



STRATEGIC
PARTNERSHIP

Community Strategy
Five Shorter Term Priorities
Action Plans

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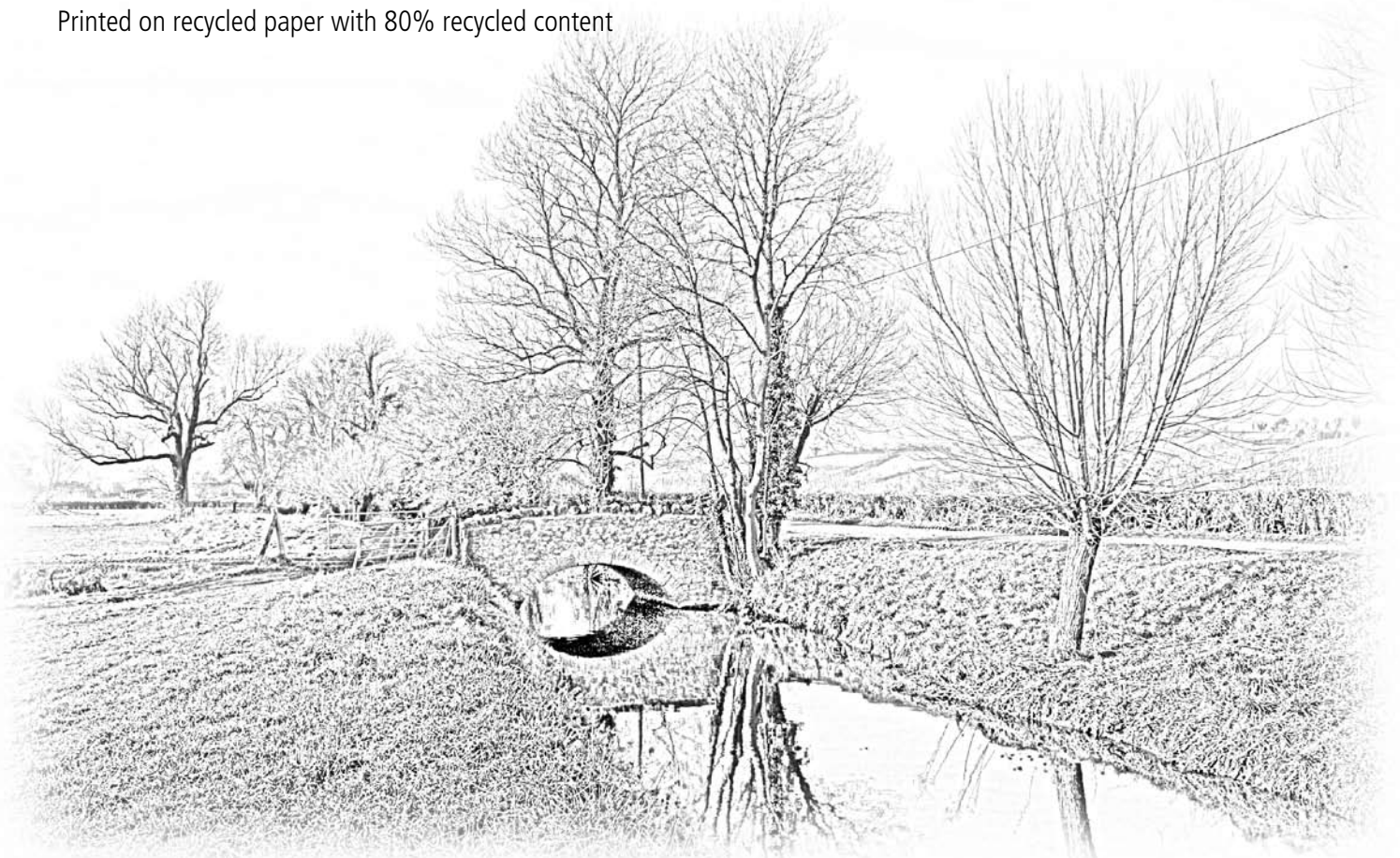
Investing in Children and Young People

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Regenerating the Mendip Economy

Background

The local economy of Mendip is undergoing a period of fundamental change. Like many parts of rural England, the area is experiencing the impact of the globalisation of markets and the cost of labour, with the outcome that many traditional industries have closed or moved much of their production abroad. An area formerly dominated by a small number of major employers, it is now characterised by businesses employing less than 20 people.

The Mendip area lies within the wider hinterland of Bristol and Bath, to which it relates as much as it does to rural, 'historic' Somerset. The availability of jobs, commuting patterns and the increasing impact of its urban neighbours on the local housing market and the capacity of the local area to meet the aspirations of local people who wish to live and work locally is becoming increasingly challenging.

Against this background of change and competing pressures, the first priority for the MSP is to set out its own way forward. As the regional spatial strategy unfolds, and the Somerset Strategic Partnership (SSP) publishes its own Regeneration Strategy, it is for the MSP to both define how it fits in with the emerging regional picture, and to chart what it wants to achieve.

It is anticipated that the proposed regeneration Strategy for Mendip will challenge the current intuitive approaches for addressing change in the local economy. This includes the support for small business enterprise, tourism and ways of revitalising its principal towns, including investment in its historic fabric and the encouragement of infrastructure development such as in employment sites and brownfield site development. The strategy will need to take account of the increasing dormitory status of Mendip, the inter relationships with the housing market and the demand for services such as better training and access to better leisure facilities. Nor should the pockets of disadvantage be overlooked.

Linked to the development of a robust and cross cutting strategy, is the task in the first instance of establishing a well balanced and committed Sub Group to lead it. Involving a wide group of stakeholders in economy related work is in itself challenging, as business folk in particular find it hard to spare the time for such work. Nonetheless, it is intended to give time and space to this important part of the process, building upon the Mendip Business Exchange, and the experience of broad based local regeneration partnerships.

This priority should not overlook the work already underway in both Glastonbury and Shepton Mallet, as a result of a fusion of local endeavour with schemes promoted by the South West Regional Development Agency (SWRDA). Both are reaching stages where the MSP can both endorse work done and help lever in commitment to make sure that the efforts of local partnerships keep moving forward. The endorsement of such programmes appears early in the programme.

The Action Plan also anticipates a role in defining just how the Mendips can be promoted as a place to do business in a sustainable fashion. It seems both unlikely and undesirable that such work should attempt to secure major inward investment. Nonetheless, the partnership needs to understand just what makes the area attractive to 'knowledge based' employers and others that can provide well paid jobs on a smaller scale, in harmony with its rural setting. This research will form the backbone for targeted and relevant promotional initiatives through its partners.

Regenerating the Mendip Economy

Regenerating the Mendip Economy - Action Plan						
Objective	Action	Who	Start	Finish	Target /Output	
Commission, consult upon and seek approval of an Economic Regeneration Strategy for the Mendip area	Consolidate Subgroup – complete exercise of forming a broadly based subgroup to lead on the regeneration priority	Initially MDC as Priority lead	Oct -05	Jan -06	Broadly based Subgroup established' representing broad spectrum of interest - 6 – 8 representatives	
	Scope out draft strategy, including components for rural development and tourism, taking account of strategic Somerset framework	Subgroup, possible consultant input	Oct /Nov 05	Dec / Jan -06	Draft Document	
	Consult upon draft strategy	Subgroup	Jan -06	Feb -06	Robust consultative response achieved, and reported back to the MSP Board	
Sustaining Regeneration initiatives in Glastonbury	Approval and adoption of regeneration Strategy, and rollout of action plan	MDC/stakeholders/ identified partners/MSP		May/Jun-06	Adopted strategy and Action Plan	
	Working out robust mechanisms for local agencies to build on the investment made by SWRDA and other partners through SRB funding between 2000 – 2006	SRB Partnership/MDC/SWRDA	Jun -05	Mar /Apr -06	Adoption of the 'forward' strategy for the 'Bringing Glastonbury Together' SRB programme, to maintain the impetus of regeneration work	
	Reinvigorating the partnership to deliver a regenerated Morland site	SWRDA/MDC/Somerset County Council (SCC)/Wessex Water/ Environment Agency	Ongoing	Summer -06	Main infrastructure completed	
Devising and implementing a Community Strategic Plan for Shepton Mallet and its Rural Hinterland	Appraising and endorsing the work undertaken by the MCTi 'Shepton 21' Steering Group	SWRDA/MSP Sub group/local community		Mar/Apr -06	Adopted Community Plan for Shepton Mallet	
	Participation in prioritizing of initiatives stemming from strategic plan	Community/local stakeholders/local agencies	Spring -06 onwards		Prioritized list of projects/ initiatives to be pursued as key projects for Shepton Mallet and the surrounding rural area	

Regenerating the Mendip Economy - Action Plan						
Objective	Action	Who	Start	Finish	Target /Output	
Creating a more enterprising and business friendly culture in the Mendip area	Cascading out to other partners the developing good practise on the 'business ambassador' initiative and other measures to assist enterprise development	MDC/SCC/other statutory bodies/FSB/ Chambers/Business Link	May -06		Increasing the number of SME's starting and developing in the area	
	Enhancing liaison between the business community and other local partnership bodies by extending the number of participating agencies to the Mendip Business Exchange programme	Mendip Association of Chambers of Commerce (MACOC)/ Federation of Small Businesses (FSB)/MDC	Mar -06		Enhanced partnership working and networking between businesses and local agencies	
Promoting Mendip as an attractive, sustainable location for Business	Investigate what makes Mendip an attractive location for small enterprise	MDC/consultants	Apr -06		Clear understanding of conditions for successful marketing of Mendip	
	Devise targeted marketing exercise using partnership other funding, based on research/ strategy	MSP Subgroup /MDC/ consultants/Owners of employment land & premises	Oct -06	Dec -06	Increase the number of Small / medium Enterprises (SME's) relocating in area	
	consider range of grant schemes targeted on particular sectors of the local economy, based on strategy work outcomes and recognised need- including tourism and the more rural areas	MDC/Mendip Business Exchange/ Business Link	Oct -06	Ongoing	Increased levels of activity in target sectors	

Tackling Climate Change Locally

Tackling Climate Change Locally

Background

Research indicates that the south west is likely to be 2 – 3 degrees warmer by 2050, with wetter winters, drier summers and increasing storminess. Coping with climate change is likely to be one of the greatest challenges of the 21st Century as its impacts become more marked.

The Strategic Partnership “tackling climate change locally” sub group will seek to secure action to both;

- Adapt to climate change in Mendip District
- Mitigate climate change by action in Mendip District, helping to prevent climate change worsening.

Adaptation will involve planning to reduce the risks arising from more extreme weather including flooding, drought, extreme summer temperatures and more severe storms.

Mitigation involves addressing the causes of global warming and in particular taking steps to reduce carbon emissions arising from energy use. This implies changes in individual lifestyles and corporate behaviour.

The sub group will identify appropriate actions that can be taken in the local area that are realistic and able to be implemented, and which will have a significant impact.

The sub group will also look for opportunities to promote understanding of the impact of climate change on local biodiversity, as plant and animal species struggle to adapt to changing conditions.

The sub group is engaged in seeking funding from appropriate external sources and will continue to do this as its work develops.



Tackling Climate Change Locally

Tackling Climate Change Locally						
Objective	Action	Who	Start	Finish	Target /Output	
Map stakeholders	identify and engage with those agencies with a stake in the causes and / or effects of climate change	MSP Leading with MDC and Consultants	Oct 2005	Nov 2005	Relevant stakeholders identified and engaged in sub group	
Develop Sub Group	set up a Climate Change Sub Group, responsible to MSP Board, to oversee actions below	MSP Leading with MDC and Consultants	Oct 2005	Nov 2005	Climate change sub group meeting on a regular and ongoing basis.	
Strategy Action Planning	Develop a Mendip Climate Change Strategy, signed up to and taken forward by all MSP Partners, to include the following:	Consultants, reporting to MSP sub group	Feb 2006	Dec 2006	To have published an agreed climate change strategy.	
	communication strategy for raising awareness of the issues and to help change behaviours				Climate change strategy to include communications strategy.	
	medium term action plan for mitigating the effects of climate change				Climate change strategy to include recommendations for medium term action for mitigation.	
	medium term action plan for adapting to the effects of climate change				Climate change strategy to include recommendations for medium term action for adaptation	
	recommendations for longer term action				Climate change strategy to include recommendations for longer term action	
Implementation	Implement measures to tackle climate change identified in the strategy and action planning process, with particular regard to funding opportunities which may arise.	MSP sub group and partners	ongoing		Implementation of measures identified in strategy and action planning process.	
Strategy Implementation and Review	Ensure integration of strategy actions into the plans and strategies of partner organisations	MSP / Sub Group	ongoing		To continue to influence plans and strategies of partner organisations.	
	Review effectiveness	MSP sub group	ongoing		Carry out continuous sub group review of effectiveness of mechanisms for influencing strategies and plans of partners.	
	Ensure ongoing awareness raising / education / behaviour change within partnership and communities	MSP sub group and local community	ongoing		To continuously improve understanding of climate change and actions to tackle it among the local community.	

Affordable Decent Housing for All

Affordable Decent Housing for All

Background

Having a decent affordable home is one of life's basic necessities and enables individuals and families to achieve their potential. Rising house prices in the South West have placed home ownership out of the reach of many families. Work presently being undertaken by consultants for the county of Somerset to assess housing need in the area is, from early indications, showing a rapid rise in the housing shortfall. It is accepted that it is almost certain provision of new affordable housing will fall well below demand each year.

Mendip Strategic Housing Partnership is a working group of representatives from across the District Council and from health and voluntary and statutory agencies, including the police. The Housing Strategy, recently awarded 'Fit for Purpose' by the Government Office of the South West, is monitored by this Partnership and its action plan mirrors actions within this Action Plan to ensure that there is joint working to achieve the targets within both Strategies. By joining together and working strategically it is intended that there will be opportunities to increase capacity and resources to achieve more than Mendip District Council (MDC) could achieve alone.

Through the Somerset Strategic Housing Officer Group, Mendip is leading the housing element of the Local Area Agreement. It is recognised that the Rural Enablers are important in addressing the needs in the rural community and it is hoped that this will be recognised and included in the Agreement, ensuring funding for this work to continue. The Somerset Strategic Housing Officer Group has also recognised the efficiencies provided by working together and have nearly completed a joint Private Sector Housing Strategy which has been influenced by health. This strategy will enable Mendip to make improve an affordable private rented sector, encourage good landlordism and bring empty properties back into use. Future work with the private sector working group will include a joint house condition survey and will continue to develop loans for improvements mainly in the owner occupier market.

Funding from MDC has enabled research into how affordable housing is achieved throughout the country and the findings from this will be available by the end of 2005. Changes in the thresholds for development are also being considered and the Local Development Plan is likely to reflect the need for affordable and sustainable housing development. The Strategic Housing Manager and Housing Portfolio for MDC are members of the Supporting People Commissioning Body and influence provision of housing support and supported housing in Mendip, ensuring where possible that identified need is met.

MDC is part of the of the homelessness delivery group for delivering the Regional Housing Strategy. Work has already commenced on Choice Based Lettings and MDC is involved in a countywide bid for funding. There is also a Member Working Party assessing the right Choice Based Lettings scheme for Mendip, ensuring that the scheme achieves openness and accountability.

The Mendip Strategic Housing Partnership is vital for both this Community Strategy and the Housing Strategy , not only to ensure that both Strategies achieve their potential but to endeavour to take the Strategies forward, using the breadth of knowledge from the broad base of the Partnership and improving on the expected outcomes.

Affordable Decent Housing for All						
Objective	Action	Who	Start	Finish	Target /Output	
Investigate the opportunities created by working together in partnership (e.g. Local Area Agreements and Local Public Service Agreements)	Membership of the LAA Multi Agency Steering Group	Mendip Strategic Housing Partnership	Jul -05	Jul -08	Build on the opportunities presented by the LAA	
	Joint stakeholders in the LAA		Ongoing	Ongoing		
	Delivery, monitoring and review of the Housing Strategy		Jul -05	Ongoing		
	Review referrals from different organisations and agencies to ensure links are made (i.e. fuel poverty, hospital discharge, home safety)		Nov -05	Mar -06		
Develop a sound understanding of the housing markets and housing needs and develop monitoring systems	Through Somerset Strategic Housing Partnership, utilise the research taking place with Ark Consultants	Mendip Strategic Housing Partnership	Jun -05	Dec -05	Overall, to develop a means of providing up to date information on housing markets and housing needs in Mendip	
	create and maintain systems and databases to provide up to date housing markets and housing needs information	MDC / other adjacent District Councils and Unitary Authorities	06	Ongoing		
	Continue to work towards joint Housing Condition Survey	MDC / Public Health	ongoing			
	Research and implement Choice Based Lettings	MDC	Jul -05	Jan -08		
	Continue to develop Rural Enabler surveys	MDC / Somerset Community Council	Ongoing	Ongoing		

Affordable Decent Housing for All

Affordable Decent Housing for All						
Objective	Action	Who	Start	Finish	Target /Output	
Articulate Mendip's interests at County and Regional level (Regional Housing Strategy, Regional Economic Strategy and Regional Spatial Strategy)	Reply to consultation documents	Mendip Strategic Housing Partnership	Ongoing	Ongoing	To continue to influence Regional and County policies and Strategies whilst being aware of our housing market area in the north of the region and making links to integrate where appropriate	
	Membership of the Somerset Strategic Housing Officer Group	MDC	Ongoing	Ongoing		
	Membership of the Commissioning Body for Supporting People	MDC / Primary Care Trust (PCT) / Probation / Somerset Partnership	Ongoing	Ongoing		
	Membership of the Somerset Strategic Planning Conference and South West Regional Assembly	MDC	Ongoing	Ongoing		
	Analyse and initiate links with the West of England Partnership and set up appropriate liaison	MDC	Nov -05	Ongoing		
Investigate the full range of opportunities to secure resources to deliver sufficient affordable housing in Mendip	Utilise capital funding from MDC until March 2006	Mendip Strategic Housing Partnership	Ongoing	Mar -06	Ensuring that the resources and funding available are used efficiently to produce as much affordable housing as possible	
	Utilise funding from MDC to research alternative ways to provide affordable housing	MDC	Nov -05	Mar 2006		
	Bid for capital and revenue funding from Supporting People for supported housing	Mendip Strategic Housing Partnership	Oct -05	Ongoing		
	Prepare, implement and monitor the Mendip Local Development Core Strategy	MDC	Ongoing	Ongoing		
	Efficiently use funding - Registered Social Landlords own and private funds and Housing Corporation Funding	MDC's Preferred Development Partners, Housing Corporation				
Efficiently use Supplementary Planning Guidance to provide housing through planning gain		MDC	Ongoing	Ongoing		

Affordable Decent Housing for All						
Objective	Action	Who	Start	Finish	Target /Output	
Ensure engagement of young and elderly people in the planning and housing processes.	Establish Children and Young Peoples Commissioning Body to secure the delivery of the consultation activity in the preparation of the Local Development Framework	MDC / Somerset County Council / Somerset Children's Fund / Somerset Youth Volunteering Network/ Young Somerset	Ongoing	Ongoing		
	Continue to ensure communication through agencies working with young and elderly people	MDC / Health / Police / YMCA / Citizens Advice Bureau (CAB)	Ongoing	Ongoing		
Facilitate the delivery of sustainable homes in terms of their construction and design	Promote, through the planning system, energy efficiency and resource efficiency in the design and siting of new development	MDC	Ongoing	Ongoing		
	Review Scheme Development standards with the new Preferred Development Agreement	Mendip Strategic Partnership / MDC / Preferred Development Partners	Oct -05	Apr -06		
Raise local people's awareness of the need for adequate numbers of homes to be accommodated in the district	Initiate a partnership awareness raising campaign	Mendip Strategic Housing Partnership	06/07	Ongoing	Facilitate greater communication between all agencies involved in housing and publicise what we are doing	

Strengthening the Voluntary and Community Sector

Strengthening the Voluntary and Community Sector

Background

Mendip is made up of unique and distinctive towns and villages, which is reflected in the diversity of its communities. The rurality of Mendip has an effect on the quality of life of local people and their sense of community. In order to support the development of a Sense of Community the Mendip Strategic Partnership proposed that 'Strengthening the Voluntary and Community Sector' should be one of its priorities.

It is well known that the voluntary and community organisations within Mendip play an important part in ensuring the well being of the community and promoting a community spirit. It is intended to (a) strengthen the support network for voluntary and community organisations, (b) market the voluntary agencies to build up faith and trust and (c) develop a local Compact to simplify funding and access to longer term consistent funding. As the first step towards achieving these goals it is proposed to identify the voluntary and community groups operating in Mendip and improve communication with these organisations.



Strengthening the Voluntary and Community Sector

Strengthening the Voluntary and Community Sector						
Objective	Action	Who	Start	Finish	Target /Output	
Simplify the funding application process	develop the local compact Countywide, including how to access longer term, consistent funding	MDC and all voluntary and community groups		Mar 2006	draft Compact for discussion Compact 2nd Draft Launch Compact	
	Compile comprehensive list of community groups	Mendip Community support (MCS), Somerset Gateway		Mar 2006	database containing a minimum of 250 contacts	
	Link community groups to MCS			Mar 2006	Increase membership of MCS to 200	
Strengthen support for voluntary groups	Develop Somerset links via Change up programme	MCS, Sedgemoor Voluntary Bureau, West Somerset Community Support, Vista		Mar 2006	On going	
	Develop training programme	MCS, Adult Learning & Leisure		Mar 2006	On going	
Strengthen the Voluntary and Community Sector involvement in the Somerset Strategic Partnership (SSP)	Review and increase the number of Voluntary and Community sector representatives on the Somerset Strategic Partnership (SSP)	MSP, SSP - voluntary sector representatives		06/07		
	SSP Voluntary and Community Sector representatives to meeting with Mendip's Voluntary Sector via network meetings	MSP, MCS, SSP - voluntary sector representatives		06/07		
	Undertake 'Value of the Voluntary Sector' survey	SCC - Community Initiatives		05/06		
Market voluntary agencies and their strengths to statutory agencies and generally. - build up faith and trust	Quantify the value of Mendip community and Voluntary sector	Social Services, PCT, Police, Government Office South West (GOSW), Learning and Skills Council (LSC), CAB, Somerset Youth Volunteering Network (SYVN), NCH, Age Concern		05/06		
	Produce newspaper for the community	MSP, MCS, MDC	Mar 2006	ongoing twice a year	Regular feature	
	Monthly column in local papers	MDC, MCS, Mid Somerset Series	Jan 2006	ongoing	Regular feature	
Attract specialist skills and expertise from the private sector	Establish links to Businesses and Business Link	MSP, MDC, local companies, Business Link	Dec 2005	ongoing		



Investing in Children and Young People

Background

The Somerset Children & Young People's Partnership Board decided, in June 2005, that there will be thirteen locality teams in Somerset. These teams will consist of front line professionals from a range of agencies working with children: for example Health Visitors, Education Social Workers, Family Advice Liaison Workers, Connexions Workers, Youth Service Workers, Mental Health Worker and workers from voluntary organisations.

They will be managed by a Locality Manager who will be accountable to a group manager who will be employed by Somerset County Council. A Locality Steering Committee, with representatives from local schools and involved agencies, will oversee the development of the Locality Team.

In Mendip there will be three Locality Teams: Frome, Shepton & Wells, and Street & Glastonbury. It is hoped that the Locality Manager for Frome will be in place before Christmas 2005, with the other Locality Managers appointed by early summer 2006.

All service developments will be linked to the five outcomes of Every Child Matters (ECM):

- i. be healthy
- ii. staying safe
- iii. enjoying and achieving
- iv. making a positive contribution
- v. achieving economic well-being

The Mendip Children & Young People's Planning Group (CYPPG) will have an overall responsibility for the development of children's services through the locality teams in Mendip. The CYPPG will therefore oversee the set-up of the locality steering committees and the appointments of locality managers.

The CYPPG will ensure that locality teams audit existing services, highlight where there are gaps in services and develop action plans to deliver on the five outcomes of ECM.

The CYPPG will be reporting back to the MSP on progress of the MSP action plan for children and young people.

Investing in Children and Young People

Investing in Children and Young People						
Objective	Action	Who	Start	Finish	Target /Output	
Establish Locality Teams Be Healthy Stay Safe	Frome					
	Set up Locality Steering Committee	CYPGG and Frome Inclusion partnership	Sep-05	Oct-05	LS Committee in place	
	Appoint Locality Manager		Dec-05/ Jan-06	Jan-06	Locality Manager in post	
	Audit existing services	Frome Locality Team	Jan-06	Apr-06	Audit Completed	
	Develop participation programme	Locality Teams & CYPGG	Sep-06	Dec-07	Consultation about five outcomes of ECM	
	Street & Glastonbury					
	Set up Locality Steering Committee	CYPGG and Street & Glastonbury Community Learning Partnership	Dec-05	Apr-06	LS Committee in place	
	Appoint Locality Manager		Apr-06	Jun-06	Locality Manager in post	
	Audit existing services	Street & Glastonbury Locality Team	Jun-06	Sep-06	Audit Completed	
	Develop participation programme	Locality Teams & CYPGG	Sep-06	Dec-07	Consultation about five outcomes of ECM	
	Shepton Mallet & Wells					
	Set up Locality Steering Committee	CYPGG and Shepton & Wells Partnership	Mar-06	Jun-06	LS Committee in place	
	Appoint Locality Manager		Jun-06	Autumn 06	Locality Manager in post	
	Audit existing services	Shepton & Wells Locality Team	Sep-06	Dec-06	Audit Completed	
	Develop participation programme	Locality Teams & CYPGG	Sep-06	Dec-07	Consultation about five outcomes of ECM	
	Use audit to identify gaps in service provision	Locality Teams	Apr-06	Dec-06	Gaps identified	
Develop action plan to address gaps in service provision	Locality Teams & CYPGG	Oct-06	Jun-07	Action Plan completed		
Develop Play/Activities Programme	Locality Teams	Jun-07	Autumn 07			

Investing in Children and Young People

Investing in Children and Young People						
Objective	Action	Who	Start	Finish	Target /Output	
Establish Locality Teams Be Healthy Stay Safe (continued)	Develop participation programme	Locality Teams & CYPPG	Sep-06	Dec-07	Consultation about five outcomes of ECM	
	Use audit to identify gaps in service provision	Locality Teams	Apr-06	Dec-06	Gaps identified	
	Develop action plan to address gaps in service provision	Locality Teams & CYPPG	Oct-06	Jun-07	Action Plan completed	
	Develop participation programme	Locality Teams & CYPPG	Sep-06	Dec-07	Consultation about five outcomes of ECM	
Enjoy and Achieve	Use audit to identify gaps in service provision	Locality Teams	Apr-06	Dec-06	Gaps identified	
	Develop action plan to address gaps in service provision	Locality Teams & CYPPG	Oct-06	Jun-07	Action Plan completed	
	Develop participation programme	Locality Teams & CYPPG	Sep-06	Dec-07	Consultation about five outcomes of ECM	
	Play/Activities Programme	Locality Teams	Jun-07	Autumn 07		
Make a Positive Contribution	Use audit to identify gaps in service provision	Locality Teams	Apr-06	Dec-06	Gaps identified	
	Develop action plan to address gaps in service provision	Locality Teams & CYPPG	Oct-06	Jun-07	Action Plan completed	
	Develop participation programme	Locality Teams & CYPPG	Sep-06	Dec-07	Consultation about five outcomes of ECM	
Achieve Economic Well-Being	Use audit to identify gaps in service provision	Locality Teams	Apr-06	Dec-06	Gaps identified	
	Develop action plan to address gaps in service provision	Locality Teams & CYPPG	Oct-06	Jun-07	Action Plan completed	
	Develop participation programme	Locality Teams & CYPPG	Sep-06	Dec-07	Consultation about five outcomes of ECM	







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