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| <b>FINAL EVALUATION REPORT</b>                |                               |  |
| <b>Project Name: MARTOCK COMMUNITY OFFICE</b> |                               |  |
| <b>FEASIBILITY STUDY &amp; MAIN PROJECT</b>   |                               |  |
| <b>Project Number: SATS 10 &amp; 47</b>       |                               |  |
| <b>Start Date:</b> 01 Dec 06                  | <b>Finish Date:</b> 31 Oct 08 |  |

## Introduction and Scope

1. This Final Evaluation Report requires **Martock Parish Council** to provide a report on the success or otherwise of the **Martock Community Office Project** in achieving its stated aims and objectives. It moves beyond the scope of the Quarterly Progress Reports already completed for each claim, by reviewing the wider impact of the project. Please refer to the guidance notes

## Project Aims and Objectives

2. Please provide a brief narrative summary of the project's success or otherwise in achieving its broad aims and objectives as given in your original application and your M&E plans as appropriate. Describe how you achieved them, and if you didn't achieve some of them please explain why.

The agreed project aims and objectives are:

1. Aim: To convert Martock's Market House to a modern and welcoming Community Office facility in a central location, providing a comprehensive information/community feedback point and access to a range of services for all members of the local community, new and prospective residents and visitors to the town.
2. Objectives:
  - a. Create a ground floor, attractive and centrally accessible office and information area, capable of providing access to a wide range of services.
  - b. Re-design and refurbish the public toilets, adequate to meet the long term public need, whilst providing more office space and access to the upper floor consistent with DDA requirements.
  - c. Refurbish the upper hall to provide a modern, multi-use meeting space with workstations giving access to information and facilities for permanent and part-time users of the building.
  - d. Enable the long term sustainment of an important historic building for the benefit of the whole community.

Whereas the project has not yet been completed, these overall aims and objectives remain valid and are achievable.

The project is now fully funded, at a total cash cost (including the feasibility study) of £332,000. This includes a £190,000 grant from the Heritage Lottery Fund. The proposed building design will meet the above objectives and has been approved in principle by the planners, with planning permission granted for Phase 1 and an application now in for Phase 2.

A survey of potential external service providers has identified some 24 who wish to use the facility, and public support within Martock for the establishment of a Community Office has consistently remained very strong.

The project also includes a Heritage Learning Programme which will see the Market House established as the centre for heritage within Martock, and which will involve local residents in a variety of learning opportunities and activities.

## Project Outputs

3. The agreed Outputs for the **Martock Community Office Project** are set out below. Please report on the progress the project has made in achieving these Outputs, including, if relevant, detail of how the project overcame unforeseen difficulties in relation to delivering on the Output targets. Where possible outline the tools you used to measure them

### 4. Outputs Summary Table:

| Output Type  | Target total (all years) | Total achieved to date (31 March 08) | Future years (08-09) |
|--|--------------------------|--------------------------------------|----------------------|
| <b>RDA Core Outputs</b>  |                          |                                      |                      |
| 1 <b>Job Creation</b> – No of jobs created or safeguarded  | 1                        | 1                                    | 0                    |
| 2 <b>Employment Support</b> – No of people assisted to get a job   | 25                       |                                      | 25                   |
| 3 <b>Business Creation</b> – No of businesses created & demonstrating growth after 12 months and businesses attracted to the region  | 10                       |                                      | 10                   |
| 4 <b>Business Support</b> – Number of businesses assisted to improve their performance   | 20                       |                                      | 20                   |
| 4a <b>Business Support</b> – Number of businesses engaged in Knowledge Based Collaborations  | 50                       |                                      | 50                   |
| 5 <b>Regeneration</b> – Amount (£m's) of public and private sector regeneration infrastructure investment levered in (to the region)   | £0.1m                    |                                      | £0.1m                |
| 5a <b>Regeneration</b> – Amount (£m's) of public and private sector investment levered into reclaiming and developing brown field land   | 0                        |                                      | 0                    |
| 6 <b>Skills</b> – Number of people assisted in skills development  | 125                      |                                      | 125                  |
| 6a <b>Skills</b> – Number of adults gaining basic skills as part of the Skills for Life Strategy that count towards the Skills PSA Target  | 0                        |                                      | 0                    |
| 6b <b>Skills</b> – Number of adults in the workforce who lack a full Level 2 or equivalent qualification who are supported in achieving at least a full Level 2 qualification or equivalent. | 0                        |                                      | 0                    |
| M <sup>2</sup> workspace created/refurbished using SWRDA funds   | 67                       |                                      | 67                   |
| <b>Access to Services Outputs</b>  |                          |                                      |                      |
| 11a No of new facilities   | 1                        |                                      | 1                    |
| 11b No of improved facilities  | 1                        |                                      | 1                    |
| 12 No of new/enhanced services   | 20                       |                                      | 20                   |
| 13 Usage of new/improved services  | 10,000                   |                                      | 10,000               |
| 14 No. of new/improved transport services  | 2                        |                                      | 2                    |
| 15a/15b usage of transport/no of users   | 235                      |                                      | 235                  |

5. Report on Outputs Progress:

As the Community Office is not yet operational, the majority of the above outcomes have not yet been achieved, but all remain realistic.

The Parish Council's full-time Clerk commenced employment in Jan 08.

**Project Outcomes**

6. The agreed Outcomes for the **Martock Community Office Project** are set out below. Please report on the progress the project has made in achieving these Outcomes, including, if relevant, detail of how the project overcame unforeseen difficulties in relation to delivering these Outcomes:

9. Outcomes:

**Monitoring and Evaluation Plan Outcomes:**

No outcomes were agreed other than the objectives and outputs listed above.

**SSDC Corporate Plan Outcomes:**

The following outcomes have been identified:

**Deliver well managed, cost effective services valued by our customers**

The Community Office will meet a number of key needs identified by the community for information and services. As the workplace of Martock's full-time Parish Clerk, it will make the council more accessible. As a free and comprehensive information service, it will provide value for money benefits to council tax payers and a part-time local workplace for SSDC officers, as required, enhancing their visibility and effectiveness within Martock.

**Increase economic vitality and prosperity**

The provision of local access to services such as the Job Centre, Business Link, and Yeovil College outreach, plus strong links with Martock's newly formed Business Association, will enable more targeted skills and business development. As a central information and feedback point for all Martock residents, the Community Office will better enable local issues to be raised, understood, consulted on and resolved.

**Improve the health and well-being of our citizens**

Better direction and local access to services provided by SSDC and the housing associations will enable priority housing needs to be more effectively met and an improved understanding of local homelessness issues. In providing a central information point for sporting, fitness, recreation and lifestyle improvement opportunities in Martock, including access to local Citizens Advice, and working in partnership with the Doctors Surgery, the Community Office will help to improve the health prospects of Martock residents.

**Ensure safe, sustainable and cohesive communities**

The Community Office will enable Martock's Police Post to be moved to a more central location, provide a local work-base for our PCSO and acting as the hub for Neighbourhood Watch coordination. By providing a venue for MP and County/District Councillor surgeries and a more effective facility for the management of Parish Council business, it will greatly enhance resident engagement in local decision making. As a comprehensive and central information and service point, it will help to improve the quality of life in Martock.

**Promote a balanced natural and built environment**

A key aim is to restore and enhance Martock's historic Market House and to allow it to act as the hub for access by residents and visitors to Martock's rich heritage and natural environment. The coordination of activities such as car sharing, and better local provision of information on recycling, home insulation and low-carbon lifestyles, will enable more effective tackling of climate change.

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| <b>Heritage Lottery Fund Outcomes:</b>  |
| The following outcomes have been identified with HLF:   |
| <b>Social</b>   |
| <ul style="list-style-type: none"> <li>• Learning opportunities, including heritage, IT, business skills and governance.</li> <li>• Information and resources for the benefit of community and voluntary groups, residents and visitors, including advice, culture, heritage and leisure activities, community services, local events and transport.</li> <li>• Civic and community consultation and feedback, including surgeries with MPs and local government.</li> <li>• Relocation of Parish Council clerk and central police post.</li> <li>• Coordination of Martock website.</li> </ul> |
| <b>Economic</b>   |
| <ul style="list-style-type: none"> <li>• Local employment advice, information and training access.</li> <li>• Business support and the Martock Business Association.</li> <li>• Tourist information, including historic sites, food and accommodation.</li> </ul>   |
| <b>Environmental</b>  |
| <ul style="list-style-type: none"> <li>• Footpath maps and information on the Martock historic trail.</li> <li>• Heritage learning events and information.</li> <li>• Throughout the building, a visual history of Martock and the Market House.</li> </ul>   |

### Wider Impact

8. Please comment on the wider impact of the project across the region/area. Please also report on any evidence that you may not already have used.

9. Commentary on the Project's Wider Impact:

The Community Office project is at the heart of Martock's 2007 Local Community Plan which includes some 34 projects all aimed at achieving Martock's vision:

*"To work together to build a safe, vibrant, fully inclusive and thriving community in which we are all proud to live and work".*

In order to deliver this vision we have established a Martock Community Partnership, with the following organisations as its core members: Somerset County Council, South Somerset District Council, Martock Parish Council, the Parochial Church Council, the Governors of Martock School, Martock Business Association and our newly formed Youth Parish Council.

Once established, the Community Office will form the hub of this plan and the Community Partnership, enabling efficient coordination of project delivery and management of a network of volunteers.

The dual heritage aim of this project will result in a facility which will provide comprehensive information and guidance on Martock's heritage and act as the centre for our active History Society. The associated learning programme will ensure that opportunities are provided for all ages to become involved in the interpretation and conservation of Martock's rich heritage.

The Community Office will also be used as the centre for consultation on the forthcoming South Somerset Local Development Framework, which is likely to have a large impact on the size and shape of Martock in the future.

### Ongoing Sustainability

10. Where relevant, please report on the ongoing sustainability of the facility/service delivered by this project. Where project completion also represents the termination of a service delivered by the project funding, this section is not applicable.

11. Review of Ongoing Sustainability.

Now that our bid to the Heritage Lottery Fund has been approved, our key risk to financial sustainability has been removed and we are now managing the project as a composite whole.

We have estimated the running costs of the building and made provision for these within the annual Parish Council precept.

**Publicity**

12. Please report on any key publicity undertaken. You should make specific reference to any SWRDA/Somerset Rural Renaissance inclusion in any publicity. Please include copies of any publicity materials or indicate if already provided.

13. Report on Publicity Undertaken.

During the Feasibility Study, press releases were issued by SSDC in Feb and Mar 07.

The project Feasibility Study results and the proposed plans for the conversion of the building were presented at a public meeting on 19 Apr 07, which also launched the Martock 2007 Local Community Plan, of which this project is a key element.

An article on the project appeared in the Dec 07 edition of "The Leveller", the Martock local magazine, which is distributed free to all households. This elicited a number of positive responses.

The project appears on the SRRP website.

We are awaiting final confirmation of our grant offer from the Heritage Lottery Fund, after which a joint press release will be issued.

**The Project Experience**

14. Please report on the project experience overall. Please indicate what you would do differently in future and in addition include anything else you think will help to show how you spent Rural Renaissance funding eg letters of support from beneficiaries, businesses or users, other reports etc. You should consider including lessons learned that could be disseminated to other Organisations delivering related projects or those using a similar delivery model. Please also include suggestions as to how relationships between your organisation and the beneficiaries of the project and also your organisation and Somerset Rural Renaissance could be improved/ revised. This will help inform our thinking on future funding programmes.

15. Review of Project Experience.

Although the project is now moving towards a successful outcome, it has been subject to a number of delays. Key contributory causes were:

- the project architect leaving his original firm and establishing his own business, necessitating the transfer of the account from one firm to another;
- the protracted timescales for submission and approval of our bid to the Heritage Lottery Fund.

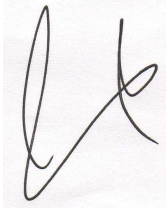
Strong project management has been required throughout to keep things on track, and we have been lucky enough to have found a dedicated and capable volunteer project manager.

We have been impressed by and are very grateful for the flexibility and understanding of the SRRP programme office in keeping faith with the project and the funding in place, despite these delays. The only constraint which has caused us additional management effort has been the restriction on flexing funding between financial years.

Our key lesson learned so far is that successful outcomes of major grant applications require consistent effort and attention to detail. Thorough preparation and a sound basis in the provision of research, financial estimates and the assessment of risks is essential.

Letters of support are attached.

I certify that, to the best of my knowledge and belief, the information contained in this claim and supporting document/s is true and accurate.

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| Signed |  | Date | 04 Apr 08 |
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|--------------------------|--|
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