

STRATEGIC PORTFOLIO STATEMENT 2009/10

Portfolio Title: STRATEGY, POLICY AND PERFORMANCE

Portfolio Holder: Councillor Tim Carroll (Leader)

Lead On: Strategy, Policy and Performance Management
Local Area Agreement
Local Strategic Partnership
Civil Contingencies (support role)
Transformational Government
Consultation and Democratic Renewal

Main Achievements in 2008/09

1. Established Joint Area Committees (JACs) in January 09
2. Improved CPA rating to high 'Good' status
1. Sustainable Communities Strategy refreshed and adopted by Full Council
2. Place Survey completed
3. Corporate Plan refreshed and adopted by Full Council
4. New Governance arrangements approved for Pioneer Somerset
5. £3 million savings achieved in 2009/10 budget preparation
6. 20% plus savings due to 'Lean' in Revenues and Benefits
7. Improved Use of Resources score

Priorities for 2009/10:

1. Improve performance management
2. Apply 'Lean' to senior management
3. Roll out of 'Lean' across organisation
4. Deliver savings with regard to Pioneer Somerset
5. Maintain improvement trajectory as an organisation
6. Expand remit and operation of JACs

Critical Success Factors:

1. Implement new performance management and risk software system by October 2009
2. Agree a senior management structure that delivers £300,000 savings from April 2010
3. By end of March 2010 have 'Lean' process positively affecting work of Housing, Customer First and Planning teams
4. Agree one Pioneer Somerset shared service by November 2009
5. Retain a level 3 Use of Resources score during 2009/10

Main Senior Contact: Chief Executive

STRATEGIC PORTFOLIO STATEMENT

2009/10

Portfolio Title: HOUSING, ENVIRONMENTAL HEALTH, and INCLUSION,

Portfolio Holder: Councillor Ric Pallister

Lead On: Housing and Revenues, Environmental Health, Community Protection, Inclusion, Equalities and Diversity, Licensing,

Main Achievements in 2008/09:

1. Installed new Housing IT system and implemented the Choice Based Lettings (CBL) Scheme in December 2008.
2. Increased collaborative countywide working in housing. Developed a countywide housing strategy consultation draft in December 2008, and explored countywide working on housing by commissioning an IDeA peer review of housing in Somerset. Integration of housing services is now a priority of Pioneer Somerset.
3. Secured the delivery of 172 new affordable homes properties in 2008/2009.
4. Air Quality Strategy approved by District Executive by March 2009.
5. Launch of the food safety 'scores on doors' scheme for all relevant food premises in district was delayed due to decision by the Food Standards Agency to carry out a pilot trial and recommend a national scheme.
6. Work with Private Sector landlords to reduce concerns about implementation of Local Housing Allowance (LHA) legislation in Housing Benefits proved to be very effective, as no discernable reduction in landlord willingness as a result of LHA introduction.
7. Increased the availability of private sector accommodation by increasing our focus on empty properties. Owners of all empty properties were contacted and 12 properties made available for occupation, by March 2009.
8. A further tranche of 10 Service Equality Impact Assessments completed.

Priorities for 2009/10:

1. Increase collaborative countywide working in housing.
2. Maximise the development of affordable housing.
3. Reduce the numbers of households in temporary accommodation.
4. Ensure a smooth transition to the new Business

Rates rating list in April 2010.

5. Successful implementation of the national 'In and Out of Work' programme.
6. Implementation of BERR's EU Services Directive Project for on-line services by Dec 2009.
7. Ensure compliance with the new Equality Framework.

Critical Success Factors:

1. Lead the Pioneer Somerset Housing Integration project.
- 2a. Achieve the Council's LAA affordable housing targets. NI 155.
- 2b. Maximise the development of affordable housing through the Housing Capital programme and 'continuous market engagement' with the Homes and Communities Agency.
3. Reduce the number of households in temporary accommodation by 20%.
4. Effective planning and preparation for the new Business Rates rating list by April 2010.
5. Effective collaborative working with Job Centre Plus and HMRC.
6. Licenses and registration forms within scope of project to be available on line, and on-line system able to receive applications and payments.
7. A Compliance Action Plan agreed by November 2009.

Main Senior Contact(s): **Corporate Director (Health & Well-Being)**
Corporate Director (Communities)

May 2009

STRATEGIC PORTFOLIO STATEMENT

2009-10

Portfolio Title	Leisure, Culture & Well-Being
Portfolio Holder	Councillor Sylvia Seal
Lead on	Sport, Art, Leisure, Countryside, Tourism, Heritage, Well-Being (Older and Younger People's Agenda)
Main Achievements in 2008/09	<ol style="list-style-type: none"> 1. Designed, procured and commenced the construction delivery the Flagship Play Area and launched the Community Play/Youth Facility Scheme, securing an additional £278,000 of capital investment through Department for Children, Schools and Families. 2. Completed the Peoples' Millions Lottery Fund improvements to Yeovil Country Park. 3. Completed the site surveys and capital-financial appraisal to enable the Council to make decisions concerning the future of the Sport Zone. 4. Completed the Octagon Theatre auditorium roof, disabled toilet and scene dock enhancements. 5. Retained our quality accreditations for our Country Parks, Goldenstones and Active Community Programmes, and gained national recognition for the Museum of South Somerset.
Priorities for 2009/10	<ol style="list-style-type: none"> 1. Increase children and young people's satisfaction with parks and play areas, and adult participation in sport and active recreation from. 2. Work with NHS Somerset to design, develop and deliver the services central to delivery our key corporate plan health targets. 3. Contribute to the LAA target to increase engagement in the Arts from 47.0% in 2008/09 to 48.7% in 2010/11. 4. Complete the Sport and Recreation Facility Assessment. 5. Retain our quality accreditations for our Country Parks, Goldenstones, Active Community Programmes, and Museum of South Somerset.
Critical Success Factors	<ol style="list-style-type: none"> 1. Deliver 8 community based activities/play areas and secure external finance to continue the delivery of community adult participation courses by March 2010. 2. Finalise partnership and service arrangements by October 2009. 3. Pilot and develop new community based programme to increase engagement in the Arts, securing external finance to expand delivery in 2010-11. 4. Consult stakeholders and submit the final report for adoption to the District Executive by October 2009. 5. Retain existing quality accreditations, and seek national recognition for Sports Development through Quest by March 2009.
Main Senior Contact(s)	Corporate Director – Health & Wellbeing

STRATEGIC PORTFOLIO STATEMENT 2009/10

Portfolio Title	:	FINANCE AND SUPPORT SERVICES
Portfolio Holder	:	Robin Munday
Lead On	:	Finance, Legal, Democratic Services, Procurement, Treasury Management, Member Services, Corporate Governance and HR
Main Achievements in 2008/09	:	<ol style="list-style-type: none">1. Target of 90% suppliers on the approved new database met2. 100% of actions in Workforce Planning Strategy completed.3. Investors in People award retained4. Single Status implemented5. 6% efficiency savings through smarter procurement activity achieved6. 5% reduction in workforce as per Workforce Planning Strategy by March 20097. Increased capacity of organisation through improved performance and absence management, and through the use of lean techniques and practice.8. Increased capability of workforce through staff development linked to service plans.9. In-house Financial Management System implemented10. Level 3 Use of Resources judgement maintained11. A balanced budget for 2009/10 delivered12. Member Learning and Development Strategy and Programme
Priorities for 2009/10	:	<ol style="list-style-type: none">1. Procurement awareness training for relevant staff2. Revise strategy and generate savings through procurement activity3. Risk awareness training and access to all staff and members.4. Workforce establishment reduction5. Organisational skills audit to be completed and skills gaps identified
Critical Success Factors	:	<ol style="list-style-type: none">1. 10% efficiency savings achieved through smarter procurement activity in 09/102. 100% staff training in procurement and risk management3. Reduction in workforce of at least 25 posts in 09/10
Main Senior Contact(s)	:	Chief Executive Corporate Director (Communities) Head of Finance Head of Legal and Democratic Services

STRATEGIC PORTFOLIO STATEMENT 2009/10

Portfolio Title	:	ENVIRONMENT AND PROPERTY
Portfolio Holder	:	Councillor Tom Parsley
Lead on	:	Waste, Recycling, Streetscene, Car Parks, Engineering and Property and Climate Change

MAIN ACHIEVEMENTS

1. South Somerset came second nationally for sending the lowest levels of refuse to landfill (07/08 figures), with Somerset leading the country with a recycling rate of 50.9.
2. Continued improvement in streetcleansing to 8.6%. 0% (best possible) performance in flytipping and graffiti removal (provisional 08/09 figures) and 100% performance dealing with abandoned vehicles.
3. Property portfolio has supported voluntary and community sector with Community Asset Transfers to the Boy's Brigade, Martock, Langport and Somerton Town Councils.
4. Year-long audit of carbon emissions complete, with support from Carbon Trust, and a quantified Carbon Management Plan in place.
5. Exemplar wind turbine about to be installed at Yeovil Innovation Centre.
6. Implemented elements of car parking strategy by increasing parking spaces in Ilminster.
7. Gold Award for Britain in Bloom in partnership with Yeovil Town Council and 90,000 bulbs planted across the district.
8. 3 Horticultural apprentices taken on.
9. New public conveniences provided in partnership with Yeovil Town Council.
10. Over 150 people attended flood fairs to raise awareness of flooding resilience, 3 community flood plans in place and successful emergency response to 3 major flooding incidents, with approximately 5,000 sandbags distributed.

PRIORITIES FOR 2009/10

1. Deliver specific projects that contribute to climate change mitigation and adaptation.
2. Work to progress Civil Parking Enforcement options and continue to improve car parks.
3. Deliver a range of projects that improve the SSDC property portfolio.
4. Deliver specific projects that contribute to a cleaner environment.
5. Deliver feasibility reports on innovative solutions for reducing municipal and other waste.
6. Continue work to improve green and open spaces in the District.

CRITICAL SUCCESS FACTORS

1. (a) Provide by end of March 2010, support and guidance to 150 households at risk of flooding and deliver guidance booklets to all those who have requested sandbags in the last 3 years.

- (b) Work with the Civil Contingencies Partnership to establish the implications of the Flood and Water Bill and prepare report for members for July 2009.
 - (c) Produce and agree by end of March 2010 a replacement programme for Streetscene vehicles to more environmentally friendly options.
 - (d) Deliver a voltage optimisation system at Brympton Way by December 2009.
2. (a) Gain one additional 'Park Mark' award by end of March 2010.
3. (a) Complete the 'Power-Outage' project at Brympton Way to increase business resilience by March 2010.
- (b) Complete a community office review to establish whether more effective partnership (one-stop shop) arrangements can be made by December 2009.
- (c) Investigate whether further towns/villages are interested in the opportunity to manage their public conveniences and report to District Executive by December 2009.
4. (a) Enforcement team to contact 600 licensed premises with guidance on how to reduce general litter arising from their customers by March 2010.
- (b) Facilitate 20 environmental events such as community litter picks during the financial year.
5. (a) Conduct a bring bank review with recommendations that complement the existing kerbside collection and Household Waste Recycling Centres by December 2009.
- (b) Develop options to present to members to deliver garden waste on a district wide basis by December 2009.
6. (a) Participate in Yeovil in Bloom, other 'in bloom' schemes and gain 3 Green Flag Awards during the financial year.
- (b) Deliver 50 environmental enhancement schemes, eg bulb or tree planting schemes during the financial year.

Main Senior Contact(s): Corporate Director (Environment)

STRATEGIC PORTFOLIO STATEMENT

2009/10

Portfolio Title: ECONOMIC DEVELOPMENT, PLANNING AND TRANSPORT

Portfolio Holder: Councillor Peter Seib

Lead On: Economic Development, Strategic Planning and Transport, Development and Building Control

Main Achievements in 2008/9:

Economic Development:

1. Yeovil Innovation Centre completed within budget and open for business at the start of 2009.
2. Agreement to establish the Into Somerset Company.
3. Recession Strategy drafted and being implemented.
4. Chard Urban Development Framework commenced.

Planning Policy:

5. LDF Project Monitoring Board established
6. LDF Core Strategy – Issues and Options consultation completed.
7. Strategic Housing Market Assessment (SHMA) completed and published.
8. Housing Planning & Delivery Grant of £287,400 received from central government.
9. LDF evidence base development and Annual Monitoring reported completed.

Development/Building Control:

10. Release from 'Standards Planning Authority' designation.
11. Targets for Major, Minor and Other applications consistently achieved.
12. Development Management and Lean thinking successfully launched.
13. Planning successfully introduced to Joint Area Committees (JAC's)

Transport

14. Green Travel Plan commenced and successful green travel plan day held on 31 March 2009.
15. Ongoing successful local administration of the national concessionary bus fare scheme.

Priorities for 2009/10:

1. Introduce Development Management approach and continued service improvement with a focus on quality outcomes and joint working.
2. Secure long-term Yeovil Innovation Centre operational arrangements.
3. Complete and agree the Economic Development Strategy.
4. Deliver LDF work to the revised and agreed Local Development Scheme.
5. Promote community engagement with the LDF process and reflect community aspirations (Sustainable Community Strategy).
6. Continue work to deliver both Key Sites and regeneration initiatives.
7. Progress joint working and “lean” across the Portfolio as an efficiency driver
8. Publish the Green Travel Plan for SSDC.
9. Commence development of Phase 3 Lufton 2000 Joint Venture.
10. Complete the Strategic Housing Land Availability Assessment (SHLAA).
11. Support the Into Somerset initiative.

Critical Success Factors:

1. Embed “lean thinking” proactive as part of Development Management by September 2009 and contribute to the implementation of a Somerset-wide major applications team by end of 2009.
2. Yeovil Innovation Centre arrangements agreed with SWRDA & SCC and 10 businesses in occupation by April 2010.
3. Economic Development Strategy published by August 2009.
4. Complete consultation on the LDF Core Strategy – Preferred Options and ‘key diagram’ by February 2010.
5. Complete 4 Area LDF workshops by September 2009.
6. Chard Urban Development Framework completed by September 2009 and adopted by March 2010.
7. Amalgamate the Development Management and LDF Project Monitoring Boards by September 2009.
8. Green Travel Plan completed by October 2009.
9. Outline Planning Permission granted for Lufton 2000 Phase 3 by July 2009.
10. Complete the SHLAA by September 2009.
11. Implement the Into Somerset Business Plan for 2009/10.

Main Senior Contact(s): Corporate Director (Economic Vitality)

STRATEGIC PORTFOLIO STATEMENT 2009/10

Portfolio Title	:	CUSTOMER SERVICES
Portfolio Holder	:	Cllr Mike Lewis
Lead On	:	Area East and Customer Services
Main Achievements in 2008/09	:	<ol style="list-style-type: none">1. 88% of actions in access strategy for 08/09 delivered or on target.2. 95.5% of customers rated the contact centre service as good or very good (exceeded annual target)3. Target of 62% of all calls resolved within the contact centre achieved.4. <ul style="list-style-type: none">• Over 80% of all call centre calls answered within 30 seconds• Over 90% of call centre calls answered within 60 seconds
Priorities for 2009/10	:	<ol style="list-style-type: none">1. Deliver actions for 09/10 as set out in Access to Services Strategy2. Maintain customer satisfaction with service at 95% or over3. Maintain percentage of calls resolved at first point of contact4. Maintain percentage of calls answered within target time
Critical Success Factors	:	<ol style="list-style-type: none">1. 100% actions for 09/10 as outlined in Access Strategy delivered.2. Over 95% of customers to be either satisfied or very satisfied with the call centre service3. Over 62% of calls to the contact centre resolved within the contact centre.4. <ul style="list-style-type: none">• Over 80% of call centre calls to be answered within 30 seconds• Over 90% of call centre calls to be answered within 60 seconds
Main Senior Contact(s)	:	Corporate Director (Communities)

STRATEGIC PORTFOLIO STATEMENT 2009/10

Portfolio Title: THE MARKET TOWNS VISION

Portfolio Holder: Councillor Kim Turner

Lead On: The Market Town Vision

Main Achievements in 2008/09:

1. Market Towns Investment Group (MTIG) has continued to meet on a regular basis to address a number of strategic issues of mutual interest and concern.
2. Successful implementation of both Radio Link and deployable CCTV cameras in the market towns.
3. Refreshed Mark Town Vision delivery plan with key stakeholders and partners.

Priorities for 2009/10:

1. Complete the implementation of the agreed priority projects in the market towns.
2. Complete a Visitors Audit of the market towns and associated projects.
3. Work with South Somerset Market Towns Investment Group (MTIG) to establish an economic development strategy for the market towns.

Critical Success Factors:

1. Implementation of the agreed town priority projects by October 2009.
2. Visitors Audit completed by June 2009 and projects implemented by March 2010.
3. Complete an Economic Development Strategy for Market towns by the end of 2009/2010.

Main Senior Contact(s): Corporate Director (Economic Vitality)
Head of Area Development (West)

STRATEGIC PORTFOLIO STATEMENT 2009-10

Portfolio Title: THE RURAL PERSPECTIVE

Portfolio Holder: Councillor Patrick Palmer

Lead On: The Rural Perspective

Main Achievements in 2008-09

1. Rural perspective framework completed, to provide basis of service impact assessment and scrutiny programme.
2. Review of support to current and potential small scale housing schemes for Affordable Housing in rural areas, in partnership with Community Council for Somerset, with many key issues identified to enhance successful delivery.
3. Continuing support to increase the productivity, diversity and sustainability of Somerset's rural economy and environment through provision of one to one business development advice to 115 rural businesses; and participation in several county wide programmes for the land based economy.
4. Partnership established with other Somerset local authorities and Post Office Limited to promote the maintenance and viability of the network of Post Offices and small shops, following the Government review.
5. Support to community-led campaigns seeking to protect local post offices services during the national Post Office Network Review, and protection of 48 telephone call boxes, targeted for removal by BT.

Priorities for 2009-10:

1. Three key priorities identified in the rural areas to be included within the 2009-10 scrutiny work programme, including the Council's approach to a successful programme of small-scale affordable housing schemes for local people.
2. Promote the involvement of rural communities within the development of the South Somerset Core Strategy and Area Forums.
3. Continue to support work to increase the productivity, diversity and sustainability of Somerset's rural economy and environment.
4. Promote the delivery of local, regional and national investment programmes into the rural areas

Critical Success Factors:

1. Three priority areas included in the scrutiny work programme during 2009-10, including the Council's approach to a successful programme of small-scale affordable housing schemes for local people.
2. Consultation and engagement activities for Area Forums and the Core Strategy target residents and businesses within rural areas

3. Advice / support provided to at least 100 businesses through the agricultural / rural business support services by March 2010; develop a strategy for supporting the rural food and drink strategy by October 2009
4. Delivery plans implemented for two Leader programmes as part of the Rural Development Programme for England

Main Senior Contact(s): Corporate Director (Economic Vitality)

STRATEGIC PORTFOLIO STATEMENT

Portfolio Title	:	COMMUNITY SAFETY AND THE YEOVIL VISION
Portfolio Holder	:	Councillor Tony Fife
Lead On	:	Area South, Local Democracy, Community Safety, Yeovil Vision.
Main Achievements in 2005/06	:	<ol style="list-style-type: none">1. Formal recognition received for the South Somerset and Mendip Community Safety Partnership in June 2005.2. Adoption of the Urban Development Framework in September 2005.3. Securing £800,000 funding for the delivery phase of the Yeovil Vision.
Priorities for 2006/07	:	<ol style="list-style-type: none">1. Gaining partners' agreement to the Memorandum of Understanding for the Yeovil Vision and appointment of the Project Director.2. Improve community safety levels in South Somerset.3. Achieve agreed community safety targets.
Critical Success Factors	:	<ol style="list-style-type: none">1. Memorandum of Understanding signed by August 2006.2. Projects Director (Yeovil Vision) appointed by October 2006.3. Maintain community safety ('feeling safe') levels at 90% plus.4. Deliver on the community safety targets as set out in the Somerset Crime Reduction and Drugs Strategy for 2006/07.
Main Senior Contact(s)	:	Assistant Chief Executive Corporate Director (Economic Vitality)

STRATEGIC PORTFOLIO STATEMENT 2009/10

Portfolio Title: AREA DEVELOPMENT (WEST)

Portfolio Holder: Councillor Kim Turner

Lead On: Area Development (West)

Main Achievements in 2008/09:

1. Targets set for projects in Area Development Plan by March 2009 were reached
2. 3 Market Town Area Forum events were held involving around 600 local residents
3. The Chard Regeneration Scheme development programme was established by December 2008

Priorities for 2009/10:

1. Implement the key actions contained in Area Development Plan
2. Continue to develop arrangements for local consultation and community engagement in local decision making through 3 Market Town Area Forums and further development of the Joint Area West Committee
3. Support the further development of the Chard Regeneration Scheme

Critical Success Factors:

1. Reach targets and milestones set in the Area Development Plan by April 2010
2. Confirm arrangements for further development of Joint Area Committee West and Forums by October 2009
3. Agree detailed Vision, Masterplans, Transport strategy and Urban Development Framework by September 2009 and establish delivery plans by April 2010.

Main Senior Contact(s): Head of Area Development (West)
Corporate Director (Economic Vitality)

STRATEGIC PORTFOLIO STATEMENT For 2009/10

Portfolio Title	:	AREA SOUTH
Portfolio Holder	:	Councillor Tony Fife
Lead On	:	Area South
Main Achievements in 2008/09	:	<ol style="list-style-type: none">1. Instigated a Neighbourhood approach, building on Planning for Real in Westfield and Milford, the most deprived wards in South Somerset.2. Yeovil Town Centre Partnership sustained by new Funding agreement with private sector and Town Council.3. Successfully assembled the land and finance for Reckleford Road Improvement Scheme supporting the Yeovil Vision, and regeneration in the Eastern End of Yeovil. Sustained developer interest in the Foundry House site despite falling property values and the recession.4. Planning application submitted and funding assembled to enhance community facilities in Milford to help further reduce inequalities in Yeovil.5. Three successful Neighbourhood Forums held, and funding used to enhance services in line with community preferences.
Priorities for 2009/10	:	<ol style="list-style-type: none">1. Implement the key actions contained in the Area Development Plan (ADP).2. Continue to build capacity in the Community by supporting all communities, but focussing on the most deprived areas.3. Improve levels of democratic engagement and influence through development of the role Joint Area Committee.4. Work with partners to reduce health, employment and environmental inequalities in older residential areas of Yeovil.5. Continue to promote and develop Yeovil's role and potential as a sub-regional centre for employment, shopping and leisure.6. Provide for sustainable communities on new and existing housing areas in Area South.
Critical Success Factors	:	<ol style="list-style-type: none">1. Meet targets and milestones set out in the Area Development Plan by April 2010.2. <ul style="list-style-type: none">▪ Help establish community associations where there is little or no community infrastructure; set up a new association in Birchfield by April 2010▪ Build capacity in the villages by supporting a networking and learning event with the parish councils by April 2010

3. **Deliver further service enhancements within Yeovil and the villages based on the decisions of Area and Neighbourhood Forums by October 2009**
4. **With partners commission a funded programme to improve health training and employment in the most deprived wards of Yeovil by October 2010**
5.
 - **Commence construction work on Reckleford road improvements by July 09**
 - **Sign legal agreement over Foundry House by July 2009.**
 - **Agree with Vision partners on delivery arrangements for Yeovil Vision by end of 2009**
 - **Help assemble package for new visitor centre for the Yeovil Country Park**
 - **Complete investigation into a Business Improvement District for Central Yeovil by April 2009**
 - **Refresh of UDF commenced by October 09.**
6.
 - **Establish Community Hub at Milford by April 2010**
 - **Work with RSLs to begin process to 'master plan' older residential areas of Yeovil by April 2010.**
 - **Work with developers to ensure community facilities are provided on key sites in Yeovil.**

Main Senior Contact(s)

: **Head of Area Development – South
Corporate Director (Economic Vitality)
Corporate Director (Communities)**

STRATEGIC PORTFOLIO STATEMENT 2009/10

Portfolio Title	:	AREA EAST
Portfolio Holder	:	Councillor Mike Lewis
Lead On	:	Area East
Main Achievements in 2008/09	:	<ol style="list-style-type: none">1. Support given to help deliver priorities in the 8 completed Community/Parish Plans. A further 7 plans in development including Milborne Port, which is nearing completion2. 19 Retail Support awards made, grants of £20,000 leveraging investment of £150,0003. Area Profile completed and communities involved in 4 Conservation Area Appraisals, which are complete or nearing completion4. £28,500 of RDA funding secured to support regeneration, including Business Mentoring scheme and economic appraisal of Milborne Port5. 2 Area Community Forum events held, leading to successful service enhancement programmes for youth support, street cleaning, investigating housing needs and addressing antisocial behaviour6. Rural SPOs and telephone kiosks have come under threat. Representations made to retain facilities or find community alternatives
Priorities for 2009/10	:	<ol style="list-style-type: none">1. Work with Councillors, partners & communities to understand and address local needs & priorities by supporting sustainable projects, with a particular focus on the needs of both rural communities and more disadvantaged groups within all our communities2. Practical measures which support the local economy during the current recession based on its particular characteristics3. Promote community involvement in planning for more sustainable communities through delivery of Parish & Community Plans and shaping up the South Somerset Local Development Framework
Critical Success Factors	:	<ol style="list-style-type: none">1. <ul style="list-style-type: none">• Meet targets and milestones set out in the Area Development Plan focusing on progressing the delivery of significant regeneration projects by March 2010 and maximising investment including making the most effective use of resources• Deliver further service enhancements within the Area based on the specific community priorities identified by the Area East Community Forum by March 2010• Broaden & strengthen the work of the Area East Community Forum by engaging with more citizens &

- seeking to extend service enhancement to other agencies working in the Area
- At least 30 local projects supported with advice & financial assistance with up to £100,000 invested in community priorities
 - Deliver support to a minimum of 15 retail & tourism outlets through the Retail Support Initiative and tourism support scheme
- 2.
- Transfer of the Mentoring Scheme to the Somerset & Local Chambers to continue effective support for businesses requiring this service
 - Support local business organisations to deliver at least 2 local events or projects that enhance business effectiveness
 - Signpost all business enquiries to the relevant SSDC service or specialist agency
 - Deliver an Image Development Strategy for the Area to support tourism and inward investment by March 2010
- 3.
- Deliver a programme of community consultation & engagement to reflect the particular needs of the Area by March 2010, ensuring effective input into the development of strategies & plans including the South Somerset Local Development Framework Core Strategy
 - Support the roll forward & updating of the 3 Market Town Community Plans and bring a further 4 Community or Parish Plans for adoption by the Committee, by March 2010

Main Senior Contact(s) : Head of Area Development East
Corporate Director (Economic Vitality)

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STRATEGIC PORTFOLIO STATEMENT - 2008/09

	Critical Success Factors	Performance Against Theme
1	Meet targets and milestones set out in the Area Development Plan	Plan 70% of projects or programmes are on target, 24% have been delayed but are progressing and 6% have run into significant problems and need rethinking
2	Secure Regional funding for enhancing the economy of Wincanton, Castle Cary and Bruton areas	Area Profile now completed (see copy attached) and will be a valuable tool for securing funding. £28,500 of RDA funding secured for 3 regeneration projects: (1) Milborne Port economic template (2) Rural Business Mentoring (3) Bruton Jubilee project total schemes' value £150,000
3	Encourage & support better utilisation of village halls & other community buildings for both access to services & broader programmes of activities for everyone	<p>Through the CDO's small grants budget a total of £5,290 was awarded to 18 projects (total value of over £26,000) throughout the Area. Most schemes resulted in increasing the functionality of buildings & spaces or providing new activities. 10 of these projects were outside of the Market Towns. Funding of £70,000 secured towards new Charlton Musgrove village hall</p> <p style="text-align: center;">Footfall figures for Community Offices in Area East</p> <p>Wincanton 2007/08 – 8515 2008/09 – 7329 - giving an overall decrease in footfall of 13.9% (97.3% increase in Benefits enquiries; 33% decrease in Waste enquiries. Police footfall – 218 for 2008/09)</p> <p>*Bruton 2007/08 – 3403 2008/09 – 3123 - giving an overall decrease in footfall of 8.3% (22% increase in Benefits enquiries; 41% increase in Waste enquiries; 16.5% decrease in Tourism enquiries; 13% decrease in Town Council enquiries)</p> <p>*Castle Cary 2007/08 – 2940 2008/09 – 3454 - giving an overall increase in footfall of 17.5% (27% increase in Tourism enquiries; 44% increase in Town Council enquiries; 38% decrease in Benefits enquiries; 42% decrease in Waste enquiries)</p> <p>*these figures are for office openings throughout the year, staffed by SSDC and the Town Council</p>
4	Work closely with Economic Development, Tourism & Planning Services to improve infrastructure in the Area in order to achieve economic & social regeneration	<p>Tourism accommodation survey has shown need for additional accommodation, which has been taken into account by all departments.</p> <p>Village hall benchmarking study completed</p> <p>Area East profile has been completed and replicated in each area of SSDC</p> <p>Active cooperation with Tourism regarding the accommodation strategy and tourism leaflet. Area Head of Service coordinates commentary on all significant planning applications & attend pre-application discussions & planning gain meetings</p> <p>Input given to Henstridge and Staverton master plans and Wincanton Key Site</p>

STRATEGIC PORTFOLIO STATEMENT 2009-10

- Portfolio Title** : **AREA NORTH**
- Portfolio Holder** : Councillor Patrick Palmer
- Lead On** : Area Vision - Area Working - North
- Main Achievements in 2008-09** :
1. The Area Committee, and ward members supported over 60 community-led projects, addressing local priorities – with over £67,000 awarded to 25 new projects worth £320,000. In addition £15,000 was invested into a programme of over 60 community based activities for older and young people. Overall 77% of targets in Area North Development Plan were achieved or partially achieved.
 2. Area North helped to champion the long-term sustainability of four significant community-led projects: the David Hall, South Petherton, the Market House Martock, the Great Bow Wharf, Langport and the new Somerton Hall, representing a combined total of around £2 million of recent investment from local and national sources into new and improved community, business and tourism facilities for residents and visitors.
 3. Area North supported safe and strong communities through the Community Safety Action Panel, providing £25,000 towards local priorities for safer communities and cleaner streets.
 4. Area North carried out a review of support to current and potential small scale housing schemes for Affordable Housing and has provided a further £15,000 to assist in the successful provision of additional homes for local people.
 5. Area North supported the successful partnership bid to the South West Regional Development Agency for £1.8 million over 5 years for economic development in the Somerset Levels and Moors, as part of the Rural Development Programme for England, and continued to work in close partnership with other public and community organisations promoting a sustainable future for this special landscape.
 6. Area North continued to support the Somerton and Langport Links Community Transport Service. During 2008-09, 8274 passengers travelled over 57,000 miles, benefiting from this accessible and responsive service.
- Priorities for 2009/10** :
1. Work with Councillors, partners and communities to understand and address local needs and priorities, through effective local services, promoting a continuous improvement in local quality of life, and by helping local communities help themselves.
 2. Promote and support the successful delivery of additional affordable homes for local people.

3. Actively participate in partnerships and investment programmes of the Somerset Levels and Moors, promoting social, economic and environmental well-being of this special landscape.
4. Promote community involvement in planning for the future sustainability of Area North through the South Somerset Local Development Framework.

Critical Success Factors :

1. 60 community-led projects supported through advice, support and financial assistance, and up to £120,000 invested into community priorities, established through local consultation and involvement (Area Forum), by March 2010
2. A programme of at least eight rural housing schemes for local people are supported to progress through feasibility or development stages by March 2010
3. The main programme for the Levels and Moors LARC programme is launched by July 2009
4. A programme of community consultation and engagement tailored to the distinctiveness of Area North, to assist in the development of the draft South Somerset Core Strategy is completed by December 2009

Main Senior Contact(s) :

Corporate Director (Economic Vitality)