

Appendix A - SSDC Council Plan 2012 to 2015

<http://insite/media/414415/ssdccouncilplan2012-2015.pdf>

Extract of actions that closely relate to the work of Area Development, the Area Committee / ward members (August 2012)

NB: Most actions require partnerships of council services and other agencies and with the wider community.

Focus One – Jobs	“We want a strong economy which has low unemployment and thriving businesses”
<ul style="list-style-type: none"> • Motivate and support business associations and act as a point of contact for businesses and partners. Improve communications with businesses so that we are supporting them in meeting their needs and not acting as a barrier. • Provide targeted support for start-ups and small businesses and those with the aspiration to expand. • Secure land with planning permission for employment use in areas where it is needed. • Enhance the vitality of town centres and discourage large scale out of town retail development that has a negative impact on local centres • Facilitate a realistic development programme for new employment sites that have been identified in market towns by 2015. • Support early delivery of Super Fast Broadband to rural areas by 2015 • Work with partners, to contribute to tackling youth unemployment. 	
Focus Two – Environment	“We want an attractive environment to live in with increased recycling and lower energy use”
<ul style="list-style-type: none"> • Continue to deliver schemes with local communities that enhance the appearance of their local areas. • Deliver campaigns and projects that help householders and businesses (including the Council) to cut energy use and adapt to climate change 	
Focus Three – Homes	“We want decent housing for our residents that matches their income”
<ul style="list-style-type: none"> • With partners, enable additional new homes to meet the needs of the district, including mixed housing schemes to buy or rent that are affordable • Work with partners to combat fuel poverty 	
Focus Four – Health and Communities	“We want communities that are healthy, self-reliant, and have individuals who are willing to help each other”
<ul style="list-style-type: none"> • Maintain and enhance the South Somerset network of leisure and cultural facilities, optimising opportunities for external funding to promote healthy living. • Continue to provide Welfare Benefits support and advice to tackle poverty for our vulnerable residents. • Ensure, with partners, that we respond effectively to community safety concerns raised by local people and that the strategic priorities for policing and crime reduction in South Somerset reflect local needs. • Work with and lobby partners to help communities to develop transport schemes and local solutions to reduce rural isolation and inequalities to meet existing needs of those communities. • Evaluate the overall requirements of the Government’s ‘Localism’ legislation and work with communities to develop plans for their community. 	