

Place and Performance Area East Development Service Plan (2015-16)

Portfolio Holder – Councillor Nick Weeks Manager – Helen Rutter

This is what we do:

Work with communities, Councillors and service providers across our Area supporting the development of stronger communities promoting economic vitality and helping to create better, more self-sustaining places to live and work



What do we do?	Why?	Budget (2015/16)	Key Achievements in 2014/15
Support town centre management and regeneration	<ul style="list-style-type: none"> • 5 main centres provide services and shopping facilities to residents and surrounding villages • To improve town centres: to increase footfall in high streets; adapt to changing consumer demand; improve traffic and parking management • Work with Town/Parish Councils to take more control over locally important infrastructure • Address social impact of housing developments • Work with local councils, Police & other partners to tackle antisocial behaviour, road safety and other local priorities • Work as local facilitators to tackle derelict sites/buildings & encourage their re-use 	<p>20% FTE Neighbourhood Development Officer (Economy) 10% ADM 50% FTE Neighbourhood Development Officer (Communities)</p>	<ul style="list-style-type: none"> • CCary Market House – working towards transfer of asset • Bruton High St improvements & LIC/brand Bruton ongoing • Bruton – MTIG project re enhancement to the riverside walk completed • Brand Bruton project started with TC & Community Partnership focusing on a new website, leaflet & other local resources • Wincanton holds monthly Sunday markets & held Big Tidy event • Deanesly Way, Wincanton – a multi-agency working group pressing for rapid delivery of infrastructure improvements & better emergency health care • Bruton has implemented a community toilet scheme • Maintain dialogue with services, local councils and land/premises owners to bring empty property back into good repair/ use
Promote and support the local economy	<ul style="list-style-type: none"> • Councillor priority • Local firms being affected by recession with some firms contracting or closing • Understand skills gaps, communication technology & workspace needs. Develop practical responses if needed • Economic potential of area not well known to relocating businesses • Value of A303 and other transport links not being exploited sufficiently • Work with local organisations to improve sustainable growth of towns & increase average income 	<p>20% FTE Neighbourhood Development Officer (Economy) 30% FTE Neighbourhood Development Officer (Communities)</p>	<ul style="list-style-type: none"> • Workspace in Wincanton & CCary being resourced through ED with parallel work to investigate work hubs being carried out • Wincanton top-up scheme has gone live • Total RSIs awarded 5 • Secured HoW Leader programme (2015-2020) funding of over £1.4m (includes whole of Area East) • Marketing brochure completed, distributed & is available on the website • Common Lane multi-user path – scheme being worked up with a view to submitting a planning application • Positive PR issued by Town Team in relation to Market, Town Tidy event, Transport hub infrastructure improvements at Memorial Hall car park • Ilchester travel plan has been agreed with the TC &

			<p>SCC Highways</p> <ul style="list-style-type: none"> • Limington-Yeovil cycle path – feasibility study/costs being developed/agreed • Waterside, Wincanton – active negotiation with landowner ongoing
Community development and supporting community-led planning	<ul style="list-style-type: none"> • Councillor priority • Help communities to get organised to tackle own priorities and needs • Support community-led plans that gather evidence to influence services, agree priorities based on local needs and aspirations • Evidence of need can be used to secure better community infrastructure from planned growth • Help to share good approaches & get everyone involved • Responding to Government legislation & policy eg: Localism • Help to quantify housing need and advocate for local lettings policies & schemes that meet needs of the ageing population • Support development of small village schemes that are designed to meet local needs for affordable housing 	<p>50% FTE Neighbourhood Development Officer (Communities) 5% NDO (Economy) 5% ADM</p>	<ul style="list-style-type: none"> • QCamel NDP – draft completed • Wincanton NDP – project group established & consultant engaged, initial consultation phase completed • CCary NDP – • Pticombe Parish Plan – completed • Henstridge Parish Plan – completed • The Charltons Parish Plan – started & ongoing • £35,381 (exc HLC contribution of £10k) awarded to 27 local groups, inc 2 start-up grants for new organisations. Value of all projects supported is £188,597 in total • Discussions held with Education about schools investment in Wincanton & CCary • Team working closely with Planning & CH&L teams to increase Parishes' local understanding of Section 106 awards • All Ward & Parish profiles have been updated
Community Grants	<ul style="list-style-type: none"> • Financial support to get quicker results and to help attract other funding into the area 	<p>Ring-fenced grants budget - allocated grants budget of £16k small grants and £32k Capital grants to attract up to £721k of investment 10% time of Neighbourhood Development Officer (Communities) 5% NDO (Economy)</p>	<ul style="list-style-type: none"> • Bruton (Jubilee Park), CCary (scout hall) & Ilchester (sports ground) have been given guidance toward funding & feasibility work needed • Sutton Montis – supported to planning stage – once agreed the scheme can be costed to inform funding applications
Front desk services, access to services and information	<ul style="list-style-type: none"> • To provide local, face-to-face access to SSDC services in Wincanton 	<p>1.7 FTE Community Support Assistants</p>	<ul style="list-style-type: none"> • High satisfaction rate maintained – 99% satisfaction relating to their professionalism & 98% good or very

	<ul style="list-style-type: none"> To work with Town Councils and other partners to improve local access & information for visitors & residents LICs Increase focus on the community office service to address the needs of more vulnerable people 		<p>good for the environment of the reception</p> <ul style="list-style-type: none"> Report on throughput and links with LICs in C Cary, Wincanton and Bruton securing volunteers to offer information and do referrals
Address inequality. Improve access to local services and facilities in rural areas	<ul style="list-style-type: none"> Some parts of the area have more elderly and vulnerable groups Small communities have few services and little or no public transport. Support & evaluate the programmes that improve what village halls can offer Support Parishes to provide better local recreational facilities Improve employment prospects & reduce economic inequalities Help groups and communities work with support agencies to provide more youth activities Support self-help, young people and older people Support community/Parish led improvements to public access, open spaces, food & growing schemes, emergency planning etc. and sharing of best practice Carry out research if needed to gain better understanding of local impact of issues 	40% FTE Neighbourhood Development Officer (Communities)	<ul style="list-style-type: none"> Started support for Balsam Centre – AEC funding conditional on agreed economic targets Supported youth provision in 3 market towns and a number of Parishes Support given to Wincanton TC to evaluate the benefit of the Youth Club & develop a programme of provision to replace it Travel Access Point in Wincanton – physical infrastructure improvements completed
Support for Councillors and democratic engagement	<ul style="list-style-type: none"> Assist Members in their community leadership and local advocacy role Support work of Area Committee Support Members to respond to emerging community issues 	20% FTE ADM 10% FTE Neighbourhood Development Officer (Communities)	<ul style="list-style-type: none"> Annual Parish Meeting held in January 2015 Parish & Ward profiles updated

Who do we work with? <i>We work with the following services, agencies and organisations to achieve our priorities:</i>	
1.	SCC Somerset Skills & Learning, DWP, Job Centre Plus (local workforce training, job clubs and placements)
2.	SCC Youth & Community Service (funding source)
3.	SCC Adult Social Care (based at Churchfield)
4.	SCC Highways (road safety improvement schemes and local highway maintenance)
5.	SCC Fire Service (work with vulnerable people to prevent accidents)
6.	Avon & Somerset Constabulary (share base with neighbourhood policing team and work together to tackle antisocial behaviour)
7.	NHS Somerset (some links to local doctors' surgeries)
8.	Environment Agency (flooding and Parish-led emergency planning)
9.	Community Council for Somerset (village hall and rural services advocacy and advice)
10.	Yarlington Housing Group / other housing providers in the area (neighbourhood management and funding support for community-led initiatives)
11.	Town & Parish Councils (joint work to deliver & fund local priority projects and plans)
12.	Parish & Town Plan Groups (joint work to deliver community priorities)
13.	Heart of Wessex Rail Partnership (support for station improvements in Castle Cary and Bruton)
14.	Local Chambers of Commerce (joint work to promote local offer of market towns)
15.	Balsam Centre (Wincanton Community Venture) Healthy Living Centre, Conkers nursery (work together to support vulnerable local people)
16.	Somerset Rural Youth Project (support to address youth issues)
17.	CATbus (work together to develop local transport solutions)
18.	Schools in Wincanton, Bruton, Castle Cary and Milborne Port

Our Priority Areas for 2015/16 are:	
1.	Town centre & neighbourhood management
2.	Economic development, job creation & regeneration schemes
3.	Community-led planning & development
4.	Improving access to services & facilities to reduce inequality
5.	Effective democratic engagement
Service Standards for 2015/16 (our core work)	

1.	<p>Community Grants</p> <p>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:</p> <ul style="list-style-type: none"> • Grant application pack to be sent out within 48 hours of request • Acknowledgment letter to be sent out within 3 days of receipt of application form • Award letter and conditions to be sent out within 5 days of Scrutiny call in period
2.	<p>Front Office</p> <p>The Council have staff available in the Area Community office providing advice & guidance on all Council services, in particular:</p> <ul style="list-style-type: none"> • Verification and processing of housing benefit applications, including fast track applications • Planning applications and decision notices are available to view, as are minutes of Area Committee meetings, which include planning decisions • A Planning Duty Officer is available at Churchfield on Monday mornings
3.	<p>Community Development and Regeneration</p> <p>SSDC's Area Development Team aims to:</p> <ul style="list-style-type: none"> • Answer all community development and regeneration 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 or Neighbourhood Development Plan • Enable one business event and maintain regular contact with local business associations • Respond to Sole Traders' and Companies' enquiries within the timescales set by corporate service standards • Encourage participation and give at least 6 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 through a communications plan • Offer funding advice to local associations and voluntary groups and signpost to grant assistance for possible sources of funding • Coordinate & arrange meetings & workshops in response to demand from AEC, Parishes & community organisations, which bring together key partners and community representatives to jointly tackle issues relating to the well being of residents in the Area • Check our SSDC website pages once a month to make sure they are up-to-date and relevant • Actively market the Area as a place to live and work, promoting key towns through communications plan

Service Action Plan: <i>Top level actions – more detail is within individual work programmes/project plans</i>						
Priority Area	Action	Who	Resource	When	Outcome	Performance Measure
1. Town centre & neighbourhood management	Transfer of Castle Cary Market House to local ownership	PW CSA	24 days 5 days	April 2016	An asset (rescued by SSDC in the early 1990s) is returned to community ownership following a partnership renovation programme with CCTC	Completion of asset transfer agreed via AEC/DX
	Support “Town Teams” in market towns with projects that enhance attractiveness of High Streets	PW/JD CSAs	24 days 5 days	Ongoing 2015	At least one priority project agreed, resourced and delivered in each town	Report to AEC on project performance
	Help to resolve local problems by forming short life, solution focused action groups as required	HR	6 days	Ongoing 2015	Issues specific, outcomes agreed at outset	Report to AEC annually
	Transfer of specific SSDC town centre assets to local Councils if required	HR	6 days	Ongoing 2015	Towns & Parishes control locally important assets if they wish to	Assets transferred, agree way forward Report to AEC annually
	Encourage take up of business rates relief schemes	CSAs	Within existing resources	Autumn 2015	Higher %age of eligible businesses apply & gain BR relief	Report to AEC
2. Economic development, job creation & regeneration schemes	Project to establish land/ business premises not currently being marketed and bring these to market	PW	Initially 4 days to recommend methodology & discuss with local councils Phase 2 - tbc	Sept 2015	Better marketing of vacant commercial land & premises	Test the hypothesis that more land & premises can be brought to market

	Bring forward further workspace in Wincanton & Castle Cary (corporate ED programme)	PW	Est 10 days To be prioritised & agreed corporately in conjunction with Economic Dev Team	March 2016	Assessment of options & feasibility of extensions to existing Business Parks or new site, as appropriate	Specified in project plan
	Improvement of Wincanton High Street a) Feasibility work to attract significant new retailers/other attractions to Wincanton High St (corporate ED programme)	PW	a) Est 10 days to be prioritised & agreed corporately with Economic Development service	March 2016	a) Re-test the viability of land assembly & end user	As set out in project plan Report to AEC
	b) Enhanced Retail Support Initiative in Wincanton & general RSI elsewhere in Area	PW CSA	b) 15 days allocated capital & revenue funding	Ongoing	b) Fuller support package offered to new retailers, reduction in empty shops	Number & leverage of investment reported to AEC
	Encourage eligible projects to bid for Heart of Wessex LEADER funding	ADT	10 days £7,000 ring fenced to support project implementation	Ongoing	First call for bids expected Autumn 2015	Report on performance of programme, AEC March 2016
	Project feasibility for a work/retail incubation unit within Area	PW	10 days initially	March 2016	To explore opportunities with local businesses to bring forward work or retail hub in one of our High Streets	Report to AEC
	Common Lane multi-user path	PW CSAs	10 days £5,500 SSDC budget 5 days	2016	Safe link established from Deanesly Way area to sports ground facilities	Route opened

	Help each of the market towns to market & promote themselves	PW/JD/TC	15 days	March 2016	Local business groups collaborate with Town Councils to achieve effective local marketing	Marketing report to AEC annually
	Limington to Yeovil multi user path	JD	10 days	March 2016	Subject to local steering group support establish multi-user link	Report to AEC on progress of scheme
	Receipt of land & exercising option on car park at Waterside, Wincanton	PW	5 days Capital funding £30k	March 2016	Better maintenance of car parking and environment at Waterside	Report to AEC & DX
3. Community-led planning & development	Completion of Queen Camel Neighbourhood Plan	TC CSAs	15 days £20k CLG + Planning Aid 5 days	March 2016	Draft plan out for consultation September 2015 Examination & referendum Nov 2015-Spring 2016	Final Report and lessons from Front Runner AEC/DX
	Support Neighbourhood Plan Wincanton	TC	20 days	March 2016	Complete evidence base for NP and draw up draft policies for consultation	Plan informed by needs identified, draft plan completed
	Support Neighbourhood Plan Castle Cary	PW	18 days	March 2016	Complete evidence base for NP and draw up draft policies for consultation	NDP completed
	Support Towns & Parishes to carry out quality community research (inc Housing Needs Assessments) to influence or achieve planned projects and growth	TC/JD/CSAs	15 days Within existing resources	Ongoing	Improved evidence of need is used to enable a wide range of projects & to support wanted development via policy SS2 in Local Plan	Completed parish plans are endorsed at AEC

	Maximising the benefits of growth – monitoring & enhancing project delivery S106 parish accounts	ADT	Within existing resources	March 2016	Community infrastructure improvements can be achieved more quickly. Parishes have better awareness of how S106 /CIL, links with community research, to improve community infrastructure	Clearer reporting of 106 investment projects to AEC
	Support Parish Plans	TC/JD	Within existing resources	March 2016	Exploratory work with Charlton Horethorne, Templecombe & Marston Magna	Completed Plans endorsed at AEC
4. Improve access to services & facilities to reduce inequality	(a) Run a high quality access point & advice service for the public at Churchfield	HR/ LD CSAs	Within existing resources 149 days	Ongoing	Improved customer experience customer service Integration of Police and SSDC front desk	To achieve 98% customer satisfaction rate Reduce cost whilst improving service offered
	(b) Support development of Town Council led LICs					
	Support development of Balsam Centre services in response to local needs to improve its sustainability	JD	20 days £10,000	March 2016	Programme to improve sustainability of the Centre, clear targets & outcomes set out in Development Plan	Meet targets in Development Plan
	Support community-led youth work & youth opportunities. Development of Henstridge Templecombe and Milborne Port youth work programme	TC/JD	8 days Existing resources	March 2016	Community-led youth provision established in main centres and some development work to establish local interest in target area. Benchmark standards adopted in all key clubs	Annual report to AEC
	Explore potential for community/ leisure hub facilities across the towns /villages of East Somerset	ADT	8 days – initial mapping	Dec 2015	Existing resources mapped for discussion with relevant stakeholders	Report to AEC Jan 2016

	Development of Wincanton Hub to improve people's access to services & facilities	TC CSAs	20 days Bid for external resources 3 days	Ongoing	Increased availability, awareness & take up of options serving Wincanton & surrounding area	Report to AEC
	New and improved community buildings – intensive support to gain sound feasibility that guides development and funding package	TC/ JD	15 days	Ongoing	Ilchester pavilion – initial feasibility work completed. Sutton Montis hall; Galhampton hall helped to offer better local facilities and services	At least 2 buildings helped to build ready stage. Report annually to AEC
	Master plan for Jubilee Park, Bruton	JD	5 days	Ongoing	Detailed plans for programme of improvements to the park with at least one deliverable element progressed in the current year	Annual Report to AEC
5. Effective democratic engagement	Arrange annual parish meeting & workshops in response to demand from AEC, Parishes & community organisations	HR	15 days Within existing staff resources	March 2016	Create a forum for debating important local issues & agreeing best solutions. Raise awareness of opportunities	Report to AEC

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