an enhanced pathway, with Chard town centre providing an age balanced and animate experience for all.</p>			



## Priority Theme: Community, Health & Wellbeing

**Ambition for Chard - Outcome:** Chard will be a place celebrated for its community spirit where people are encouraged to fulfil their potential and deliver solutions for themselves stimulating local connection, inter-generational support, renewed self-purpose, improved physical and mental health and community wellbeing for all ages.

**Key measures - Outputs:** Increased economic activity rates across the whole community. Improved social mobility, personal development and confidence. Improved earnings. Increased social engagement and involvement in community life leading to reduced social and isolation and improved mental health. More people adopting more active lifestyle choices, improving physical and mental health.

Photo: Susstrans

Project	Policy Alignment	Organisations	Outcomes	Timeline		
				Short	Medium	Long
<b>CHW1</b> - Increase skills and employment opportunities for residents, especially from the Holyrood Ward, by enhanced local access to adult learning and wider FE provision locally through continued digital delivery.	<ul style="list-style-type: none"> <li>Linked to Economy and Employment Skills Hub Activity E2 and E8</li> </ul>	<ul style="list-style-type: none"> <li>Holyrood Academy</li> <li>Yeovil College</li> </ul>	Wider choice of vocational training and access to locally delivered adult learning.			
<b>CHW2</b> - Explore emerging insights and good practice locally with Abri to extend similar engagement and community support throughout Chard.	<ul style="list-style-type: none"> <li>South Somerset DC Corporate Plan</li> <li>Abri Community Investment Plan</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Abri RSL</li> </ul>	Extended whole community engagement providing greater access to support and encouragement to achieve.			
<b>CHW3</b> - Draw on wider social mobility initiatives with strategic partners to develop a Chard focused pilot programme with local residents.	<ul style="list-style-type: none"> <li>South Somerset DC Corporate Plan</li> <li>HotSW LEP Build Back Better</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>HotSW LEP</li> </ul>	Targeted local support and stimulus to break the cycle of poverty and underachievement.			
<b>CHW4</b> - Introduce Chard Youth Achievement Awards to stimulate local role models and raise aspiration and potential. Categories could include sporting achievements, volunteer activity, young carer, young inventor, business ideas, arts and crafts, family chef/baker, technology etc.	<ul style="list-style-type: none"> <li>Linked to Cross Cutting theme of Ways of Working and Place Leadership</li> </ul>	<ul style="list-style-type: none"> <li>Local Partnership</li> <li>Chard Youth Centre</li> <li>Town Council</li> <li>Holyrood Academy</li> </ul>	Young people feel valued within the community, being recognised as positive role models in community life.			
<b>CHW5</b> - Consider formation of local digital training hub – aligned with employment advice and integrated service access points.	<ul style="list-style-type: none"> <li>Widening access to</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Holyrood Academy</li> <li>Yeovil College</li> </ul>	Widen local access to vocational and adult training as well as academic routes.			
<b>CHW6</b> - Co-ordinate and promote access to sports and recreation provision across the town so that pitches, facilities, and other infrastructure meet current and future needs of community/professional teams, and local residents and visitors. New investments should consider integrated facilities, green building standards, use of green infrastructure and sustainable urban drainage, amongst other design items. Future management models need to be considered as part of investment process.	<ul style="list-style-type: none"> <li>South Somerset Local Plan Review</li> <li>South Somerset Leisure Facilities Strategy 2019</li> <li>South Somerset Playing Pitch Strategy 2017</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Chard Town Council</li> <li>Sports and recreational organisations</li> </ul>	Residents are active in sports and recreation leading to healthy lifestyles, community cohesion and social activities, with facilities linked through active travel.			



Project	Policy Alignment	Organisations	Outcomes	Timeline		
				Short	Medium	Long
<p><b>CHW7</b> - Enhance and promote active travel routes and community development activities that support volunteering, skills development, cohesion and place management.</p>	<ul style="list-style-type: none"> <li>• South Somerset Environment Strategy 2019</li> <li>• Somerset wide Climate Emergency Strategy</li> <li>• Active Travel Route Assessment</li> <li>• Chard Transport and Movement Appraisal (2019)</li> <li>• Spark Somerset/ Primary Care Network projects</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Somerset CC</li> <li>• Spark Somerset</li> </ul>	<p>More people are more active and able to chose safer walking and cycling routes into and around Chard.</p>			
<p><b>CHW8</b> - Encourage healthy eating through links to local agriculture and opportunities for community growing.</p>	<ul style="list-style-type: none"> <li>• Somerset wide Climate Emergency Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Spark Somerset</li> <li>• Chard Connect</li> <li>• Abri RSL</li> </ul>	<p>Community routes also become growing and living corridors with improved awareness, well-being, civic pride and activity levels across all ages and social groupings.</p>			
<p><b>CHW9</b> - Explore further social prescribing to encourage active lifestyles and greater community cohesion and involvement. Opportunities may exist for community growing within housing areas and the town centre providing greater opportunities for inter-generation community-led action and shared learning through improved green infrastructure, local biodiversity projects, arts and culture and community action.</p>	<ul style="list-style-type: none"> <li>• Spark Somerset/ Primary Care Network projects</li> <li>• Abri Community Investment Plan</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Spark Somerset</li> <li>• Chard Connect</li> <li>• Abri RSL</li> <li>• Chard Town Council</li> </ul>	<p>Residents across Chard have enhanced mental and physical health and well-being, leading to greater happiness and satisfaction levels.</p>			
<p><b>CHW10</b> - Work in partnership with others to facilitate expansion of local GP and community health services in the town centre to meet the needs of local growth.</p>	<ul style="list-style-type: none"> <li>• South Somerset DC Local Plan growth objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Somerset NHS Foundation Trust</li> </ul>	<p>Easy community access to health support and advice – centrally located contributing to the town centre vitality.</p>			
<p><b>CHW11</b> - Work with partners to retain and enhance the quality and range of locally delivered primary, community and urgent health services focused within Chard and in line with population growth and local need.</p>	<ul style="list-style-type: none"> <li>• South Somerset DC Local Plan growth objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Somerset NHS Foundation Trust</li> </ul>	<p>Continued access to locally based health services meeting the needs of the expanding population.</p>			



## Priority Theme: Town Centre Destination



**Ambition for Chard - Outcome:** Chard town centre will be a place that draws people to its culture, creativity and local amenities. An inspiration and enabler of community life.

**Key measures - Outputs:** More diverse uses and activities in the town centre with vacancy rate below national average. Increased footfall with visitors returning more frequently, spending more and staying longer. Varied nighttime economy appealing to wider range of community interests and ages. A safer visitor experience.

Project	Policy Alignment	Organisations	Outcomes	Timeline		
				Short	Medium	Long
<p><b>TC1</b> - Maximise the benefits and relationship of a town centre located leisure centre with strong linked activity through physical improvements, joint marketing and promotional activity and an integrated signage strategy that extends the visitor experience, dwell and spend.</p> <p>Develop a leisure and well-being cluster approach as part of the new leisure centre attraction, specifically opportunities to cross market with complementary leisure/lifestyle/well-being businesses, meet the buyer events, trade fayres, partnering local surgeries on health referral programmes, linking in well-being trails and other initiatives.</p>	<ul style="list-style-type: none"> <li>South Somerset DC Council Plan</li> <li>Chard Regeneration Plan (2010)</li> <li>High Street Heritage Action Zone (HSHAZ)</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Chard Town Council</li> <li>Proposed business network</li> <li>Primary care network</li> <li>Other town organisations</li> </ul>	<p>Residents have equal access to physical activity that leads to a reduction in illness and enhanced lifestyles and outlook, with Chard town centre known for wellbeing and activity.</p> <p>Chard is known as a place for leisure and well-being with a strong cluster of lifestyle/well-being enterprises and strong partnering through a multi-agency approach.</p>			
<p><b>TC2</b> - Explore the feasibility of a central community hub building that is a multi-use facility that links into enterprise, arts/culture, heritage, venue space, supports the "Make it in Chard" story and activities.</p> <p>Depending on building/site, residential use could be incorporated to create a micro neighbourhood.</p> <p>Possible locations include:</p> <ul style="list-style-type: none"> <li>The Boden Centre</li> <li>The Lace Mill building</li> <li>Land alongside Crowshute Centre</li> <li>Land to rear of Town Museum</li> </ul> <p>A feasibility study and options appraisal would focus on understanding current provision, demand, potential buildings/sites, costs, management and delivery, amongst other items and would inform future capital funding bid.</p>	<ul style="list-style-type: none"> <li>Work Hub Feasibility Study 2021</li> <li>Links with Priority Aims E2 and E8 above</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Chard Town Council</li> <li>Chard Connect</li> <li>Spark</li> </ul>	<p>Chard Hub is the place to access and engage in community life and a springboard to other activity across the town, as well as being a home to Chard's heritage, adult/ community learning, enterprise support, workspace and more.</p>			





Project	Policy Alignment	Organisations	Outcomes	Timeline		
				Short	Medium	Long
<p><b>TC3</b> - As an integral part of the cross-cutting priority “Ways of Working”, there is need for Chard businesses to come together as part of a local business network. This should cover the whole business community as set out in (E3 above) but could also include a town centre focus sub-group of interests.</p> <p>Once mature, such a body could consider the feasibility of a Chard Business Improvement District (BID) which would provide an integrated action plan and a locally generated funding.</p>	<ul style="list-style-type: none"> <li>Links with Priority E3 above</li> <li>Chard Regeneration Plan (2010)</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Chard Town Council</li> <li>Chard Connect</li> <li>Shadow business network partnership</li> </ul>	<p>“Make it in Chard” is a known identity and a platform for local business to work collectively through on-line and place-based activity that promotes local quality, has local personality and is integrated.</p>			
<p><b>TC4</b> - Maximise the benefit of completed Town Centre Public Realm improvements with the development of space activation plans such as street licenses, development / positioning / management of markets, street entertainment licenses and events/street activities. These being at:</p> <ul style="list-style-type: none"> <li>Eastern gateway improvements</li> <li>The Guildhall area</li> <li>Holyrood Street</li> <li>Other complementary Heritage Action Zone initiatives</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC Council Plan</li> <li>Chard Regeneration Plan (2010)</li> <li>Chard Town Centre Public Realm Strategy (2019)</li> <li>HSHAZ</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Chard Town Council</li> </ul>	<p>Chard’s roads are streets that are appealing, functional, safe and distinctive, with natural places to gather for meeting, markets, events, activities and frame the heritage townscape of Chard.</p>			
<p><b>TC5</b> - Develop relationships with strategic and local organisations and business networks as part of a meanwhile project for unoccupied properties. To work with targeted landlords in terms of partnering, tenancy agreements, insurances, other liabilities and to help provide a shell specification. To develop and wrap around the meanwhile project a “Make it in Chard” brand and experience that is coherent and local and is a progression to more permanent business starts ups and growth across the town centre.</p>	<ul style="list-style-type: none"> <li>Chard Town Centre Public Realm Strategy (2019)</li> <li>HSHAZ</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Chard Town Council</li> <li>Chard Connect</li> <li>Young Somerset Project (Somerset CC)</li> <li>Abri RSL</li> </ul>	<p>Chard is known as being open for business and opportunity with its town centre an enterprising destination that centres on “Make it in Chard”.</p>			
<p><b>TC6</b> - Provide a retail mentoring scheme that supports existing and new businesses whether this be in a market setting, meanwhile space or within a leased building that addresses frontages, thresholds, window and indoor displays, point of sale, customer care, add value through high quality service and the role of digital merchandising and stock control.</p>	<ul style="list-style-type: none"> <li>South Somerset DC Economic Strategy 2019</li> <li>HSHAZ</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Proposed business network</li> </ul>	<p>Chard businesses work to a quality mark that is consistent and projects a warm welcome, quality products and services.</p>			
<p><b>TC7</b> - Develop a markets and events programme that complements the “Make it in Chard” place brand, communications, marketing and enterprise support programme. It needs to add value and not compete with existing independent businesses but build a cluster approach to local products, goods, services that form part of a cross-marketing campaign. Events should form part of a co-ordinated calendar approach with public buildings and spaces forming part of town events and festivals across the year.</p>	<ul style="list-style-type: none"> <li>Chard Town Council management/activity plan</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Chard Town Council</li> <li>Chard Connect</li> <li>Chard Carnival and other town organisations</li> </ul>	<p>Chard’s rural location and setting is known through a year-round calendar that evokes community, pride, sense of place and the “Make it in Chard” story.</p>			



Project	Policy Alignment	Organisations	Outcomes	Timeline		
				Short	Medium	Long
<p><b>TC8</b> - Develop a broader and more distinctive night time economy that appeals to local residents and visitors through a co-ordinated approach to streetscape, property improvements, business support, engaging with the “Make it in Chard” brand and the proposed meanwhile project.</p> <p>In addition to supporting established food and drink/evening time businesses other activity could include:</p> <ul style="list-style-type: none"> <li>• Pop up cinema/theatre/mic nights</li> <li>• Night markets</li> <li>• Supper clubs</li> <li>• Food producer/taster events</li> <li>• Heritage trails by night</li> <li>• Arts/crafts – make a lantern</li> </ul> <p>Where required improvements in street lighting and other measures will be introduced.</p>	<ul style="list-style-type: none"> <li>• Culturally Chard HSHAZ Cultural Programme</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Chard Town Council</li> <li>• Chard Connect</li> <li>• Proposed business network</li> </ul>	<p>A night out in Chard has a broad offer through physical businesses, events and activities that draw in local people and visitors. Culture, arts, heritage, food and drink and other activities are celebrated with the town centre feeling safe to explore, meet up and enjoy.</p>			
<p><b>TC9</b> - Consider and agree arrival management for visitors into the town centre that provides the landing point and orientates people on a legible circuit engaging with the main town attractions, spaces and activities through people friendly streets and paths.</p> <p>This has been identified at the Crowshute edge of the town centre so that it brings visitors in at the top end of the town centre.</p>	<ul style="list-style-type: none"> <li>• Chard Regeneration Plan (2010)</li> <li>• Chard Town Centre Public Realm Strategy (2019)</li> <li>• HSHAZ</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Chard Town Council</li> <li>• Somerset CC</li> </ul>	<p>Visitors enjoy a day out in Chard that allows them to explore, dwell, sample town life, contribute to the local economy, and highly rate the town experience.</p>			
<p><b>TC10</b> - Implement the Town centre parking recommendations within the Transport and Movement Appraisal to reduce the dominance of cars on streets and spaces. Opportunities to consider include:</p> <ul style="list-style-type: none"> <li>• increase off-street parking</li> <li>• management of on-street parking to increase footways and public space</li> <li>• disabled parking provision</li> <li>• signage improvements</li> <li>• junction improvements</li> <li>• charging strategies and payment methods</li> <li>• electric vehicle charging and coach parking</li> </ul>	<ul style="list-style-type: none"> <li>• Chard Regeneration Plan (2010)</li> <li>• Chard Town Centre Public Realm Strategy (2019)</li> <li>• HSHAZ</li> <li>• Chard Transport and Movement Appraisal (2019)</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> </ul>	<p>The town centre benefits from improved accessibility and clarity of vehicle parking linked to pedestrian movement to the main attractions and destinations in the town. The town centre promotes sustainable transport, welcoming those with EV's and increased visitor numbers and dwell time in the town.</p>			
<p><b>TC11</b> - Develop and implement a stronger town centre walking circuit that encompasses recreation, sports, parks and open spaces with legible links to and from the town centre as well as promotional campaigns for sports and events fixtures as well as informal recreation and outdoor well-being activities.</p>	<ul style="list-style-type: none"> <li>• Chard Regeneration Plan (2010)</li> <li>• Chard Transport and Movement Appraisal (2019)</li> <li>• Chard Town Centre Public Realm Strategy (2019)</li> <li>• HSHAZ</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Chard Town Council</li> <li>• Respective recreation and sports organisations</li> </ul>	<p>Visitors enjoy a day out in Chard and area that allows them to explore, dwell, sample town life, contribute to the local economy, and highly rate the town experience.</p>			

Project	Policy Alignment	Organisations	Outcomes	Timeline		
				Short	Medium	Long
<p><b>TC12</b> - Address the redundant mill sites when external funding becomes available. Continue to explore funding opportunities that would lead to the delivery of solutions for these key town centre sites.</p>	<ul style="list-style-type: none"> <li>Chard Regeneration Plan (2010)</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> </ul>	<p>The town centre is regenerated with its heritage at its heart, delivered in a way that is affordable to the public purse.</p>			



## Priority Theme: Housing & Connectivity

**Ambition for Chard - Outcome:** Chard will fulfill its growth objective, creating a sustainable, connected and joined-up community benefitting the whole of Chard. Chard will also be easy to get to, easy to move around and to access the green community spaces and open countryside.

**Key measures - Outputs:** Delivery of planned new housing across Chard by the development industry. Provision of active travel routes and corridors and other local safety improvements. Reduced town centre traffic and delivery of a range of alternative sustainable transport options for local travel.

Photo: Roberts Limbrick

Project	Policy Alignment	Organisations	Outcomes	Timeline		
				Short	Medium	Long
<p><b>HC1</b> - Produce a Local Cycling and Walking Investment Plan (LCWIP) for Chard and develop an active travel network across the town that is integrated, demand driven and embraces cross cutting policies and practices. This should be more than just routes but also respond to and incorporate other opportunities in terms of accessibility, travel to school and work initiatives, green infrastructure, biodiversity, community growing corridors, linkages into public transport and more.</p>	<ul style="list-style-type: none"> <li>Active Travel Route Assessment</li> <li>Chard Transport and Movement Appraisal 2019</li> <li>Links to Priority Theme 4</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Somerset CC</li> </ul>	<p>Connects the whole of Chard with the core service function of the town centre – making it the primary destination choice. Supports healthy lifestyles making walking and cycling the more convenient option of choice.</p>			
<p><b>HC2</b> - Review, develop and design proposals for the A358 that forms part of a wider highway network appraisal, but specifically to identify opportunities to improve the walking and cycling experience for residents, with the aim to identify where roads can become streets, with increased footway widths, crossing points, DDA improvements, cycle infrastructure and integrated signage. These should link into the active travel network proposals.</p>	<ul style="list-style-type: none"> <li>Chard Regeneration Plan (2010)</li> <li>Active Travel Route Assessment</li> <li>Chard Transport and Movement Appraisal (2019)</li> </ul>	<ul style="list-style-type: none"> <li>South Somerset DC</li> <li>Somerset CC</li> </ul>	<p>A safer and more attractive environment for residents and visitors, encouraging more local walking and cycling trips, and a reduction in carbon emissions.</p>			



Project	Policy Alignment	Organisations	Outcomes	Timeline		
				Short	Medium	Long
<p><b>HC3</b> - Develop and implement cross town centre linkages as identified in the Movement and Transport Appraisal that looks to enhance walking and cycling opportunities in terms of footway widths, crossing provision, more legible paths and routes, improved bus stop provision (shelters, real time information/timetables) links with the National Cycle Route 33. Specific areas of focus include:</p> <ul style="list-style-type: none"> <li>• Boden Street – Holyrood Lace Mill and Fore Street links</li> <li>• Holyrood Street/Fore Street junction</li> <li>• Crowshute Link crossing improvement</li> <li>• Fore Street crossing provision</li> <li>• Links out to Jocelyn Park/Millfield</li> </ul>	<ul style="list-style-type: none"> <li>• Chard Regeneration Plan (2010)</li> <li>• Chard Transport and Movement Appraisal (2019)</li> <li>• Somerset Active Travel Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Somerset CC</li> <li>• Sustrans</li> </ul>	Residents and visitors are confident in walking and cycling through legible, continuous, and integrated paths, trails and routes that connect neighbourhoods with the town centre.			
<p><b>HC4</b> - Develop the Stop Line route (Sustrans Route 33) and seek ways to improve its legibility through the town for local residents and visitors as a primary walking and cycling route with improvements at road junctions and through Millfield Industrial Estate onwards to Tatworth. The Stop Line becomes part of the Chard offer with businesses aligning walking and cycling products and services.</p>	<ul style="list-style-type: none"> <li>• Sustrans NCR 33</li> <li>• Somerset Active Travel Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Somerset CC</li> <li>• Sustrans</li> </ul>	Chard is known for walking and cycling whether on long regional routes, day rides and for residents accessing their town and rural area.			
<p><b>HC5</b> - Explore, develop and implement green transport infrastructure improvements through upgrades in low emission buses, cycle friendly buses and provision of electric vehicle charging points at strategic locations in the town.</p>	<ul style="list-style-type: none"> <li>• Somerset Bus Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Somerset CC</li> <li>• Bus operators</li> </ul>	The town has strong green credentials with public transport being accessible to all, and support for electric vehicle charging at key locations.			
<p><b>HC6</b> - Explore potential for innovative solutions to retain local spending and connectivity through, for example, e-cargo bikes as part of e-commerce and carbon-neutral last-mile delivery service. This would help with the barrier of return trips to home for some residents that wish to walk. This could be operated by a local social enterprise and involve young people.</p>	<ul style="list-style-type: none"> <li>• Somerset Active Travel Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> <li>• Somerset CC</li> <li>• Sustrans</li> <li>• Local community organisations</li> </ul>	The town has strong green credentials embracing technology, reducing carbon miles and promoting short supply chains and deliveries.			
<p><b>HC7</b> - Re-engage the wider community with the plans for housing growth and clarify delivery proposals. Consider whether alternative forward funding solutions are required to advance infrastructure provision with a Chard-wide benefit and overcome concerns.</p>	<ul style="list-style-type: none"> <li>• South Somerset Local Plan Review</li> </ul>	<ul style="list-style-type: none"> <li>• South Somerset DC</li> </ul>	Community confidence in delivery of growth and local social and economic benefits.			
<p><b>HC8</b> - Bring partners together to understand and address flooding issues.</p>	<ul style="list-style-type: none"> <li>• South Somerset Local Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Somerset CC (Lead Local Flood Authority)</li> <li>• Chard Town Council</li> <li>• South Somerset DC</li> <li>• Other environment organisations</li> <li>• Local community organisations</li> </ul>	A long-term solution is found to protect Chard from future flood events.			

It is acknowledged that, at the time of writing, South Somerset DC and Somerset CC will shortly cease to exist. As the statutory responsibilities held by these two organisations will be the remit of Somerset Council once it is established, the roles suggested for South Somerset DC and Somerset CC within this Action Plan would logically also fall to Somerset Council.

