



West Somerset Sustainable Community Strategy 2007-2010

Appendix A: Action plan

December 2006

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ECONOMIC DEVELOPMENT AND ENTERPRISE – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
1	To make West Somerset a quality location for businesses	1.1	Providing appropriate land and premises for workspace	1.1.1	Deliver outstanding mixed workspace projects at Dulverton Depot, Mart Road, Minehead, former Wrigleys site, Williton, East Wharf, Watchet and livestock market at Wheddon Cross	Creation of additional small-scale business space to help match increasing local demand and choice for businesses/self-employed	WSC, SCC, GOSW & SWRDA	Spring 2008 for completion of all sites	Regeneration Teams from SCC & WSC
		1.2	Providing relevant, accessible business support and promotion	1.2.1	Identify realistic opportunities for new employment space in appropriate locations through the Employment Land Review/Local Development Framework process	Secure longer-term requirements for business expansion and inward investment opportunities in conjunction with wider growth of local settlements	WSC with West Somerset Business Network and local chambers	Alignment with milestone dates contained in West Somerset and ENP Local Development Schemes, public participation on preferred site options scheduled for Dec 2007	Planning Policy Officers from WSC and ENPA with consultancy support

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	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
1	To make West Somerset a quality location for businesses	1.2	Providing relevant, accessible business support and promotion	1.2.2	Define a targeted programme of business support training opportunities (i.e. Women in Business Events and Working in Rural Areas)	Helps to address local need/gaps in current training offer amongst working age residents	Business Link, LSC & SCC, REG Adult Learning and Leisure, SAAS	Commence programme from May 2007	LAA and REG funding support available
		1.3	Optimising the use of high-speed technological links	1.3.1	Assist implementation of Phase 2 Broadband programme for improving rural areas connectivity	Building upon recent infrastructure improvements brought in by first phase	Connecting West Somerset Project	As set out in the programme timetable	Partner authorities
2	To increase the income from tourism in West Somerset	2.1	Providing the environment for tourism to thrive	2.1.1	Prepare a joint programme of visitor infrastructure improvements (i.e. information, public realm enhancement, off-street parking facilities) to be undertaken over the period to Spring 2010	Will provide a better visitor experience and help demonstrate civic pride for local facilities also benefiting permanent West Somerset residents	WSC & SCC with Visit Exmoor and local councils	Completion of draft schedule following consultation by Dec 2007	SCC, WSC Officers and Visit Exmoor

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	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
2	To increase the income from tourism in West Somerset	2.2	Encouraging quality environmentally-friendly tourism initiatives	2.2.1	Assist the phased introduction of the Cycle West Somerset network from Minehead to Watchet and coast path facility enhancements	Will help provide better opportunities for green tourism, connectivity and spin-offs for WSR and other attractions in the coastal corridor	Forum 21 with Cycle West Somerset Steering Group	Complete 2 stages of the network by March 2009	Voluntary time from Forum 21, consultancy support from Sustrans, officer time from SCC and WSC
		2.2	Encouraging quality environmentally-friendly tourism initiatives	2.2.2	Maximise potential from evolving project areas such as food links & recycling initiatives at tourist accommodation	Will assist retention of produce supply in the local economy and further opportunities for sustainable tourism in Greater Exmoor	Exmoor & Quantock food link partners including ENPA & WSC	Implement initial programme by March 2008	Officer time from indicated programme areas
3	To increase economic equality and social engagement	3.1	Involving local areas in community-based regeneration	3.1.1	Support a balanced programme of regeneration initiatives emerging from the Market Towns arena	Will embrace and extend valuable community partnership work already underway through Watchet Regeneration Partnership and Williton Regeneration Forum	Local partnership bodies plus Somerset Market Towns Forum and SWRDA	Commence preparatory work during 2007/8	Officer time from partnership bodies and some funding support from SWRDA

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3	To increase economic equality and social engagement	3.1	Involving local areas in community-based regeneration	3.1.2	Support the Coleridge Way partnership to deliver quality community and economic regeneration projects, including setting up horse-riding route	Businesses along route sustained and diversified. New businesses set up. Local communities engaged	Coleridge Way steering group (WSC, SCC, ENPA, ARTlife, Sedgemoor DC, QAONB)	First community regen project underway by September 07	Coleridge Way project officer and steering group. (Rural Renaissance funding until summer 2007)
		3.2	Supporting the development of voluntary and community sector initiatives	3.2.1	Extend Community Trust/Westlabb format to other appropriate project areas identified in the Exmoor Sustainable Economic Development Strategy	Will secure maximum returns to the local community and tap effectively into limited voluntary sector resources	Joint – ENPA, WSC and SCC in formative stages only then led by appropriate trust	Commence preparatory work during 2007/8	Officer time from ENPA, WSC and SCC with targeted assistance from New Economics Foundation
				3.2.2	Maintain, protect and increase public investment in VCS organisations to deliver services under devolution/ Compact	Value for money Local investment Increased social capital (See also obj. 6.1, 6.4, 6.5, 6.7)	WSC , VCS organisations with (and developing) SLAs	Relates to each organisation's funding timetable	WSC staff, VCS staff

LEARNING AND SKILLS – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
4	To develop a well-trained, adaptable, local workforce	4.1	Increasing the number of people who are confident in literacy, numeracy and in their use of computers	4.1.1	To set up follow-on IT workshops as a progression for the 'digital learners' (See also obj 4.3, 5.2 and 5.3)	Increase the number of economically active older people Enhance performance of the self-employed Counter some of the stereotypical perceptions of the older worker which may persist in some companies which constitute barriers to employment	Learning and Skills Group (LSG) , LSP, Broadband project, LSG, Business Link	Start: appointment of designated lead for Learning and Skills group. Milestones: - Series of outreach visits to community groups to stimulate demand - Utilise existing ICT capacity in community centres - Increase number of e-learners accessing Internet from centres in the community	Learn direct officer, Library service
				4.1.2	To promote work of successful small businesses on the basis of their service to the community: Press releases incl case studies (Also obj. 4.2, 4.3, 5.1 and 12.5)	Publicity for sole traders/micro businesses; raise awareness among sole traders of comm. activities and awareness of links opportunities	LSG	Press releases. Case studies. Leading to increased number of self referrals to basic skills courses	Learning and skills group

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	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
4	To develop a well-trained, adaptable, local workforce	4.1	Increasing the number of people who are confident in literacy, numeracy and in their use of computers	4.1.3	To assess the Skills for Life awareness needs of volunteer staff who work with families and who visit families in their homes: - Promotional visits - Attend and promote SfL awareness programmes - Customized courses Basic Skills awareness to meet demand (See also obj. 4.2 and 4.3)		LSG, Homestart	Series of promotional visits to statutory Sector and voluntary groups to raise awareness of Potential SfL opportunities for volunteers and the community : volunteer meetings, Active Living Centres, Healthy Living Centres, Surestart, Homecare, schools	Funding to be sought for coordination and training. Estimated at £155 per head.
				4.1.4	Collate info on number of employers– cross sectors – who are progressing SfL within their own organisations		LSG	Increased nr of orgs participating Increased number of new learners amongst employees Increased number of employees gaining Level 2 and 3 qualifications	Staff time. Funding necessary.

LEARNING AND SKILLS – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
4	To develop a well-trained, adaptable, local workforce	4.2	Providing choice of convenient and continuing skills training		See actions 4.1.1, 4.1.2, 4.1.3 and 4.1.4				
		4.3	Promoting training in technology skills	4.3.1	To market and promote successful stories of older learners who are engaging in Skills for Life courses/gaining certificates (See also obj 4.1)	Raise awareness and aspirations among older people with Basic Skills needs Increased take-up of SfL for older people Increased involvement in economic activity/ volunteering Measurement of success of project in light of new employment legislation; track retention figures and outcomes for older learners	LSG, Age Concern	<u>Milestones:</u> - Series of press releases incl case studies sent to local/free papers - Celebration event involving representatives across the sectors and local councillors - Feature on local/community radio - Increase number of learning ambassadors among older learners	Staff time.

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	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
4	To develop a well-trained, adaptable, local workforce	4.3	Promoting training in technology skills	4.3.2	To deliver (face to face via community groups) questionnaires to people in supported housing in rural areas to gauge potential take-up of mobile IT resource for young people (Also obj. 5.1, 5.2 and 12.5)	Increased take-up of and referrals for training in IT Increase in number of learners gaining underpinning skills for vocational qualifications Increase in numbers of learners gaining Level 2 qualifications	LSG , Surestart, Homecare, Jobcentre Plus, CDRP, Magna	<ul style="list-style-type: none"> • Nr of questionnaires disseminated • Nr of responses • Nr of new SfL learners 	
				4.3.3	To promote and encourage development and use of environmental technologies and initiatives such as renewable energy generation and pollution control (e.g. reed beds)		ENPA		

LEARNING AND SKILLS – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
4	To develop a well-trained, adaptable, local workforce	4.4	Improving access to work and training facilities for all people (was objective 3.3)	4.4.1	Maximise the value of local community resource centres (i.e. Exmoor Community Computer Centre at Winsford) and youth centres by a selective programme of promotional initiatives.	Will serve to make better use of existing exemplar community-level training facilities, which also has positive effects on other themed areas such as Economic Development and Stronger communities	SCC, Business Link	Implement programme by December 2007	Officer time from SCC and Business Link and local Regeneration Officers
5	To widen participation in learning	5.1	Finding out what people want in education, skills and training		See actions 4.1.2, 4.1.3 and 4.3.3				
		5.2	Ensuring more people can access and use the Internet	5.2.1	To take the SRYP mobile IT facility to reach the most isolated young people by employing two workers		SRYP		

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	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
5	To widen participation in learning	5.2	Ensuring more people can access and use the Internet	5.2.2	Develop a 'good practice' recruitment checklist for medium/large businesses that is based on case studies of volunteers/ older workers	Valuing work of older workers and volunteers	LSG, Business Link, Age Concern		

STRONGER COMMUNITIES – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
6	To develop and maintain a thriving sense of community in West Somerset	6.1	Providing accessibility to services for everyone in West Somerset	6.1.1	To engage a 'funding officer' capable of identifying funding opportunities and to assist local communities with applications (See obj. 6.3)	Improved services within Communities			Currently research is undertaken into possible funding
				6.1.2	Increase number of older and disabled people volunteering (See also obj. 6.3 and 6.4)	<ul style="list-style-type: none"> - Widen access to services - Maintain local facilities provided by CVS organisations - Increase the use village/ community halls (Links to LAA points: 14.1, 14.2, 14.3 and 14.4. See also strategic aim 5). 	West Somerset volunteers, Voluntary Sector Forum organisations, VCS organisations	Start: December 2006 Ongoing	Basic funding is in place for period Sept 2006 – April 2008. Development funding will be required.

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	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
6	To develop and maintain a thriving sense of community in West Somerset	6.1	Providing accessibility to services for everyone in West Somerset	6.1.3	Increase number of volunteers generally (See obj 6.3 and 6.4)	- POPP project: to promote health and well-being amongst older people. - Will bring people together and help foster a greater sense of community (Links to LAA points: 14.1, 14.2, 14.3, 14.4 and 15.1. Links to strategic aims 5, 7 and 8)	Age Concern Somerset, other POPP partners	10 Active Living Centres across West Somerset by April 2008	Dept of Health funded for 2 year pilot. Active Living centres to be self-sustaining by year 3
				6.1.4	With the agreement of members, change the emphasis of, and resource the Voluntary Sector Forum to better contribute to the outcomes of the Community Strategy (See obj. 6.3 and 6.4)	-More accountability of the voluntary sector - A greater voice and influence over local decision-making and delivery of services (Links to LAA point 14.4)	West Somerset Voluntary Sector Forum, member organisations	Put to members on December 2006/January 2007. If agreed commence from April 2007.	It will be necessary to fund a post or part post to facilitate this work. A full-time post at this level would attract a salary at NJC pay scale 6: £20,895 - £22,293 pro rate part-time + travel expenses + on costs

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	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
6	To develop and maintain a thriving sense of community in West Somerset	6.2	Increasing participation in democracy	6.2.1	POPP project promotes civic involvement and community empowerment initiatives	Enhances and develops local services	POPP	By April 2008	POPP coordinator, Funded until 2008
		6.3	To increase the number of young people choosing to stay in West Somerset	6.3.1	Develop a project to encourage younger and working age people to volunteer	Young people contributing to the community and encourage them to stay in the area. (Links to LAA points: 1.20 and 14.2)	West Somerset volunteers	Project plan developed by spring 2007. Funding bid submitted, possible to Reaching Communities summer 2007.	Funding bid to be developed
		6.4	Increasing participation in community life	6.4.1	Promote diversity of community and voluntary opportunities to attract non-participants (see also obj. 6.5)	Increased participation and volunteering; Raises profile of what can be achieved through participation Increased membership of groups	West Somerset Voluntary Sector Forum and members, ENPA conservation volunteers	Devise promotion scheme and launch through Volunteer Bureau by Autumn 07	Members and West Somerset Volunteers! WSV has basic funding to Dec. 2008, further funding needs to be sought.

STRONGER COMMUNITIES – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
6	To develop and maintain a thriving sense of community in West Somerset	6.4	Increasing participation in community life	6.4.2	Extend Creative communities (community champions on Exmoor) programme across whole district (see also obj. 6.5)	- Increased participation in cultural life - Increase in number of cultural events - Individual skills enhanced	ARTlife consortium members, ENPA, WSC	New programme to start September 2007	Creative Communities coordinator, steering group and community network. Funding needed
				6.4.3	Making an (online and hard-copy) directory of community and voluntary groups		West Somerset Voluntary Sector Forum, WSC		
		6.5	To promote community cohesion	6.5.1	Develop and support community/education programmes to address racism, using West Somerset Council members as community champions	Increased understanding and awareness. Increased levels of activity through partnership community projects	WSC, CDRP, ARTlife, West Somerset Voluntary Sector Forum	Late 2007/08	Funding required
		6.6	Increasing the use of village halls/community halls/ community buildings, schools and school facilities		See 6.1.2				

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	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
6	To develop and maintain a thriving sense of community in West Somerset	6.7	To encourage communities to contribute to solve local problems with the help of the appropriate agencies	6.7.1	Support the CVS to be a one-stop-shop for people wanting to set up new groups/campaigns	Local responsibility and ownership of solutions Reduces pressure on statutory agencies	CVS, Voluntary Sector Forum, LSP Partners	Identify suitable partners and begin needs and resources analysis by September 07	Needs funding

SAFER COMMUNITIES – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
7	To enable people to feel safe in their homes and in the community	7.1	Reducing perceptions that result in a fear of crime	7.1.1	To introduce alcohol designation zones in certain locations in West Somerset (Also see obj 7.4)	To increase powers available to Police to deal with anti-social behaviour fuelled by alcohol.	WSC, Police	Spring 2007	West Somerset Council Community Safety Liaison Officer.
				7.1.2	To develop and implement a strategy to tackle Criminal Damage (Also see obj. 7.4)	To provide a methodology for reducing the numbers of criminal damage offences recorded in West Somerset	Police	Spring 2007	Police Sector Commander
				7.1.3	To introduce Neighbourhood Policing Teams (Also see obj. 7.2, 7.3 and 7.4)	To coordinate and address local Crime and Disorder issues identified	Police, WSC, Housing Associations, Community groups	Ongoing	Police Beat Managers; Housing Officers; Community forums
				7.1.4	To increase the number of Police Community Support Officers (Also see obj. 7.2, 7.3 and 7.4)	To support the delivery of Neighbourhood Policing Teams and to enhance local working between Police and communities	Police	<u>Start:</u> Autumn 2006 <u>Target:</u> 15 PCSOs by April 2007	Police

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	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
7	To enable people to feel safe in their homes and in the community	7.1	Reducing perceptions that result in a fear of crime	7.1.5	To introduce measures to address the disparity between levels of crime and public perceptions thereof (See obj. 7.2, 7.3 and 7.4)	A more balanced community where people wish to live	West Somerset Council (via Unit 5)	Spring 2007	West Somerset Council (via Unit 5 project team)
7.2		Supporting community-based initiatives to reduce crime and fear of crime		See actions 7.1.3, 7.1.4 and 7.1.5		WSC, Police, Parish and Town Councils	Ongoing		
7.3		Reducing crime and fear of crime through better design of the built environment		See actions 7.1.3, 7.1.4 and 7.1.5		WSC Planning Team, Community Safety Officer, Police	Ongoing		
7.4		Reducing anti-social behaviour		See actions 7.1.1-7.1.5		Police, WSC	Ongoing		
7.5		Provide refuge and support for people suffering domestic abuse				Magna Housing, Police, WSC	Ongoing		

HEALTHIER COMMUNITIES – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
8	To improve the health of all people, starting with the most vulnerable people	8.1	Raising awareness of healthy lifestyles	8.1.1	Develop roadshow to discuss health and health inequality, and the available resources to support healthy choices	Informed discussion, ongoing development of health initiatives, individuals empowered to make healthy choices	West Somerset Health and Wellbeing Partnership	Ongoing, 3 public discussions per year	West Somerset Health and Wellbeing Partnership
				8.1.2	Reducing and preventing obesity: - Improve understanding of how to tackle obesity - Take forward Choosing Health actions - Promote health, influence existing and ongoing projects		West Somerset Health and Well-being Partnership,	Ongoing	West Somerset Health and Well-being partnership

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8	To improve the health of all people, starting with the most vulnerable people	8.1	Raising awareness of healthy lifestyles	8.1.3	Smoking cessation/tobacco control: - Revise relapse prevention training for existing and new smoking advisors - Promotion: increase links with children centres, establish workplace stop smoking groups, collaborative work with voluntary agencies - Develop focused Stop Smoking Services in deprived communities	To support those who give up smoking to remain as non-smokers. Increase quit rates in most vulnerable groups Increase quit rates in most vulnerable groups	Somerset PCT Smoking Cessation Team, Tobacco Alliance and West Somerset Health and Well-being Partnership	People quit at 52 weeks up from 12.6% in 1004/05 to 23.6% in 2009	Somerset PCT Smoking Cessation Team, Tobacco Alliance
		8.2	Ensuring that facilities and services on healthcare are accessible	8.2.1	New Horizons project		New Horizons Steering group (incl WSC, College)		

HEALTHIER COMMUNITIES – ACTION PLAN										
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources	
8	To improve the health of all people, starting with the most vulnerable people	8.3	Ensuring that facilities and services to promote healthy lifestyles are accessible	8.3.1	Take forward Choosing Health actions on physical activity and healthy eating	Support weight management initiatives to reduce impact of chronic disease	Somerset PCT, WSC, SPAG	To agree numbers of new initiatives and user contacts	Sport and Leisure services, Somerset PCT, SPAG	
				8.3.2	Smoking cessation: - Training: for Occupational Health Nurses of larger employers, health visitors/assistants/ staff in children's and family centres	Cessation advice in more and appropriate locations leading to support for more people to quit	PCT Smoking Team	Contribute to overall quit rate	Somerset PCT smoking team	
		8.4	To promote exercise for all people in West Somerset using the natural environment							
		8.5	To develop better working relationships between and with health services	8.5.1	Set up West Somerset Health and Well-being Partnership	Coordinate partnership working to achieve health benefits	WSC, Somerset PCT, POPP project	Manage this programme of work successfully	WSC, Somerset PCT, POPP project	
				8.5.2	Smoking cessation/ tobacco control: -Support: to organisations to enable eligibility for Smoke Free silver status	Business and organisations go 'smoke free' and support staff to do so	PCT Smoking Cessation Team, Tobacco Alliance	Number of organisations Smoke Free per year	PCT Smoking Cessation Team, Tobacco Alliance	

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8	To improve the health of all people, starting with the most vulnerable people	8.5	To develop better working relationships between and with health services	8.5.3	Understanding health inequalities: - Update information and evidence - Disseminate information and evidence to appropriate groups	Enable partners to use evidence and information effectively to achieve health gain	Somerset PCT	Inequalities updates 3 times a year	Somerset PCT, national and regional resources
				8.5.4	'Health equity proof' strategies	Ensure health is considered during drafting of major partner strategies, i.e. transport, leisure, housing, environment	West Somerset Health and Wellbeing Partnership	2 strategies 'proofed' per year	West Somerset Health and Wellbeing Partnership
				8.5.5	Develop Health Impact Assessment (HIA) training package	Evidence based partnership approach to ensuring non-health projects such as buildings, or policy development maximise health benefit opportunities	Somerset PCT	Per year – 10 people trained, 5 HIAs undertaken	Will need to bid for training funds and facilities to support HIA events

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8	To improve the health of all people, starting with the most vulnerable people	8.5	To develop better working relationships between and with health services	8.5.6	Allocate health improvement budget	<p>Agree and administer bidding and monitoring process for community and voluntary groups to bid for small sums to develop one of health initiatives</p> <p>Must be sustainable and must focus on more deprived groups or communities</p>	West Somerset Health and Wellbeing Partnership	Support 10 projects per year	£15,000 to be found

CHILDREN AND YOUNG PEOPLE – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
9	To ensure that all young people can get involved in cultural and leisure activities	9.1	To ensure that all young people can get involved in cultural and leisure activities	9.1.1	To write an effective Planning for Play strategy and to successfully activate the £200K available from BIG Lottery		WSC, Barnardo's, SCC, play organisations	March 2007	Steering group
				9.1.2	Project Saturn: to create a working partnership amongst providers of youth activities (first action: carrying out an audit of current provisions)	Mainstreamed play provision. Stronger working partnership.	WSC, SCC, lead bodies	March 2007	Steering group
				9.1.3	To gather information from young people, starting with a young people conference in September 2006	To build confidence in the provider's enthusiasm to produce quality provision	WSC, SCC, LSP, Youth Service, Kilve Court	September 2006 (Conference) – September 2007	Working group
				9.1.4	To obtain and deliver a mobile youth provision deployed in rural areas	Better access to services (both leisure and educative) for young people in rural communities	WSC, SRYP	Summer 2007	WSC, Community Safety Officer, SRYP staff
		9.2	Optimising the use of current facilities		See action 9.1.2				

CHILDREN AND YOUNG PEOPLE – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
10	To increase the range of opportunities available to fulfil the variety of aspirations of children and young people	10.1	To support young people who want to achieve higher academic qualifications	10.1.1	Developing/improving links with regional universities	Improved educational links. Personal benefits for young people	West Somerset Initiative	<ul style="list-style-type: none"> • Improve existing links with WSCC and Middle school, establish links with Danesfield and Minehead Middle schools • Autumn 2007 	West Somerset Initiative, West Somerset schools, region's universities
		10.2	To support young people to realise their aspirations	10.1.1	Promote the 'Modern Apprenticeship' scheme	Young people can achieve qualifications while working	WSC		
				10.1.2	Encourage young people (14-16) to take up courses on life support	Young people achieving qualifications. Young people becoming aware of other people's needs	WSC		
		10.3	To support parents in supporting their children to realise their potential	10.3.1	Increase the number of adult learning and leisure available for parents in key curriculum areas	Economic wellbeing for parents. Better support for children	West Somerset Initiative	Autumn 2007	West Somerset Initiative, Adult Learning and Leisure, West Somerset schools

NATURAL ENVIRONMENT- ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
11	To protect and enhance the wildlife, habitats and landscape	11.1	To ensure that the West Somerset Biodiversity Action Plan (BAP) is implemented	11.1.1	Use BARS (software) to monitor the West Somerset BAP	Protection of wildlife and habitats	WSC?	April 2007 and ongoing	6 days officer time?
				11.1.2	Contact and negotiate with key partners to ensure 100% implementation of local BAPs by deadlines set	WSC will have ownership of BAP and be able to monitor its implementation	WSC, ENPA, Quantocks AONB, Forum 21	April 2007 and ongoing	Officer time/ money to implement actions
				11.1.3	Ensure WSC staff implement WSC's own BAP actions	WSC will have ownership of BAP and be able to monitor its implementation	WSC, ENPA, Quantocks AONB, Forum 21	April 2007 and ongoing	Officer time/ money to implement actions
		11.2	To ensure where possible that any changes to the landscape are least detrimental to wildlife and enjoyment	11.2.1	Ensure that planners take account of biodiversity in making decisions	Enhancement and protection of wildlife and scenery	WSC, ENPA, Quantocks AONB, Natural England, SERC, Exmoor Society	Year one	Officer time in planning department, Natural England and SERC
		11.3	To work with the agricultural industry on a sustainable future	11.3.1	Provide a planning framework through LDFs and funding regimes, which enable farmers to diversify while conserving and enhancing biodiversity	Economic landscape and biodiversity, sustainability. Survival of viable farming	ENPA, NFU, WSC, Defra, SCC	Second or third year	Not known

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11	To protect and enhance the wildlife, habitats and landscape	11.3	To work with the agricultural industry on a sustainable future	11.3.2	Encourage farmers to join agri-environment schemes so that 80% of farmed land is in Environmental Stewardship, Environmentally Sensitive Area Scheme or Countryside Stewardship	Economic landscape and biodiversity, sustainability. Survival of viable farming	ENPA , NFU, WSC, Defra, SCC	2010	
		11.4	To encourage and support the conservation and enhancement of areas of special designation (such as the Exmoor National Park and the Quantocks Are of Outstanding Natural Beauty) and promote opportunities for understanding and enjoyment of its special qualities	11.4.1	Ensure BAPs in West Somerset are coordinated	Economy of effort. Greater protection	WSC , ENPA, QAONB, SCC	Year one	Officer time
				11.4.2	Production of coordinated publicity material	Economy of effort. Greater protection	WSC , ENPA, QAONB, SCC	Year one	Officer time

NATURAL ENVIRONMENT- ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
12	To reduce the effects of climate change	12.1	Reducing energy consumption	12.1.1	To produce a climate change strategy for West Somerset (see also actions 12.2.1, 12.2.2, 12.2.4 and 12.3.1)	A guide for local action. Showing the commitment of WSC	WSC, Forum 21, LSP	Starting immediately	Unknown
				12.1.2	Local awareness raising campaigns	Decrease in household energy consumption. Healthier homes	WSC, CSE, Forum 21	Years one to three – starting immediately	Campaign costs from ?
		12.2	Raising awareness of the need to reduce CO ₂	12.2.1	Collate available data to assess West Somerset's CO ₂ emissions and agree a CO ₂ reduction target for the council area in line with government targets	Public awareness of CO ₂ use	Forum 21, WSC, RDA	Year one	WSC and ENPA Officer time, SSW
				12.2.2	Monitor progress against the target producing regularly updated progress reports on whether the target is being achieved	Public awareness	Forum 21, WSC, RDA	Regularly from year one	WSC Officer time, ENPA, SSW
				12.2.3	Publish links on the WSC website that signpost information about how to reduce CO ₂ in our daily lives (practical steps)	Reduced energy use	WSC, Forum 21	Regularly 2007-2010	WSC Officer time

NATURAL ENVIRONMENT- ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
12	To reduce the effects of climate change	12.2	Raising awareness of the need to reduce CO ₂	12.2.4	Promote BREEAM (Building Research Establishment's Environmental Assessment Method) 'excellent' standard for all new buildings	Warmer, healthier buildings	WSC	Year one	WSC Policy committee time
				12.2.5	Pursue high profile promotion of energy efficiency across all sectors of the local economy, including domestic, public sector and local businesses through an energy efficiency campaign	Meeting local, regional and national targets	Forum 21, WSC, CSE, ENPA	Year one	Campaign costs from ?
		12.3	Increasing energy production from renewable sources	12.3.1	Implement new planning policy for 20% of energy supply to come from renewable sources in all new buildings	CO ₂ reduction Local energy supply	WSC, ENPA	Year one	WSC planning committee time Government grants?

NATURAL ENVIRONMENT- ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
13	To conserve natural resources locally, regionally and nationally	13.1	Increasing capacity to reduce, re-use and recycle resources	13.1.1	Identify gaps and examine the feasibility of providing local recycling facilities for more waste streams	Sustainable use of resources Decrease in landfill	Somerset Waste Partnership	Year two	Government grant?
				13.1.2	Publish a 'recycling barometer' regularly in local media to show how much has been recycled	Local awareness and encouragement	Somerset Waste Partnership	Year one	Officer time
		13.2	Reducing water consumption	13.2.1	Monitor water consumption in West Somerset	Water saving	Wessex water	Year one	Officer time
				13.2.2	Raise awareness of the need to reduce water consumption	Water saving	WSC, Forum 21	Year one	Publicity costs from ?
				13.2.3	Provide subsidised water butts to householders	Water saving	Wessex water	Year two	Government grants?
		13.3	Improving air quality	13.3.1	Increase awareness of activities that cause local air pollution	Improved air quality	WSC, Forum 21	Year two	Officer time

TRANSPORT – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
14	To improve the use and coverage of public and community transport schemes	14.1	Ensuring that public and community transport is reliable and available to all	14.1.1	Promote and set up community car club and community car sharing schemes	Reduction of CO2 Money saving for members	Transport for Somerset , Forum 21, WSC	Year two	Publicity costs, start up costs, subsidy from ?
				14.1.2	Provide tourist buses to support the Coleridge Way tourism initiative (using school buses when not in use)	Increase tourism Health benefits Economic benefits	Transport for Somerset	Year two-three	Input from SCC
		14.2	Ensuring that people have information on public and community transport in their area	14.1.3	Produce and promote regular information on all forms of transport, including car schemes in and around West Somerset (on websites – dedicated WSC, SCC – in WSFP, in WSC newsletters etc)	Increased use of services Reduction of CO2	WSC, Forum 21, Bus companies	Year one	Info gathering and publication costs

TRANSPORT – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
14	To improve the use and coverage of public and community transport schemes	14.3	To raise awareness of the sustainability issues of private car use	14.3.1	To promote and provide alternatives to the car, such as public transport, cycling and walking, including raising awareness of the role of the private car in producing CO ₂ emissions and their effect on climate change, promoting safer routes to school	Reduction in CO ₂ Health benefits	Forum 21, SCC	Year one	Time and publicity costs from grants?
				14.3.2	To support the WSC/Sustrans initiative for local cycle ways (See also action 2.2.1)	Health Safety Tourism	Forum 21, WSC, Sustrans, SCC and members of steering group	Years one – three	Grants?
		14.4	To promote the use of Community Transport and the use of Community Car Schemes within West Somerset	14.4.1	Identify opportunities and encourage some bus companies to provide cycle racks to transport cyclists on bus routes to and from popular locations	Tourism Reduce parking and congestion	SCC, bus companies	Year two?	Costs for bus companies

TRANSPORT – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
15	To promote improved and safer road, rail and sealinks	15.1	To make travel into and around West Somerset as easy and safe as possible	15.1.1	Lobby Government for appropriate road, rail and sea links in and to West Somerset	Safety Increased economic benefits	LSP		

HOUSING – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
16	To provide sufficient, appropriate, affordable housing	16.1	To identify the housing need in West Somerset and Exmoor	16.1.1	Identify and contact all of the agencies working in housing and related fields in West Somerset to improve coordination of effort and information	Make better use of scarce resources and coordinate action better	West Somerset Housing Forum	December 2006	WS Housing Forum members
				16.1.2	Develop a system for collecting, updating and interpreting housing needs information from variety of sources and making this accessible (using Internet technology) (Links to LAA outcome 16)	Identify gaps in provision and hidden need and to be able to inform planning decisions with robust and up to date information	WSC , West Somerset Housing Forum members, statutory and voluntary organisations	Bid for funding by April 2007 to LSP and other bodies	WSC officers with WS Housing Forum. Potential for funding for project on grounds it is innovative and new
		16.2	Providing adequate affordable housing to rent and buy	16.2.1	Ensure that targets set out in the WS Housing Strategy 2006-2009 are achieved by raising profile of West Somerset's needs, attracting funding and 'enabling' delivery of more homes (Links to LAA outcome 16)	Range of affordable housing needs will be met	WSC , West Somerset Housing Forum, other partners (private developers)	Targets to be revised following WSC's Affordable Housing Review, Jan – March 2007	Securing funding, both public and private

HOUSING – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
16	To provide sufficient, appropriate, affordable housing	16.3	Making use of empty housing stock	16.3.1	Carry out work to establish true level of empty homes and establish database of empty homes	Increase the supply of suitable affordable housing in the private sector	WSC , West Somerset Housing Forum, other partners (private developers)	Complete April 2007	WSC capital strategy
				16.3.2	Raise the profile of and produce a plan to reduce the number of empty homes in West Somerset	Coordinated approach to bringing empty homes into use. Increased awareness of unused stock	WSC , <i>SCC</i>	2007 to March 2010	WSC Capital, partners' capital, staff resources

HOUSING – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
17	To improve the condition, the energy- and resource-efficiency of housing	17.1	Implementing existing sustainable principles and policies through the planning system	17.1.1	Applying rigorously the requirements of the relevant planning policies, contained within the adopted West Somerset District Local Plan, Somerset & Exmoor Joint Structure Plan review, Exmoor National Park Local Plan and Somerset Waste Local Plan, which cover sustainable development and energy/resource conservation etc, and developing new policies	Far more eco-friendly and environmentally sensitive developments, which are more economic to maintain in the long term	WSC and ENPA planning teams (Policy and Development Control, WSC, house builders, social landlords, architects, agents, landowners, central govt, other local authorities, SCC's Waste Team	2007/08: develop policies in consultation with partners 2008/09: local development plan consulted on and adopted 2009/2010: new policies implemented in West Somerset	WSC staff and resources, Promotion grants and/or tax incentives for those developing new housing
		17.2	Ensuring that there are more homes in good condition, with particular emphasis on private sector housing	17.2.1	Create a database of land owners and landlords and develop partnerships with them to improve Private Sector Housing	Wider understanding of issues, better links, increased efficiency and improved condition of existing stock	West Somerset Housing Forum, WSC, all LSP partners	April 2008	Within existing WSC resources

HOUSING – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
17	To improve the condition, the energy- and resource-efficiency of housing	17.2	Ensuring that there are more homes in good condition, with particular emphasis on private sector housing	17.2.2	Investigate and establish action for Watchet Renewal Area and bid for funding	Area approach to partnership, holistic improvement of stock and associated benefits to area, deals with one major area in one step	WSC , CDRP, RSLs, Town Council, Forum 21, Community groups	Bid to be submitted Autumn 2007	WSC capital funding, staff time
				17.2.3	Deliver improvements in Watchet through multi-agency approach to tackle areas of poor housing and deprivation	Area approach to partnership, holistic improvement of stock and associated benefits to area, deals with one major area in one step	WSC , CDRP, RSLs, Town Council, Forum 21, Community groups	2008-2010 (determined by success of bid)	Will depend on outcome of bid
		17.3	Raising awareness of the environmental impact of housing	17.3.1	Develop and implement a strategy and action plan to enhance access, awareness and take up of energy efficiency measures	Partnership working, contributing to Decent Homes Standard, reduction of fuel poverty in West Somerset	WSC , Forum 21, CSE, Somerset Affordable Warmth Partnership	2007-2010	WSC capital money and funding from other partners (public and private sector)

HOUSING – ACTION PLAN									
	Strategic aim		Objective		Action	Anticipated benefits	Lead agency and partners	Target (including date)	Resources
18	To reduce levels of homelessness and use of temporary accommodation	18.1	Providing coordinated housing advice services to vulnerable people	18.1.1	To establish a multi agency assessment panel in West Somerset	Prevent homelessness and to increase tenancy sustainment	WSAB , WSC, West Somerset Housing Forum partners	Start date April 2007	Funding for part-time post to be identified

Acronyms, used in this action plan:

BAP	-	Biodiversity Action Plan
CDRP	-	Crime and Disorder Reduction Partnership
CSE	-	Centre for Sustainable Energy
CVS	-	Council for Voluntary Service
DC	-	District Council
Defra	-	Department for Environment, Food and Rural Affairs
ENPA	-	Exmoor National Park Authority
GOSW	-	Government Office for the South West
LAA	-	Local Area Agreement
LSC	-	Learning and Skills Council
LSG	-	Learning and Skills Group, theme group of the West Somerset Strategic Partnership
LSP	-	Local Strategic Partnership, in West Somerset: West Somerset Strategic Partnership
NFU	-	National Farmers Union
PCSOs	-	Police Community Support Officers
PCT	-	Primary Care Trust
POPP	-	Partnership for Older People Project
QAONB	-	Quantocks Area of Outstanding Natural Beauty
RSL	-	Registered Social Landlord
SCC	-	Somerset County Council
SLAs	-	Service Level Agreements
SfL	-	Skills for Life
SPAG	-	Somerset Physical Activity Group
SRYP	-	Somerset Rural Youth Project
SWRDA	-	South West Regional Development Agency
VCS	-	Voluntary and Community Sector
WSAB	-	West Somerset Advice Bureau
WSC	-	West Somerset Council