

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>	<p>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</p>
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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

Service Standards for 2014/15 (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.

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

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	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
3 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