

Review of Partnership Arrangements Yeovil Vision

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Purpose of the Report

To bring forward proposals to better integrate the Yeovil Vision with the Town Centre Partnership taking into account of the remit of the newly established Area South Regeneration Board. This includes seeking agreement to amend the terms of reference for the Yeovil Vision Board.

Public Interest

The Council works closely with Partners, including business representatives, to improve the vitality of Yeovil town centre. It is also actively seeking investors to bring back into use vacant sites and increase the retail and other facilities wanted in the town centre. This review of partnership arrangements is designed to do this more effectively.

Recommendation

1. That members support the overall reconfiguration of Partnership arrangements subject to agreement with Yeovil Town Council.
2. That the proposed changes to the Yeovil Vision Board terms of reference are approved.

Background

The Area South Committee oversees the Yeovil Vision Board which is one of the recognised formal partnerships on the SSDC partnership register.

SSDC is seeking to strengthen the delivery of major regeneration and infrastructure projects in South Somerset through the establishment of Area Regeneration Boards feeding into a Regeneration Infrastructure Strategy Board. The Council set aside a pot of up to £8m to support ED & infrastructure two years ago. In the last 9 months it has also recruited extra staff into the Economic Development Team. This team works closely with SCC Growth Board and the Heart of the SW Local Enterprise Partnership to bid for Growth Fund and other external infrastructure funding streams to get much needed investment into South Somerset.

Historically the main mechanism for major Regeneration projects to be advanced has been the Yeovil Vision Board. The original momentum in Yeovil Vision has been diluted over the years due to the disinvestment by SCC and the former SWRDA. The commitment of SSDC and Yeovil Town Council has been maintained. The injection of new resources and a programme structure gives the opportunity to reconsider the remit of Yeovil Vision Board and get the maximum impact from local arrangements, removing any duplication and streamlining effort as far as possible.

The Area South Regeneration Board met for the first time 6th April. It is chaired by the Portfolio holder for the Economy and resourced through the Economic Development team, with input from Area Development and Spatial Planning staff. Its remit includes bringing forward significant sites in Yeovil and to progress/ negotiate on major highways improvements serving the town. The Area South Chairman and Councillor Lock from Yeovil Town Council are members of the new Board. As reported verbally to the AS Committee meeting in April, 2 initial projects have been identified to be taken forward to test the new Regeneration Board system

Proposals to Reposition Partnership Arrangements

The charts below show the current partnership arrangements and a proposed model to reconfigure this to adjust the remits and create a better fit with the new Regeneration Boards.

CURRENT ARRANGEMENTS January 2016

Yeovil Vision Board

- Chair Peter Gubbins AS Chairman, SSDC
- Voting Members, Chairman, Leader and Director SSDC, Cllr Lock and Town Clerk, Yeovil TC
- Non-voting Board members, Cllr D Hall, and Head of regen service SCC, David Mills, Quedam
- Advisory Officers SSDC, SCC
- Meets monthly
- Monitoring delivery of key highway infrastructure projects, oversight of projects delivered via SSDC match funding
- Bringing forward major projects to regenerate the town centre
- Monitoring other development in and around Yeovil to deliver the Yeovil Vision
- Accountable for external funding and its expenditure
- Reports on activities of Yeovil Town Centre Partnership

Yeovil Town Centre Partnership Board

- Chaired by David Mills, Quedam
- Chairs of sub groups and top tier funding members
- Meets twice yearly – April & October
- Purpose - Direct the strategy of the Partnership ie : raise the town's profile as a shopping destination regionally; develop a marketing/communications strategy and plan; develop and maintain a website
- Programmes are funded by annual subscription; businesses, SSDC, YTC, businesses, external funding

Marketing sub-group

- Chair – Emma Slee, Western Gazette
- Love Yeovil branding
- Meetings monthly
- Implementing work programme marketing and events
- Funding from Mary Portas, High St Initiative fund held by YV Board

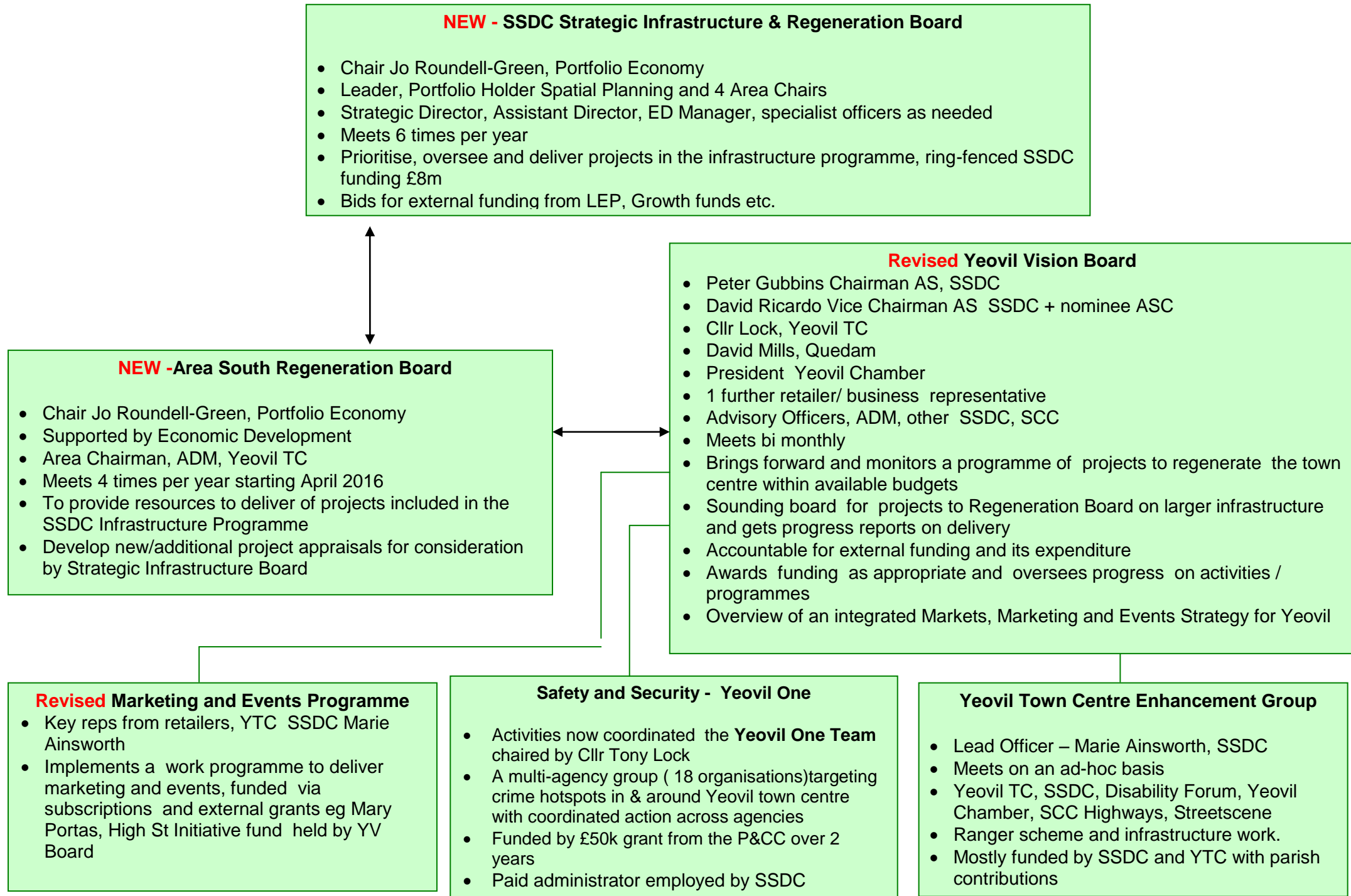
Safety and Security sub-group

- Activities now coordinated the **Yeovil One Team** chaired by Cllr Tony Lock
- A multi-agency group targeting crime hotspots in & around Yeovil town centre with coordinated action across agencies
- Funded by £50k grant from the P&CC over 2 years
- Paid administrator

Yeovil Town Centre Enhancement Group

- Lead Officer – Marie Ainsworth, SSDC
- Meets on an ad-hoc basis
- Yeovil TC, SSDC, Disability Forum, Yeovil Chamber, SCC Highways, Streetscene
- Ranger scheme and infrastructure work.
- Mostly funded by SSDC and YTC with parish contributions

DRAFT OF POSSIBLE NEW ARRANGEMENTS May 2016



Time has been spent considering the current strengths and challenges of the existing arrangements, which can be summarised as:

Strengths	Challenges
<ul style="list-style-type: none"> • Good engagement of some town centre/ larger businesses • Joint working with Yeovil TC • Focused resources from AS Development Team underpins delivery • Provides a vehicle for channelling resources into priority projects • Has held SCC to account over highways improvement programme 	<ul style="list-style-type: none"> • Dwindling influence of Yeovil Vision Board since SCC and SWRDA funding withdrawn • Complex structure lacks clear working relationships between Yeovil Town Centre Partnership and Yeovil Vision Board – some opportunities to rationalise • Need to strengthen engagement of key town businesses but reduce administrative burden • Strengthen & clarify the role of Yeovil TC • A number of stalled projects in the town centre need new impetus to drive them forward • Unclear how to bid for corporate SSDC resources(expert staff time and funding)

In summary these changes are designed to strengthen and streamline in order to:

- Merge the Town Centre Partnership Board (TCPB) with the Yeovil Vision Board(YVB). This has already been proposed to the TCPB at its AGM in March and was received positively as the businesses were struggling to service the structures set up for the Town Centre Partnership.
- Enable a re-launch of Yeovil Vision Board with more business membership.
- Retaining three theme programmes implementing the main focus areas: markets, events and overall marketing of town, community safety and town centre enhancement/ civic realm
- Ensure that YVB meets at least quarterly prior to the Area South Regeneration Board meetings so that priorities beyond the scope and resources of YVB can be taken up the line by the Chairman for bids into corporate resourcing as appropriate and to act as a sounding board for emerging infrastructure or regeneration projects
- Introduce a stronger focus on key indicators of the health of the town centre to help gauge the effectiveness of the various funded interventions approved by the YV Board.
- YVB now have a clear line access and greater influence at the more strategic Regeneration Board South and hence to the LEP and Growth Board for access to funding.

Terms of Reference for Yeovil Vision Board

Revised terms of reference for the Board are attached in appendix 1 for the committee to consider. The Board is due to meet on 26th May and a verbal update will be given from that meeting. Appendix 2 contains the terms of reference for the Area South Regeneration Board to aid understanding about how the two will work together effectively

Next Steps

The Committee is asked to consider and support the recommendations. These will be taken to Yeovil Town Council and discussed further with subscribing members of the Town Centre Partnership to agree the integration of Partnership. Should there be any significant issues these will be brought back to Area South Committee

Financial Implications

There are no new financial implications arising directly from this report. A number of funding streams are ring fenced for projects that help to deliver Yeovil Vision's objectives. The Board has delegated authority for allocating these budgets. This remains unchanged. It is proposed that Town Centre Partnership member fees remain ring-fenced to resource the marketing and events programme. Further discussions will be held with members to confirm these arrangements and are beyond the scope of this report.

New projects seeking capital funds ring fenced for the regeneration of the Eastern End of Yeovil, from the Old Town Station capital reserve are considered by the Area South Committee and authorised through DX.

Corporate Priority Implications

Work will contribute to the following specific actions in year 1 of the emerging Council Plan

- Progress key strategic projects in Yeovil
- Work with Regeneration Boards to deliver local projects eg improve access/ regeneration of Yeovil Town Centre
- Work hub in Yeovil
- Maintain levels of street cleanliness and increase joint working with parishes through parish ranger scheme
- Bring empty properties back into use

Carbon Emissions & Adapting to Climate Change Implications (NI188)

None directly arising from this report

Equality and Diversity Implications

None directly arising from this report

Background Papers: *Yeovil Vision and Town Centre Partnership files*

APPENDIX 1

Yeovil Vision Project Management Board

Terms of Reference May 2016

1. Context - Yeovil Vision Mission:

The purpose of the Yeovil Vision Board is to shape, deliver and direct the Yeovil Vision

VISION: "The heart of the country and the mind of the city"

- Those living in the surrounding hinterland see Yeovil as a destination of choice for their leisure, shopping and entertainment needs.
- Local young people wish and are able to stay in the area for their education and employment needs.
- The town centre has developed lively and vital retail, cultural and residential quarters and a diverse evening economy.
- The quality of the built environment and open spaces are second to none.
- Other towns are coming to learn from us.
- The Vision strap line has real meaning for the whole of the Yeovil area community with tangible examples on the ground.
- The Vision has set out a clear agenda for the future of the Yeovil area beyond 2011 (up to 2026) on the basis of a community led approach.
- Yeovil has a positive image and reputation across the region.

2. Aims of the Vision Project Board:

- 2.1 To lead and co-ordinate the work of the member organisations to deliver the local components of the Yeovil Vision.
- 2.2 To consider and prioritise a programme of projects of key importance to the delivery of the Yeovil Vision and to (a) monitor performance of locally resourced projects and (b) work closely with the Area South Regeneration Board/South Somerset Infrastructure and Regeneration Board to achieve delivery of major infrastructure and economic projects
- 2.3 To act as advocates for the Yeovil Vision and, in conjunction with the Area South Regeneration Board, keep members' respective organisations advised on progress and priorities.

3. Scope of Work

- 3.1 Maintain an overview of the Project Delivery Plan.
- 3.2 Approve and monitor delivery of the local elements of the Project Delivery Plan.
- 3.3 Approve and review a Markets, Marketing & Events Strategy to set some longer term goals. To coordinate delivery of these elements including the business-led marketing and events programme
- 3.4 Maintain an overview of the town centre enhancement programme
- 3.5 Receive briefings on safety and security across the town through Yeovil One and feedback any comments
- 3.6 Manage spending on the eco town extension and village?

3.7 Allocate resources delegated to it in support of the local elements of the Project Delivery Plan.

3.8 Ensuring partners' plans and service delivery are complementary to the Yeovil Vision.

3.9 Advise on and recommend actions to the Regeneration/Infrastructure Boards and respective organisations' governing bodies.

3.10 Bringing forward wider community and business themes regarding Yeovil and making sure these are reflected at a strategic level.

4. Meetings

4.1 Will take place bi-monthly or such other intervals as agreed by the parties.

4.2 The Portfolio Holder for Yeovil Vision will be the Area South Committee Chairman.

4.3 If the Chair is absent from any meeting the Vice- Chair of Area South Committee will substitute

4.4 To be quorate at least four voting members must be present at the meeting, two of whom must be from South Somerset District Council and one from Yeovil Town Council.

5. Composition and Support

5.1 The Yeovil Vision Project Management Board comprises of the following voting members:

- Chair of Area South Committee and Vision Portfolio Holder – SSDC (Chairman)
- Vice-Chairman Area South Committee
- An appointed Councillor of Area South Committee
- Two appointed Councillors – Yeovil Town Council
- Manager of Quedam Centre
- Representative from Yeovil Chamber of Trade
- One representative of the Western Gazette or other appointed business/retail representatives from the member bodies of town centre subscribing partners
- Councillor – Somerset County Council (as and when needed by invitation)

5.2 Advisors to the Board:

- Economic Development Manager
- Clerk of Yeovil Town Council
- Assistant Director Communities
- Financial Services Manager
- Spatial Policy Manager
- Such other officers or business representatives as the Board may identify

5.3 The Board will have the authority to invite further members to be on the Board as and when deemed necessary. The Board may also call on the expertise of the advisory members of the group to provide information and background on issues when necessary.

5.4 If the Board is to function effectively, the members will be expected to attend all meetings or send a representative. Those members who fail to attend or send a representative for more than two meetings will have their membership reviewed.

5.5 These Terms of Reference and Membership of the Board will be reviewed annually in April.

5.6 Every matter shall be determined, where possible, by a consensus of the members present.

5.7 Every member shall have one vote. In the event of a vote being tied the Chair will have a casting vote.

- 5.8 Administration support to arrange meetings and prepare agendas and minutes will be provided by the South Somerset District Council.

- 6. Finance
 - 6.1 The Project Management Board have delegated authority for the existing Yeovil Vision capital budget and any subsequent revenue or allocated capital budgets. It can make bids for further resources to the capital programme of SSDC, which will be determined by the District Council's District Executive Committee including the ring-fenced funds for Old Town Station capital reserve.
 - 6.2 The Board has responsibility for the effective management of the existing Vision budgets.

Signed:
Chairman of the Board

Date: