

Area South Development Update Report

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Purpose of the Report

- To present an update on the Area Development Plan for Area South and to summarise the work undertaken by the Area Development Team during 2014/15 to address priorities identified by the Area South Committee.
- To present an interim 6 month work programme from April – September 2015.

Public Interest

This report provides an outline of the role and objectives of the Area Development Team – South 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, Regeneration and Community Development projects.

Recommendations

1. That the report be noted.
2. That the Area Development South Interim work programme April – September 2015 be approved.

Background

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. This report proposes an interim work programme from April – September 2015.

The plan (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.
2.	Community development with a focus on addressing health, social and economic inequalities and the 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 2014/15

Yeovil Vision/Regeneration

- We have completed the refurbishment of two new shop fronts in South Western Terrace which completes the enhancement scheme for this street.
- We have continued support to the Town Centre Enhancement Group and have almost completed a schedule of improvements in Yeovil town centre.
- We worked in partnership to assist with the introduction of the Yeovil Town Centre Ranger Scheme due to commence in April 2015.
- 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 provided Yeovil Vision funding of £50k towards the Yeovil Country Park visitor centre, this opened in the Spring of 2014.
- Post office facility officially opened within the local Co-op store in Spring of 2014.
- We worked with Westfield Community Association to tackle unsightly waste land adjacent to the local Co-op store.
- Undertook a range of improvements to Yeovil Bus Station including a deep clean of the bus station and associated buildings.
- Completed a detailed survey of all bus shelters in Area South
- Refurbished and deep cleaned all SSSC bus shelters
- Worked on a project to provide touring coach bays within Yeovil Town centre
- Continued to work on plans for the enhancement of Middle Street and Sherborne Road

Community Development

- Worked with local town and parish councils to bridge the gap in youth provision created by SCC withdrawing funding and resources. Resulting in a commitment to fund a three year contract to deliver at least four youth clubs a week. The winning contractor will also work with schools and other youth providers to help prepare young people for work/education.
- Working with SCC to design the new dual use community hall and school building on the Lufton Housing Estate.
- Produced a quarterly bulletin for parishes and community groups providing information on funding, grants and local events.
- Provided help and advice to over 10 communities wishing to develop community facilities including West Coker, East Coker and Westfield.
- Secured funding of £400,000 for Community facilities at Wyndham Park.
- Updated all our Parish Profiles.
- Arranged 3 multi-agency community forum events
- Worked with the community, local organisations and the Wyndham Park Partnership to develop options for future community facilities at Wyndham Park.
- Provided support, training and legal advice to over 30 local groups.

- Installation of the Trim Trail at Birchfield Park.

Economy

- We provided 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.
- We 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.
- Hosted 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

- We worked with the Yeovil Market Improvement Group to regenerate Yeovil markets, re-launching Yeovil's Markets in December 2014 with new branding and an entertainments programme.
- We developed a strategy to encourage new traders to join the market.
- We introduced a new Vintage Market throughout 2014 and successfully increased footfall in the town centre.

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.

Grants and Funding

- Allocated full grant budget £18,319 helping to secure £75,192 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 12,000 enquiries dealt with at the front desk including detailed advice provided to deal with over 6,000 benefits enquiries
- 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

Community Safety

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

- Respond to community issues related to ASB and Crime

“Our Place” – Westfield Yeovil

- The Westfield Our Place Project has attracted around £20k of additional funding to the Westfield area.
- The project is now complete and the final operation Plan & Cost Benefit Analysis was submitted on the 20th February 2015
- We have worked with Westfield Community Association and the wider community to ensure that the plan meets the needs and aspirations of local residents.

Appendices

The appendices to consist of: -

Appendix 1 – The Area South Development Plan - Interim work programme April – September 2015

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 - Map showing geographical spread of projects across Area South.

Appendix 4 - Area South staff structure

Financial Implications

Within existing revenue budgets

Council Plan Implications

See attached Appendix 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 2012
 - The Economic Development Strategy
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