

Your ref  
Our ref  
Ask for Tove Lindgren  
email Tove.lindgren@lichfielddc.gov.uk

District Council House, Frog Lane  
Lichfield WS13 6YU

Switchboard +44 (0) 1543 308000  
Fax +44 (0) 1543 309899  
Direct Line +44 (0) 1543 308065  
Minicom only +44 (0) 1543 308078

27<sup>th</sup> May 2014

Dear Sir/Madam

**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY)  
COMMITTEE**

A meeting of the above mentioned Committee has been arranged to take place on **WEDNESDAY 4<sup>th</sup> June 2014 at 6.00 PM** in the **COMMITTEE ROOM**, District Council House, Lichfield, to consider the following business.

Access to the Committee Room is via the Members' Entrance.

Yours faithfully



Strategic Director

**To: Members of Economic Growth, Environment and Development (Overview and Scrutiny)  
Committee**

Councillors Cox (Chairman), Drinkwater (Vice Chairman), Mrs Eagland (Vice Chairman), Mrs Barnett, Mrs Fisher, Hogan, Isaacs, Mrs Richards, Roberts, Smedley, Mrs Stanhope MBE, Wilks and Willis-Croft

## AGENDA

1. Apologies for absence
2. Declarations of Interest
3. To approve as a correct record the Minutes of the meeting held on the 12<sup>th</sup> March 2014 (copy attached)
4. Cabinet Forward Plan (copy attached)
5. Work Programme (copy attached)
6. Terms of Reference (copy attached)
7. Lichfield District Council - Parking Policy and Trends (copy attached)
8. Current Developments and Future Options Regarding Parking Enforcement (copy attached)
9. Lichfield District Local Plan- Update (copy attached)
10. Fit for the Future – Review of Development Services (copy attached)
11. Townscape Heritage (TH) Programme for Fazeley and Bonehill (copy attached)
12. End of Year Performance Overview 2013/14 (copy attached)

Briefing Papers to be issued separately:

1. Supplementary Planning Documents - Update
2. Lichfield City Centre BID
3. High Speed 2
4. Friarsgate
5. DC Performance

\*Briefing Papers were introduced after the Overview and Scrutiny Committee Co-ordinating Group requested that the length and volume of agendas be addressed. Briefing papers, which are intended to provide Members with information on relevant issues, are an alternative to placing items on the Agenda. If Members wish a paper to be discussed it can be included on the Work Programme and scheduled for a future meeting.



**ECONOMIC GROWTH, ENVIRONMENT & DEVELOPMENT (OVERVIEW AND SCRUTINY)  
COMMITTEE  
12 MARCH 2014**

**PRESENT**

Councillors Cox (Chairman), Drinkwater (Vice Chairman), Mrs Eagland (Vice Chairman), Mrs Barnett, Mrs Evans, Fisher, Roberts, Smedley, Mrs Stanhope and Taylor.

(In accordance with Council Procedure Rule No.17 Councillor Pritchard attended the meeting).

**AN APOLOGY FOR ABSENCE** was received from Councillor Pullen.

**DECLARATIONS OF INTEREST:**

There were no declarations of interest.

**MINUTES**

It was noted that a response relating to the question on the Business and Economic Partnership (BEP) and types of employment gained by people had been given although it hadn't been directly sent to Councillor Mrs Evans who had originally asked it.

**RESOLVED:** That the Minutes of the Meeting held on 7<sup>th</sup> January 2014 as circulated were approved as a correct record and signed by the Chairman.

**CABINET FORWARD PLAN:**

The Cabinet Forward Plan had been circulated and was considered in relation to the responsibilities of the Committee.

**RESOLVED:** That the Cabinet Forward Plan as circulated be noted.

**WORK PROGRAMME:**

The Work Programme was circulated and considered. It was noted that as this was the last meeting of the municipal year, a new work programme would be required. It was also noted that future work programmes would include Tourism and Car Parking matters. The Chairman asked the Committee to contact him if they had any suggested items.

It was asked if an issue of contaminated land from a property on Pool Lane, Chasewater could be investigated. In response it was stated that the issue would be looked into but then given the nature of the matter likely passed to Community, Housing and Health (Overview & Scrutiny) Committee as their remit included Environmental Health.

It was asked if it could be investigated if the policies being developed from the Trees and Development SPD Task Group could be used now to help residents.

**RESOLVED:** That the Work Programme be noted.

## **TERMS OF REFERENCE**

The Committee received an amended Terms of Reference as they had recently changed to include further items on Tourism and Car Parking including enforcement and highlighted economic growth. It was noted and agreed that although Best Value no longer existed, the principle remained and so paragraph 13.11 should be re-phrased to reflect this.

**RESOLVED:** That the Terms of Reference be noted and amended as agreed and submitted to Council for approval.

## **REVIEW OF THE LICHFIELD DISTRICT'S 2013 FESTIVALS AND EVENTS PROGRAMME AND PREVIEW OF 2014 PROGRAMME:**

The Committee received a report on the extent and successes of the Lichfield District 2013 Festivals and Events Programme and outlining the proposed 2014 programme. It was noted that the Leisure, Parks and Waste Management (Overview & Scrutiny) Committee had already considered this item but as Tourism was now part of the remit for this Committee, it and future reports on the same topic needed to be considered by this Committee. The Committee heard the conclusions from the Leisure, Parks and Waste Management (Overview & Scrutiny) Committee and noted them and agreed that more details on costing would be helpful in the future.

Members felt that it should be tried to get events back into the District for example the Chasewater Transport Show.

Members also felt that the results of the District wide consultation would be of interest, when concluded, to evaluate if residents believed events and tourism was a high priority.

Members requested that paragraph 4.1 of the report on the Economic Impact Assessments should read 'feel the benefit of the events and festivals that take place within the District' and not 'in the city'.

**RESOLVED:** That the report be noted.

## **CHARGING FOR PRE-APPLICATION ADVICE ON PLANNING PROPOSALS:**

Members received a report on the potential for a charging schedule for pre-application advice on planning proposals. It was reported that as part of the Development Services Review, all potential for generating income were being explored, and that there was an opportunity under Section 93 of the Local Government Act 2003 to help cover the cost of providing pre-application advice. It was then reported that Council's could not profit from these charges – only recovery of costs. A benchmarking exercise had been carried out with the Planning Advisory Service and it was concluded that the department received on average 450 requests for pre-application advice at a cost of around £68k. This cost includes officer time, but is exclusive of any overheads.

It was then reported that pre-application advice, although non-statutory was invaluable in helping prevent unnecessary delays and meeting application determination targets. It was also reported that both nationally and regionally many other Local Authorities charged for pre-application advice and many more were considering it. It was noted that advice given was without prejudice to the determination of an application.

The charging schedule was then considered by the Committee and it was noted that the amount charged was based on the type of applications with Strategic major Developments being charged the most. It was noted that there would be a charge for advice for householder developments, but it was only £35 which was under the hourly cost.

Members felt the proposals and charging schedule were acceptable and that the charge to householders was value for money compared to the private sector cost. Members asked when the charging for pre-application advice would come into force and it was reported that it would hopefully start at the beginning of the financial year.

Members noted that the scheme would be reviewed in 12 months to evaluate how the scheme was operating.

- RESOLVED:**
- (1) That the Planning Committee be recommended to approve the introduction of pre-application charges;
  - (2) That the Planning Committee be recommended to approve the schedule of charges set out in Appendix 2; and,
  - (3) That, a report on the operation of pre-application charging and the levels of fees be considered by the Economic Growth, Environment and Development (Overview and Scrutiny) and the Planning Committee after 12 months of its introduction.

#### **LICHFIELD DISTRICT LOCAL PLAN: UPDATE:**

Members received a report updating on the progress with the Lichfield District Local Plan, the preparation of Neighbourhood Plans and the production of a Community Infrastructure Levy (CIL) charging schedule. It was reported that the Main Modifications to the Local Plan were currently out to consultation and that there had not been many representations received so far but that this was expected to change closer to the end of the consultation period. It was reported that on the receipt of representations it would be up the Planning Inspector on how to proceed but it was very likely that he will choose to reopen hearing sessions to consider the matters raised.

It was then reported that work was ongoing in all eight communities where Neighbourhood Plans were being progressed and more applications from Burntwood Town Council, Wall Parish Council and Whittington & Fisherwick Parish Council had now been received.

It was then reported that work was continuing on the CIL and a Preliminary Draft Charging Schedule (PDCS) had been devised and due to be subject to a six week consultation starting on the 11<sup>th</sup> March 2014. It was noted that it was not intended to include a householder charge as part of the charging schedule.

Members asked if it could be checked which area of charging Highfields came under as it was currently shown on the PDCS as Lichfield City although the area came under Burntwood.

Members then asked if the schedule could be reviewed after 12 months in operation and it was noted that it would be difficult to change the amounts as it would require the need for consultation and re-examination by an Inspector.

Members noted that Neil Cox, Planning Policy Manager, was leaving the Authority and the Committee thanked him for all his work and helping them understand the processes

and complexities of the Local Plan. Members also noted that Claire Eggington would be taking over the role and congratulated her on her appointment.

**RESOLVED:** That the progress of the Lichfield District Local Plan Strategy, neighbourhood plan preparation and work to progress the Community Infrastructure Levy be noted.

#### **VOTE OF THANKS**

It was proposed, duly seconded and

**RESOLVED:** That the sincere thanks of the Committee be recorded to all the Chairmen, Vice-Chairmen and Officers for their work during the past year.

(The Meeting closed at 7.00 pm)

CHAIRMAN

# FORWARD PLAN

## VERSION 1

Issued: 02.05.2014

Effective for the Period 01.06.2014 – 30.09.2014

Representations in respect of all the matters shown should be sent in writing to the contact officer indicated at Lichfield District Council, District Council House, Frog Lane, Lichfield, Staffs. WS13 6YU no later than one week before the decision is due to be made.

Copies of documents can also be obtained by contacting the relevant Officer.

Facsimile: 01543 309899; Telephone: 01543 308000

- Key decisions are:
1. A decision made in connection with setting the Council Tax
  2. Expenditure or savings if they exceed £50,000
  3. A decision which significantly affects the community in two or more wards

MATTER FOR KEY DECISION <sup>(1)</sup>	DECISION EXPECTED TO UNDERTAKE <sup>(2)</sup>	DATE OR PERIOD WHEN DECISION LIKELY <sup>(3)</sup>	CONSULTATION <sup>(4)</sup> INCLUDING CONSULTATION WITH OVERVIEW & SCRUTINY (f no consultation has been undertaken please briefly explain why)	DOCUMENTS AVAILABLE <sup>(5)</sup>	WHO WILL MAKE DECISION <sup>(6)</sup>	CONTACT OFFICER/CABINET MEMBER <sup>(7)</sup>
Funding of the Community & Voluntary Sector	The future level of funding of the Community & Voluntary Sector	03/06/2014	Considered by a Member Panel and Community Housing & Health Overview & Scrutiny Committee 24 March 2014.		Cabinet	<b>OFFICER:</b> Mr C Gibbins (01543) 308702  <b>CABINET MEMBER:</b> Councillor C Greatorex (01543) 416677

MATTER FOR KEY DECISION <sup>(1)</sup>	DECISION EXPECTED TO UNDERTAKE <sup>(2)</sup>	DATE OR PERIOD WHEN DECISION LIKELY <sup>(3)</sup>	CONSULTATION <sup>(4)</sup> INCLUDING CONSULTATION WITH OVERVIEW & SCRUTINY (f no consultation has been undertaken please briefly explain why)	DOCUMENTS AVAILABLE <sup>(5)</sup>	WHO WILL MAKE DECISION <sup>(6)</sup>	CONTACT OFFICER/CABINET MEMBER <sup>(7)</sup>
Acceptance of funding from Public Health Staffordshire	To accept funding of £60k from the County Council to pursue public health activities.	03/06/2014	None; notification of funding too late for inclusion on O&S Agenda	Report to Cabinet Public Health Commissioning Prospectus	Cabinet	<b>OFFICER:</b> Ms H Spearey (01543) 308700  <b>CABINET MEMBER:</b> Councillor C Greatorex (01543) 416677
Consideration of tender received for the acquisition of a long lease of 36a Bore Street Lichfield	To accept or reject the tender submitted.	03/06/2014	Following the receipt of a tender a Cabinet decision is required.	None	Cabinet	<b>OFFICER:</b> Mr J G Brown (01543) 308061  <b>CABINET MEMBER:</b> Councillor C J Spruce (01543) 253733
Managing the Parks Estate	To consider management arrangements of specific parks and open spaces	03/06/2014	Parish Councils Operational Services, Leisure Tourism and Communications (O&S) Committee	Service Review Documents Correspondence with Parish Councils	Cabinet	<b>OFFICER:</b> Mr N Turner (01543) 308761  <b>CABINET MEMBER:</b> Councillor A F Smith (01543) 410685



MATTER FOR KEY DECISION <sup>(1)</sup>	DECISION EXPECTED TO UNDERTAKE <sup>(2)</sup>	DATE OR PERIOD WHEN DECISION LIKELY <sup>(3)</sup>	CONSULTATION <sup>(4)</sup> INCLUDING CONSULTATION WITH OVERVIEW & SCRUTINY (f no consultation has been undertaken please briefly explain why)	DOCUMENTS AVAILABLE <sup>(5)</sup>	WHO WILL MAKE DECISION <sup>(6)</sup>	CONTACT OFFICER/CABINET MEMBER <sup>(7)</sup>
<b>Money Matters Reports:</b>  1) Council's Financial Performance 2013/14 2) Treasury Management Outturn & Pls for 2014/14 3) NNDR 2014/15 Actual		15/07/2014			Cabinet	<b>OFFICER:</b> Mrs J Kitchen (01543) 308770  <b>CABINET MEMBER:</b> Councillor C Spruce (01543) 253733
Better Care Fund	To endorse progress on the development of the Better Care Fund for Staffordshire	15/07/214	To be included on the Work Programme for CHH O&S in 14/15	Member decision report (reported to Council in April) Better Care Fund submission	Cabinet	<b>OFFICER:</b> Ms H Spearey (01543) 308700  <b>CABINET MEMBER:</b> Councillor C Greatorex (01543) 416677

MATTER FOR KEY DECISION <sup>(1)</sup>	DECISION EXPECTED TO UNDERTAKE <sup>(2)</sup>	DATE OR PERIOD WHEN DECISION LIKELY <sup>(3)</sup>	CONSULTATION <sup>(4)</sup> INCLUDING CONSULTATION WITH OVERVIEW & SCRUTINY (f no consultation has been undertaken please briefly explain why)	DOCUMENTS AVAILABLE <sup>(5)</sup>	WHO WILL MAKE DECISION <sup>(6)</sup>	CONTACT OFFICER/CABINET MEMBER <sup>(7)</sup>
Locality Commissioning	To endorse the development and adoption of a locality commissioning model by the Local Strategic Partnership.	15/07/2014	<p>Consultation with the Lichfield District Board (Chaired by the Leader of the Council)</p> <p>To be included on the Work Programme for Community, Housing and Health (Overview &amp; Scrutiny) Committee in 14/15</p>	Report to Cabinet Discussion paper considered by the District Board on 25/3/2014	Cabinet	<p><b>OFFICER:</b> Ms H Spearey (01543) 308700</p> <p><b>CABINET MEMBER:</b> Councillor C Greatorex (01543) 416677</p>
<p><b>Money Matters Report:</b></p> <p>Council's Financial Performance for first 3 months April to June 2014</p>		09/09/2014			Cabinet	<p><b>OFFICER:</b> Mrs J Kitchen (01543) 308770</p> <p><b>CABINET MEMBER:</b> Councillor C Spruce (01543) 253733</p>

MATTER FOR KEY DECISION <sup>(1)</sup>	DECISION EXPECTED TO UNDERTAKE <sup>(2)</sup>	DATE OR PERIOD WHEN DECISION LIKELY <sup>(3)</sup>	CONSULTATION <sup>(4)</sup> INCLUDING CONSULTATION WITH OVERVIEW & SCRUTINY (f no consultation has been undertaken please briefly explain why)	DOCUMENTS AVAILABLE <sup>(5)</sup>	WHO WILL MAKE DECISION <sup>(6)</sup>	CONTACT OFFICER/CABINET MEMBER <sup>(7)</sup>
<b>Money Matters Report:</b>  1) Council's Financial Performance 2013/14 2) Statement of Accounts 2013/14 3) Treasury Management Outturn & Pls for 2013/14 3) Annual Governance Statement 2013/14		23/09/2014			Strategic (O&S) Committee	<b>OFFICER:</b> Mrs J Kitchen (01543) 308770  <b>CABINET MEMBER:</b> Councillor C Spruce (01543) 253733
<b>Money Matters Reports:</b>  1) Council's Financial Performance 2013/14 2) Treasury		30/09/2014			Council	<b>OFFICER:</b> Mrs J Kitchen (01543) 308770  <b>CABINET MEMBER:</b> Councillor C Spruce (01543) 253733

MATTER FOR KEY DECISION <sup>(1)</sup>	DECISION EXPECTED TO UNDERTAKE <sup>(2)</sup>	DATE OR PERIOD WHEN DECISION LIKELY <sup>(3)</sup>	CONSULTATION <sup>(4)</sup> INCLUDING CONSULTATION WITH OVERVIEW & SCRUTINY (f no consultation has been undertaken please briefly explain why)	DOCUMENTS AVAILABLE <sup>(5)</sup>	WHO WILL MAKE DECISION <sup>(6)</sup>	CONTACT OFFICER/CABINET MEMBER <sup>(7)</sup>
Management Outturn and Pls for 2013/14						
<b>Money Matters Reports:</b> 1) Council's Financial Performance 2014/15 for first 6 months April to September 2014 2) Treasury Management Performance for first 6 months April to September 2014		18/11/2014			Strategic (O&S) Committee	<b>OFFICER:</b> Mrs J Kitchen (01543) 308770  <b>CABINET MEMBER:</b> Councillor C Spruce (01543) 253733
<b>Money Matters Reports:</b> 1) Council's Financial Performance 2014/15 for first 6 months April to September 2014		02/12/2014			Cabinet	<b>OFFICER:</b> Mrs J Kitchen (01543) 308770  <b>CABINET MEMBER:</b> Councillor C Spruce (01543) 253733

MATTER FOR KEY DECISION <sup>(1)</sup>	DECISION EXPECTED TO UNDERTAKE <sup>(2)</sup>	DATE OR PERIOD WHEN DECISION LIKELY <sup>(3)</sup>	CONSULTATION <sup>(4)</sup> INCLUDING CONSULTATION WITH OVERVIEW & SCRUTINY (f no consultation has been undertaken please briefly explain why)	DOCUMENTS AVAILABLE <sup>(5)</sup>	WHO WILL MAKE DECISION <sup>(6)</sup>	CONTACT OFFICER/CABINET MEMBER <sup>(7)</sup>
2) Treasury Management Performance for first 6 months April to September 2014						
<b>Money Matters Reports:</b> 1) Medium Term Financial Strategy 2) Treasury Management Policy and Strategy 3) Council's Tax Resolution 2015/16		17/02/2015			Council	<b>OFFICER:</b> Mrs J Kitchen (01543) 308770  <b>CABINET MEMBER:</b> Councillor C Spruce (01543) 253733
Exception and Exemptions Financial Regulations 2013/14		08/04/2015			Audit Committee	<b>OFFICER:</b> Mrs J Kitchen (01543) 308770  <b>CABINET MEMBER:</b> Councillor C Spruce (01543) 253733

1. The matter in respect of which the decision is to be made
2. What decision the Council will be asked to make
3. A date on which, or period within which, the decision will be made
4. What groups of people and/or organisations will be consulted before the decision is made and how the consultation will be carried out.
5. What background documents will be available to the person or Committee making the decision
6. Who will make the decision, i.e. the Cabinet, an Cabinet Member alone, an Officer under Delegated Powers
7. The Officer or Member who should be contacted regarding the matter under consideration.

### **MEMBERS OF THE CABINET**

**Leader of Cabinet and Cabinet Member for Communications**  
**Deputy Leader of Cabinet and**  
**Cabinet Member for Economic Growth, Tourism & Development**  
**Cabinet Member for Leisure and Parks**  
**Cabinet Member for Community, Housing and Health**  
**Cabinet Member for I.T. and Waste Management**  
**Cabinet Member for Finance, Democratic and Legal Services**

**Councillor M. J. Wilcox**  
  
**Councillor I. M. P. Pritchard**  
**Councillor A. F. Smith**  
**Councillor C. Greatorex**  
**Councillor I. M. Eadie**  
**Councillor C. J. Spruce**

### **MEMBERS OF THE COUNCIL**

Allsopp, Mrs J A	Eadie, I M	Mosson, R C	Smith, D S	Wilis-Croft, K A
Arnold, Mrs S P	Eagland, Mrs J M	Mynott, G	Spruce, C J	Wilson, B
Awty, R J	Evans, Mrs C D	Norman, S G	Stanhope MBE, Mrs M	Woodward, Mrs S E
Bacon, B F	Fisher, Mrs H E	Pearce, A	Strachan, R W	Yeates, B W
Bacon, Mrs N	Flowith, Mrs L E	Perkins, Mrs E C	Taylor, S D	
Barnett, Mrs S A	Greatorex, C	Powell, J J R	Thomas, T J	
Bland, Mrs M P	Hancocks, Mrs R	Pritchard, I M P	Tittley, M.C	
Boyle, Mrs M G	Heath, H R	Pullen, D.R.	Tranter, Mrs H	
Constable, Mrs B L	Hogan, P	Richards, Mrs V	Walker, J T	
Constable, D H	Humphreys, K P	Roberts, N J	Warfield, M A	
Cox, R E	Isaacs, D	Salter, D F	White, A G	
Derrick, B W	Leytham, D J	Smedley, D	Wilcox, M J	
Drinkwater E N	Marshall, T	Smith, A F	Wilks, J J	

**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2014-15**

Item	Jun 4th	Sept 17th	Jan 20th	Mar 12th	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
<b>Policy Development</b>								
Terms of Reference	✓						Christine Lewis	
Local Plan – Strategy, Land Allocations and Monitoring.	✓	✓	✓	✓	<p>To receive reports on progress with the Lichfield District Local Plan.</p> <p>The Lichfield District Local Plan when finalised and adopted will establish spatial policy for Lichfield District. The Committee needs to be updated on progress with the Local Plan work which includes preparation of an overarching Strategy, Land Allocations and a Monitoring regime.</p>	<p>Prepare a Local Plan including principles of sustainable development and the protection of key built and natural environmental assets</p> <p>Deliver increased levels of affordable housing to meet varied requirements across the District</p>	Clare Eggington	

**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2014-15**

Item	Jun 4th	Sept 17th	Jan 20th	Mar 12th	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
Sustainable Development – Supplementary Planning Document	*	✓			<p>To receive reports on the preparation of a Supplementary Planning Document related to sustainable development.</p> <p>The SPD would provide detailed guidance on what the District Council as Local Planning Authority seeks by way of sustainable development standards and links to policy contained in the emerging Lichfield District Local Plan.</p>	Prepare a Local Plan including principles of sustainable development and the protection of key built and natural environmental assets	Dan Roberts	Cllr David Smedley
Biodiversity Off-Setting – Supplementary Planning Document	*	✓			<p>To receive reports on the preparation of a Supplementary Planning Document related to Biodiversity Off-Setting.</p> <p>The SPD would provide detailed guidance on what the District Council as Local Planning Authority seeks in terms of Biodiversity Off-Setting linked to development proposals. Biodiversity off-setting is a means by which the loss of existing nature conservation sites as a consequence of development proposals are suitably mitigated for in an area.</p>	<p>Prepare a Local Plan including principles of sustainable development and the protection of key built and natural environmental assets</p> <p>Deliver new/enhanced areas of nature conservation value.</p> <p>Promote the protection of valuable areas of open space and nature conservation in new schemes in line with the District's Biodiversity Action Plan</p>	Justine Lloyd	Cllr Eric Drinkwater



**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2014-15**

Item	Jun 4th	Sept 17th	Jan 20th	Mar 12th	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
Trees and Development – Supplementary Planning Document	*	✓			<p>To receive reports on the preparation of a Supplementary Planning Document related to Trees and Woodland.</p> <p>The SPD would provide detailed guidance on how Trees and woodland should be considered as part of any future development proposals in the District.</p>	<p>Prepare a Local Plan including principles of sustainable development and the protection of key built and natural environmental assets</p>	Gareth Hare	Cllr Eric Drinkwater
Rural Development – Supplementary Planning Document	*	✓			<p>To receive reports on the preparation of a Supplementary Planning Document related to Rural Development.</p> <p>The SPD would provide detailed guidance on how development proposals in rural areas of Lichfield District would be considered.</p>	<p>Prepare a Local Plan including principles of sustainable development and the protection of key built and natural environmental assets</p> <p>Advise and guide neighbourhood areas in bringing forward Parish and Neighbourhood Plans</p> <p>Analyse the outputs/outcomes of the rural masterplanning work, rural sustainability studies and Parish/Neighbourhood Plans carried out to inform the Local Plan</p> <p>Prepare delivery plans linked to the Lichfield and Tamworth Economic Strategy, promoting rural economic growth</p>	Heidi Hollins	Cllr Mrs Janet Eagland

**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2014-15**

Item	Jun 4th	Sept 17th	Jan 20th	Mar 12th	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
Historic Environment – Supplementary Planning Document	*	✓			<p>To receive reports on the preparation of a Supplementary Planning Document related to the Historic Environment.</p> <p>The SPD would provide detailed guidance on how proposals relating to the Historic Environment would be considered in Lichfield District.</p>	Prepare a Local Development Framework Core Strategy (Local Plan) including principles of sustainable development and the protection of key built and natural environmental assets	Debbie Boffin	Cllr Mrs Margaret Stanhope
High Speed 2	*	✓		*	<p>To receive information in respect of the proposals for a High Speed rail line which as a first phase would run between the West Midlands and London with potential later links to Manchester and Leeds</p> <p>The Government has confirmed its support in principle for a High Speed rail network with the initial focus being on developing a high-speed link between London and the West Midlands known as HS2. HS2 Limited is currently undertaking detailed design work and carrying out environmental assessments in order to inform a Hybrid Bill which will be presented to Parliament in late 2013.</p>	Whilst maintaining a fundamental objection to HS2, the District Council via the Local Plan for Lichfield recognises the need to identify local transport priorities. If HS2 gains the necessary parliamentary approvals the District Council working with partners will need to consider how best to maximise any benefits and these will be dependent upon improved transport connectivity	Craig Jordan	

**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2014-15**

Item	Jun 4th	Sept 17th	Jan 20th	Mar 12th	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
Friarsgate Scheme	*		✓		To receive updates on progress of the project	Work with developers to move forward the Friarsgate Shopping Centre Scheme  Prepare delivery plans on the back of the Lichfield and Tamworth Economic Strategy aimed at supporting the role of town centres.	Helen Cook	
Conservation Area Appraisals and Management Plans		✓		✓	To receive reports relating to the preparation of Conservation Area Appraisals and CA Management Plans  The Authority is under a duty to review its Conservation Areas to ensure they appropriately reflect their intended status.	Conservation areas that are properly managed and that are recognised and realised, in terms of their potential, provide better places to live, can help to improve quality of life and contribute to a thriving economy.	Claire Hines	
End of Year Performance Report	✓			✓	To receive a report on the end-of-year performance of services feeding into the Economic Growth, Environment and Development (Overview and Scrutiny) Committees areas of responsibility.		Richard King	
Performance Indicators		✓			To report the top ten issues for each directorate.	Monitoring of performance with a view to delivering continual service improvement.	Richard King	

**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2014-15**

<b>Item</b>	<b>Jun 4th</b>	<b>Sept 17th</b>	<b>Jan 20th</b>	<b>Mar 12th</b>	<b>Details/Reasons</b>	<b>Link to 2014/15 One Year Action Plan</b>	<b>Officer</b>	<b>Member Lead</b>
Update on the review of Development Services	✓				<p>To receive a report on the findings of a Review of Development Services as part of the Council's Fit for the Future programme.</p> <p>Development Services is currently subject of a review as part of the Council's Fit for the Future programme. It is appropriate to report to the Committee progress with the review and key issues that are emerging.</p>	The review is part of the Council's Fit for the Future programme that is intended to provide for a Council that is capable of delivering on priority themes and projects at an affordable cost to the Authority and local communities.	Richard King	
Car Parking Matters including Civil Parking Enforcement	✓		✓		To receive a report on Civil Parking Enforcement in Lichfield District and possible future arrangements		John Roobottom	
Parking Policy and Trends	✓		✓		To receive a report on parking policy and trends in parking usage.	Assisting in meeting demands for parking provision and sustaining our key centres.	John Roobottom	

**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2014-15**

Item	Jun 4th	Sept 17th	Jan 20th	Mar 12th	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
Parish/Town Council comments on planning applications and referrals to Planning Committee		✓			To receive a report on the involvement of Parish and Town Council's in the planning application determination process.		Claire Billings	
Planning Charter's – GBSLEP and SSLEP		✓			To receive a report on LDC compliance with Planning Charters prepared by the GBSLEP and SSLEP and reviews of the same.		Claire Billings	
Development Control Performance	*		*		<p>To receive a report on Development Control Performance.</p> <p>Development Control performance is an important measure of the effectiveness and efficiency of the District Council as Local Planning Authority. The results of monitoring will show the extent to which the Council is delivering a high quality and better value service in this respect.</p>	Monitoring of performance with a view to delivering continual service improvement.	Claire Billings	

**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2014-15**

Item	Jun 4th	Sept 17th	Jan 20th	Mar 12th	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
Fazeley Townscape Heritage Scheme	✓		✓		To receive a report on the development of applications to draw down Heritage Lottery Fund support for a Townscape Heritage scheme based on Fazeley and Bonehill	The Action Plan identifies the importance of promoting sustainable development and growth, supporting our local communities and economy. The TH scheme if successful will help to address problems with important buildings in Fazeley and Bonehill which with improvement would benefit the character and appearance of the locality but also provide potential residential and commercial floorspace.	Maxine Turley	
Lichfield City Centre Business Improvement District	*	✓			To receive reports and briefing papers on the progress of BID proposals relating to Lichfield City Centre.		Elizabeth Thatcher	
Lichfield and Tamworth Business and Economic Partnership (BEP) Updates		*		✓	To receive reports and briefing papers on the achievements of the Lichfield and Tamworth Business and Economic Partnership (BEP) in supporting the local economy and local businesses		James Roberts	

**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2014-15**

Item	Jun 4th	Sept 17th	Jan 20th	Mar 12th	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
Infrastructure Delivery and the Community Infrastructure Levy (CIL)	✓		✓		<p>To receive reports on progress with preparing an Infrastructure Delivery Plan for Lichfield District and associated with this arrangements for generating funding to support delivery of infrastructure through the imposition of CIL.</p> <p>In agreeing a Development Strategy for Lichfield District it is important to identify related infrastructure requirements and the means by which these will be delivered.</p>	<p>Prepare a Local Development Framework Core Strategy (Local Plan) including principles of sustainable development and the protection of key built and natural environmental assets.</p> <p>Identify local transport priorities with Staffordshire County Council and the two Local Enterprise Partnerships</p> <p>Prepare Delivery Plans on the back of the Lichfield and Tamworth Economic Strategy aimed at supporting the role of town centres</p> <p>Work with the Lichfield and Tamworth BEP and two LEP's to grow businesses and pursue economic growth.</p>	Clare Eggington	
Review of The Lichfield District's 2014 Festivals and Events Programme and Preview of 2015 Programme				✓	To outline to the Committee the extent and success of the Lichfield District 2014 Festivals and Events Programme and to outline the proposed 2015 programme.	s that we will help 'boost business' and the local economy by supporting and delivering an extensive programme of events and festivals that builds upon the district's cultural reputation, the enthusiasm of local organisations and people and realise the potential of our historic assets and iconic locations.	Lizzie Thatcher	

**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2014-15**

Item	Jun 4th	Sept 17th	Jan 20th	Mar 12th	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
Mid-Year Performance Report for Development Services		✓			To receive a report on the mid-year performance of the various services feeding into the Economic Growth, Environment and Development Committee and having regard to the objectives set down in the Plan for Lichfield District and the associated One Year Action Plan.	Assessment of performance against the goals set down in the One Year Action Plan	Richard King	



**13. ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE**

**DELEGATED TO THE ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE**

13.1 To be responsible for the overview and scrutiny of the work of the Executive and the Council in relation to its policy objectives, strategies, performance targets and provision relating to:

- a. Development matters, including the policies and strategies which affect the physical, social and economic environment and the proper planning and management of the built environment and economic regeneration, and monitoring the effects of policy implementation against stated objectives and where necessary recommending and if appropriate to carry out any review including review of section 106 obligations and Community Infrastructure Levy matters.
- b. Any matter affecting the Lichfield District area or its inhabitants (including local business) relating to economic prosperity and local economic performance.
- c. Local Plan (including consultation with interested parties as to its formulation, consideration of policies and steering its progress)
- d. Planning Committee (to monitor its operation and make recommendations as to how the operation and effectiveness of the Committee can be improved; reviewing the format of the Planning Committee report and where appropriate to recommend improvements to the presentation, structure and content of the report, and to receive reports detailing changes in legislation that affects the operation of the Planning Committee).
- e. Reports on the performance standards within the remit of the Economic Growth, Environment and Development Services portfolio and, if appropriate, to make recommendations to improve the level of service where satisfactory performance standards are not being achieved.
- f. The outcome of Planning and Enforcement Notice appeals.

- g. Reviewing items of best practice for dealing with planning and design issues relating to planning applications.
  - h. The role and decisions undertaken by the Economic Growth, Environment and Development Services Portfolio Holder
  - i. Functions undertaken by Tourism Services (including tourism information, marketing and promotion).
  - j. Functions undertaken in respect of Car Parks management and enforcement
- 13.2 To assist the Council and the Cabinet in the development of its budget and policy framework to align resources with the Council's priorities
- 13.3 To conduct research and consultation to support the analysis of policy issues and the identification and appraisal of possible options
- 13.4 To consider and implement mechanisms to encourage and enhance community participation in the development of policy options
- 13.5 To question members of the Cabinet and/ or Committees and Chief Officers about their views on issues and proposals affecting the area and/or about their decisions and performance whether generally or in comparison with plans and targets over a period of time or in relation to particular decisions, initiatives or projects
- 13.6 To liaise with other external organisations operating in the area, whether national, regional or local, to ensure that the interests of local people are enhanced by collaborative working
- 13.7 To review and scrutinise the performance of other public bodies in the area and invite reports from them by requesting them to address the Overview and Scrutiny Committee and local people about their activities and performance
- 13.8 To review and scrutinise the decisions made by and performance of the Cabinet and Committees and Council officers in relation to individual decisions and, over time, in respect of Development matters.
- 13.9 To set up Task and Finish Groups to support the Committee in the exercise of its functions.

- 13.10 To question and gather evidence from any person, with their consent
- 13.11 To oversee Best Value principles relating to the Economic Growth and Development Portfolio and to receive reports from Cabinet and Council
- 13.12 To exercise overall responsibility for the finances made available to the Committee
- 13.13 To report annually to Full Council on the work of the Committee and make recommendations for future work programmes and amended working methods if appropriate
- 13.14 To exercise the right to call in, for reconsideration, decisions made but not yet implemented by the Cabinet relating to the Economic Growth & Development Portfolio.
- 13.15 To make recommendations to the Cabinet or appropriate Committee and/or Council arising from the outcome of the scrutiny process.

**SUBMISSION TO ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW  
AND SCRUTINY) COMMITTEE**

**Date: 4<sup>TH</sup> June 2014**

**Agenda Item: 7**

**Contact Officer: John Roobottom**

**Telephone: 01543 687546**

**SUBMISSION BY PORTFOLIO HOLDER FOR ECONOMIC GROWTH AND DEVELOPMENT**

**LICHFIELD DISTRICT COUNCIL – PARKING POLICY AND TRENDS**

**1. Purpose of Report**

- 1.1 To consider the parking supply, demand and strategy for Lichfield District, including in particular Lichfield City.

**2. Summary of Policy Development**

***Policy Context***

- 2.1 National Planning Policy Framework (NPPF) states that local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. Local authorities should also set appropriate parking charges that do not undermine the vitality of town centres and ensure parking enforcement is proportionate.
- 2.2 Lichfield City Centre Strategy 2003 aims to improve the city centre as a destination for shopping, tourism etc and identifies the need for additional car parking to support growth.
- 2.3 The Staffordshire Local Transport Plan, LTP2, 2006 – 2011, included an urban strategy for Lichfield City Centre which seeks a balance between providing for the needs of car users and ensuring that opportunities for other modes of transport are not compromised. LTP3 covering the period 2011 – 2026, continues this overall approach, with policies for Lichfield to be included in a future District Transport Strategy.
- 2.4 The Lichfield District Integrated Transport Strategy 2013-2026 identifies a transport strategy that is aligned to the wider spatial development strategy set out in the District Council's Local Plan Strategy. The Strategy identifies a number of physical projects as well as behavioural change initiatives to influence travel choice. One of the key priorities is to support the growth of Burntwood and Lichfield as retail and service centres through car park management packages and designated areas for coach parking.

***Lichfield Parking Policy***

- 2.5 In 2003 Faber Maunsell on behalf of the District Council produced a Parking Strategy for Lichfield District. The Strategy was subsequently reviewed in 2007 and again in 2011.
- 2.6 The Council's Policy toward the provision of parking is that it does not seek to restrict private car access to the city/centre favouring alternative modes of travel, but rather aims to meet demand and give choice to the customer as this supports the local economy and promotes a healthy city centre environment. The operation of the Council car parks is

carried out to try and ensure that users are able to leave their vehicles confident of their security.

- 2.7 The 2002/3 Lichfield City Centre Redevelopment Strategy, of which a cornerstone is the redevelopment known as Friarsgate, considered the parking needs of the city. The Friarsgate Development was predicated on the replacement of three of our car parks with a new Friarsgate car park leading to additional capacity overall. Changes in thinking relating to the extent and nature of the Friarsgate project since the original plans were drawn up now mean that the Birmingham Road car park is likely to be outside of the development area so that only the Multi and Bus Station car parks will be affected. To cover the transition period, when the existing affected car parks would need to be closed and demolished, plans were made to increase capacity and this is set out in paragraph 2.13 below. This additional capacity has duly been delivered and is in place ready for when development commences.
- 2.8 In addition to the loss of car parking spaces, the existing Bus Station will be replaced as part of the Friarsgate project. The planning conditions attached to this development require that a new facility be put in place prior to the closure of the current area and the developers plans fulfil this aim. Unfortunately the development brief does not require that the developers replace the coach parking which is also located within the Bus Station and so LDC officers are currently looking at possible solutions to this problem. Work on this project is continuing.
- 2.9 The car parking strategy was linked to, and still is, part of a much wider strategy of promoting economic prosperity and growth, particularly within our centres where new commercial development will be focussed.
- 2.10 This report revisits the 2003 Parking Strategy, the subsequent reviews, and the Lichfield City Centre Redevelopment Strategy, and makes recommendations as appropriate. The data quoted is the latest available and takes into account the re-opened Friary facility and the situation post the opening of the Debenhams store. Below in the main body of the report are the key issues and trends in parking. Further detailed information is contained in **Appendix 1**.

### ***Key Findings – Trends in Supply and Demand based on the Current Parking Estate***

- 2.11 Up until the time of the last report to members in June of 2013, demand for car parking in Lichfield City Centre had fallen with a reduction of almost 25% in the previous three years; this scale of reduction equates to around 500 spaces. This had been attributed to the closure of a number of major retailers, combined with the re-opening of Tesco's on the fringe of the city shopping area with an increased number of free spaces, and the opening of at least three privately operated charged car parks in competition with the council. Reference was also made to the fact that since the 1950s when parking charges were introduced we have seen three major changes affecting the High Street, these are the rise of the supermarket which now attracts 40% of our spend away from the High Street, the growth of internet shopping with half of all music and a third of all book sales reported as online, and the rise of the regional shopping centre where until recently one a year was opening. All of this had meant that there was falling demand.
- 2.12 This trend does now show some signs of reversing. In the year April 2013 - March 2014 we saw a continued rise in parking demand. Week on week figures show that only eight weeks in that period failed to show an increase in peak time parking numbers over the corresponding week in the previous year. Detailed figures are given in paragraph 7.5 below. Whilst this is clearly encouraging it should be noted that the first three weeks of April 2014 showed demand level with the previous year so it is too early to be confident that the upward trend will continue.

- 2.13 We have increased supply ready for the Friarsgate Development when 442 spaces will need to be removed from the system whilst works take place. We have increased by 410 spaces leasing a temporary car park at the University 116 spaces (2005/06), increasing capacity at Cross Keys/Lombard St with lower deck 134 spaces (2006) and increasing capacity at Friary Outer (The Friary) an additional 160 spaces (2013).
- 2.14 The opening of Debenhams has had some impact on parking demand, although this may not be as great as many would have hoped and the imminent completion of the hotel at Friary Outer is likely to have some further effect.
- 2.15 If for any reason Friarsgate does not proceed, we will need to consider our parking public parking provision and strategy further. In any event it is essential that we continually review the effectiveness of our approach to parking provision and if necessary based on the results propose and introduce required changes.
- 2.16 Based on survey returns, satisfaction levels are good. However, there is a perception that there are not enough parking spaces to meet demand irrespective of the fact that occupancy data tells us that there are.
- 2.17 Only 76% of respondents think our car park signage is adequate. The District Council had hoped to introduce the first stage of a scheme to provide VMS signing in the town centre however this is currently under review.
- 2.18 The least profitable car parks are the Multi Storey (higher running costs but position should change as occupancy rises) University rented (rental payment on top of rates making this an expensive car park to operate), Birmingham Road (pattern of usage is changing as commuters using it less) the Bus Station, Sandford St and Lombard St. All of these car parks are solely or to some degree long stay.
- 2.19 There is generally an adequate supply of short stay and long stay parking.
- 2.20 Permit income rose from £151,000 in 2012/13 to £180,578 in 2013/2014. This is a rise of 19.9% despite a slight reduction in the number of permits in circulation. The apparent reason behind this is the increase in purchase of one month permits which carry a premium against the six month permits but this choice does lie with the customer. The group showing the largest fall in permit sales is that of LDC staff who purchased 26 fewer permits in 13/14, presumably due to the ongoing staff reductions.

### ***Car Parking Charges***

- 2.21 The majority of car park users feel that our charges are too high despite these charges not having been increased since 2008 and the Council itself having absorbed a 2.5% VAT increase during this time.
- 2.22 Contrary to people's views our charges are in line with those of our immediate neighbours and compared with many similar sized and structured towns elsewhere in the UK very competitive.
- 2.23 Like our neighbours, the Council does not charge in the evenings after 18:30 wishing to encourage people to either support the evening economy or extend their earlier stay.
- 2.24 The Council does charge on a Sunday, £1 all day, and we were one of the first in our 'comparison' group to do this. Bank Holidays however remain free of charge.
- 2.25 The possibility of extending charges to longer periods or to Bank Holidays is included in the current public consultation on Council services. The possibility of charging Blue Badge users is also mooted in this exercise.

### ***Parking Enforcement***

- 2.26 Civil Parking enforcement commenced in Lichfield District in April 2009 as part of a county wide partnership with the ongoing costs of on street enforcement met by Staffordshire County Council as the responsible tier of local government. The service is provided by APCOA parking services who operate throughout Lichfield, Cannock, Tamworth and South Staffs areas, and also in Staffordshire Moorlands. The service in Lichfield District, as in most of Staffordshire, does not make a surplus.
- 2.27 APCOA also provides the pay and display cash collection service. The highest number of penalty tickets in the car parks are issued in Bird St Car Park as this is our busiest short stay car park.
- 2.28 Following an extensive review Staffordshire County Council have sent notice to all of the Staffordshire Districts that they intend to terminate the current joint arrangement in March 2015.
- 2.29 LDC officers are currently assessing the various options available to ensure that we will be able to continue to operate our car parks efficiently after the end of this agreement. A separate report on this matter is contained on this meetings agenda.

### **3. Community Benefits**

- 3.1 It is important that parking provision is made available to allow residents and visitors to the District to access services and facilities. Parking to meet different types of demand and at a cost which is affordable to both the user and the District Council as provider ensures that the service is sustainable.

### **4. Recommendation**

- 4.1 It is recommended that the Committee:
- i) Notes the contents of this report.
  - ii) Supports the undertaking of a review of the Council's policy and strategy on parking including in respect of parking charges
  - iii) Seeks the views of key stakeholders on the contents of the review and any emerging recommendations
  - iv) Requests a future report on the outcomes of the review
  - v) agrees that the District Council should respond to the County Council's review of the Civil Parking Enforcement service (see separate report on the meeting Agenda) and determine what the future role of Lichfield District Council should be in the provision of this service

## **5. Financial Implications**

- 5.1 Details of the financial implication of parking provision and policy are set out in Appendix 1.

## **6. A Plan for Lichfield District Implications**

- 6.1 A key strategic objective set out in the Plan for Lichfield and related one-year Action Plans is the desire to support the growth and strengthening of key centres such as Lichfield City and Burntwood. The provision of parking to meet the needs of people wishing to access services and facilities in these locations accords with that objective.

## **7. Sustainability and Carbon Reduction Issues**

- 7.1 Parking policy and provision recognises there is a balance to be made between encouraging access to services and facilities by people using private motor vehicles, protecting the environment and where possible ensuring the long term sustainability of locations like Lichfield City and Burntwood. The policy of parking provision forms part of a wider transport strategy which seeks to manage transport and traffic demands but within the context of supporting essential services and facilities.

## **8. Human Rights Issues**

- 8.1 None.

## **9. Crime and Community Safety Issues**

- 9.1 An important aspect of the Council's Parking Policy is to ensure that all parking facilities are safe and secure for users.

## **10. Risk Management Issues**

<b>Risk</b>	<b>Likelihood/Impact</b>	<b>Risk Category</b>	<b>Countermeasure</b>	<b>Responsibility</b>
The Council fails to review and where necessary update its policy toward parking provision	Low/High	Reputational, Strategic Financial, Economic	Continual monitoring of the effectiveness of current policy and dialogue with users and those impacted upon by the Policy	Cabinet Member, Strategic Director, Service Managers.

**Background Documents: Faber Maunsell prepared Parking Strategy for Lichfield District 2003.**



## CAR PARKING PROVISION – DETAILS AND SUPPORTING INFORMATION

### 1. *Parking Provision*

- 1.1 The District Council currently operates 14 car parks serving the city centre and a further 3 primarily aimed at users of Beacon Park. This gives us a total capacity of 2121 spaces.
- 1.2 13 of these cars parks are owned by the Council outright and three are operated in partnership with the Three Spires Shopping Centre.
- 1.3 The remaining car park is at the University. The various parts of this car park are in the ownership of the University but for historical reasons the operating arrangements are split into two. The original parking area was constructed as part of the University project. This area is made available for public parking by the University but we have an agreement under which LDC has included the area its parking order and provides the pay and display machine as well as arranging for enforcement patrols. LDC charges a fixed management fee for these functions which is deducted from the machine income with any surplus going to the University. The remaining larger part of the car park is on land owned by the university but rented from them by LDC. This is a simple commercial arrangement and LDC retains all profits from this car park.
- 1.4 There are also a number of small private car parks which allow public use in addition to on-street parking in various locations in and around the city centre.

### 2. *Finance*

- 2.1 The overall income figures for financial year 2013/14 are shown below with the figures for 12/13 in brackets –

Income £1.602m (£1.553m)  
Direct Costs £0.425m (£0.426m)  
Central Recharges £0.113m (£0.114m)  
Net Income £1.064m (£1.013m)

Gross income has risen by £49,000 (3.16%), net by £51,000 (5.03%).

- 2.2 Whilst this is a welcome increase it should be remembered that this has to be set against year on year reductions since our peak income in 2008. Between financial year 2008/09 and 2012/13 income fell by 25.06%. It remains to be seen whether this recovery can be sustained and we still have some way to go before returning to previous income levels.
- 2.3 From the net profit the council used to set aside £17,000 per annum towards the refurbishment of the Lombard St Car Park. This contribution, and the reserve it created, ceased in 2012/13 due to budget restrictions.
- 2.4 The net profit from Greenhill, Gresley Row and Backcester Lane Car parks is set aside each year in a reserve for the replacement of the Multi Storey Car Park. This is part of the legal agreement made when the Three Spires Shopping centre. This agreement also stipulates that the multi storey car park can only be used as a shoppers short stay car park thus precluding us from selling long stay permits in this facility despite repeated requests from various quarters.

### 3. **Car Park Occupancy**

- 3.1 Between 2009/10 and 2012/13 we experienced a continued fall in demand for parking spaces. In 2013/14 this recovered slightly and the figures for the early part of 14/15 suggest that this is continuing. Car park occupancy is none the less still well below that seen at our business peak.

The table below shows the average number of users at peak hours, Monday to Saturday

	Users	% change
2009/10	378,908	
2010/11	341,987	-9.74%
2011/12	325,000*	-5.0%
2012/13	286,432	-9.98%
2013/2014	308,522	+7.15%
2013/14 compared to 2009/10		- 18.57%

\*Estimated figure as CCTV was down over Christmas period for control room update.

Note that Tesco's (and its car park) reopened Feb 11<sup>th</sup> 2009 after 12 months redevelopment and our multi-storey closed for safety reasons 3 December 2009 reopening after 12 months.

- 3.2 Overall the present car parking provision is meeting current levels of demand, with a reasonable amount of spare capacity, although there are pressure points at individual car parks and at certain times when demand is very close to full capacity. For example, Bird St operates at very high levels of occupancy as do Sandford St and the University which are full for most of the working week. Uptake at the new Friary car park remains low despite extensive advertising and promotion but this may start to change with the imminent opening of the Premier Inn hotel. The Friary car park will also provide essential additional spaces when other car parks have to close for the Friarsgate development.
- 3.3 Christmas is usually the busiest time in the year although there can be a peak in late August just before the children return to school. An analysis of the 2013 figures shows that the highest figure for the pre Christmas period of 7000 peak time users in six days was the largest seen since 2010. Christmas 2009 however saw a high figure of 8600 and throughout the year leading up to that time we commonly exceeded 7000 users in a six day period even through the summer.

### 4. **Car Parking Charges**

- 4.1 The car parks provide for both short stay and long stay parking, operated on a pay and display basis. By virtue of their locations, the car parks capture people travelling into the city centre along each of the main access routes. Charges are short stay 90p per hour and long stay £4 a day or £2 half a day. These charges have not changed since 2008. A VAT increase in January 2011 was absorbed by the Council and not passed on to users.
- 4.2 Regular parkers such as those living or working in the city centre can take advantage of the discounts offered to those purchasing long stay permits. Payment by permit can reduce the costs of parking to £1.12 per day.
- 4.3 The Council regularly compares its charges with other neighbouring authorities and authorities seen as being similar in size and structure. Overall it would appear that our rates are competitive with our neighbours. The charging structure will be kept under review but the present fragile recovery in income would not suggest that we have room to consider increases at this stage.

## 5. Payment Methods

- 5.1 All of our current car parks are pay and display. We have 41 machines including those at the new Friary car park. These machines issue a total of around 80,000 pay and display tickets every month. None of the machines are older than six years and are all linked to a back office system which is accessible at the depot.
- 5.2 The reliability of the pay and display machines is now good with a fault rate of 0.09% in 2012 falling to 0.04% in the first 5 months of 2013. This has not always been the case with problems in APCOA service causing major problems about 3 years ago.
- 5.3 Pay by phone was introduced three years ago and is usable across all our car parks. Usage of the system continues to increase albeit slowly. Last year we had approximately 700 users per month, this year the figure has risen to 1050 but despite widespread promotion this still remains at a very small percentage (1.3%) of the tickets vended by the machines. The system allows customers many of the benefits of a pay on exit system but does carry an unavoidable premium as there is a service charge from the system providers.
- 5.4 The new Friarsgate car park is planned as pay on exit, but decisions on the specific equipment have not yet been made as there is considered to be benefit to be gained from not having a barrier. The technology to operate in this way uses automatic number plate recognition technology (ANPR) and is becoming more established with systems operating locally in Walsall. Members may be aware of the controversy surrounding the ANPR system recently introduced at the Queens Hospital in Burton but it appears that this is linked to the payment system that was adopted rather than the ANPR as such. Lessons will be learnt from these problems.

## 6. User Survey Results

- 6.1 The most recent customer survey figures available date from 2012. These indicate that users of the car parks are 72% satisfied or very satisfied with the car parks. Over 60% of short stay and long stay users think our car parks are too expensive and 74% of our permit users think the same. 90% know where to park if their chosen car park is full, but only 76% think the signage is adequate. 60% think that we need more car parking spaces despite the fact that our car parks are showing over 25% vacant spaces on average and even at Christmas there was capacity on the busiest days. On Saturdays 30% of respondents reported that it is hard to find a space.

<b>How Often do you park in Lichfield City centre council car parks?</b>		
Every day	24	5.4%
3 - 4 times a week	57	12.8%
1 - 3 times a week	113	25.3%
Every weekend	27	6.1%
Once or twice a month	104	23.3%
A few times a year	59	13.2%
I don't park in council car parks	53	11.9%
I usually park on local roads	9	2.0%

<b>Which car park do you prefer?</b>	
Bird Street	75
Birmingham Road multi-storey	71
Lombard Street / Cross Keys	69
Beacon Park car parks	35
Backcester Lane	26

Bus Station	22
University	21
Friary Inner	14
Gresley Row	12
District Council House (weekends)	6
Redcourt	5
Birmingham Road (Station)	5
Base	361

<b>Why do you prefer it?</b>		
It's easy to find	85	24.2%
It's closest to where I enter the city	158	45%
It's easy to get into town	153	43.6%
I usually find a space there	151	43%

<b>Is it easy to find a space in this car park?</b>							
	Yes always		Mostly		No, it's hard to find a space		Base
During weekdays	91	26.1%	218	62.5%	40	11.5%	349
On Saturdays	41	14.4%	158	55.4%	86	30.2%	285
On Sundays	97	38.5%	128	50.8%	27	10.7%	252

	Yes		No		Base
If your usual car park is full, do you know where else to park?	326	90.1%	36	9.9%	362
Is city centre car park signage easy to follow?	222	76%	70	24%	292
Do you think Lichfield City has enough car park spaces?	151	40.8%	219	59.2%	370

<b>Are parking charges in Lichfield city...</b>					
	Long-stay	Short-stay	Season tickets	Don't know	Total
Too expensive?	156	231	42	63	324
Similar to other cities?	61	88	11	108	213
Good value?	32	29	4	86	134
Base	249	348	57	257	671

<b>How satisfied are you with Lichfield City car parks?</b>		
Very satisfied	28	7.1%
Satisfied	256	64.6%
Dissatisfied	91	23%
Very dissatisfied	21	5.3%

**SUBMISSION TO ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW  
AND SCRUTINY) COMMITTEE**

**Date: 4<sup>TH</sup> June 2014**

**Agenda Item: 8**

**Contact Officer: John Roobottom**

**Telephone: 01543 687546**

**SUBMISSION BY CABINET MEMBER FOR ECONOMIC GROWTH AND DEVELOPMENT  
SERVICES**

**CURRENT DEVELOPMENTS AND FUTURE OPTIONS REGARDING PARKING  
ENFORCEMENT**

**1. Purpose of Report**

- 1.1 To inform members of the current position with regard to on street parking enforcement.
- 1.2 To seek guidance from the Committee regarding the District Council's future intentions for off- street parking enforcement.

**2. Summary of Policy Development**

- 2.1 Although on-street enforcement is a Highway Authority (SCC) responsibility Lichfield District Council has acted in partnership with Staffordshire County Council since March 2009 to deliver on street parking enforcement throughout the District. Similar partnerships exist in all Staffordshire Districts and the four Districts in Southern Staffordshire work in cooperation as part of a Tranche 2 group.
- 2.2 An initial parking enforcement agreement between the District Council(s) and the County Council was scheduled to terminate after five years, at the end of March this year. A temporary, one year extension has subsequently been agreed to run to the end of March 2015.
- 2.3 Whilst the County Council acknowledges that the CPE operation has achieved the declared aim of promoting a "clear streets" parking policy it has expressed concerns that the operation continues to function at a financial deficit.
- 2.4 The original report to the District Council into the adoption of Civil Enforcement, prepared by consultants working on behalf of the County Council, suggested that on-street enforcement would generate a financial surplus. This surplus was to be reinvested in road safety improvements throughout the District at the discretion of members of the Local Parking Board. If there was any deficit the agreement by which enforcement was to be delivered included the proviso that this would be underwritten by the County Council.
- 2.5 It was soon apparent that the report had been optimistic in its predictions and that none of the enforcement operations in Staffordshire were generating the predicted surpluses.
- 2.6 Steps were taken to reduce the deficit levels including reducing the amount of enforcement hours delivered by the contractor. Close co-operation with the contractor was undertaken to ensure that enforcement was being delivered in the most efficient manner.

- 2.7 Despite these steps on-street enforcement still operates at a deficit throughout Staffordshire. Comparison with other authorities suggests that this is a common picture throughout the country with the exception of Greater London and some other major cities.
- 2.8 In Newcastle Borough and East Staffs. Borough on-street charging regimes are operated. The proceeds of this on-street charging are credited against the on-street account resulting in a small overall surplus.
- 2.9 Of the remaining districts the deficit in Lichfield is the lowest in the County at £19,490.00 (predicted 2014/15). Some districts in the county have deficits of up to £80,000.00. Overall, however the total annual deficit for all Council's in Staffordshire is approximately £250,000.
- 2.10 In examining its options for the future, SCC indicated that it would no longer be prepared to underwrite the deficits following the renewal of the current agreement and asked District Councils to commit to taking on this financial commitment.
- 2.11 Officers of the Council indicated that they thought that it would be unlikely that Lichfield District would be able to enter into this commitment and this point of view was duly confirmed by myself as the responsible Cabinet Member.
- 2.12 SCC has subsequently submitted formal notice of its intention to terminate the CPE agreement on March 31<sup>st</sup>, 2015. Officers of the County Council have indicated that this is to comply with contractual obligations and have stated that they may still be open to working with individual Districts if a suitable agreement can be arrived at. However they have emphasised that it is considered unlikely that this option would be available unless the district involved agreed to underwrite the budget.
- 2.13 SCC has asked for a formal confirmation of the view of our Council on the matter.
- 2.14 Cannock Chase District and Stafford Borough have already informed the County that they do not wish to be involved in any form of future on-street enforcement operation, irrespective of the position on deficits. The other Staffordshire Districts are believed to share the opinion expressed by Lichfield that they would be prepared to carry on with the status quo provided that Staffordshire was prepared to cover the deficit.
- 2.15 It should be noted that although this authority does not directly cover the deficit we do pay £4000.00 per annum to SCC as a contribution to their management costs. At the time of the hours reduction it was suggested to County that this cost should reduce in proportion but officers of the County Council did not accept that this was appropriate. We also pay Cannock District Council a sum of money in respect of their role as lead authority in the T2 partnership. This sum is based on the number of penalty charge notices issued but is projected to be approximately £13,200 for the current financial year 2014/15.
- 2.16 LDC officers also have to commit to considerable amounts of administration and management time at the expense of this authority.
- 2.17 The current CPE arrangements provide for the enforcement of both on and off-street parking regulations. If the arrangement does terminate in March of next year it will still be necessary for Lichfield District Council to find a way of ensuring compliance on the off-street car parks which will of course remain in our ownership.

### **3. Community Benefits**

- 3.1 The current system of enforcement is acknowledged to have achieved community benefits by delivering the clear streets aim as originally promised to Councillors.
- 3.2 Whilst an LDC withdrawal from this system would mean that we no longer delivered this benefit, officers from SCC feel that they could bring in an alternative at a lower cost and they have not indicated that they would depart from the clear streets aim.

### **4. Recommendation**

- 4.1 That the Committee should confirm the view that it would not be appropriate for LDC to commit to funding the deficit in the on-street budget and that officers should also continue to work toward finding a suitable alternative for off-street parking enforcement to operate from when the current arrangement ends.

### **5. Financial Implications**

- 5.1 Not agreeing to cover the deficit will relieve this Council of a potential £19,490.00 payment to SCC.
- 5.2 LDC will also save £17,200.00 in management fees paid to SCC and to Cannock DC.
- 5.3 Costs for enforcement of the off street car parks are expected to be broadly in line with current levels.

### **6. The Plan for Lichfield District Implications**

- 6.1 A sustainable, clean and safe environment. Continuing off street enforcement should ensure a reduction in abuses of the parking order and in the potential for crime within our car parks.
- 6.2 A thriving economy. An adequate and well managed supply of parking spaces is essential to all local businesses in particular those involved in the retail sector.
- 6.3 A good place to live. Customer surveys have shown that the availability of parking is important to our residents.
- 6.4 A better quality of life. Legitimate car park users will continue to be guaranteed equal access to parking spaces.

### **7. Sustainability and Carbon Reduction Issues**

- 7.1 None identified.

### **8. Human Rights Issues**

- 8.1 It is important that the reserved disabled bays be monitored to ensure continued availability to legitimate users.

### **9. Crime and Community Safety Issues**

- 9.1 The continuing presence of uniformed patrols on the car parks is thought to be useful in bringing about a reduction in the level of crime and disorder and also in the fear of crime.

## 10. Risk Management Issues

Risk	Likelihood/Impact	Risk Category	Countermeasure	Responsibility
Reputational risk if the level of on street service provided by SCC does not meet that currently delivered	Medium/Low	medium	This would lie with SCC	The decision to cancel the current arrangement lies with SCC and as they are the Highway Authority continuity of cover is their responsibility.
Failure to arrive at a suitable alternative arrangement for off street enforcement	Low/High	Low	Officers have already started to examine alternative options.	DDL officers
Costs of off street enforcement may rise	Low/Low	Low	Normal practices would be followed to achieve a competitive quote.	Competition in the parking services industry should ensure that competitive rates are available.

### Background Documents:

SCC letter dated 17 March 2014 – Agreement for the enforcement of on-street parking controls

Report checked and approved:

-----  
Strategic/Corporate Director



**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY)  
COMMITTEE**

**Date: 4<sup>th</sup> June 2014**

**Agenda Item:**

**Contact Officers: Craig Jordan / Clare Eggington**

**Telephone: 01543 308202; 308193**

**SUBMISSION BY ECONOMIC GROWTH & DEVELOPMENT CABINET MEMBER**

**LICHFIELD DISTRICT LOCAL PLAN: UPDATE**

**1. Purpose of Report**

- 1.1 The purpose of this report is to update members on progress with the Lichfield District Local Plan, the preparation of Neighbourhood Plans and ongoing work to inform the production of a Community Infrastructure Levy charging schedule.

**2. Summary of Policy Development**

**Lichfield District Local Plan: Strategy**

- 2.1 Lichfield District Council submitted the Lichfield District Local Plan Strategy (Proposed Submission) to the Secretary of State (SoS) for Independent Examination on 22<sup>nd</sup> March 2013. The SoS duly appointed a Planning Inspector, Mr Robert Yuille MSc DipTP MRTPI, to conduct the examination to see if the Plan was sound and capable of being approved and adopted or not.
- 2.2 In April 2013, the Inspector published a list of Main Matters and Issues that he wished to explore further through hearing sessions. The hearing sessions commenced on 24<sup>th</sup> June and concluded on 10<sup>th</sup> July 2013. Through these hearing sessions the Inspector identified a concern that the submitted Local Plan did not provide for enough housing to meet the District's 'objectively assessed need' and that following the hearing sessions he would provide interim findings that set out where the District Council would be required to undertake further work to ensure the Local Plan could be considered 'sound.' The Inspector's initial findings were received on 3<sup>rd</sup> September 2013 and reported to this Committee on 11<sup>th</sup> September 2013. In the Committee report it was recognised that further technical work would need to be undertaken to address the key areas of 'unsoundness' identified by the Inspector.
- 2.3 The Inspector identified a time period of 6 months to undertake further work, identify and consult on any additional site(s) to rectify this shortfall. A delay to the adoption of the Local Plan Strategy would have the consequence of delaying the production of the subsequent and complementary Local Plan Site Allocations document and the adoption of the Supplementary Planning Documents that are currently being prepared by the Task Groups.
- 2.4 The work identified as being necessary by the Inspector was completed and a number of Main Modifications made to the submitted Local Plan Strategy. These were reported to this Committee on 7<sup>th</sup> January 2014, Cabinet on 14<sup>th</sup> January 2014 and Council on 28<sup>th</sup> January when the Main Modifications were endorsed. These modifications, intended to make the plan 'sound', were then subject to a 6 week formal consultation which ended on 20<sup>th</sup> March 2014. These modifications were published alongside minor modifications, an

updated Sustainability Appraisal (SA), addendum to the Habitats Regulations Assessment and additional evidence (an addendum to the Employment land review to assess the Cricket Lane site, and a Supplementary Green Belt Review to provide further detail and assessment following on from the Strategic Green Belt Review which was produced in 2012).

- 2.5 A summary of the representations made to the consultation on the Main Modifications together with the Council's response to these can be viewed at [www.lichfielddc.gov.uk/mods](http://www.lichfielddc.gov.uk/mods) . These were forwarded to the Inspector towards the end of May 2014. A number of representations were also made to the additional evidence which was consulted upon: the Inspector will also be made aware of these and these can be viewed via the same link. Progress on the Examination in Public can be viewed at [www.lichfielddc.gov.uk/localplanexamination](http://www.lichfielddc.gov.uk/localplanexamination).
- 2.6 The representations received through this consultation will be considered by our appointed Inspector who will then make a decision as to the appropriate way to proceed (for example whether or not further hearing sessions are required).
- 2.7 Members will also be aware that there is currently a Legal Challenge to the emerging Plan from IM Properties Development Limited (dated 5<sup>th</sup> March 2014) which seeks to quash the decision of the Council made on 28 January 2014 to endorse the Main Modifications to the Local Plan Strategy. IM Properties is seeking the inclusion of its land within the Local Plan. The Council has instructed Counsel to defend the claim on the Council's behalf and the Judicial Review Hearing has been scheduled to take place on 1 and 2 July 2014.

### **Duty to Cooperate**

- 2.8 Cross boundary work is on going in relation to the Duty to Co operate. Responses have been made in relation to the recent consultation relating to the Tamworth Draft Local Plan and discussions are ongoing in relation to a revised Memorandum of Understanding (MoU) between Lichfield District Council and Tamworth and North Warwickshire Borough Councils which provides an updated position. Work is also ongoing in relation to other neighbouring authorities including that relating to East Staffordshire Borough Council and to Birmingham City Council. This includes ongoing participation in the housing study being progressed by the GBSLEP.

### **Neighbourhood Planning**

- 2.9 The designation of the Parishes of Burntwood, Wall and Whittington & Fisherwick as separate Neighbourhood Areas was endorsed by Council on the 8<sup>th</sup> April 2014. Work is ongoing in all eleven communities where neighbourhood plans are being progressed. The District Council continues to work with those communities, providing advice and guidance on the neighbourhood planning process to ensure the plans meet the necessary legal and procedural requirements. The Implementation Team continues to assist the Stonnall Neighbourhood Plan Group in the preparation of its plan and is in the process of assisting in writing policy options for the plan. The Implementation Team are also assisting the Longdon neighbourhood plan group in conducting a survey as part of the evidence base for their Neighbourhood Plan.
- 2.10 The Council has recently received an application from Hammerwich Parish Council to designate Hammerwich Parish as a Neighbourhood Area. The formal 6 week consultation the Hammerwich designation consultation closed on 30<sup>th</sup> April: no objections were received and this will now be referred to Cabinet and Council for decision

- 2.11 Two applications for the designation of Fradley and Streethay (as separate Neighbourhood Areas) are currently being prepared by the Parish Council and Members will be kept updated on progress with these. Information and updates on Neighbourhood Plans can be viewed at [www.lichfielddc.gov.uk/neighbourhoodplans](http://www.lichfielddc.gov.uk/neighbourhoodplans).

### **Community Infrastructure Levy update for information**

- 2.12 Members received information on, and background to, CIL at the last Committee (4<sup>th</sup> March 2014). Consultation on the Preliminary Draft Charging Schedule (PDCS) was completed on 22<sup>nd</sup> April 2014. This initial consultation stage gave people the opportunity to comment upon the scale and nature of the proposed rates and the evidence which supports this. Representations received will be assessed and issues addressed where appropriate. Matters arising will be reported via the agreed corporate mechanisms for establishing CIL i.e. the Joint Member and Officer Infrastructure Working Group (previously the Joint Planning Obligations Member and Officer Working Group). This group comprises Member representation from each of the four Overview and Scrutiny Committees: Councillors Cox (Economic Growth, Environment and Development), Tittley (Strategic), Tranter (Operational Services, Leisure, Parks and Play) and Woodward (Community, Health and Housing).
- 2.13 The next stage of the process will be the development of the **Draft Charging Schedule**. This will incorporate any modifications which are felt to be necessary as a result of the consultation on the PDCS.
- 2.14 Following a minimum four week consultation, the Draft Charging Schedule will have to be subject to an independent examination. Once set, the rates cannot be altered without being re-examined (although they are index-linked)
- 2.15 Alongside the Draft Charging Schedule, a Regulation 123 List needs to be prepared which will set out the different types of infrastructure which the Council would want to see funded (in part) by CIL. This list will be informed by the Infrastructure Delivery Plan which sets out infrastructure requirements (and key priorities) in line with the Local Plan.
- 2.16 CIL can only be levied once an adopted Local Plan is in place. However, work is underway to ensure that the CIL charging schedule can be examined at the earliest opportunity following Local Plan adoption, and that mechanisms are in place to ensure that CIL can be collected and administered as soon as possible after the charging schedule has been found sound. It is anticipated that this will be prior to April 2015. Progress on CIL can be viewed at [www.lichfielddc.gov.uk/cil](http://www.lichfielddc.gov.uk/cil).

## **3. Community Benefits**

- 3.1 The emerging Local Plan is required to replace the adopted 1998 Local Plan, providing the policy basis for ensuring sustainable growth and the future development of the District in a manner that protects and enhances the built and natural environment whilst addressing a range of issues affecting communities including housing, transport, employment and skills, infrastructure, community safety and health needs. It provides the context within which emerging Neighbourhood Plans will need to be developed by local communities.
- 3.2 The introduction of CIL will help in delivering the essential infrastructure required to support development in the District.

## **4. Recommendation**

- 4.1 That the Committee notes the progress of the Lichfield District Local Plan Strategy, Neighbourhood Plan preparation and work to progress the Community Infrastructure Levy.

## 5. Financial Implications

- 5.1 The preparation of the Local Plan will have financial implications but these have been considered as part of a previous service and financial planning process and a successful growth item achieved. Monies have been set aside to cover Examination in Public costs. Neighbourhood Plans attract government grant resources to ensure Local Authorities are sufficiently well resourced in order to be able to deliver on their statutory duties in relation to these. When implemented, CIL will bring in a new funding stream to help progress the delivery of infrastructure priorities in line with the Local Plan, although some of these resources would formerly have been funded by Section 106 obligations so much will not be 'new' money. Up to a quarter of CIL receipts will have to be paid to Parish Councils where development occurs in their area (25% if a Neighbourhood Plan is in place, 15% in all other cases).

## 6. A Plan for Lichfield District Implications

- 6.1 The Local Plan will be relevant to all of the Council's ambitions identified in the Plan for Lichfield District where they have a spatial element. In particular, it is important to integrate the processes and content of the Local Plan with the Plan for Lichfield District 2012-16 and the Staffordshire Sustainable Communities Strategy.

## 7. Sustainability and Carbon Reduction Issues

- 7.1 The purpose of a Local Plan is to establish a spatial policy framework for sustainable development and one that addresses as part of policy formulation and subsequent implementation, issues relating to Carbon Reduction. The Local Plan will recognise carbon reduction as a key and over-arching issue, addressing this through spatial policy and considering the issues for mitigation and adaptation.

## 8. Human Rights Issues

- 8.1 The extensive consultation procedures provided for by the Planning and Compulsory Purchase Act 2004 cover human rights matters.

## 9. Crime and Community Safety Issues

- 9.1 Crime and community safety issues have been considered as an integral part of the emerging Local Plan Strategy.

## 10. Risk Management Issues

Risk	Likelihood/Impact	Risk Category	Countermeasure	Responsibility
Local Plan process needs to ensure it is considered corporately so that the strategy can be demonstrated as being soundly based in addressing the spatial issues arising from the Council's	Low/High	Strategic/Financial	Ensured wide consideration of preferred strategy before submitting for examination and further detailed consideration before progressing Main Modifications.	Development Services/Leadership Team

own plans and strategies.				
Local Plan process needs to involve external bodies to the extent that the strategy can be demonstrated as being soundly based in addressing the spatial issues arising from all relevant agencies future strategies	Medium/High	Strategic/Financial	Ensured that all appropriate agencies are fully engaged in the development of the Local Plan.	Planning Policy
Local Plan proposals are not supported by adequate evidence base	Medium/High	Strategic/Financial	Ensured completion of evidence base before agreeing proposed submission Local Plan: Strategy and only include policies or proposals supported by the evidence Ensured modifications put forward through EiP were based on robust evidence	Planning Policy
National planning guidance revised as part of the Decentralisation & Localism Agenda	Medium/High	Strategic/Financial	Ensure all emerging Government guidance is considered prior to the publication of a Local Plan	Planning Policy
Local plan fails on tests of soundness	Medium / high	Strategic / financial	Consideration of the PAS Soundness Toolkit and NPPF Checklist	Planning policy

### Background Documents:

1. Lichfield District Local Plan: Strategy (as submitted March 2013), Main & Other Modifications (February 2014) & Core Document List
2. Inspectors Initial Findings report: September 2013
3. Sustainability Appraisal: Proposed Submission Local Plan Strategy including EiP Modifications (February 2014)
4. Addendum to Habitat Regulations Assessment (January 2014)
5. Green Belt Review Supplementary Report (December 2013) (supplements the strategic Green Belt Review July 2012)
6. Employment Land Review Addendum December 2013
7. Submission Document List (August 2013)
8. Infrastructure Delivery Plan (January 2014)
9. Preliminary Draft Charging Schedule (March 2014)
10. The Plan for Lichfield District 2012-16
11. National Planning Policy Framework 2012 and National Planning Guidance

### Important web links

[www.lichfielddc.gov.uk/localplan](http://www.lichfielddc.gov.uk/localplan)  
[www.lichfielddc.gov.uk/localplanexamination](http://www.lichfielddc.gov.uk/localplanexamination)  
[www.lichfielddc.gov.uk/evidence](http://www.lichfielddc.gov.uk/evidence)  
[www.lichfielddc.gov.uk/mods](http://www.lichfielddc.gov.uk/mods)  
[www.lichfielddc.gov.uk/neighbourhoodplans](http://www.lichfielddc.gov.uk/neighbourhoodplans)  
[www.lichfielddc.gov.uk/cil](http://www.lichfielddc.gov.uk/cil)

*R. K. King,*

Report checked and approved:

-----  
Strategic/Corporate Director

**ECONOMIC GROWTH, ENVIRONMENT & DEVELOPMENT (OVERVIEW & SCRUTINY)  
COMMITTEE**

**Contact Officer: Mr R King**

**Telephone Extension: 308060**

**Agenda item: 10**

**Date: 4 June 2014**

**SUBMISSION BY ECONOMIC GROWTH, ENVIRONMENT & DEVELOPMENT CABINET MEMBER**

**FIT FOR FUTURE – REVIEW OF DEVELOPMENT SERVICES**

**1. Purpose of Report**

- 1.1 To note the latest position regarding the review of Development Services that is taking place as part of the Fit for Future Programme and to recommend approval of the strategy going forward to inform detailed proposals.

**2. Summary of Policy Development**

**Background**

- 2.1 As part of Phase Two of the Fit for Future Programme, a comprehensive review of Development Services is taking place.
- 2.2 Development Services includes Development Control, Development Plans, Implementation, Urban Design and Conservation, Building Control, Local Land Charges, Trees and Countryside.
- 2.3 At the 13 November 2013 meeting of this Committee, members received an update on the progress to date with the review, including details of the overall aims and intended outcomes and the initial findings of the Development Control and Enforcement Review. The most notable outcome of this element of the review was the introduction of pre-application charging, which is now in operation and estimated to generate £50,000 income in the next financial year.
- 2.4 Subsequent meetings of the Project Team's took place on 21 Nov 2013, 16 Jan 2014, 20 Feb 2014 at which the focus was on reviewing the aims/objectives and work programmes of the Urban Design and Conservation team, Building Control & Land Charges and the Development Plans and Implementation Service, including Trees and Woodland & Countryside. The meetings also provided an opportunity to examine the challenges facing each service area and potential future concerns in terms of demands and resource requirements.
- 2.5 On the 20 March 2014 and as part of the agreed approach, the project team received a presentation from Anna Rose, Head of Planning and Culture at Rugby District Council, Warwickshire. Anna had been invited to detail how Rugby had faced up to some challenges facing her authority and which had resulted in changes including in terms of Planning and Development. The key points arising out of Anna's presentation included:
- A recognition that Rugby's Planning Service was not delivering a service of quality to its customers
  - An acknowledgement that judged against national standards performance was poor
  - A failure on the part of members and officers to be clear as to their priorities
  - A lack of motivation within the Council and the Planning Service to make the necessary changes required to improve
  - A realisation that costs were high and unsustainable

- 2.6 The project team heard that Rugby had instigated a fundamental review intended to deliver a more positive, pro-growth and prosperity based agenda relying on a leaner, customer-focused and more cost-effective organisational structure. This review subsequently led to significant changes occurring in the culture, behaviour, structures and approach within the Planning Service and one that has produced major results:
- A high performing development control function which is streamlined and business-like in its approach
  - The development of a clear development strategy intended to stimulate and attract investment into Rugby to meet needs and deliver economic benefits
  - The bringing together of services which are crucial to achieving sustainable growth including importantly economic development and planning
  - A change in culture which involves officers and members promoting the interests of Rugby at every possible opportunity and carrying this culture through the organisations processes and procedures.
  - The cutting of waste within the service where possible to ensure that only those parts that genuinely add value and contribute to the positive, pro-growth agenda are present.
- 2.7 Following on from the above, and taking on board the recommendations/outcomes and the outputs of various discussions, a more detailed, cross-cutting service review has been progressed. This has involved incorporating the Council's existing economic development arrangements into the review and giving detailed consideration to the scope for re-focusing the Service in a way which reflects current and likely future priorities. The intention being to derive a Service that is 'Fit for the Future' and in terms of resource inputs is cheaper and more cost effective than at present.
- 2.8 It is considered that there are some key principles which should underpin consideration of the Development Service going forward:
- it needs to recognise the importance of promoting and delivering sustainable growth within Lichfield District: meeting needs and bringing prosperity which benefits our local communities
  - it should acknowledge that growth does not mean at all costs but commensurate with the desire to protect the character of our settlements, the countryside and important natural and built assets
  - it requires a change in the way that the Council delivers its various 'development' orientated services recognising the need to work with economic development, landowners, developers and service providers to implement the Local Plan's policies and proposals.
  - It needs all those involved in providing the Development Service and elected members to acknowledge that sustainable growth is the key to drawing down resources which in themselves will support services and facilities across the District.

### **Current situation and Looking Forward**

- 2.9 Historically, the Development service has performed well, receiving the RTPI West Midland Authority of the year award in 2012; won both local and national awards for projects managed by the implementation team; and consistently performed well against statutory performance targets in Development Control. However, it has been acknowledged through the Project Group's work to date, that the Development Service needs to change to meet the challenges of delivering sustainable economic growth as detailed above. Supplemented by more detailed reviews, the following sections critically look at the respective service areas and analyse what changes need to take place for the Service to become fit for the future.



## Potential Improvements

- 2.10 The Development Control, Development Plans and Implementation Team's structure reflects historic patterns of working which no longer reflect the nationally reconfigured and economically-driven planning system. It is acknowledged widely that a 'good' Development Service is one which is more focused upon an holistic end-to-end approach to Development Management, which requires expertise in being able to see planning through from the formulation of policy to enabling delivery of projects/development on the ground – implementing sustainable economic growth for the prosperity of the District. This more integrated approach requires greater flexibility and working together within/across teams than presently exists.
- 2.11 As presently structured, the Development Plans and Implementation teams are effectively split into two 'halves' with officers sitting either on the 'policy' side or the 'projects' side. While there have been significant recent efforts to bring the two sides together, it is clear that the existing structure is no longer fit for purpose: the team has many relevant skills, but the 'split' still acts a barrier. Roles need to be rationalised and clarified to ensure that the service is able to both develop and then implement the Local Plan ie. progress from the formulation of strategy through to its implementation. The roles of the individuals within that team are currently too disparate and not sufficiently integrated, with the present skills within the team not being utilised to best effect.
- 2.12 For its part, the Development Control Team could possibly function more efficiently. The knock on effect is the slowing down of decisions; condition discharge and timely pre-application advice; increased costs (per application) and a decrease in customer satisfaction. Furthermore, the historic 'split' from the Policy team does not lend itself to delivering a flexible, end-to-end approach to Development Management. In particular, the following areas are identified as areas in need of change:
- Increased joint - working across the Directorate. The present historic working patterns need to be applied more flexibly to allow greater resilience within the Directorate; more efficient working and an improved understanding of delivering an holistic end-to-end service.
  - Registration and Validation of applications. The present structure lacks resilience in times of heavy workload, sickness and leave, often leading to in excess of 3 working days taken to register and validate applications. This in turn leads to delays in determining applications within the 8/13 week statutory period and reduced customer satisfaction.
  - Complexity of internal processes. The present officer/admin relationship and responsibilities results in too many internal processes (i.e. issuing decision notices, amended plans); multiple handling of relatively simple admin tasks, leading to inefficiency and delay.
  - Increase officer delegation. The present scheme of delegation limits decision making to senior officers (applications and condition discharge), resulting in increased checking and delay, and duplication of work presenting to Planning Committee.
  - Reduce level of internal consultation. Recent benchmarking has shown we have one of the highest levels of internal consultation measured locally and nationally. The resultant impact results in significant increases in cost and delay to the process.
  - The need to strengthen the Enforcement Function.
  - Reduce time taken to action/process S106 agreements. The time taken to agree and finalise legal agreements as part of the planning process is significant and forms a large part of the Services workload. Delays can occur which impact upon performance measures and customer satisfaction. Changes to delegation authority and new protocols are recommended to help to address these matters.

## Towards a new structure

- 2.13 The key functions of the Service need to be fundamentally rooted in statutory duty and national planning policy. There is a duty to deliver and implement a Local Plan; there is a duty to make decisions on planning applications and related applications seeking relevant consents/approvals

to facilitate works and or development; there is a duty to co-operate with neighbouring local authorities; and there is a duty to advise and guide local communities in terms of neighbourhood planning. The statutory and legal framework is the means to implement policy which currently is underpinned by a desire to promote and deliver sustainable economic growth – creating jobs, wealth and investment to support local communities and their ambitions.

- 2.14 Within this context, the remit of the spatial planning function is extremely varied and carries a high level of risk from statutory functions and compliance with national planning policy through to meeting European Directives and supporting the development of Neighbourhood Plans. This requires officers to have up to date knowledge of planning law, a wide range of topic areas and the ability to engage confidently and accurately with a wide range of stakeholders.
- 2.15 In order to achieve this officer's need a different set of skills than traditionally employed in forward planning teams. All officers need a set of skills which mean they can follow procedure, formulate policy, confidently engage with stakeholders and the public, clearly present accurate reports and move beyond policy formulation to enabling delivery of projects on the ground. The Local Plan will be judged against its effectiveness to deliver and as consequence the team needs to be working together (and across other disciplines) to make this happen.
- 2.16 In terms of spatial policy, the new structure will require:
- Clear leadership and support to ensure the team maintains focus upon the key priorities of progressing and delivering the Local Plan and its related functions.
  - Planning posts with a broad and flexible remit; reflecting the increasingly enabling role of the service. Whilst all posts would expect to be adaptable and flexible' across the board', each role would be expected to develop a more specialist role with leadership and expertise in a particular field. These areas would cover:
    - Housing and Neighbourhoods
    - Growth and Economic Development
    - Infrastructure and Community Infrastructure Levy (CIL)
    - Environment and Sustainability
    - Neighbourhood Planning
- 2.17 In addition to the flexibility of planning officer roles there is a need for both technical and admin support officers to work across directorate to increase resilience and facilitate the necessary actions required to deliver the Services functions.
- 2.18 The Development Control team has recently been reduced in scale by 1.5 FTEs (One Senior Planning Officer and 0.5 of an Admin post). As with the Policy team the principle responsibility for the team is statutory – processing planning applications and appeals in a timely manner. Recent benchmarking demonstrates that the present structure is both lean in terms of numbers and continues to perform well against national performance targets. Within this context, it is not proposed to further reduce the number of planning officers at this point in time, as any further reduction could undermine the Council's ability to deliver sustainable economic growth in a timely manner. However, unlike the policy team where a number of 'expert/senior' officers are required to operate across a broad range of planning issues (see 2.15), the levels of responsibility for Development Control officers will continue to vary with the extremes of high levels of relatively simple householder applications to process; compared to major planning applications. Within this context, the more traditional structure of assistants, officers and senior officers is seen more appropriate and 'fit for purpose'. However, the mix of the team will need to be adjusted to cater for future predicted workloads, with a greater focus on the small- medium 'Minor and Other applications', when the large Strategic Development Sites have been delivered through the Local Plan.
- 2.19 However, upon completion of the process review and following the review, dependant of the level of efficiencies achieved, may warrant a further view of resources concurrent with the other 'specialist planning services' as set out in 2.22 of this report.

2.20 In terms of Development Control, the new structure will be based on:

- Adoption of a positive culture to support and encourage sustainable economic growth, finding solutions where reasonably practicable.
- Rationalisation of the team leader roles (equal staffing responsibilities)
- Greater empowerment and responsibility for all planning officers to make their own decisions; administration and work across the Directorate.
- Restructure of the technical and administration teams to provide more resilience and support for the registration and validation process. Furthermore to create greater integration with the planning officers and ensure all technical support/admin roles can operate across the Development Directorate.
- A thorough on-going process review, including a significant reduction in the amount of internal consultation, and a greater focus on the reduction of processes and 'hand-offs' within the system.
- Strengthening the enforcement team; provide increased professional support for the team leader.

### **Potential savings**

2.21 Re-structuring the teams as outlined above is estimated to generate £150,000 - £200,000 per annum in savings (this is inclusive of the £50,000 already committed for pre-application charging fees).

### **Ongoing review of Parks, Ground Maintenance, Trees and Countryside**

2.22 At the same time as Development Service is being reviewed there is a separate but complementary in part review taking place of Parks, Ground Maintenance, Trees and Countryside. Whilst based within Development Services and undertaking functions relating to planning and development, both the Trees and Woodland & Countryside teams also carry out work which relates to the latter. There are key issues for the review of Parks, GM, Trees and Countryside which need to be considered and resolved. Until this process is complete, it is not possible to fully evaluate the resource implications/options for Countryside and Arboriculture in respect of planning/development matters. Consequently, these service areas along with Conservation and Urban Design will feed into a phase 2 of the Development Services review next year, when both the full impact of reduced internal consultation arrangements and the Parks reviews are known.

## **3. Community Benefits**

3.1 Planning is one of the most emotive services the Council operates and touches upon most people in some shape or form, whether it is as applicant, objector or consultee.

3.2 It is important that the Development Service continues to respond to the needs of the community and assists in delivering sustainable growth. This will be a key factor in the ongoing review.

## **4. Recommendation**

4.1 That the Committee notes the contents of the report and the work that has taken place to date as part of the review and recommends approval of the strategy going forward to inform detailed proposals being presented in due course to Cabinet.

## 5. Financial Implications

- 5.1 To date, savings up to 2019/20 of £489,000 have been identified through a secondment whilst an officer was on maternity leave, a 1.5 FTE reduction in employees, reduction in market supplements and increased income.
- 5.2 The preferred option if taken forward would generate savings in the region of £150,000 - £200,000, inclusive of the £50,000 per annum to be generated from pre-application planning fees.

## 6. A Plan for Lichfield District Council Implications

- 6.1 An effective Development Service will be at the forefront of shaping the character of the District in the future and it is key, not only to deliver efficiencies but also to ensure the service is fit for the future.

## 7. Sustainability and Carbon Reduction Issues

- 7.1 Sustainability is a key consideration in determining development issues.

## 8. Human Rights Issues

- 8.1 None

## 9. Crime and Community Safety Issues

- 9.1 None

## 10. Risk Management Issues

Risk Description	Likelihood/Impact	Risk Category	Countermeasure	Responsibility
Reduction of resources within the Service to the extent that the Service is not able to properly function	Medium/High	Financial & reputational	A comprehensive review of the Service to take place to maximise efficiencies whilst having regard to the need to deliver an effective Development Service	Development Services

### Background Documents:

**ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY)  
COMMITTEE**

**Date: 4<sup>th</sup> June 2014**

**Agenda Item:**

**Contact Officers: Craig Jordan / Maxine Turley**

**Telephone: 01543 308202; 308206**

**SUBMISSION BY ECONOMIC GROWTH, ENVIRONMENT & DEVELOPMENT CABINET  
MEMBER**

**TOWNSCAPE HERITAGE (TH) PROGRAMME FOR FAZELEY AND BONEHILL**

**1. Purpose of Report:**

- 1.1 The purpose of this report is to inform members about the development of a Townscape Heritage (TH) Programme.
- 1.2 To outline the justification for a TH within the conservation area of Fazeley and Bonehill.
- 1.3 Note the requirement under Section 12.7e of the District Council's Financial Rules (Updated Jan 2014), to seek any grant funding equal to or above £50,000 approval will need to be sought from Cabinet.

**2. Summary of Policy Development:**

**What is a Townscape Heritage Programme (TH)?**

- 2.1 The Heritage Lottery Fund (HLF) sustains and transforms a wide range of heritage through innovative investment in projects with a lasting impact on people and places.
- 2.2 Townscape Heritage (TH) is one of a number of funding programmes administered by the HLF. The aim of a TH programme is to regenerate economically disadvantaged historic areas by promoting and encouraging investment in under-used and neglected historic buildings located within conservation areas. Under a TH programme a "common fund" of pooled resources is made up of various sources of funding, including a contribution from HLF. These funds are used by the project's managing partnership to make grant awards to support a series of individual projects and activities that together make up the TH programme.
- 2.3 Funding is made available to property owners to undertake the repair, reinstatement and conservation of buildings with architectural and historic interest. Buildings owners can apply to the managing partnership for funding to improve their properties. The managing partnership will include representatives from Lichfield District Council (Ward Councillors), Lichfield District Council Officers (dependant on expertise required) and Fazeley Town Council (Town Councillors). Depending on the scope of the work, a percentage of the costs are provided from the 'common fund', the remaining funding gap is met by the owner. Through a TH programme there is also the opportunity to invest in and transform spaces within the public realm.

- 2.4 A TH programme is also outcome focused and will therefore require the development of a detailed programme of activities which aim to engage people with heritage and to increase access to training and skills.
- 2.5 The completion of the physical improvements and TH prescribed outcomes will have a number of positive effects to a TH area which could include increasing investor confidence in the area leading to improving economic viability, up-skilling of the local community enabling access to work or further training, a reduction in the number of buildings at risk and securing the long term sustainability of the conservation area.

### **Fazeley and Bonehill Townscape Heritage Area**

- 2.6 Following an assessment of the TH criteria it is felt that Fazeley and Bonehill Conservation area should be considered for the establishment of a TH programme. This is on the basis that:-
- a) The Fazeley and Bonehill Conservation Area has been considered 'at risk' since 2009 and covers two former industrial settlements and including areas affected by social and economic deprivation. Although the area's industrial heritage is still plainly evident, many of these remaining buildings have suffered from neglect and lack of maintenance evidenced by the amount of buildings considered 'at risk'. Fazeley Parish has 12 listed buildings of which 6 are considered 'at risk', and one as vulnerable, the largest concentration of 'at risk' buildings within the District. The deteriorating condition of the public realm and the historic buildings coupled with a number of these landmark buildings being vacant and unused, is eroding the character and appearance of the area.
  - b) The Fazeley and Bonehill Conservation Area Appraisal completed in January 2011 identified a wealth of existing conservation heritage. A key action identified within the Management Plan section of the Appraisal is a commitment that the Council will work closely with the local community and funding providers to identify any possible projects/funds that could be used to repair historic buildings and replace lost architectural features.
  - c) As part of the development of the Local Plan, in 2011 a significant consultation was undertaken with key stakeholders and the local community to develop a Rural Masterplan for five key rural settlements with the District, Fazeley being one of these settlements. The consultation revealed that the community valued their heritage but thought that its condition suggested the area was derelict and uncared for.
  - d) In January 2013 the District Council was successful in securing English Heritage 'Heritage at Risk' pilot funding to complete a full survey of listed buildings in both Lichfield District and Tamworth Borough. The completion of a comprehensive heritage at risk survey is fundamental to justifying the conservation need within the proposed TH area.
  - e) Policy Faz1 of the emerging Local Plan Strategy supports enhancements to the physical environment and also initiatives that bring derelict buildings back into use.
  - f) The presence of both Bromford Homes and the Canal & River Trust in the proposed area means that their established structures and expertise can be drawn upon to develop a co-ordinated skills, training and volunteer programme as part of the application.

## **Consultation**

- 2.7 A representative from English Heritage has visited the area and confirmed support for a TH application.
- 2.8 Representatives from the HLF have visited the area and met with Officers. They have confirmed they would welcome a TH application for the area.
- 2.9 Consultation has been undertaken with Fazeley Town Council and members of the Fazeley Agency meeting.
- 2.10 Ward members have been kept informed as the project has developed.
- 2.11 The following organisations have been engaged in the project development process, Bromford, Canal & River Trust, the Peel Society, Drayton Manor, Lichfield Civic Society, Heritage Skills Hub, English Heritage, Architectural Heritage Trust, Chamber Divisional Council, and the Lichfield and Tamworth Business Economic Partnership.
- 2.12 The relevant property owners and traders will be consulted via a letter and short questionnaire once approval has been given by Cabinet to submit a Round 1 Application.

## **3. Community Benefits**

- 3.1 Conservation led regeneration has the potential to make a significant contribution to creating a vibrant and economically sustainable town centre for Fazeley, helping to create a sense of place and by promoting new economic uses for historically important buildings.
- 3.2 In partnership with Bromford and the Canal & River Trust a skills package will be developed, providing Fazeley residents with the opportunity to take part in structured training activities with the aim of developing new skills.
- 3.3 Part of the proposed Delivery Phase is to refurbish the War Memorial located in the public square.
- 3.4 The activity element of the TH programme will provide opportunities for the community to learn about their heritage, volunteer and directly engage with their shared heritage.

## **4. Recommendation**

- 4.1 That the Committee notes the contents of the report.
- 4.2 That the Committee supports the programme and recommends that Cabinet approve the submission of an application to the HLF for a TH in Fazeley and Bonehill conservation area.

## **5. Financial Implications**

- 5.1 On 24<sup>th</sup> February 2014, Full Council approved the Capital Programme which included an allocation of £34,000 from the Historic Buildings Grant towards the Fazeley and Bonehill TH programme.
- 5.2 Under the HLF 'Grant Criteria', applications under £1 million require only 5% match funding. The grant request to the HLF for Fazeley and Bonehill will remain below this threshold.

- 5.3 The HLF's TH grant is a two-round process, and between the Round 1 and Round 2 applications there is a Development Phase which can last up to 12 months.
- 5.4 Round 1 is for outline funding applications which contain the broad justification for the proposed TH programme and include funding requests for both the Development and subsequent Delivery phases. If the Round 1 application is successful, then 95% of revenue costs incurred during the Development Phase would be met by the HLF. This resource is made available to support the development of the detailed Delivery Plan, which is the Round 2 submission. The scope of the Development Grant request could for example include 95% of the officer costs (new post or extension of existing but not the replacement of an existing resource) and consultants' time. Full Council previously approved £34,000 from the Capital Programme to support the TH programme which will be used to support both the Development and Delivery phases.
- 5.5 In addition and on the assumption that the Round 1 application is successful, as part of the Development Phase it will be necessary to identify the "match funding" to support the Delivery Phase of the TH programme. The HLF application guidance notes state that "match funding" can be made up of cash, volunteer time, non-cash contributions, or a combination of all of these. However, some of the partnership funding must be from the applicant's own resource. Efforts will be made to draw together a range of options for funding. Full Council previously approved £34,000 from the Capital Programme to support the TH programme which will be used to support both the Development and Delivery phases. No further requests will be made for funding from the Capital Programme. Other funding options include the Greater Birmingham and Solihull Local Economic Partnership, Stoke and Staffordshire Local Economic Partnership, Coalfield Regeneration Trust, Bromford (in kind) and Fazeley Town Council (in kind). Cabinet's approval for the Round 2 submission will be sought prior to its submission, and at that time the detailed financial information will be set out.
- 5.6 The deadline for the submission of Round 1 applications is 31<sup>st</sup> August 2014. The outcome of the Round 1 applications should be known by December 2014. The HLF allow 12 months development for the Round 2 application and once submitted take 3 months to assess the application before it is considered by its Committee. It is currently envisaged that if the Round 1 and Round 2 applications were successful, work would commence in 2016. If approved, the TH Programme would run for a total of five years with the common fund being offered to eligible properties within the first three years and all work being completed and claims paid within five years. Further reports will be provided for this Committee as the project progresses.
- 5.7 The current financial profile of the project is as follows:

<b>Spend</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>	<b>2019/20</b>	<b>2020</b>	<b>TOTAL</b>
Total spend	£92,000	£178,000	£430,000	£359,000	£140,000	£360,000	<b>£1,559,000</b>
<b>Funding sources</b>							
HLF	£87,000	£111,000	£267,000	£223,000	£87,000	£187,000	<b>£962,000</b>
Council Capital (approved)	£5,000	£4,000	£9,000	£7,000	£3,000	£6,000	<b>£34,000</b>
Other	£0	£38,000	£93,000	£78,000	£30,000	£65,000	<b>£304,000</b>
Private	£0	£25,000	£61,000	£51,000	£20,000	£43,000	<b>£200,000</b>
<b>Total</b>	<b>£92,000</b>	<b>£178,000</b>	<b>£430,000</b>	<b>£359,000</b>	<b>£140,000</b>	<b>£301,000</b>	<b>£1,500,000</b>
Additional Revenue implications	£0	£0	£0	£0	£0	£0	<b>£0</b>



- 5.8 The TH project requires an exit strategy and the following elements will be put in place to ensure that revenue implications to the Council have been considered:
- There is currently no formal business group within the locality. As an exit strategy the TH project will provide the forum for a local business/traders group to evolve with the support of the Lichfield Economic Development Officer.
  - The skills and training package will continue through agreements between Bromford and the Canal and River Trust to provide training and volunteering opportunities within Fazeley and Bonehill.
  - A Third Party grant agreement will be entered into with the building owner which would include grant conditions such as how the works are procured, how the grant is paid, insurance requirements, grant repayment and to ensure that the building remains in good order in the future, a provision that the building will be maintained in good repair and condition when the works have been completed.

## **6. A Plan for Lichfield District Implications**

- 6.1 The TH funding will enable part of the vision and Policies Faz1 and Faz3 in the emerging Local Plan Strategy for Fazeley, Mile Oak & Bonehill to be achieved.
- 6.2 The funding will allow a number of the actions identified in the Fazeley and Bonehill Conservation Area Appraisal and Management Plan (January 2011) to be delivered.
- 6.3 The TH programme would deliver against all three themes of the Plan for Lichfield District, 'We'll support people', 'We'll shape place' and 'We'll boost business'.

## **7. Sustainability and Carbon Reduction Issues**

- 7.1 The buildings considered to be 'at risk' are not sustainable in their current state. It is only by investing in their infrastructure through appropriate repair and reinstatement work that their future can be secured.
- 7.2 The Conservation Area is considered to be 'at risk', and therefore not sustainable in the long term. During the Delivery Part of the scheme there will be the opportunity to deliver a programme of audience development and community engagement. Raising the historic profile of the locality and its importance will help to engender wider ownership of the heritage and the Conservation Area.
- 7.3 Both the HLF and English Heritage recognise the essential relationship between the economic vitality and prosperity of an area and the condition of its buildings. Improvements to the built fabric will result in a more sustainable local economy.
- 7.4 The economic prosperity of residents of Fazeley will be addressed through the delivery of training and skills element.
- 7.5 One of the requirements of the HLF is that TH investment will enable environmental impacts to be reduced. As part of the Delivery of the scheme it is proposed that a number of guidance notes will be compiled for property owners. The scope of these notes will include work specification requirements ensuring any work carried out to buildings for which a grant is being sought will be carried out using materials and workmanship in accordance with good conservation practice. Energy and the use of construction materials will be of particular priority.

## **8. Human Rights Issues**

- 8.1 None.

## 9. Crime and Community Safety Issues

- 9.1 Any future improvements brought forward through a TH programme will be designed to comply with “Secure by Design” principles.

## 10. Risk Management Issues

Risk	Likelihood/Impact	Risk Category	Countermeasure	Responsibility
Failure to meet Round 1 application deadline	Low/medium	Strategic	Officer resource from within Democratic Development and Legal Services has been made available. An Officer Working Group has been created to ensure the process of developing and writing the application is not dependant on any individual officer.	Implementation Team
Failure to secure Round 1 approval from HLF	Medium	Strategic	Examples of TH programmes have been visited to gain an understanding of what is required to develop a successful TH. Have regular dialogue with the HLF prior to submission. The development of partnerships with other service providers will add robustness to the application and proposed delivery mechanism.	Implementation team
Failure to attract sufficient “match funding” resources to support Round 2 application	Medium/High	Strategic	Start the process of sourcing match funding early. Expressions of interest have already been submitted to GBSLEP and SSLEP. Seek advice from relevant heritage support organisations to identify grant funding options.	Implementation Team

			Ensure that the bidding criteria of identified match funding options can be met before undertaking work to develop applications.	
Insufficient District Council officer capacity to fully support the development of Round 1 and Round 2	Medium/High	Strategic/Financial	Ensure all opportunities for claiming grant funding to support the development of the Round 2 application are taken, resulting in increased resource.	Implementation Team
Partners commitments outlined within applications are withdrawn	Medium/High	Strategic/Financial	Partnership Agreements will be completed as part of the Development Stage of the Project.	Implementation Team
Failure to secure the support of property owners for the TH Programme.	Medium/low	Strategic	Engagement and promotional activity will take place at appropriate times within the grant application process. Opportunities to link to the District Council's wider Economic Development support service will be encouraged as part of the engagement process with traders.	Implementation Team
The application process will raise expectations in the area. If the application is not successful there may be a risk to LDC's reputation	Medium	Corporate	All communication with external stakeholders will be clear that the funding is secured via a competitive bidding process. Timely communication with external stakeholders.	Implementation Team

### Background Documents:

1. Lichfield District Local Plan: Strategy (as submitted March 2013), Main & Other Modifications (February 2014) & Core Document List.
2. The Fazeley and Bonehill Conservation area Appraisal.

Important web links

[www.lichfielddc.gov.uk/localplan](http://www.lichfielddc.gov.uk/localplan)

[www.lichfielddc.gov.uk/localplanexamination](http://www.lichfielddc.gov.uk/localplanexamination)  
[http://www.lichfielddc.gov.uk/downloads/file/4058/fazeley\\_and\\_bonehill\\_conservation\\_area\\_appraisal\\_and\\_management\\_plan](http://www.lichfielddc.gov.uk/downloads/file/4058/fazeley_and_bonehill_conservation_area_appraisal_and_management_plan)

*R. K. King*

Report checked and approved:

-----  
Strategic/Corporate Director

**SUBMISSION TO ECONOMIC GROWTH AND DEVELOPMENT (OVERVIEW AND SCRUTINY)  
COMMITTEE**

**Date: 4<sup>th</sup> June 2014**

**Agenda item: 12**

**Contact officer: Richard King**

**Telephone: 01543 308060**

**REPORT OF THE CABINET MEMBER FOR ECONOMIC GROWTH AND DEVELOPMENT**

**END OF YEAR PERFORMANCE OVERVIEW 2013/14**

**1. PURPOSE OF THE REPORT**

- 1.1 To advise Members of progress against the activities and projects set out in the District Council's One Year Action Plan for 13/14 which are relevant to the terms of reference of this Committee. Statistical information (key performance indicators) relating to activity where relevant is also included. Both the narrative report and the related statistics reflect performance as at 31<sup>st</sup> March 2014.
- 1.2 Members are invited to raise questions and comment (or where appropriate, request a more detailed report).

**2. BACKGROUND AND RATIONALE**

- 2.1 Each year, the District Council produces a One Year Action Plan which sets out the key activities and projects, measures and targets that the Council intends to deliver over the coming twelve months. The Plan is considered by Council each year in February at the same time that the budget is approved.
- 2.2 The One Year Action Plan itself is a product of the discussions which take place each autumn when Member Panels consider the Service Plans produced by teams across the Council. Members can use this as an opportunity to influence the direction of travel for the coming year and in some cases use the result to influence the Work Programme of the Overview and Scrutiny Committee. End of year performance against the One Year Action Plan 13/14 which relates to this Committee is attached at **Appendix A**.
- 2.3 A composite of all the performance reports from the four Overview and Scrutiny Committees will be provided to Cabinet in July 2014.

**3. PERFORMANCE HIGHLIGHTS**

- 3.1 This Committee has contributed to several of the activities and projects which feature in the 13/14 Action Plan including:
- Progressed work on the Lichfield Local Plan: Strategy to the point where the Inspector will shortly be considering proposed modifications and preparing his final report.
  - Completed and opened the Friary Outer Car Park and housing development in Lichfield
  - Contributed to work in respect of safeguarding and strengthening High Street activity in Lichfield and Burntwood, including supporting the Lichfield Town Team and Burntwood Business Crew in taking their respective ambitions forward.
  - Continued to support the local economy and local businesses through the work of the Lichfield and Tamworth Business and Economic Partnership (BEP)

- Promoted the interests of the District via both the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) and the Stoke and Staffordshire LEP (SSLEP)
- Continued with the Council's commitments to seeing further growth and development of Lichfield and Burntwood as key service centres, including taking forward proposals for a Business Improvement District (BID) for Lichfield City
- Worked with numerous local communities to advise and guide on the preparation of neighbourhood plans
- Working with partners made good progress in taking forward detailed aspects of the Mercian Trail
- Carried out a range of events to promote and publicise opportunities for visitors to access heritage and tourism services and facilities within the District

**4. RECOMMENDATION**

4.1 Members are requested to consider and comment on the performance report overview for 13/14 which is attached at **Appendix A**.

**5. COMMUNITY BENEFITS**

5.1 The effective scrutiny of performance reports and data drives performance improvement leading to direct benefits for the community through improved services and value for money based on achieving key priorities.

**6. FINANCIAL IMPLICATIONS**

6.1 None arising directly from this report; the Portfolio outturn at September 2013 was within budget. A more detailed report on the corporate outturn position for 2013/14 will be considered in the Money Matters report which will be presented to Strategic Overview and Scrutiny Committee in September and Cabinet in October 2014.

**7. PLAN FOR LICHFIELD DISTRICT IMPLICATIONS**

7.1 The report identifies some of the key areas of achievement during 13/14.

**8. CRIME AND COMMUNITY SAFETY ISSUES**

8.1 None.

**9. RISK MANAGEMENT ISSUES**

Risk Description	Likelihood / Impact	Status	Risk Category	Countermeasures
Information provided to Members is too 'high level' and inadequate for robust scrutiny	Medium / medium	Material	Reputation	Members can request further details or a separate report on any item referred to in the report.  The Cabinet Member, Director and Service Managers are in attendance at the O&S meeting and can elaborate on the content of the report

**A Plan for Lichfield District - 2013/14 One Year Action Plan**

**Performance Report to Economic Growth, Environment & Development (Overview and Scrutiny) Committee**

The purpose of this report is to update Members on progress achieved against the activities and projects set out in the District Council's 2013/14 One Year Action Plan and to invite questions and comment (or where appropriate, for members to request a more detailed report). This report contains only those actions and projects that relate to the areas covered by this Committee

✓	<i>On Target</i>
=	<i>In Progress</i>
X	<i>Behind Target</i>

Activities and Projects 2013/14	Measures and Targets 2013/14	On Target ✓ = X	Current Performance (including comparative data where available)
<b>Strategic Theme: Shaping Place</b> <i>A district where people love to live work and visit with a high quality residential, community and commercial environment</i>			
<b>Long Term Outcome: We'll enhance and protect the District's built environment assets, its historic environment, open spaces and local distinctiveness</b>			
Progress Local Plan including principles of sustainable development and the protection of key built and natural environmental assets <sup>1</sup> management plans <i>(Councillor Pritchard)</i>	Plan submitted to Secretary of State by spring 2013  Plan adopted - autumn 2013	✓  X	The Local Plan Strategy was submitted for Examination in Public on 22 <sup>nd</sup> March 2013  The Examination in Public is ongoing. Hearing sessions took place in June/July 2013 and our Inspector's initial findings were received on 3 <sup>rd</sup> September. The findings require the District Council to make a number of 'main' modifications to the submitted Local Plan Strategy. A 6 week consultation on these modifications commenced in February 2014 and ended on March 20 <sup>th</sup> 2014. Representations have been received and these together with LDC comments will be forwarded to the Inspector by 2 <sup>nd</sup> May. The Inspector is to determine the next steps – this could be to report on his findings or re-open hearings to consider representations to the modifications and then report at a later date. Separately, a legal challenge was received to the Plan in March 2014 and the Council is seeking to defend this with Court hearings set for 1 <sup>st</sup> and 2 <sup>nd</sup> July 2014.
Consult with villages of Hints, Haunton and Fradley Junction in the production of Conservation Area Management Plans <i>(Councillor Pritchard)</i>	Plans approved by December 2013	✓	Consultation was undertaken on draft Conservation Area Appraisals and Management Plans and results of the exercise were reported to 13 <sup>th</sup> November Environment and Development (Overview and Scrutiny) Committee and subsequently to Cabinet on 3 <sup>rd</sup> December and Council on 10 <sup>th</sup> December where they were formally ratified. There are currently 3 more conservation area appraisals and management plans in draft form for Mavesyn Ridware, Hamstall Ridware and Elford.
Produce new Development Services Enforcement Plan <i>(Councillor Pritchard)</i>	Enforcement Plan in place by autumn 2013	✓	Enforcement Plan approved and in operation.

<sup>1</sup> Note the Local Plan is fundamental to achieving all of the Place outcomes





Activities and Projects 2013/14	Measures and Targets 2013/14	On Target ✓ = X	Current Performance (including comparative data where available)
<b>Long Term Outcome: We'll reduce carbon emissions and promote energy efficiency and renewable energy within the home &amp; workplace.</b>			
Adopt Sustainable Development Supplementary Planning Documents (SPDs) <i>(Councillor Pritchard)</i>	<p>As part of a package of SPD's alongside the Local Plan, the following Documents approved by December 2013:</p> <ul style="list-style-type: none"> <li>• Historic environment</li> <li>• Sustainable development</li> <li>• Rural development</li> <li>• Biodiversity</li> <li>• Trees and woodland</li> </ul>	=	<p>Good progress has generally been made on all SPDs. The Trees and Landscape SPD has been out for consultation. The Biodiversity SPD is due to follow shortly. Members are reminded that due to work pressures and changes in timetabling of the Local Plan (of which the SPD need to relate) the overall deadline for agreeing and approving the range of SPD's has been put back.</p> <p>The first part of a draft document has been agreed by the Task Group but the intended completion of a full draft for consultation of this document has been put back to late Summer 2014, in line with the revised Local Plan adoption timetable.</p> <p>Continuing work on the draft document. The intended completion of a draft for consultation of this document has been put back to late Summer 2014, in line with the revised Local Plan adoption timetable.</p> <p>Background work continuing on a range of topic areas including rural workers dwellings and re-use of rural buildings. Also noting the SCC publication 'Staffordshire Rural Strategy' and implications for SPD. A draft SPD to be prepared for consultation later in 2014 taking account of Local Plan timetable.</p> <p>Public consultation draft in final stages of preparation for approval by members' task group prior to public consultation.</p> <p>Public consultation period on the approved draft SPD has now ended. Comments received to be considered by the Task Group (summer 2014) and where appropriate incorporated into the final document, prior to the SPD being considered for adoption by O &amp; S Committee. Timescale for adoption dependent upon the Local Plan.</p>
<b>Strategic Theme: Boosting Business and our Economy</b> <i>A district where businesses and enterprise can flourish and there is a vibrant local economy</i>			
<b>Long Term Outcomes: We'll grow our local economy with an improved retail offer in both Lichfield and Burntwood and encourage a spread of sectors with more high-quality manufacturing and service sector jobs</b>			
Work with local businesses and traders to develop proposals for the use of funding allocated by the government as part of the High Street Innovation Funding initiative <i>(Councillor Pritchard)</i>	Action plan for Lichfield city developed and delivery commenced	✓	Lichfield Town Team has been investing the High Street Innovation fund on the priorities identified by businesses at the city traders events and through the Lichfield Town Team monthly meetings. The key areas are: better marketing of the city's lifestyle offer through a new brand and website, advertising on public transport, new city events, and improved navigation around city-heritage assets. Key deliverables include a new city map, a new mobile website <a href="http://www.inspiringlichfield.co.uk">www.inspiringlichfield.co.uk</a> , new signage, a new events fund and more. A feasibility study into a Business Improvement District (BID) has also been funded and delivered. The bulk of the

Activities and Projects 2013/14	Measures and Targets 2013/14	On Target ✓ = X	Current Performance (including comparative data where available)
<p>Progress schemes identified in the Council's Capital Programme and support Lichfield District Venture led schemes and those of external partners (Councillor Pritchard)</p>	<p>Developments delivered to budget and on time including:</p> <ul style="list-style-type: none"> <li>• Friary Car Park by spring 2013</li>   <li>• Friarsgate</li>   <li>• Repair of city centre paving scheme by March 2014</li> </ul>	<p></p> <p>=</p> <p>=</p> <p>=</p>	<p>remaining High Street Innovation Funds is being invested in developing a potential BID further through a partnership with the Greater Birmingham Chambers of Commerce. For more detail see below or visit <a href="http://www.lichfieldbid.co.uk">www.lichfieldbid.co.uk</a>.</p> <p>In Burntwood a new traders forum called the Burntwood Business Crew has been formed and is mirroring the role of the Lichfield Town Team. Through regular monthly meetings, the forum has identified key projects they wish to invest the High Street Innovation funding in. So far this has included £5,000 towards improvements to Ryecroft shopping area car park (part of a £12,000 scheme which included external funding from Burntwood Town Council, the JOG and Staffordshire County Council). Other projects underway include new town centre signage (awaiting costs from SCC Highways), a new events fund, and implementing the <i>Totally Locally</i> scheme, which promotes the economic benefits of buying local.</p> <p>Shop vacancy rates in both centres are monitored on a six monthly basis. The January 2014 study showed both performing better than the national average (12.2%) with 8.3% for Lichfield City and 9.8% for Burntwood Town Centre. The results of these studies will be routinely submitted for consideration by the Town Team, the Business Crew and the BEP. Town Centre vitality and viability will be factored into the BEP Business Plan under the Place Marketing/Town Centres theme</p> <p>The £14 million redevelopment of Friary Outer car park commenced in April 2012. The first phase of the regeneration scheme is now completed and provides 54 supported apartments for Bromford residents, six apartments that are 'affordable for sale' under shared ownership with Bromford Homes, and a new 400 space car park and public toilets, including a Changing Places facility, that are owned and run by Lichfield District Council. The second phase - a 79-bedroom hotel for Premier Inn - commenced construction in September 2013 and will be open in late Summer 2014.</p> <p>Work ongoing in partnership with Development Securities for the delivery of the Friarsgate scheme which will include new retail and leisure facilities, car parking, bus station, cinema and open space, linking in with the existing shopping centre and into the city centre. Anchor tenant secured with planning application submission by end Q1 2015 and start on site Q2 2016</p> <p>Ongoing negotiations are taking place with Staffs CC and suppliers/contractors to address issues.</p>

Activities and Projects 2013/14	Measures and Targets 2013/14	On Target ✓ = X	Current Performance (including comparative data where available)
	<ul style="list-style-type: none"> <li>Outstanding archaeological works (Cross Keys Car Park) by July 2013</li> </ul>	=	This action relates to the interpretation of archaeological works completed and recorded as part of the car park project. Interpretation of finds completed. Discussions on-going with partners to determine appropriate location to house artefacts.
<p>Prepare delivery plans on the back of the Lichfield and Tamworth Economic Strategy aimed at supporting the role of town centres (<i>Councillor Pritchard</i>)</p> <p>Prepare for the integration of incoming forces to DMS Whittington in support of the Armed Forces Community Covenant (<i>Councillors Greatorex and Pritchard</i>)</p>	<p>Plans developed for a town centre development serving Burntwood and businesses assisted through the High Street Innovation Fund</p> <p>Strengthen partnership with DMS Whittington</p>	<p>=</p> <p>✓</p>	<p>Discussions continue with the major landowners at Burntwood with a view to bringing forward suitable town centre development proposals. Market conditions have in part prevented a scheme(s) coming forward but it is hoped that an improved economic situation coupled with the dialogue with the key landowners will bring more positive results.</p> <p>On 1<sup>st</sup> April Councillors agreed to extend the development agreement with Development Securities PLC to allow more time for Development Securities to sign up more retailers and progress the plans.</p> <p>Councillor Derrick has taken on a liaison role with DMS Whittington to foster a close working relationship.</p>
<p><b>Long Term Outcome: We'll position the District as a good place to do business and maintain its position as one of the highest employment areas in the West Midlands by encouraging entrepreneurship, innovation, inward investment, wealth creation and skills development</b></p>			
<p>Work with the Lichfield and Tamworth Business and Economic Partnership, the Greater Birmingham &amp; Solihull and the Staffordshire &amp; Stoke Local Enterprise Partnerships to grow businesses and pursue economic growth (<i>Councillor Pritchard</i>)</p>	<p>Evidence of ongoing development of 'enterprise culture' including:</p> <ul style="list-style-type: none"> <li>Effective Business Networks Forum</li> <li>Quarterly Business Brief</li> </ul>	<p>✓</p> <p>✓</p>	<p>The Business Networks Forum (BNF) supported by the BEP and the Shared Economic Development Service led by Tamworth Borough Council on behalf of LDC, continues to operate successfully with input from a range of local business interests. The Forum acts as a vehicle for communicating key messages from local council's and other public sector bodies of relevance to business and allowing for business views to influence the development of policy and strategy.</p> <p>The Business Brief has now ceased as a publication in its previous hard-copy format, and been replaced by a web portal for businesses called <a href="http://www.bep4business.co.uk">www.bep4business.co.uk</a> features news, events and general business focused information. As of 12th May, the BEP website has had 1006 users since its launch last October. This is also supplemented by an active twitter feed @bep4business, with 433 followers and a Facebook page <a href="http://www.facebook.com/bep4business">www.facebook.com/bep4business</a> with 100 likes, with regular postings being sent out to promote business news, events and support in general. We are in the process of implementing a business CRM system, which, as well as allowing us to track any contact made with local businesses, will allow us to send monthly e-bulletins and other regular communications to local businesses using content generated from the BEP website. A comprehensive database of businesses</p>

Activities and Projects 2013/14	Measures and Targets 2013/14	On Target ✓ = X	Current Performance (including comparative data where available)
	<ul style="list-style-type: none"> <li>• Business events including 'Think Local for Business Exhibition' in November 2013</li> <li>• Lobbying for better broadband provision</li> <li>• Reinvigoration of Lichfield 'Town Team'</li> </ul>	<p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p>	<p>and available commercial property has also been sourced to support our communications to business.</p> <p>The shared service held three Think Local 4 Business shows in conjunction with East Staffordshire Borough Council. The first of the two shows in the BEP area was held at Drayton Manor hotel on 5<sup>th</sup> November and had 26 exhibitors, with circa 200 pre confirmed visitors. There were a number of seminars on the day, which were all positively received, and business support agencies present. A further show was held at Burntwood Leisure Centre on the 6<sup>th</sup> March 2014, with 21 exhibitors and 152 pre registered visitors.</p> <p>Through the Lichfield and Tamworth Business and Economic Partnership lobbying has been undertaken to ensure that the interests of businesses and residential owner/occupiers have been taken into account in the development of a Local Broadband Plan for Staffordshire and the subsequent issuing of a commission to BT. Dialogue with SCC continues.</p> <p>Throughout the year the Lichfield City High Street Innovation funding has been invested in a number of marketing schemes centred around the new 'Shop, Eat, Drink , Explore' brand.</p> <p>This has included the launch of <a href="http://www.inspiringlichfield.co.uk">www.inspiringlichfield.co.uk</a>, which is a desktop and mobile website, a new city mpa, back of bus advertising on routes from Birmingham International Airport, Stafford and Wolverhampton, new car park signage and more.</p> <p>In order to sustain long term investment in the city centre, the Lichfield Town Team recently commissioned a feasibility study into the potential for a Lichfield city centre Business Improvement District (BID). The study, carried out by consultant Michelle Baker of RegenManagement. It identified that if the 500+ businesses in the city centre supported a future BID and paid around 1.5% of their rateable value in BID levy, it could generate in excess of £250,000 every year to be spent on improvements chosen by businesses.</p> <p>Over five year's that would equate to £1.25 million added investment in the city centre. Cabinet approved the Town Team's decision to fund the remainder of the process with High Street innovation money in further developing the BID.</p> <p>This will involve further consultation with businesses through a service level agreement with the Birmingham Chambers of Commerce, which will see Michelle Baker developing the BID further in Summer 2014 - Spring 2015, leading up to a planned ballot for all rates payers in the BID boundary (vote expected early 2015).</p>

Activities and Projects 2013/14	Measures and Targets 2013/14	On Target ✓ = X	Current Performance (including comparative data where available)
	<ul style="list-style-type: none"> <li>GBSLEP and SSLEP Planning Charters fully implemented by December 2013</li> <li>Local impact of ERDF funded projects for start up support, business development and coaching and mentoring</li> <li>Local impact of Business Hub concept (GBSLEP) and business helpline (SSLEP)</li> </ul>	<p>✓</p> <p>✓</p> <p>✓</p>	<p>As Local Planning Authority Lichfield District Council has signed up to both the GBSLEP Planning Charter and the SSLEP Planning Chartermark aimed at making the planning system business-friendly and is implementing the various provisions within each. A review of the operation of the SSLEP Chartermark is currently taking place and a revised Concordat muted. This together with the implications for LDC will be reported to a future meeting of the Committee</p> <p>We have two schemes that we are running with ERDF support.</p> <p>The Business Development programme, offering grant funding to SME's of between £10,000 and £15,000 for 43.5% of an eligible project. Currently we have had 89 enquiries about this fund with 10 successful applications and approximately another 14 businesses who are eligible to apply and are working up applications forms. This has seen grant funding of circa £120,000 given to local businesses. The sister programme Great 200 leaders is a mentoring programme for business leaders. Currently there are 8 local businesses on this scheme.</p> <p>The Enterprise Start up programme is a business start up advice service offering mentoring and workshops for individuals across Southern Staffordshire. Currently there are 23 individuals involved from Licfield District on the programme, 19 pre start and 4 businesses receiving post start up support.</p> <p>Non ERDF funded services</p> <p>The Business Support Service known as Lichfield4business is a Service Level Agreement (SLA) funded by the Lichfield Strategic Partnership between April 2013 and June 2015. The delivery partner, BDS, of Lichfield has been monitored by the BEP, which gives progress reports to the District Board. At the time of its mid term report in March, Lichfield4business was performing on or above target in most areas and had delivered the following outputs: 121 business enquiries received, 37 advice visits to company premises and 46 people had attended management workshops. Nine jobs had been created either via start ups or via the development of an existing business. Sectors include Consultancy, Agriculture, Media, Photography and Recruitment. These and any subsequent jobs created by the service will be presented as case studies in the final report due in June.</p> <p>We have linked to the Greater Birmingham and Solihull Business Support Portal and Staffordshire Business Support helpline via the council website, as well as the new BEP business portal and liaise with both to provide details of relevant business support schemes and programmes and to ensure that the information provided to Lichfield businesses is as complete as possible. We have also joined the GBSLEP Enterprise Board to help shape the proposals for a Greater Birmingham Growth Hub,</p>

**Comment [j1]:** Need to update with current figures. Not sure we can get away with quoting figures for T&L without saying so ...

**Comment [j2]:** Need to update with current outputs to end of year.

Activities and Projects 2013/14	Measures and Targets 2013/14	On Target ✓ = X	Current Performance (including comparative data where available)
			and are also working closely with Birmingham Chamber to develop cross LEP proposals to ensure that the GBSLEP and SSLEP hubs cooperate and work effectively together.
<b>Long Term: We'll create a vibrant rural economy and encourage rural enterprise</b>			
Advising and guiding on the development of Neighbourhood Plans ( <i>Councillor Pritchard</i> )	Within existing capacity, support development of neighbourhood plans; Neighbourhood Area designation to be considered for:	✓	Parish Council's are progressing Neighbourhood Plans within the formally designated Neighbourhood Areas shown. Longdon, Wigginton & Hopwas and Armitage with Handsacre Parish Council's are also now progressing with Neighbourhood Plans. In total there are 11 designated areas intending to progress Neighbourhood Plans – Stonnall, Alrewas, Shenstone, Little Aston, Longdon, Wigginton and Hopwas, Armitage with Handsacre, Burntwood, Lichfield City, Whittington and Fisherwick, Wall. Further applications to become authorised neighbourhood areas have been submitted for Hammerwich, Fradley and Streethay. Lichfield District Council officers have been providing 'advice and guide' support to all the aforementioned Parishes. Further assistance, beyond 'advice and guide' has been provided to Stonnall, as a front-runner project.
	<ul style="list-style-type: none"> <li>• Alrewas</li> <li>• Little Aston,</li> <li>• Shenstone</li> <li>• Stonnall</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	

The following areas now fall under the remit of this Committee following changes agreed at Council:

Car Parking Management (including Enforcement)

Review our partnership with the Staffs. County Council to deliver Civil Parking Enforcement ( <i>Councillor Pritchard</i> )	Review completed and strategy approved by LDC Local Parking Board and Cabinet March 2014.	=	Review completed. SCC has given formal notice of termination to LDC and other partner Council's. Awaiting formal statement from SCC regarding their future proposals for implementation after this date.  Officers are preparing a detailed report for Committee/Cabinet consideration and working to provide possible options for alternative methods of enforcement for our off street facilities.
Install two electric vehicle charging points in Friary Car Park ( <i>Councillor I Pritchard</i> ) Introduce LED lighting in Friary and other car parks as appropriate ( <i>Councillor I Pritchard</i> )	Charging points installed and operational by summer 2013	✓	Installed and operational
	Installation completed and energy saving impact assessed by March 2014	✓	Installed and operational
Installation of Variable Messaging Signs for our car parks ( <i>Councillor I Pritchard</i> )	Installation of a maximum of 4 signs completed by March 2014	=	The business case for this project is currently being reviewed and detailed report being prepared for Councillors on this matter.

Prepare our car parking offer to support the opening of Debenhams <i>(Councillor I Pritchard)</i>	Multi storey car park ready for the opening of the store in spring 2013 (including new signage installed and charges reviewed)	✓	The Car park was ready for the opening of the store.
---	--	---	--

**Long Term Outcome: We'll build a more prosperous district through heritage, tourism, and culture and by encouraging the development of creative, visitor and leisure industries**

Work on Mercian Trail and promotion of the Hoard in order to underpin our wider ambition to position Lichfield District at the heart of Anglo Saxon England <i>(Councillor I Pritchard)</i>	Staffordshire Mercian Hoard Trail Partnership supported to secure the ongoing display of the Hoard in Lichfield Cathedral and wider regional and national marketing.	✓	We have helped to secure additional Arts Council funding into the Lichfield display which has seen an iPad interactive installed, workshops for volunteers, a crafting table, better signage and more. A new Mercian Trail leaflet has also been printed and has received very positive feedback. We continue to work through the partnership to improve regional marketing and will have commissioned Blue Sail, destination marketing specialists, through the Mercian Trail partnership to deliver a marketing strategy. This will be available for consultation in early July 2014.
Stage a range of events and festivities in our parks and urban centres including the 15th Lichfield Proms in Beacon Park, and the Heritage weekend <i>(Councillor Pritchard)</i>	Events successfully staged	✓	An extensive range of events was held in 2013 including a visit by HRH The Princess Royal to Beacon Park; the Lichfield Bower; Cars in the Park; Fuse; Fake Festival; Lichfield Food Festival; Heritage Weekend, Christmas Festivals and the best ever Lichfield Proms in Beacon Park. Lichfield Food will return in autumn 2014 and plans are also underway for 2014's Proms in Beacon Park and the Lichfield Heritage Weekend in September.
Prepare, adopt and implement the Lichfield City Centre Strategy and update the Lichfield City Centre Action Plan <i>(Councillor I Pritchard)</i>	Strategy produced by summer 2013 Tourist Information Centre relocated to St Mary's Heritage Centre by autumn 2013	✓	The TIC moved to St Mary's in the Market Square in July 2013. The centre has been renovated to improve the shop, TIC and coffee shop. This year has seen considerable improvements being made to the coffee shop standards and offer, as well as the introduction of a deli offer and gallery space. The management of the centre, via the partnership is being closely monitored during 2014, as is the financial performance, which still requires improvement. Considerable marketing activity is planned for summer 2014 that it is hoped will lead to an increase in footfall/sales.  The Lichfield City Centre Strategy is being developed in partnership with the Lichfield City Centre Development Partnership, of which the council is a key part. It is envisaged that the strategy will be available for consultation during summer 2014.
Approve and deliver Strategy to invest public arts fund <i>(Councillor I Pritchard)</i>	One new piece of public art installed by March 2014	✗	This has not progressed this year as envisaged. This will be driven forward in 2015.
Promote Lichfield and District to encourage greater visitor numbers <i>(Councillor I Pritchard)</i>	Annual Guide, website and Events Guides delivered  Marketing reach and partnerships widened, including with LEPS	✓  ✓	Two What's On events guides were delivered in 2013 and one has been delivered in 2014, with a second one planned. The annual Visitor Guide 2014 has been well received, and work is underway on the 2014/5 Groups guide.. The visitor guides are wholly covered by advertising income and this year's income figures exceeded last year's achievement.  We are working closely with both LEPS to drive forward the marketing opportunities for Visit Lichfield. We have helped to commission an agency to create a marketing/visitor economy strategy for the Greater Birmingham & Solihull LEP area which is currently out for consultation.