

**WEST SOMERSET DISTRICT COUNCIL**

**Meeting to be held on Wednesday 14 August 2013 at 4.30 pm**

**Council Chamber, Williton**

**AGENDA**

**1. Apologies for Absence**

**2. Minutes**

Minutes of the Meetings of Council held on 26 June 2013 and 22 July 2013 to be approved and signed as correct records – **SEE ATTACHED.**

**3. Declarations of Interest**

To receive and record any declarations of interest in respect of any matters included on the agenda for consideration at this meeting.

**4. Public Participation**

The Chairman to advise the Committee of any items on which members of the public have requested to speak and advise those members of the public present of the details of the Council's public participation scheme.

For those members of the public wishing to speak at this meeting there are a few points you might like to note.

A three-minute time limit applies to each speaker and you will be asked to speak before Councillors debate the issue. There will be no further opportunity for comment at a later stage. Your comments should be addressed to the Chairman and any ruling made by the Chair is not open to discussion. If a response is needed it will be given either orally at the meeting or a written reply made within five working days of the meeting.

**5. Chairman's Announcements**

**6. Notice on Motion**

6.1 In accordance with Procedure Rule 11 the following motion was received from Councillor P H Murphy:

"This Council expresses concern at the cuts to the 28 bus service by First Bus. The removal of the later services making the last departure from Minehead at 6.40pm and the last departure from Taunton to Minehead at 8pm mean that people cannot get home on public transport from Minehead and Taunton after working in the evening. The Council calls upon First Bus to reconsider these cuts which threaten to isolate Minehead from the rest of the district for those people without cars or who cannot afford to hire taxis to get home."

**7. Request for Support of the Steam Coast Trail**

To consider Report No. WSC 104/13 to be presented by Councillor D J Westcott, Lead Member for Community and Customer – **SEE ATTACHED.**

The purpose of the report is to seek Council's support, in principle, of the Steam Coast Trail project.

**8. Joint Independent Remuneration Panel for Somerset County Council West Somerset – Confirmation of Appointments**

To consider Report No. WSC 83/13 to be presented by Councillor S J Pugsley, Lead Member for Executive Support and Democracy – **SEE ATTACHED.**

The purpose of the report is to advise the Council of the outcomes of the recruitment process to fill three vacancies on the Joint Independent Remuneration Panel and to seek the Council's approval of the three nominations.

**9. East Wharf Watchet – Future Development Options**

To consider Report No. WSC 106/13 to be presented by Councillor T Taylor, Leader of Council – **SEE ATTACHED.**

The purpose of the report is to update Members about the progress being made to date to achieve the resolutions agreed by Council on 23 April 2013 (Minute No. C134, and detailed in paragraph 5.1 of this report).

**10. Request for Allocation of 106 Funds - Affordable Housing**

To consider Report No. WSC 106/13 to be presented by Councillor K H Turner, Lead Member for Housing, Health and Wellbeing – **SEE ATTACHED.**

The purpose of the report is to advise council of the proposal to use capital monies secured through planning obligations to assist in the provision of affordable housing at the Beach Hotel, Minehead.

**11. Minehead Vision Manager Business Plan – Request for Seaside Strategy Funding**

To consider Report No. WSC 105/13 to be presented by Councillor K M Mills, Lead Member for Regeneration and Economic Development – **SEE ATTACHED.**

The purpose of the report is to update Members about the work of the Minehead Vision Manager and to endorse the recommendation of Cabinet that £35,585 is released from the remaining Sea Side Strategy Funding to resource elements of the Business Plan.

**12. Minutes and Notes for Information**

Notes and minutes relating to this item can be found on the Council's website using the following links:

- Draft notes of the Exmoor Area Panel held on 20 June 2013  
<http://www.westsomersetonline.gov.uk/Council---Democracy/Council-Meetings/Exmoor-Area-Panel/Exmoor-Area-Panel---20-June-2013.aspx>

**COUNCILLORS ARE REMINDED TO CHECK THEIR POST TRAYS**

**The Council's Corporate Priorities:**

- Local Democracy:  
Securing local democracy and accountability in West Somerset, based in West Somerset, elected by the people of West Somerset and responsible to the people of West Somerset.
- New Nuclear Development at Hinkley Point  
Maximising opportunities for West Somerset communities and businesses to benefit from the development whilst protecting local communities and the environment.

**The Council's Core Values:**

- Integrity
- Respect
- Fairness
- Trust

**RISK SCORING MATRIX**

Report writers score risks in reports uses the scoring matrix below

**Risk Scoring Matrix**

<b>Likelihood</b>	5	Almost Certain	Low (5)	Medium (10)	High (15)	Very High (20)	Very High (25)
	4	Likely	Low (4)	Medium (8)	Medium (12)	High (16)	Very High (20)
	3	Possible	Low (3)	Low (6)	Medium (9)	Medium (12)	High (15)
	2	Unlikely	Low (2)	Low (4)	Low (6)	Medium (8)	Medium (10)
	1	Rare	Low (1)	Low (2)	Low (3)	Low (4)	Low (5)
			1	2	3	4	5
			Negligible	Minor	Moderate	Major	Catastrophic
<b>Impact</b>							

<b>Likelihood of risk occurring</b>	<b>Indicator</b>	<b>Description (chance of occurrence)</b>
1. Very Unlikely	May occur in exceptional circumstances	< 10%
2. Slight	Is unlikely to, but could occur at some time	10 – 25%
3. Feasible	Fairly likely to occur at same time	25 – 50%
4. Likely	Likely to occur within the next 1-2 years, or occurs occasionally	50 – 75%
5. Very Likely	Regular occurrence (daily / weekly / monthly)	> 75%

- Mitigating actions for high ('High' or above) scoring risks are to be reflected in Service Plans, managed by the Group Manager and implemented by Service Lead Officers;
- Lower scoring risks will either be accepted with no mitigating actions or included in work plans with appropriate mitigating actions that are managed by Service Lead Officers.

**WEST SOMERSET COUNCIL**

**Minutes of the Meeting held on 26 June 2013 at 4.30 pm**

**in the Council Chamber, Williton**

**Present:**

Councillor G S Dowding ..... Chairman  
 Councillor A F Knight ..... Vice-Chairman

Councillor A M Chick	Councillor M J Chilcott
Councillor H J W Davies	Councillor M O A Dewdney
Councillor P N Grierson	Councillor B Heywood
Councillor E May	Councillor I R Melhuish
Councillor K M Mills	Councillor C Morgan
Councillor P H Murphy	Councillor S J Pugsley
Councillor D D Ross	Councillor K J Ross
Councillor D J Sanders	Councillor M A Smith
Councillor T Taylor	Councillor A H Trollope-Bellew
Councillor K H Turner	Councillor D J Westcott

**Officers in Attendance:**

Chief Executive (A Dyer)  
 Corporate Director (B Lang)  
 Planning Manager (A Goodchild)  
 Corporate Manager Housing, Welfare and Economy (I Timms)  
 Principal Planning Officer (Policy) (Martin Wilsher)  
 Principal Planning Officer (Policy) (Toby Clempson)  
 Economic Development Officer (G Dwyer)  
 Meeting Administrator (K Kowalewska)

**Also in Attendance:**

Matt Ballard, Somerset County Council (Item 5)  
 Tim Stokes, Exmoor National Park Authority (Item 5)

**C14      Apologies for Absence**

Apologies for absence were received from Councillors J Freeman, S Y Goss, A P Hadley, K V Kravis, R P Lillis and L W Smith.

**C15      Minutes**

(Minutes of the Meeting of Annual Council held on 15 May 2013, circulated with the Agenda.)

**RESOLVED** that the Minutes of the Meeting of Annual Council held on 15 May 2013 be confirmed as a correct record.

**C16**      **Declarations of Interest**

Members present at the meeting declared the following personal interests in their capacity as a Member of a County, Parish or Town Council:

<b>Name</b>	<b>Minute No.</b>	<b>Member of</b>	<b>Action Taken</b>
Cllr P N Grierson	All	Minehead	Spoke and voted
Cllr K J Ross	All	Dulverton	Spoke and voted
Cllr P H Murphy	All	Watchet	Spoke and voted
Cllr H J W Davies	All	Somerset County	Spoke and voted
Cllr K H Turner	All	Brendon Hills	Spoke and voted
Cllr D J Westcott	All	Watchet	Spoke and voted

In addition, the following interests were declared:

<b>Name</b>	<b>Minute No.</b>	<b>Description of interest</b>	<b>Personal or Prejudicial or Disclosable Pecuniary</b>	<b>Action Taken</b>
Cllr H J W Davies	C25	In receipt of business rate relief	Disclosable Pecuniary	Left the Chamber
Cllr C Morgan	C22	Stogursey resident	Personal	Spoke and voted

**C17**      **Public Participation**

Robert Macdonald, Williton Parish Council, spoke in relation to Agenda Item 12 - Consultation Responses to the Nuclear Decommissioning Authority's Strategy Paper on optimising the number and location of interim Intermediate Level Waste Storage facilities in England and Wales and Optimising the number and location of FED Treatment (Dissolution) Facilities in Magnox Limited, and advised that NDA's proposal was not something that Somerset would take lightly and there needed to be proper consultation and real consideration for the county and the environment. Future generations needed to be safe guarded as there were no safe assurances and if an accident were to occur in the future it would be catastrophic. The immediate effects on the present infrastructure also needed to be considered and honest answers were required before agreeing to such a big commitment.

Suzette Jones also spoke in relation to Agenda Item 12 and urged Members to object most strongly, to oppose NDA's proposal and to consider the health of future generations and other safety risks. She differentiated between the building of Hinkley Point C and the storage of additional waste from other stations at Hinkley A and emphasised that the waste should be kept and treated on the sites where it was produced.

**C18**      **Broadband**

The Chairman introduced and welcomed Matt Ballard from Somerset County Council and Tim Stokes from Exmoor National Park Authority who made a presentation on broadband and the associated problems which face the West Somerset district.

Members were given information on a rural broadband project called Connecting Devon and Somerset which would be rolled out over the next few years. The aim of the programme was to deliver superfast broadband to 90% of the community and business premises by December 2016, with 100% coverage anticipated by 2020. Currently the project was in a planning and surveying phase examining the existing infrastructure which would lead to a deployment plan and this would then determine how to approach each individual area.

A considerable concern for the Exmoor National Park Authority was that Exmoor would not receive 90% broadband coverage. The two primary business interests in the national park area were agriculture and tourism which as a result would be at a disadvantage. Members were advised of ways that the Authority was addressing the situation, which included looking at alternative solutions, e.g. wireless broadband.

Members questioned why should communities and businesses in certain rural wards be at a disadvantage compared with more of the urban district areas. In reply Matt Ballard advised that it would not be as cost efficient or feasible to start rolling out broadband in the more rural areas. During the discussion there was a request for more information relating to what the West Somerset percentage figure would be out of the overall 90% premises roll out figure; and what was the deadline for the next phase of funding bids to achieve 100% broadband coverage by 2020.

Following a recent business conference which had been attended by Members, it was pointed out that BT had confirmed that they would be putting West Somerset at the forefront of delivering superfast broadband which would be in place within three months of being notified of connection.

**RESOLVED** that the presentation be noted and the presenters be thanked for their time

**C19**      **Chairman's Announcements**

20 May 2013	Attended the Pupil Parliament in the Council Chamber, Council Offices, Williton
7 June 2013	Attended the Volunteer Awards in Minehead
13 June 2013	Attended the High Sheriff's Garden Party, Bath
15 June 2013	Attended the Somerset School Folk Dance Festival, Wells
24 June 2013	Hosted the Armed Forces Day service at West Somerset Council. The Chairman thanked all those who attended

The Vice-Chairman announced that he had attended the unveiling of the Commemorative Stone at the Watchet Town Council offices on 9 June 2013.

The Corporate Director advised of an Extraordinary Meeting of Full Council to be held on Monday 22 July at 4.30pm, and of a Members Seminar to be held on 3 July 2013 at 2.30pm – further information on both meetings would follow in due course.

**C20**      **Notice on Motion**

In accordance with Procedure Rule 11 the following motion was received from Councillor K J Ross:

“West Somerset Council notes the request from 'Local Works' to consider submitting the following proposal to the government under the Sustainable Communities Act:

‘That the Secretary of State gives Local Authorities the power to introduce a local levy of 8.5% of the business rate on large retail outlets in their area with a rateable annual value not less than £500,000 and requires that the revenue from this levy be retained by the Local Authority in order to be used to improve local communities in their areas by promoting local economic activity, local services and facilities, social and community wellbeing and environmental protection.’

The Council notes that if this power was acquired it would present the opportunity to raise further revenue if the Council wished to use it at any point in the future.

The Council resolves to submit the proposal to the government under the Sustainable Communities Act and to work together with Local Works in order to gain support for the proposal from other councils in the region and across the country.”

Councillor K J Ross proposed the motion and it was seconded by Councillor I R Melhuish.

An amendment proposed by Councillor K M Mills and seconded by Councillor M O A Dewdney that the motion be referred back to the Corporate Policy Advisory Group for further discussion in order that Members could gain a better understanding of the proposal to support Local Works.

On being put to the vote the amendment was CARRIED.

This then became the new substantive motion there on which there was no further debate.

**RESOLVED** that the motion be referred back to the Corporate Policy Advisory Group for further discussion.

**C21 Core Members of Policy Advisory Groups (PAGs)**

It was announced that Councillor P N Grierson would become a core member of the Community and Customer PAG

**RESOLVED** that, for the 2013/14 municipal year, the core membership of Policy Advisory Groups (PAGs) be approved, as amended, as follows:

**Housing, Health & Wellbeing**

\*Councillor K H Turner  
Councillor D J Westcott  
Councillor A M Chick  
Councillor B Heywood  
Councillor A F Knight  
Councillor P N Grierson  
Councillor L W Smith  
Councillor A P Hadley  
Councillor E May

**Environment**

\*Councillor A H Trollope-Bellew  
\*Councillor C Morgan  
Councillor G S Dowding  
Councillor P N Grierson  
Councillor S Y Goss  
Councillor J Freeman  
Councillor I R Melhuish  
Councillor E May  
Councillor M A Smith  
Councillor B Heywood  
Councillor M O A Dewdney

**Community and Customer**

\*Councillor D J Westcott  
Councillor K H Turner  
Councillor G S Dowding  
Councillor K M Mills  
Councillor A F Knight  
Councillor L W Smith  
Councillor I R Melhuish  
Councillor E May  
Councillor D J Sanders  
Councillor P N Grierson

**Regeneration & Economic Growth**

\*Councillor K M Mills  
Councillor R P Lillis  
Councillor M O A Dewdney  
Councillor S Y Goss  
Councillor A M Chick  
Councillor M J Chilcott  
Councillor A P Hadley  
Councillor K J Ross  
Councillor E May  
Councillor M A Smith  
Councillor D D Ross

**Performance & Corporate Support**

\*Councillor T Taylor  
\*Councillor S J Pugsley  
\*Councillor K V Kravis  
Councillor M J Chilcott  
Councillor R P Lillis  
Councillor M O A Dewdney  
Councillor A H Trollope-Bellew  
Councillor J Freeman  
Councillor I R Melhuish  
Councillor D D Ross  
Councillor P H Murphy

**C22**      **Consultation Responses to the Nuclear Decommissioning Authority's Strategy Paper on optimising the number and location of interim Intermediate Level Waste Storage facilities in England and Wales and Optimising the number and location of FED Treatment (Dissolution) Facilities in Magnox Limited**

(Report No. WSC 73/13, circulated with the Agenda.)

The report set out the Council's proposed response to the Nuclear Decommissioning Authority's (NDA's) current consultation on Intermediate Level Waste (ILW) storage options for England and Wales which was launched on 10 May 2013 and closed on 30 June 2013. It also set out the Council's proposed response to the NDA's current consultation on optimising the number and location of Fuel Element Debris (FED) Treatment (Dissolution) Facilities in Magnox Limited which was also launched on 10 May 2013 and closed on 30 June 2013.

The Lead Member for Environment – Hinkley Point presented the report and stated that the transportation of nuclear waste products around the country filled him with dread and that importing radioactive waste from outside the area onto Hinkley Point A for storage and treatment was a step too far. There were public health and safety issues to take into consideration and the product was at risk of theft. ILW and FED were currently being kept safe and secure on sites where it was produced and if it were to be moved the likelihood of accidents and incidents would increase. There were also concerns relating to the increase of HGV traffic through Bridgwater and Cannington and that the construction of the waste storage building in four years' time would be right in the middle of the construction phase of the Hinkley Point C station. He concluded that it was totally unreasonable and unworkable to move waste from other sites onto Hinkley Point.

The Lead Member proposed the recommendation in the report subject to an additional recommendation, to read:

“(f) That West Somerset Council urges the NDA to engage with the Council to help shape any future consultation process to ensure that the community are made aware and can actively engage with any emerging proposals regarding waste storage and/or treatment at Hinkley Point.”

The Planning Manager advised that he would be attending a workshop on the issue next month and would keep Members up to date, as necessary, on any emerging proposals.

Following concerns expressed, the Leader clarified the reasoning behind Cabinet's decision to refer the decision to Full Council.

An amendment was proposed by Councillor H J W Davies and seconded by Councillor K J Ross to replace 'England and/or Wales' in resolution 3.1 (a) and (b) with 'the United Kingdom of Great Britain and Northern Ireland and/or foreign countries'.

On being put to the vote the amendments were CARRIED.

This then became part of the substantive motion on which there was no further debate.

**RESOLVED** that the Council responds to the NDA's consultations expressing the following points:

- (a) The West Somerset Council, in accordance with its planning guidance and given the potential adverse effects on the tourism economy, objects strongly to the principle of ILW and FED from other parts of the United Kingdom of Great Britain and Northern Ireland and/or foreign countries being stored and/or treated at Hinkley Point A or B (or C when it becomes operational).
- (b) That West Somerset Council objects to the increased risk to the Public of Individual Dose from the Transport of Radioactive Waste and the proposed treatment of FED at Hinkley Point A or B (or C when it becomes operational) from elsewhere in the United Kingdom of Great Britain and Northern Ireland and/or foreign countries.
- (c) That West Somerset Council requests that it is involved in all discussions and consulted at all stages of the development of the NDA's Strategy for ILW storage options for England and Wales and proposals relating to treating FED at Magnox sites.
- (d) That West Somerset Council raises considerable concerns with the NDA about the amount of time and limited scope of the consultations currently underway affecting the District of West Somerset.
- (e) That West Somerset Council, as host authority, expresses its disappointment at not having been made aware of the plans of the NDA at their commencement and the associated lack of engagement in the early part of the consultation process.
- (f) That West Somerset Council urges the NDA to engage with the Council to help shape any future consultation process to ensure that the community are made aware and can actively engage with any emerging proposals regarding waste storage and/or treatment at Hinkley Point.

**Note:** With the agreement of the Chairman this item was brought forward on the Agenda.

At this point the Chairman left the meeting and Councillor A F Knight chaired the remainder of the meeting.

**C23 (A) Draft West Somerset Local Plan to 2032 – Key Strategic Site Selection****(B) Draft West Somerset Local Plan to 2032 – New And Amended Policies in Response to the New Requirements of the National Planning Policy Framework**

(Report Nos. WSC 51/13 and WSC 66/13, circulated with the Agenda.)

The purpose of these two closely related reports was to amend the West Somerset Local Plan to 2032 Preferred Strategy in order to make it compliant with the National Planning Policy Framework, and to resolve to publish the revised Preferred Strategy for public consultation.

The Lead Member for Housing, Health and Wellbeing presented the reports separately and advised that he was confident that the areas identified for future development were sound. He encouraged Members that if they had comments to make they should submit them during the consultation period so as not to delay the process any further; and urged Ward Members to make their parish/town councils aware that the public consultation was taking place between 29 July and 22 September 2013.

Councillor K H Turner proposed the recommendation contained in report no. WSC 51/13 which was duly seconded by Councillor K J Ross.

**RESOLVED** that the draft Key Strategic Sites set out below (and in Appendices 2 and 3 to Report No. WSC 51/13) at Minehead, Watchet and Williton, based on the proportions of the overall development requirement for the Local Plan set out in paragraph 2.2 and Table 1 of the report, be published for public consultation:

Key strategic site A6 – Minehead  
Key strategic site D1 – Watchet  
Key strategic site D2 – Watchet  
Key strategic site G1 – Williton  
Key strategic site G2 – Williton  
Key strategic site H1a – Williton

And longer term key strategic sites as follows:

Longer term key strategic site A5 – Minehead  
Longer term key strategic site D3 – Watchet

Councillor K H Turner proposed the recommendation contained in report no. WSC 66/13 which was duly seconded by Councillor E May.

**RESOLVED** that the proposed, amended and additional West Somerset District Local Plan to 2032 Preferred Strategy policies, set out in Appendix 1 to Report No. WSC 66/13, be published for public consultation. The policies complement the draft Key Strategic Sites which will form an integral part of the supplementary consultation.

**C24**      **Local Plan to 2032 Delivery Timetable Review**

(Report No. WSC 52/13, circulated with the Agenda.)

The purpose of the report was to bring into operation an updated local development scheme.

The Lead Member for Housing, Health and Wellbeing presented the report and proposed the recommendation in the report which was seconded by Councillor A F Knight.

**RESOLVED** that the replacement Local Development Scheme, attached at Appendix 1 to Report No. WSC 52/13, be brought into operation with immediate effect.

**C25**      **Non-Domestic Rates – Section 49 Hardship Relief Policy**

(Report No. WSC 74/13, circulated with the Agenda.)

The purpose of the report was to update the Council's current policy for the granting of relief from the payment of business rates under Section 49 of the Local Government Act 1988.

The Chief Executive presented the report and emphasised that the scheme was specifically intended for short-term temporary help for businesses experiencing hardship. He drew Members' attention to the key enhancements in the proposed new scheme and confirmed that there was no contingency within the approved budget to award hardship relief and it would be claimed as and when a business could prove real hardship.

Councillor M O A Dewdney proposed the recommendations in the report which were duly seconded by Councillor D J Westcott.

In reply to a question as to whether Cabinet would make their decision to grant hardship relief in private, out of the public domain, due to the need to consider financial information provided by a business which could be commercially sensitive, the Chief Executive confirmed that the intention would be for the Cabinet to be provided with sufficient information which would not contain commercially sensitive material to enable them to make a decision in public.

**RESOLVED (1)** that the details and procedures of the new scheme, as outlined in paragraph 5.3 and Appendix A of the report, be approved and adopted from 1 July 2013.

**RESOLVED (2)** that the Council's Financial Regulations and Constitution be updated to reflect the new governance arrangements.

**C26**      **Minutes and Notes for Information**

(Notes and minutes relating to this item, circulated via the Council's website.)

**RESOLVED (1)** that the draft notes of the Minehead Area Panel held on 12 June 2013, be noted.

**RESOLVED (2)** that the draft notes of the Watchet, Williton and Quantocks Area Panel held on 11 June 2013, be noted.

**RESOLVED (3)** that the draft notes of the Dunster Area Panel held on 15 April 2013, be noted.

The meeting closed at 6.40 pm.

**WEST SOMERSET COUNCIL**  
**Council Meeting 22.7.2013**

**WEST SOMERSET COUNCIL**

**Minutes of the Meeting held on 22 July 2013 at 4.30 pm**

**in the Council Chamber, Williton**

**Present:**

Councillor A F Knight..... Chairman  
 Councillor D J Sanders..... Vice-Chairman

Councillor M J Chilcott	Councillor H J W Davies
Councillor M O A Dewdney	Councillor S Y Goss
Councillor A P Hadley	Councillor B Heywood
Councillor K V Kravis	Councillor R P Lillis
Councillor E May	Councillor I R Melhuish
Councillor K M Mills	Councillor C Morgan
Councillor P H Murphy	Councillor S J Pugsley
Councillor D D Ross	Councillor K J Ross
Councillor L W Smith	Councillor M A Smith
Councillor T Taylor	Councillor A H Trollope-Bellew
Councillor K H Turner	Councillor D J Westcott

**Officers in Attendance:**

Corporate Director (B Lang)  
 Section 151 Officer (S Campbell)  
 Project Manager (S Adam)  
 HR Consultant (M Griffin)  
 Meeting Administrator (H Dobson)

**Also in Attendance:**

Martin McNeill, Chairman of Governors, West Somerset Community College  
 Hannah Enticott, Deputy Principal, West Somerset Community College  
 Graham Carne, Director of Finance and Support Services, West Somerset Community College

**C27      Apologies for Absence**

Apologies for absence were received from Councillors G S Dowding, J Freeman, and P N Grierson.

**C28      Appointment of Vice-Chairman**

**RESOLVED** that Councillor D J Sanders be appointed Vice-Chairman for the meeting.

**C29      Declarations of Interest**

Members present at the meeting declared the following personal interests in their capacity as a Member of a County, Parish or Town Council:

**WEST SOMERSET COUNCIL**  
**Council Meeting 22.7.2013**

<b>Name</b>	<b>Minute No.</b>	<b>Member of</b>	<b>Action Taken</b>
Cllr S Y Goss	All	Stogursey	Spoke and voted
Cllr C Morgan	All	Stogursey	Spoke and voted
Cllr P H Murphy	All	Watchet	Spoke and voted
Cllr K J Ross	All	Dulverton	Spoke and voted
Cllr L W Smith	All	Minehead	Spoke and voted
Cllr H J W Davies	All	Somerset County	Spoke and voted except C31 and C32 – see below
Cllr K H Turner	All	Brendon Hills	Spoke and voted
Cllr D J Westcott	All	Watchet	Spoke and voted

In addition, the following interests were declared:

<b>Name</b>	<b>Minute No.</b>	<b>Description of interest</b>	<b>Personal or Prejudicial or Disclosable Pecuniary</b>	<b>Action Taken</b>
Cllr H J W Davies	C31	Was a Councillor for County who was the responsible body for education in West Somerset	Personal	Did not speak or vote
Cllr H J W Davies	C32	Was a distant relative of a member of the family of the Chief Executive of TDBC	Personal	Did not speak or vote
Cllr K V Kravis	C33	Family connection regarding the ownership of the Carousel	Disclosable Pecuniary	Left the chamber
Cllr R P Lillis	C33	Had expressed an interest in running/ managing public conveniences in West Somerset	Prejudicial	Left the chamber

**C30**      **Public Participation**

Mr David Orr spoke in relation to Agenda Item 5, West Somerset and Taunton Deane Joint Management and Shared Services Project – Joint Chief Executive, to the effect that he lived in Taunton and had been an employee of Somerset County Council (SCC) and SouthWest One and was part of the team who assessed WSC as a potential joiner in 2010. He raised concerns and as to whether TDBC sharing services with SouthWest

One was good, when it had been a disaster for SCC. He believed that should WSC share services with TDBC it would also be with SouthWest One. He raised further concerns regarding the poor state of TDBC's IT and kit system and SouthWest One's SAP finance system and who would pick up the cost. He summed up believing that the merger with West Somerset would distract Taunton Deane from its focus on Taunton's economic recovery. Further, he asked whether WSC should have concerns about the viability of the business case and whether the disruption and risks involved were worthwhile?

**C31 West Somerset Community College – Age Range Consultation**

(Report No. WSC 81/13, circulated with the Agenda).

The purpose of the report was to receive a presentation regarding the consultation exercise currently being undertaken by the West Somerset Community College (WSCC) on age range and to provide an opportunity for the Council to make a formal response.

The Leader welcomed and introduced the representatives from the West Somerset Community College.

The Chairman of Governors informed that the governors were from a range of backgrounds and all thought that every young person should be able to receive the best possible start in his/her life. They recognised the difficulties that living in a rural area presented and therefore believed that partnership working was the best possible way forward. The proposal currently being consulted upon was specifically to address the needs for Dulverton and Exmoor in order to deliver the highest quality of services.

The Director of Finance and Support Services, made a presentation on the financial context and the new national funding formula due to affect all schools; the background to the issues that Dulverton middle school face; and how the College proposed to support the middle school in Dulverton.

The Deputy Principal, advised of the proposal to change the age range of the college from 13-19 to 11-19. Should this first stage be approved at ministerial level there would be further consultation on an admissions policy. She believed that if the College did not pursue this proposal to change the age range then it would not be possible for them to help Dulverton in the future.

The Leader presented the report and distributed a copy of recommendations to all members for consideration:

1. That the Council welcomes the consultation process that enables parents, carers and stakeholders to contribute their views on the West Somerset Community College's proposal to change the age range of the college from 13-19 to 11-19.
2. That all the relevant parties are encouraged to work closely together to identify the best possible structures, methods and support to improve

educational opportunities, attainments, aspiration and involvement of young people in West Somerset, including the area covered by the Exmoor Federation of Schools.

3. That the Council is prepared, if the interested parties involved would consider it helpful, to provide non-partisan assistance to facilitate positive collaboration by the key players, in the provision of education for the young people of West Somerset.

The Leader proposed the recommendations which were duly seconded by Councillor S J Pugsley.

During the course of the discussion Members raised the following points:

- Concern that the proposals could see a small number of 11 year olds travelling by bus, for long periods of the day, to and from Minehead and who potentially might not be in a position to attend out of hours school activities.
- Concern of the issues that a wide age range of children attending the college would bring.
- Would like Somerset County Council to be more involved in consulting throughout the district in order to address the issues facing the schools in West Somerset.

In response the Chairman of Governors confirmed that they were aware of the issues regarding children travelling long distances to school at a young age. There was no suggestion that the college wanted a 0-19 age range educational establishment. However, they would like an appropriate representative group working together to make sure that education in West Somerset was working towards a common policy, that standards were similar and adequately provided, and to see an approach that where the aforementioned group had a degree of responsibility for the education of 0-19 year olds.

The Deputy Principal confirmed that the proposal was very broad because the college recognised that there would be many strengths. There were plenty of middle schools across the country that the college could look at which currently brought together the different age ranges.

Councillor D D Ross proposed an amendment, to include another recommendation, which was duly seconded by Councillor M J Chilcott:

- ‘This Council calls upon H M Government to continue to fund rural education adequately, having regard in particular to the costs of providing subject specialist teaching in small rural schools’.

On being put to the vote the amendment was declared CARRIED.

Councillor D D Ross proposed a further amendment, to add another recommendation, which was duly seconded by Councillor K J Ross:

- ‘This Council calls upon the Somerset County Council to institute their own district wide consultation with parents, teachers, governors and

other stakeholders on the future pattern of education for the West Somerset District; followed by consultation with all the schools likely to be affected by alternative outcomes’.

On being put to the vote the amendment was declared LOST.

The substantive motion was then voted upon, and it was

**RESOLVED (1)** that the Council welcomes the consultation process that enables parents, carers and stakeholders to contribute their views on the West Somerset Community College’s proposal to change the age range of the college from 13-19 to 11-19;

**RESOLVED (2)** that all relevant parties are encouraged to work closely together to identify the best possible structures, methods and support to improve educational opportunities, attainment, aspiration and involvement of young people in West Somerset, including the area covered by the Exmoor Federation of Schools;

**RESOLVED (3)** that the Council is prepared, if the interested parties involved would consider it helpful, to provide non-partisan assistance to facilitate positive collaboration by the key players, in the provision of education for the young people of West Somerset;

**RESOLVED (4)** that the Council call upon Her Majesty’s Government to continue to fund rural education adequately, having regard in particular to the costs of providing subject specialist teaching in small rural schools.

**C32 West Somerset and Taunton Deane Joint Management and Shared Services Project – Joint Chief Executive**

(Report No. WSC 89/13, circulated with the Agenda).

The purpose of the report was to outline a proposal that West Somerset Council (WSC) and Taunton Deane Borough Council (TDBC) move to a shared Chief Executive (Head of Paid Service) at the earliest opportunity, and sets out the recommendations of the Leader.

The Leader presented the report and advised that the proposal contained in the report was a hugely significant item for this Council. The savings proposed for WSC would be less than for TDBC, at this stage, as the council would be buying into a more expensive Chief Executive who would bring in a wider point of expertise. Both current Chief Executives supported the proposal and, in principle, had the support of both management teams. The Leader believed that Option 1 would provide the Council with the best route to start addressing its financial issues, therefore he proposed the recommendations which were duly seconded by Councillor E May.

Councillor D D Ross advised that he was a member of the Joint Members Advisory Panel (JMAP) and that the Panel had spent some time

discussing the proposal of a Joint Chief Executive. The JMAP had visited the Vale of the White Horse and South Oxfordshire councils, two very similar councils, who decided to share services and officers not because they needed to but because they thought they could save money and work more effectively. Experience taught them that to share a Chief Executive officer at the first stage would have made the process quicker. Councillor D D Ross stressed that the Council should not underestimate the debt it owed its Chief Executive who had worked immensely hard and been very successful. He believed, however, that the process of integration must start at the top. Lastly, he advised that it he would find it difficult to support Option 2 as the S151 Officer comments appeared not to support a scheme where the payback period exceeded 5 years. He suggested that if TDBC approved Option 2 WSC should then instigate urgent talks with TDBC as to how to share the costs of Option 2.

During the course of the discussion Members raised the following points:

- Further, concerns relating to Option 2 as referred to in recommendation 3.7 of the report.
- Support of the proposal to share a Chief Executive.
- The difficulty agreeing upon a Joint Chief Executive when the person was not well known to the Members.
- If the transformation funding bid was not successful the project would be more difficult and slower to implement, however, that should not prevent the Council from continuing with the project.

Councillor M J Chilcott indicated that she wished to raise questions relating to the confidential appendices to the report and recommended that Council consider excluding the press and public during consideration of the confidential appendices to the report, which was duly seconded by Councillor M O A Dewdney.

On being put to the vote it was declared CARRIED

**RESOLVED** that the press and public be excluded from the meeting during consideration of the confidential appendices to the report of Item CAB32 on the grounds that, if the press and public were present during that item, there would be likely to be a disclosure to them of exempt information of the class specified in Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972 as amended.

The item contained information that could release confidential information relating to the financial or business affairs of any particular person (including the authority holding the information). It was therefore proposed that after consideration of all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

Members of the press and public left the Council Chamber.

In response to questions the HR Consultant advised that such matters as exit and termination arrangements, respective liabilities and other related

issues would need to be covered in the Section 113 agreement which would be drawn up as and when the Councils agree to proceed.

Once members confirmed that no more questions were to be raised on matters relating to the confidential appendices, the Chairman proposed that the press and the public return to the Council Chamber.

**RESOLVED** that the press and public be readmitted to the meeting.

Councillor P H Murphy proposed an amendment to the recommendation at 3.7 of the report, which was seconded by Councillor A P Hadley, to read:

‘Whilst the adoption of Option 1 as proposed in recommendation 3.5 above is the preferred implementation route, in the event of Taunton Deane Borough Council subsequently agreeing to the principle of sharing a Chief Executive subject to adopting Option 2, the Council will agree to move forward by holding immediate talks with Taunton Deane Borough Council about the way forward to achieving a Joint Chief Executive officer with the conclusions returned to both Councils for discussion’.

On being put to the vote the amendment was declared CARRIED

This then became part of the new substantive motion and the recommendations contained in the report, as now amended, were put to the vote and were CARRIED

**RESOLVED (1)** that the principle of sharing a Chief Executive with Taunton Deane Borough Council, be approved;

**RESOLVED (2)** that authority be delegated to the Monitoring Officer to draw up any required amendments to the West Somerset Council Constitution and Scheme of Delegation to provide for the authority working with a Joint Chief Executive;

**RESOLVED (3)** that the HR Consultant be asked to develop, in consultation with the Chief Executive of South West Councils, a performance appraisal scheme for the Joint Chief Executive post for consideration by the Joint Member Advisory Panel;

**RESOLVED (4)** that in order to implement recommendation 3.1 above Option 1 (as set out in paragraph 10.3) be adopted as the process for achieving the shared Chief Executive, subject to Taunton Deane Borough Council, at their Full Council meeting of 23 July 2013, having agreed the same principle and option process;

**RESOLVED (5)** that authority be delegated to the Monitoring Officer to draw up a Local Government Act 1972 S113 Agreement with the Monitoring Officer at Taunton Deane Borough Council for consideration by the Joint Member Advisory Panel;

**RESOLVED (6)** that as part of Option 1, the Council retain the services of the current Chief Executive post holder in a temporary (until 31 March 2014) suitable alternative post. This post would report to the Joint Chief Executive from the beginning of the new arrangements at the agreed date in October 2013 and would remain on comparable terms and conditions of employment;

**RESOLVED (7)** that whilst the adoption of Option 1 as proposed in recommendation 3.5 above is the preferred implementation route, in the event of Taunton Deane Borough Council subsequently agreeing to the principle of sharing a Chief Executive subject to adopting Option 2, the Council will agree to move forward by holding immediate talks with Taunton Deane Borough Council about the way forward to achieving a Joint Chief Executive officer with the conclusions returned to both Councils for discussion;

**RESOLVED (8)** that Full Council note the ongoing saving delivered from the Joint Chief Executive post and ensure the Councils medium term financial plans are updated accordingly.

**C33      Carousel Toilets, Minehead**

(Report No. WSC 95/13, circulated with the Agenda.)

The purpose of the report was to consider the opportunity of working in partnership with the Minehead Tourism and Business association (MTBA) to facilitate the temporary reopening of the Carousel Public conveniences at Minehead.

Councillors K V Kravis and R P Lillis left the chamber for this item.

The Lead Member for Regeneration and Economic Growth presented the report and advised that three of the water hand dispensers had been mended at no cost to the Council, appropriate signs were in place and the doors had been painted to ensure the facilities were fit for purpose. Minehead was reliant on tourism and as the good weather was increasing visitors to the area the Lead Member was happy to propose the recommendations of the report, which were duly seconded by Councillor K H Turner.

In response to questions the Lead Member replied that the Minehead Tourism and Business Association consisted of a range of 40 businesses based in Minehead and that the supplementary estimate would be funded from the general reserves.

Members noted that the proposal was a temporary measure and recognised that a joint plan between councils, traders and community groups could be the best way forward to provide such facilities.

The Lead Member was congratulated for her pragmatic, low cost solution to the issue.

**RESOLVED (1)** that the Council work in partnership with the MTBA in Minehead to facilitate the temporary reopening of the public conveniences at the Carousel for a six week period commencing as soon as possible;

**RESOLVED (2)** that the Council undertake to ensure that the facility is fit for purpose and be responsible for funding any additional electricity and water costs associated with the temporary reopening;

**RESOLVED (3)** that a supplementary estimate of £1,050.00 (£800 to cover water and electricity plus a contingency sum of £250 to cover any unforeseen additional costs) resulting from the implementation of Resolutions (1) and (2) above, be approved.

**NOTE:** Having regard to the special circumstances pertaining in relation to this item - namely the need for the Council to consider the proposal with the advent of the peak summer season – the Chairman was of the opinion that, despite its non inclusion on the agenda, this item should be considered at this meeting as a matter of urgency.

The meeting closed at 7.10 pm.



*Report Number:* WSC 104/13  
*Presented by:* Cllr D Westcott  
*Author of the Report:* Angela Lamplough, Community Liaison & Climate Change Manager  
*Contact Details:*  
     *Tel. No. Direct Line* 01984 635 318  
     *Email:* [alamplough@westsomerset.gov.uk](mailto:alamplough@westsomerset.gov.uk)  
  
*Report to a Meeting of:* Council  
*To be Held on:* Wednesday August 14<sup>th</sup> 2013  
*Date Entered on Executive Forward Plan Or Agreement for Urgency Granted:* n/a

## REQUEST FOR SUPPORT OF THE STEAM COAST TRAIL

### 1. PURPOSE OF REPORT

- 1.1 The purpose of the report is to seek Council's support, in principle, of the Steam Coast Trail project.

### 2. CONTRIBUTION TO CORPORATE PRIORITIES

- 2.1 None in respect of this report, though it would contribute towards the Start Active, Stay Active Report<sup>1</sup> and Move, Play, Achieve<sup>2</sup> by achieving public general health benefits.

### 3. RECOMMENDATIONS

That Council supports, in principle, the delivery of the Steam Coast Trail project in West Somerset.

### 4. RISK ASSESSMENT (IF APPLICABLE)

#### Risk Matrix

Description	Likelihood	Impact	Overall
Cyclists continue to use the A39, increasing the risk of accidents	3 (Possible)	3 (Moderate)	9 (Medium)
<i>This report outlines alternative pedestrian and cycle routes along the coastal strip in the district.</i>	3 (Possible)	2 (Minor)	6 (Low)

<sup>1</sup> See: <https://www.gov.uk/government/publications/start-active-stay-active-a-report-on-physical-activity-from-the-four-home-countries-chief-medical-officers>

<sup>2</sup> A Strategic Framework for Sport and Physical Activity in Somerset: <http://www.sasp.co.uk/files/pdf/Jane%20SASP%20STRATEGY.pdf>

The scoring of the risks identified in the above table has been based on the scoring matrix. Each risk has been assessed and scored both before the mitigation measures have been actioned and after they have.

## **5. BACKGROUND INFORMATION**

- 5.1 The Steam Coast Trail was a community initiative which originates from Forum 21. The aim of the original project was to provide a network of traffic free, circular pedestrian and cycling routes which would link villages and towns along the coastal strip from Watchet and Williton through to Minehead. A public consultation exercise regarding the feasibility study and plans was carried out in 2006 and received a high level of public support. The emphasis of the project is now focused on a phased approach which will link existing provision. The most challenging sections of the route are between Washford and Carhampton and Blue Anchor and Minehead.
- 5.2 The aim of the trail is to provide a facility both for local residents for local journeys, such as to school or possibly work as well as visiting tourists, avoiding the use of the very busy A39.<sup>3</sup>
- 5.3 The trail could potentially impact on the health of the local population through physical exercise.<sup>4</sup> Another added benefit could be the reduction in CO<sub>2</sub> emissions, with West Somerset estimated to have the third highest per capita CO<sub>2</sub> emissions in the South West – 9.7 tCO<sub>2</sub>/capita.<sup>5</sup>
- 5.4 The Steam Coast Trail contributes to the following:
- 5.4.1 **Local Transport Plan for Somerset** - key aims:
- *Improve safety for all who travel*
  - *Reduce social exclusion and improve access to everyday facilities*
  - *Reduce the growth of congestion and pollution and improve health*
  - *Support sustainable economic growth in appropriate locations*
  - *Protect and enhance the built and natural environment*
- 5.4.2 **South West Coast Path:** The Steam Coast Trail will link to the South West Coast Path which begins in Minehead.
- 5.5 **Moving forward**  
In order to move this project forward, the Group need to secure funding to deliver the proposals. It is proposed that the authority is supportive, in principle, of project which could benefit the health and well-being of the trail's users.

## **6. FINANCIAL/RESOURCE IMPLICATIONS**

- 6.1 None in respect of this report.

## **7. SECTION 151 OFFICER COMMENTS**

- 7.1 None in respect of this report.

## **8. EQUALITY & DIVERSITY IMPLICATIONS**

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<sup>3</sup> See attached map – Appendix A

<sup>4</sup> For more information, please see: 2011 Somerset local Transport Plan

<sup>5</sup> For more information, please visit: <https://www.gov.uk/government/publications/local-authority-emissions-estimates>

**Members need to demonstrate that they have consciously thought about the three aims of the Public Sector Equality Duty as part of the decision making process.**

The three aims the authority **must** have due regard for:

- Eliminate discrimination, harassment, victimisation
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it

8.1 The proposals in this report have the potential of providing safer cycle/pathway access along the coastal strip for local users and tourist alike.

## **9. CRIME AND DISORDER IMPLICATIONS**

9.1 None in respect of this report.

## **10. CONSULTATION IMPLICATIONS**

10.1 A major consultation was carried out on this proposal in 2006 by Sustrans. Through an open public exhibition, the consultation produced the following results:

Of the respondents:

- 90% stated they would use the Steam Coast Trail network
- 30% stated they would use the paths for utility purposes
- 90% stated they would use the paths for leisure and recreation
- 56% said that some cycle trips would replace car trips

Based on the results and evidence from use of other cycle schemes around the UK, modelling by Sustrans indicates that the likely levels of use of the network once completed will be at least 250,000 trips per annum.

10.2 Corporate Management Team response: that, subject to there being no financial liability and no resource implication falling on the Council as a result, support be provided, in principle, to the delivery of this project on the understanding that the Steam Coast Trail Working Group address the concerns in respect of elements of the route expressed by the Environment Agency and Natural England.

## **11. ASSET MANAGEMENT IMPLICATIONS**

11.1 The recommendations, if approved, will have no impact upon assets owned by the Council.

## **12. ENVIRONMENTAL IMPACT IMPLICATIONS**

12.1 Potential CO<sub>2</sub> emission reduction, see 5.3 above.

## **13. LEGAL IMPLICATIONS**

13.1 None in respect of this report.



*Report Number:* WSC 83/13

*Presented by:* Councillor Steven Pugsley, Lead Member for Executive Support and Democracy

*Author of the Report:* Bruce Lang, Monitoring Officer

*Contact Details:*

*Tel. No. Direct Line* 01984 635200

*Email:* bdlang@westsomerset.gov.uk

*Report to a Meeting of:* Council

*To be Held on:* 14 August 2013

*Date Entered on Executive Forward Plan Or Agreement for Urgency Granted:* Not applicable

## **JOINT INDEPENDENT REMUNERATION PANEL FOR SOMERSET COUNTY COUNCIL WEST SOMERSET – CONFIRMATION OF APPOINTMENTS**

### **1. PURPOSE OF REPORT**

- 1.1 The purpose of this report is to advise the Council of the outcomes of the recruitment process to fill three vacancies on the Joint Independent Remuneration Panel and to seek the Council's approval of the three nominations.

### **2. CONTRIBUTION TO CORPORATE PRIORITIES**

- 2.1 There are no direct links with the corporate priorities; both Councils are required by the regulations which guide the operation of remuneration panels to approve panel membership.

### **3. RECOMMENDATIONS**

- 3.1 Council is recommended to approve the appointments of; Mr Adrian Cox, Mr Ian Partington, Mr Paul Fellingham to serve on the Joint Independent Remuneration Panel for Somerset County Council and West Somerset Council for a three year period commencing 1 October 2013.

### **4. RISK ASSESSMENT (IF APPLICABLE)**

#### **Risk Matrix**

<b>Description</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Overall</b>
Not Applicable			

The scoring of the risks identified in the above table has been based on the scoring matrix. Each risk has been assessed and scored both before the mitigation measures have been actioned and after they have.

## **5. BACKGROUND INFORMATION**

- 5.1 At the meeting of the Council held on 21 November 2012, it was agreed to approve the establishment of a Joint Independent Remuneration Panel for Somerset County Council and West Somerset Council.
- 5.2 The Panel consists of six members, at least one of which must be a member appointed by West Somerset Council according to the Council's own appointment process. Members may serve a maximum of two consecutive three years term of office and membership terms of office shall be staggered to ensure both continuity of membership and a regular turnover of members.
- 5.3 Three of the current members of the Panel are due to reach the end of their term of office at the end of September 2013 and a recruitment process has therefore been undertaken to find replacements.
- 5.4 The recruitment process for Panel members must be open and well publicised and both the Councils concerned must confirm the appointments at Full Council meetings.
- 5.5 An advert for the positions was placed across a number of websites (including the West Somerset Council website) covering Somerset and in local publications. Four high quality applications were received to the advert which was a better result than many councils have experienced recently when trying to recruit members to remuneration panels. The four applications were interviewed by the Monitoring Officer of Somerset County Council and Eelke Zoestbergen, one of the current panel members. Given that the three vacancies were from the members of the panel other than the one to be appointed under West Somerset Council procedures the recruitment process was led by the County Council in full knowledge/consultation with the Monitoring Officer of West Somerset Council.
- 5.6 All of the candidates featured strongly through this process and the interviewing panel has no hesitation recommending the three nominees detailed below. They will all bring different backgrounds and approaches to the panel and will complement the remaining members to form a very strong panel to the future.
- 5.7 The Panel is recommending the appointment of: Mr Adrian Cox, Mr Ian Partington, Mr Paul Fellingham for a three year period commencing 1 October 2013. Further details on the background of the nominees and the remaining panel members are attached at Appendix A to this report.

## **6. FINANCIAL/RESOURCE IMPLICATIONS**

- 6.1 None in respect of this report.

## **7. SECTION 151 OFFICER COMMENTS**

- 7.1 The recruitment of appropriate independent members to serve on the Joint Remuneration Panel will underpin the governance arrangements for this area of responsibility.

## **8. EQUALITY & DIVERSITY IMPLICATIONS**

**Members need to demonstrate that they have consciously thought about the three aims of the Public Sector Equality Duty as part of the decision making process.**

The three aims the authority **must** have due regard for:

- Eliminate discrimination, harassment, victimisation
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it

- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it

8.1 The recruitment process was open and transparent.

**9. CRIME AND DISORDER IMPLICATIONS**

9.1 None in respect of this report.

**10. CONSULTATION IMPLICATIONS**

10.1 None in respect of this report.

**11. ASSET MANAGEMENT IMPLICATIONS**

11.1 None in respect of this report.

**12. ENVIRONMENTAL IMPACT IMPLICATIONS**

12.1 None in respect of this report.

**13. LEGAL IMPLICATIONS**

13.1 The recommended appointment of the three independent members will assist the Council in meeting the relevant legal requirements to operate the independent remuneration panel in accordance with the relevant regulations.



### **Nominees for Panel Membership**

**Adrian Cox** is a qualified accountant with extensive experience in the public sector. He has held senior positions within the County Council, the NHS Executive in Bristol, and the Department of Health in London where he held the position of Head of Performance Management for the south west region. Having taken early retirement in 2006 he has undertaken a range of local voluntary work including as an independent member of Taunton Deane Borough Council's Standards Committee and a Governor and Independent Board Member at Somerset College in Taunton. More recently he has obtained qualifications in counselling in support of his role as a trustee with the Rosie Crane Trust, a local charity which supports bereaved parents.

**Ian Partington** has an academic background as an economist. A lecturer across a range of academic institutions culminating as Principal Lecturer in Economics at Oxford Brookes University. He has been a magistrate for many years including twenty years as a member of the Domestic and later Family Proceedings Court. Other local voluntary work has included roles with the West Somerset Advice Bureau, All Saints Church, Selworthy, Dunster Castle and Porlock Recreation Ground Management Committee.

**Paul Fellingham** has many years experience working as a Deputy Clerk and a Clerk to the Justices in West Cheshire and then North and East Hertfordshire. These roles encompassed training of staff and justices, drawing up strategic plans and setting budgets, change management including the restructuring of existing court provision. His career culminated in being appointed Justices Clerk for Hertfordshire when the Magistrates' Courts were incorporated into the civil service in 2004. In this role he was responsible for all legal matters across Hertfordshire and was a member of the national team that re-organised the role of Justices Clerks and legal advisers. Outside of these professional roles, Paul has also held Parent / Governor roles.

### **Remaining Panel Members**

**Rob Culligan** has over 30 years experience in both the public and private sectors, specialising in business planning and performance management. He recently spent 14 years as Head of Performance, Planning and Information at Avon and Somerset Constabulary. He has been a resident in West Somerset for ten years and Sedgemoor before that. He currently has a part-time job with a charity based in Minehead and also helps out as a volunteer at the RNLI shop at the Minehead lifeboat station. Rob has been a member of the SCC IMRP since 2009. He completes his second and final term of office on 31 January 2015.

**Eelke Zoestbergen** lives in Combe St Nicholas and has worked with the police service for the last 10 years providing strategic advice to support statutory responsibilities and to lead and contribute to policy setting and

direction with specific responsibilities for the areas of equality & human rights (including working at a national level), children & young people and public protection. She completes her second and final term of office on 31 January 2015.

**Robert Govier** is a working farmer from Upton where he was born and raised. He was a parish councillor for 20 years and served as a parish representative on the West Somerset Standards committee for a number of years. He is a past governor of Dulverton Middle School. He has been a member of the West Somerset IMRP since December 2010 and is entitled to be considered for reappointment in December 2013 for a further 3 years.

*Report Number:* WSC 106/13

*Presented by:* Cllr. T Taylor, Leader of Council

*Author of the Report:* Corinne Matthews - Economic Regeneration Manager  
Adrian Dyer, Chief Executive

*Contact Details:*

*Tel. No. Direct Line* C Matthews - 01984 635287: A Dyer – 01984 635212

*Email:* [cmatthews@westsomerset.gov.uk](mailto:cmatthews@westsomerset.gov.uk)  
[adyer@westsomerset.gov.uk](mailto:adyer@westsomerset.gov.uk)

*Report to a Meeting of:* Full Council

*To be Held on:* 14<sup>th</sup> August 2013

*Date Entered on Executive Forward Plan  
Or Agreement for Urgency Granted:* Not Applicable

## **EAST WHARF, WATCHET – FUTURE DEVELOPMENT OPTIONS**

### **1. PURPOSE OF REPORT**

- 1.1 The purpose of this report is to update Members about the progress being made to date to achieve the resolutions agreed by Council on 23 April 2013 (Minute No. C134, and detailed in paragraph 5.1 of this report)

### **2. CONTRIBUTION TO CORPORATE PRIORITIES**

- 2.1 Although not directly contributing to the implementation of any of the corporate objectives or key tasks the delivery of this development will assist in achieving the overall 'Local Democracy' priority. The capital receipt and increased New Homes Bonus generated will contribute by improving the likelihood that a *"financially sustainable and accountable model of local democracy remains at West Somerset by 2016"*.

### **3. RECOMMENDATIONS**

It is recommended:

- 3.1 That having considered Resolution (3) in paragraph 5.1 and for the reasons explained in paragraph 5.9 the break clause within the Conditional Development Agreement that the Council has with Urban Splash is not invoked at the current time.
- 3.2 That for the reasons explained in paragraph 5.9 the timescale referred to in Resolution (2) contained in paragraph 5.1 is extended to 31<sup>st</sup> October 2013.
- 3.3 That a report on the conclusion of negotiations is presented to a meeting of Council on 20<sup>th</sup> November 2013, (see Resolution (5) in paragraph 5.1)

#### 4. **RISK ASSESSMENT (IF APPLICABLE)**

##### **RISK MATRIX**

<b>Description</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Overall</b>
<b>Risk</b> – That the Marina Condition within the Development Agreement is not satisfied and Urban Splash withdraw from the process.	Almost Certain (5)	Moderate (3)	<b>High (15)</b>
<b>Mitigation</b> – <i>Continued negotiations</i>	Possible (3)	Moderate (3)	<b>Medium (9)</b>
<b>Risk</b> – That the Marina Operator invokes the terms and conditions in the marina lease resulting in a minimum of 35 car parking spaces in Harbour Road car park being no longer available for public use.	Likely (4)	Major (4)	<b>High (16)</b>
<b>Mitigation</b> – <i>Continued negotiations</i>	Possible (3)	Major (4)	<b>Medium (12)</b>

#### 5. **BACKGROUND INFORMATION**

- 5.1 At a meeting of Council held on 24<sup>th</sup> April 2013 members considered a report on the future development options and agreed the following resolutions.

**RESOLVED (1)** that the break clause within the Conditional Development Agreement that the Council has with Urban Splash be not invoked at the current time.

**RESOLVED (2)** that Urban Splash be given until 31 July 2013 to complete negotiations with the marina operator to satisfy the marina condition in the Conditional Development Agreement and as described in paragraph 5.2.2 of the report.

**RESOLVED (3)** that a report be presented to Council on 14 August 2013 that outlines – (a) whether the marina condition has been satisfied, (b) the details, including financial, of the proposed development and (c) a recommendation as to whether Urban Splash should be granted a six month period to submit a registered planning application or whether the break clause should be invoked and the necessary six weeks' notice to terminate the Agreement given.

**RESOLVED (4)** that Urban Splash be obliged, as a condition of approving the above recommendations, to hold talks with the Onion Collective within six weeks to establish whether there is any way that they could be involved in the development in any manner.

**RESOLVED (5)** that negotiations take place with the Watchet Harbour Marina Operator between now and 31 July 2013 with a report on the outcome of the negotiations being presented to full Council on 14 August 2013.

**RESOLVED (6)** that discussions take place with local stakeholders, including Watchet Town Council, Onion CIC and Watchet Boat Owners Association with a report on the outcomes of the discussions being presented to full Council on 14 August 2013.

The activity detailed in the paragraphs below has been undertaken to progress the realisation of the resolutions.

- 5.2 A series of meetings were held with the Marina Operator and Urban Splash separately and together on 23 May 2013. Very good progress was made in relation to agreement of the respective land allocations, though Urban Splash were asked to investigate if in their view the development was still financially viable if they reduced their land allocation to allow for additional car parking on site for use by the marina operator.

A meeting was also held with Urban Splash and the Onion Collective whereby Urban Splash agreed in principle to the potential of working with Onion Collective in relation to the retail element of the development.

- 5.3 Apart from financial considerations it has become clear that the other key issue that required resolving was that of car parking allocations for the marina operator. As such separate negotiations between the Marina Operator and West Somerset Council on this issue have been on-going. The marina lease allows for the marina operator to have the exclusive use of thirty five car parking spaces in Harbour Road. There is a further entitlement to an additional one space for every two boat berths provided in excess of seventy. However, there is a proviso that the total number of spaces available in the Councils car parks in Watchet over the same period must have increased by at least the same number. Since the signing of the lease the number of car parking spaces available has currently increased by eighteen meaning that the marina operator would have the exclusive use of a maximum of fifty three spaces.
- 5.4 All three parties acknowledged that a degree of compromise from each would be required to reach an agreement on land allocations and a reasonable allocation of marina parking spaces that did not effectively close Harbour Road for public parking.
- 5.5 Urban Splash having taken advice from their Architects confirmed that they would be able to scale down the development from 36 units to 30 units (15 one bed apartments and 15 two bed apartments) decreasing the car-parking provision from 45 to 32. A retail element continues to be included on the ground floor.
- 5.6 The Marina Operator has entered into proactive and predominately positive discussions with West Somerset Council in looking to agree a workable compromise and solution to the car-parking allocations. Under discussion are a reduction in the number of exclusive use spaces within Harbour Road, making use of the Mineral Yard for some marina staff spaces and instigating a permit scheme for an additional number of spaces is coming close to being agreed.
- 5.7 The Marine Operator also submitted a proposal to West Somerset Council expressing an interest in leasing / purchasing the Harbour Offices and former Quay West building – for the purposes of refurbishing the buildings and enhancing the facilities available to the berth owners (showers / toilets). The Marine Operator also confirmed that he would wish to demolish the former cargo shed and erect a new building on the site. From this he would intend to run a new marine related business in addition to creating some letting units for other business activity. The premise being that additional revenue created could be re-invested in the upkeep of the marina.
- 5.8 With some final clarification on the land allocations and other aspirations West Somerset Council instructed the District Valuer to provide a Market Value Report which was issued to the Council on 30<sup>th</sup> July. This information will be vital in influencing future commercial negotiations with Urban Splash and the Marina Operator.
- 5.9 A meeting of Watchet Ward Members together with the Leader of the Council was held on 31 July 2013, with the aim to update them on progress and seek their views in relation to next steps. Members agreed that it was essential to resolve the marina condition, including car parking allocations, to the satisfaction of all parties and that this would probably require professional legal input. In addition to this, due to the District Valuers report having only arrived the day before, members appreciated that it had not yet been possible to embark on the financial discussions with either party. It was clear that the delay in concluding negotiations could not be attributable to either Urban Splash or the Marina Operator and in view of the progress that made been made it was felt that an extension of three months was justified in order that negotiations can be concluded.
- 5.10 Members will recall from the April full Council report that the Onion Collective had made a separate submission for the development of the East Wharf and had been offered provisional feasibility funding from the Single Investment Business (SIB) programme

dependant on the break clause with Urban Splash being invoked. We are aware that Onion Collective has been able to negotiate with SIB to ring fence this funding until August, and that it would be available if Council decided to invoke the clause. Clearly for any development to be pursued on the East Wharf the marina condition needs to be resolved.

## **6. FINANCIAL/RESOURCE IMPLICATIONS**

- 6.1 The financial implications associated with this report are both definitive and speculative.
- 6.2 Should notice be given to terminate the Conditional Development Agreement with Urban Splash then the deposit of £50,000 they paid when it was signed becomes refundable. Under the terms of the Agreement interest estimated to be in the region of £8,000 would be payable.
- 6.3 Thirty units of accommodation at an average Council Tax Banding of C would generate New Homes Bonus of £38,370 per annum or £230,220 over the six year period that it is paid. .
- 6.4 At the current time and due to factors referred to in the body of this report the amount of a capital receipt to the Council will be subject to further negotiation and approval by Council in November 2013.
- 6.5 In terms of resources it is inevitable that officer support will be required which ever option is pursued. It is estimated that the level of support required can be provided within existing staffing capacity, including until March 2014 the Interim Executive Director.

## **7. SECTION 151 OFFICER COMMENTS**

- 7.1 Whilst the MTFP did not assume any receipt from this proposal it is important to realise such receipts when opportunity arises to keep the Authority's capital financing requirement to a minimum and to help finance any future capital programme.
- 7.2 The release of this asset would reduce the maintenance liability on the Authority thus saving revenue.

## **8. EQUALITY & DIVERSITY IMPLICATIONS**

**Members need to demonstrate that they have consciously thought about the three aims of the Public Sector Equality Duty as part of the decision making process.**

The three aims the authority **must** have due regard for:

- Eliminate discrimination, harassment, victimisation
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it

- 8.1 There are no implications directly linked to the recommendations in this report

## **9. CRIME AND DISORDER IMPLICATIONS**

- 9.1 There are no implications directly linked to the recommendations in this report

## **10. CONSULTATION IMPLICATIONS**

- 10.1 The Onion Collective met with Urban Splash (as per Resolution 4 Minute C134)
- 10.2 A meeting was with representatives of the Watchet Boat owners at their request on 18<sup>th</sup> June.

- 10.3 Further consultation as outlined in Resolution 6 Minute C134 have yet to be held due to the detail still having to be worked through in relation to the proposals. These consultations will be undertaken and the associated report in relation to the outcome of discussions will be presented to full Council on 20<sup>th</sup> November 2013.

**11. ASSET MANAGEMENT IMPLICATIONS**

Any asset management implications will be included in the report to Council on 20<sup>th</sup> November 2013.

**12. ENVIRONMENTAL IMPACT IMPLICATIONS**

- 12.1 There are no implications directly linked to the recommendations in this report

**13. LEGAL IMPLICATIONS**

- 13.1 Professional legal advice is being sought in relation to proposed development, the outcomes of which will be reported to full Council on 20<sup>th</sup> November.



*Report Number:* WSC 106/13  
*Presented by:* Cllr Keith Turner  
*Author of the Report:* Ian Timms Corporate Manager Housing, welfare and Economy  
*Contact Details:*  
*Tel. No. Direct Line* 01984 635271  
*Email:* itimms@westsomerset.gov.uk  
  
*Report to a Meeting of:* Council  
*To be Held on:* 14<sup>th</sup> August 2013  
*Date Entered on Executive Forward Plan Or Agreement for Urgency Granted:* Not applicable

## REQUEST FOR ALLOCATION OF 106 FUNDS- AFFORDABLE HOUSING

### 1. PURPOSE OF REPORT

- 1.1 To advise council of the proposal to use capital monies secured through planning obligations to assist in the provision of affordable housing at the Beach Hotel, Minehead.

### 2. CONTRIBUTION TO CORPORATE PRIORITIES

- 2.1 The proposal links to Objective 2, key task 2.2 of the corporate plan to provide affordable homes in the district.

### 3. RECOMMENDATIONS

- 3.1 Council agree to approve the allocation by virement of a commuted sum of £323,000 to secure affordable housing at the Beach Hotel, Minehead.

### 4. RISK ASSESSMENT (IF APPLICABLE)

#### Risk Matrix

Description	Likelihood	Impact	Overall
Failure to allocate monies correctly in line with legal agreements causing requirements to repay	3	4	12
<i>This proposal matches the available legal agreement.</i>	2	4	8
The Project does not progress in accordance with plan and therefore money remains unspent	3	3	9
<i>Set timescale for delivery of project. Reallocate money if required</i>	1	3	3
The money is allocated in line with corporate priorities and delivers a positive number of affordable homes.	3	3	9
<i>The Proposal is matched to the affordable housing priority in Objective 2, Key task 2.2 of the corporate plan</i>	1	3	3

The scoring of the risks identified in the above table has been based on the scoring matrix. Each risk has been assessed and scored both before the mitigation measures have been actioned and after they have.

## **5. BACKGROUND INFORMATION**

- 5.1 The authority has established arrangements to allocate monies secured through planning obligations. These match schemes to the authority's priorities. .
- 5.2 Proposals are considered by the internal planning obligations group against priorities, appropriate strategies and any identified local priorities to create recommendations for Cabinet to consider on a quarterly basis. Any individual proposals beyond £25,000 require approval by full Council. Proposals are considered against set criteria as a part of the formal consideration of projects to allow allocation of funds and subsequent release of monies.
- 5.3 This report requests the allocation of the commuted sum of £323,000 which was secured from the granting of planning permission to McCarthy & Stone for the development of land at Beechfield House, The Parks Minehead. This sum was secured to provide affordable housing offsite and within the Town of Minehead.
- 5.4 The council works with a range of organisations to deliver its housing duties one of which is Somerset Coast YMCA. The YMCA delivers a contract jointly commissioned by all of the six Somerset councils, with SCC as lead commissioner. This is known as the pathway to independence for 16-24 year olds.
- 5.5 In order to deliver this contract the YMCA are required to seek additional affordable accommodation for young people with the aim of providing a stepping stone into the wider housing market.
- 5.6 In seeking to fulfil this requirement the opportunity arose to bid into a funding pot provided by the Homes and Communities agency (HCA) for the conversion of existing commercial property. This bid revolved around the purchase of the Beach hotel and required support from West Somerset Council. It sought to create 36 move on units of affordable housing combined with a wider hotel and training establishment. This retained the existing operation and made maximum use of the space available.
- 5.7 Whilst this bid was speculative it was ultimately successful, resulting in the award of £1.056 million for the project which is a key part of the funding package. This is the largest award in the South West of England and was previously publicised by the HCA. It was successful due to the mixed nature of the proposal. An outline of the proposal from the YMCA is attached as Appendix A of this report.
- 5.8 The overall funding package does need additional sums and an element of the bid was that WSC would review the availability of sums for affordable housing provision in Minehead and put forward a proposal for Council to consider their use.
- 5.9 The use of the commuted sum in this way would therefore create a large amount of the finance needed for the project with YMCA needing to secure the remainder from their own lenders.
- 5.10 The existing programme of work for all Registered Social Landlords is currently funded through contracts. This sum therefore can only be used for windfalls such as this proposal or to provide general needs housing in the new contract period which begins in 2015/16. It therefore seems appropriate to use the funds in this way as there are currently no other proposals that can utilise the sum.

- 5.11 It is very difficult to apply a comparison to show what level of affordable housing the sum could deliver if used for an alternative scheme, however, assuming that the build costs of a one bedroom property were £40,000 and a Registered Provider secured the average HCA grant allocation of £23,000 per unit, it is estimated that £323,000 of grant funding could deliver 19 flats – although this number could increase if additional sources of funding i.e. Registered Providers own finances were included.

## **6. FINANCIAL/RESOURCE IMPLICATIONS**

- 6.1 The proposed virement will be made from the holding account into the council's capital programme
- 6.2 Planning obligations sums by their nature can only be spent once. This proposal assists in meeting the council's corporate priority to provide affordable housing. This would allocate the funding currently available in Minehead for the provision of affordable housing in that area.

## **7. SECTION 151 OFFICER COMMENTS**

- 7.1 The section 151 officer has read this report and has no comment to add.

## **8. EQUALITY & DIVERSITY IMPLICATIONS**

**Members need to demonstrate that they have consciously thought about the three aims of the Public Sector Equality Duty as part of the decision making process.**

The three aims the authority **must** have due regard for:

- Eliminate discrimination, harassment, victimisation
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it

- 8.1 This affordable housing proposal will enable local young people in housing need to access move on housing. This assists in retaining individuals within the area and providing them with suitable accommodation. This tackles our local characteristic around Rurality.

## **9. CRIME AND DISORDER IMPLICATIONS**

- 9.1 It is recognised that provision for young people can raise concerns around behaviour. The YMCA are experienced in dealing with the client group that will use the affordable housing. The proposal does deal with some aspects that tend to cause local concerns.
- 9.2 The proposal is a positive way to tackle issues seeking to engage young people in positive live enhancing activity including, work, training and education.

## **10. CONSULTATION IMPLICATIONS**

- 10.1 The Housing, Health and Wellbeing Policy Advisory Group (PAG) debated the proposal at their meeting on Tuesday 30<sup>th</sup> July. The proposal was examined in detail and a number of points made about ensuring there was full and wide engagement with the local community. The proposal had the broad support of the PAG for the allocation of the available 106 monies in Minehead.
- 10.2 In terms of wider consultation the Somerset Coast YMCA have been liaising with a range of local organisations to test the proposal. This process is on-going and if successful the YMCA intend to continue to work closely with the community.

- 10.3 It should be noted by council that this report relates only to the request to allocate funding to this proposal. So the consultation needed to consider the planning application and merits of the proposal against planning law will be dealt with through that process.

**11. ASSET MANAGEMENT IMPLICATIONS**

- 11.1 There are no impacts on the council's assets from this proposal.

**12. ENVIRONMENTAL IMPACT IMPLICATIONS**

- 12.1 The allocation of funds, in themselves have no direct impact. However they would of course support a development proposal. This proposed development will need to meet requirements laid down by the local plan and incorporate appropriate design features. The council has been working with developers to ensure the proposals have minimal environmental impact through its pre-application process.

**13. LEGAL IMPLICATIONS**

- 13.1 The proposed virement would be line with the requirements of the legal agreement that secured these funds.

Appendix A – Outline proposal

## **Beach Hotel – YMCA Somerset Coast Proposals**

### **Description of Site**

The Beach Hotel is situated within a Conservation Area and is located on a prominent site at the junction of The Avenue, Esplanade and Warren Road, opposite Minehead Railway Station and the Seafront. The Hotel currently has 47 (ensuite) rooms arranged over the ground, first and second floors, though at least 2 of these rooms are unsatisfactory due to conflicts with means of escape requirements. The rooms on the ground floor are detached from the main building and can be accessed from the Courtyard to the front left-hand side of the property. On the ground floor of the Hotel, there is a range of dining, bar and catering facilities. There is also a self-contained bar known as Steamers, which is to the front of the Hotel and forms part of the Site. There is also fairly extensive frontage opposite the Railway Station, which has previously provided outside dining opportunities. There is adequate delivery vehicle access via the Courtyard, which also services the rear of the kitchens. There is on-site car parking. The Hotel was closed in Autumn 2012 and the ground floor windows have been boarded-up as a security measure. The Steamers Bar, however, remains open, though the Tenants are on a short-term Lease.

### **The development proposal**

YMCA Somerset Coast Group's intention is to purchase The Beach Hotel Freehold and to complete a programme of repairs and improvements to the Hotel buildings and to the Site overall, with only minimal alterations internally – there are no proposals to alter the buildings externally. The YMCA's proposals include a long-term business plan to regenerate the Site to a 21<sup>st</sup> Century model to provide flexible accommodation for differing and sustainable purposes, whilst maintaining the traditional established use of a Hotel and restaurant, retaining all of the existing dining and catering facilities on the ground floor, as well as to provide a café atmosphere and heritage function opening out onto the existing frontage opposite the Railway Station. Sleeping accommodation would be divided internally into three categories – **(1)** (360m<sup>2</sup>) short-term rented cluster accommodation in the areas outlined in Blue on the attached Plans; **(2)** (374m<sup>2</sup>) flexible accommodation outlined in Green to allow changes in seasonal demand, which could include rented during out-of-season periods, but in the majority for backpackers, schools and colleges, and businesses, and for those students attending the training and apprenticeship courses hosted and held within the Hotel by West Somerset Community College; **(3)** Hotel rooms, restaurant and the catering facilities as they exist now in the areas outlined in Orange, providing accommodation for tourists and holiday-makers enjoying a traditional British seaside holiday.

### **Project Proposal**

The project will take place at the Beach Hotel in Minehead, it will take the form of a training and skills partnership, with West Somerset College, that supports the operation of the Hotel functions and to develop wider training and collaboration opportunities at the venue for the community of Minehead. The Beach Hotel ceased trading in September 2012. It has 47 en suite bedrooms, Restaurant and bar, large function room with dance floor and bar, Reception area, two flats and ice cream

kiosk. The proposals are for operation of the catering and hotel function: 14 Hotel rooms – paying guests at a medium band room rate [marketed to walkers, train enthusiasts, business meetings etc], 36 Units flexible to include 8 student bedrooms, supported accommodation, back packer function, school activity trips, Restaurant to be operated by a chef, restaurant manager, Front of house and waiting staff to be apprentices, Professional Cookery, business admin, maintenance and housekeeping apprentices to support the other functions. The CCF funding will pay for revenue staffing costs, to support the hotel operation through its initial start up phase and for works to be completed on the hotel bedrooms to bring them up to modern standards of decor, this will be carried out in partnership with the students on WCS facilities management courses. This project will promote sustainable growth by being accessible for all and also providing training opportunities for the whole community with the aim of creating a work ready person ready for employment.

### **Project Drivers**

There are 700 unemployed people on the register at present in Minehead. [30% of population, this is 8% higher than the South West as a whole and 7% higher than the figures for Great Britain.] The majority seeking JSA are in the 18-49 age bracket. There are also approximately 4,000 adults who are economically inactive – these may be retired, long or short term sick or a carer. The benefit reforms will have an impact on this group and many may find that they have to seek work as a result. NOMIS data also shows that the level of qualification in the adult population is low and that this is reflected in the employment opportunities. For those in employment the weekly and hourly rates of pay are considerably lower than in the rest of the SW and GB. These figures reflect the indicators of deprivation and lack of opportunity in West Somerset.

We have been working in partnership with the college, who have identified the need for a training outlet which supports the local economies needs, the hotel provides this opportunity. The roles and training offered provide a varied menu for those people who are finding it difficult to engage with employment and or re-engage with employment, also offering opportunities for retraining and re-skilling members of the community.

### **Addressing the need**

The project attempts to address all of the above priorities to greater or lesser degree. Through delivering the project we will be increasing accessibility to training and also to employment. The area of hospitality and catering is a growth area in West Somerset, and with the introduction of a transitory workforce to the region through the Hinkley C development we need a workforce which is ready to meet the demand. We also look through the project to diversify the workforce to include leisure provision, which whilst providing an attractive opportunity to visitors to the region, benefits the health and well being of the local population. The facilities we plan will provide affordable access to multi use spaces which can be used for various events be these indoor craft markets for small enterprises, or meeting an conference space for medium sized businesses. We are aware through our research that the seasonality of the hospitality industry has previously affected the site we have identified and have planned to link with the town council to ensure that we can be at

the heart of festivals out of season to ensure that we become a destination, the restaurant provision will support this and we aspire that our approach will ensure guests receive high quality service at an affordable cost but whilst knowing they are also contributing to their community. The site itself is publicly prominent on the sea-front in Minehead and is currently boarded up, the building is the gateway to the town and will as part of the project provide opportunities for all members of the community be this through training or leisure opportunities to seek a greater work life balance.

### **Partners**

The YMCA has a history of being able to deliver projects across the UK. Our approach as Bridgwater YMCA is that we will only embark on a project if it both credible and deliverable. We have most recently delivered a successful £4 million myplace scheme in Bridgwater and now are providing a successful model of youth provision and apprenticeships, which is sustainable and has increased opportunities offered to the community.

The Hotel development provides a unique and very exciting opportunity. Trainees will be offered high quality provision by WSC staff based at the Hotel and at the College. The model will allow for a seamless transition between the college and training environment for all those who engage in the short course, block or full time programmes. It will also allow the vulnerable young people, unemployed and those looking to up skill the opportunity to apply the knowledge and skills in the real working environment. The advantage being that the “behaviors” as well as the skills can be enhanced and it is this combined package that will increase the chances of securing employment in the area. This linkage alongside the Minehead Development Trust will ensure that all local people can benefit from the development.

Through these partnerships we will ensure excellent governance and relevant opportunities which will allow a sustainable solution to the current issues facing the wider community of Minehead.

### **Sustainability**

The model is being developed to achieve sustainability by the close of year two, however this is not where the project stops, the principle is that it will continually develop, ensuring that it is relevant to the communities it serves. The opportunities to develop the project further to provide more apprenticeship and employment opportunities could include hair and beauty treatments, creating a spa destination, but also through providing outdoor activities given the proximity to the sea and Exmoor. The provision of our service will allow other local business to prosper, through a commitment to locally sourcing supplies, be these food based or through materials needed to run the facilities.

The forecasts show that the revenues received from the hotel, catering and accommodation provision by close of year two will sustain the projects salaries and allow for continued re-investment in to the building. These figures are cautious, and one would hope that the final position would be even stronger.

The training links are key, these links will be constantly reviewed to ensure that they are relevant to the community needs, we would also ensure that access to this project is equal for all.

*Report Number:* WSC 105/13

*Presented by:* Cllr Karen Mills, Lead Member for Economic Regeneration and Tourism

*Author of the Report:* Corinne Matthews - Economic Regeneration Manager

*Contact Details:*

*Tel. No. Direct Line* C Matthews - 01984 635286

*Email:* [cmatthews@westsomerset.gov.uk](mailto:cmatthews@westsomerset.gov.uk)

*Report to a Meeting of:* Council

*To be Held on:* 14<sup>th</sup> August 2013

*Date Entered on Executive Forward Plan Or Agreement for Urgency Granted:*

## MINEHEAD VISION MANAGER BUSINESS PLAN – REQUEST FOR SEASIDE STRATEGY FUNDING

### 1. PURPOSE OF REPORT

- 1.1 The purpose of the report is to update Members about the work of the Minehead Vision Manager and to endorse the recommendation of Cabinet that £35,585 is released from the remaining Sea Side Strategy Funding to resource elements of the Business Plan.

### 2. CONTRIBUTION TO CORPORATE PRIORITIES

- 2.1 The maximisation of opportunities for business and the working age community is a corporate priority. Supporting initiatives that will lead to a vital and vibrant town centre will help to realise a number of wider regeneration activities for Minehead.
- 2.2 The Minehead Vision Manager's business plan outlines specific measurable targets relating to the sections of the community who will receive positive benefits which includes residents and businesses.

### 3. RECOMMENDATIONS

It is recommended that:

- 3.1 Council note the content of the Vision Manager's business plan and its contribution to the wider delivery of the Minehead Vision Group's action plan.
- 3.2 Council agree the allocation of £35,585 of the seaside strategy fund for the projects described in Appendix A & B of this report.

### 4. RISK ASSESSMENT (IF APPLICABLE)

#### Risk Matrix

Description	Likelihood	Impact	Overall
Risk – That the Projects identified in the Business Plan will not address the economic challenges in Minehead	Possible (3)	Moderate (3)	Medium (6)

<b>Mitigation</b> – <i>The projects have been subject to wide consultation and stake-holder engagement, with firm foundations in place for delivery</i>	Unlikely (2)	Negligible (1)	<b>Low (3)</b>
<b>Risk</b> – That the projects do not deliver the required economic outcomes	Possible (3)	Moderate (3)	<b>Medium (9)</b>
<b>Mitigation</b> – <i>Regular monitoring and evaluation undertaken by MVM SG, including additional support where required.</i>	Possible (3)	Moderate (3)	<b>Medium (9)</b>

The scoring of the risks identified in the above table has been based on the scoring matrix. Each risk has been assessed and scored both before the mitigation measures have been actioned and after they have.

## 5. **BACKGROUND INFORMATION**

- 5.1 Cabinet and Council agreed in July 2012 and August 2012 respectively to the allocation of £70,000 to Minehead Development Trust (MDT) for the purposes of recruiting an 18 month post of Minehead Vision Manager (MVM) and an apprenticeship post to work along-side MVM. West Somerset Council agreed a Service Level Agreement with MDT for the delivery of this function.
- 5.2 A full and transparent recruitment process was undertaken for the post, with Member representation from West Somerset Council, Minehead Town Council and Somerset County Council actively involved with the selection process. Mr Stephen Hooper was selected as the preferred candidate and commenced his Contract in early December 2012.
- 5.3 The Post holder is managed on a daily basis by a named Member of MDT. The work programme of the MVM is established and monitored by a Steering Group that meets no less than once every three months. The Representatives on the Group are 2 Members of MDT, 2 Members from WSC and 1 Member from MTC. The MVM also provides an update report to every meeting of Minehead Vision Group.
- 5.4 Recruiting an Apprentice to the post, took longer than was expected, however, the ideal candidate was eventually found and commenced both his duties and associated training in May 2013. The qualification is at Level 3, equivalent to three A levels, and the training is being delivered locally at the West Somerset Community College. The position attracts some Government funding, as well as a small contribution from the WSC LARC funded 'Starting out Programme' therefore the post-holder receives an hourly rate that is well in excess of the Apprenticeship minimum wage. The Post-holder is a West Somerset resident.
- 5.5 The MVM was tasked with producing a business plan that delivered those aspects of the Minehead Vision Group Action Plan that had been identified as priorities for delivering the Vision, but had no individual Organisation able to take these forward. The Business Plan (attached as Appendix A and Appendix B) of this report has been the result of intensive research, stake-holder engagement and local consultation.
- 5.6 Having a 'fresh pair of eyes' looking at the issues and challenges that affects the economy of Minehead has led to some very innovative thinking and potentially some very exciting projects that will build a lasting legacy for the area.
- 5.7 Significant ground work has been undertaken in pulling all the activity together and work is considerably advanced in many areas. Match funding has already been achieved for a number of the projects.
- 5.8 The MVM Steering Group will continue to monitor the impact of project delivery. The Service Level Agreement in place with MDT only releases funding when key milestones and outputs have been achieved. The next task of MVM will be to work with MVG to

implement a Funding Strategy for the continuation of the MVM or a similar position once the funding for the post comes to an end in June 2014.

## **6. FINANCIAL/RESOURCE IMPLICATIONS**

- 6.1 West Somerset Council was awarded £200,000 Seaside Strategy Funding (from Government) in 2010, in recognition that Minehead was considered one of 25 most deprived coastal towns in England. The funding was devolved to West Somerset Council with the intention that it was to be used in Minehead to support economic activity that would improve its prosperity.
- 6.2 West Somerset Cabinet and Council has already committed an allocation of £158,940 to a number of projects that were identified by the Minehead Vision Group. There remains £41,060 of which this report requests £35,585 leaving £5,475 unallocated.
- 6.3 If the recommendation is agreed, then MDT will be required to follow the same accounting and financial regulations that any third party organisation that receives Planning Obligations S106 funding from WSC is subject too.
- 6.4 It should be noted that this allocation will be used to lever in an additional £24,000 of external match funding, from a number of different sources which will include grant funding and private sponsorship.

## **7. SECTION 151 OFFICER COMMENTS**

- 7.1 The projects detailed within Appendix A and B of this report is appropriate use of the Seaside Towns strategy monies awarded to West Somerset Council, and the proposals have no effect on the core West Somerset finances.

## **8. EQUALITY & DIVERSITY IMPLICATIONS**

**Members need to demonstrate that they have consciously thought about the three aims of the Public Sector Equality Duty as part of the decision making process.**

The three aims the authority **must** have due regard for:

- Eliminate discrimination, harassment, victimisation
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it

- 8.1 There are no implications directly linked to the recommendations in this report

## **9. CRIME AND DISORDER IMPLICATIONS**

- 9.1 There are no implications directly linked to the recommendations in this report

## **10. CONSULTATION IMPLICATIONS**

- 10.1 Minehead Vision Group unanimously voted to agree the Business Plan (as set out in Appendix B of this report) at their meeting on 23<sup>rd</sup> May 2013
- 10.2 The Business Plan was presented to Minehead Town Council on 18<sup>th</sup> June 2013, who unanimously (with one abstention) to agree it. They asked for a further report to be presented to them in August outlining a request for financial support to the Plan.
- 10.3 The Business Plan has also been presented to a number of different Groups in Minehead including Minehead Chamber of Trade, Revive, Minehead and Minehead Business Breakfast.

**11. ASSET MANAGEMENT IMPLICATIONS**

12.1 There are no implications directly linked to the recommendations in this report

**12. ENVIRONMENTAL IMPACT IMPLICATIONS**

13.1 There are no implications directly linked to the recommendations in this report

**13. LEGAL IMPLICATIONS**

13.1 There are no implications directly linked to the recommendations in this report

## **Minehead Vision Manager Business Plan**

Stephen Hooper was employed at the end of 2012 by Minehead Development Trust to take up the position of Vision Manager. His background is in physical, cultural and environmental regeneration predominately in the Welsh Valleys focusing on revaluing local and regional assets to create new visitor destinations for the cultural tourist industry.

An apprentice, Dan Cross, has been employed to assist with the project portfolio and he is being guided through a business administration NVQ level 3 with the support of West Somerset Community College.

The Business Plan was developed in response to the priorities identified by Minehead Vision Group as part of their Action plan in delivering regeneration activity in Minehead in the short, medium and long term.

The plan addresses key regeneration issues and will deliver economic, cultural, community and environmental activity. The overarching theme which runs throughout the plan is the enrichment of the destination offer to the cultural tourist and the consequent increase in economic impact.

Five strands of activity have been developed and are in phased stages of evolution and delivery. These strands are:

- The former Visitor Information Centre
- Business Engagement
- Cultural Quarter
- Horticultural Minehead
- Maritime Heritage

Whilst the strands are shown as distinctly separate elements they are all inextricably linked in terms of their activities driving an increase in personal and corporate economic activity and engagement.

### **The Visitor Information Centre:**

This prominent sea front building is currently empty and gives a negative impression to visitors. We seek to lease the building from WSC on a temporary basis to use as a 'pop up' exhibition space and demonstrate business and community benefit of such niche activities.

We have offered exhibition opportunities to local artists, organisations and groups, boosting the offer to the cultural tourist and celebrating the indigenous diversity of activity.

This three month project will take advantage of, and capitalise socially and culturally from the space with strategic programming to coincide with the ongoing Minehead events calendar.

The initiative will also provide demographic research to inform developments within Old Hospital and Cultural Quarter.

So far 5 local artists and 6 groups are being programmed into the schedule.

During the lease period the Visioning Team will also be based in the building.

The object is to raise the profile of micro businesses and the activities of local groups.

The lease period is from 1<sup>st</sup> July to 30<sup>th</sup> September. The first exhibition will commence on 8<sup>th</sup> July.

### **Business Engagement:**

The status quo is that traders are struggling in the current economic climate and not always reaching/attracting the full demographic spectrum of their potential customers.

In addition to this visitors do not always venture to the top of the Avenue which offers a wealth of independent shops.

The Avenue has become polarised with activity areas at either end since the demise of the central focal point. Anecdotal evidence suggests that shops are often closed during peak visitor times.

We propose building 'The Thermal Calendar' based on the West Somerset Railway model which has a colour coded timetable format which grades days according to the amount of steam trains (and special activities) running. The grading reflects the volume of expected passengers, potential customers arriving in Minehead. 'The Thermal Calendar' will layer all significant Minehead programmes (Railway, events, Butlins, Theatre, Music, Sports etc) onto one interactive database and colour code the intensity of the activity.

The base information has been collated by a volunteer and this is currently being assessed prior to commissioning a web master to create a publicly accessible platform.

The plan is for early sustainability and minimum intervention in that paid for advertising will part of the presentation and certain businesses and organisations will be engaged and trained to input to the calendar and will act as champions in their own area to promote and engage similar businesses to realise the benefit of using such a focussed events calendar. The Calendar will be linked to sites of interest to tourists and visitors and is intended to be used by them for planning days or stays and for business to assess likely demand and plan stocks opening strategies.

We have engaged with all major players in Minehead and District (Butlins, Railway, National Trust, Exmoor, Artlife, Regal Theatre, Information Centre, Minehead Eye, 1610, Sports Clubs, Events Group, Third Sector, Churches, Chamber of Commerce, Hospitality Group) and will be further engaging with local groups to populate with lower level activities.

### **Shop Local**

A project (working title) Love Minehead has recently been worked up in partnership with Minehead Chamber of Trade, West Somerset Council and others. An application has been made to West Somerset Council for planning obligations funding. The application requests £3500 be allocated to a project addressing the vibrancy and vitality of Minehead Town centre. The project has two elements which deal with empty shops and a shop local scheme. The empty shop element seeks to provide long lasting window dressing displays for empty shops that can be reused. This element recognises the impact of empty shops on high streets seeking to address the nationally recognised principle that these shops can become visually unattractive and reduce the appeal of the remainder of a town centre. The second aspect seeks to initiate a shop local scheme with the money being used to start the scheme. The aim would be for this to be sustainable over time and create a positive basis for local shops in Minehead. The project has financial support of the Minehead Chamber of Trade & Commerce who has been able to secure match funding MTC, Butlins, WSC and WSR) of £2500 bringing the total project cost to £6000.

### **Cultural Quarter:**

This strand links strongly to Business engagement and seeks to demonstrate the potential of liberating the central area to develop commercially and culturally. The Avenue has become disjointed, the former bus station (co-op car park) and Old Hospital used to be the engine that formed the connection between the upper and lower halves of the town. It provided footfall radiating to and from this point. As a pivotal hub this zone has a vital role to rebalance the Avenue by reconnecting and drawing the poles, transport terminus at the railway station and Wellington Square, together. This project will pilot alternative traffic flows in the Avenue and carry out a physical experiment in "Shared Space". Using the area between the Regal and Old Hospital as a piazza we will develop a plan to demonstrate business and environmental benefit of the possibilities in anticipation of the community regeneration of the Old Hospital Site.

On June 15<sup>th</sup> there will commence a series of Saturday Arts Markets on the Old Hospital Forecourt to demonstrate the cultural quarter concept. Discussions with Highways as to possibilities are at an advanced stage.

Businesses local to the action have been consulted and are engaged.

### **Horticultural Minehead:**

Minehead has a micro climate that supports a horticultural offering of significance which is of interest to the cultural tourist.

The Arboretum "Parks Walk" is little known (esp to the visitor) is undervalued and under celebrated.

Blenheim Gardens is an established cultural, quiet and performance space and recreation hub and the seat of the Arboretum.

Clanville Gardens are part of WSC Asset Portfolio, creating a new secret garden at Clanville offers an opportunity to complement, link and enhance the offering by providing an additional sustainable community amenity and space.

MDT have carried out a series of environmental surveys and a feasibility study.

This strand will raise the status of 'Parks Walk' to "Minehead Arboretum".

We will audit, update and digitise the Parks Walk Guide for inclusion to the Minehead App.

MDT will ensure custodianship of Clanville Gardens is taken up and support the development of the project as enchanted/secret gardens on a phased basis to minimise risk. Through strategic partnership the strand will bolster Minehead as a niche horticultural destination and develop a number of community activist groups to sustain the amenity. We have linked to other heritage gardens and resources as a wider West Somerset tourist offering. We have received a letter of intention to lease and the MDT board are currently scrutinising the lease agreement.

### **Maritime Heritage:**

14 businesses plus accommodation providers operate in Quay Town. As a strategic commercial zone its history is key to the existence and prosperity of the town and its evolution. It is under celebrated and suffering a diminishing footfall. The quay is a heritage area of national significance, very much a jewel in the crown that needs dusting off and polishing up. It has never had a festival to highlight its maritime history its trading links with South Wales or its importance to Exmoor. There is no interpretation at the harbour which was once the second most important Naval station in Britain, being the gatekeeper of the Bristol Channel.

The harbour festival will establish a new annual event of cultural and commercial significance which will raise the status of maritime heritage and Quay Town to the cultural tourist which from the onset will set out to establish a sustainable model that can be repeated year on year with the bare minimum of funding.

In addition to the Harbour Festival activities there will be a physical celebration of trade links with South Wales and Bristol Channel ports through a schools exchange of goods by sea with South Wales – at both community and civic levels.

A hands on Maritime sail training experience programme for local youth in cutter training vessels. A local producers market will take place. A number of community activities before during and after the festival.

A new Maritime Heritage Interpretation programme has been initiated following a successful expression of interest the Heritage Lottery Fund has invited a full application. This will produce a legacy piece of heritage art delineating the maritime history of Minehead within the harbour walls. More than 24 businesses and organisations are actively engaged and collaborating in this initiative. This action has already generated a sponsorship investment and benefit in kind from the businesses in excess of £7500.

### **Resourcing the Business Plan**

The attached spreadsheet provides detail in respect of the

- Cost of each project
- The timescales for delivery
- The match funding that will be levered in
- The measurable outcomes that will be achieved from successful implementation.

### **Summary**

<b>Project</b>	<b>Cost</b>			<b>Timescales</b>	<b>Outcomes</b>
	<b>SSF</b>	<b>Match</b>	<b>Total</b>		
<b>VIIC Exhibitions</b>	<b>1,650</b>		<b>1,650</b>	<b>July - September</b>	<b>5 artists and 6 community Groups exhibit 1 additional tourism attraction created for the summer</b>
<b>Business Engagement – Thermal Calander</b>	<b>2,500</b>	<b>1,000</b>	<b>3,500</b>	<b>Launched July 2013 – evaluated October 2013</b>	<b>15 businesses trained and supported to use in first instance</b>
<b>Business Engagement – Shop Local</b>	<b>0</b>	<b>2,000</b>	<b>2,000</b>	<b>Scheme launched July 2013</b>	<b>25 businesses participating and seeing increased footfall</b>
<b>Project</b>	<b>Cost</b>			<b>Timescales</b>	<b>Outcomes</b>

	<b>SSF</b>	<b>Match</b>	<b>Total</b>		
<b>Business Engagement – Retail Support</b>	<b>2500</b>	<b>1000</b>	<b>3500</b>	<b>Autumn 2013</b>	<b>20 High Street shops participating.</b>
<b>Cultural Quarter</b>	<b>5650</b>	<b>1,500</b>	<b>7150</b>	<b>June – September 2013</b>	<b>Businesses either side of the Avenue seeing a % increase in footfall and sales. 10 Creative businesses provide with new route to market.</b>
<b>Empty Shop Project</b>		<b>3,500</b>	<b>3,500</b>	<b>July – December 2013</b>	<b>Material produced to use to ‘window dress’ empty shops and highlight Minehead’s vibrant events calendar</b>
<b>Horticultural Minehead</b>	<b>8750</b>	<b>3,000</b>	<b>11750</b>	<b>September 2013 – January 2014</b>	<b>New tourism marketing resources produced. Asset transfer of Clanville Gardens in place. 20 Volunteers recruited. Clearance works undertaken and survey work concluded. Timetable in place for staged restoration. Friends of Blenheim Gardens volunteer group established</b>
<b>Maritime Heritage</b>	<b>11,300</b>	<b>12,000</b>	<b>23,300</b>	<b>May 2013 – March 2014</b>	<b>1 new festival 1 Trade Exchange 50 people participating in tall ship training 14 businesses directly supported 1 new book published 1 commission for local artist 1 new public realm project delivered.</b>
<b>Marketing and Publicity</b>	<b>3235</b>	<b>0</b>	<b>3235</b>	<b>Throughout programme</b>	<b>Increased visitors and community / business engagement. Greater awareness of the Minehead offer</b>
<b>TOTALS</b>	<b>35,585</b>	<b>24,000</b>	<b>59,585</b>		

### Next Steps

This portfolio of foundation projects aims to bolster the towns offer to the cultural tourist whilst bringing in investment to the benefit of commerce, the community and the environment. The seed funding requested from the Seaside Strategy Fund will be used as match funding to lever down investment from national and local funds as well as inspiring the confidence for investment from local businesses and the community. All the strands of the business plan are legacy projects that will leave behind physical enhancements and also provide sustainable bases for continued strategic development and activity.

## Minehead Vision Manager Activity

MVM - Minehead Vision Manger

CM - Corinne Matthews

**ACTION PLAN**

Time scales: Short (6 months – 1 year), Medium (1- 2 years) Long (in excess of 2 years)

Red - Not completed, little or no progress

Not completed - good progress being made

Completed

Key Task and link to MVG Action plan	Key Milestones	Timescale	Resource requirement	Measurable Outputs	Status
<b>Business Engagement (1.3, 2.1, 4.1)</b>					
<p>Thermal calendar</p> <ul style="list-style-type: none"> <li>A programme of engagement with local businesses and entrepreneurs through the action plan to identify, participate in and contribute to the development of added value activities that will encourage footfall to their premises, visitors staying longer and spending more per visit.</li> <li>Ensure Seaside Strategy investment is multiplied through match funding and engagement activities carried out with partners, traders and volunteers in all project threads.</li> <li>Implement a comprehensive calendar of activity in Minehead and District collating significant events to identify high and low trading, community engagement and visitor opportunities.</li> <li>Digital and QC media to be used throughout all project threads and promoted to reduce print costs</li> <li>Informing event programming, marketing and infrastructure provision.</li> <li>Create the ability for both visitors and providers to identify 'whole day' stays. Engage cross sectoral activity and an holistic database of all significant interactive activities, events and its role in supporting the Main Street to work commercially and contribute to wider activity.</li> <li>Explore the cultural heritage offer as a vehicle to draw visitors to areas of stagnation.</li> </ul>	<ol style="list-style-type: none"> <li>Specification written for developer</li> <li>Procurement of developer</li> <li>Commission developer</li> <li>Test model, and launch</li> </ol>	<p>May-13</p> <p>May-13 Jun-13</p> <p>Jul-13</p>	<p>MVM Time - 2 days</p> <p>MVM Time - 2 days MVM - 1 day</p> <p>Produce brief, Commission developer, Testing, Implement, Hosting, total £2.5k; Target match funding £1k</p>	<p>Launch event attended by at least 20 businesses</p> <p>15 businesses trained in usage 15 businesses / organisations adopted</p>	<p>Thermal Calendar collation and uploaded to web format by volunteer</p>
<p>Shop Local Scheme</p>	<ol style="list-style-type: none"> <li>Meeting held with traders to discuss scope of scheme</li> <li>Design of preferred scheme - preparation of materials</li> <li>Scheme Launch</li> </ol>	<p>May-13</p> <p>Aug-13</p> <p>Sep-13</p>	<p>MVM - 1 day / CM - 1 day</p> <p>MVM - 1 day</p> <p>MVM - 1 Day £2,000 (WSC)</p>	<p>20 shops adopting scheme</p>	
<p>Retail Support Programme</p> <ul style="list-style-type: none"> <li>Facilitate 'Shop Local' event schemes</li> <li>Reunite the two halves of the avenue by creating a central focal point.</li> </ul>	<ol style="list-style-type: none"> <li>Survey businesses to assess training needs</li> <li>Establish programme based on need</li> <li>Support Minehead Empty Shops Project</li> </ol>	<p>Aug-13</p> <p>Sep-13</p> <p>On-going (working with MTC)</p>	<p>MVM / CM - 2 days</p> <p>CM - 2 days</p> <p>£1500 (secured - WSC)</p>	<p>20 Minehead Business owners attending training 50% of empty shop windows displaying art work / et al</p>	

Monitoring impacts of activity on business profitability	4. Run Pop-up shop event in Minehead Establish focus Group of min 10 Minehead businesses	Oct-13 May-13	10 businesses / Organisations attending event 10 Businesses contacted following each event / activity with information collected about impact of activity		
Key Task and link to MVG Action plan	Key Milestones	Timescale	Resource requirement	Measurable Outputs	Status
<p><b>Horticultural Minehead - 1.3, 2.1, 3.1, 4.1, 4.5, 4.6</b></p> <p>Parks Walk - Clanville Secret Garden - Blenheim Gardens</p> <ul style="list-style-type: none"> <li>Revitalise status of 'Parks Walk' and re-brand as Minehead Arboretum.</li> <li>Audit, update and digitise Parks Walk for inclusion to Minehead App</li> <li>MDT ensure custodianship of Clanville Gardens is taken up and support the development of the project as a community garden/civic amenity (enchanted/secret gardens) on a phased basis.</li> <li>Establish working links with Engage Volunteer Network, Dunster National Trust and WSCC</li> <li>Seaside Strategy investment multiplied through match funding</li> <li>Create a sustainable renewal programme for species trees</li> <li>Support the re-establishment of the status of Blenheim Gardens</li> <li>Bolster Minehead as a niche horticultural destination</li> </ul>	<ol style="list-style-type: none"> <li>Promote and market Parks walk as Minehead Arboretum</li> <li>Digitise parks Walk trail and add to Minehead App</li> <li>Relaunch Minehead App</li> </ol>	<p>Sep-13</p> <p>Nov-13</p> <p>Jan-14</p>	<p>MVM develop app and experience rewrite copy, produce visuals etc £1.5k min of 10 businesses in their marketing material</p> <p>£1.0k</p> <p>total £2.5k Target match funding £1k</p> <p>MVM</p> <p>MVM</p> <p>MVM leafletting, information and recruitment events, recruitment (£400)</p> <p>Ins £600 (2 yrs); Tree Surgeons £2k; Vol Clear up £500; Systemic spray £250; Walkway 100m £5k; (Total £8.750k)</p> <p>Target match and sponsorship £2k</p> <p>MVM - Days 3</p>	<p>Copy produced for Minehead.com and copy supplied to Tourism providers and used by min of 10 businesses in their marketing material</p> <p>Measurement of hits &amp; downloads on App</p> <p>Increase downloads from App Store by 10%</p> <p>Letter of intent</p> <p>Timeline for transfer agreed 4 year Lease terms agreed</p> <p>Phased project plan established; ph1 cost; permissions;brand; phased recruitment and launch</p> <p>20 Volunteers recruited</p> <p>Draft Lease issued</p>	
	1. Rejuvenate friends of Blenheim gardens	Dec-13	10 new 'friends' recruited and 2 volunteer events held		

Key Task and link to MVG Action plan	Key Milestones	Timescale	Resource requirement	Measurable Outputs	Status
<p><b>Maritime Heritage - 1.3, 1, 3.1, 4.1, 4.5, 4.6</b></p> <p>Establish new maritime event - Create Maritime Interpretation</p> <ul style="list-style-type: none"> <li>Establish a sustainable annual event of cultural and commercial significance based on the Harbour and Quay</li> <li>New public realm artwork initiated (HLF match funded) to recognise maritime heritage and explain Quay Town to the cultural tourist</li> <li>Physical activity and celebration of trade links with South Wales and Bristol Channel ports.</li> <li>Seaside Strategy investment multiplied through triggering activity and engagement with Harbour stakeholders and match funding by multiple organisations</li> <li>Schools exchange of goods by sea with South Wales and hands on Maritime experience programme through chartering of cutter training vessels (self funded).</li> <li>Proactive support for and engagement with local businesses and producers</li> <li>Engagement with and heritage activities by community, college and cultural organisations</li> <li>Support further regular and linked events at the harbour</li> <li>On going programme of Visiting vessels prior to and following festival</li> </ul>	<ol style="list-style-type: none"> <li>Event detail ready for inclusion in MEG publication</li> <li>School Exchange with Wales organised</li> <li>Exchange, includes trade of local produce</li> <li>Harbour Festival Event held</li> <li>Evaluation of event's impact on business profitability undertaken</li> </ol>	<p>May-13</p> <p>Aug-13</p> <p>Aug-13</p> <p>Aug-13</p> <p>Sep-13</p>	<p>MVM - 2 Days Launch activity with Halsey and WSCCinc engagement workshops</p> <p>MVM -3 Days</p> <p>MVM - 2 Provide opportunity to exchange local producers to markets</p> <p>MVM - 6 Days</p> <p>MVM - 2 Days Total £2k Target match and sponsorship £2k</p>	<p>Copy in MEG event programme</p> <p>at least 14 young people participate in the exchange.</p> <p>10 Local producers show case their products to the Welsh market</p> <p>Additional income generated by the event for MEG</p> <p>All Quay St businesses survey, and cohort of 10 - 1 monitoring report produced</p>	<p>8485 Maritime Heritage Match Funding to date.</p>
<p><b>Cultural Quarter - 1.3, 2.1, 3.1, 4.1, 4.5, 4.6</b></p> <p>Establish Sat Arts markets in front of the Old Hospital - Pilot alternative traffic flows in the Avenue</p>	<ol style="list-style-type: none"> <li>Consultation with key stakeholders and establish feasibility</li> <li>Establish creative brief</li> <li>Secure necessary permissions</li> <li>Commission artist</li> <li>Unveiling event</li> </ol>	<p>Aug-13</p> <p>Sep-13</p> <p>Sep-13</p> <p>Nov-13</p> <p>Mar-14</p>	<p>MVM - 5 days</p> <p>MVM - 2 days - Develop brief and commission £300</p> <p>MVM - 3 days Planning consents £500</p> <p>MVM - 3 days £8k (+£10HLF funding) to include community input and college workshops</p> <p>MVM - 2 Days Experience and interpretation events £500 (total £9.3 +£10k HLF match) to include workshops and £1,000 private match</p>	<p>1 feasibility study in relation to maritime creative interpretation.</p> <p>Local artists given opportunity to tender for work</p> <p>1 public realm project successfully completed</p>	<p>10 Creative Industry businesses generic promotion and supported marketing)</p>

<ul style="list-style-type: none"> <li>Support and enhance a series of Saturday Arts Markets on the Old Hospital Forecourt to demonstrate the cultural quarter concept</li> <li>Facilitate 'Shop Local' event schemes</li> <li>Reunite the two halves of the avenue by creating a central focal point.</li> <li>Pilot alternative traffic flows in the Avenue and carry out a physical experiment in "Shared Space" using the area between the Regal and Old Hospital as a piazza to develop a plan to demonstrate business and environmental benefit of the possibility in anticipation of the community regeneration of the old hospital site</li> <li>Ensure match fund opportunities are maximized by strong partnership with Minehead Town Council, WSC, to draw on 106 monies, Portas initiatives, Coastal Communities Funds and sponsorship opportunities.</li> <li>Create and maintain vibrancy in terms of the Minehead Cultural Quarter Concept and revitalise Minehead centre.</li> </ul>	<ol style="list-style-type: none"> <li>Liaison with Highways and other key consultative bodies.</li> <li>Consultation event held with Minehead stakeholders - including Hamilton-Bailee (?)</li> <li>Permissions sought for pilot</li> <li>Pilot undertaken</li> <li>Evaluation undertaken</li> </ol>	<p>Jun-13 MVM - 3 days</p> <p>Jul-13 MVM - 1 day £250 1 event held</p> <p>Aug-13 MVM - 5 days traffic variation order £1k</p> <p>Aug-13 Temp road marking/signage and separation road furniture hire, ins £3k; Street performance artists (includes on street skills training workshops) £1.4k; Total £5.65k Target Match funding £1.5k</p> <p>Sep-13 MVM - 5 days</p> <p>Positive impact proven in relation to businesses at either end of the Avenue.</p>	<table border="1"> <thead> <tr> <th>Timescale</th> <th>Resource requirement</th> <th>Measurable Outputs</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>First exhibition June 13 - Oct 13</td> <td>Refresh VIIC decorate updat etc £1650</td> <td>10 Community Groups / not for profit Organisations supported Report of footfall and feedback of visitor experience 1 new indoor tourism attraction created for 2013 summer season</td> <td>Draft lease issued by WSC 1st July -30th Sept</td> </tr> </tbody> </table>	Timescale	Resource requirement	Measurable Outputs	Status	First exhibition June 13 - Oct 13	Refresh VIIC decorate updat etc £1650	10 Community Groups / not for profit Organisations supported Report of footfall and feedback of visitor experience 1 new indoor tourism attraction created for 2013 summer season	Draft lease issued by WSC 1st July -30th Sept
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<p><b>Key Task and link to MVG Action plan</b></p>											
<p><b>Former VIIC 1.3, 2.1 &amp; 3.1</b></p> <p>Establish Exhibitions at the VIIC Building</p> <ul style="list-style-type: none"> <li>Temporary use of high profile empty asset</li> <li>Programme of exhibitions during summer</li> <li>Offer exhibition opportunities to local artists, organisations and groups</li> <li>Additional activity aimed at cultural tourist</li> <li>Demographic research for Old Hospital and Cultural Quarter</li> <li>Take advantage of, and capitalise socially and culturally from the space with strategic programming to coincide with ongoing events calendar.</li> </ul>											
<p><b>Establish Funding Strategy</b></p> <p>Funding Strategy outlining options for maintaining MVM resource in Minehead post March 2014 produced</p> <p>Funding Strategy outlining options for maintaining MVM resource in Minehead post March 2014 produced</p> <p>Produce cohesive and consistent brand and media (promotional print) across all project Threads to demonstrate their linked and interdependent nature and synergies</p>											
<p>1. Consultation with key stakeholders</p> <p>2. Business engagement</p> <p>3. Desk top research and engagement with ATCM Town Team Activity</p>											
<p>Aug-13 MVM - 10 days Presentation to WSC, MTC, MVG</p> <p>Sep-13 MVM - 10 days Presentation to Chamber of Trade</p> <p>Sep-13 MVM - 5 days 10% project cost Potentially start BID process</p>											
<p>Proposal costs -SSF <b>£32,350</b></p>											

Linking brand and marketing 10%

**£3,235**

£35,585

Target match funding and sponsorship

**£24k**

Anticipated benefit in kind contribution  
**1000+ volunteer hours**

Note refers to: Horticultural Minehead - 1.3, 2.1, 3.1, 4.1, 4.5, 4.6  
 Recruit vol corps of specialists; Assess prof input reqs; Audit of Arboretum;  
 Rebrand of Parks Walk; Conversion of existing copy & update (to electronic  
 version); agreement needs assessment (replanting scheme); Online  
 expcommissioned; App developed & incorporated to Minehead app; QR codes  
 developed; Roll out and linkage to websites. Develop self funding process for  
 replanting.