

<b>Area West Service Action Plan : Support for the vitality of the local economy with a focus on Chard Town Centre</b>					
<b>Action</b>	<b>Who</b>	<b>Resource</b>	<b>When</b>	<b>Outcome</b>	<b>Performance Measure</b>
Provide support to the development and implementation of the Chard Regeneration Scheme	Andrew Gillespie/Paul Philpott	Within existing resource	As directed	Support provided to assist delivery of Town Centre and CEDA development and any other elements of the scheme as required	Performance is reviewed by the CRS Board
Continue to support the development of the Chard Town Team	Paul Philpott/ Andrew Gillespie	Within existing resource	On going	A financially independent Town Team with an active programme of activities to support business in the town centre.	Update reports to Area West Committee
Chard Town Team Projects Initiation and Support – Involve in Dare to Dream event	Paul Philpott	Portas Funds	September	Role of Town Team becomes more widely known	Number of visitors and informal feedback about value of event
Chard Town Team Projects Initiation and Support – Pig Lane Surface Upgrade	Paul Philpott	Highways/SS DC/CTC capital	TBA	Run down gateway to key Chard Retail street improved	Visible improvement to Pig lane surface
Chard Town Team Projects Initiation and Support – Open and trial Pop-Up shop	Paul Philpott	Portas Funds/Partnership with Pop-Up Britain	Throughout 2013/14	Pop-Up shop established in Stringfellow Gallery to operate for min of 1 year	<u>Up to</u> 20 businesses brought to the High street. Demand and viability of Pop-up shop assessed based on business and customer take up.
Chard Town Team Projects Initiation and Support – Update Traders board	Paul Philpott	Within existing resource	Every 6 months	The Traders Board established adj to Bath Street Car Pk lists all Town Centre businesses	Traders board updated to maintain accuracy of information/retail offer
Chard Town Team Projects Initiation and Support – Collect info for launch of Town Guide App and promote the app with local traders	Paul Philpott/ Andrew Gillespie	Portas Funds	Throughout 2013/4	TGA provides mobile app guide to local retail offers that can be locally managed and updated	TGA well received when published and evidence of use established for future monitoring

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Chard Town Team Projects Initiation and Support – Town Signage improvements scoping and secure funding	Paul Philpott	MTIG project	By March 2014	Funding secured for De-Clutter project to remove/replace unnecessary or confusing signage & street furniture	Funding secured
Chard Town Team Projects Initiation and Support – Secure funding for the Fore Street “Garden” project	Paul Philpott	MTIG project	By March 2014	Funding secured for Environmental improvement project to the lower end of Fore Street	Funding secured
Chard Town Team Projects Initiation and Support – Transfer of Market Charter/ Chard Market Improvements/ Prepare for re location to redeveloped ACI site	Zoe Harris/Andrew Gillespie/Paul Philpott	Within existing resource	Ongoing Market Charter transferred from SSDC to Chard TC by April 2014.	Chard Saturday Market made financially viable, successful and attractive as part of Town Centre offer	Reports to Area West Committee on this long term improvement project
Grant Support to Chard Tourist Information Centre	Paul Philpott	Within existing resource	Annual	Service Level Agreement covers promotion of Chard for visitors though the Town Centre based TIC	Through Service Level Agreement

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<b>Action</b>	<b>Who</b>	<b>Resource</b>	<b>When</b>	<b>Outcome</b>	<b>Performance Measure</b>
Continue to support the community planning approach of A Better Crewkerne and District (ABCD) including the newly formed Crewkerne Town Team , that supports the economic, social and environmental well-being of Crewkerne	Zoe Harris	Within existing resource	On going	ABCD supported as the local regeneration group for Crewkerne with an active programme of projects and activities	Update reports to Area West.

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Assist the preparation of a new community plan for Crewkerne	Zoe Harris	Within existing resource	Monthly	Agreement reached on scope and creation of new Community Plan	Report to Area West Committee (November 2013)
Continue to develop destination marketing project for Crewkerne	Zoe Harris	Within existing resource	On going	Local development and control of marketing platform to increase visitor numbers	Report to Area West Committee
Arrange and manage the relocation of Crewkerne Street Market from North Street CP to Market Square	Zoe Harris	Within existing resource	Autumn 2013	A re-established financially viable successful and attractive local weekly Market that improves the Town Centre offer	Reports to Area West Committee
Continue to support the development of the Crewkerne Town Team	Paul Philpott/ Andrew Gillespie	Within existing resource	On going	A financially independent Town Team with an active programme of activities to support business in the town centre.	Update reports to Area West Committee.
Support the delivery of a Pop-Up project in Crewkerne by the Town Team	Zoe Harris	MTIG project	Open by Spring 2014	An empty shop brought back into use and new goods and services added to the town's retail offer	New businesses brought to the Town Centre. Demand and viability of Pop-up assessed based on business and visitor take up.
Support Crewkerne Town Council with the development of Henhayes	Zoe Harris	Within existing resource	As needed	Henhayes is maintained as important and successful Town Centre attraction	Report to Area West Committee
Collect info for launch of Town Guide App and promote the app with local traders	Zoe Harris	Within existing resource/Portas	Throughout 2013/14	TGA provides mobile app guide to local retail offers that can be locally managed and updated	TGA well received when published and evidence of use established for future monitoring

<b>Area West Service Action Plan : Support for the vitality of the local economy with a focus on Ilminster</b>					
<b>Action</b>	<b>Who</b>	<b>Resource</b>	<b>When</b>	<b>Outcome</b>	<b>Performance Measure</b>
Continue to support the community planning approach of Ilminster Forum to furthering the economic, social and environmental well-being of Ilminster	Zoe Harris	Within existing resource	Ongoing	IF supported as the local regeneration group for Ilminster with an active programme of projects and activities	Update reports to Area West.
Assist the preparation of a new community plan for Ilminster	Zoe Harris	Within existing resource	Monthly	Agreement reached on scope and creation of new Community Plan	Report to Area West Committee (October 2013)
Continue to develop destination marketing project for Ilminster – Quality in the Countryside	Zoe Harris	Within existing resource	Ongoing	Local development and control of marketing platform to increase visitor numbers	Report to Area West Committee
Support the development of Ilminster Forum's monthly produce market	Zoe Harris	Within existing resource	As needed	An established financially viable successful and attractive local Market that improves the Town Centre offer	Report to Area West Committee
Support the delivery of a town centre environmental improvement	Zoe Harris	MTIG project	Spring 2014	Planters and Other street furniture improvements that declutter and also promote the Ilminster; Quality in the Countryside branding	Report to Area West Committee
Research and provide evidence of demand for local business premises in Ilminster	Zoe Harris	Within existing resource	As needed	The loss of land/premises to residential use is resisted.	Comments on Planning applications for change of use
Monitor Town Centre "problem" areas and encourage development or mitigation	Zoe Harris	Within existing resource	Ongoing	Derelict/Unsightly areas are brought back into use	Site specific

**Area West Service Action Plan : Support for the vitality of the local economy with a focus on Ilminster**

Action	Who	Resource	When	Outcome	Performance Measure
Collect info for launch of Town Guide App and promote the app with local traders	Zoe Harris	Within existing resource/Portas	Throughout 2013/14	TGA provides mobile app guide to local retail offers that can be locally managed and updated	TGA well received when published and evidence of use established for future monitoring

**Area West Service Action Plan: Support for the vitality of the local economy - General**

Action	Who	Resource	When	Outcome	Performance Measure
Manage the Market Towns Investment Group and Investment Programmes	Andrew Gillespie / North, West & East Area Teams	Within existing resource – MTIG capital programme & Portas HSIF	On going	Programmes of Investment Market Towns guided and inspired by Community-led Plans and opportunities for collaboration	Update reports to District Executive and Scrutiny Committee. /Reports to Area Committees on individual projects
Support the “Making it Local” Investment programme, Chair small grants committee and sit on transition working group	Zoe Harris	Within existing resource	Quarterly	Funding opportunities for investment in economic development initiatives and training made available within MIL area of South Somerset.	Report to Area West Committee - October 2013