

Place and Performance
Area South Development Service Plan
April 2016 – March 2017
Portfolio Holder – Cllr Peter Gubbins
Manager – Helen Rutter

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?	Key Achievements in 2015/16
Tackle Health and Social and economic Inequality	<ul style="list-style-type: none"> • High level of need in specific Area South wards. 	<ul style="list-style-type: none"> • Established community plan for Westfield to get regeneration of the neighbourhood and to tackle health & social inequalities. • Partnership meeting delivered to establish joined up working between agencies and the local community. • Funding obtained to deliver new Westfield bus bay to tackle road safety • Brand Westfield partnership programme with Yeovil College & Westfield Community Association to tackle negative image of the neighbourhood. • Worked with Westfield Academy to establish new sports facilities and healthy lifestyles initiatives in order to provide better access to local sports & activities within the local neighbourhood where they live. • Established working party to develop plans to build a new community hall at St.Peters Church in Westfield.
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. 	<ul style="list-style-type: none"> • Helped communities and parish councils register 6 assets of community value. • Worked with Community Health and Leisure to organise the first Bike Fest event in the East of Yeovil. • Worked with partners to deliver the first play area at Wyndham Park. • Worked closely with SCC to plan the two new primary schools needed in Yeovil. • Planned and delivered 3 extremely well attended community days at Wyndham Park. • Installation of Pump Track at Birchfield Park • 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. • Arranged 3 multi-agency community forum events. • Updated the Ward Profiles. • Offered advice to over 30 voluntary and charitable groups. • Worked with West Coker Parish Council to develop a master plan feasibility document for recreation ground including a new pavilion and play park. • Supported parishes to enhance current community / village hall provision (including digital inclusion projects)

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 benefit the wider community. • 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 	<ul style="list-style-type: none"> • Allocated full grant budget £11,230 helping to secure £46,023 of external funding to be invested in our local communities. • Provided an increased funding advice service in response to the current financial climate.
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"> • Host the Yeovil One Team administration and monthly Tactical Group to deliver very effective multi agency working to tackle antisocial behaviour in Yeovil Central and East Wards • Continue development and enhancement of CCTV in Yeovil town centre including new surveillance being completed at the underpass. • Implemented 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 in new developments where possible. • Support for the Yeovil Vision 	<ul style="list-style-type: none"> • We have continued to support the Yeovil Town Centre Enhancement Group and secured funding for a town centre Ranger and completed a schedule of improvements in Yeovil town centre. • We continue to work with SCC to finalise the Reckleford scheme. • Continued to work with the developers of the Glove Factory to market vacant units. • Commenced work on commissioning 6 new Welcome to Yeovil signs. • Commenced work on commissioning new town centre maps. • Carried out improvements on 8 SSSC owned bus shelters • Replaced bus shelter on Mudford Road • Continued to support the Yeovil Vision Board and review in the light of new Regeneration Boards • The Regeneration of Middle Street and Sherborne Road have remained a priority, awaiting go ahead from Yeovil Vision Board.
Front line enquiries and	<ul style="list-style-type: none"> • Providing easily accessible access to council services 	<ul style="list-style-type: none"> • Over 12,000 enquiries dealt with at the front desk including detailed advice provided to deal with over 6,000 benefits enquiries

support service		<ul style="list-style-type: none"> We have worked to enhance the range of services offered from Petters House, which now includes; Citizens Advice Bureau, Camelot Credit Union and Royal British Legion.
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. 	<ul style="list-style-type: none"> Working with the Yeovil Market Improvement Group to regenerate Yeovil markets. Monitoring of the market income and performance Continued management of the operational aspects of the markets Carried out consultation with traders and adjacent retailers on moving the location of the market Manage and implement a marketing strategy for the markets including websites and social media sites. Manage and support the Vintage 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 	<ul style="list-style-type: none"> Support for the Yeovil Town Team that contributes towards a range of events including the Coca-Cola Christmas tour, the annual Christmas Lights switch on, Super Saturday and the Yeovil Half Marathon and attracts significant funding from local businesses for the benefit of the town centre. Hosted a Marketing Co-ordinator for the Yeovil Town Team to promote Yeovil Town Centre and to develop and maintain the Yeovil Town App, social media and trial 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. 	<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 support for members to respond to emerging community issues

Our Key Priority Areas for 2016/17 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

Service Standards for 2016/17 (our core work)

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.

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

<p>Access for All Armed Forces Community Covenant Alzheimer's Society Avon & Somerset Constabulary BBC Somerset (Media related) British Heart Foundation Bus operators Business community (various members) Camelot Credit Union Carymoor Education Trust Charities and volunteer groups (various) Children and youth work groups (various) Citizen Advice Bureau Community Associations : Abbey Manor Westfield Milford Birchfield New Town (Reckleford) Wyndham Park Community Speed Watch Co-operative Shop (Westfield) Developers and agents Devon & Somerset Fire & Rescue Service Environment Agency Federation of Small Businesses GP Surgeries – Yeovil and Area South Individual volunteers (various) Knightstone Housing Association Locality & DCLG (through the Our Place project) Local buskers/musicians Magna Housing Association</p>	<p>National Trust NHS : Health visitors Yeovil District Hospital Public health specialists Older people (preventative) Breastfeeding promotion (UNICEF award for Somerset) Pathways Play groups / pre-schools (various) Post office Parish Councils Quedam shopping centre Royal British Legion Shopmobility Social Enterprises (various) Somerset County Council Somerset Rural Youth Somerset Smokefree Alliance South Somerset Together (SST) South Somerset Mind Yarlinton Housing Group Stonewater Housing Association SSVCA The Breeze The Conduit The Hub – Yeovil Ward Members Western Gazette Yeovil Job Centre Yeovil Hub</p>	<p>Yeovil in Bloom Yeovil Chamber of Trade & Commerce Yeovil Foundation Learning Partnership Yeovil Town Council Yeovil Town Team Yeovil Town Centre Local Action Group Yeovil Foyer Yeovil One Team Yeovil Churches : Yeovil Community Church St.Peter's Church St.Mark's Methodist Church Yeovil Family Church Birchfield Church Yeovil Street Pastors Yeovil Schools federation : 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 Academy</p>
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Priority area	Action	Who	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 Yeovil Town Team approach, linking this more closely to the Yeovil Vision	ADM/ Marie Ainsworth	March 2017	A financially independent marketing group with an active programme of events and activities to support business in the town centre.	Update reports to Area South. Regular YTT Newsletters.
	Work with ED on a feasibility study into a town centre workspace hub, modelled on Petters House	ED ADM	June 2016	The concept of a workspace hub in the town centre is tested. If viable detailed proposal and resourcing worked up	Business case establishes risks and benefits
	Commission a focused update of Town Centre Development Framework, working with Yeovil Vision and the South Regeneration Board	ED ADM	Dec 2016 tbc	A strategic approach to development in Yeovil town centre. The study will be a tool to market and attract commercial investment to key sites. It will ensure infrastructure investment is well planned and targeted	Report to Area South Committee
	In partnership with other services including, Property Services and Spatial Planning, develop a range of proposals for Yeovil Bus Station.	ADM	March 2017	Cost effective arrangements in place to ensure convenient bus travel to and from Yeovil.	Update reports to Area South Committee, SASG and DX
	Develop proposals for Retail Incubation within the Town Centre. Policies together with a package of support delivered in part through the Yeovil Town Team	ADM	March 2017	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.
	Review the Yeovil Vision Board terms of Reference and Membership and support the new arrangements	ADM	June 2016 Review March 2017	Maintaining the Yeovil Vision within a cost effective and streamlined structure, to influence strategic projects seeking external resources and to oversee the delivery of local projects for the benefit of Yeovil.	Supporting Yeovil Vision meetings producing all related reports, agendas minutes and newsletters
	Bring forward plans for Middle Street and Sherborne Road enhancement scheme.	ADM Marie Ainsworth	tbc work with key partners to agree timescale	Better environment	Update report to Area South Committee

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	Negotiate with SCC Highways about resolution to complete outstanding works on Reckleford Road Scheme. Removal of bagged traffic lights to be considered as part of wider enhancement work in this area.	ADM Marie Ainsworth	tbc	Improved traffic flow through Reckleford Removal of bagged traffic lights linked to Middle Street and Sherborne Road enhancement work	Detailed traffic count and County Highways post-completion report. to Yeovil Vision Board and Area South Committee
	Support for the 2016 Christmas Lights Switch on event.	Marie Ainsworth	November 2016	Successful event for Yeovil Town Centre.	Update report to Area South.
	Support the Yeovil Half Marathon	Marie Ainsworth	March 2017	Yeovil Town Centre successfully hosts the half marathon bringing approximately 4000 people into the town centre for the event.	Update report to Area South
	Agree and arrange installation of 6 gateway signs.	Marie Ainsworth	Sept 2016	Up to date and attractive signs are installed at the agreed gateway locations entering Yeovil	Report to Area South.
	Commission design work to update display boards and install within the Town Centre.	Marie Ainsworth	June & Nov 2016	The production of a proposals report for consideration by Area South Members.	Report to Area South.
	Continue to support the Yeovil Town Centre Enhancement Group and implement the multi-agency maintenance schedule.	Marie Ainsworth	March 2017	Cleaner, better maintained environment in the town centre	Programme of improvements agreed & implemented Update reports to Area South Committee
	Work with Property Services to resolve future provision beyond current Primesight bus shelter contract.	ADM Marie Ainsworth	March 2017	Cleaner, better maintained bus shelters	Update report to Area South Committee / DX
	Comment on appropriate planning applications on weekly list.	Marie Ainsworth Natalie Ross James Divall	March 2017	Better quality and appropriate development	Planning consultation comments submitted to Planning department
	Continue to support and advise communities and businesses to initiate and implement projects within area south	Marie Ainsworth Natalie Ross James Divall	March 2017	Continued engagement with communities and businesses to deliver successful community projects and business outcomes	Advice and support given on specific projects. Report to Area South Committee.

Priority area	Action	Who	When	Outcome	Performance Measure
	Continue to support and develop existing Yeovil Markets (operational support)	Marie Ainsworth Lisa Davis	March 2017	Vibrant and diverse town centre economy	Report to Area South Committee
	Manage a monthly Vintage market in King George St, Yeovil.	Marie Ainsworth	March 2017	Vibrant and diverse town centre economy	Performance review and report to Area South Committee
	Devise improved strategy for markets in Yeovil - Market Improvement Group.	Marie Ainsworth Lisa Davis	March 2017	An economically viable chartered market which provides good quality trading opportunities and attracts footfall to the town centre.	Update report to Area South
	Continue to support the administration of promotional spaces in Yeovil town centre	Lisa Davis Veronica Woodall	March 2017	Vibrant and diverse town centre environment	Update report to Area South Committee
	Work with Streetscene to develop plans & projects to enhance the Open Spaces Strategy development for Yeovil to improve local community access, health & well-being.	Natalie Ross	March 2017	Physical enhancement of the green transportation routes and open spaces. Improved marketing to promote access & awareness. Particular focus on improved seating in Birchfield Park and investigate the feasibility of improvements to Milford Park.	Update report to Area South Committee
	To develop and support the Yeovil One project with a view to co-locating the Yeovil One team within Petters House	ADM Steve Brewer	March 2017	Greater partnership working on community safety issues within Yeovil Town Centre and agreed priority areas.	Report to Area South Committee.
	Engage with and support Parishes arranging events as needed to address their priorities	ADM Marie Ainsworth Natalie Ross James Divall	March 2017	Improved communication with Parish Councils. Better understanding of Parish issues and needs.	Regular attendance at Parish Council meetings. Annual Parish Meeting

Priority area	Action	Who	When	Outcome	Performance Measure
2 Community Development with a focus on addressing Health, social and economic inequalities and developing community facilities	Implement the Our Place community Action Plan for Westfield.	ADM James Divall	March 2017	Healthier, more self-reliant communities. Improved community services.	Active Community Associations. Update report to Area south Committee
	Neighbourhood retail enhancement project – Westfield/Birchfield/Glenthorne Ave.	Marie Ainsworth	March 2017	Improvement plans in place, phase works in accordance with funding available.	Update report to Area South Committee
	Support Community Associations & promote local community events such as Big Lunch, Table top sales, fetes and One stop shop information days.	Natalie Ross James Divall	March 2017	Events to build local community cohesion and increase the recruitment of volunteers on community associations.	Completed successful events.
	Work with Developers to plan community facilities on future key sites in Yeovil and surrounding parishes in Area South.	ADM Natalie Ross James Divall Marie Ainsworth	March 2017	Future key sites will provide facilities to ensure more sustainable communities. Particular focus on Kingfisher Primary School at Lufton and Community Facilities adjacent to Wyndham Park.	Plans for Community facilities on future key site developments.
	Provide help and advice to communities wishing to develop community facilities	Natalie Ross James Divall	March 2017	Communities will have better community facilities.	Report on funding and support given to communities
	Arrange 3 multi-agency community forum events per annum.	Natalie Ross	March 2017	Community and agencies have the opportunity to discuss emerging issues and share information	Meetings arranged.
	Provide support and advice to Yeovil Without Parish Council with regards to community/play facilities	Natalie Ross James Divall	March 2017	Facilities provided to benefit Yeovil Without residents	Report to Area South Consultation Event for the MUGA

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	Investigate and arrange temporary community facilities for use of Yeovil Without residents.	Natalie Ross	March 2017	Facilities provided to benefit Yeovil Without residents. Community consultation event at Wyndham park June 2016.	Investigate possible sites and arrange for services to be installed. Secure funding. Arrange purchase and installation.
	Continue to support provision for youth activity within Area South.	Natalie Ross James Divall	March 2017	Accessible activities for young people within Area South.	Report to Area South Continue to organise and chair the Youth Opportunities Group Continue to support the Yeovil Youth Service Review Group
	Support new local travel initiatives.	Natalie Ross James Divall	March 2017	More people able to access other modes of transport rather than the car.	Report to Area South.
	Provide funding advice and guidance to charitable organisations. Manage and assess community grant fund applications.	Natalie Ross James Divall	March 2017	Organisations able to access funding. SSDC support to local organisations	Allocation of the full fund by March 2017. Reports to Area South Committee
	Maintain and publish up to date Ward Profiles	Helen Sharpe	June 2017	More people able to access information about where they live and work locally	Updated Ward Profiles
3	Work with partners and transformation team to assess the feasibility of establishing an advice one stop shop	ADM	March 2017	Advice needs of customers better met through a technology enabled, multi-agency, advice hub located in the town centre	Report to Area South Committee
To continue to provide a high quality accessible front line enquiry	Continue to provide high quality accessible front desk enquiries service.	Lisa Davis	March 2017	Provide a very good customer service	To achieve at least 98% customer satisfaction rate.

Priority area	Action	Who	When	Outcome	Performance Measure
service	Continue to review and improve the reception arrangements	Lisa Davis	March 2017	Improved customer experience	Tested via customer satisfaction survey
	To ensure that staff are trained and prepared to deal with relevant changes for universal credit.	Lisa Davis	March 2017	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