

**Appendix 1**

**Place & Performance - Communities  
Area West Development Service Plan**

Portfolio Holder – Councillor Angie Singleton

Manager – Andrew Gillespie

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

<b>Service Action Plan: Top level actions – more detail is within individual work programmes/project plans</b>				
<b>Action</b>	<b>Lead Officer</b>	<b>Target Date</b>	<b>Outcomes to be achieved this year</b>	<b>Current Progress</b>
Provide support for the development and implementation of the Chard Regeneration Scheme, and in particular;	Andrew Gillespie/ Paul Philpott	As agreed	Support provided to assist delivery of Town Centre and CEDA developments and any other elements of the scheme as required	Performance is reviewed by the CRS Board
– to commission a feasibility study for the future use of Holyrood Lacemill and surrounding land as part of phased Town Centre regeneration	Andrew Gillespie	September 2014	Feasibility study provides details of appropriate marketing options for CRS board to consider	Commission of a feasibility study is now included in CRS programme but postponed pending investigation of potential for business incubation project using vacant 3 <sup>rd</sup> floor.
– Investigate opportunities to develop Stringfellow Gallery as part of town centre regeneration	Paul Philpott	September 2014	Options appraised	Some ideas explored but did not lead to firm proposals.
Continue to support the development of the Chard Town Team and;	Paul Philpott	On going	A financially independent Town Team with an active programme of events and activities to support business in the town centre.	The Town Team is now well established and provides a much needed forum to develop and coordinate regeneration activities

Chard Town Team emerging projects: a) establish a part time admin support post. b) renovate the minnows pond recreation area. c) community garden area – fore st. d) signage de-clutter project. e) “Meanwhile” displays for empty shop fronts, and;	Paul Philpott	Throughout the year	Town Team becomes more established as a key broker and delivery mechanism for Town Centre improvements and regeneration.	Significant development/completion of emerging projects;  a & e – no longer feasible at this time b, c & d – all in development
Chard Town Team existing projects; f) Retail incubation through the Pop-Up shop that was opened in August 2014 g) Update Traders board (Bath Street) h) Collect info for Town Guide App and promote the app with local traders – and	Paul Philpott	Initially until August 2015  Every 6 months  Throughout 2014/5	Up to 20 businesses brought to the High street. Demand and viability of Pop-up shop assessed based on business and customer take up. Traders board updated to maintain accuracy of information/retail offer TGA content well received and evidence of use established for future monitoring	f) Project ran for a year as planned. 11 retail business start-ups/growth from which 4 moved in to local retail premises g) Updates made as planned h) As per report to AWC Jan 2015.Chard local TGA rep appointed
Transfer of Market Charter / Chard Market Improvements/ Prepare for re location to redeveloped ACI site	Paul Philpott	Summer 2014 (revised date)	Chard Saturday Market made financially viable, successful and attractive as part of Town Centre offer Market Charter formally transferred from SSDC to Chard TC	Market Charter transferred and formed element of Mediaeval Fayre summer celebration. Working with Chard TC market group on other issues
Facilitate “Asset Transfer” of Chard Youth and Community Centre to Existing Tenants	Paul Philpott/ Andrew Gillespie	TBA	Asset transfer completed	Asset transfer not a realistic option. Alternative proposals agreed at AWC Jan2015
Grant Support to Chard Tourist Information Centre	Paul Philpott	Annual	Service Level Agreement covers promotion of Chard for visitors though the Town Centre based TIC	Service Level Agreement in place

Continue to support the community planning approach of A Better Crewkerne and District (ABCD)	Zoe Harris	On going	ABCD supported as the local regeneration group for Crewkerne with an active programme of projects and activities. Update reports to Area West Committee	Comprehensive update report made to AWC Jan 2015	
Assist ABCD with the preparation of a new community plan for Crewkerne	Zoe Harris	Ongoing	New Community Plan to guide local improvements	As above	
Continue to develop destination marketing project for Crewkerne with ABCD.	Zoe Harris	On going	Local development and control of marketing platform to increase visitor numbers	A progress report to Area West Committee is planned for March 2015 about the development of the DM project begun in February 2012	
Support ABCD to deliver a "Theatre in Shops" project	Zoe Harris	Performance day 31/5/2014.	Increase in footfall and vibrancy of Town Centre. Evaluation report to assess impact	Covered in ABCD report Jan 2015. Evaluation report given to scrutiny committee Nov14 was very positive. A "Poetry in Shops" day is planned for 16 <sup>th</sup> May 2015.	
Support Crewkerne Town Council with the development of Henhayes	Zoe Harris	As needed	Henhayes is maintained as important and successful Town Centre attraction	ADT supported the acquisition of adjacent land to assist delivery of Car Parking Strategy	
Assist Henhayes Centre to develop and action a fundraising strategy to fund major improvement works (Additional Project)	Zoe Harris	June/July 2015	Collect evidence to support bids for substantial grant aid	Work on this project has moved from discussion to the agreement on strategy and initial actions over the past 2 or 3 months	
Collect info for Town Guide App and promote the app with local traders	Zoe Harris	Throughout 2014/15	TGA provides mobile app guide to local retail offers that can be locally managed and updated TGA content well received and evidence of use established for future monitoring	Crewkerne rep actively developing local content to promote Town	
Continue to support the community planning approach of Ilminster Forum to furthering the economic, social and environmental well-being of Ilminster	Zoe Harris	Ongoing	IF supported as the local regeneration group for Ilminster with an active programme of projects and activities. Update reports to Area West Committee	A heavier than anticipated workload around ongoing potential local developments has reduced IF delivery capacity. An update to AWC is planned before May 2015.	
Assist the preparation of a new community plan for Ilminster	Zoe Harris	Monthly	New Community Plan to guide local improvements	See above	

Continue to develop destination marketing project for Ilminster – Quality in the Countryside	Zoe Harris	Ongoing	Local development and control of marketing platform to increase visitor numbers	Progress report to Area West Committee planned for March 2015	
Support the development of Ilminster Forum's monthly produce market	Zoe Harris	As needed	An established financially viable successful and attractive local Market that improves the Town Centre offer	An update will be included in the IF progress report	
Support the delivery of a town centre environmental improvement	Zoe Harris	As needed	Planters and Other street furniture improvements that declutter and also promote the Ilminster; Quality in the Countryside branding	This scheme was implemented in 2014 has been supported with MTIG funding through the "Portas" programme	
Commission project to research and provide evidence of demand for local business premises in Ilminster and Crewkerne	Dylan Martlew	To be completed by March 2015	The loss of land/premises to residential use is resisted.	After delayed but successful recruitment of temp NDO, project began in December 2014 and should now be completed in July 2015	
Monitor Town Centre "problem" areas and encourage development or mitigation	Zoe Harris	Ongoing	Derelict/Unsightly areas are brought back into use	Site specific – no issues involving stalled sites currently	
Collect info for Town Guide App and promote the app with local traders	Zoe Harris	Throughout 2014/15	As above	Ilminster an "early adopter" of the TGA.	
Manage the Market Towns Investment Group and Investment Programmes	Andrew Gillespie / North, West & East Area Teams	On going	Programmes of Investment Market Towns guided and inspired by Community-led Plans and opportunities for collaboration	Investment/Improvement projects delivered in Chard, Crewkerne and Ilminster have all benefitted from MTIG funding and the MTIG support network.	
Support the "Making it Local" Investment programme, Chair small grants committee and sit on transition working group	Zoe Harris*/ Andrew Gillespie	Quarterly	Funding opportunities for investment in economic development initiatives and training made available within MIL area of South Somerset.	*Zoe is on part time secondment to the MIL project until Feb/March 2015. Defra's approval of arrangements to access any funding are still awaited.	
Support Parish Planning	Zoe Harris/ Paul Philpott	As needed	Appropriate support is made available to Parish Councils to undertake PP development	3 Responses to requests for advice and practical support have been made this year.	

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