

# Area East Development Plan (2016-17)

Portfolio Holder – Councillor Nick Weeks

Manager – Helen Rutter

## This is what we do:

Work with communities, Councillors and service providers across our Area supporting the development of stronger communities, promoting economic vitality and helping to create better, more self-sustaining places to live and work



What do we do?	Why?	Budget (2016/17)	Key Achievements in 2015/16
Support town centre management and regeneration	<ul style="list-style-type: none"> <li>• 5 main centres provide services and shopping facilities to residents and surrounding villages</li> <li>• To improve town centres: to increase footfall in high streets; adapt to changing consumer demand; improve traffic and parking management</li> <li>• Work with Town/Parish Councils to take more control over locally important infrastructure</li> <li>• Address social impact of housing developments</li> <li>• Work with local councils, Police &amp; other partners to tackle antisocial behaviour, road safety and other local priorities</li> <li>• Work as local facilitators to tackle derelict sites/buildings &amp; encourage their re-use</li> </ul>	20% FTE Neighbourhood Development Officer (Economy) 10% ADM 50% FTE Neighbourhood Development Officer (Communities)	<ul style="list-style-type: none"> <li>• Completion of asset transfer of Castle Cary Market House</li> <li>• Riverside Walk project in Bruton complete (MTIG £22,000)</li> <li>• Castle Cary progressed Gateway signage without MTIG funding</li> <li>• The Deansely Way group is a model that can be replicated to coordinate multi-agency response to resolve issues on new developments</li> <li>• Closed toilets in Bruton have been sold for use with community benefit</li> <li>• Closed toilets in Wincanton sold pending finalisation of legal work</li> <li>• Encouraged take up of small business rate relief scheme</li> </ul>
Promote and support the local economy	<ul style="list-style-type: none"> <li>• Councillor priority</li> <li>• Local firms being affected by recession with some firms contracting or closing</li> <li>• Understand skills gaps, communication technology &amp; workspace needs. Develop practical responses if needed</li> <li>• Economic potential of area not well known to relocating businesses</li> <li>• Value of A303 and other transport links not being exploited sufficiently</li> <li>• Work with local organisations to improve sustainable growth of towns &amp; increase average income</li> </ul>	20% FTE Neighbourhood Development Officer (Economy) 30% FTE Neighbourhood Development Officer (Communities)	<ul style="list-style-type: none"> <li>• Survey underway to establish land/business premises not currently being marketed, to bring these to market</li> <li>• New Regeneration Board will agree projects for further workspace</li> <li>• 6 RSI grants awarded</li> <li>• Assisted Heart of Wessex LEADER programme to identify &amp; support projects</li> <li>• Hot desks in the Lime Room at Churchfield from 1<sup>st</sup> May 2016</li> <li>• Demand study to be undertaken in May 2016</li> <li>• Survey work completed for planning application for Common Lane multi-user path</li> <li>• “Brand Bruton” – new website, step into Bruton leaflet, new logo for the town – all completed</li> <li>• Re-launch of Wincanton carnival</li> <li>• C Cary TC has a dedicated Marketing &amp; Promotions Manager</li> <li>• Progressing Limington to Yeovil multi-user path, which is subject to SCC’s timetable</li> </ul>
Community development and supporting community-led planning	<ul style="list-style-type: none"> <li>• Councillor priority</li> <li>• Help communities to get organised to tackle own priorities and needs</li> <li>• Support community-led plans that gather evidence to influence services, agree priorities based on local needs and</li> </ul>	50% FTE Neighbourhood Development Officer (Communities) 5% NDO (Economy) 5% ADM	<ul style="list-style-type: none"> <li>• Queen Camel Neighbourhood Plan supported to draft stage</li> <li>• Wincanton Neighbourhood Plan supported by planning consultant with key documents produced</li> <li>• C Cary Neighbourhood Plan group have a draft plan in development – 2 consultation events held</li> <li>• C Horethorne – household &amp; housing needs surveys completed</li> </ul>



What do we do?	Why?	Budget (2016/17)	Key Achievements in 2015/16
	<ul style="list-style-type: none"> <li>aspirations</li> <li>Evidence of need can be used to secure better community infrastructure from planned growth</li> <li>Help to share good approaches &amp; get everyone involved</li> <li>Responding to Government legislation &amp; policy eg: Localism</li> <li>Help to quantify housing need and advocate for local lettings policies &amp; schemes that meet needs of the ageing population</li> <li>Support development of small village schemes that are designed to meet local needs for affordable housing</li> </ul>		<ul style="list-style-type: none"> <li>Charltons – planning a feedback event on their research &amp; consultation</li> <li>Sparkford – completed household survey</li> <li>Bruton and Milborne Port are being assisted to design a process that will help update their priority projects via community plan</li> <li>Draft template of a parish s 106 account has been produced</li> </ul>
Community Grants	<ul style="list-style-type: none"> <li>Financial support to get quicker results and to help attract other funding into the area</li> </ul>	Ring-fenced grants budget - allocated grants budget of £16k small grants and £32k Capital grants to attract up to £721k of investment 10% time of Neighbourhood Development Officer (Communities) 5% NDO ( Economy)	<ul style="list-style-type: none"> <li>Balsam Centre – new 5-year mental health service launched – “Like Minds” – with lottery and local funding</li> </ul>
Front desk services, access to services and information	<ul style="list-style-type: none"> <li>To provide local, face-to-face access to SSDC services in Wincanton</li> <li>To work with Town Councils and other partners to improve local access &amp; information for visitors &amp; residents LICs</li> <li>Increase focus on the community office service to address the needs of more vulnerable people</li> </ul>	1.7 FTE Community Support Assistants	<ul style="list-style-type: none"> <li>Customer survey completed – 99% satisfaction rate; 98% of customers said that the CSA had been able to provide the information or help that was required, with 2% of customers being referred to another agency</li> <li>Renewed SLAs complete – Wincanton, C Cary &amp; Bruton SLAs awarded</li> </ul>
Address inequality. Improve access to local services and facilities in rural areas	<ul style="list-style-type: none"> <li>Some parts of the area have more elderly and vulnerable groups</li> <li>Small communities have few services and little or no public transport.</li> <li>Support &amp; evaluate the programmes that improve what village halls can offer</li> <li>Support Parishes to provide better local recreational facilities</li> </ul>	40% FTE Neighbourhood Development Officer (Communities)	<ul style="list-style-type: none"> <li>Volunteer-run Youth Club established in Henstridge</li> <li>Work commenced on the Symphony pilot for Wincanton</li> <li>Galhampton village hall being supported</li> <li>Supporting Bruton TC to develop plans for new pavilion</li> <li>Supporting M Port PC with improved plans for village hall</li> <li>Supporting Bruton TC steering group with proposed plans to include new pitch layouts, proposed pavilion, play park &amp; new MUGA</li> </ul>

What do we do?	Why?	Budget (2016/17)	Key Achievements in 2015/16
	<ul style="list-style-type: none"> <li>• Improve employment prospects &amp; reduce economic inequalities</li> <li>• Help groups and communities work with support agencies to provide more youth activities</li> <li>• Support self-help, young people and older people</li> <li>• Support community/Parish led improvements to public access, open spaces, food &amp; growing schemes, emergency planning etc. and sharing of best practice</li> <li>• Carry out research if needed to gain better understanding of local impact of issues</li> </ul>		
Support for Councillors and democratic engagement	<ul style="list-style-type: none"> <li>• Assist Members in their community leadership and local advocacy role</li> <li>• Support work of Area Committee</li> <li>• Support Members to respond to emerging community issues</li> </ul>	20% FTE ADM 10% FTE Neighbourhood Development Officer (Communities)	<ul style="list-style-type: none"> <li>• Annual Parish Meeting held in January 2016; 18 parishes were represented. Event focused on: Streetscene, resourcing your projects, Section 106 &amp; CIL and running a successful social enterprise</li> <li>• Monthly Committee meetings supported</li> </ul>

<b>Who do we work with?</b> <i>We work with the following services, agencies and organisations to achieve our priorities:</i>	
1.	SCC Somerset Skills & Learning, DWP, Job Centre Plus (local workforce training, job clubs and placements)
2.	SCC Youth & Community Service (funding source, DoE)
3.	SCC Adult Social Care
4.	SCC Highways (road safety improvement schemes and local highway maintenance)
5.	Fire Service (work with vulnerable people to prevent accidents)
6.	Avon & Somerset Constabulary (share base with neighbourhood policing team and work together to tackle antisocial behaviour)
7.	NHS Somerset (links to local doctors' surgeries)
8.	Environment Agency (flooding and Parish-led emergency planning)
9.	Community Council for Somerset (village hall and rural services advocacy and advice)
10.	Yarlington Housing Group / other housing providers in the area (neighbourhood management and funding support for community-led initiatives)
11.	Town & Parish Councils (joint work to deliver & fund local priority projects and plans)
12.	Parish & Community Plan Groups (joint work to deliver community priorities)
13.	Heart of Wessex Rail Partnership (support for station improvements in Castle Cary and Bruton)
14.	Local Chambers of Commerce/ business groups (joint work to promote local offer of market towns)
15.	Balsam Centre (Wincanton Community Venture) Healthy Living Centre, Conkers nursery (work together to support vulnerable local people)
16.	Somerset Rural Youth Project (support to address youth issues)
17.	CATbus (work together to develop local transport solutions)
18.	Schools in Wincanton, Bruton, Castle Cary and Milborne Port
19.	Heart of Wessex LEADER Programme (support for projects in Area East)

<b>Our Priority Areas for 2016/17 are:</b>	
1.	Town centre & neighbourhood management
2.	Economic development, job creation & regeneration schemes
3.	Community-led planning & development
4.	Improving access to services & facilities to reduce inequality
5.	Effective democratic engagement

## Service Standards for 2016/17 (our core work)

1.

### 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 to be sent out within 3 days of receipt of application form
- Award letter and conditions to be sent out within 5 days of Scrutiny call in period

2.

### Front Office

The Council have staff available in the Area Community office providing advice & guidance on all Council services, in particular:

- Verification and processing of housing benefit applications, including fast track applications
- Planning applications and decision notices are available to view, as are minutes of Area Committee meetings, which include planning decisions
- A Planning Duty Officer is available at Churchfield on Monday mornings

3.

### Community Development and Regeneration

SSDC's Area Development Team aims to:

- Answer all community development and regeneration queries and questions received within the timescales set by corporate service standards
- Offer advice and support to any community group within Area East wishing to produce a Parish Plan or Neighbourhood Development Plan
- Enable one business event and maintain regular contact with local business associations
- Respond to Sole Traders' and Companies' enquiries within the timescales set by corporate service standards
- Encourage participation and give at least 6 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 through a communications plan
- Offer funding advice to local associations and voluntary groups and signpost to grant assistance for possible sources of funding
- Coordinate & arrange meetings & workshops in response to demand from AEC, Parishes & community organisations, which bring together key partners and community representatives to jointly tackle issues relating to the well being of residents in the Area
- Check our SSDC website pages once a month to make sure they are up-to-date and relevant
- Actively market the Area as a place to live and work, promoting key towns through communications plan

**Service Action Plan:** *Top level actions – more detail is within individual work programmes/project plans*

Priority Area	Action	Who	Resource	When	Outcome	Performance Measure
1. Town centre & neighbourhood management	Support “Town Teams” in market towns with projects that enhance & market attractiveness of High Streets	PW/JD CSAs	24 days 5 days	2017	At least one priority project agreed, resourced and delivered in each town	Report to AEC on project performance
	Transfer of specific SSDC town centre assets to local Councils if required & support the disposal of unwanted assets	NDO	6 days	Ongoing 2016	Towns & Parishes control locally important assets if they wish to. SSDC retains its most relevant assets & staff time is freed up for priority work	Assets transferred, agree way forward Report to AEC annually
	Encourage take up of business & charity rates relief schemes	CSAs	Within existing resources	2017	Higher %age of eligible businesses & charities apply & gain BR relief	Report to AEC
2. Economic development, job creation & regeneration schemes	Project to establish land/ business premises not currently being marketed and bring these to market	PW	12 days initially Phase 2	Stage 1 report to AEC June 2016	Better marketing of vacant commercial land & premises	Report on hypothesis that more land & premises can be brought back into use
	Progress local priority projects 1) Assessment of options & feasibility of extensions to existing Business Parks or new site, as appropriate 2) Small work space/hub	PW	Est 10 days To be prioritised & agreed corporately in conjunction with Economic Dev Team Corporate regeneration funds	March 2017	Improved supply of office/ workspace to help businesses form and grow in the Area	Reports to AEC Feasibility of Sports Ground/pavilion units developed
	Enhanced Retail Support Initiative in Wincanton & general RSI elsewhere in Area	PW CSA	15 days allocated capital & revenue funding	Ongoing	Fuller support package offered to new retailers, reduction in empty shops	Number & leverage of investment reported to AEC. Analysis of car park usage & vacancies to assist with targeting
	Encourage eligible projects to bid for Heart of Wessex LEADER funding	ADT	10 days £6,778 ring fenced to support project development/ implementation	Report April 2017	Early support for prospective projects results in investment	Report on performance of programme to AEC April 2017

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Priority Area	Action	Who	Resource	When	Outcome	Performance Measure
	Project feasibility for a work/retail incubation unit within Area	PW	10 days initially £7,000 ring fenced to support the development of work hubs in AE	March 2017	Trialling of Lime Room in Xfield as a hub, evaluate effectiveness To explore opportunities with local businesses to bring forward work or retail hub in one of our High Streets	Report to AEC
	Common Lane multi-user path	PW CSAs	10 days £5,500 SSDC budget 5 days	2017	Safe link established from Deanesly Way area to sports ground facilities. Planning submitted by June 2016	Route opened
	Limington to Yeovil multi-user path	JD	10 days	March 2017	Support establishment of multi-user link (subject to Phase 2 of the small improvement scheme implementation fund SCC)	Report to AEC on progress of scheme
	Receipt of land & exercising option on car park at Waterside, Wincanton	PW	5 days Capital funding £30k	March 2017	Better maintenance of car parking and environment at Waterside	Report to AEC & DX
	Pre-feasibility study & survey for potential south access to Bruton Station & associated footpath	JD	4 days £450 pre-feasibility, bid for detailed feasibility via GWR	Spring 2017	Establish viability and obtain accurate costing for the scheme	Completed feasibility study
3. Community-led planning & development	Completion of Queen Camel Neighbourhood Plan	TC CSAs	8 days £20k CLG 2 days	March 2017	Support consultation exercise to update primary research to test policies and inform a new Community Plan. Support the PC to reach a decision on taking the draft plan through the final statutory stages.	Final Report and lessons from Front Runner AEC/DX
	Support Neighbourhood Plan Wincanton	TC	15 days	March 2017	Support the plan process through to examination stage.	Plan informed by needs identified, draft plan completed



**Service Action Plan:** *Top level actions – more detail is within individual work programmes/project plans*

Priority Area	Action	Who	Resource	When	Outcome	Performance Measure
	Support Neighbourhood Plan Castle Cary	PW	28 days	March 2017	Draft policies for consultation in July 2016. Plan to exam stage by March 2017	NDP completed
	Support parishes to carry out quality community research (inc Housing Needs Assessments) to prioritise & achieve planned projects or influence growth Bruton, M Port & K Mandeville (Refreshed Community Plans) Charlton Horethorne & Charltons ( new plans) CaryMoor (Housing Needs Survey) .	JD TC	12 days 15 days Within existing resources CSAs	April 2017	Improved evidence of need is used to enable a wide range of projects Help communities gather evidence to achieve optimum development via policy SS2 in Local Plan.	Completed parish plans are endorsed at AEC
	Comment on impact of significant planning applications Encourage parish engagement with applications and S106 negotiations Link community projects with locally available S106	ADT	Within existing resources	March 2017	Community infrastructure improvements can be achieved more quickly with S106 adding value to wider investment Ward Members & Parishes have better awareness of S106 monies	Clearer reporting of 106 investment projects to AEC S106 annual statement in update of Ward profiles.
4. Improve access to services & facilities to reduce inequality	(a) Run a high quality access point & advice service for the public at Churchfield (b) Support development of Town/ parish led LICs	HR/ LD CSAs	(a) 149 days  (b) £500 / SLA	Ongoing	Improved customer experience & service  Integration of front desk services with other agencies Improved access to local information and sign post advice	Annual report AEC To achieve 98% customer satisfaction rate Reduce cost whilst improving service offered
	Support development of Balsam Centre services in response to local needs	TC	10 days £10,000	March 2017	Delivery of high quality mental health programme to people in rural communities Self-sustaining community led healthy living services	Annual Report to AEC

**Service Action Plan:** *Top level actions – more detail is within individual work programmes/project plans*

Priority Area	Action	Who	Resource	When	Outcome	Performance Measure
	Audit of community-led youth work & youth opportunities in Wincanton, C Cary & Bruton with a view to creating a directory 0-18 Development of Henstridge Templecombe and Milborne Port youth work programme	TC/JD	8 days Funding tbc	March 2017	Community-led youth provision established in main centres and some development work to establish local interest in target area. Benchmark standards adopted in all key clubs	Annual report to AEC
	Explore potential for developing community/leisure hub facilities across the towns /villages of East Somerset	ADT	8 days – project brief and initial mapping	Ongoing	Existing resources mapped for discussion with relevant stakeholders	Report to AEC
	Development of Wincanton Hub to improve people's access to services & facilities	TC CSAs	20 days Bid for external resources 3 days	Ongoing	Improved access to healthy living support and extra-curricular activities in local schools.	Report to AEC
	Improved community buildings Ilchester pavilion – initial feasibility work completed. Sparkford feasibility work to build stage Investigate potential for improved use of the David Sharp centre.	TC/ JD	15 days	April 2017		At least 2 buildings helped to build ready stage. Report to AEC
	Support preparation of a master plan for Jubilee Park, Bruton	JD	5 days	Ongoing	Detailed plans for programme of improvements to the park with at least one deliverable element progressed in the current year	Report to AEC
5. Effective democratic engagement	Arrange annual parish meeting & workshops in response to demand from AEC, Parishes & community organisations	ADT	Within existing staff resources	March 2017	A forum for debating important local issues & agreeing best solutions. Raise awareness of opportunities	Report to AEC

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.