

**Place & Performance**  
**Area East Development Service Plan**

Portfolio Holder – Councillor Nick Weeks

Manager – Helen Rutter

Set out below are the key projects & programmes being undertaken by the team either directly or in support of community groups & other partners, where we have a key role in the delivery of the projects. This Plan sits alongside our core work or responding to issues & problems on a day-to-day basis, working with Councillors & other services across the Authority and beyond, to try and resolve them.

Completed	In Progress – On Target	In Progress – Risk of Missing Target	Behind Target	Future Action – not started
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Service Action Plan: <i>Top level actions – more detail is within individual work programmes/project plans</i>						
Priority Area	Action	Target Date	Milestone	Lead Officer	Current Progress	
1. Town centre & neighbourhood management	Transfer of Castle Cary Market House to local ownership	Jan 2015	Completion of Capital report and asset transfer agreed via AEC/DX	PW	Building works largely complete, into defects period. Two asset transfer meetings held. Condition survey undertaken, currently being developed into a programme of works	
	Support & develop Town Team type work in the market towns to carry out projects that improve the attractiveness of the High St	Ongoing March 2015	Report to AEC on project performance	PW/JD	Targeted work in <b>Bruton</b> : High Street improvements, and LIC/brand Bruton improvements ongoing.	
					MTIG projects towards enhancement to the riverside walk completed	
					<b>Wincanton</b> : 2015 monthly Sunday markets scheduled to return April. Big Town Tidy event planned for 23/24 May 2015 – preparations progressing well.	
	<b>Castle Cary</b> : Town Council's weekly market continues to flourish, recently celebrating its 1 <sup>st</sup> birthday!					
Help to resolve local problems by forming short life, solution focused action groups as required	Ongoing March 2015	Report to AEC annually	HR	Successful multi-agency working group on Deanesly Way. New residents welcome pack. Press for rapid delivery of infrastructure improvements. Lobbying to seek better emergency health care.		
Local negotiations on transfer of specific SSDC town centre assets to local Councils if required	Ongoing March 2015	Assets transferred, consensus on way forward  Report to AEC annually	HR	Community toilets scheme implemented in Bruton. Open to further discussion about car park transfer to local control in Bruton and other villages, if required.		

2. Economic development, job creation & regeneration schemes	Bring forward further workspace in Wincanton & Castle Cary (corporate ED programme)	2015	Specified in project plan	PW	This project to be resourced through Corporate ED programme agreed at DX in October 2014. Parallel work to investigate work hubs underway. Report to AEC March 2015; £8,000 allocated.	
	Improvement of Wincanton High Street a) Feasibility work to attract significant new retailers/other attractions to Wincanton High St (corporate ED programme)	March 2015	As set out in project plan  Report to AEC	PW	Preliminary work ongoing to look at retail incubators in the High Street as a short to medium term initiative. This is in addition to the Corporate ED programme agreed at DX in October 2014.	
	b) Re-launch targeted Retail Support Initiative	Revised scheme July 2014 Mar 2015	Number & leverage of investment reported to AEC	PW	Wincanton top-up scheme has now gone live following face-to-face visits to businesses. Total RSIs awarded 7 (of which 3 were awarded in Wincanton)	
	Secure Heart of Wessex LEADER programme to support rural economic development across Area East	Bid submission Sept 2014	Secure programme funding Schemes identified in relation to needs through consultation process	HR/JD	The whole of Area East is included. Cllr Lewis is on the Steering Group. Workshops held late 2014. Funding of over £1.4m for projects has been secured for this programme 2015/2020. It will support small businesses and economic development. Launch in June 2015.	
	Marketing of Area East for inward investment/website & brochure	Jan 2015	Report to AEC – March 2015	PW	Brochure completed, distributed and available on the website. Press releases issued. Complete.	
	Common Lane multi-user path	2015	Route opened	PW	Preliminary meeting to consider site issues undertaken in Oct 2014. Scheme currently being worked up with a view to submitting a planning application.	
	Help each of the market towns to market & promote themselves	March 2015	Marketing report to AEC annually	PW/JD/ TC	<b>Wincanton:</b> Specific press releases issued by Town Team in relation to Market and Town Tidy event. Positive PR around the Transport hub infrastructure improvements at Memorial Hall CP. <b>Bruton:</b> Brand Bruton project started with TC & Community Partnership focusing on a new website, step into Bruton leaflet & other local resources.	
	Ilchester travel plan	2015	Completed scheme	JD	Ilchester travel plan has been agreed with the Town Council & SCC Highways – ongoing.	

	Limington to Yeovil cycle path	2016	Report to AEC on completed work	JD	4 partnership meetings completed, feasibility study/ costs being developed/agreed	
	Receipt of land & exercising option on car park at Waterside, Wincanton	2015	Report to AEC & DX	PW	Active negotiation with landowner, fall back will be to move to arbitration if current discussions do not bring forward a solution.	
3. Community-led planning & development	Completion of Queen Camel Neighbourhood Plan	March 2015	Final Report and lessons from front runner AEC/DX	TC	Formal consultation period (6 weeks) delayed due to a number of factors including the need for Strategic Environmental Assessment and Habitats Regulations Screening which has now been done. Consultation now planned for Mid-May 2015.	
	Support Neighbourhood Plan Wincanton	March 2015	WTC aware of issues they want plan to tackle	TC	Project Group established, agreed terms of reference and has completed the initial research into local priorities. DCLG funding secured from Locality to engage a consultant to carry out some targeted consultation and detailed research on employment land provision as well as provide some support for the NP process.	
	Support Neighbourhood Plan Castle Cary	2016	NDP completed	PW	Consultation on formal designation of the area will run until 23 <sup>rd</sup> April 2015. Active group meeting regularly.	
	Support Towns & Parishes to carry out quality community research to influence or achieve planned projects and growth	March 2015	Completed parish plans are endorsed at AEC	TC	Research complete and being analysed in Henstridge and the Charltons are producing a comprehensive household survey which will be distributed in May.	
	Advise & support Parishes & community groups to achieve new projects & activities	March 2015	Report to AEC on schemes annually	TC/JD	£35,381 (exc HLC contribution of £10k) awarded to 27 local groups in 2014/15. This inc 2 start-up grants for new organisations. Value of all projects supported is £188,597 in total.	
	Maximising the benefits of growth a) Better awareness of how S106 /CIL, links with community research, to improve community infrastructure	March 2015	Clearer reporting of 106 investment projects to AEC	ADT Planning	Team working closely with Planning and CH&L teams. Discussions held with Education about Schools investment in Wincanton & Castle Cary. Sample investment 'account' by parish to be developed by Summer 2015 to increase Parishes' local understanding of Section 106 awards	

	b) Develop simple method for identifying sustainability factors by settlements to increase prospects of attracting good development	Dec 2014	Feedback from parishes	HR/TC Planning ADTs	Early discussion held with Spatial Policy and Development management. All Parish profiles, showing local infrastructure, being updated by May 2015. Further work needed before adoption of Local Plan and SS2	
4. Improve access to services & facilities to reduce inequality	Run a high quality access point & advice service for the public at Churchfield	March 2015	To achieve 98% customer satisfaction rate Reduce cost whilst improving service offered	HR/LD	High satisfaction rate maintained – 99% satisfaction relating to their professionalism and 98% good or very good for the environment of the reception. Total footfall for Wincanton reception is 4396 of which 2309 were core service enquiries.	
	Support development of Balsam Centre services in response to local needs to improve its sustainability	Funding report to AEC Aug 2014	Meet targets in Development Plan £10,000 funding support	JD	Work has started with support but it is still quite early days to understand the overall direction of the centre and the level of support they will require. AEC funding conditional on agreed economic targets	
	Support community-led youth work & youth opportunities.	March 2015	Annual report to AEC	TC/JD	Detailed report given to AEC March 2015. Supported youth provision in all 3 market towns and a number of parishes with different models of delivery established. Support given to Wincanton TC to evaluate the benefit of the Youth Club, which has not been well attended, to develop a programme of provision to replace it.	
	Development of Henstridge Templecombe and Milborne Port youth work programme				Somerset Rural Youth Project commissioned to research the need in the Henstridge and Templecombe area. Detail to be agreed by ADT with input from local schools. Work to begin in April 2015.	
	Development of Travel Access Point in Wincanton to improve people's access to existing services & facilities	March 2015	Report to AEC	TC	Physical infrastructure improvements completed. Potential partnership project in development with DWP and The Balsam Centre. Early discussions have taken place with local schools. Next step is to engage with larger local employers and the Health Centre.	
	New and improved community buildings – intensive support to gain	Ongoing May 2015	At least 2 buildings helped to build ready stage.	TC/JD	<b>Bruton</b> (Jubilee Park), <b>Castle Cary</b> (scout hall), <b>Ilchester</b> (sports ground) all have been given guidance toward funding & feasibility work needed for a new hall.	

	sound feasibility that guides development and funding package		Report annually to AEC		<p><b>Sutton Montis</b> – supported to planning stage. Once planning is agreed the scheme can be costed to inform funding applications.</p> <p><b>Galhampton</b> – Still awaiting outcome of Lottery application.</p> <p>Full report to AEC February 2015. Funding advice sheet produced for Area East to provide community with a sign posting tool towards larger sums of external funding for community halls</p>	
	Flood resilience – support communities that want to develop flood plans and other resilience measures	March 2015	Feedback from parishes	ADT with other services	Districtwide Flooding Summit to be held in April 2015 – details awaited.	
	Master plan for Jubilee Park, Bruton	July 2015	Annual Report to AEC	JD	2 initial meetings have taken place at Jubilee Park with users & partners to discuss master planning and need for a new hall. Positive progression.	
5. Effective democratic engagement	Arrange annual parish meeting & workshops in response to demand from AEC, Parishes & community organisations	March 2015	Report to AEC	HR	Annual Parish Meeting held 27 <sup>th</sup> January 2015. This was a successful and well attended meeting. It focused on: community-led renewable energy; use of electronic communication and the Parish Ranger scheme. Details reported to AEC in February 2015.	

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