

Place and Performance
Area South Development Service Plan
October 2015 – March 2016
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	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	March 2016	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	March 2016	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	March 2016	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	March 2016	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	March 2016	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
	Support for the 2015 Christmas Lights Switch on event.	Penny Blunn Marie Ainsworth	November 2015	Successful event for Yeovil Town Centre.	Update report to Area South.
	Support the relocation of the Yeovil Half Marathon	Marie Ainsworth	March 2016	Yeovil Town Centre successfully hosts the half marathon bringing approximately 4000 people into the town centre for the event.	Update report to Area South
	Commission design work for 6 gateway signs.	Marie Ainsworth	March 2016	The production of a proposals report for consideration by Area South Members.	Report to Area South.

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	Commission design work to update display boards within the Town Centre.	Marie Ainsworth	March 2016	The production of a proposals report for consideration by Area South Members.	Report to Area South.
	Continue to support the Yeovil Town Centre Enhancement Group and implement the multi-agency maintenance schedule.	Marie Ainsworth	March 2016	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	March 2016	Cleaner, better maintained bus shelters	Update report to Area South Committee
	Continue to comment on appropriate planning applications on weekly list	Kim Close Marie Ainsworth Natalie Ross James Divall	March 2016	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	March 2016	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 Lisa Davis	March 2016	Vibrant and diverse town centre economy	Report to Area South Committee
	Manage a monthly Vintage market in King George St, Yeovil.	Marie Ainsworth	March 2016	Vibrant and diverse town centre economy	Performance review and report to Area South Committee
	Continue to work with the Market Improvement Group.	Marie Ainsworth	March 2016	An economically viable chartered market which provides good quality trading opportunities and attracts footfall to the town centre.	Update report to Area South

Priority area	Action	Who	When	Outcome	Performance Measure
	Work with the Yeovil Vision to develop a strategic plan for Yeovil Town Centre	Kim Close Marie Ainsworth	March 2016	A strategic approach to development in Yeovil town centre	Project outline agreed. Update Report to Area south Committee
	Continue to support the administration of promotional spaces in Yeovil town centre	Lisa Davis Veronica Woodall	March 2016	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	March 2016	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	March 2016	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.
	To develop and support the Yeovil One project with a view to co-locating the Yeovil One team within Petters House	Kim Close	March 2016	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 James Divall Kim Close	March 2016	Improved communication with groups and Parish Councils. Better understanding of Parish issues and needs.	Regular attendance at Parish Council meetings.
2 Community Development	Implement the Our Place community Action Plan for Westfield.	Kim Close James Divall	March 2016	Improved community services.	Update report to Area south Committee

Priority area	Action	Who	When	Outcome	Performance Measure
with a focus on addressing Health, social and economic inequalities and developing community facilities	Support & promote local community events such as Big Lunch, Table top sales, fetes and One stop shop information days.	Natalie Ross James Divall	March 2016	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 Marie Ainsworth	March 2016	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
	Provide help and advice to communities wishing to develop community facilities	Natalie Ross James Divall	March 2016	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.
	Support community associations and community action.	Natalie Ross James Divall	March 2016	Healthier, more self-reliant communities	Active Community Associations
	Arrange 3 multi-agency community forum events per annum.	Natalie Ross	March 2016	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 James Divall	March 2016	Facilities provided to benefit Yeovil Without residents	Report to Area South Consultation Event for the MUGA

Priority area	Action	Who	When	Outcome	Performance Measure
	Investigate and arrange temporary community facilities for use of Yeovil Without residents.	Natalie Ross	March 2016	Facilities provided to benefit Yeovil Without residents	Investigate possible sites and arrange for services to be installed. Secure funding. Arrange purchase and installation.
	Continue to support provision for youth activity within Area South.	Natalie Ross James Divall	March 2016	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	March 2016	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	March 2016	Organisations able to access funding.	Advice given.
	Manage and assess community grant fund applications	Natalie Ross James Divall	March 2016	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	March 2016	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	Continue to provide high quality accessible front desk enquiries service.	Lisa Davis	March 2016	Provide a very good customer service	To achieve at least 98% customer satisfaction rate.
	Continue to review and improve the reception arrangements	Lisa Davis	March 2016	Improved customer experience	Tested via customer satisfaction survey

Priority area	Action	Who	When	Outcome	Performance Measure
enquiry service	To ensure that staff are trained and prepared to deal with relevant changes for universal credit.	Lisa Davis	March 2016	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