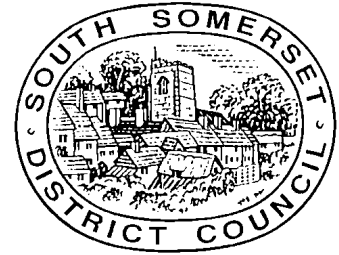


South Somerset District Council

Notice of Meeting



Area South Committee

Making a difference where it counts

Wednesday 1st October 2014

2.00 pm

**Council Chamber
Council Offices,
Brympton Way,
Yeovil
BA20 2HT**

(disabled access is available at this meeting venue)



Members listed on the following page are requested to attend the meeting.

The public and press are welcome to attend.

If you would like any further information on the items to be discussed, please ring the Agenda Co-ordinator, **Jo Boucher 01935 462011**, website: www.southsomerset.gov.uk

This Agenda was issued on Tuesday 23 September 2014.

Ian Clarke, Assistant Director (Legal & Corporate Services)

This information is also available on our website
www.southsomerset.gov.uk



INVESTORS IN PEOPLE

Area South Committee Membership

Peter Gubbins
Pauline Lock
Cathy Bakewell
Tim Carroll
John Vincent Chainey
Tony Fife
Marcus Fysh

Nigel Gage
Jon Gleeson
Dave Greene
Andy Kendall
Tony Lock
Ian Martin
Graham Oakes

Wes Read
David Recardo
John Richardson
Gina Seaton
Peter Seib

South Somerset District Council – Council Plan

Our focuses are: (all equal)

- Jobs – We want a strong economy which has low unemployment and thriving businesses.
- Environment – We want an attractive environment to live in with increased recycling and lower energy use.
- Homes – We want decent housing for our residents that matches their income.
- Health & Communities – We want communities that are healthy, self-reliant, and have individuals who are willing to help each other.

Scrutiny procedure rules

Please note that decisions taken by Area Committees may be "called in" for scrutiny by the council's Scrutiny Committee prior to implementation. This does not apply to decisions taken on planning applications.

Consideration of planning applications

Members of the public are requested to note that consideration of the planning applications will commence immediately after Item 6 at approximately 2.15pm. The public and representatives of Parish/Town Councils will be invited to speak on the individual planning applications at the time they are considered. Anyone wishing to raise matters in relation to other items on the agenda may do so at the time the item is considered.

Highways

A representative from the Area Highways Office will attend Area South Committee quarterly in February, May, August and November from 1.30 pm to answer questions and take comments from Members of the Committee. Alternatively, they can be contacted direct through Somerset Highways direct control centre on 0845 345 9155.

Members questions on reports prior to the meeting

Members of the committee are requested to contact report authors on points of clarification prior to the committee meeting.

Information for the Public

The Council has a well-established area committee system and through four area committees seeks to strengthen links between the Council and its local communities, allowing planning and other local issues to be decided at a local level (planning recommendations outside council policy are referred to the district wide Regulation Committee).

Decisions made by Area Committees, which include financial or policy implications are generally classed as executive decisions. Where these financial or policy decisions have a significant impact on council budgets or the local community, agendas will record these decisions as "key decisions". Members of the public can view the council's Executive Forward Plan, either online or at any SSSC council office, to see what executive/key decisions are scheduled to be taken in the coming months. Non-executive decisions taken by area committees include planning, and other quasi-judicial decisions.

At area committee meetings members of the public are able to:

- attend and make verbal or written representations, except where, for example, personal or confidential matters are being discussed;
- at the area committee chairman's discretion, members of the public are permitted to speak for up to up to 3 minutes on agenda items; and
- see agenda reports.

Meetings of the Area South Committee are normally held monthly at 2.00pm on the first Wednesday of the month at the Council Offices, Brympton Way, Yeovil.

Agendas and minutes of Area Committees are published on the Council's website www.southsomerset.gov.uk/councillors-and-democracy/meetings-and-decisions

The Council's Constitution is also on the web site and available for inspection in council offices.

Further information about this Committee can be obtained by contacting the agenda co-ordinator named on the front page.

Public Participation at Committees

This is a summary of the Protocol adopted by the Council and set out in Part 5 of the Council's Constitution.

Public Question Time

The period allowed for participation in this session shall not exceed 15 minutes except with the consent of the chairman of the committee. Each individual speaker shall be restricted to a total of three minutes.

Planning Applications

Comments and questions about planning applications will be dealt with at the time those applications are considered, when planning officers will be in attendance, rather than during the Public Question Time session.

Comments should be confined to additional information or issues, which have not been fully covered in the officer's report. Members of the public are asked to submit any additional documents to the planning officer at least 72 hours in advance and not to present them to the Committee on the day of the meeting. This will give the planning officer the opportunity to respond appropriately. Information from the public should not be tabled at the meeting. It should also be noted that, in the interests of fairness, the use of presentational aids (e.g. PowerPoint) by the applicant/agent or those making representations will not be permitted. However, the applicant/agent or those making representations are able to ask the Planning Officer to include photographs/images within the officer's presentation subject to them being received by the officer at least 72 hours prior to the meeting. No more than 5 photographs/images either supporting or against the application to be submitted. The Planning Officer will also need to be satisfied that the photographs are appropriate in terms of planning grounds.

At the committee chairman's discretion, members of the public are permitted to speak for up to 3 minutes each and where there are a number of persons wishing to speak they should be encouraged to choose one spokesperson to speak either for the applicant or on behalf of any supporters or objectors to the application. The total period allowed for such participation on each application shall not normally exceed 15 minutes.

The order of speaking on planning items will be:

- Town or Parish Council Spokesperson
- Objectors
- Supporters
- Applicant/Agent
- District Council Ward Member

If a member of the public wishes to speak they must inform the committee administrator before the meeting begins of their name and whether they have supporting comments or objections and who they are representing. This must be done by completing one of the public participation slips available at the meeting.

In exceptional circumstances, the Chairman of the Committee shall have discretion to vary the procedure set out to ensure fairness to all sides.

The same rules in terms of public participation will apply in respect of other agenda items where people wish to speak on that particular item.

If a Councillor has declared a Disclosable Pecuniary Interest (DPI) or a personal and prejudicial interest

In relation to Disclosable Pecuniary Interests, a Councillor is prohibited by law from participating in the discussion about the business on the agenda that relates to this interest and is also required to leave the room whilst the relevant agenda item is being discussed.

Under the new Code of Conduct adopted by this Council in July 2012, a Councillor with a personal and prejudicial interest (which is not also a DPI) will be afforded the same right as a member of the public to speak in relation to the relevant business and may also answer any questions, except that once the Councillor has addressed the Committee the Councillor will leave the room and not return until after the decision has been made.

Area South Committee

Wednesday 1 October 2014

Agenda

Preliminary Items

1. Minutes of previous meeting

To approve as a correct record the minutes of the meeting held on 3rd September 2014.

2. Apologies for absence

3. Declarations of Interest

In accordance with the Council's current Code of Conduct (adopted July 2012), which includes all the provisions relating to Disclosable Pecuniary Interests (DPI), personal and prejudicial interests, Members are asked to declare any DPI and also any personal interests (and whether or not such personal interests are also "prejudicial") in relation to any matter on the Agenda for this meeting. A DPI is defined in The Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012 (SI 2012 No. 1464) and Appendix 3 of the Council's Code of Conduct. A personal interest is defined in paragraph 2.8 of the Code and a prejudicial interest is defined in paragraph 2.9.

Members are reminded that they need to declare the fact that they are also a member of a County, Town or Parish Council as a Personal Interest. As a result of the change made to the Code of Conduct by this Council at its meeting on 15th May 2014, where you are also a member of Somerset County Council and/or a Town or Parish Council within South Somerset you must declare a prejudicial interest in any business on the agenda where there is a financial benefit or gain or advantage to Somerset County Council and/or a Town or Parish Council which would be at the cost or to the financial disadvantage of South Somerset District Council. If you have a prejudicial interest you must comply with paragraphs 2.9(b) and 2.9(c) of the Code.

In the interests of complete transparency, Members of the County Council, who are not also members of this committee, are encouraged to declare any interests they may have in any matters being discussed even though they may not be under any obligation to do so under any relevant code of conduct.

Planning Applications Referred to the District Council's Regulation Committee

The following members of this Committee are also members of the Council's Regulation Committee:

Councillors Tim Carroll, Tony Fife, Peter Gubbins, Ian Martin and Gina Seaton

Where planning applications are referred by this Committee to the Regulation Committee for determination, in accordance with the Council's Code of Practice on Planning, Members of the Regulation Committee can participate and vote on these items at the Area Committee and at Regulation Committee. In these cases the Council's decision-making process is not complete until the application is determined by the Regulation Committee. Members of the Regulation Committee retain an open mind and will not finalise their position until the Regulation Committee. They will also consider the matter

at Regulation Committee as Members of that Committee and not as representatives of the Area Committee.

4. Public question time

This is a chance for members of the public and representatives of Parish/Town Councils to participate in the meeting by asking questions, making comments and raising matters of concern. Parish/Town Council representatives may also wish to use this opportunity to ask for the District Council's support on any matter of particular concern to their Parish/Town. The public and representatives of Parish/Town Councils will be invited to speak on individual planning applications at the time the applications are considered.

5. Chairman's announcements

6. Reports from representatives on outside organisations

This is an opportunity for Members who represent the Council on outside organisations to report items of interest to the Committee.

Items for discussion

- 7. Schedule of Planning Applications to be Determined by Committee** (Pages 1 - 2)
- 8. Planning Application 14/02971/FUL - 4 Buckland Road, Pen Mill Trading Estate, Yeovil** (Pages 3 - 8)
- 9. Strategic Leisure Facility Contributions for Area South** (Pages 9 - 12)
- 10. Heart of Wessex Rail Partnership (Executive Decision)** (Pages 13 - 16)
- 11. Update on the work carried out by the Area South Development Team** (Pages 17 - 22)
- 12. Area South Development Update Report** (Pages 23 - 42)
- 13. Yeovil Markets** (Pages 43 - 46)
- 14. Forward Plan** (Pages 47 - 49)
- 15. Planning Appeals (For Information)** (Pages 50 - 53)

Please note that the decisions taken by Area Committees may be called in for scrutiny by the Council's Scrutiny Committee prior to implementation.

This does not apply to decisions taken on planning applications.

Agenda Item 7

Schedule of Planning Applications to be determined by Committee

Strategic Director: Rina Singh, Place and Performance
Assistant Director: Martin Woods, Economy
Service Manager: David Norris, Development Control Manager
Contact Details: david.norris@southsomerset.gov.uk or 01935 462382

Purpose of the Report

The schedule of planning applications sets out the applications to be determined by Area South Committee at this meeting.

Recommendation

Members are asked to note the schedule of planning applications.

Planning Applications will be considered at 2.00pm.

Members of the public who wish to speak about a particular planning item are recommended to arrive for 1.45pm.

SCHEDULE					
Agenda Number	Ward	Application	Brief Summary of Proposal	Site Address	Applicant
8	YEOVIL EAST	14/02971/FUL	Proposed demolition of existing building and the erection of five units for the use of B1(Business), B2 (General Industry) and B8 (Storage or Distribution) and formation of new vehicular access	4 Buckland Road Pen Mill Trading Estate Yeovil	Provincial House (Sheffield) Ltd

Further information about planning applications is shown on the following page and at the beginning of the main agenda document.

The Committee will consider the applications set out in the schedule. The Planning Officer will give further information at the meeting and, where appropriate, advise members of letters received as a result of consultations since the agenda has been prepared.

Referral to the Regulation Committee

The inclusion of two stars (**) as part of the Development Manager's recommendation indicates that the application will need to be referred to the District Council's Regulation Committee if the Area Committee is unwilling to accept that recommendation.

The Lead Planning Officer, at the Committee, in consultation with the Chairman and Solicitor, will also be able to recommend that an application should be referred to District Council's Regulation Committee even if it has not been two starred on the Agenda.

Human Rights Act Statement

The Human Rights Act 1998 makes it unlawful, subject to certain expectations, for a public authority to act in a way which is incompatible with a Convention Right. However when a planning decision is to be made there is further provision that a public authority must take into account the public interest. Existing planning law has for many years demanded a balancing exercise between private rights and public interest and this authority's decision making takes into account this balance. If there are exceptional circumstances which demand more careful and sensitive consideration of Human Rights issues then these will be referred to in the relevant report.

Agenda Item 8

Officer Report On Planning Application: 14/02971/FUL

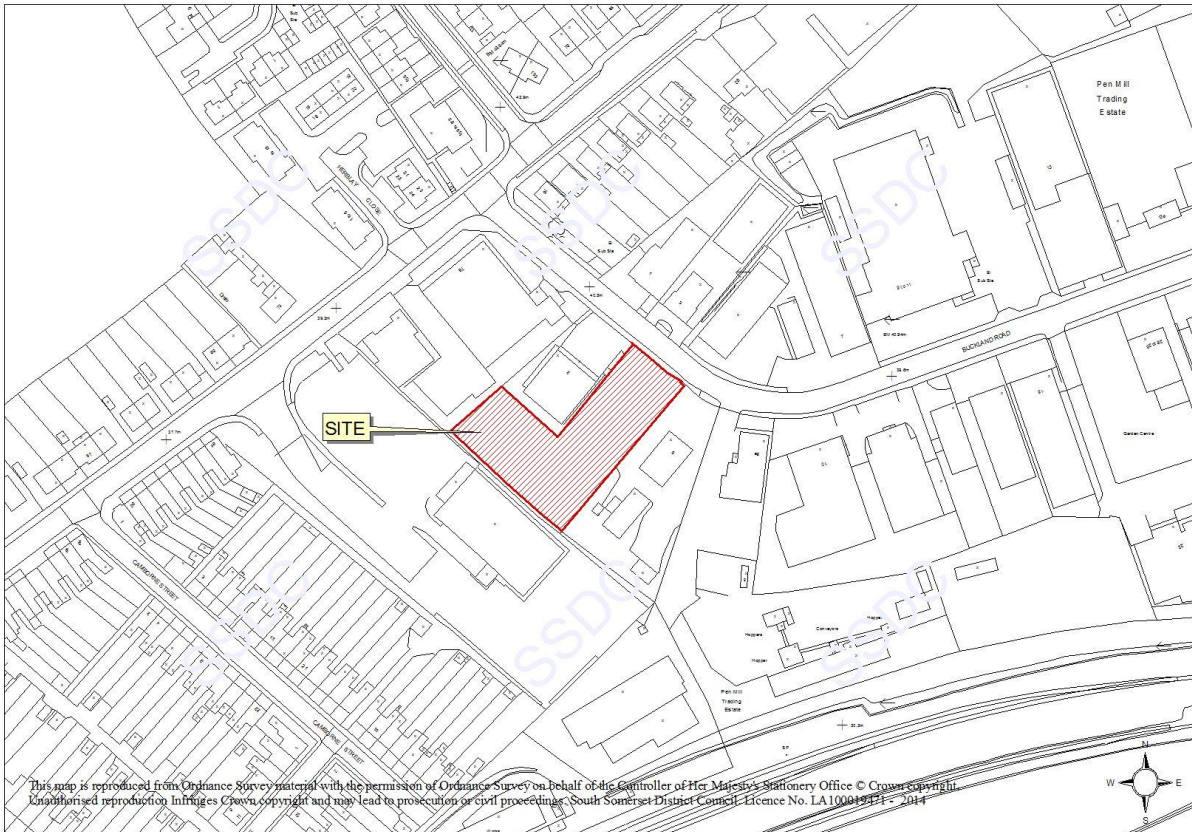
Proposal :	Proposed demolition of existing building and the erection of five units for the use of B1 (Business), B2 (General Industry) and B8 (Storage or Distribution) and formation of new vehicular access (GR 357190/116590)
Site Address:	4 Buckland Road Pen Mill Trading Estate Yeovil
Parish:	Yeovil
Yeovil (East) Ward (SSDC Member)	Cllr D Recardo Cllr T Fife Cllr T Lock
Recommending Case Officer:	Andrew Collins Tel: 01935 462276 Email: andrew.collins@southsomerset.gov.uk
Target date :	29th August 2014
Applicant :	Provincial House (Sheffield) Ltd
Agent: (no agent if blank)	Boon Brown Planning Motivo House Bluebell Road Yeovil Somerset BA20 2FG
Application Type :	Minor Manfr less than 1,000 sq.m or 1ha

Reason for Referral to Committee

This application is referred to the Area South Committee at the request of the Ward Members with the agreement of the Area Chairman to enable the comments of the highway authority to be fully debated.

Site Description and Proposal





The site is located to the east of Yeovil on the Penn Mill Industrial Estate within the development area.

To the Southwest of the site is the A1 Lidl store, with a mix of B class and sui generis uses on other sides of the site. The current application site is empty but was previously occupied by Thomas Wroe Transport. The eastern boundary with Buckland Road is bounded by a green palisade fence. The land slope down to the rear - Southwest.

The existing unit at number 4, currently operated by A1 Spares and Roman Glass is to be retained. To the South of this, the Thomas Wroe Transport building currently extends 40m along the Southeastern boundary. Between the existing building and the boundary is a vehicular access to the rear of the site. This building is to be demolished and 5 new B class units are to be erected.

At the front of the site a detached unit labelled 'Unit 6' with a floor space of 186m² is proposed. In the Southern corner of the site a pair of semi-detached units is proposed (Units 4 and 5). These are to have a floor area of 112m² and have small trade counters. Behind the existing unit a further pair of semi-detached units are proposed. These units (2 and 3) are to have a floor area of 140m² each and have small trade counters.

The units are proposed to be of modern design with a sloping asymmetrical roof, a large vehicle entrance door and a height of 7.5m. The buildings will be finished in composite cladding and facing bricks.

In total 19 car parking spaces are proposed with 2 being disabled, cycle and bin storage is also proposed on site.

The existing vehicular access is located on the Northeastern corner with Buckland Road. It is proposed to relocate the access, further to the Northwest adjacent to the unit to be retained.

HISTORY

35873/A - Use of a warehouse for the manufacture of glass re-inforced plastic materials and use of an existing access - 19/7/67

35873 - Erection of a warehouse - Conditionally approved - 7/5/57

31292 - Outline - Development of land as an industrial estate and the formation of an estate road - Conditionally Approved - 4/7/55

POLICY

Section 38(6) of the Planning and Compulsory Purchase Act 2004 repeats the duty imposed under S54A of the Town and Country Planning Act 1990 and requires that decision must be made in accordance with relevant Development Plan Documents unless material considerations indicate otherwise.

For the purposes of determining current applications the local planning authority considers that the relevant policy framework is provided by the National Planning Policy Framework and the saved policies of the South Somerset Local Plan 2006.

The policies of most relevance to the proposal are:

Saved policies of the South Somerset Local Plan (adopted 2006)

ST5 - General Principles for Development

ST6 - Quality of Development

EP5 - Contaminated Land

ME3 - Employment with Development Areas

TP3 - Cycle Parking

TP6 - Non Residential Parking Provision

National Planning Policy Framework - March 2012

Chapter 1 - Building a Strong Competitive Economy

Chapter 4 - Promoting Sustainable Transport

Chapter 7 - Requiring Good Design

Chapter 11 - Conserving and Enhancing the Natural Environment

"111. Planning policies and decisions should encourage the effective use of land by re-using land that has been previously developed (brownfield land), provided that it is not of high environmental value. Local planning authorities may continue to consider the case for setting a locally appropriate target for the use of brownfield land."

Other Relevant Considerations

Somerset Parking Strategy

CONSULTATIONS

YEOVIL TOWN COUNCIL - Recommend approval

COUNTY HIGHWAY AUTHORITY - *The development proposed is in an appropriate location. From the Local Highway Authority's viewpoint, the development therefore depends upon a safe and adequate layout including the provision of appropriate parking a turning for both*

cars and for large and delivery vehicles - the full range of vehicles likely to be associated with the use classes proposed.

The horizontal alignment of the layout does not provide sufficient turning and parking off highway for large and heavy goods vehicles. This will result in large vehicles having to reverse on or off the highway creating hazardous situations and/or obstructing the highway. Excessive manoeuvring on and off the highway with consequent risk of increased hazard to all users of the highway is not considered acceptable.

The radii, road widths and other spaces between the buildings are inadequate for turning movements by wide or long vehicles. In particular the radii where the proposed access meets the highway, Buckland Road, are inadequate for the turning of vehicles likely to be generated by the proposed business units.

The parking spaces between Unit 6 and Buckland Road are laid out such that reversing on or off Buckland Road and across the footway will be required; this is not considered acceptable due to the consequent risk of hazard to all road users. As laid out the parking spaces for all the units will conflict with the goods entrances. Lorry parking spaces should be provided within the site. Ideally secure motorbike parking should also be provided. All parking should be provided in accordance with the standards laid out in the Somerset Parking Strategy 2013.

Given the above observations I would recommend that this application be refused on highway grounds for the following reasons:-

The proposed access and the layout of its junction with Buckland Road do not conform to appropriate highway design standards and are not, therefore, adequate to serve the development proposed. The proposal therefore does not meet the requirements of Policy ST5 of the South Somerset Local Plan 1991-2011 and Policy TA5 of the emerging South Somerset District Local Plan 2006-2028.

The proposal does not incorporate adequate parking and turning facilities to enable goods vehicles to enter and leave the highway in forward gear. The proposal therefore does not meet the requirements of Policy ST5 of the South Somerset Local Plan 1991-2011 and Policies TA5 and TA6 of the emerging South Somerset District Local Plan 2006-2028."

ENVIRONMENTAL PROTECTION OFFICER - Has no comments to make.

REPRESENTATIONS

None received.

CONSIDERATIONS

Principle

The site is located within the development area of Yeovil. The current building is vacant and small scale compared to modern industrial buildings. As the site has buildings constructed upon, it is clearly a brownfield site.

The demolition of a redundant employment use being replaced with modern industrial buildings is supported in principle with the retention of employment use on the site. This is supported in both the local plan under Policy ME3 and the aims and objectives of the NPPF, especially in relation to building a strong competitive economy.

Residential Amenity

The form and scale of the proposed units are similar to the existing building. Whilst noting that the units 4, 5 and 6 are closer to the Eastern boundary than the existing they are not considered to be overbearing.

The proposed use is any of the 'B' Class uses. Due to the site's location on an industrial estate surrounded by a mix of 'B' Class uses and the Environmental Protection comments, it is not considered necessary to impose any particular restrictions on the use. Therefore the new buildings would not have an unacceptable impact upon residential amenity. As such the proposal complies with Policies ST5 and ST6 of the Local Plan.

Visual Amenity

The new industrial units are of a design of form follows function, but are detailed to be constructed of composite cladding and bricks. These materials are generally appropriate for this location subject to a condition relating to the precise materials. On this basis the proposals are acceptable and comply with Policy ST6 of the South Somerset Local Plan.

Contaminated Land

The site is currently a vacant industrial site and therefore there is potential contamination. However the Environmental Protection Officer has assessed the application and raises no comments. In this respect it is considered that contamination is not an issue and the proposal therefore complies with Policy EP5.

Highways

The Highway Authority has no objection in principle however raise objections in relation to parking and turning on the site. Specifically concerns are raised over large hgv's unable to turn on the site and result in reversing on or off the highway creating hazardous situations and / or obstructing the highway.

The road widths and spaces between the dwellings are inadequate for turning movements by wide or long vehicles. In particular, the radii where the proposed access where the access meets the highway is inadequate for the turning of vehicles.

The parking spaces at the front of the site would require vehicles to reverse onto the highway. In addition, the parking spaces as laid out for all the units will conflict with the goods entrances. In addition lorry parking should be provided on site.

In considering the above comments from the highway authority, these are serious concerns that cannot be ignored. As such this application falls down in this regard and does not comply with Policy ST5 of the South Somerset Local Plan.

Other Issues

Details of signage have not been shown on the submitted plans. Any signs would be controlled by the Town and Country Planning (Control of Advertisements) Regulations 1992 as amended and may need a separate advertisement application.

The plans show a small retail area. It is important that these areas are not increased in size under permitted development as this could adversely affect highway safety. As such this would need to be conditioned to ensure that this does not occur without control from the

planning department in the event of planning permission being granted.

Conclusion

The principle of the development, the impacts upon amenity and environmental health issues are considered to be appropriate. However, issues have been raised by the Highway Authority which means that this application cannot be supported.

RECOMMENDATION

Refuse permission.

REASON FOR REFUSAL

01. The proposal by reason of the horizontal alignment of the layout and radii, road widths and spaces between the buildings will result in inadequate turning facilities on site. Also the layout of the junction with Buckland Road is inadequate to serve the development proposed. These aspects result in vehicles reversing on or off Buckland Road, conflicts between goods entrances and increased hazard to users of the highway to the detriment of highway safety. As such the proposal is contrary to Policy ST5 of the South Somerset Local Plan and the aims and objectives of the NPPF.

Informatives:

01. In accordance with paragraphs 186 and 187 of the NPPF the council, as local planning authority, takes a positive and proactive approach to development proposals focused on solutions. The council works with applicants/agents in a positive and proactive manner by;
 - offering a pre-application advice service, and
 - as appropriate updating applications/agents of any issues that may arise in the processing of their application and where possible suggesting solutions

In this case, the applicant/agent did not take the opportunity to enter into pre-application discussions.

Agenda Item 9

Strategic Leisure Facility Contributions for Area South

Strategic Director: Vega Sturgess, Strategic Director – Operations and Customer Focus
Assistant Director: Steve Joel – Assistant Director – Health and Wellbeing
Service Manager: Lynda Pincombe – Community Health and Leisure Manager
Lead Officer: Lynda Pincombe – Community Health and Leisure Manager
Contact Details: e-mail: Lynda.Pincombe@southsomerset.gov.uk
Telephone: 01935 462614

Purpose of the Report

This report provides an update on the planning obligations accrued by the Council that could be used for the development of strategic sports facilities in Area South.

Public Interest

This report provides members with a summary of the money received from residential housing development that could be used to develop or improve sports halls, swimming pools, indoor tennis centres, theatres and arts centres or artificial grass pitches in Area South.

Recommendation

That members note the report.

Background

Members requested at the 4th June 2014 Area South Committee that a report on strategic leisure contributions accrued for Area South should be presented to members later in the year.

Policy context and rules

The Community Health and Leisure team currently responds to Planning Application Consultations of five or more dwellings and where appropriate seeks planning obligations from the developer, in line with planning policy, for both local and strategic leisure facilities in order to ensure sustainable development.

When requesting contributions from a developer, officers are obliged to comply with national planning policy guidance and all obligations requested must meet three key tests to ensure that they are necessary, reasonable and related in scale and kind; otherwise the developer will not be obliged to pay them.

In terms of sport and leisure facilities, the National Planning Policy Framework (NPPF) requires local planning authorities to have policies that are:

'Based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreation facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.'

Needs assessments for leisure facilities were first developed by the Community Health and Leisure team in 2006 and were based on the facility types set out in the Planning Policy 17 Companion Guide. These needs assessments are fundamental in ensuring that the team has the correct evidence base to support obligation requests. The development and maintenance of needs assessments requires substantial officer time and without having done this work, the Council would not be in a position to seek all of the contributions currently requested from developments. Current needs assessments and standards of provision were approved by District Executive committee in March 2012 and are due for review when a new local plan is in place.

Until Needs Assessments were developed in 2006, £0 was secured by the Council for off-site leisure contributions. By the middle of this year, around £3million in off-site leisure capital and revenue contributions have been secured across the district as a direct result of the work that the Community Health and Leisure team has undertaken to develop a robust evidence base

It is a Council Plan priority to enhance and develop the network of Leisure and Cultural facilities in South Somerset and the health benefits of adequate sports and recreation facilities and their impact on reducing anti-social behavior within communities is now well evidenced. Therefore this area of work is one of high importance for the Community Health and Leisure team.

Types of leisure contributions sought

The Community Health and Leisure team currently seeks obligations towards local leisure facilities for the following facility types:

- Equipped Play Areas
- Youth facilities (e.g. MUGAs, skate parks)
- Playing Pitches and Changing Rooms
- Community Halls

Local facility contributions are normally used to enhance or build new facilities in the same settlement or parish as the development if they are not provided on the development site itself.

Strategic leisure facilities (in the context of the local authority area) are larger or more specialist facilities attracting a higher number of users. They have larger catchment areas and a high proportion of users are likely to travel to them by car or public transport. They tend to be located in centres of high population (e.g. Chard, Crewkerne, Langport/Huish Episcopi, Yeovil, Wincanton) for viability reasons. For some facility types there may only be one of its kind in South Somerset; located to best serve the needs of the entire district.

Based on national policy guidance, the Community Health and Leisure team currently seeks obligations for the following types of strategic leisure facilities:

- Sports Halls
- Swimming Pools
- Artificial Grass Pitches
- Indoor Tennis Centres
- Theatres and Arts Centres

There is a detailed process that is followed by officers to calculate the precise contribution required from a particular housing development. Before a final consultation response is submitted to Development Management by the Community Health and Leisure team, officers seek comments from ward members and the appropriate town/parish council on the team's recommended obligations required to mitigate against the impacts of a development. The team also liaise with Area Community Development Officers at this point with respect to any community hall contributions that may be requested.

In the event of viability issues relating to a particular development site, Development Management has an agreed Viability Protocol in place. In such instances, any requirement for strategic contributions are the first to be removed; with contributions towards local facility provision taking priority.

Once the level of planning obligations payable by a particular developer have been agreed, the precise detail on when they are triggered and how they should be spent is usually detailed within a Section 106 (S106) agreement. Development Management have the responsibility for ensuring contributions are spent in strict accordance with signed legal agreements and money is only transferred to the capital programme for expenditure by the Community Health and Leisure team following authorisation by the Assistant Director for Economy. On occasion, contributions are transferred to third parties, such as a parish or town council, for project delivery.

Contributions secured for local facilities are normally required to be spent within five years or ten years for strategic leisure facilities. However, some legal agreements (usually Unilateral Undertakings) do not place any time limit on when leisure contributions need to be spent.

Report

The body of this report aims to summarise the sums for strategic leisure facilities that have already been triggered, paid to SSDC and unallocated to a specific project.

As of August 2014 there was a total of £123,041 available for new strategic leisure facility projects in Area South

The overall total the can be split down further as follows:

Available for any one or more strategic facility	£79,096
Swimming pools	£ 4,438
Sports Halls	£11,882
Octagon Theatre	£ 9,010
Indoor Tennis	<u>£18,615</u>
	£123,041

Strategic sport and leisure contributions collected and detailed above are not associated with a particular site at present.

In addition, currently there is approximately £130,000 of strategic contributions available in Area North, £49,000 in Area East, and £109,000 in Area West. A small proportion of these contributions could instead be allocated to centrally located strategic facilities within Yeovil if that were the preference of members.

How Strategic leisure contributions have been spent on improving leisure and cultural facilities in Area South

To date a total of £693,887 has been spent or allocated to strategic projects in Area South. The following facilities have been built or improved through strategic contributions:

- A new 3G artificial grass pitch at Westfield Academy
- New cricket nets at Westfield Academy sports hall to support junior cricket development
- A new fitness facility and refurbished sports hall and changing at Preston Academy.
- Refurbished outdoor hard courts at Westfield Academy which have benefited community netball provision and are now available for casual tennis.
- A new artificial grass pitch at Yeovil Recreation Centre, primarily for community hockey, but has also been used for football and tennis provision.
- Outdoor Education Centre, Yeovil Country Park

Financial Implications

No new implications.

Corporate Priority Implications

Securing strategic leisure obligations contributes to the Health and Communities Focus of the Council Plan:

- Maintain and enhance the South Somerset network of leisure and cultural facilities, optimising opportunities for external funding to promote healthy living.

Equality and Diversity Implications

None

Background Papers: none

Agenda Item 10

Heart of Wessex Rail Partnership (Executive Decision)

Strategic Director: Rina Singh, Place & Performance
Assistant Director: Helen Rutter/Kim Close, Communities
Service Manager: Helen Rutter, Area East Development Manager
Lead Officer: Helen Rutter, Area East Development Manager
Contact Details: helen.rutter@southsomerset.gov.uk or (01963) 435012

Purpose of the Report

To receive a summary of the work undertaken by the Heart of Wessex Rail Partnership during 2013/14. To consider making a partnership contribution for 2014/15.

Public Interest

Yeovil Pen Mill station is on the Bristol/Weymouth line. The Partnership promotes the destinations served by the line and actively supports community involvement in improving stations, which also encourages local communities and visitors to utilise the line for a wide range of trips and journeys. The Partnership is resourced by contributions from Local Authorities, match funded by the rail operator. A large group of volunteers, drawn from along the length of the line, freely offer their time and expertise.

Recommendations

It is recommended that Members:

- 1) Note the work undertaken by the Partnership in 2013/14 and that a similar report has been taken to Area East Committee
- 2) Approve a funding contribution of £1,000 from Transport Scheme Grants Budget for 2014/15

Background

Accountability and financial support for the Heart of Wessex Rail Partnership is shared between Area East Committee (2 stations along the line) and Area South Committee (one station).

The line has been supported by a partnership of Local Authorities along the route since 1998 but was revised and expanded in 2003, with an action plan to:

- 1) Widen the Partnership to include local communities and to improve the understanding of and response to local needs along the line
- 2) Improve quality and availability of information promoting the line and its destinations and raise the profile of the service as an alternative to the private car
- 3) Improve station environments & facilities and access to them by other modes of travel

In the last 10 years the Partnership has developed its community arm with significant station investment, improvements to access, promotion and better information from local community groups along the line, including a large number of regular volunteers. The community representatives now have their own working group, which meets quarterly with the train operator and Network Rail.

In October 2011 the line received designation as a community rail service in recognition of its strong support from partner authorities and communities themselves. This gives greater freedom to the operator and community in running the service and stations. The national objectives for community rail development are to increase revenue, manage down costs and encourage greater community involvement in the local railway.

Activities and Results of the Partnership's Work

The following headlines are drawn from the 2013/14 Annual Partnership report, circulated separately to the Committee

- Passenger journeys grew 5% in 2011-12 to 1,718,000, a further 5.6% in 2012-13 and grew 6.5% in 12 months to date to 1,924,100. The growth on the line continues to outstrip both the average for lines in its regions (Severn and Solent) and the national average for regional routes
- Service levels remain the same as in 2003 (when passenger journeys were 707,500) meaning that:
 - For every 100 passenger journeys made in the year to 1 April 2003, there were 272 on the same trains in the year to 1 April 2014
 - The line's 'share' of the annual passenger journeys in the Severn Solent region has hence gone up from 9.8% to 14.9%
- The Local Transport Plan for Somerset has a focus on increasing community participation in public transport and the Heart of Wessex Rail Partnership features as an example of good practice. Collaborations of this kind can be very cost effective ways of improving rural accessibility to services and facilities and boost in visitor numbers
- The Heart of Wessex Rail Partnership has an excellent website: www.heartofwessex.org.uk which is very well used by the travelling public
- The Partnership produces the Bristol to Weymouth line guide 3 times a year in editions of just over 30,000 each, providing a detailed guide of the services available, and focusing on different destinations for each edition. The 2013 – 10th Anniversary – edition featured Top Ten things to do along the line, including Yeovil and Bruton, generating some of the largest feedback ever received. The autumn 2013 edition featured Castle Cary open for business to support the town during the bridge closure. Most recently it has featured Bruton and the opening of the Hauser Wirth Gallery
- "Fixing the Link" emerged as a primary theme in 2013. A need for improvements to the links between station and town – for arriving visitors in particular - has been identified at all three South Somerset Stations. An initial stage of improvements at Yeovil was implemented in March/April 2014, focusing on making the 68 bus easier to find and use, and indicating the walking route to town.
- Connecting Up guides for all three South Somerset Stations have been created, which show walking routes, key bus connections and general local facilities. These are available in PDF form on the website and is also available in print from station staff, train crews and volunteers. The Connecting Up guides will be kept regularly updated to reflect any changes to links and connections.
- The Community Rail Working Party (CRWP) began with 6 people in 2003 and held its 10th Anniversary meeting in October 2013 with 24 lead representatives from local communities & voluntary groups
- The Community Projects Grant Fund also celebrated its 10th year with 15% of the Rail Partnership's budget set aside each year for projects initiated by voluntary/community groups
- In 12 months 13,570 hours of voluntary work has been invested in the line

Services on the Line

A key issue for the Partnership is the extension of the First Great Western (FGW) franchise for a temporary period pending a full re-tendering exercise. Growth in use of the line has been achieved without any increase in services. The Partnership submitted a business case for an improved service to the DfT for inclusion in the new franchise, which was originally due to start in 2013. The franchise process was delayed and work continues to ensure that the priced option for an enhanced Bristol to Weymouth service will continue to feature in the next Invitation to Tender for the region's services. This was due to occur in 2016; however, DfT has been consulting on extending the FGW franchise to 2020. The Partnership and SSSC have made representations on this proposal stressing the continued need to respond to overcrowding.

The Partnership has commissioned work into the demand for services/potential demand if more programming was enabled on the line. Whilst in the short-term there is a very low likelihood of additional services being provided, the Partnership is taking a long-term view and seeking to ensure that all opportunities are taken with the re-franchising exercise to protect existing services and, if possible, secure better services in the future.

Cllr Ian Martin attended the annual Community Rail Conference, organised by First Great Western, to meet leading players in rail and press the case for better services.

Funding Support

The annual running cost of the Partnership is in the region of £60,000. This covers: the salary of the Rail Partnership Officer, the printing and promotion of the line guide, upgrades to the Partnership website and a local grants scheme of £10,000 pa to enable the Partnership to match fund local community-led station initiatives. There is a formal Partnership Agreement through which the Unitary/County Authorities, with responsibility for Local Transport Plans, put in the greatest contribution and participating Districts a lesser amount. The biggest annual funding contributor is First Great Western at £26,250 although they are not signatories to the Partnership Agreement. The total funding expected in 2014/15 is £59,512. An Additional pot of funding for small projects is being made available by First Great Western to enable some additional implementation of station improvements.

The first stage of the "Fixing the Link" project at Yeovil (as series of signs for arriving passengers helping them on their way into town by the bus link or on foot) cost £1,200 from the Partnership's budget. FGW effectively "matched" this with a similar expenditure on renewing all the standard platform signing and helping departing passengers. Work on Fixing the Link continues with initial discussions with Marie Ainsworth to try and link the station in with work planned for town improvement.

Despite some difficulties in securing all Partnership contributions last year, there is strong commitment from Partners and the train operating company to continue its work.

Financial Implications

There is £19,795 unallocated in the Transport Scheme Grants budget for 2014/15. Under the terms of the Partnership Agreement it is requested that a sum of £1,000 is awarded as a partnership contribution by the Committee for this financial year.

Corporate Priority Implications

4. Ensure safe, sustainable & cohesive communities

Carbon Emissions & Adapting to Climate Change Implications (NI188)

Maximising train travel reduces car journeys and congestion and therefore has a beneficial effect on carbon emissions

Equality and Diversity Implications

A local train service provides these towns with an alternative to car travel for people without their own independent transport. The Partnership has produced its line guide in large format type and with minimal explanatory notes for easy reading and comprehension, and this is also available on the website. FGW ceased to produce a separate timetable for the line in December 2013, and this has increased the importance of the Line Guide, with demand for the print edition remaining high. It is a particularly vital resource for those without internet access. The train stations themselves have limited access for those with mobility problems on certain platforms, but the train operator does offer assistance to those who need help in making their journeys

Background Papers: *SSDC Partnership Review April 2011, Report to AEC July 2011; Report to AEC December 2011; Report to ASC July 2012; Report to AEC May 2013; Report to ASC October 2013; Report to AEC August 2014;*

Agenda Item 11

Update on the work carried out by the Area South Development Team

Strategic Director: Rina Singh, Strategic Director (Place & Performance)
Assistant Director: Kim Close, Acting Assistant Director (Communities)
Service Manager: Kim Close, Area Development Manager - South
Lead Officers: Marie Ainsworth, Neighbourhood Development Officer (Economy)
Contact Details: marie.ainsworth@southsomerset.gov.uk / 01935 462787

Purpose of Report

That members note the project work undertaken by the Area South Development Team in the last 10 months.

Recommendation

That members note the report and the update on projects.

Public Interest

This report sets out the project work undertaken by the Area South Development Team to deliver the Area South Development Plan. This plan is informed by the 'Yeovil Vision Delivery Plan', the 'Yeovil Urban Development Framework', the 'Strategy for the Regeneration of the Eastern End of Yeovil Town Centre' and South Somerset District Council's Corporate aims.

Background

The main purpose of the Area Development Team and in particular the Neighbourhood Development Officer (NDO) Economy post is to pursue community and regeneration initiatives within Yeovil town centre and suburban and rural hinterlands. The work undertaken enables the achievement of priority initiatives which address local need's, working collaboratively with the Neighbourhood Officer (Community) and others assisting communities to fulfill their aspirations. To identify and include professional input at District and County level as it is required in the development and implementation of the Area South Development Plan.

Key Project Work Update;

Reckleford – Yeovil Vision Project

The Area South Development Team has continued to communicate with Somerset County Council regarding the outstanding remedial works over the last year, including completion of the street lighting and illuminated signs and the submission of a post completion report. One item on the remedial list has been completed, the replacement of dead plants on the landscaped areas, this was carried out by SSDC's grounds Maintenance team as the original contractor failed carry out the task. The Grounds Maintenance team have been paid from the retention budget.

Richard Needs from the County Highways team recently attended the Yeovil Vision Board Meeting on the 9th September where he presented an interim post completion report and he

informed the group that he would endeavour to complete the outstanding remedial works, this includes further work to improve the sequencing of the traffic lights.

The Traffic lights adjacent to the old Western Gazette building were bagged in early 2011, this was the final phase to the scheme and was carried out to enable traffic to flow more freely. These lights will now be removed and a number of footpath build-outs for pedestrian safety will be constructed. This will form part of the Middle Street and Sherborne Road Enhancement Scheme outlined below.

Middle Street and Sherborne Road Enhancement Scheme

A project group was formed during 2012 consisting of key officers, members and partners and this group was tasked with drafting some sketch plans and proposals for Middle Street and Sherborne Road to enhance the area. The last meeting of the group was held on January 22nd 2013, at this meeting members were presented with a number of sketch schemes produced by Somerset County Council. Members considered these carefully but concluded that until the funds become available for the Market Street Junction improvements, embarking on an enhancement project in the area may result in the limited resources available being spent unwisely.

At a recent meeting of the Vision Board, it was resolved that 'the Middle Street and Sherborne Road project group could continue to the design stage of the project, this would result in a generic design that would not impact on future plans for Market Street Junction or on future Eastern Corridor works'. Richard Needs from County Highways is a member of the project group and will therefore ensure design work adheres to the Vision Board resolution. A further meeting of the project group will be convened shortly.

South Western Terrace

South Western Terrace Pilot Scheme is almost complete, the outstanding replacement sign for 'Munchies' takeaway was successfully installed in August, once the final grant transaction has been processed this will bring the project to a close, a post completion report will follow.

Westfield Post Office

Following many unsuccessful years of negotiations with various potential partners to re-open a post office in Westfield, the Local Co-op store in Stiby Road stepped forward and agreed to host a Post Office counter within their store this year. This was the result of successful multi-agency working. The Post Office counter was officially up and running on Tuesday 6th May, David Laws MP and Cllr Ian Martin helped to officially open the Post Office on 28th May. The Co-op manager has reported that the service has been well received by the community.

Yeovil Town Centre Enhancement Group (Yeovil Town Centre Audit Group)

The focus of the Yeovil Town Centre Enhancement Group for 2014/15 has been to finalise the Pilot Maintenance Schedule for 2015/16. Obtaining costs for the schedule has been difficult over the summer period, this has now been resolved and these costs are expected to be received by the end of September. A project group meeting is being set up for October. A small amount of work will be carried out as part of the winter work's program including cleaning, painting and some anti-graffiti work in the subways at the end of Princes Street.

The finger pointer signs in Yeovil town centre will be upgraded to show times and distances this financial year.

Work has recommenced on redesigning the information signs found throughout Yeovil town centre. There are a small number signs containing a map and local information, these are out of date and require updating and modernisation. A number of additional locations will also be investigated for key gateways like Penmill Train Station and a compact version will be suggested for the town centre car parks to sit alongside the ticket machines.

Somerset County Highways Street lighting department have agreed to repaint a number of street lighting columns in Yeovil Town Centre following a request from the NDO around a year ago, work is expected to commence in October.

Yeovil Bus Station – reopening of the waiting room.

Yeovil bus station waiting room had been closed for many years due to anti-social behavior. The waiting room received some remodeling work in early 2014 to bring it back into use. A number of other improvements were carried out at the same time to give the whole bus station a deep clean. Improvement works included;

- Deep clean the carriageways, footpaths, signs, bus shelters and building fascia's
- New litter bins
- New planters
- Refurbished waiting room with CCTV coverage

Further floral features are being investigated for the railings

Bus shelter audit

Primesight advertising company have been contracted to oversee the maintenance of large number of shelters in the district since the 1st July 2000 and in return they have made use of the advertising space. The contract is due to come to an end in June 2015.

A second detailed bus shelter audit has been carried out in recent weeks to ascertain their current condition, enabling officers to benchmark against the previous audit.

The condition of the shelters maintained by Primesight has remained much the same, in some cases the shelters have deteriorated. Shelters owned by SSDC and local Parish Councils vary according to location, those in urban settings are generally in a poor state, those on the outskirts have fared better.

Engineering and Property Services hold the overall responsibility for the SSDC owned shelters, lack of budget has proved to be a problem in maintaining them.

A small officer working group met recently to look at the Primesight contract and what options SSDC might have once it ends. The group is currently looking at all the options available, especially with regards to ongoing maintenance issues. An update report will be brought forward to the Area South Committee once the full picture emerges.

Support for the Yeovil Town Team

The Area Development team continues to support the Yeovil Town Team to develop a range of initiatives to support the town centre. Please see the attached newsletters (Appendix A).

Working more closely with the Parishes

The Area Development Team continues to support the Parishes, this support is provided predominantly through the NDO (Community) role within the team. Parish newsletters are

regularly circulated updating the parishes on the work being undertaken by the team as well as highlighting opportunities and useful information. The team have also updated the parish Profiles for the outlying parishes.

Financial Implications

None

SSDC Corporate aims

- **Focus One – Jobs - We want a strong economy which has low unemployment and thriving businesses** - Enhance the vitality of town centre's
- **Focus Two – Environment - We want an attractive environment to live in with increased recycling and lower energy use** - Continue to deliver schemes with local communities that enhance the appearance of their local areas.

Carbon Emissions & Adapting to Climate Change Implications (NI188)

None specifically arising from this report

Equality and Diversity Implications

None specifically arising from this report

Background Papers

Area South Committee Nov 6th 2013 - Update on the work carried out by the Area South Development Team

A Strategy for the Regeneration of the Eastern End of Yeovil Town Centre
Urban Development Framework 2005



Issue: September 2014

Main Sponsors



YEovil WITHOUT PARISH COUNCIL



What has the Yeovil Town Team been up to?



It's been an exciting year for the Yeovil Town Team!

- The Fashion Festival in June 2014 was a huge success – Many of Yeovil's top fashion retailers showcased their latest trends and summer ranges. During the weekend of the Festival there were lots of promotional offers in local businesses for shoppers. We managed to source some incredible raffle prizes for the Fashion launch Event at Chicago Rock, including vouchers and gift sets from businesses in Yeovil plus even a pair of return BMI flights to a destination in Europe! Additionally the best dressed guest won a VIP champagne personal shopping experience at Beales with £200 to spend in store! You can find the Fashion Launch Event film on 'Little Clips' Facebook Page!
- The Fashion Fix Event at The Quedam was a brilliant day hosted by Emmeline Stevens who gave the audience free styling advice. The public were offered free makeovers by Boots & Body Shop - also M&S gave manicures to raise money for Breakthrough Breast cancer. Not even the rain stopped the models from strutting their stuff and the guests from having a fantastic day!
- We have held several Vintage Markets at King George Street which coincides with the monthly Farmers Market. The eccentric Vintage Market promotes Yeovil's independent retail stores whilst offering people a unique shopping experience – The Event was filled with hand painted furniture, interiors, beautiful handbags, jewellery, clothes, giftware, and men's vintage items. There were gorgeous homemade food, children's activities and music played by local, young talented musicians.

So what else is the Yeovil Town Team doing in 2014?

- We will continue to organise exciting monthly Vintage Markets consisting of interesting stalls from various new retailers. Check out the Yeovil's Vintage Market Facebook page for more information!
- Super Saturday: The Yeovil Flower and Food Festival will bring delicious food, beautiful flowers and music to Yeovil on September 27th 2014. The town centre will come alive with gardening competitions, the Farmer's Market, Vintage Market, Buskfest, children's workshops, face painting and a stilt walker!
- We are in the process of planning the 2014 Christmas Light Switch on and excitedly brainstorming fresh, innovating ideas such as a wonderful Christmas themed lantern procession through town and other entertainment to make the November 2014 Light Switch on the best one yet!
- We will be frequently adding more Loyalty Card offers for users to gain discounts and bargains in Yeovil. A list of the Loyalty Card offers is available on yeoviltown.com or the Yeovil Town Guide App.
- The Yeovil Town Guide App is now available for people to download! We are constantly improving and updating the App providing users with maps and important information of events, businesses and services in Yeovil including shopping, transport, accommodation, food and leisure. Download the app here at http://www.townguideapps.com/apps/yeovil_app.html
- The Yeovil Town Team Facebook and Twitter will continue to post regular news and updates on upcoming events, deals and offers for shopping, eating and entertainment in Yeovil.
- We are excited to announce we are now on Instagram - <http://instagram.com/yeoviltownteam>
- Thank you to everyone that has been supporting the Yeovil Town Team and if you have any queries please contact yeoviltownteam@gmail.com
- Alternatively you can also visit our social media pages and message us via <https://www.facebook.com/YeovilTownTeam> or Twitter [@YeovilTownTeam](https://twitter.com/YeovilTownTeam).



www.website.co.uk/loyaltycard



About Yeovil

history, car parks, useful information etc.



Agenda Item 12

Area South Development Update Report

Strategic Director: Rina Singh, Director Place and Performance
Assistant Director: Kim Close, Assistant Director Communities
Service Manager: Kim Close, Area Development Manager – South
Lead Officer: Kim Close, Area Development Manager - South,
Contact Details: Kim.close@southsomerset.gov.uk or 01935 462708

Purpose of the Report

To present the Area Development South Plan 2014/15 and to summarise work undertaken by the Area Development South Team in 2013/14 to address priorities identified by Area South Committee.

Public Interest

This report provides an outline of the role and objectives of the Area Development South Team which include the provision of an advice and support service for members of the public from Petters House, Petters Way, Yeovil, the delivery of Yeovil Vision and Regeneration Projects, Community Development and management of the Health Inequalities Project.

The report presents the work programme for 2014/15 and also outlines key areas of work and achievement during 2013/14.

Recommendations

1. That the report be noted
2. That the Area Development South Development Plan 2014/15 be approved.

Background

Whilst much has been achieved during 2013/14, it should be noted that during this period the following changes to staffing have been implemented. Firstly following the lean review the Area Development Manager role was reduced from 37 hours to 18.5 hours. Following the retirement of the Market Supervisor the team have absorbed this role and have also covered the vacant post left by a secondment to the SST. The current Area South Development structure is shown in Appendix 3. In addition a new Chair of Area South was elected in May 2014.

The Area South Development Plan

The Area South Development Plan identifies key issues and needs within the town of Yeovil and parishes of Area South and sets out the priorities for the Area South Development Team for the forthcoming year.

The Plan for 2014/15 see Appendix 1 is divided into three sections which relate to the three key areas of work:

1.	Support for the vitality of the local economy, with a focus on Yeovil town centre and improving the physical environment
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2.	Community development with a focus on addressing health, social and economic inequalities, and provision and development of community facilities.
3.	To continue to provide a high quality accessible front line enquiry service

The actions contained within the Plan relate to those set out in the four areas of focus within the Council Plan 2012 – 2015. See Appendix 2 for an extract of actions that relate the work of Area Development and the role of the Area committee.

Allocating Resources and Monitoring

The Area South Development Plan acts as a working document with regular monitoring by the Area Development Team. It was prepared in May 2014 and was informed by the Area South Members. Monitoring reports are presented to Area South Committee and individual reports on specific projects and service areas are reported to the committee regularly.

A summary of the progress of Key Projects and Services managed by Area Development South in 2013/14

Yeovil Vision/Regeneration

- We have completed the enhancement of two new shop fronts in South Western Terrace, completing the enhancement of the whole street. One new business has since opened.
- We have finalized the £180k streetscape enhancements to Princes Street in Yeovil, significantly improving this important shopping street in the heart of a conservation area.
- We have continued support to the Town Centre Enhancement Group and completed a schedule of improvements in Yeovil town centre.
- We have worked with SCC to finalise the Reckleford scheme.
- Continued to work with the developers of the Glove Factory to market vacant units.
- We have provided Yeovil Vision funding of £50k towards the Yeovil Country Park Centre.
- Work with the Post Office, the Co-Op and the local community to facilitate the promotion of post office facilities in Westfield.
- Undertook a range of improvements to Yeovil Bus Station including the provision of a newly refurbished waiting room.

Community Development

- Hosted a workshop for Area South Parishes
- Carried out visits to parishes to identify issues and opportunities to help these communities.
- We have produced a quarterly bulletin for parishes and community groups providing information on funding, grants and local events.
- Developing and Maintaining the Area South Community Web Pages.
- We maintain a directory of community hall facilities.
- Provided help and advice to over 10 communities wishing to develop community facilities.
- Worked with the community to develop options for future community facilities at Wyndham Park.
- Played a key role as a member of the steering group for Yeovil Transport Strategy Review 2.

- Supported Hardington Mandeville Parish Council with their Housing Needs Survey
- Arranged 4 multi-agency community forum events.
- Worked with local town and parish councils to bridge the gap in youth provision created by SCC withdrawing funding and resources

Economy

- Support for the Yeovil Town Team that now runs a range of events including the Fashion Festival, the Food Festival and the annual Christmas Lights switch on and attracts significant funding from local businesses for the benefit of the town centre.
- Allocated Portas and High Street Innovation funding to the Yeovil Town Team's Loyalty Card scheme.
- Increased the number of bookings for the Public Entertainment Area (band stand) in Yeovil town centre.
- Yeovil Vision achieved £50k payment for the Glove Factory footpath diversion.
- Established a touring coach stop in West Hendford.
- Hosting a Marketing Intern for the Yeovil Town Team to promote Yeovil Town Centre and to develop and maintain the Yeovil Town App, social media and the loyalty card.

Markets

- Working with the Yeovil Market Improvement Group to regenerate Yeovil markets.
- Carried a review of Yeovil Markets
- Transferred management of the market in Crewkerne, Chard and Ilminster to respective Town Councils.
- Setting up a new Vintage Market to increase footfall in the town centre.
- Trialling the new Saturday food market.

Addressing Health, Social and Economic Inequalities in Yeovil Pilot

- Completed Community Consultation in Westfield
- Produced a comprehensive report for partners
- Completed a range of locally identified projects
- Successful application to become a pilot 'Our Place' area.
- Identified funding for a Community Organiser.

Grants and Funding

- Allocated full grant budget £11,230 helping to secure £60,075.52 of external funding to be invested in our local communities.
- Provided an increased funding advice service in response to the current financial climate.

Petters House Front Office

- Over 15,000 enquiries dealt with at the front desk including detailed advice provided to deal with over 8,000 benefits enquiries
- We have worked to enhance the range of services offered from Petters House, which will include; Housing Standards, Pathway to Independence (P2I), Careline Services and SVCA.

Community Safety

- Worked with the Police on initial plans for the creation of The Yeovil One Team and Management Group.
- Continue development and enhancement of CCTV in Yeovil town centre.
- Develop a range of ASB tools following new legislation.

Appendices

The appendices to consist of: -

Appendix 1 – The Area South Development Plan 2013/14

Appendix 2 - Table showing actions within Council's Plan 2012-2015 that relate to the work of Area Development and the role of the Area committee

Appendix 3 - Area South staff structure

Financial Implications

Within existing revenue budgets

Council Plan Implications

See attached Appendix 1 & 2

Carbon Emissions & Climate Change Implications

Carbon Emissions & Adapting to Climate Change Implications (NI188)

The town centre location of Petters House minimises travel and the carbon emissions associated with it. The quality of regeneration within Yeovil will have a significant impact on future carbon emissions.

Equality and Diversity Implications

Equality and Diversity will be fully explored in the implementation of the various projects within the Area Development Plan

Background Papers

- The Council Plan 2112
 - The Economic Development Strategy
-

Place and Performance

Area South Development Service Plan 2014/15

Our Portfolio Holder – Cllr Peter Gubbins

Our Manager – Kim Close

This is what we do: Working with local communities and elected members to promote economic vitality, better health choices and stronger communities.



What do we do?	Why?	Budget (2014/15)	Key Achievements in 2013/14
Tackle Health and Social and economic Inequality	<ul style="list-style-type: none"> High level of need in specific Area South wards. 	20% FTE NDO	<ul style="list-style-type: none"> Completed Community Consultation in Westfield Produced a comprehensive report for partners Completed a range of locally identified projects Successful application to become a pilot 'Our Place' area. Identified funding for a Community Organiser.
Community Development	<ul style="list-style-type: none"> Local member priority Responding to community needs Responding to government legislation and policy e.g. Localism Support for the provision of high quality Community Halls and Hubs to promote healthy living, community cohesion, and cultural and leisure activities. Working with local communities to enhance the appearance of their local areas Support for local partnerships including the LSP Improve employment prospects and reduce economic inequalities Influencing how inward investment is allocated to community infrastructure projects in Area South. 	75% FTE NDO	<ul style="list-style-type: none"> Hosted a workshop for Area South Parishes Carried out visits to parishes to identify issues and opportunities to help these communities. We have produced a quarterly bulletin for parishes and community groups providing information on funding, grants and local events. Developing and Maintaining the Area South Community Web Pages. We maintain a directory of community hall facilities. Provided help and advice to over 10 communities wishing to develop community facilities. Worked with the community to develop options for future community facilities at Wyndham Park. Played a key role as a member of the steering group for Yeovil Transport Strategy Review 2. Supported Hardington Mandeville Parish Council with their Housing Needs Survey Arranged 4 multi-agency community forum events. Worked with local town and parish councils to bridge the gap in youth provision created by SCC withdrawing funding and resources
Grants	<ul style="list-style-type: none"> Supporting innovative communities who seek help to help themselves. Supporting voluntary and charitable organisations, not-for-profit group, parish or town councils and other organisations that 	Ring fenced Grants Budget. Plus 5%	<ul style="list-style-type: none"> Allocated full grant budget £11,230 helping to secure £60,075.52 of external funding to be invested in our local communities. Provided an increased funding advice service in response to the current financial climate.

	<p>benefit the wider community.</p> <ul style="list-style-type: none"> • Support for Community facilities to promote healthy living , community cohesion, and cultural and leisure activities • Working with local communities to enhance the appearance of their local areas 	FTE NDO	
Community Safety	<ul style="list-style-type: none"> • Ensure we respond effectively to community safety issues. • Support for the Safer Somerset Partnership 		<ul style="list-style-type: none"> • Worked with the Police on initial plans for the creation of The Yeovil One Team and Management Group. • Continue development and enhancement of CCTV in Yeovil town centre. • Develop a range of ASB tools following new legislation.
Regeneration	<ul style="list-style-type: none"> • To deliver investment and development that local people value in Yeovil. • Enhancing the vitality of Yeovil Town Centre • Working with local communities to enhance the appearance of their local areas in Yeovil and the surrounding villages. • To ensure high quality build design with high level of sustainability and insulation in new developments where possible. • Work on campaigns and projects which encourage local communities to reduce energy use. • Support for the Yeovil Vision 	35% FTE RO	<ul style="list-style-type: none"> • We have completed the enhancement of two new shop fronts in South Western Terrace, completing the enhancement of the whole street. One new business has since opened. • We have finalized the £180k streetscape enhancements to Princes Street in Yeovil, significantly improving this important shopping street in the heart of a conservation area. • We have continued support to the Town Centre Enhancement Group and completed a schedule of improvements in Yeovil town centre. • We have worked with SCC to finalise the Reckleford scheme. • Continued to work with the developers of the Glove Factory to market vacant units. • We have provided Yeovil Vision funding of £50k towards the Yeovil Country Park Centre. • Work with the Post Office, the Co-Op and the local community to facilitate the promotion of post office facilities in Westfield. • Undertook a range of improvements to Yeovil Bus Station including the provision of a newly refurbished waiting room.
Front line enquiries and support service	<ul style="list-style-type: none"> • Providing easily accessible access to council services 	3 FTE Community Support Assistants	<ul style="list-style-type: none"> • Over 15,000 enquiries dealt with at the front desk including detailed advice provided to deal with over 8,000 benefits enquiries • We have worked to enhance the range of services offered from Petters House, which will include; Housing Standards, Pathway to

			Independence (P2I), Careline Services and SSVCA.
Management of Markets Across SS	<ul style="list-style-type: none"> Markets are a key characteristic of market towns and add significantly to the vibrancy and viability Increasing the “offer” within town Centre To provide low cost entry level business opportunities for business start up. 	60% FTE Market Supervisor PLUS 15% FTE RO	<ul style="list-style-type: none"> Set up Yeovil Market Improvement Group. Working with the Yeovil Market Improvement Group to regenerate Yeovil markets. Carried a review of Yeovil Markets Transferred management of the market in Crewkerne, Chard and Ilminster to respective Town Councils. Setting up a new Vintage Market to increase footfall in the town centre. Trialling the new Saturday food market.
Economy	<ul style="list-style-type: none"> To deliver investment and development, that local people value in Area South. Enhancing the vitality of the Town Centre Motivate and support business associations acting as a point of contact. Enhance the vitality of Neighbourhood centres Support for the Yeovil Vision 	50% FTE RO	<ul style="list-style-type: none"> Support for the Yeovil Town Team that now runs a range of events including the Fashion Festival, the Food Festival and the annual Christmas Lights switch on and attracts significant funding from local businesses for the benefit of the town centre. Allocated Portas and High Street Innovation funding to the Yeovil Town Team’s Loyalty Card scheme. Increased the number of bookings for the Public Entertainment Area (band stand) in Yeovil town centre. Yeovil Vision achieved £50k payment for the Glove Factory footpath diversion. Established a touring coach stop in West Hendford. Hosting a Marketing Intern for the Yeovil Town Team to promote Yeovil Town Centre and to develop and maintain the Yeovil Town App, social media and the loyalty card.
Support for members	<ul style="list-style-type: none"> To assist members in their role to enable them to work more effectively for the communities they represent. 	Included in individual projects	<ul style="list-style-type: none"> We continue to work closely with Area South Members who are included on the project board of all Area South Community Development and Regeneration Projects Provided member drop sessions to ensure that the Area South Development plan reflects member priorities Provided support for members to respond to emerging community issues

Who do we work with? *We work in partnership with the following services, agencies and organisations to achieve our priorities:*

1.	<p>Somerset County Council - Children Centre Cluster (Yeovil)</p> <ul style="list-style-type: none"> - Youth team - Active living team (60+) - Somerset Skills & Learning - Family learning scheme - Family support workers - Early intervention team - Leisure trust - Highways - Green Travel and Cycling Officers <p>South Somerset Mind (including Migrant support worker)</p> <p>NHS / PCT -</p> <ul style="list-style-type: none"> Health visitors - Yeovil District Hospital - Public health specialists - Older people (preventative) - Healthy schools plus - Breastfeeding promotion (UNICEF award for Somerset) - AAA Screening team <p>GP Surgeries – Yeovil and Area South</p> <p>GP consortium (South Somerset – Yeovil Based)</p> <p>Yarlington Housing Group</p> <p>Raglan Housing Group</p> <p>Knightstone Housing Association</p> <p>Magna Housing Association</p> <p>People Can</p> <p>Barnabas Housing Association</p> <p>Take Art</p> <p>Avon & Somerset Constabulary</p> <p>BBC Somerset (Media related)</p> <p>Yeovil Churches</p> <ul style="list-style-type: none"> - Gateway Church - St.James's Church 	<p>The Hub – Yeovil</p> <p>Somerset Rural Youth</p> <p>SWEDA (Somerset & Wessex eating disorder association)</p> <p>Somerset Smokefree Alliance</p> <p>Somerset Film (Including Family Connection project)</p> <p>Community Associations- Larkhill</p> <ul style="list-style-type: none"> - Westfield - Milford - Birchfield - New Town (Reckleford) - Wyndham Park <p>British Red Cross</p> <p>St.John's Ambulance</p> <p>The Volunteer Network</p> <p>Federation of City Farms & Community Gardens</p> <p>Yeovil Town Council</p> <p>Yeovil in Bloom</p> <p>Company of Voices (Inter generation programme)</p> <p>Yeovil Without Parish Council</p> <p>Yeovilton Fleet Air Arm Station (Navy)</p> <p>Go Yeovil (Steering group & Committee members)</p> <p>Augusta Westlands</p> <p>Yeovil Town Partnership</p> <p>Connexions</p> <p>Carymoor Education Trust</p> <p>Somerset Community Foods</p> <p>Alzheimer's Society</p> <p>Western Gazette</p> <p>Midwest Radio</p> <p>National Trust</p> <p>SSVCA</p> <p>Somerset College of Art & Technology</p> <p>Yeovil Chambers of trade & Commerce</p> <p>South Somerset Together (LSP)</p>
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<ul style="list-style-type: none"> - St.Mark's Methodist Church - Birchfield Community Church - Elim Pentecostal Church <p>British Heart Foundation South Somerset Disability Forum Shopmobility Yeovil Schools federation (including)</p> <ul style="list-style-type: none"> – Yeovil College - Milford infant School - Milford Junior School - Grass Royal School - Pen Mill School - Reckleford School - Birchfield Community School - Bucklers Mead Academy - Aspire group (Bucklers mead) - Westfield Academy - Preston School <p>Yeovil Job Centre TABS Training Next Steps Streetfest UK Devon & Somerset Fire & rescue Service Yeovil Street Pastors WRVS Quedam shopping centre MECA (Midwest European Communities association)</p>	<ul style="list-style-type: none"> Multi Faith Forum Yeovil Hub Various Social Enterprises Yeovil Foundation Learning Partnership Federation of small business South Somerset Training Advisory Board Somerset fire & rescue team Various Play groups / pre-schools Post office Co-operative Shop (Westfield) Various individual volunteers Flying colours St.Margaret's hospice Gloucester University Bus operators Various members of the Business community National Trust (Lytes Cary site) Citizen Advice Bureau Parish Councils Ward Members Various Charities and volunteer groups Yeovil Town Team Developers and agents Various children and youth work groups Yeovil Town Centre Local Action Group Armed Forces Community Covenant
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Our Key Priority Areas for 2014/15 are:

1.	Support for the vitality of the local economy, with a focus on Yeovil Town Centre and improving the Physical Environment
2.	Neighbourhood Development with a focus on addressing Health, Social and Economic inequalities and developing community facilities.
3.	To continue to provide a high quality accessible front line enquiry service

Area South Development Service Standards

Community Grants

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

- Grant Application Pack to be sent out within 48 hours of request
- Acknowledgment letter or email to be sent out with 3 day of receipt of application from
- Award letter or email and conditions to be sent out within 5 days of scrutiny committee

Front Office

The Council have staff available in all area and community offices to offer advice and guidance on all council services. In particular:

- Benefits applications may be handed in at all offices where they will be verified by our staff.
- Electoral role for the area where the office is located is available

Neighbourhood Development

South Somerset District Council's Regeneration and Community Development Teams aim to:

- Answer all Regeneration and Community Development queries and questions received within the timescales set by corporate service standards.
- Offer advice and support to any community group within our Area wishing to produce a parish plan.
- Encourage participation and will give at least six weeks' notice of workshops, meetings or consultations, which will always be held in accessible venues.
- Ensure that communities are consulted and engaged with all of our major physical improvement projects.
- Endeavour to offer funding advice to local associations and voluntary groups and where we are unable to offer grant assistance we will provide information on other possible sources of funding.
- Support the Area South Community Development multi agency forum, which brings together key partners to jointly tackle issues relating to the safety and well-being of residents across the district.
- Check our SSDC website pages once a month to make sure they are up to date and relevant.

Priority area	Action	Who	Resource	When	Outcome	Performance Measure
1 Support for the vitality of the local economy with a focus on Yeovil Town Centre and Improving the Physical Environment	Continue to support the development of the Yeovil Town Team	Kim Close	Within existing resource	On going	A financially independent Town Team with an active program of events and activities to support business in the town centre.	Update reports to Area South. Regular YTT Newsletters.
	In partnership with other services including Property Services and Spatial Planning develop a range of proposals for Yeovil Bus Station.	Kim Close/ NDO Project Lead	Potential requirement for additional resource.	On going	Cost effective arrangements in place to ensure convenient bus travel to and from Yeovil.	Update reports to Area South Committee, SASG and DX
	Continue to develop proposals for Retail Incubation within the Town Centre. The development of the necessary policies together with a package of support delivered in part through the Yeovil Town Team	Kim Close	Within existing resource	On going	A report setting out a range of options to provide support for new retail businesses within Yeovil Town Centre	Update report to Area South Committee. March 2015
	Continue to support the Yeovil Vision Board	Kim Close	Within existing resource	On going	Maintaining the Yeovil Vision within a cost effective structure. Ensuring that it continues to deliver projects for the benefit of Yeovil.	Supporting Yeovil Vision meetings producing all related reports, agendas minutes and newsletters
	Negotiations with SCC Highways about resolution to complete outstanding works on Reckleford Road Scheme	Kim Close/Marie Ainsworth	Within existing resource	November 2014	Improved traffic flow through Reckleford Detailed traffic count and County Highways post-completion report	Post-completion report to Yeovil Vision Board and Area South Committee
	Continue to support the Yeovil Town Centre Enhancement Group and implement the multi-agency maintenance schedule.	Marie Ainsworth	Within existing resource	March 2015	Cleaner, better maintained environment in the town centre	Programme of improvements agreed & implemented Update reports to Area South Committee November 2014
	Support the anti-graffiti action group for Area South	Marie Ainsworth	Within existing resource	March 2015	Cleaner, better maintained environment	Update report to Area South Committee November 2014

Priority area	Action	Who	Resource	When	Outcome	Performance Measure
	Continue to support the audit of the condition of bus shelters in Yeovil	Marie Ainsworth	Within existing resource	March 2015	Cleaner, better maintained bus shelters	Update report to Area South Committee November 2014
	Further investigate the implementation of suitable locations for touring coach parking in Yeovil Town Centre	Marie Ainsworth	Within existing resource	March 2015	Further investigate the implementation of suitable coach parking areas	Update report to Area South Committee November 2014
	Continue to comment on appropriate planning applications on weekly list	Kim Close /Marie Ainsworth /Natalie Ross	Within existing resource	March 2015	Better quality and appropriate development	Planning consultation comments submitted to Planning department
	Continue to support and advise communities and businesses in area projects	Kim Close Marie Ainsworth /Natalie Ross	Within existing resource	March 2015	Continued engagement with communities and businesses	Advice and support given on specific projects
	Continue to support and develop existing Yeovil Markets (operational support)	Kim Close/Marie Ainsworth	Within existing resource	March 2015	Vibrant and diverse town centre economy	Report to Area South Committee February 2015
	Take forward initiatives outlined by the Yeovil Market Improvement group	Kim Close/Marie Ainsworth	Within existing resource	March 2015	Vibrant and diverse town centre economy	Report to Area South Committee February 2015
	Implement and manage a monthly Vintage market in King George St, Yeovil	Marie Ainsworth	Within existing resource	October 2014	Vibrant and diverse town centre economy	Performance review and report to Area South Committee March 2015
	Work with planning to develop a master plan for Yeovil Town Centre	Kim Close/Marie Ainsworth	Within existing resource	March 2015	A strategic approach to development in Yeovil town centre	Project outline agreed. Update Report to Area south Committee March 2015
	Further investigate the environmental improvement pilot for Westfield, Birchfield and Forest Hill shop front areas (not properties at this stage)	Marie Ainsworth	Within existing resource	March 2015	Physical enhancement of neighbourhood shop front areas	Project outline agreed. Seek approval of the draft Project Initiation document. Update report to Area South Committee November 2014

Priority area	Action	Who	Resource	When	Outcome	Performance Measure
	Continue to support the administration of promotional spaces in Yeovil town centre	Lisa Davis/Veronica Woodall	Within existing resource	March 2015	Vibrant and diverse town centre environment	Update report to Area South Committee November 2014
	Continue to develop plans for Middle Street and Sherborne Road enhancement scheme in line with wider investment in this area.	Kim Close/Marie Ainsworth	Within existing resource	March 2015	Continued engagement with key partners to determine feasibility	Update report to Area South Committee November 2014
	Work with Streetscene to develop plans & projects to enhance the Open Spaces Strategy development for Yeovil to improve local community access, health & well-being.	Marie Ainsworth / Natalie Ross	Within existing resource	March 2015	Physical enhancement of the green transportation routes and open spaces. Improved marketing to promote access & awareness. Birchfield Trim Trail. Birchfield Pathways Project. Feasibility of Green Gym at Milford.	Installation of improved pathways and trim trail at Birchfield.
	Engage with and support Parishes, including carrying out Parish appraisals.	Marie Ainsworth / Natalie Ross	Within existing resource	March 2015	Improved communication with groups and Parish Councils. Better understanding of Parish issues and needs.	Parish appraisal meetings initiated. Parish Workshop A project plan for each parish to address the issues identified.
2 Community Development	Continue to develop the Liveequal project in the Westfield Neighbourhood.	Kim Close/Natalie Ross	Within existing resource	March 2015	Establish a Health Inequalities style project within Westfield.	Update report to Area south Committee

Priority area	Action	Who	Resource	When	Outcome	Performance Measure
with a focus on addressing Health, social and economic inequalities and developing community facilities	Continue to disseminate the good practice developed as part of the Health Inequalities Project.	Kim Close/Natalie Ross	Within existing resource	March 2015	Presentations, reports, promotion of the Health inequalities toolkit. The development and dissemination of the project case studies.	The adoption of good practice within other organisations.
	Secure funding to enable the continuation of the Health Inequalities Project	Kim Close/Natalie Ross	Within existing resource	March 2015	The preparation of bids for funding and negotiation with key partners	New funding achieved to enable the continuation of the project.
	Provide support to the Our Place Westfield project.	Kim Close/Natalie Ross	Within existing resource	March 2015	Establish a partnership working approach in Westfield.	Submit draft development strategy by 30 May 2014.
	Appoint project team for Westfield Our Place project.	Kim Close	Our Place Funding and Livequal funding.	October 2014	Establish a partnership working approach in Westfield.	Update reports to Area South Committee.
	Support & promote local community events such as Big Lunch, Table top sales, fetes and One stop shop information days.	Natalie Ross	Within existing resource	March 2015	Events to build local community cohesion, recruitment of community association.	Completed successful events.
	Continue to support Vista's volunteer befriending programme in Yeovil.	Natalie Ross	Within existing resource	March 2015	A new voluntary run befriending scheme to help local residents in need.	Continuation of programme
	Host and manage the Health Inequalities Project	Kim Close/Natalie Ross	Within existing resource	March 2015	The project will have a base with necessary management, admin, IT support, equipment etc.	Successful management of the project. Reports to Area South Committee.
	Work with Developers to plan community facilities on future key sites in Yeovil	Kim Close/Natalie Ross	Within existing resource	March 2015	Future key sites will provide facilities to ensure more sustainable communities	Community facilities delivered on future key site developments.

Priority area	Action	Who	Resource	When	Outcome	Performance Measure
	Provide help and advice to communities wishing to develop community facilities	Natalie Ross/Marie Ainsworth	Within existing resource	March 2015	Communities will have better community facilities.	Funding advice to West Coker on their various community projects Advice and support given to Wyndham Park residents. Funding and support given to other communities wishing to improve their facilities. Advice to St Peter's Church Hall. Advice and support to Barwick Parish Council.
	Provide support to Hardington Mandeville Parish Council with providing affording homes within the parish as part of the Rural Housing Action Plan.	Natalie Ross	Within existing resource	March 2015	Parish Council will have evidence of possible sites identified.	Possible sites identified.
	Support community associations and community action.	Natalie Ross	Within existing resource	March 2015	Healthier, more self-reliant communities	Active Community Associations
	Arrange 3 multi-agency community forum events.	Natalie Ross	Within existing resource	March 2015	Community and agencies have the opportunity to discuss emerging issues and share information	Report to Area South

Priority area	Action	Who	Resource	When	Outcome	Performance Measure
	Provide support and advice to Yeovil Without Parish Council with regards to community facilities	Natalie Ross	Within existing resource	Ongoing	Facilities provided to benefit Yeovil Without residents	Advice and guidance given Steering Group member of the Wyndham Park Partnership. Member of the Muga and Play Area Steering Group. Investigate the possibility of providing a permanent community centre.
	Investigate and arrange temporary community facilities for use of Yeovil Without residents.	Natalie Ross	Within existing resource	March 2015	Facilities provided to benefit Yeovil Without residents	Investigate possible sites and arrange for services to be installed. Secure funding. Arrange purchase and installation.
	Work with local town and parish councils to bridge the gap in youth provision created by SCC withdrawing funding and resources.	Natalie Ross	Within existing resources	March 2015	To assist with the provision of sustainable, fully funded youth provision within Area South. Need Analysis. Evaluation of delivery options Identification of funding Opportunities Recruitment of Volunteers	Report to Area South
	Support and develop existing Youth provision.	Natalie Ross	Within existing resources	March 2015	More co-ordinated youth provision and better supported youth clubs	Continue to organise and chair the Youth Opportunities Group Youth Network Event for volunteers, parish councils and existing youth work providers

Priority area	Action	Who	Resource	When	Outcome	Performance Measure
	Support new local travel initiatives	Natalie Ross	Within existing resource	March 2015	More people able to access other modes of transport rather than the car.	Attendance at Yeovil Integrated Transport Meetings. Contribute to the Yeovil Travel Plan refresh.
	Funding advice and guidance to charitable organisations	Natalie Ross	Within existing resource	March 2015	Organisations able to access funding.	Advice given.
	Manage and assess community grant fund applications	Natalie Ross	Within existing resource	March 2015	SSDC support to local organisations.	Allocation of the full fund. Reports to Area South Committee.
	Updating the Parish Profiles	Lisa Davis	Within existing resource	November 2014	More people able to access information about where they live and work locally	Parish Profiles
To continue to provide a high quality accessible front line enquiry service	Continue to provide high quality accessible front desk enquiries service.	Lisa Davis	Within existing resources	March 2015	Provide a very good customer service	To achieve at least 98% customer satisfaction rate.
	Carry out a review of the current reception arrangements	Lisa Davis	Within existing resources	March 2015	Improved customer experience	Tested via customer satisfaction survey
	To ensure that staff are trained and prepared to deal with relevant changes	Lisa Davis	Within existing resources	March 2015	Staff confident and able to give the best information and support to customers	Tested via customer satisfaction survey

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

Appendix 2 - SSDC Council Plan 2012 to 2015

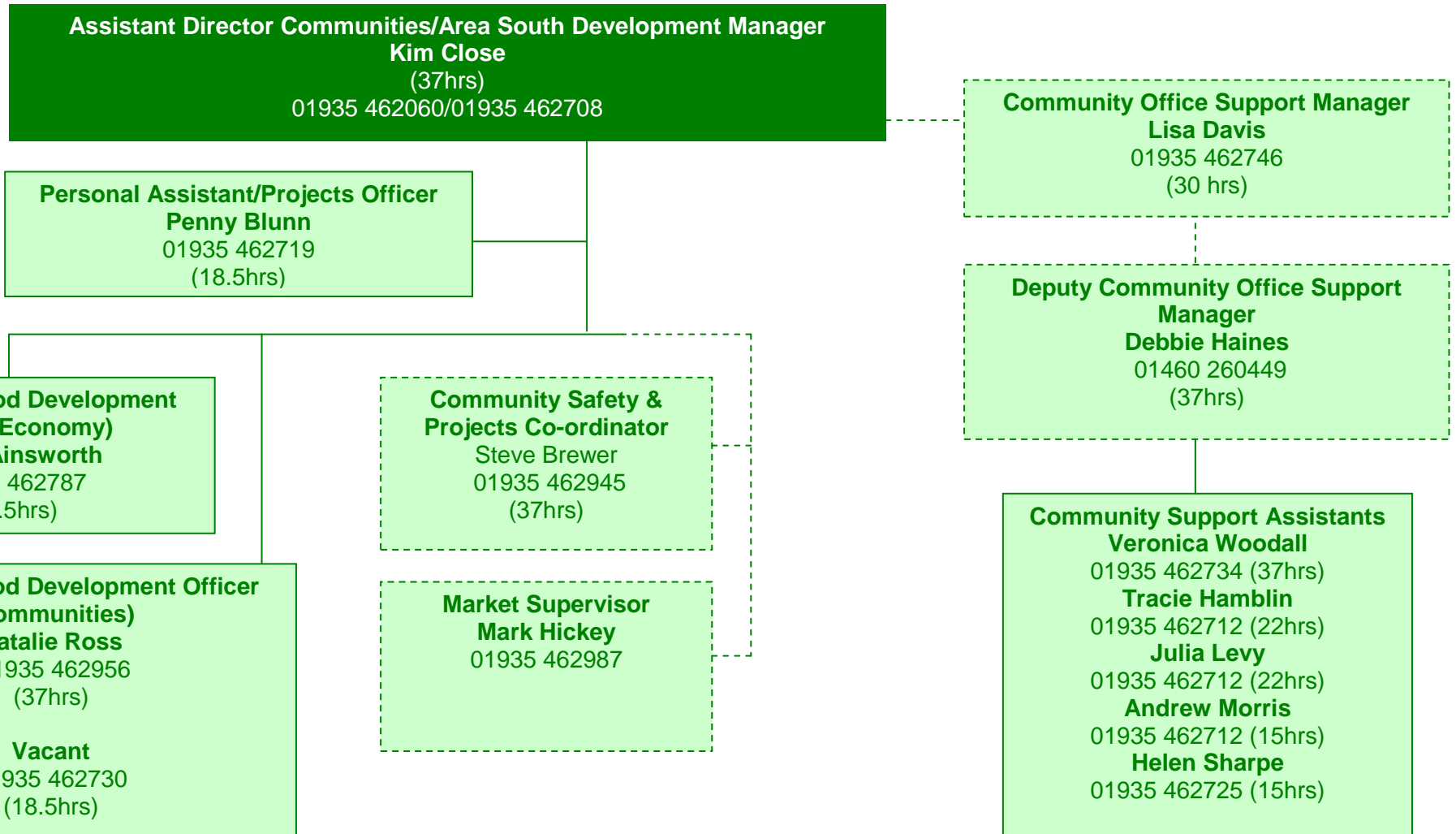
<http://www.southsomerset.gov.uk/about-us/our-vision/council-plan-2012---2015/>

Extract of actions that relate the work of Area Development and the role of the Area Committee. NB: Most actions require partnerships within the various council services, between the council and other agencies and with the wider community.

Focus One – Jobs	“We want a strong economy which has low unemployment and thriving businesses”
<ul style="list-style-type: none"> • Motivate and support business associations and act as a point of contact for businesses and partners. Improve communications with businesses so that we are supporting them in meeting their needs and not acting as a barrier. • Provide targeted support for start-ups and small businesses and those with the aspiration to expand. • Secure land with planning permission for employment use in areas where it is needed. • Enhance the vitality of town centres and discourage large scale out of town retail development that has a negative impact on local centres • Facilitate a realistic development programme for new employment sites that have been identified in market towns by 2015. • Support early delivery of Super Fast Broadband to rural areas by 2015 • Work with partners, to contribute to tackling youth unemployment. 	
Focus Two – Environment	“We want an attractive environment to live in with increased recycling and lower energy use”
<ul style="list-style-type: none"> • Continue to deliver schemes with local communities that enhance the appearance of their local areas. • Deliver campaigns and projects that help householders and businesses (including the Council) to cut energy use and adapt to climate change 	
Focus Three – Homes	“We want decent housing for our residents that matches their income”
<ul style="list-style-type: none"> • With partners, enable additional new homes to meet the needs of the district, including mixed housing schemes to buy or rent that are affordable • Work with partners to combat fuel poverty 	
Focus Four – Health and Communities	“We want communities that are healthy, self-reliant, and have individuals who are willing to help each other”
<ul style="list-style-type: none"> • Maintain and enhance the South Somerset network of leisure and cultural facilities, optimising opportunities for external funding to promote healthy living. • Continue to provide Welfare Benefits support and advice to tackle poverty for our vulnerable residents. • Ensure, with partners, that we respond effectively to community safety concerns raised by local people and that the strategic priorities for policing and crime reduction in South Somerset reflect local needs. • Work with and lobby partners to help communities to develop transport schemes and local solutions to reduce rural isolation and inequalities to meet existing needs of those communities. • Evaluate the overall requirements of the Government’s ‘Localism’ legislation and work with communities to develop plans for their community. 	

AREA DEVELOPMENT STRUCTURE - SOUTH

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----- District wide
 _____ Area



Agenda Item 13

Yeovil Markets

Strategic Director: Rina Singh, Director Place and Performance
Assistant Director: Kim Close, Assistant Director Communities
Lead Officer: Marie Ainsworth Neighbourhood Development Officer (Economy)
Contact Details: Contact Details: Marie Ainsworth,
marie.ainsworth@southsomerset.gov.uk

Purpose of the report

To provide Members with an update on developments with Area South Markets

Recommendation

That Members note the report

Public Interest

This report seeks to update members on recent changes to the management of markets in Yeovil and proposes a range of new incentives and management processes to improve performance. The Area South Development Team historically managed 4 weekly markets across the district however, the management of the Crewkerne market was handed over to Area West in 2011, Chard market was handed over to Chard Town Council in 2012 and Ilminster Market was transferred to Ilminster Town Council in February 2014.

Background:

Members will recall there have been regular update reports on Area South markets in the last few years. These reports have set out feedback on the review of SSDC Markets, results of Market Trader surveys, detail on market budgets and income, and provided an update on work undertaken within Area Development South to help promote and develop the Markets.

There have been a number of changes over the last year in the management of the Yeovil markets, the Market Supervisor retired from service in October 2013 after many years. The Neighbourhood Development Officer has taken responsibility for the overall management and promotion of the Yeovil markets assisted by a casual staff that provide the hands on management.

Markets Update

The accounts for Yeovil's Tuesday and Friday market (see below) indicate that the markets continue on a steady decline although they remain in profit against overall operating costs.

Market income figures from 2010/11

	Yeovil Tuesday	Yeovil Friday	Christmas	Saturday*	Total
2010/11	£14,292.74	£27,624.03	£2,622.75	N/A	£44,539.52
2011/12	£12,149.65	£25,783.34	£2,789.40	N/A	£40,722.39
2012/13	£11,889.00	£23,416.24	£2,505.40	N/A	£37,810.64
2013/14	£11,401.30	£21,574.00	£1,491.50	2,438.00	£36,904.80

These figures are taken from the Area South weekly market income sheets. *Please note that the Saturday food markets started on 28th September 2013.

SDDC set income targets for the markets based on income generated in previous years, inflation is added annually. Actual income figures for our Tuesday and Friday markets over the last four financial years have been steadily declining due to a number of factors; where there have been poor weather conditions including extreme weather for long periods, seasonal trading, economic downturn, change in shopper habits, shifts in key pedestrian movement in the town centre and competition from other street trading, in addition to this there is a prevalence of shops selling low cost goods in the vicinity of the market area.

The income target has been as high as £46,730 in 2012/13, however, an inescapable bid was successful in reducing the income target by £6,000 for 2013/14. Income for 2013/14 was £36,904.80 and expenditure was £24,539 leaving a profit of £12,365.80, but when applying the income target £40,730 the figures show a deficit of £3,825.20. This year's income target is £40,730

When income targets are not met it is necessary to fund this deficit from other Area South budgets.

The Area South Development Team have sought to reduce expenditure on the markets where possible, for example cancelling the commercial bin contract with traders now making their own arrangements.

The marketing and communications plan is under constant review and we are developing a social media promotions strategy. We have also explored the cost of advertising on local Radio and although the cost of twice weekly advertising is prohibitive, we will use this method of promotion at key times throughout the year to promote entertainment, special offers and promotions.

One of the key issues is around creating a critical mass of traders in order to encourage higher levels of footfall.

In order to address the decline the following package of measures is being developed to compliment the on-going promotions and marketing program. Work will begin in October following liaison with the Market Improvement Group.

- Rebranding markets with a fresh new logo
- Re-launching the Tuesday and Friday markets
- Advertising campaign using new branding – local publications and social media
- Providing banners, flags, flyers etc. with new branding.
- Providing incentives for new businesses to try market trading, especially home spun, craft and independent businesses.
- Visit other markets to encourage their traders to try Yeovil with attractive introductory rates and an information pack.
- Make contact with employment training centres to target up and coming new businesses to try market trading.
- Provide a programme of entertainment focussing on music/busking/children's entertainment in school holidays.
- Create a gateway feel to the markets from both ends.
- Re visit the terms and conditions of Tuesday and Friday markets
- Provide financial incentives to traders for regular attendance
- Make available pre erected stalls for rent (fee to be agreed)

- Have other specialist markets running on a Tuesday/Friday to build critical mass.

By encouraging more traders through the abovementioned programme, it is hoped that the footfall will follow and new traders to Yeovil will be encouraged to come and trade again especially at key times.

The impact of the improvements will be monitored in order to assess the performance against targets

It is worth noting that pitch fees have not been increased to try and keep the regular traders onside whilst this package of measures is rolled out. If successful pitch fees could be reviewed should trade improve.

Other aspects of the market will also be reviewed including business rates and current layout of pitches.

Costs for the re-launch will be met through the Area South Town Centre Initiatives Budget

Specialist Market Pilots

It has been recognised that specialist markets are becoming extremely popular across the Country. The Yeovil Market Improvement Group approved to pilot a Vintage Market on King George Street in March 2014. Ten traditional market stalls were purchased by the District Council to be used for the Vintage Market, a private consultant was commissioned to assist with the creation of the overall feel of the market and provided a number of contacts in the trade. The first market was launched in May on King George Street and was a resounding success, SSDC have received very positive feedback from both traders and visitors alike. The Vintage Market coincides with the Farmers Market every fourth Saturday of the month and is being run for a six month period, once this period draws to a close an assessment will be carried out to ascertain it's future within Yeovil Town Centre.

A food market is also being trialled at the top end of Middle Street, this is held three Saturdays a month. Interest in this market has grown steadily over the last 12 months without a great degree of advertising; the Area South Development Team will seek to build this market up over the coming months. This market does not take place on the fourth Saturday of the month when the Farmers Market is in town due to the clash of produce.

Monthly Farmers' Markets have continued to be very popular.

Financial Implications

None arising from this report

Corporate Priority Implications

Markets contribute to the economic vitality of our towns

Carbon Emissions & Adapting to Climate Change Implications (NI188)

Markets provide opportunity for local produce to be sold and bought; reducing food miles

Equality and Diversity Implications

Markets often promote diversity. They enable all sections of the community, especially those on low incomes, to shop and to set up business.

Background Papers

Area South Committee Report March 2013

District Executive Committee February 2013 (Inescapable Bid)

Area South Committee Report September 2012

Area South Committee Report February 2012

Area South Committee Report December 2010

Agenda Item 14

Area South Committee Forward Plan

Strategic Director: Rina Singh, Strategic Director (Place & Performance)
Assistant Director: Helen Rutter/Kim Close, (Communities)
Service Manager: Kim Close, Area Development Manager - South
Agenda Jo Boucher, Committee Administrator, Legal and
Co-ordinator: Democratic Services SSDC
Contact Details: jo.boucher@southsomerset.gov.uk or (01935) 462011

Purpose of the Report

This report informs Members of the agreed Area South Forward Plan.

Recommendations

Members are asked to:-

1. Comment upon and note the proposed Area South Forward Plan as attached at Appendix A.
2. Identify priorities for further reports to be added to the Area South Forward Plan, developed by the SSDC lead officers

Area South Committee Forward Plan

The forward plan sets out items and issues to be discussed by the Area Committee over the coming few months.

The forward plan will be reviewed and updated each month, by the joint lead officers from SSDC, in consultation with the Area Committee Chairman. It is included each month with the Area Committee agenda, where members of the Area Committee may endorse or request amendments.

Members of the public, councillors, service managers, and partners may request an item is placed within the forward plan for a future meeting, by contacting the agenda co-ordinator.

Background Papers: None

Appendix A

Notes

- (1) Items marked in *italics* are not yet confirmed, due to the attendance of additional representatives.
- (2) For further details on these items, or to suggest / request an agenda item for the Area South Committee, please contact the Agenda Co-ordinator; Jo Boucher.

Meeting Date	Agenda Item	Background/ Purpose	Lead Officer
November 2014	Addressing Health, Social & Economic Inequalities in Yeovil Project	Update Report	Natalie Ross, Neighbourhood Development Officer
	Local Housing Needs in Area South		Kirsty Larkins, Housing and Welfare Manager
	LEADER Programme for Rural Economic Development – heart of Wessex LAG	Report regarding the outcome of applications for funding	Helen Rutter, Assistant Director Communities
December 2014	SSDC Welfare Benefit Work in South Somerset		Catherine Hansford, Welfare Benefits Team Leader
	Somerset Highways – maintenance programme	An update report on the current and expected highways maintenance programme in Area South	Mike Fear, Assistant Highway Service Manager, South Somerset Highways
	Eastern Corridor Improvements	Update Report	Richard Needs, SCC
	Section 106 Monitoring Report * dependant on new agreement variation being signed	Update report on major schemes at Lyde Road, Lufton and Brimsmore Developments	Neil Waddleton, Section 106 Monitoring Officer

Meeting Date	Agenda Item	Background/ Purpose	Lead Officer
January 2015		<i>Please note this meeting will only be held if there are planning applications to be determined</i>	
February 2015	Youth Project	Update Report	Natalie Ross, Neighbourhood Development Officer
April/May 2015	Western Corridor Improvements	Update Report	Richard Needs, SCC

Agenda Item 15

Planning Appeals (For information)

Assistant Director: Martin Woods, Assistant Director (Economy)
Lead Officer: Martin Woods, Assistant Director (Economy)
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Purpose of the Report

To inform members of the appeals that have been lodged, decided upon or withdrawn.

Recommendation

That the report be noted.

Background

The Area Chairmen have asked that a monthly report relating to the number of appeals received, decided upon or withdrawn be submitted to the committee.

Appeals Received

Ward: Coker

Proposal: The carrying out of alterations to roof to reinstate the north slope with tiles instead of thatch (GR 351480/113571)

Appellant: Firstcourt Accommodation

Site: The Castle Inn High Street West Coker Yeovil Somerset BA22 9AT

Ward: Yeovil (West)

Proposal: The change of use of premises to a mixed use including dwellinghouse and dog grooming salon and the formation of a new vehicular access and hardstanding (Part Retrospective) (GR 354059/116852)

Appellant: Mrs Samantha Gibbs

Site: 108 Larkhill Road Yeovil Somerset BA21 3HQ

Ward: Coker

Proposal: Residential development, new vehicular access and associated works (GR353196/113461)

Appellant: Avalon Estates Ltd

Site: Land Adjacent Broadacres East Coker Yeovil Somerset BA22 9LW

Ward: Yeovil (East)

Proposal: The change of use of land for mixed development comprising housing with annexed businesses, sports hall and community accommodation (GR 357590/119563)

Appellant: Hales Lea

Site: Land East of Hales Meadow Mudford Yeovil Somerset

Appeals Allowed

Ward: Yeovil (West)

Proposal: The formation of a vehicular access and hard standing (GR 354616/117338)

Appellant: Mr Matthew Fricker

Site: 183 Ilchester Road Yeovil Somerset BA21 3BQ

Financial Implications

None

Implications for Corporate Priorities

None

Other Implications

None

Background Papers: Planning application file

Appeal Decision

Site visit made on 14 August 2014

by Martin Andrews MA(Planning) BSc(Econ) DipTP & DipTP(Dist) MRTPI
an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 22 August 2014

Appeal Ref: APP/R3325/D/14/2221332
183 Ilchester Road, Yeovil, Somerset BA21 3BQ

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
 - The appeal is made by Mr Matthew Fricker against the decision of South Somerset District Council.
 - The application, Ref. 01014/FUL, dated 20 March 2014, was refused by notice dated 15 May 2014.
 - The development proposed is to turn the existing front garden into one single hard standing area.
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Decision

1. The appeal is allowed and planning permission is granted to turn the existing front garden into one single hard standing area and for the formation of a vehicular access at 183 Ilchester Road, Yeovil, Somerset in accordance with the terms of the application, Ref. 01014/FUL, dated 20 March 2014, subject to the following conditions:
 - 1) The development hereby permitted shall begin not later than three years from the date of this decision;
 - 2) The development hereby permitted shall be carried out in accordance with the following approved plans: Proposed Plan 24/2/14 (scale 1:100); Proposed Street Scene (scale 1:100); OS Location Plan 'Street Layout' (scale 1:1250);
 - 3) The method of drainage shall be carried out in accordance with the approved plans and shall thereafter be permanently retained.

Procedural Matter

2. Although not mentioned in the description of the proposal on the application form it is clear that the proposal includes the formation of a vehicular access. I have therefore dealt with the appeal on this basis.

Main Issue

3. The main issue is the effect of the proposal on highway safety.
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Reasons

4. I saw on my visit that the majority of properties on this side of Ilchester Road have had their front gardens converted into hardstanding for the purposes of car parking. These include the adjoining property at No. 185 which appears to have a front garden of the same size as the appeal property.
5. The Highway Authority considers that there is insufficient room for two cars to be parked as well as providing the manoeuvring space needed to enable vehicles to both enter and leave the property in a forward gear in accordance with its normal standards.
6. However from the appellant's letter to the Council of 20 March 2014 it is clear firstly that the proposal is motivated by the danger and inconvenience of sometimes having to reverse into a roadside parking space and secondly that it is his intention to drive both into and out of the property in a forward gear. From the area of hardstanding that would be available I consider this to be entirely feasible despite the additional manoeuvring necessary.
7. I also consider it reasonable to assume that this would be perceived as the safer and more convenient option by future occupiers of the house. Even if this was not the case, the effect on highway safety of reversing into and out of the driveway has to be set against the effect of roadside parking and the hazardous manoeuvring that this sometimes entails.
8. On balance I do not consider there to be a net adverse effect on highway safety and an unacceptable conflict with paragraph 5 of Policy ST5 of the South Somerset Local Plan 2006. Furthermore, as pointed out for the appellant, paragraph 32 of the National Planning Policy Framework 2012 states that development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe. I do not consider this to be the case here.
9. The Council has suggested some conditions if the appeal is allowed. A condition requiring the development to take place in accordance with the approved plans is necessary in the interests of accuracy and proper planning. A condition relating to the drainage will ensure that surface water run-off is dealt with adequately and in the interests of highway safety. I have considered the suggested conditions precluding gates and other obstructions but regard them as being unduly onerous, as suitably sited planters or similar features and appropriately hung gates would not necessarily restrict manoeuvring. They are also unnecessary bearing in mind that occupiers would be unlikely to negate one of the main advantages of the hardstanding by limiting the area available for parking and turning.

Conclusion

10. For the reasons stated above, the appeal is allowed subject to conditions.

Martin Andrews

INSPECTOR