

Place and Performance
Area South Development Service Plan Update 2014/15
Interim Plan April – September 2015

Portfolio Holder – Cllr Peter Gubbins
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?	Key Achievements in 2014/15
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"> • Attracted Our Place funding for the Westfield Area • Appointed Our Place Project Manager • Developed a community action plan
Community Development	<ul style="list-style-type: none"> • Local member priority • Responding to community needs • Responding to government legislation and policy e.g. Localisim • 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"> • 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. • Worked with SCC to design the new dual use community hall and school building on the Lufton Housing Estate. • 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. • Provided help and advice to over 10 communities wishing to develop community facilities. • Secured funding for Community facilities at Wyndham Park. • Worked with the community, local organisations and the Wyndham Park Partnership to develop options for future community facilities at Wyndham Park. • Arranged 3 multi-agency community forum events. • Updated the Parish Profiles. • Maintain a directory of community hall facilities. • Improvement to pathways and installation of Trim Trail at Birchfield Park.
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. 	<ul style="list-style-type: none"> • 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.

	<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 	
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"> • Implemented and host The Yeovil One Team and Management Group. • Continue development and enhancement of CCTV in Yeovil town centre. • 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 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 	<ul style="list-style-type: none"> • We have continued support to the Town Centre Enhancement Group 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. • Agreed funding from the Yeovil Vision to implement the Lower Middle Street enhancement scheme.
Front line enquiries and support service	<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 • 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"> • 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.

		<ul style="list-style-type: none"> • 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 	<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. 	<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 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.

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

<p>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 South Somerset Disability Forum 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	Resource	When	Outcome	Performance Measure	Updates
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.	Host the Yeovil Town Team Marketing Coordinator. Support provided for the Christmas Light switch on, Children's Lantern Parade, Super Saturday, Fashion Festival events. Continue to develop the Town Centre App, Facebook page and social media.
	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	Work continues on this project but timescales have been adapted to take account of other developments in the town centre.
	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 work on this project. The Area South Development Team have been active in encouraging small businesses to apply for NNDR relief.
	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	Supported four Yeovil Vision Meetings.

Priority area	Action	Who	Resource	When	Outcome	Performance Measure	Updates
	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	Landscaping works completed from outstanding remedial work list. Awaiting remaining remedial works to be completed on Street Lighting and Illuminated signs. Residual project funding allocated to Lower Middle Street enhancement scheme.
	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	Programme of improvements currently being implemented from agreed maintenance schedule 14/15. Agreeing final details of 'Ranger' scheme for Yeovil Town Centre, funding contributions coming from Yeovil Town Council and Yeovil Without Parish Council, other Parish Councils to be approached for funding contributions throughout March 2015.

Priority area	Action	Who	Resource	When	Outcome	Performance Measure	Updates
	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	Funding contributions made to Streetscene to purchase some chemical cleaner for removal of graffiti in Yeovil Town Centre. The anti-graffiti group has now been disbanded as this issue will now be covered by the Yeovil One Team.
	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	Thorough survey carried out 2014 to assess detailed conditions report on all known bus shelters in Yeovil area. Bus shelters owned by SSDC to receive refurbishment before end of the financial year. Primesight contract to be reviewed 2015.
	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	Further locations explored, County Highways to look at feasibility of providing coach parking bay on South Street Yeovil.
	Continue to comment on appropriate planning applications on weekly list	Kim Close Marie Ainsworth Natalie Ross James Divall	Within existing resource	March 2015	Better quality and appropriate development	Planning consultation comments submitted to Planning department	Planning consultation comments submitted to Planning department

Priority area	Action	Who	Resource	When	Outcome	Performance Measure	Updates
	Continue to support and advise communities and businesses in area projects	Kim Close Marie Ainsworth Natalie Ross James Divall	Within existing resource	March 2015	Continued engagement with communities and businesses	Advice and support given on specific projects	Advice and support given on specific projects as required.
	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	Yeovil Tuesday and Friday Markets re-launched Friday Dec 5th, marketing programme currently being drafted for 2015 to include entertainment at key times.
	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	Yeovil Tuesday and Friday Markets re-launched Friday Dec 5th, marketing programme currently being drafted for 2015 to include entertainment at key times.
	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	Performance review and report to Area South Committee March 2015. Vintage Market held throughout 2014, well supported and good feedback from traders

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	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	This will be covered as part of the development of the Local Plan.
	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	Project outline agreed. Seek approval of the draft Project Initiation document. Project will be initiated when resources are available.
	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	Bandstand 15 Bookings Income = £500 Banners 3 bookings Income - £75

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	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	Met with County Highways to agree resource commitment in principle. Drafting brief for the project, awaiting stats from County on previous traffic modelling, assess if further modelling required. Secured revenue funding from Yeovil Vision to support this project.
	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.	Installation of improved pathways and trim trail at Birchfield. Trim Trail project completed July 2014.

Priority area	Action	Who	Resource	When	Outcome	Performance Measure	Updates
	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.	Parish appraisal meetings initiated. Parish Profiles have all been updated. Have been working closely with Brympton and Yeovil Without Parishes on the new key sites. Continuing to help Hardington try to secure local affordable housing in their parish. Supporting West Coker Recreation Ground Committee and West Coker Village Hall to develop their facilities. Secured grant for feasibility study for West Coker Commemoration Hall.
2 Community Development with a focus	Continue to develop the Livequal 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	Successful bid to the Our Place Programme.

Priority area	Action	Who	Resource	When	Outcome	Performance Measure	Updates
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.	The work of the health inequalities project is now covered under the Our Place project.
	Secure funding to enable the continuation of the Health Inequalities Project	Kim Close Natalie Ross James Divall	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.	£20k Funding secured via the Our Place 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.	Our Place project now complete. Final operation plan submitted 20 February 2015.
	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.	Project Manager appointed.
	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.	Completed successful events including the first ever successful resident's association event in Birchfield – typically a hard ward with which to engage.
	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	Project completed.

Priority area	Action	Who	Resource	When	Outcome	Performance Measure	Updates
	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.	We continue to develop the health inequalities principles within the Westfield area and support the community with the continued implementation of the project in Milford.
	Work with Developers to plan community facilities on future key sites in Yeovil and surrounding parishes in Area South.	Kim Close Natalie Ross James Divall	Within existing resource	March 2015	Future key sites will provide facilities to ensure more sustainable communities	Community facilities delivered on future key site developments.	Work progressing well with Wyndham Park key site – first play area and MUGA should be transferred 2015. School/community hall site also progressing as now have £620K committed to the project. Leading on the Lufton Dual Use School project.

Priority area	Action	Who	Resource	When	Outcome	Performance Measure	Updates
	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.	Funding advice to West Coker on their various community projects Helped St Marks Church secure £70k from Virador for refurbishments to their hall. Advice and support given to Wyndham Park residents. Advice given to St Peter's Church Hall. Advice and support to Barwick Parish Council. Advice and support provided to the Westfield community as part of the Our Place project.
	Provide support to Hardington Mandeville Parish Council with providing affordable 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.	Possible site identified – awaiting planning application.
	Support community associations and community action.	Natalie Ross	Within existing resource	March 2015	Healthier, more self-reliant communities	Active Community Associations	Ongoing.

Priority area	Action	Who	Resource	When	Outcome	Performance Measure	Updates
	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	Completed.
	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	<p>Advice and guidance given</p> <p>Steering Group member of the Wyndham Park Partnership.</p> <p>Member of the Muga and Play Area Steering Group.</p> <p>Investigate the possibility of providing a permanent community centre.</p>	<p>Advice and guidance given</p> <p>Steering Group member of the Wyndham Park Partnership.</p> <p>Member of the Muga and Play Area Steering Group.</p> <p>Lead officer working to provide a permanent community centre.</p> <p>Secured £400k of funding for community facilities November 2014</p>
	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	<p>Investigate possible sites and arrange for services to be installed.</p> <p>Secure funding.</p> <p>Arrange purchase and installation.</p>	Project ongoing.

Priority area	Action	Who	Resource	When	Outcome	Performance Measure	Updates
	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	Interviewed potential youth organisations on 23 rd January 2015. Contract awarded February 2015 for at least 3 years as town and parishes have committed the required funding.
	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	Continued to organise and chair the Youth Opportunities Group.

Priority area	Action	Who	Resource	When	Outcome	Performance Measure	Updates
	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.	Continue to provide support as and when requested.
	Funding advice and guidance to charitable organisations	Natalie Ross	Within existing resource	March 2015	Organisations able to access funding.	Advice given.	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.	Allocated full revenue grant budget of £11,230 and an additional £7,089 towards capital projects.
	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	All Parish Profiles have been updated, circulated and are on the website.
3 To continue to provide a high quality accessible front line	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.	Customer satisfaction survey carried out September 2014, 99% satisfaction achieved relating to staff professionalism

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enquiry service	Carry out a review of the current reception arrangements	Lisa Davis	Within existing resources	March 2015	Improved customer experience	Tested via customer satisfaction survey	Customer satisfaction survey carried out September 2014, 99% satisfaction achieved relating to staff professionalism. 98% of our customers rated how welcoming our receptions are as Good or Very Good
	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	Customer satisfaction survey carried out September 2014, 99% satisfaction achieved relating to staff professionalism. Staff training is ongoing.

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Area South Development Service Plan
Interim Plan April – September 2015

Portfolio Holder – Cllr Peter Gubbins
 Manager – Kim Close

Priority area	Action	Who	When	Outcome	Performance Measure	Updates
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	Sept 2015	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	Sept 2015	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	Sept 2015	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	Sept 2015	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	

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	Negotiations with SCC Highways about resolution to complete outstanding works on Reckleford Road Scheme	Kim Close Marie Ainsworth	June 2015	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	Sept 2015	Cleaner, better maintained environment in the town centre	Programme of improvements agreed & implemented Update reports to Area South Committee	
	Continue to work to improve the condition and contribute to the replacement of the Primesight contract.	Marie Ainsworth	Sept 2015	Cleaner, better maintained bus shelters	Update report to Area South Committee	
	Progress the project to provide additional touring coach parking in Yeovil Town Centre	Marie Ainsworth	Sept 2015	Provide more convenient parking within Yeovil Town Centre to attract more coach parties to Yeovil.	Update report to Area South Committee	
	Continue to comment on appropriate planning applications on weekly list	Kim Close Marie Ainsworth Natalie Ross James Divall	Sept 2015	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	Kim Close Marie Ainsworth Natalie Ross James Divall	Sept 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	Sept 2015	Vibrant and diverse town centre economy	Report to Area South Committee	

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	Implement and manage a monthly Vintage market in King George St, Yeovil throughout spring and summer.	Marie Ainsworth	Sept 2015	Vibrant and diverse town centre economy	Performance review and report to Area South Committee	
	Work with planning to develop a master plan for Yeovil Town Centre	Kim Close Marie Ainsworth	Sept 2015	A strategic approach to development in Yeovil town centre	Project outline agreed. Update Report to Area south Committee	
	Develop a project to carry out the environmental improvement pilot for Westfield, Birchfield and Forest Hill shop front areas (not properties at this stage)	Marie Ainsworth	Sept 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	
	Continue to support the administration of promotional spaces in Yeovil town centre	Lisa Davis Veronica Woodall	Sept 2015	Vibrant and diverse town centre environment	Update report to Area South Committee	
	Continue to develop plans for Middle Street and Sherborne Road enhancement scheme in line with wider investment in this area.	Kim Close Marie Ainsworth	Sept 2015	Continued engagement with key partners to determine feasibility	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	Sept 2015	Physical enhancement of the green transportation routes and open spaces. Improved marketing to promote access & awareness.	Installation of bike track at Birchfield Park. Improvements to Milford Play Group area.	

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	To develop and support the Yeovil One project with a view to co-locating the Yeovil One team within Petters House	Steve Brewer	June 2015	Greater partnership working on community safety issues within Yeovil Town Centre.	Report to Area South Committee.	
	Engage with and support Parishes.	Marie Ainsworth Natalie Ross	Sept 2015	Improved communication with groups and Parish Councils. Better understanding of Parish issues and needs.	Regular attendance at Parish Council meetings.	
2 Community Development with a focus on addressing Health, social and economic inequalities and developing community	Implement the Our Place community Action Plan for Westfield.	Kim Close James Divall	Sept 2015	Improved community services.	Update report 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 James Divall	Sept 2015	Events to build local community cohesion, recruitment of community association.	Completed successful events.	
	Work with Developers to plan community facilities on future key sites in Yeovil and surrounding parishes in Area South.	Kim Close Natalie Ross James Divall	Sept 2015	Future key sites will provide facilities to ensure more sustainable communities	Plans for Community facilities on future key site developments. Final design agreed for Lufton Dual Use School	

Priority area	Action	Who	When	Outcome	Performance Measure	Updates
facilities	Provide help and advice to communities wishing to develop community facilities	Natalie Ross Marie Ainsworth	Sept 2015	Communities will have better community facilities.	Deliver Play Area at Wyndham Park by end of 2015. 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.	
	Support community associations and community action.	Natalie Ross	Sept 2015	Healthier, more self-reliant communities	Active Community Associations	
	Arrange 3 multi-agency community forum events per annum.	Natalie Ross	Sept 2015	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 facilities	Natalie Ross	Sept 2015	Facilities provided to benefit Yeovil Without residents	Report to Area South Deliver Play Area at Wyndham Park by end of 2015. Consultation Event for the MUGA	
	Investigate and arrange temporary community facilities for use of Yeovil Without residents.	Natalie Ross	Sept 2015	Facilities provided to benefit Yeovil Without residents	Investigate possible sites and arrange for services to be installed. Secure funding. Arrange purchase and installation.	

Priority area	Action	Who	When	Outcome	Performance Measure	Updates
	Continue to support provision for youth activity within Area South.	Natalie Ross James Divall	Sept 2015	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	Sept 2015	More people able to access other modes of transport rather than the car.	Report to Area South.	
	Funding advice and guidance to charitable organisations	Natalie Ross James Divall	Sept 2015	Organisations able to access funding.	Advice given.	
	Manage and assess community grant fund applications	Natalie Ross James Divall	Sept 2015	SSDC support to local organisations.	Allocation of the full fund by March 2016. Reports to Area South Committee.	
	Maintain and publish up to date Ward Profiles	Lisa Davis	May 2015	More people able to access information about where they live and work locally	Updated Ward 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	Sept 2015	Provide a very good customer service	To achieve at least 98% customer satisfaction rate.	
	Continue to review and improve the reception arrangements	Lisa Davis	Sept 2015	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	Sept 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