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8th June 2015

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 **TUESDAY 16th JUNE 2015 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), Mrs Baker-Thomas (Vice Chairman), Mrs Barnett, Mrs Boyle, Drinkwater, Mrs Eagland, Mrs Evans, Mills, Mosson, Rayner, Miss Shephard, Smedley and Mrs Stanhope MBE.

AGENDA

1. Apologies for absence
2. Declarations of Interest
3. To approve as a correct record the Minutes of the meeting held on the 12th March 2015 (copy attached)
4. Cabinet Forward Plan (copy attached)
5. Work Programme (copy attached)
6. Terms of Reference (copy attached)
7. Lichfield District Council & the Lichfield Business Improvement District (copy attached)
8. Rural Development Supplementary Planning Document (copy attached)
9. Fit for the Future Review - Car Parks Management (copy attached)
10. Review of Economic Development Service (to follow)
11. Update Report on Various Parking Matters (copy attached)
12. End of Year Performance Overview 2014/15 for Development Directorate (copy attached)
13. Townscape Heritage (TH) Programme for Fazeley and Bonehill (copy attached)

Briefing Papers to be issued separately:
Lichfield District Local Plan

*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
12th MARCH 2015**

PRESENT

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

An apology for absence was received from Councillor Mrs Richards.

(In accordance with Council Procedure Rule No.17 Councillors Pritchard and Wilcox attended the meeting).

DECLARATIONS OF INTEREST:

There were no declarations of interest at this point of the meeting.

MINUTES

RESOLVED: That subject to the inclusion of Councillor Leytham as being present, the Minutes of the Meeting held on 20th January 2015 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. Members asked some questions around off street parking and it was noted that it could be 2-3 months before a new agreement with Stoke on Trent City Council was completed. It was agreed that a Briefing Paper should be circulated by June 2015.

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

WORK PROGRAMME

The Work Programme had been circulated and considered. It was noted that there would be a new work programme for the forthcoming Municipal Year but there would continue to be certain standing items carried forward including Friarsgate and the Local Plan. In the light of the findings of the recent Peer Review Members expressed the need to look at how Overview & Scrutiny was carried out and the potential to change how the work programme was constructed. Members felt that there could be a possibility that the work programmes were more project driven with timescales included.

RESOLVED: That the Work Programme be noted.

CONSERVATION AREAS: ADOPTION OF ELFORD, HAMSTALL RIDWARE & MAVESYN RIDWARE CONSERVATION AREA APPRAISALS AND MANAGEMENT PLANS

The Committee received a report on the results of the consultation on the draft Elford, Hamstall Ridware and Mavesyn Ridware Conservation Area Appraisals and Management Plans, along with proposed additions to the Register of Buildings of Special Local Interest. It was noted that there had been a high amount of responses to the consultation.

Some Members felt that developers did not consider conservation as a priority and planning applications within conservation areas were submitted with no sympathy for the local area. It was asked if wording and ethos regarding development in conservation areas were carried through all policies including the Local Plan. It was noted that there was consistency between the Conservation Area Appraisals and the policies of the Adopted Local Plan and the guidance in the emerging Supplementary Planning Document (SPD) on the Historic Environment. Members agreed that a conservation area designation did not mean that development could not take place, but that it must preserve or enhance the character or appearance of the area.

RESOLVED: (1) That the results of the consultation be noted and Cabinet and Full Council be recommended to approve the final appraisal and management plans; and

(2) That the properties proposed for addition to the Register of Buildings of Special Local interest be noted and recommended to Cabinet and Council for approval.

TOWNSCAPE HERITAGE (TH) PROGRAMME FOR FAZELEY AND BONEHILL

The Committee received a report on the decision by Heritage Lottery Fund (HLF) in relation to the Round One Application for Fazeley and Bonehill Townscape Heritage programme.

It was reported that the Committee had previously given its support for an application to be submitted to the HLF and that the project included £34,000 of match funding from the Historic Buildings grant. The HLF had visited the application site in October 2014 where representatives were given a tour and met with District and Town Councillors along with other stakeholders.

In January 2015 the District Council had been informed that its application had not been successful. Whilst the HLF acknowledged the heritage importance of the area in question it had concerns relating to the deliverability of the project. It was reported that Officers had requested more detailed feedback so Members could be better informed when deciding what to do next.

Members enquired about the success or otherwise of other applications. It was noted that there had been three applications from the West Midlands area with only one relating to a resubmitted application for Dudley Town Centre being successful. Officers agreed to find out details of all schemes submitted to the HLF and to pass this information to Committee members.

Members agreed that detailed feedback from the HLF would be helpful in understanding fully the reasons for the application not being successful. It was noted that the Council

would need to be realistic and know that there would be a possibility of a successful application before committing to making a resubmission.

The Committee conveyed their thanks and gratitude to all the Officers involved in the application.

RESOLVED: (1) That the report be noted; and,

(2) That the Committee receive a further report providing detailed feedback from the HLF to allow consideration of potential further work relating to Fazeley and Bonehill Conservation Area.

PROGRESS ON SUPPLEMENTARY PLANNING DOCUMENTS (SPD)

The Committee received a report on the state of progress of Supplementary Planning Documents (SPDs) which had been formulated with the help of Member Task Groups.

It was reported that draft versions of the Historic Environment, Biodiversity & Development and Sustainable Design SPDs were ready to go out for public consultation if the Committee was minded to agree.

Members requested that executive summaries be used to help the public understand the documents. It was reported that these could be included although it should not be at the risk of people not reading the whole documents.

Members asked if copies of the SPD's would be sent to external agencies that have dealings with Planning including the County Council and Environment Agency and it was reported that such agencies would be notified of the availability of the documents as part of the consultation.

Members wished to thank all Officers involved in creating the SPDs and helped the Member Task Groups. The Chairman thanked the Committee and the Task group Chairmen for their commitment and work.

RESOLVED: (1) That it be agreed that the draft SPD's on Biodiversity, Historic Environment and Sustainable Design be published for the purposes of public consultation; and

(2) That the progress in bringing forward supplementary planning documents across the range of identified topics be noted.

REVIEW OF THE EFFECTIVENESS OF THE PROTOCOL FOR MEMBER ENGAGEMENT IN PRE-APPLICATION PLANNING DISCUSSIONS

Members received a report on the outcome of a review into the effectiveness of the protocol for Member engagement in the pre-application planning discussions after one year of its operation. It was reported that Members were asked to comment on the effectiveness of the protocol and a total of 10 responses were received with the majority making positive comments.

It was reported that some critical points were made about the protocol including the afternoon timing of the meetings which was not convenient for working Members; planning training for non-Committee Members which was not considered essential for pre-application meetings; Ward members being able to call-in a pre- application

proposals and the lowering of the range of housing numbers, as especially in rural areas, as proposals of this amount could have significant local impacts.

Members agreed that seven day notice of meetings was not enough to allow Members to make arrangements to attend and it was agreed to increase this to 14 days.

Members asked if neighbourhood plans would have an impact and whether Parish Councils could be involved in the meetings. It was reported that developers would have to take neighbourhood plans into account, and they were already encouraged to engage with Parish Councils as a next step after the pre-application meetings. It was noted that this allowed developers to iron out any issues before meeting Parish Councils.

There was some discussion around the number of dwellings required for Member engagement in pre-application discussions. It was noted that it was currently 50 dwellings, although it could be reduced for development in rural areas if considered locally significant or controversial. It was also noted that Officers, in consultation with the Portfolio Holder and Planning Committee Chairman/ Vice-Chairman, would determine if a reduced number of housing warranted Member engagement. Members felt this number should be reduced to 25 dwellings, with Officer discretion still allowed on schemes below this threshold if considered significant or controversial. Members felt this was a more appropriate number of dwellings, especially in rural areas.

Overall, the Committee felt the meetings were very useful and provided value for money by allowing many issues to be dealt with before an actual application was submitted.

RESOLVED: That approval of the protocol (attached at Appendix A) be recommended to the Planning Committee, subject to:

(1) The notice period for meetings being increased from 7 to 14 days; and

(2) The number of dwellings required for the protocol to be used be reduced from 50 to 25, with a review by this Committee in one year's time to the effectiveness of its operation..

LICHFIELD DISTRICT LOCAL PLAN: UPDATE

Members received an update on the Local Plan. It was reported that the District Council had formally adopted the Local Plan Strategy at the Full Council meeting on the 17th February 2015. A legal challenge had duly been received on the 19th February 2015 by the same body that had challenged the plan whilst it was being prepared. Members noted this and asked what the costs of the challenge would be to the Council. Officers could not say. It was noted that there was a six week period for any legal challenge to be submitted and the deadline for this was 1st April 2015.

It was reported that the Duty to Cooperate and cross boundary issues were ongoing with discussions with Tamworth Borough and North Warwickshire Borough Councils. Discussions were also continuing with Birmingham City Council and Cannock Chase Council and work with the GBSLEP regarding three key pieces of work to inform the development of the GBSLEP Spatial Plan.

Neighbourhood planning was discussed and it was reported that Stonnall had formally submitted its plan to the District Council and it was currently the subject of consultation.

It was noted by the Committee that a proposed Community Infrastructure Levy Draft Charging Schedule would be reported to Cabinet at its meeting on the 10th March 2015.

RESOLVED: That the update in relation to the Lichfield District Local Plan Strategy, Neighbourhood Plan preparation and work to progress the Community Infrastructure Levy be noted.

ACTIVITY AND PERFORMANCE INDICATORS 2015/16

Members received a report on the proposed activity and performance indicators for Development Services which would be reported to the Committee on a biannual basis.

Members felt that enforcement was an important area and requested a performance indicator in this area and it was agreed that it would be looked into.

Members requested current and past data on capacity to allow evaluation of the impact of reduced resources. Members also asked for historic performance indicators to be included.

RESOLVED: That the report 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 8.27pm)

CHAIRMAN

LICHFIELD DISTRICT COUNCIL

FORWARD PLAN

Issued: 08.06.2015

Effective for the Period 01.07.2015 – 31.10.2015

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 CABINET DECISION (PLEASE MARK KEY DECISIONS WITH AN ASTERIX) ^{(1) (*)}	CONFIDENTIAL YES/NO ⁽⁸⁾	DECISION EXPECTED TO UNDERTAKE ⁽²⁾	DECISION TO BE TAKEN BY AND DATE ⁽³⁾⁽⁶⁾	CONSULTATION ⁽⁴⁾ INCLUDING CONSULTATION WITH OVERVIEW & SCRUTINY (If no consultation has been undertaken please briefly explain why)	DOCUMENTS AVAILABLE ⁽⁵⁾	CONTACT OFFICER/CABINET MEMBER ⁽⁷⁾
*Review of the Financial Regulations and Contract Standing Orders	No		Audit Committee 24/06/2015			OFFICER: Mrs J Kitchen (01543) 308770 CABINET MEMBER: Councillor C Spruce (07879) 714003

* DENOTES KEY DECISION

MATTER FOR CABINET DECISION (PLEASE MARK KEY DECISIONS WITH AN ASTERIX) ⁽¹⁾ ^(*)	CONFIDENTIAL YES/NO ⁽⁸⁾	DECISION EXPECTED TO UNDERTAKE ⁽²⁾	DECISION TO BE TAKEN BY AND DATE ⁽³⁾⁽⁶⁾	CONSULTATION ⁽⁴⁾ INCLUDING CONSULTATION WITH OVERVIEW & SCRUTINY (If no consultation has been undertaken please briefly explain why)	DOCUMENTS AVAILABLE ⁽⁵⁾	CONTACT OFFICER/CABINET MEMBER ⁽⁷⁾
Future arrangements for Chairman's Car	No	The new arrangements for the Chairman's transport on the termination of the current car lease agreement	Cabinet 07/07/2015 Council 14/07/2015	Strategic (O&S) 9 Jun 2015	Options appraisal	OFFICER: Ms D Tilley (01543) 308001 CABINET MEMBER: Councillor M J Wilcox (01283) 791761
Fit for the Future Programme: Programme update and overview	No	To note progress of the Programme to date, approve the next phase of reviews, and endorse changes to programme governance arrangements	Cabinet 07/07/2015	This will be reported to the Strategic (Overview and Scrutiny) on 9 June 2015	Cabinet Report	OFFICER: Mr P Clarke (01543) 308251 CABINET MEMBERS: Councillor M J Wilcox (01283) 791761 Councillor C. Greatorex (01543) 416677

* DENOTES KEY DECISION

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End of Year Performance Report – one year action plan 2014/15	No	To note the report	Cabinet 07/07/2015	Consultation with all O&S Committees during June round of meetings	Outturn Report	OFFICER: Mrs H Titterton (01543) 308700 CABINET MEMBER: Councillor D Pullen 07877 105542
Strategic Plan 2016-2020	No	To note progress on developing the new Strategic Plan	Cabinet 07/07/2015	Consultation with Strategic O&S in June	Report	OFFICER: Mrs H Titterton (01543) 308700 CABINET MEMBER: Councillor D Pullen 078177 105542
Acceptance of Better Care Fund	No	Acceptance of Better Care Funding from Staffordshire County Council for expenditure on Disabled Facilities Grant	Cabinet 07/07/2015			OFFICER: Mr C Gibbins (01543) 308702 CABINET MEMBER: Councillor D Pullen 078177 105542

* DENOTES KEY DECISION

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*Business Improvement District	No		Cabinet 07/07/2015			OFFICER: Mr R King (01543) 308060 CABINET MEMBER: Councillor I. Pritchard
*Temporary accommodation review	Yes	To consider a final report on the review of temporary accommodation	Cabinet 07/07/2015	Report to be considered by CHH (O&S) 03/06/2015	Report to CHH O&S	OFFICER: Mr C Gibbins (01543) 308702 CABINET MEMBER: Councillor C Greatorex (01543) 416677
*To consider the appointment of Proper Offices for public health and disease control purposes	No	To appoint 7 named Proper Officers. To delegate this function for the future to the relevant Cabinet Member and the Strategic Director and amend the Constitution to reflect this.	Cabinet 07/07/2015	The report is in response to a request for amendment from Public Health England the only other interested party.	None	OFFICER: Mr G Davies (01543) 308741 CABINET MEMBER: Councillor C Greatorex (01543) 416677

* DENOTES KEY DECISION

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*Friarsgate	Yes	To agree the future actions regarding the Friarsgate Development including approval of amendments to the Development and Agreement and approval of the proposed plans by the Council acting as landowner.	Cabinet 07/07/2015	Via Environment and Development (Overview & Scrutiny) Committee		OFFICERS: Mr R King (01543) 308060 Miss H Cook (01543) 308252 CABINET MEMBERS: Councillor M Wilcox (01283) 791761 Mr I Pritchard (01543) 472732
Parks, Ground Maintenance & Countryside Review: Final Report	No	To note outcome of F4F Review	Cabinet 07/07/2015	Leisure, Parks & Waste Management (O&S) Committee	Previous report to Cabinet and O&S Committee	OFFICER: Mr N Turner (01543) 308761 CABINET MEMBER: Councillor A Smith (01543) 410685

* DENOTES KEY DECISION

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*Approval of CIL charging schedule for submission for examination	No	Approval for submission to examination	Cabinet 08/09/2015			OFFICER: Mr C Jordan (01543) 308202 CABINET MEMBER: Councillor I Pritchard (01543) 472732
District Board Notes	No	To note the notes of the District Board Meeting which took place in June	Cabinet 08/09/2015	None	Notes of the meeting	OFFICER: Mrs H Titterton (01543) 308700 CABINET MEMBER: Councillor D Pullen 07877 105542
*Housing services review	No	To consider a final report on the review of Housing Services	Cabinet 06/10/2015	Report to be considered by CHH (O&S) 07/09/15	Report to CHH O&S	OFFICER: Mr C Gibbins (01543) 308702 CABINET MEMBER: Councillor D Pullen 078105542

* DENOTES KEY DECISION

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*Safeguarding Policy	No	Approval of updated Policy	Cabinet 06/10/2015	Report to be considered by CHH (O&S) 07/09/2015	Report to CHH O&S	OFFICER: Mr C Gibbins (01543) 308702 CABINET MEMBER: Councillor D Pullen 07817 105542
*Annual Report on Exceptions and Exemptions Financial Regulations 2014/15	No		Audit Committee 07/10/2015			OFFICER: Mrs J Kitchen (01543) 308770 CABINET MEMBER: Councillor C Spruce (07879) 714003
Mid Year Performance Report – one year action plan 2015/16	No	To note the report	Cabinet 03/11/2015	Consultation with all O&S Committees during November/January round of meetings	Mid Year Progress Report	OFFICER: Mrs H Titterton (01543) 308700 CABINET MEMBER: Councillor D Pullen (078177) 105542

* DENOTES KEY DECISION

MATTER FOR CABINET DECISION (PLEASE MARK KEY DECISIONS WITH AN ASTERIX) ⁽¹⁾ ^(*)	CONFIDENTIAL YES/NO ⁽⁸⁾	DECISION EXPECTED TO UNDERTAKE ⁽²⁾	DECISION TO BE TAKEN BY AND DATE ⁽³⁾⁽⁶⁾	CONSULTATION ⁽⁴⁾ INCLUDING CONSULTATION WITH OVERVIEW & SCRUTINY (If no consultation has been undertaken please briefly explain why)	DOCUMENTS AVAILABLE ⁽⁵⁾	CONTACT OFFICER/CABINET MEMBER ⁽⁷⁾
*Non Domestic Rates – Discretionary rate relief	No	To approve changes to the existing policy	Cabinet 01/12/2015 Council 8/12/2015	This relief is at the discretion of Cabinet/Council and all Members will consider at its meetings.		OFFICER: Mrs J Kitchen (01543) 308770 CABINET MEMBER: Councillor C Spruce (07879) 714003
District Board Notes	No	To note the notes of the District Board Meeting which took place in November	Cabinet 01/12/2015	None	Notes of the meeting	OFFICER: Mrs H Titterton (01543) 308700 CABINET MEMBER: Councillor D Pullen 07817 105542
*Strategic Plan 2016-2020	No	To approve the Strategic Plan	Cabinet 09/02/2016 Council 23/02/2016	Consultation with Strategic O&S in November 2015 and January 2016	Final draft Strategic Plan	OFFICER: Mrs H Titterton (01543) 308700 CABINET MEMBER: Councillor D Pullen 07817 105542

* DENOTES KEY DECISION

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, Council a Cabinet Member alone, an Officer under Delegated Powers
 7. The Officer or Member who should be contacted regarding the matter under consideration.
 8. Indicate whether the report will be confidential.
- * Denotes Key Decision

MEMBERS OF THE CABINET

Leader of Cabinet
Deputy Leader of Cabinet and
Cabinet Member for Economy
Cabinet Member for Leisure
Cabinet Member for Health & Housing
Cabinet Member for Waste Management
Cabinet Member for Finance
Cabinet Member for Tourism
Cabinet Member for Community

Councillor M. J. Wilcox

Councillor I. M. P. Pritchard
Councillor A. F. Smith
Councillor C. Greatorex
Councillor I. M. Eadie
Councillor C. J. Spruce
Councillor Mrs H. E. Fisher
Councillor D. R. Pullen

MEMBERS OF THE COUNCIL

Allsopp, Mrs J A
 Awty, R J
 Bacon, Mrs N.
 Baker-Thomas, Mrs D F
 Bamborough, R. A. J.
 Banevicius, Mrs S W
 Barnett, Mrs S A
 Bland, Mrs M P
 Boyle, Mrs M G
 Constable, Mrs B L
 Constable, D H J
 Cox, R E
 Drinkwater, E N
 Eadie, I M

Eagland, Mrs J M
 Evans, Mrs C D
 Fisher, Miss B
 Fisher, Mrs H E
 Greatorex, C
 Hassall, Miss E A
 Humphreys, K P
 Leytham, D J
 Marshall, T
 Matthews, T R
 Mills, J
 Mosson, R C
 O'Hagan, J P
 Powell, J J R

Pritchard, I M P
 Pullen, D.R.
 Pullen, Mrs N I
 Rayner, B L
 Salter, D F
 Shepherd, Miss O J
 Smedley, D
 Smith, A F
 Spruce, C. J.
 Stanhope MBE, Mrs M
 Strachan, R W
 Tittley, M C
 Tranter, Mrs H
 Warfield, M A

White, A. G.
 Wilcox, M J
 Woodward, Mrs S E
 Yeates, A
 Yeates, B W

* DENOTES KEY DECISION

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

Item	16 Jun	23 Sept	27 Jan	16 Mar	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
Policy Development								
Terms of Reference	✓						Christine Lewis	

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

Item	16 Jun	23 Sept	27 Jan	16 Mar	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
<p>Local Plan – Strategy, Land Allocations and Monitoring.</p> <p>Associated Neighbourhood Plans and Community Infrastructure Levy</p>	*	✓	✓	✓	<p>To receive reports on the preparation and implementation of the Lichfield District Local Plan, associated Neighbourhood Plans and infrastructure delivery mechanisms</p> <p>The Lichfield District Local Plan when finalised and adopted will establish spatial policy for Lichfield District. An overarching Strategy has been adopted. A detailed land allocations document with development management policies is now scheduled to be prepared.</p> <p>To receive reports on progress with Neighbourhood Plans which are being prepared by designated neighbourhood areas.</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 including using developer contributions obtained under the Community Infrastructure Levy.</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	16 Jun	23 Sept	27 Jan	16 Mar	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
Sustainable Design – Supplementary Planning Document		✓			<p>To receive reports on the preparation of a Supplementary Planning Document related to sustainable design.</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 adopted Lichfield District Local Plan Strategy.</p>	Prepare a Local Plan including principles of sustainable development and the protection of key built and natural environmental assets	Maxine Turley	Cllr David Smedley
Biodiversity & Development – Supplementary Planning Document		✓			<p>To receive reports on the preparation of a Supplementary Planning Document related to Biodiversity and Development.</p> <p>The SPD would provide detailed guidance on what the District Council as Local Planning Authority seeks in terms of protecting, enhancing and creating nature conservation habitats linked to development proposals.</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	16 Jun	23 Sept	27 Jan	16 Mar	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>	<p>Portia Howe</p>	<p>Cllr Eric Drinkwater</p>
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>	<p>Heidi Hollins</p>	<p>Cllr Mrs Janet Eagland</p>

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

Item	16 Jun	23 Sept	27 Jan	16 Mar	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
Developer Contributions – Supplementary Planning Document		✓			<p>To receive reports on the preparation of a Supplementary Planning Document on Developer Contributions</p> <p>The SPD would provide detailed guidance on how developer contributions would contribute towards delivering key local infrastructure also also explain the relationship between CIL and S106.</p>		Clare Eggington	

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

Item	16 Jun	23 Sept	27 Jan	16 Mar	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
High Speed 2 – Phases 1 and 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 a second phase providing links to Manchester and Leeds</p> <p>The Government has confirmed its support 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. A Hybrid Bill was deposited in Parliament in November 2013 seeking the necessary approvals and is currently going through the House of Commons Select Committee stage. Proposals and consultation in respect of Phase 2 will be published in due course.</p>	<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</p>	Craig Jordan	
Conservation Area Appraisals and Management Plans				✓	<p>To receive reports relating to the preparation of Conservation Area Appraisals and CA Management Plans</p> <p>The Authority is under a duty to review its Conservation Areas to ensure they appropriately reflect their intended status.</p>	<p>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.</p>	Claire Hines	

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

Item	16 Jun	23 Sept	27 Jan	16 Mar	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
Performance monitoring	✓		✓		To consider the performance of the Directorate against the 14/15 Action Plan (June meeting) and the 15/16 Action Plan top 10 for Development (January meeting)	N/A	Richard King	TBA
Fazeley Townscape Heritage Scheme	✓				To receive a report on feedback received from the Heritage Lottery Fund regarding the bid for the 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	
Friarsgate Scheme		✓		✓	To receive updates on progress of the project	Work with developers to move forward the Friarsgate Shopping Centre Scheme	Helen Cook	

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

Item	16 Jun	23 Sept	27 Jan	16 Mar	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
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 District Economic Development Performance		✓			To receive update reports/briefing papers on the economic performance of Lichfield District in 2015/16.		James Roberts	
Review of The Lichfield District's 2015 Festivals and Events Programme and Preview of 2016 Programme				✓	To outline to the Committee the extent and success of the Lichfield District 2015 Festivals and Events Programme and to outline the proposed 2016 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 Development Service Review	✓			✓	To receive reports on a review of the Council's Economic Development Service		Richard King/Craig Jordan	

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

Item	16 Jun	23 Sept	27 Jan	16 Mar	Details/Reasons	Link to 2014/15 One Year Action Plan	Officer	Member Lead
Car Parks Management Review	✓			✓	To receive reports on a review of the Council's car parks management arrangements		Richard King/Craig Jordan	
Car Park Management	✓		✓		To receive reports and briefing papers on the operation of the Councils Car Parks and Car Parking Strategy. To receive reports and briefing papers on on-street Car Parking Enforcement following the transfer of responsibilities to Staffordshire County Council		John Roobottom	
Development Control Performance		*		*	To brief the Committee on Development Control performance		Claire Billings/Se an Coghlan	

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 & DEVELOPMENT
OVERVIEW AND SCRUTINY COMMITTEE**

Date: 16 June 2015

Agenda Item: 7

Contact Officer: Elizabeth Thatcher

Telephone: 01543 308781

SUBMISSION BY CLLR IAN PRITCHARD, CABINET MEMBER FOR ECONOMY

LICHFIELD DISTRICT COUNCIL & THE LICHFIELD BUSINESS IMPROVEMENT DISTRICT

1. Purpose of Report

- 1.1 To inform members of the work carried out by the Lichfield BID Steering Group to establish a Business Improvement District in Lichfield City centre.
- 1.2 To inform member of the financial impact of the proposed BID on Lichfield District Council.
- 1.3 To inform members of the timeline and key milestones for the BID.
- 1.4 To seek members support for providing an annual upfront payment to the BID of 80% of the annual BID income (See section 4 for more details).
- 1.5 To seek members support for voting in favour of the Lichfield BID as part of the ballot this July.

2. Summary of Policy Development

- 2.1 Over 20 city traders and business owners in Lichfield City centre have been working together to create a Business Improvement District (BID) through a newly formed BID Steering Group.
- 2.2 A BID is a business-led initiative that sees business-rate payers within a defined area, such as Lichfield City centre, vote to pay for an additional levy that is then used to deliver improvement projects and initiatives within the BID boundary – from marketing through to additional security measures. *See Appendix 1 to view the full list of projects the Lichfield BID will deliver.*
- 2.3 The proposed Lichfield City Centre BID would generate £200,000 or £1 million over five years for business-led projects and initiatives in the city centre.
- 2.4 The process of creating a BID for Lichfield City centre has been led by the BID Steering Group and Lichfield District Council has supported the steering group from a secretariat point of view, as well as entered into a service level agreement with the Birmingham Chamber of Commerce to appoint a BID Manager on behalf of steering group, utilising the High Street Innovation Funds awarded to the Lichfield Town Team.
- 2.5 The Council has also applied for and secured a small government funded BID loan, which will only be repaid by the BID Steering Group if the BID is successful.
- 2.6 The BID Steering Group is working to take a BID to ballot for Lichfield City Centre on 31 July 2015. This will be run by the Electoral Reform Society and, according to BID legislation, be funded by Lichfield District Council (£2,127). Lichfield District Council will also provide the returning officer for the BID ballot.
- 2.7 If the ballot is successful, the BID would impact Lichfield District Council in a number of ways:
 - The council is a business-rate payer and would be subject to a BID levy on each of its rateable properties, including car parks, up to a combined maximum of £10,000 per annum.
 - The council will also collect the BID levy on behalf of the BID for an agreed fee.
 - The council will also enter into a Memorandum of Understanding with the BID in relation to the services it currently provides within the BID boundary.

3. Community Benefits

- 3.1 The development of a BID supports the economic development of our Towns and City Centres which is highlighted as a key priority within A Plan for Lichfield District.
- 3.2 The BID has the potential to make Lichfield City centre more vibrant, increase footfall and customers and deliver new projects and city services that businesses have chosen.
- 3.3 There are close to 200 BIDs across the UK and a BID will give Lichfield City centre the budget other local BID towns already benefit from including Stratford-upon-Avon, Shrewsbury, Sutton Coldfield, Worcester, Leamington Spa and the thirteen BIDs in Birmingham.
- 3.4 A BID unites all businesses – nationals, independents, retailers, pubs, restaurants and the public sector together, with all businesses paying a levy (from as little as £100 a year) into a central pot of money that is managed by local businesses, funding the very projects local businesses choose.
- 3.5 Ultimately a BID enables traders to take control of their own trading environment and to deliver business-led initiatives within a defined area.
- 3.6 The BID will recruit a professional BID Manager to deliver the initiatives set out in the BID Business Plan and support businesses across the city to deliver economic development and growth. The BID will cover the full costs of this post.

4. Financial, service and resource implications

For businesses

- 4.1 The proposed BID levy for the majority of city businesses will be 1.5% of businesses' rateable value (RV). If businesses are based in serviced shopping areas, like Three Spires and Tudor Row, where they pay an additional fee for public realm services that are delivered by local authorities in other areas of the city (such as emptying public litterbins, public seating, CCTV) they will pay 1% of their rateable value.
- 4.2 Over half of all city businesses will pay £250 a year towards the BID. Large businesses including Tesco and Morrisons will pay a capped contribution of £3,000 a year towards the BID. Multiple rate payers (such as Lichfield District Council) will a maximum of £10,000 towards the BID. *See Appendix 1 (page 18) for an example of how much different businesses will pay – from micro business to large multi nationals.*
- 4.3 Whilst non-retail charities will receive a discount on their BID levy that mirrors their business rates discount, retail charities, such as charity shops, will not. This is based on the fact that retail charities operate in the same trading environment as other businesses and depend on a bright and lively high street to attract customers to their door and to spend money.

For services and service budgets

- 4.4 As a business rate payer in the designated BID boundary, Lichfield District Council will have a number of votes as part of the BID ballot.
- 4.5 As a multiple business rate payer, Lichfield District Council's levy will be capped at £10,000 per annum and currently stands at £7,488. This relates to our car parks, Bus Station Public Conveniences, the Bus Station (£4,488), and the district council house (£3,000).
- 4.6 There is also an impact on the authority in terms of delivering the BID ballot and the role of returning officer. It is a statutory requirement that the rate collecting authority must provide this service, much like any other local election. This can either be delivered in house or outsourced to the Electoral Reform commission for £2,127, plus the staffing costs for the BID Returning Officer (LDC officer). Due to available resources, the decision has been made to outsource the Lichfield City BID ballot to the Electoral Reform Society. The costs of the ballot cannot be recouped by the district council.
- 4.7 Following a successful ballot, Lichfield District Council and the Steering Group/successor organisation will be required to enter into a Memorandum of Understanding that is backed up by a number of Baseline Service Level Agreements.
- 4.8 The Memorandum of Understanding sets out how the council will interact with the Steering Group/successor organisation, including how it will communicate any service changes within the BID

boundary and how it will collect and transfer the BID levy it collects on behalf of the Steering Group/successor organisation.

- 4.9 The Baseline Service Level Agreements set out the services the council currently delivers within the BID boundary. They are not about negotiating a greater level of service provision. Baselines are used to make it clear to businesses that the BID will deliver added value by showing what is already delivered, and what the BID will add. They also ensure no duplication of effort. Baselines also allow local authorities to highlight to businesses their current level of investment.
- 4.10 Baselines are necessary because, by law, BIDs can only deliver additional services within the BID boundary and cannot replace services that are currently provided by a local authority. That said, the service level agreements do not prevent the councils from making changes to the services it delivers, but they do require the council to liaise closely with the Steering Group/successor organisation in order that the BID can respond in a timely fashion to any future service changes or enhancements.
- 4.11 The draft Baseline Service Level Agreements are currently being drafted and will be finalised following a successful ballot.

Cashflow implications of upfront payment

- 4.12 Cabinet members will be asked to approve in principle the upfront payment of 80% of the annual BID levy income to the Steering Group/successor organisation in September 2015.
- 4.13 The upfront payment of 80% will be a key decision for the council and will represent an upfront loan of approximately £156,800 to the BID (95% of estimated collectable levy of £206,000 multiplied by 80%), which will be recouped over the first term of the BID through the BID levy collected by the council. Billing regulations for BID levy are the same as for Business Rates and are therefore based on the Council's financial year (1 April to 31 March). This will mean that billing periods will not match BID financial years.
- 4.14 The 80% payment ensures the council is covered for bad debt provision on the BID levy it will collect throughout the following year. The payment is also relatively risk free as once a BID has been established, businesses are legally obliged to pay the levy, much like they are legally obliged to pay business rates.
- 4.15 This form of upfront payment is commonplace in BID areas and enables BIDs to deliver in year one. In areas where no upfront payment is made BIDs often struggle to deliver, as they are unable to raise purchase orders or guarantee payment and often face strict terms with suppliers as they are a new independent company with no financial track record.
- 4.16 The estimated cash flow forecast of the BID for the Council based on 95% collection performance is shown in the table below:

Date	Payments				Council Cash flow
	To the BID	VAT on Payment	Bid Levy	VAT from HMRC	
01/10/2015	£156,800	£31,360	(£16,333)		£171,827
01/11/2015			(£16,333)		£155,493
01/12/2015			(£16,333)	(£31,360)	£107,800
01/01/2016			(£16,333)		£91,467
01/02/2016			(£16,333)		£75,133
01/03/2016			(£16,333)		£58,800
01/04/2016			(£16,333)		£42,467
01/05/2016			(£16,333)		£26,133
01/06/2016			(£16,333)		£9,800
01/07/2016			(£16,333)		(£6,533)
01/08/2016			(£16,333)		(£22,867)
01/09/2016			(£16,333)		(£39,200)
01/10/2016					(£39,200)
01/11/2016					(£39,200)
01/12/2016	£39,200	£7,840			£7,840
01/01/2017					£7,840
01/02/2017				(£7,840)	£0
Total	£196,000	£39,200	(£196,000)	(£39,200)	£0

The key assumptions in the cash flow forecast are detailed below:

- The BID Income is estimated to be £206,000 per BID financial year (1 October to 30 September).
- The BID Income less contingency for possible non-collection of 5% is estimated to be £196,000 per BID financial year.
- The 80% initial payment is based on the lower sum of £196,000 and therefore is estimated to be £156,800 (76% of £206,000).
- VAT is paid on top of the £196,000 and is recovered from HMRC two months after the payment is made.
- The initial payment of 80% is made on the 1 October.
- Payments from BID participants are made in twelve equal instalments on the 1st day of each month (or the nearest date on a Bank Holiday).
- The balance of 20% is paid on 1 December of the following BID financial year.
- The cash flow cost to the council based on our budgeted rate for investments at 0.70% would be £350 per year (£850 based on 1.70% and £1,360 based on 2.70%).
- A neutral cash flow position for the Council based on an investment rate of 0.70% would result from a 58% upfront payment.
- These include the levy set against any council assets that are liable to business rates (max £10,000 per annum) and officer liaison time (approx 1- 2 days per month).
- It is important to note that a BID can be carried out with or without the support of the local authority and the financial impact would be the same.

For the revenues and benefits service

- 4.17 As Lichfield District Council will collect the BID levy on behalf of the council, the BID will have financial and staffing implications for the revenues and benefits team.
- 4.18 The charges for the administration of the BID levy can be recharged to the BID. This fee will be calculated to ensure that the costs involved in collecting and processing the BID levy are recouped by the council. It will also incorporate an allowance for recovery of outstanding BID levy.
- 4.19 In addition new BID levy software will need to be purchased, implemented and the Revenues and Benefits Team will need to be trained in its use post a successful ballot. This software is essential to collect the BID levy, and the cost of the software, training and implementation and the costs will be recharged to the BID board.
- 4.20 We are currently finalising the charges the council will make for carrying out this activity.

5. Strategic Plan Implications

5.1 The development of a BID supports the economic development of our Towns and City Centres which is highlighted as a key priority within A Plan for Lichfield District in the following themes:

- **We'll shape place – we'll ensure a cleaner, greener environment with high levels of environmental cleanliness and stewardship:** The BID may contribute to additional street cleansing and rubbish collection, in addition to activities such as enhanced festive lighting and city flowers.
- **We'll boost business – we'll grow our local economy with an improved retail offer in both Lichfield and Burntwood:** A BID's main aim is to boost the retail offer in the city centre and to support and encourage more businesses to locate to the area.
- **We'll boost business – we'll build a more prosperous district through heritage, tourism and culture by encouraging the development of creative, visitor and leisure industries:** A BID will add to the ongoing programme of events and see local heritage and arts organisations contributing to and supporting the BID activity.

6. Sustainability and Climate Change Issues

6.1 There are no sustainability and climate change issues identified.

7. Human Rights Issues

7.1 There are no human rights issues identified.

8. Crime and Community Safety Issues

8.1 One of the key projects proposed by the BID is the extension of the StoreNet/NightNet radio scheme and the recruitment of Night Angels to help marshal busy evenings in the city.

8.2 This proposed project has received the support of the police: *“Extending the Storenet and NightNet radio scheme, together with the addition of Night Angels, will really enhance the reputation of Lichfield as a safe place to visit. I wholly support the proposed projects and the Lichfield BID.”* Inspector Rachel Joyce, Lichfield Policing Team Commander.

9. Recommendation

9.1 To note the work the Lichfield City BID Steering Group has undertaken to develop a BID within Lichfield City Centre and to note the content of the Lichfield Business Improvement District Business Plan – see *Appendix 1*.

9.2 To note the role the council will play in delivering the BID ballot. To note that the council will enter into a Memorandum of Understanding with the BID following a successful ballot.

9.3 To note the role the council will play in collecting the BID levy over a five-year period.

9.4 To note the financial impact of the BID on Lichfield District Council.

9.5 To indicate support for an upfront payment of 80% of the annual BID levy income to the Lichfield BID Steering Group/successor organisation in September 2015.

9.6 To indicate support for Lichfield District Council voting in favour of a Business Improvement District.

10. Risk Management Issues

	Risk Description	Likelihood / Impact	Countermeasure
A	Generate a ‘No vote’ at BID. There is a chance that the BID could generate a ‘No vote’ at ballot. This would question the value of the money invested in the BID development.	Medium / High	There is always a risk that a BID ballot will generate a ‘no vote’. However, by securing the services of a trusted consultant with a track record in delivering BID development services, and a strong reputation within the city, the chances of this are lowered. In addition by working through a trusted and respected trade body we will increase the chances of businesses supporting the BID activity.
B	That due process is not followed	Medium / Medium	The contract we have let with the Birmingham Chamber of Commerce has secured the services of a consultant with a proven track record in BID development and has been advising throughout the process.
C	The Government is currently conducting a Review of Business Rates and this could change the Business Rates system.	High / Medium	The review is due to report by the Budget 2016 and the implications of any proposed changes will need to be identified.
D	There is a Business Rates Revaluation scheduled for 1 April 2017	High / Medium	The implications of the revaluation will need to be identified.
E	The BID Levy and its collection adversely impacts on the	Medium / Medium	The Council has estimated the level of capacity that will be required to invoice and

	Council's Business Rate collection performance		<p>collect the BID Levy and this cost will be recovered from the BID Company.</p> <p>Business Rates collection is one of Finance, Revenues and Benefits' key Directorate performance indicators and is monitored to identify any collection issues that need to be addressed.</p>
F	The implementation of the BID Module cannot be achieved before the live date of 1 October 2015	Medium / High	The Revenues and Benefits Team are in contact with the Supplier of the BID module to project plan the implementation in advance of the ballot.
G	The ballot can be declared void if within 28 days a person makes a request to declare the ballot void and provide reasons	Low / High	The ballot will be undertaken by the Electoral Reform Society according to Bid legislation.
H	The Council fails to collect BID Levy equal to the 80% upfront payment.	Low / Medium	The 80% upfront payment has been based on an assumed collection performance indicator of 95% of Bid levy.

Background Documents:

Appendix 1 – Lichfield BID Business Plan

Report checked and approved:

Strategic/Corporate Director

Support the Lichfield BID

Business Plan 2015 - 2020

Lichfield
Business Improvement District



2 - 30 July 2015

ote YES

Your business. **Your** voice. **Your** city. **Your** BID.

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I'm here to answer your questions about the BID and I'm really happy to pop in and see you. Just call me on 07527 016338 or email me at michelle@lichfieldbid.co.uk

 **ote YES 2 – 30 July**

Michelle Baker
Lichfield BID Development Manager

Why Lichfield needs a BID

Paul Maddox, Chairman of Lichfield BID and owner of Three Spires Coffee Shop and The Scales, explains why...

Despite its renowned beauty, charm and appeal, Lichfield city and its businesses face challenges to grow, thrive and survive.

With escalating costs and squeezed margins, we know that asking you to vote in favour of paying a levy to create a Business Improvement District (BID) in Lichfield is a big ask. That said, without a BID in Lichfield, I believe that we face an even more uncertain future, in which nearby BID towns and retail parks will steal a march on our city, taking our customers and new businesses, and leaving Lichfield a shadow of what it once was.

This is why I want you to consider supporting a BID as an investment - an investment not only in your business, but in the health of the city overall. And remember, a BID is led by you - the businesses in the city. It is not a council initiative and money raised goes directly into the projects you and other businesses support. It is your BID, your future - and you need to invest your passion into it!

The Lichfield BID will future-proof our city, enabling businesses to be responsive to changes on the high street and to embrace the potential of the forthcoming Friarsgate development.

I own two businesses in the city and will pay two sets of BID levy (over £1,000 a year) so paying both will be a stretch. However, I don't see my BID levy as a contribution or cost - I see it as a sound business investment. An investment in a strategic plan that will deliver a tangible return, precisely because it is directed and administered by businesses like ours and works to increase pedestrian footfall and spend.

Please read on and see how the BID will invest £1 million in the city over the coming five years if the July ballot gets a **'YES'** vote. I hope you are as excited by the plans for your business as I am for mine.

I urge you to commit your support and ensure that Lichfield BID gets its chance to deliver these vital projects. We've got one chance and I truly believe this is an opportunity we business owners cannot afford to miss if we want to see our city continue to thrive.

Paul

bidchair@lichfieldbid.co.uk



We've got one chance and I truly believe that this is an opportunity we business owners cannot afford to miss if we want to see our city thrive.

Paul Maddox
Owner of Three Spires Coffee Shop
& The Scales

Wouldn't it be great if... New Friarsgate Shopping Centre businesses contributed to the BID 'pot' and their contribution, which represents thousands of pounds a year, helps market the city for the benefit of everyone.



I see Lichfield BID as a marvellous way of getting all of us in Lichfield city centre to work together on a practical and useful agenda that will help to make our city more attractive and better known.

The Very Rev'd Adrian Dorber,
Dean of Lichfield

ote YES 2 – 30 July

Vote 'YES' to deliver £1 million investment in Lichfield city centre!

Wouldn't it be great if Lichfield businesses could lay their hands on £1 million to spend on improving city trading conditions over the next five years? There is a way and it is through a Business Improvement District (BID).

This BID Business Plan has been put together by local business owners, just like you. It sets out in detail what a BID is, the benefits it will bring to Lichfield, what it will cost your business and what you need to do next to make this £1 million investment a reality.

Here is your quick guide to the Lichfield BID:

- A BID is an area of a town or city where business ratepayers vote to invest collectively in local improvements to boost trading conditions.
- BIDs are business-led – they are run by businesses for businesses.
- The proposed Lichfield BID would raise £1 million to spend over five years.
- This £1 million would be raised by businesses agreeing to pay 1.5% of their annual rateable value into a ring-fenced fund.
- For over half of Lichfield businesses this works out at £250 or less per year.
- Lichfield BID would spend this money on projects based on ideas put forward by hundreds of local businesses during several consultations.
- This includes more than 20 new projects to make Lichfield a safer, more pleasant and more vibrant place to shop, eat and do business.
- These projects are over and above council-funded services.
- For Lichfield BID to go ahead the majority of voting businesses within the proposed boundary, by both number and rateable value, must vote 'YES'.
- **Make sure you cast your vote in the ballot between 2 and 30 July 2015.**



Lichfield BID will brand, market and promote Lichfield as a centre for retail, services, leisure and tourism, making our city more competitive.

Angela Burns
Owner of the George Hotel

Wouldn't it be great if... Lichfield BID could make the market more attractive and upbeat to bring more shoppers into town.



“We are proud to be part of the Lichfield community and excited to sign up to the Business Improvement District initiative, encouraging businesses in the town to work together and make Lichfield an even more attractive destination.”

Waitrose Lichfield

ote YES 2 – 30 July

Seven good reasons to vote 'YES'

Setting up a BID in Lichfield will give you more control over factors affecting your customers, your footfall and your income.

That's because the money raised through Lichfield BID will be spent on more than 20 projects, inspired by the feedback you gave us. Here's a snapshot of your top projects.

Lichfield BID will:

- Create the city's first joined-up marketing strategy, based on comprehensive customer research, to help us brand, market and better promote Lichfield and grow awareness, footfall and trade.
- Boost existing events to make sure every single event tempts customers into our shops, not just into the city, and develop NEW events to deliver additional footfall to your door.
- Make Christmas more magical with an enhanced programme of activities throughout this key trading period designed to bring more shoppers to the city and through your door.
- Improve parking by installing credit card payment machines, making customers more aware of parking options and also offer FREE parking promotions at key times during the year to make the city more accessible for your customers.
- Make Lichfield the first city centre in Staffordshire to offer FREE WiFi offering unlimited data throughout - for both customers and businesses.
- Enhance Lichfield's reputation as a fun and safe night-time destination by employing Night Angels to make sure evenings are well-managed and safe.
- Employ a city centre manager dedicated to delivering the BID projects and to represent your interests.

The best bit about Lichfield BID is the cost. For nearly half of Lichfield businesses, the BID can deliver all of these projects and more, for a levy of £250 or less per year. It's a small investment for such a big return, but whether or not the BID goes ahead is up to you. If you want to see these projects and more delivered, it's vital you vote 'YES' between 2 and 30 July.



The BID will help Lichfield city benefit from the additional footfall the planned Friarsgate development will bring - it will help to rebalance the city and ensure new customer footfall flows into and enjoys every area the city has to offer!

Simon Lumb
Owner of Friary Shoes

Wouldn't it be great if... We could accurately measure city footfall and use this information to improve marketing, events and more.

Lichfield BID: Structured by you

The whole point of a BID is that it is directed by businesses like yours, for businesses like yours. That's why when we started planning for Lichfield BID, the first thing we did was to talk to you.

We started with a feasibility study in winter 2013. Over 200 businesses gave their views and 55% said they would vote 'YES' for a BID.

This didn't mean the rest said 'No'. In fact a further 27% said they'd like to know more about the BID before deciding and just 18% said 'No'. This means that if the survey had been the actual BID ballot, the BID would have got through.

The feasibility study gave us more than just an indication of business views about BIDs. It also gave us your thoughts on how you'd like us to structure the BID and your ideas on the projects it should deliver.

You said:

- ✓ A 1.5% BID levy is fair, with the maximum levy for large businesses capped at £3,000 a year.
- ✓ Businesses in serviced or managed areas such as Three Spires and Tudor Row should pay a reduced (1%) levy, as they already pay to maintain their public area of the city.
- ✓ There should be no pooling for businesses with multiple votes – if a business owns two rateable premises then that business should pay two levies.
- ✓ The most a multiple levy payer should pay is £10,000 a year.
- ✓ Landlords of empty properties and owners of void businesses should still pay the BID levy, as boosting trade will help them let their properties.
- ✓ Retail charities should pay the BID levy as they trade in the same environment as other shops and businesses.
- ✓ There should be some reductions for non-retail organisations that receive charity rates relief, such as Citizens Advice Bureau.
- ✓ The new Friarsgate shopping centre will be included in the BID boundary, so when it opens, its businesses will pay into the BID.



I'm backing the BID because it's committed to addressing the very specific needs of the city's many smaller independent businesses like mine that make Lichfield such a unique shopping environment. That's better parking, better marketing and much more.

Marie Johnson
 Owner of Rieve shoe shop

 **Vote YES 2 – 30 July**

Lichfield BID projects: Chosen by you

Your views have inspired the projects in this BID Business Plan – through the feasibility study and a 'Top Twelve' consultation conducted last winter. Thanks to everyone who contributed. You can find out how we've shaped your views into business plan projects on the next few pages.

Theme 1	<p>A well-known city Marketing, promotion and PR</p>	<p>You said: You want to see better marketing for the city, raising the profile of Lichfield for eating, drinking, shopping and business. You want to celebrate Lichfield's reputation for culture and heritage to attract new customers and promote the city and its events through high-profile press, radio and PR campaigns.</p>	<p>Lichfield BID will: Develop a comprehensive marketing strategy that outlines how to bring more footfall and spend into Lichfield. As well as implementing the campaigns that are informed by this comprehensive strategy, the BID will also work in partnership with existing marketing organisations, including Visit Lichfield and Enjoy Staffordshire, to help extend and improve the city's marketing draw.</p>
Theme 2	<p>An eventful city High-quality events to boost trade</p>	<p>You said: You want to see more and better city events, to make the city a more vibrant and attractive place to visit. Boosting Christmas events is especially important to you.</p>	<p>Lichfield BID will: Deliver the high-quality festivals and events that city businesses have asked for. The events will aim to boost rather than detract from local trade and help to showcase the city's offer to local, regional and national visitors. The BID will also help to promote other city events through enhanced marketing activity.</p>
Theme 3	<p>A safer city, day and night Keeping crime off our streets</p>	<p>You said: You are worried that the city could become known as an easy target for shoplifters and bag snatchers and any rise in crime could have a far reaching impact on local trade. You want your customers to continue to feel safe.</p>	<p>Lichfield BID will: Enhance Lichfield's reputation as a 'safe city' by deterring both criminal and anti-social behaviour, both day and night. It will provide FREE StoreNet and NightNet radios to appropriate businesses, recruit Night Angels to ensure evenings in the city are well-managed and will work in partnership to achieve relevant safety accreditations.</p>
Theme 4	<p>An attractive city Street and parking improvements</p>	<p>You said: You want to see improvements to the local environment to make Lichfield more attractive and more accessible to your customers. You want to promote a café culture in the city with free WIFI for all, and also make improvements to parking to encourage customers to linger longer.</p>	<p>Lichfield BID will: Implement a range of activities to make the city centre environment more conducive to trade and to improve perceptions of parking. We will implement street and signage improvements to encourage pedestrian flow from the new Friarsgate development into the city's historic heart along Bird Street, Dam Street, Market Street and others.</p>
Theme 5	<p>A productive city Business support and lobbying</p>	<p>You said: You want a voice for local businesses and a city centre manager, dedicated to promoting and representing the interests of city businesses. You want more inter-business networking opportunities.</p>	<p>Lichfield BID will: Recruit a professional city centre manager to support local businesses through a range of projects and initiatives. This will include lobbying on your behalf to push forward projects such as the repair of broken city centre paving, parking initiatives and more.</p>

Wouldn't it be great if... Lichfield BID could work to attract new, high-quality businesses to the city that would draw more visitors and increase trade and footfall.



“The BID is all about businesses taking control. On behalf of all chamber members, I urge you all to vote YES for the BID.”

Richard Lewis, President of the Lichfield Chamber of Trade & Commerce



ote YES 2 – 30 July

Your vision: Your projects

Hundreds of local businesses have given their views on what the BID should deliver.

Lichfield BID Steering Group is made up of business owners just like you. Together they have developed your ideas into a range of projects that fall under five key themes, which will make Lichfield city centre a safer, more pleasant and, above all, more vibrant place to shop, eat, drink and do business.

- ✓ **Theme 1:** A well-known city: Marketing, promotion and PR
- ✓ **Theme 2:** An eventful city: High-quality events to boost trade
- ✓ **Theme 3:** A safer city, day and night: Keeping crime off our streets
- ✓ **Theme 4:** An attractive city: Street and parking improvements
- ✓ **Theme 5:** A productive city: Business support and lobbying

After getting so many businesses' views, we're confident the projects and initiatives included in this business plan reflect your views. We hope you share our excitement about the difference it could make to trading conditions in Lichfield city centre over the coming five years.



We're proposing a marketing-led BID that's all about footfall. That's why nearly 30% of our total £1 million budget is dedicated to marketing and events.

Adam Burns-Mace
Owner of The Tudor of Lichfield and Tudor Row

Wouldn't it be great if... Lichfield BID could boost Lichfield's reputation as a foodie destination to grow day and night time trade in the city.

Theme 1: A well-known city

Marketing, promotion and PR

Lichfield BID will invest £194,000 over five years ...

✓ Cohesive marketing strategy and brand

We will develop the city's first ever cohesive marketing strategy that seeks to increase footfall day and night. Based on sound research it will highlight the vibrant high-street offer, encouraging even more customers to choose Lichfield over near neighbours such as Tamworth and Birmingham. It will dovetail into local attractions' marketing to elevate our unique heritage and persuade more visitors to choose Lichfield for a day-trip, weekend or longer stay. Our strategy will ensure Lichfield's geographical layout is well promoted so that every unique area of our city benefits - from the historical quarter, right through to businesses on the city borders. The strategy is vital to ensure our marketing efforts are focused on the right things and reach the right people at the right time to boost city trade and footfall through your door.

✓ Attract new, quality businesses

We will market Lichfield to attract new and exciting businesses. With more quality businesses and a wider range of brands, shoppers and visitors will have more reason to return time and time again and tell their friends too. Our aim will be to attract the best quality independents and nationals to our city.

✓ Special Offers scheme

We will work in partnership with Visit Lichfield, the city's tourism team, to enhance the Visit Lichfield Special Offers scheme to drive even more footfall to your door. It will remain free to all businesses to get involved.

✓ Promote 'independents' and Sunday trading

Our campaigns will highlight the wealth of 'indies' in Lichfield to encourage both local and wider audiences to visit and sample the unique delights on offer. Year-round marketing will incorporate national 'indie' campaigns, such as Small Business Saturday and Independents' Day and encourage residents to shop local. We will work to boost the profile and number of businesses taking part in Sunday trading.

✓ Enhanced digital and print marketing

Guided by the marketing strategy, we will build on the 'Eat, Shop, Drink, Explore' brand and ensure the city has a vibrant website, strong social media presence, great advertising, and clever campaigns that hit the mark. We will also gather a database of customers so we can market cost-effectively together.

✓ Business and footfall data

We will install footfall counters to show how the BID is growing footfall, year on year, and share this important data with you so you will be better able to plan ahead and staff your business appropriately. We will use footfall data to benchmark events so we can target our resources where they make the biggest difference. We will also provide parking and other business data.



At Three Spires we know just how vital the right marketing is and the difference it can make to footfall and sales. It's crucial Lichfield BID creates a cohesive marketing strategy so our money is spent in the right way, to achieve the best results for all of us.

Lisa Prokopiou
 Centre Manager at Three Spires Shopping

Theme 2: An eventful city

High-quality events to boost trade

Lichfield BID will invest £119,000 over five years ...

✓ **Magical Christmas**

Christmas is crucial for high street businesses and the right festive events and marketing can boost your business and profits at this vital time of the year. Nearby cities, including Birmingham capitalise on the magic and sparkle Christmas brings and the desire people have for a great day out, but Lichfield has never had the budget to think big at Christmas! Lichfield BID will deliver an annual budget to the city at Christmas to deliver a wide range of fun, unique and festive activities designed to bring even more shoppers and visitors flocking to the city and through your door. Think reindeers, think magic, think sparkle - the Lichfield BID will make Lichfield stand out at as the place to visit at Christmas!

✓ **Boost Lichfield Food Festival and the city's foodie reputation**

Lichfield Food Festival attracts thousands of visitors to the city. Established on a shoestring budget it has the potential to attract wider audiences and deliver more benefits to city businesses. Lichfield BID will deliver an annual budget to the festival to ensure it showcases the city and maximises trade for all businesses. We will also work closely with local restaurants and eateries to ensure even more are involved in this prime event. Lichfield BID will also work to raise the profile of local restaurants regionally and nationally, as well as help restaurants in Lichfield to aspire to be the very best - from the Taste of Staffordshire, through to a coveted Michelin star!

¹Subject to planning permission.

✓ **'Welcome to the city' signs**

Each summer the Lichfield Festival installs flag-topped promotional signs at key city gateways. These are re-used by events such as Lichfield Food Festival and Lichfield Proms in Beacon Park. Lichfield BID will work in partnership with the Lichfield Festival team to install permanent hand-crafted signs that will allow events across the city to be well marketed throughout the year, and provide a stylish welcome to those entering our city¹.

✓ **Style, taste, culture and music events**

From celebrating Lichfield's stylish businesses, through to promoting our cultural and music scene, the Lichfield BID will devote an annual budget to develop and promote a range of additional events. Driven by the marketing strategy, these new events will aim to deliver additional footfall into city businesses at key points in the year.



We need to make every event count and ensure they don't just bring people to the city, but tempt them into our shops and businesses too. That's why we need new events that celebrate our great retail offer.

Anna Riley
Owner of Cure Ladies boutique

Wouldn't it be great if... Lichfield BID could help the city 'think big' at Christmas with more festive events and marketing to make it a magical time of year for my business too!

Theme 3: A safer city, day and night

Keeping crime off our streets

Lichfield BID will invest £204,000 over five years ...

✓ FREE StoreNet and NightNet radio and training

All appropriate BID businesses will get a FREE StoreNet or NightNet radio and free on-site radio training. The radios let businesses contact the CCTV control room directly if they see suspicious or anti-social behaviour, which is vital in the prevention of crime and the protection of Lichfield's reputation as a safe place to visit. Radios also help with lost children, lost property, and provide a city-wide alert system in case of emergency.

All BID businesses will also get free membership of the Business Exclusion Scheme which shares information about known and travelling offenders to help businesses prevent crime more effectively.

Currently radios cost £500 a year, so for many businesses the radio scheme will cover the cost of the BID!

"Extending the StoreNet and NightNet radio scheme, together with the addition of Night Angels, will really enhance the reputation of Lichfield as a safe place to visit. I wholly support the proposed projects and the Lichfield BID."

Inspector Rachel Joyce
 Lichfield policing team commander

✓ Night Angels

Lichfield is widely known as a safe, attractive and vibrant city to visit after dark and we want it to stay that way. We know a great night-time experience can encourage shoppers to come back in the day, so it's vital night and day work hand in hand.

Lichfield BID will recruit trained, BID-branded Night Angels on busy evenings and for key events to work with the police to ensure evenings in the city are well-managed and safe, that people leave the city quietly and the taxi rank is well-marshalled.

✓ Safety accreditations

Lichfield BID will work with city partners to research, review and apply for safety accreditations, such as Purple Flag, to improve perceptions of the city as a safe place to visit, which in turn will help to boost footfall and custom.



Lichfield has so much to offer after dark but it's crucial that people keep thinking it's a safe and fun place to visit and Night Angels are a great way to do this.

Shaun Craven
 Owner of Le Reve cocktail bar

Theme 4: An attractive city

Street and parking improvements

Lichfield BID will invest £224,000 over five years ...

✓ Free parking offers and better parking promotion

Free parking offers will be promoted at key times to encourage footfall when a boost in trade is most needed. We will also better promote the city's long stay car parks, where you can park for £4 for a whole day, as well as work to improve car park signage. We will lobby for pay on foot in the new Friarsgate development, which will encourage shoppers to linger for longer.

✓ Card payment and pay by phone

In partnership with Lichfield District Council, Lichfield BID will install credit card payment functionality¹ onto existing payment machines in key shoppers' short stay car parks. People won't have to struggle for change and won't have to dash back because they didn't have quite enough to pay for longer. We will also better promote the city's pay by phone system which allows customers to extend their parking whilst out shopping!

✓ Free WiFi

Lichfield BID will deliver Staffordshire's first ever free city WiFi scheme. The free WiFi will be available in public spaces. Businesses in the BID area will also be able to use it as their business WiFi offering unlimited data². It will strongly promote the city's website and mobile offer, as well as give shops and businesses a great way to promote daily and hourly offers. It will also provide a fantastic way to collect customers' marketing data. Market and street traders will also be able to use it to offer credit/debit card payments.

¹Subject to ongoing partnership working/agreement with Lichfield District Council. ²Businesses in historic buildings, or those with thick walls, may need to buy a WiFi booster.

✓ Summer bunting

Lichfield BID will install high quality bunting throughout the city every summer, replace it when it gets tired, and ensure it is timed to link in with key events.

✓ Boost our streets

Lichfield BID will fund street improvements – including new signage to promote every area of our city and direct people from our car parks and new developments, such as Friarsgate, into the city centre. Lichfield BID will invest in new street furniture to ensure our streets remain a welcoming place. Lichfield BID will also lobby the county and district councils to ensure the broken city paving stones are replaced.

✓ Eye-catching market stalls

Our markets drive footfall to the city, however more eye-catching market stalls would attract even more customers. Working with Lichfield City Council and market traders, Lichfield BID will research and deliver refreshed market stalls that will set the historic heart of Lichfield off to its very best.



Parking is sometimes seen as an issue locally, but when you compare the costs to Birmingham, Stratford or Warwick, city parking is good value at just £4 for a whole day. The problem is shoppers don't know where the best car parks are, or what good value they actually are. Equally lots of people don't have enough change when they get to the parking machines, so the payment card facility will make a massive difference.

Brian Carruthers
Owner of Tempest Ford

Wouldn't it be great if... Lichfield BID made the city an easier place to park with card payment on parking machines

Theme 5: A productive city

Business support and lobbying

Lichfield BID will invest £289,000 over five years ...

✓ Lichfield city centre manager

Lichfield BID will appoint an experienced city centre manager to deliver the projects in this business plan. The post-holder will provide business support in areas ranging from on-street café permits, through to negotiating better deals for key city services such as business recycling and parking season tickets for staff. He or she will be based in a city business to keep the costs as low as possible, so we can do more with your money that really makes a difference. The post-holder will also work hand-in-hand with key landlords, including the team at Three Spires, as well as represent the interests of BID businesses on major issues such as planning, car parking improvements, traffic management and street improvements.

✓ Deliver business training

Lichfield BID will arrange a wide range of excellent value training for city businesses. From social media and setting up an online shop, through to how to merchandise your business better, we will create an annual training programme with your input.

✓ Make buying together easy

Lichfield BID will set up collective purchasing contracts for key services. From business recycling and advertising, through to health and safety and insurance. Lichfield BID will aim to save BID businesses hundreds of pounds a year through better buying.

✓ Enhanced business networking

Every quarter, Lichfield BID will host a city business networking forum at a local venue. Guest speakers and breakout workshops will be offered to meet your needs. The networking sessions will be supported by regular BID updates on topical issues, data and news, which will be sent to city businesses by email and made available online.



“Whilst growing footfall might not seem that important to firms like us, a thriving city packed with thriving businesses benefits us enormously as it brings trade past our door. That’s why we’re backing the Lichfield BID.”

Mark Bodley
 Senior Associate
 HCB Solicitors

How much will your BID invest in the city?

Between 2015 and 2020 Lichfield BID will invest...

What we'll generate in income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	1 Sept 2015 - 31 August 2016	1 Sept 2016 - 31 August 2017	1 Sept 2017 - 31 August 2018	1 Sept 2018 - 31 August 2019	1 Sept 2019 - 31 August 2020	
BID income	£206,000	£206,000	£206,000	£206,000	£206,000	£1,030,000
Contingency for possible non-collection	-£10,000	-£10,000	-£10,000	-£10,000	-£10,000	-£50,000
Additional BID income	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Total projected BID income	£206,000	£206,000	£206,000	£206,000	£206,000	£1,030,000

What we'll invest in your chosen projects	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Theme 1: A well-known city	£45,000	£33,000	£40,000	£38,000	£38,000	£194,000
Theme 2: An eventful city	£11,000	£27,000	£27,000	£27,000	£27,000	£119,000
Theme 3: A safer city - day and night	£50,000	£38,000	£39,000	£38,000	£39,000	£204,000
Theme 4: An attractive city	£25,000	£47,000	£49,000	£52,000	£51,000	£224,000
Theme 5: A productive city	£75,000	£61,000	£51,000	£51,000	£51,000	£289,000
Total expenditure	£206,000	£206,000	£206,000	£206,000	£206,000	£1,030,000

Please note: The income figures were correct at time of printing and could be subject to change. The total income figure includes a contingency for non-collection and income. If the BID collects or generates less this will impact the projects it can deliver and project budgets/allocations could change. The BID will also work to obtain funding support, of approximately 20% per annum, from landlords and landowners.

Wouldn't it be great if... Lichfield BID could promote the city's pay for parking by phone systems so my customers feel free to stay or shop longer.

How much will the BID cost my business?

The majority of city businesses will pay 1.5% of their rateable value a year towards the BID.

Over half of city businesses will pay £250 or less a year towards the BID, and the average BID payment will be just over £380 a year. Large businesses including Waitrose, Tesco and Morrisons will pay a maximum of £3,000 a year and Lichfield District Council will pay just under £7,000 a year to the BID.

The exact amount you will pay will be based on the rateable value of your business premises, which means you will pay proportionately, based on the size of your business. The table below will help you to see how much you are likely to pay.

If you are based in a serviced shopping area like Three Spires Shopping or Tudor Row, where you already pay a service charge for public realm services that are delivered by the council in other areas of the city (such as emptying public litterbins, public seating and CCTV) you will pay 1% of your rateable value.

Size of business	Your business rateable value	Your payment into the BID (Your levy)		
		Weekly	Monthly	Yearly
Micro business shop/office - Such as The Food Room on Minster Walk	£5,000	£1.44	£6.25	£75.00
Small business shop/office - Such as Dame Olivers on Dam Street	£9,800	£2.82	£12.25	£147.00
Small shop in a serviced area - For example Additions in Tudor Row	£11,000	£2.11	£9.16	£110.00
Medium business shop/office - Such as the Smile Centre on St John's Street	£8,700	£2.50	£10.87	£130.50
Large business shop/office - Such as The Scales Pub on Market Street	£77,000	£22.21	£96.25	£1,155.00
Large shop in a serviced area - For example Friary Shoes in Three Spires	£90,000	£17.30	£75.00	£900.00
Superstore shop/office - Such as Waitrose	£770,000	£57.69	£250.00	£3,000 capped levy

If you would like an exact breakdown of your yearly bill email michelle@lichfieldbid.co.uk

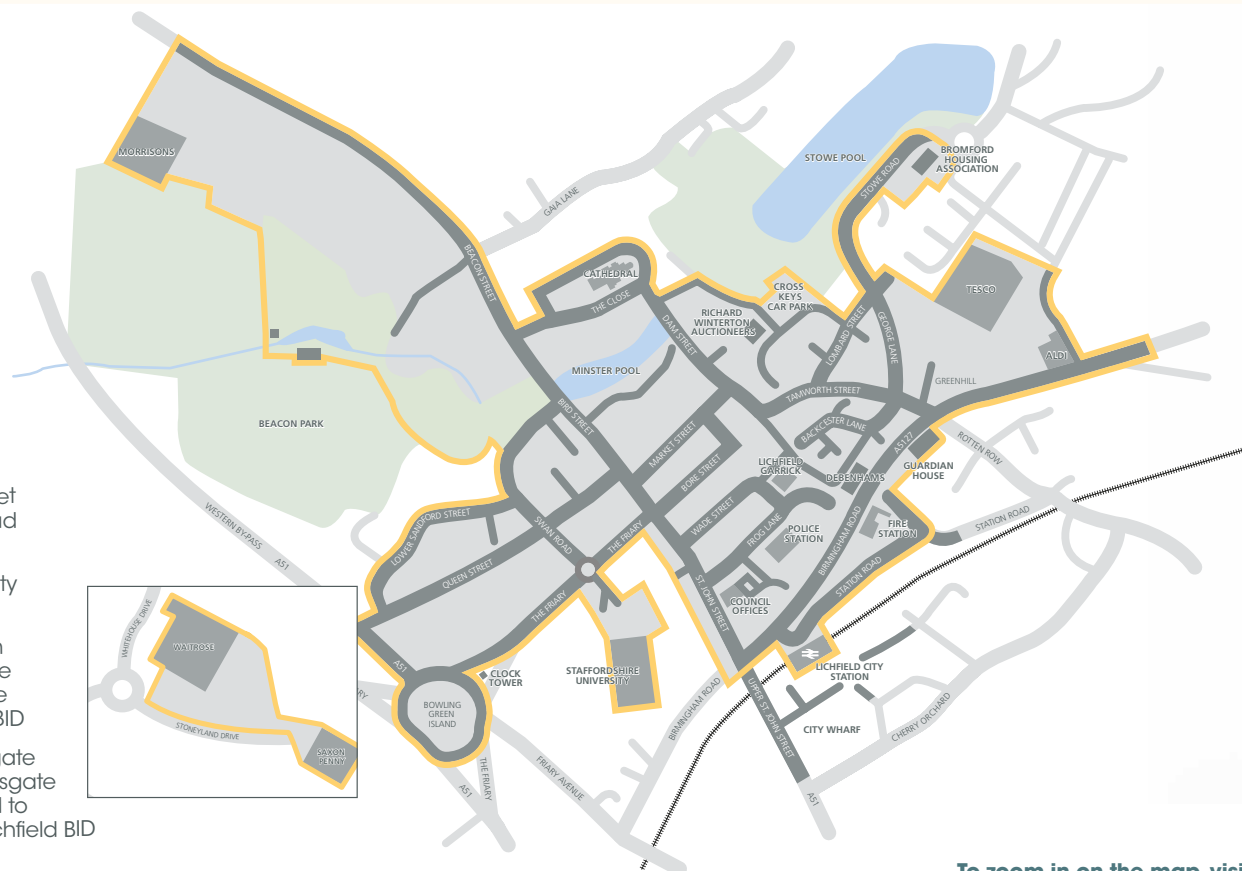
 **ote YES 2 – 30 July**

Your BID area

The proposed BID area includes: Backcester Lane, Bakers Lane, Beacon Street, Bird Street, Birmingham Road, Bore Street, Breadmarket Street, Castle Dyke, Church Street, City Arcade, Conduit Street, Cross Keys, Dam Street, Friary Road, Frog Lane, Greenhill, Gresley Row, Lombard Street, Lower Sandford Street, Market Square, Minster Pool Walk, Queen Street, Quonians Lane, Rotten Row, Sandford Street, Shaw Lane, St Johns Street, Station Road, Stonneyland Drive, Stowe Road, Stowe Street, Swan Road, Swan Mews, Tamworth Street, The Close, The Friary, The Tanneries, Three Spires Shopping Centre, Trent Valley Road, Tudor Row, Wade Street and Upper St John Street (before the railway bridge).

Key facts:

1. Includes Morrisons, Tesco and Waitrose
2. Does not include Upper St John's Street or Greenhough Road Industrial Estate
3. Includes Lichfield City Railway Station
4. All businesses within the yellow line will be asked to vote on the proposed Lichfield BID
5. It will include Friarsgate (once built) so Friarsgate stores will be bound to contribute to the Lichfield BID



Please note the BID boundary and list of streets was correct at the time of printing, but may be subject to change. Businesses located directly either side of the yellow boundary are included within the BID.

To zoom in on the map, visit
www.lichfieldbid.co.uk/boundary



The improvements set out by Lichfield BID offer local businesses fantastic value for money. A brighter, more vibrant and busier city - that's a very big return for such a small investment.

Karen Wharton
 Obsession Salon and Spa

Wouldn't it be great if... Lichfield BID could help me save over £100 a year through collective buying schemes.



Lichfield deserves to be recognised regionally and nationally as a hub for culture, relaxation, shopping and fun. Lichfield BID will really help to put our city on the map.

Chris Moore,
Executive Director
Lichfield Garrick

ote YES 2 – 30 July

Your BID Steering Group

The BID Steering Group is made up of passionate local business people who are dedicated to getting Lichfield BID off the ground.

The members of the Steering Group have given their time up for free to create this BID Business Plan. If the BID gets a 'YES' vote, the BID Steering Group will become a BID Company and a new BID Board will be set up.

It is likely many new BID Board members will come from the Lichfield BID Steering Group but new BID businesses will also be welcomed. The current BID Steering Group membership includes:

Retail

Simon Lumb (BID Vice Chairman) – **Friary Shoes**

Lisa Prokopiou – **Three Spires Shopping**

Lizzy Braine – **The Kitchen Shop**

Anna Riley – **Cure**

Michael Mullarkey – **Michael's Menswear**

Marie Johnson – **Rieve Shoes**

Judith Lundie – **Room to Inspire**

Brian Carruthers – **Tempest Ford**

Zak James-Cosgrove – **Debenhams**

Leisure and attractions

Adrian Dorber – **Lichfield Cathedral**

Food and drink

Paul Maddox (BID Chairman) – **Three Spires Coffee Shop and The Scales**

Adam Burns-Mace – **The Tudor of Lichfield and Tudor Row**

Angela Burns – **The George Hotel**

Shaun Craven – **Le Reve**

Professional

Mark Bodley – **HCB**

Guy Gibson – **Staffordshire University, Lichfield Campus**

Richard Lewis – **Chamber of Trade and Commerce**

Hair and beauty

Karen Wharton – **Obsession Salon and Spa**

Matt Burnell – **The Smile Centre**

Local authority and partners

Councillor Ian Pritchard – **Lichfield District Council**

Peter Young – **Lichfield City Council**

Secretariat

Michelle Baker – **Lichfield BID Development**

Lizzie Thatcher – **Lichfield Town Team**

Please note: Steering Group details were correct at time of printing. For an up to date list visit www.lichfieldbid.co.uk/steeringgroup



The BID isn't about replacing council funded services, it's about delivering new projects and services chosen by us to tackle the issues we know are affecting our trade. It's an opportunity to work together to achieve better results for all of us and our city.

Judith Lundie
Owner of Room To Inspire interiors shop

Wouldn't it be great if... Lichfield BID could help make the city an even more attractive place with bunting throughout the summer and even better floral displays.

Your BID street representatives

Every area in the Lichfield BID boundary has a street representative who can attend BID meetings to speak on behalf of their area. Why not seek out your Lichfield BID street representative to find out more about the BID?

Many of the street representatives are also on the BID Steering Group. Your street representative's role is to liaise with you and surrounding businesses and ensure your collective business concerns are brought to the attention of, and addressed by, the Lichfield BID Steering Group (and the BID Board if the BID gets a 'YES' vote). This is how the Lichfield BID will ensure your voice is always heard. Current street representatives include:

Market Street

Lizzy Braine and Vicky Woolston at **The Kitchen Shop**

Paul Maddox at **The Scales and Three Spires Coffee Shop**

Michael Mullarkey at **Michael's Menswear**

Marie Johnson at **Rieve Shoes**

Bore Street and Tudor Row

Anna Riley at **Cure**

Adam Burns-Mace at **The Tudor of Lichfield**

Sandford Street

Judith Lundie at **Room to Inspire**

Three Spires Shopping

Simon and Adam Lumb at **Friary Shoes**

Lisa Prokopiou at **Three Spires Management Suite**

Zak James-Cosgrove at **Debenhams**

Bird Street

Shaun Craven at **Le Reve**

Angela Burns at **The George Hotel**

The Close

Adrian Dorber at **Lichfield Cathedral**

Tamworth Street

Sally Osborne at **Mooch**

Becky Edwards at **Stardust**

St John's Street

Brian Carruthers at **Tempest Ford**

Dan Ralley at **St Johns House**

Matt Burnell at **The Smile Centre**

Dam Street

Louise Hall at **Dame Olivers**

Staffordshire University Lichfield Campus

Guy Gibson at **Staffordshire University**



Trading conditions are tough and we are all competing with the internet as well as other towns. That's why Lichfield needs a BID. It's the opportunity we've been waiting for to get together and tackle the issues head on.

Sally Osborne
Owner of Mooch

 **ote YES 2 – 30 July**

Please note: Street representative details were correct at time of printing. For an up to date list visit www.lichfieldbid.co.uk/streetreps

Lichfield BID Company: Accountable to you

Lichfield BID Company will be accountable for the delivery of the BID and accountable to you.

Lichfield BID Steering Group is responsible for agreeing the contents of the BID Business Plan, with the input of all local businesses, and will remain until a successful **'YES'** vote is achieved. Following a successful BID ballot, a BID Company and new BID Board will be established.

The BID Company will be a not-for-profit company, limited by guarantee, with its own ring-fenced accounts. It will be responsible (through its board) for the delivery of the BID projects as set out in this BID Business Plan and for planning the future beyond the initial five-year BID term.

Board membership will be open to nomination and election from all businesses, organisations and individuals contributing through the BID levy. This will ensure that the

control, delivery and responsibility for the BID sit firmly with the business community itself. The new BID Board will meet regularly and invite businesses from across the city to take part in meetings, including BID street representatives. All businesses will be invited to public meetings including the BID AGM.

A new constitution will be created and will outline how businesses are appointed to the BID Board, how the chairman is elected and when/how people are asked to step down, in order to allow all businesses to take an active role.

If you are interested in being part of the BID Board, please email michelle@lichfieldbid.co.uk

Forming Lichfield BID Company

Following a successful **'YES'** vote, Lichfield BID Company will be established.

The BID Company will pledge to ensure it has the resources and systems to deliver the BID Business Plan to the highest standards, and will operate professionally, transparently and robustly in the following ways:

- ✓ Staff the company with a qualified, professional city centre manager.
- ✓ Be based in the city centre and reactive to business needs.
- ✓ Employ professional legal and financial support to ensure very high standards of operation and independent, transparent auditing of company accounts.
- ✓ Keep operating costs as low as possible, so the majority of the BID levy can be spent on projects that make a difference.
- ✓ Generate at least £10,000 a year in sponsorship and advertising income to help cover the costs of the BID and deliver better projects.



This isn't only about making Lichfield a nicer place to eat and shop, it's about ensuring the business community has a more powerful voice and that business interests are better represented.

Wouldn't it be great if... Lichfield BID could improve local street furniture to make the environment more enticing outside my business.



By voting yes Lichfield city businesses will take control of their future. We are passionate about supporting businesses. If the BID is successful we will pay around £7,000 a year into the BID.

Councillor Ian Pritchard
Cabinet Member for Economy
Lichfield District Council

ote YES 2 – 30 July

Frequently asked questions about BIDs

1. How have the projects in this business plan been chosen?

The projects in this BID Business Plan are based on ideas put forward by businesses through the various questionnaires and surveys we have carried out. The most popular ideas have been costed and included in this document. Find out more about the consultations we carried out at www.lichfieldbid.co.uk

2. What if most businesses vote 'YES'?

Just like a political election, there is no minimum turnout required. If a majority of the businesses who vote (both in terms of total number and overall rateable value) vote 'YES', all businesses in the city centre will pay into the BID, even if they voted no. The money collected will be ring fenced and transferred back to the BID Board and held in the BID account for sole use by the BID to deliver the project set out in the BID Business Plan.

3. What if most businesses vote no?

Very simply, the projects set out in this BID Business Plan will not go ahead and many of the projects delivered to date, including marketing and promotion, will stop. As a result, Lichfield will quickly fall behind other nearby centres, especially those with established BIDs, such as Sutton Coldfield, Solihull and Stratford and areas like Tamworth Ventura Park, where this type of activity is delivered through a service charge, paid for by all businesses.

4. What if I don't vote?

Much like a general election, there is no minimum turnout for a BID. So, if you don't vote, it will not affect the outcome of the ballot in any way.

5. Who has to pay BID levy?

If we get a 'YES' vote, any person, registered company, retail charity or non-profit making organisation (with a rateable value of £5,000 or more) who is a business occupier or leaseholder within the BID area will pay the BID levy. Property landlords are only liable if the property is empty and a lease does not exist. In the case of empty, partly refurbished or demolished properties, where no occupation exists, or where the occupier is sub-letting from the property owner and not paying business rates, then the property owner will be required to pay the BID levy.

6. Are there any exemptions on BID levy?

Yes, non-retail charities (such as advice centres) that get rate relief will not have to pay the full BID levy. They will receive the same percentage reduction they get on their business rates. High street retail charities, such as second hand clothes/book shops, will have to pay the full BID levy as they are retailers and will benefit directly from an improved trading environment.

7. What will the BID cost me?

The amount you pay will be based on your individual business rateable value so smaller businesses pay less than larger businesses. The average yearly BID levy will be just over £380 per year – that's less than £32 per month. Half of all businesses will pay £250 or less a year. Find out more on page 18 or email michelle@lichfieldbid.co.uk

8. Which rateable value will be used to calculate my BID contribution?

We will use the 2010 listings that came into force on 1 April 2010. You can check these listings and your rateable value on www.voa.gov.uk

9. Isn't this just a way for councils to save money?

No, BIDs cannot replace existing public services already provided by bodies such as the council, police and others. In this way, the BID only improves current standards and does not subsidise or replace them.

Frequently asked questions about BIDs

Continued...

10. What about council services?

Before the BID begins all statutory services provided in the BID area will be baselined as at the day before the BID commences. The BID will also enter into memorandums of understanding with the local councils/agencies that require them to liaise closely with the BID in regards to current services, and in particular any proposed changes to statutory services, throughout the BID term.

11. Who will run the BID?

BIDs are operated as not-for-profit companies that are led by business people and made up of key business and other representatives in the BID area. In Lichfield it is planned that the BID will be run by an independent Lichfield BID Company. It is likely this will be formed from the current BID Steering Group (see page 21) and if you are keen to be part of this, email michelle@lichfieldbid.co.uk

12. Why do businesses have to pay for all this - why isn't someone else paying for it?

A BID delivers new or enhanced projects that no one else has or will deliver. BID income cannot be used to pay for services that are already being provided. In this sense, the BID will add value by delivering additional activities in Lichfield city that cannot be funded/delivered by others.

13. What's in it for me?

BIDs across the country have proven to increase customers visiting a city centre like Lichfield, help to grow businesses' profits, give businesses like yours a greater voice and create a fair system of contribution to key improvements.

14. What benefits do BIDs bring to everyone?

Experience across the country has shown that BIDs have resulted in the following key benefits:

- ✓ Increased customer footfall and a more buoyant local economy
- ✓ Reduced individual business costs through joint projects
- ✓ Physical improvements to the BID area
- ✓ A united business voice on key issues
- ✓ Enhances local pride in the city

15. How will the BID be evaluated?

At the start of the BID term (1 October 2015) we will obtain accurate local data, including footfall, car park, empty shops, crime statistics, employee and business networking data. By gathering and benchmarking data at the start of the BID term, we will be able to demonstrate the effectiveness of the Lichfield BID to all businesses.

Based on local data and other key BID performance targets/activities, the Lichfield BID Company will also establish a set of key performance indicators (KPIs) against which the performance of the BID will be monitored and evaluated ongoing. We will invite all BID businesses to feed into the creation of the KPIs at the start of the BID term. The KPIs will ensure the Lichfield BID Company is accountable to all levy payers and that its performance is regularly monitored in a structured way by the Lichfield BID Board.

The city centre manager will issue regular updates (minimum quarterly) that reference performance against the KPIs, so all levy payers can keep up to date on BID activities and progress. Performance figures against the KPIs will also be published to www.lichfieldbid.co.uk and evaluated by the Lichfield BID Board on a quarterly basis. They will also be discussed at the BID AGM to which all levy payers will be invited.

Frequently asked questions about BIDs

Continued...

16. Will the BID look for other sources of funding?

The BID will pursue other sources of funding and support both as cash and in-kind, including commercial sponsorships and income generation and voluntary contributions from businesses, landlords, landowners and organisations that are not covered by the BID levy arrangements.

17. Who will I pay my levy to?

You will receive a BID invoice from Lichfield District Council on behalf of Lichfield BID. The council will not keep the money – they will transfer all of it to the BID Company as BIDs are 100% business led. You will have the choice to pay your BID levy in one lump sum or in monthly instalments, just like your business rates payment.

18. Who can vote?

All eligible businesses with a rateable value of £5,000 or more will be entitled to vote if they were listed as a non-domestic rate payer within the proposed BID area (page 19) on the date the notice of ballot is published. Businesses with more than one business premises, which are liable to levy, will receive a vote for each eligible premises. In the case of empty, partly refurbished or demolished properties, where no occupation exists, or where the occupier is sub-letting from the property owner and not paying business rates, then the property owner will be entitled to vote.

19. When will be BID start and end?

If successful, the Lichfield BID will formally commence on 1 October 2015. The BID would cover a five-year period between 1 October 2015 and 30 September 2020. Before the end date, the BID Company may seek a renewal for a further BID term and will seek a new mandate via a renewal ballot.

20. Can BID projects be altered?

BID projects, costs and timescales can be altered subject to approval from the BID Company's board, providing they fall within the resources available.

21. Will my levy change?

No, the BID levy we charge will remain the same throughout the five year BID term. If you are appealing your rates, there will be no adjustments during the year to reflect changes in your rateable value due to appeals. Changes in values will be reflected in a corresponding change to levy in the following year. Where a BID property is taken out of the ratings list, the BID levy will apply up to the day before the effective date of removal, and the annual BID levy will be apportioned accordingly. Where a new assessment is bought into the ratings list, the BID levy will apply from the effective date as shown in the ratings list. The annual levy will be apportioned on a daily basis. Where at the time of the ballot there is no current occupational lease, the liability will fall to the property owner until a new lease is confirmed. The owner will be entitled to vote in the BID ballot.

22. Have BIDs worked elsewhere?

Yes there are now over 200 BIDs across the UK with nearby BIDs in Sutton Coldfield, Solihull, Worcester, Rugby and Stratford Upon Avon. 95% of BIDs are successful at rebalot after their first five year term, which demonstrates their value to businesses. There are 13 BIDs across Birmingham. Here are just a few examples of what other BIDs have delivered:

Coventry BID increased footfall by over 2% when the West Midlands average was down by 6% - a very dramatic contrast.

Plymouth BID attracted 300,000 additional day time visitors to the city since the start of the BID.

Broad Street BID generated £2.1 million of positive media coverage in 12 months, installed 37,000 LED tree lights and employed BID-branded taxi marshals.

Rugby BID installed a state of the art CCTV system in the town and employed Rugby Rangers - a high visibility, friendly and helpful town ambassadors team. Shoplifting incidents decreased by 54% as a result.

Wouldn't it be great if... Lichfield BID could celebrate the city's style and fashion businesses through a series of exciting events and promotions, putting the city on the map as a stylish destination.



Keelys is delighted to support the Lichfield BID. A strong local trading environment brings more customers to your door - from more local jobs for recruitment firms to promote, through to more companies seeking IT, legal, marketing, design and financial support.

Paul Roberts.
Partner at Keelys

ote YES 2 - 30 July

Your BID ballot: How to vote

Voting couldn't be easier and every **'YES'** vote makes a difference. That's worth remembering considering the £1 million city investment at stake.

Lichfield BID ballot will open on 2 July 2015 and close on 30 July at 5pm. Ballot papers received after 5pm on 30 July 2015 will not be counted.

Casting your vote could not be easier

If you are an eligible business in the BID area we will dispatch your ballot paper on 2 July 2015.

All you need to do is tick the relevant box and return your ballot paper in the self-addressed envelope to the Electoral Reform Service before the 5pm on 30 July 2015.

How will the vote be decided?

Lichfield BID Business Plan 2015 - 2020 will be approved if two independent criteria are met:

- ✓ The majority of businesses who return their ballot paper vote **'YES'**, and
- ✓ The total rateable value of the properties or hereditaments that vote **'YES'** exceeds the total of those voting against.

Announcing the result

The result of the ballot will be announced on 31 July 2015.

If successful Lichfield BID will start to deliver projects in the BID area from 1 October 2015.



What Lichfield needs urgently is a city centre manager who can liaise with all businesses across the city to keep us informed and coordinated. We need help on matters big and small and a manager would give me and businesses like mine the support we need to succeed.

Wouldn't it be great if... Lichfield BID put on some really useful and cost-effective training, like visual merchandising and online retailing, to help my business stay ahead of the game, without it costing me a fortune.

Michael Mullarkey
Owner of Michael's Menswear

The countdown to your BID ballot: Key timescales

- ✓ **Lichfield BID ballot will take place during July 2015.**
- ✓ **Ballot papers will be dispatched on Thursday 2 July 2015.**
- ✓ **All votes must be received by 5pm on 30 July 2015.**

The ballot will be run by Electoral Reform Services which is an independent organisation. The ballot is entirely confidential.



BIDs are proven to help grow local economies and they also offer businesses a powerful local voice on issues that really matter to them. That's why the Lichfield & Tamworth Chamber of Commerce and Industry is keen to back the Lichfield BID.

Marilyn Castree - Lichfield & Tamworth
Chamber of Commerce & Industry

 **ote YES 2 – 30 July**

Do the right thing

Vote **'YES'** for Lichfield BID and £1 million investment in your city!

If the city of Lichfield is to take advantage of this opportunity and benefit from the BID, then your vote is crucial.

Don't leave it to others to vote, make your voice heard. After all, although the levy we're asking of you and your business is relatively small, combining those levies will amount to a substantial and sustainable investment that will benefit the whole of Lichfield city and its community - including you and your business.

Or vote 'No' and be prepared to lose £1 million worth of improvements to our city as Lichfield slips behind its competitors - from Solihull and Sutton Coldfield through to Ventura Park in Tamworth.

Vote **'YES'** by 30 July 2015 to take charge and deliver change in your city!



Lichfield BID is vital for businesses like mine. With more shoppers visiting the city and more trade passing my door, my business can only benefit - and all for less than the cost of an ad in the local paper!

Wouldn't it be great if... Lichfield BID could work to negotiate better deals for key city services, like parking season tickets for my staff.

Matt Burnell
Owner of The Smile Centre

2 - 30 July 2015

Vote YES

www.lichfieldbid.co.uk



Front Cover Images:

Becky Edwards - Stardust
Paul Maddox - The Scales and Three Spires Coffee Shop
Lizzy Braine - The Kitchen Shop
Mark Bodley - HCB

Back Cover Images:

Karen Wharton - Obsession Salon and Spa
Matt Burnell - Smile Centre
Louie Clegg - Best of Lichfield
Zak James-Cosgrove - Debenhams
Anna Riley - Cure
Sally Osborne - Mooch

Your business. Your voice. Your city. Your BID.

The contents of this BID Business Plan were correct at time of printing and maybe subject to change. This BID Business Plan was printed on 28 May 2015.

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

Date: 16th June, 2015

Agenda Item: 8

Contact Officer: Craig Jordan

Telephone: 01543 308202

SUBMISSION BY PORTFOLIO HOLDER FOR ECONOMY

Rural Development Supplementary Planning Document

1. Purpose of Report

- 1.1 The Rural Development Supplementary Planning Document (SPD) is part of a suite of SPD's which support the recently adopted Local Plan Strategy and has been prepared by a Task Group of members and officers. In order to enable the document to be given due weight in the consideration of planning applications and support the Local Plan, formal stages of consultation are necessary. The SPD is now at a stage where wider consultation can be undertaken subject to the approval of this Committee.

2. Summary of Policy Development

- 2.1 **The draft SPD is attached at Appendix A.** An executive summary is provided with the document however it is necessary to read the document as a whole which provides interpretation of the adopted local plan policies.
- 2.2 The document provides guidance on the policies contained within the Local Plan for those proposing development within the rural areas in regards to housing, services and facilities, the rural economy and tourism and recreation and leisure and how these are to be implemented. For example the SPD suggests what information should be included to enable an assessment of proposals for new or expanded recreational facilities in a rural village and includes matters such as the impact of lighting, traffic, job creation, meeting an identified deficiency.
- 2.3 Within the 2 appendices, the SPD sets out detailed guidance on rural workers dwellings and on the re-use of rural buildings to enable anyone considering a proposal to greater understand the issues faced in our rural areas and the aims of the Local Plan policies, it includes photographs of good examples of work undertaken previously in the District.
- 2.4 It is intended that the SPD replaces the current Re-use of Rural Buildings Supplementary Planning Document which was adopted in 2005 and was aligned with the now superseded Local Plan. Subject to approval of the Committee, public consultation will take place on this new SPD.

3. Community Benefits

- 3.1 The SPD when approved and adopted by the Council will assist in delivering on the aims and objectives of the adopted Lichfield District Local Plan providing for sustainable development in the rural areas which meets the needs of local residents and businesses and is acceptable in environmental terms.

4. Recommendation

4.1 That the Committee agrees to the publishing of the draft SPD on Rural Development for the purposes of public consultation.

5. Financial Implications

5.1 None from this report.

6. A Plan for Lichfield District Implications

6.1 The SPD when approved and adopted by the Council will assist in delivering on the aims and objectives of the Lichfield District Local Plan and which itself is aligned with the overarching community and corporate goals of the District Plan for Lichfield.

7. Sustainability and Carbon Reduction Issues

7.1 Issues of sustainability and climate change are addressed in the SPD where relevant.

8. Human Rights Issues

8.1 None

9. Crime and Community Safety Issues

9.1 None

10. Risk Management Issues

Risk	Likelihood/ Impact	Risk Category	Countermeasure	Responsibility
That the SPD does not provide the necessary guidance to assist in interpreting agreed policy.	Low/High	Reputational	Setting up of the Task Group involving members and officers has allowed for the individual topics to be considered in detail and issues identified.	Development Services; Task Group
That the SPD is not prepared in time to operate alongside approved policy.	Low/High	Reputational	The Task Group Has agreed work programmes and timetables	Task Group and reporting arrangements into EGE & D (O & S) Committee

Background Documents:

- The Lichfield District Local Plan Strategy- adopted 17th February 2015

Report checked and approved:

Strategic/Corporate Director

Rural Development SPD

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1 Executive Summary

1.1 This Supplementary Planning Document (SPD) will replace the Re-use of Rural Buildings Supplementary Planning Document July 2005. This SPD provides further detail to the policies relating to development within the rural areas of Lichfield District and those areas which also lie within the Green Belt.

1.2 The SPD includes the context for the rural area and identifies its key characteristics including the relevant planning policies. There are individual chapters on housing, services and facilities, economy and tourism and recreation and leisure which provide greater detail and useful context to the policies within the Local Plan.

1.3 Within the Rural Housing chapter the detailed policy is set out including the assessment of needs and affordable housing to support applications for new housing on rural exception sites. This chapter also includes guidance on residential care homes.

1.4 The chapter on Services and Facilities shows how we can assess the sustainability of communities and the impact changes of use and new services and facilities can have on those communities.

1.5 The importance of our Rural Economy and Tourism is a chapter which emphasises how important investment is and how applications can be supported to deliver a sustainable rural economy.

1.6 Our diverse countryside and the balance which needs to be achieved to enable the recreation and leisure potential to be fulfilled including what information may be useful to support applications is provided in the last chapter.

1.7 Included in the appendices is detailed guidance on the specific topics of rural workers dwellings and the re-use of rural buildings, including photographs of examples.

1.8 The SPD whilst providing more detail than the Local Plan is often no substitute for detailed discussions relating to your specific ideas and proposals. You are encouraged to contact the Development Management team for advice prior to submitting a planning application on 01543 308000 or via the website www.lichfelddc.gov.uk

Introduction

The Lichfield District Local Plan Strategy was adopted on 17th February 2015 and includes policies for which it specifies supplementary planning documents (SPD) will be prepared. This SPD adds further detail to the policies relating to development within the rural area and replaces the Re-use of Rural Buildings Supplementary Planning Document July 2005.

The National Planning Policy Framework (NPPF), at paragraph 153, states that SPDs should be used where they can help applicants make successful applications or aid infrastructure delivery. The Town and Country Planning Regulations require the guidance contained within an SPD to be consistent with and not conflict with the adopted Local Plan.

Throughout the preparation of the Local Plan the complexity of the issues within the rural area of Lichfield District became apparent and the need for more detailed guidance than could be included within policies contained in a Local Plan Strategy was identified.

This SPD firstly sets out the legislation and policy context which are relevant to the document. The document then considers the locally relevant key issues and offers further guidance and interpretation for the topics of rural housing, services and facilities, rural economy and tourism and recreation and leisure including agricultural diversification in individual chapters. The document considers the differing contexts for development whether within the Green Belt or within open countryside throughout the relevant chapters. Within the appendices there is useful guidance in relation to rural workers dwellings and detailed guidance with illustrations on the re-use of rural buildings.

The adopted [Local Plan Strategy](#) contains Strategic Priorities. Strategic Priority 2 of the Local Plan is:

To develop and maintain more sustainable rural communities through locally relevant employment and housing development and improvements to public transport facilities and access to an improved range of services, whilst protecting the character of our rural settlements.'

It is important first to identify to which areas of Lichfield District this SPD relates and recognise some of the key issues of these rural areas. The areas beyond Lichfield City and Burntwood are our rural areas and 38.6% of the population of Lichfield District live within them.(ONS mid year estimates 2010).The size of our rural communities varies greatly, with the largest rural settlement being Fazeley (including Mile Oak and Bonehill) with approximately 7,400 residents and one of the smallest being Harlaston with approximately 220 residents. There are many even smaller hamlets, small groups of properties and individual dwellings, (ONS Statistics. Census 2011) Within this range of settlements the [Rural Sustainability Study](#) identified that the larger settlements of Alrewas, Armitage with Handsacre, Fazeley, Shenstone and Whittington provide services and facilities for smaller surrounding settlements, hamlets and isolated dwellings.

Rural residents value the spirit of their communities and the physical qualities of their villages and countryside; The Staffordshire Rural Strategy (contents page) states that 95% of rural residents are satisfied with their local area as a place to live, however residents are concerned at losses in rural services, the availability of housing to meet their circumstances and in some cases, increasing levels of isolation through poor public transport, (Local Plan

Strategy para 17.3 and Enhanced Joint Strategic Needs Assessment ([EJSNA](#) 2012).

The EJSNA identified that around a third of the District falls within the most deprived 20% nationally, when looking at physical proximity to services. In addition in Staffordshire 66% of lone pensioner households do not have access to car, which impacts upon the services they can access. In Lichfield's largest rural settlements, the percentage of lone pensioners is higher than the county average with Fazeley 14.2%; Shenstone 12.9%; Alrewas 12%; Little Aston 11%; Armitage with Handsacre 10.6% and Whittington 10.4% (EJSNA 2012). This further compounds the risk to the well being of our rural residents and the need to support our rural areas.

The Local Plan seeks to ensure that rural communities are as sustainable as possible, delivering appropriate levels and types of housing to address identified need, retaining rural services and facilities in all the villages, providing new services which are relevant to local needs and supporting communities in delivering initiatives which help them to be more self sufficient is part of the vision of the rural areas. This is supported by the Vision for Rural Areas in the Local Plan Strategy.

Within the rural areas there are generally higher concentrations of larger homes with a smaller than average social housing sector. There are also higher house prices in the rural area than the urban area and great demand for housing of all sizes to meet the housing needs of our rural residents who wish to remain close to their extended family and to support each other.

Within the rural areas the number of facilities is less than in Lichfield City and Burntwood and varies between settlements, as shown by the Rural Settlement Sustainability Study

(2011). The small scale of the settlements is often what residents like most about them and new development beyond the scale and nature of the settlement is not proposed within the Local Plan. However the rural areas have historically been affected by a reduction in the level of services and facilities available locally. The ability to access local services and facilities has an impact upon health and well being of people. Access to food and shops is important and within communities it is important there are opportunities to interact e.g through walking to use facilities such as the local shop or village hall. Social interaction has many benefits within the community and can reduce the fear of crime, levels of antisocial behaviour and promote community cohesion.

The provision of the internet and faster broadband has both helped those with access to the knowledge and tools to use this facility. Initiatives such as 'Superfast Staffordshire' have supported growth in the rural economy and home-working has enabled more residents to remain in the rural area and closer to home during the day and thus helping to support local services and reducing the need to travel and the distance travelled, (Local Plan Strategy Core Policy 7).

However within the rural areas access to employment can be especially difficult due to limited employment opportunities and public transport availability increasing costs for those trying to access the job market and those seeking part time work. This particularly impacts upon the young economically active and those on low incomes. Volunteering and local services such as shops and pubs can provide useful first time/part time jobs and references/experience in the working environment.

Initiatives supported by the local community to diversify and strengthen the local economy and provide appropriate facilities to support rural life will need to be balanced against protection of the quality of the countryside and landscape.

For young people access to the outside world is important for growing up and becoming independent e.g. being able to walk to a play area, learning to cross roads and interact with the local population. For the well being of all the population, opportunities to be active through walking e.g. to buy a newspaper are important as it is also not as easy to access leisure centres/swimming pools for formal play/exercise in the rural areas. Local facilities also provide those who commute to work with the opportunity to be part of the community and support their local economy. They provide opportunities for volunteering, supporting local shops and the pub, chance meetings, open garden days, and seeing what services may be available locally such as local gardening services, dog walking, exercise classes and reading groups. The use of local facilities further encourages less use of the car.

Surrounding our rural settlements is open countryside and this provides an important attractive setting to our District. It also has an important economic role. The diversification of sustainable farming enterprise; countryside-based enterprises and activities from farm shops to tourism and the sensitive use of renewable energy resources can strengthen the rural economy. In the Local Plan Strategy the countryside is valued as an asset in its own right and seeks its protection. Of specific relevance is Local Plan Strategy Policy NR1 although the rural area contains important landscapes and various other designations and almost half of the rural area is designated as Green Belt and is subject to specific guidance and policies (Local Plan Strategy Policy NR2).

The importance of accessibility to local services, facilities and housing is recognised in the Localism legislation which enables communities to take control of dealing with local issues in their area. For more information visit www.mycommunityrights.org.uk or www.lichfielddc.gov.uk/communityrights

The District Council offers a pre-application advice service whereby applicants can seek advice from the Council's officers; see the Council's website: www.lichfielddc.gov.uk for more information.

1 Planning Policy

1.1 Legislation and Policies relevant to the preparation of this SPD are as follows:

1.2 Conservation of Habitats and Species Regulations 2010 – European Directive 92/43/EEC(1) on the conservation of natural habitats and of wild fauna and flora, also referred to as the ‘Habitats Directive’. The Habitats Directive requires Member States to take appropriate steps to avoid the deterioration of natural habitats and disturbance of species for which the sites have been designated. There are two SACs within and close to the District which could potentially be affected by additional development, these are the River Mease SAC and Cannock Chase SAC. Local policies to assist developers and prevent harm to the SAC’s have been prepared and are referred to in regard to the Local Plan Strategy.

1.3 Localism Act 2011 – introduced powers to enable communities a greater opportunity to safeguard community assets, including a Community Right to Acquire, the Community Right to Build and the Community Assets Register. www.lichfielddc.gov.uk/communityrights and www.mycommunityrights.org.uk.

1.4 Town and Country Planning (General Permitted Development) (Amendment) (England) Order 2013 – this amended the regulations, and subject to various criteria and the prior written approval of the local planning authority permits existing agricultural buildings to change to flexible use falling within use class A1, A2, A3, B1, B8, C1 or D2 in the Schedule to the Use Classes Order, this could include a shop, restaurant, office, storage unit, hotel, gymnasium or cinema etc.

1.5 Town and Country Planning (General Permitted Development) (Amendment) (England) Order 2013 – this

further amended the regulations to include agricultural buildings to become schools, nurseries or change to residential use. Changes of use are still subject to compliance with various criteria and the prior written approval of the local planning authority.

1.6 National Planning Policy Framework (NPPF) (March 2012) – sets out the Government’s planning policies and has been used in the preparation of the policies within the Lichfield District Local Plan Strategy. Policies and paragraphs not duplicated within the Lichfield District Local Plan Strategy which are of particular relevance when considering development in the rural areas include:

1.7 Green Belt: Para 81 - Local planning authorities should plan positively to enhance the beneficial use of the Green Belt, such as looking for opportunities to provide access; to provide opportunities for sport and recreation; to retain and enhance landscapes, visual amenity and biodiversity; or to improve damaged and derelict land.

1.8 Para 89 - A local planning authority should regard the construction of new buildings as inappropriate in Green Belt. Exceptions to this are:

- buildings for agriculture and forestry;
- provision of appropriate facilities for outdoor sport, outdoor recreation and for cemeteries, as long as it preserves the openness of the Green Belt and does not conflict with the purposes of including land within it;
- the extension or alteration of a building provided that it does not result in disproportionate additions over and above the size of the original building;

- the replacement of a building, provided the new building is in the same use and not materially larger than the one it replaces;
- limited infilling in villages, and limited affordable housing for local community needs under policies set out in the Local Plan; or
- limited infilling or the partial or complete redevelopment of previously developed sites (brownfield land), whether redundant or in continuing use (excluding temporary buildings), which would not have a greater impact on the openness of the Green Belt and the purpose of including land within it than the existing development.

1.9 National Planning Practice Guidance (NPPG) - sets out additional guidance to the NPPF and sets specific criteria for undertaking sequential tests and impact assessments.

1.10 Lichfield Local Plan Strategy (adopted February 2015) - This is an overarching document and will be supported by a Land Allocations Development Plan Document (DPD) which will conform to the policies in the Local Plan Strategy. Together they will form the Development Plan and replace the saved policies in the current Development Plan (the Lichfield District Local Plan adopted in 1998).

1.11 Policies within the Local Plan Strategy relevant to the preparation of this SPD include:

- Core Policy 1: The Spatial Strategy
- Core Policy 3: Delivering Sustainable Development
- Policy SC2: Renewable Energy

- Core Policy 4: Delivering our Infrastructure
- Core Policy 5: Sustainable Transport
- Core Policy 6: Housing Delivery
- Policy H2: Provision of Affordable Housing
- Core Policy 7: Employment and Economic Development
- Core Policy 8: Our Centres
- Core Policy 9: Tourism
- Core Policy 11: Participation in Sport and Physical Activity
- Policy NR1: Countryside Management
- Policy NR2: Development in the Green Belt
- Policy NR7: Cannock Chase Special Area of Conservation
- Policy NR8: River Mease Special Area of Conservation
- Core Policy 14: Our Built and Historic Environment
- Policy BE1: High Quality Environment
- Vision for Rural Areas
- Policy Rural 1: Rural Areas
- Policy Rural 2: Other Rural Settlements

1.12 These policies seek to develop and maintain more sustainable rural communities through support and diversification of locally relevant employment, provision of housing to meet local needs and access to an improved range of services whilst protecting the character of the rural settlements. These

policies endeavour to protect and enhance the quality and character of the countryside, its landscapes and villages by ensuring that development which takes place is to meet identified rural development needs. These policies are referred to throughout this document.

1.13 Policies NR7 Cannock Chase SAC and NR8 River Mease SAC are relevant to all aspects of the SPD and relate to the need to address any impacts upon the Special Areas of Conservation.

1.14 Policy NR7 Cannock Chase SAC advises that before development is permitted it must be demonstrated that alone or in combination new development will not have an adverse effect upon the SAC. The SAC is essentially a heathland site, its environmental importance and reasons for its designation are listed as, 'European dry heaths' and 'Northern Atlantic wet heaths'. Increased visitor numbers has resulted in degradation of these habitats for example through loss of air quality arising from pollution from traffic; disturbance/erosion caused by visitors and recreational users including cyclists and horse riders. Evidence highlights the likely increase in such pressures as a result of population growth in the District, and suggests that most pressure will come from residential development within a 15km radius zone of influence. Lichfield District Council has worked together with other local authorities within the zone of influence of the SAC to develop strategies for mitigating the impacts. It is expected that new development will include some mitigation for the impact on the SAC. This would normally take the form of a financial contribution towards the overall package of mitigation measures being put in place, and this would be secured through a bilateral or unilateral Section 106 Agreement. It is recommended that potential developers contact the Council or check the Council's website for latest guidance.

1.15 Policy NR8 River Mease SAC advises that development will only be permitted where it can be demonstrated that it will not be likely to lead to an adverse affect upon the SAC. The River Mease represents one of the best examples of an unspoiled meandering lowland river which supports characteristic habitats and species. The SAC supports populations of spined loach and bullhead which are the primary reason for its designation with additional species, namely water crowfoot, otter and white clawed crayfish present as further qualifying features. It has been identified that damage is being caused by poor water quality, exacerbated by pollution, run-off, siltation, abstraction and invasive non-native species. Development which increases the stress on sewage treatment works or increases the level of phosphate in the watercourse would make matters worse. It is expected therefore that for new developments in the water catchment of the River Mease, the effective avoidance and /or mitigation of potential adverse impacts must be demonstrated as part of any planning application. The catchment area covers part of the Parishes of Edingale, Harlaston and Clifton Campville and it is recommended that further advice be sought from the Council regarding this matter prior to the submission of any planning applications for schemes within this area. The River Mease Supplementary Planning document is available via the Council's website.

1.16 Lichfield District Local Plan 1998 (saved policies) - these policies have been 'saved' and will be reviewed as part of the Allocations DPD.

- Policy E2: Forest of Mercia
- Policy B24: Chasewater Country Park
- Policy NA1: Cannock Chase –Area of Outstanding Natural Beauty

- Policy EA14: The Tame and Trent Valley (this area has been renamed as the Central Rivers Initiative)
- Policy EA16: The National Forest

1.17 These policies recognise the individual characteristics of the areas.

2 Rural Housing

2.1 Nearly 40% of residents live in the rural areas and in addressing these housing needs it is important that only appropriate and sympathetic residential development takes place which helps maintain the vitality of these areas and ensuring that they remain sustainable places to live and work.

2.2 Housing in the rural areas should be located where it will enhance or maintain the viability of rural communities and the development of new housing should be responsive to local circumstances. Building isolated homes in the countryside should be avoided unless there are special circumstances, such as where there is an essential need for a rural worker to live permanently at or near their place of work in the countryside or where the development would re-use a redundant or disused building(s) and lead to an enhancement of the immediate setting. Detailed guidance on rural workers dwellings and re-use of rural buildings is within Appendix 1 and 2 of this document.

2.3 The District Council must try and address the housing needs of those living in the rural areas of the district as well as the urban areas. Evidence to identify the future housing requirements and needs is within the Strategic Housing Market Assessment (SHMA), the Housing Needs Study (2012) and the Rural Housing Needs Survey (2008). These reports highlighted that in many rural areas property values are generally much higher compared to the district wide average. They also highlighted an imbalance of housing types with high concentrations of larger, detached homes in rural areas and a lack of smaller homes to enable older people to downsize in their own village or enable younger people to get on the property ladder. The Rural Housing Needs Survey identified that size of dwelling was the main reason for residents finding

that their property was unsuitable for their needs; however it also recognised that often many with genuine connections to particular rural areas cannot afford to live there.

Relevant Local Plan policies

2.4 The Local Plan Strategy contains policies to assist in balancing the housing market. Local Plan Core Policy 1 seeks growth in the most accessible and sustainable locations. New rural housing will also be directed mainly towards the existing rural settlements of Alrewas, Armitage with Handsacre, Fazeley, Fradley, Shenstone and Whittington. Allocations of sites for new rural housing will be considered through the Local Plan Allocations document or through a community led plan where this is in broad conformity with the Local Plan.

2.5 Local Plan Strategy Core Policy 6 sets out the criteria for permitting residential development in the remaining rural areas:

- infill development within defined village settlement boundaries (set out in the Local Plan Allocations document);
- affordable housing delivered through rural exceptions (see section 2.17 below);
- changes of use and conversion schemes;
- small scale development supported by local communities, identified through the Local Plan Allocations document or community led plans;
- agricultural, forestry and other rural occupational workers dwellings (Appendix A).

2.6 Residential development will be expected to:

- contribute to the achievement of sustainable communities;
- incorporate high quality design in line with the Sustainable Design and Residential Design Guide SPD's;
- assist in meeting the identified housing needs, including affordable homes and homes with care, within our sub-housing market areas, including the requirements of housing market areas relating to neighbouring Tamworth and Rugeley; and
- deliver the required, identified physical, green, social and community infrastructure requirements necessary to support sustainable communities.

2.7 The smaller villages will accommodate housing to meet local needs, mainly within identified village boundaries, unless supported as a rural exception site. Limited infill development will also be allowed in Green Belt villages, with appropriate 'infill' boundaries being determined through local community consultation in preparing the Local Plan Allocations document. Limited affordable housing for local community needs in the Green Belt will be supported on small rural exception sites where the development complies with Local Plan Policy H2: Provision of Affordable Homes.

Evidence of rural housing need

2.8 The need for different dwelling types and sizes across the district as a whole was identified by the 2012 SHMA and Housing Needs study. The 2008 Rural Housing Needs survey (RHNS) also provides useful evidence of need in four rural sub areas. The RHNS identified that size of dwelling was the main reason given in relation to residents finding their property unsuitable

as it was too large for their family's need. The greatest demand was for 2 and 3 bed properties particularly for new forming households.

2.9 The District Council will consider other evidence of local housing need in rural locations. Local housing needs surveys are the best form of evidence and they should follow a robust process with the subsequent analysis being unbiased and carried out by an impartial party.

2.10 Ideally a survey should be carried out in conjunction with an independent rural housing enabler. A good example of this was the 2013 parish housing needs survey for the parish of Edingale where the Parish and District Council worked together with a rural enabler from Midlands Rural Housing to complete a survey in the village.

2.11 In some cases a housing needs survey might be initiated by a Parish Council or similar as part of the neighbourhood planning process. It is also anticipated that applicants may choose to carry out a local survey in support of a development proposal, and this should demonstrate consultation with the Parish Council and other appropriate community groups. To ensure consistency, the District Council should agree the methodology and content of any housing needs survey before it is conducted. Further guidance on conducting surveys can be obtained from the Housing Strategy team; the team can be contacted via the Council's main switchboard tel: 01543 308000 or via email housing@lichfielddc.gov.uk

Affordable housing

2.12 *Affordable housing is defined as⁽ⁱ⁾: Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the*

market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision.

2.13 Local Plan Strategy Policy H2 sets out the criteria for the provision of affordable homes. Outside the two main urban areas, affordable housing will be required on housing developments in line with nationally set thresholds.

2.14 Affordable housing may be in the form of social rent, affordable rent, intermediate or a mix of tenures. The District Council will normally require at least 65% to be social rented managed by a registered provider. The District Council currently has 3 housing associations as preferred development partners, Bromford, Midland Heart and Waterloo and reviews these regularly.

2.15 Any social rented and affordable rented homes will be allocated through a choice based lettings scheme⁽ⁱⁱ⁾ in accordance with the Council's allocation policy⁽ⁱⁱⁱ⁾. In accordance with this policy, housing associations must allocate 100% of their nominations to households with a connection to Lichfield District, with exceptions allowed in only 10% of cases.

2.16 The allocations policy allows local lettings plans to be developed where appropriate, and also allows flexibility to impose further restrictions in rural areas if needed through the planning process, for example to define local connection to a certain parish or parishes on a rural exception site. These local lettings plans must be agreed by the Cabinet Member for

Housing and Health. The allocations policy states that when new housing developments are built within rural areas planning restrictions may state that those applicants wishing to apply must have a direct local connection to that specific rural area (local lettings policies). When advertised through Homes Direct, properties will be clearly labelled with the eligibility criteria.

Rural exception sites

2.17 The District Council acknowledges that in certain rural villages there may be sites available for housing where proposals for market housing would be contrary to adopted policy. Such 'rural exception sites' will be expected to be 100% affordable housing^(iv), and remain affordable in perpetuity (schemes including shared ownership will normally have staircasing limits placed at 80% ownership).

2.18 Such sites will only be considered acceptable providing that they maintain or enhance the vitality of the local community by addressing a genuine local need for affordable housing within the SHMA sub-area as evidenced through a local housing needs survey. The housing mix and tenure split of affordable housing on rural exception sites will be determined by the particular local need identified in the survey.

2.19 There must be no conflict with other Local Plan policies and the following criteria need to be met:

- The majority of the homes provided are affordable;
- The site is adjacent to existing village settlement boundaries;

ii This is currently Homes Direct

iii It is currently Lichfield Lettings Scheme and was approved by the District Council in August 2013. It is available to view at http://www.lichfielddc.gov.uk/downloads/file/5442/lichfield_lettings_scheme

iv NPPF

- A housing need has been identified in the parish, or in one or more of the adjacent parishes, for the type and scale of development proposed;
- The proposed development is considered suitable by virtue of its size and scale in relation to an existing settlement and its services, and its proximity to public transport links and key infrastructure; and
- The initial and subsequent occupancy of affordable homes is controlled through planning conditions and legal agreements, as appropriate, to ensure that the accommodation remains available in perpetuity to local people in affordable housing need.

2.20 For the purposes of this policy, 'local' will be defined as those who:

- are currently resident in the village (or, where no need is identified in the village, in the parish within which the village is located);
- have an employment connection to that village/ parish, or
- who have a family connection to that village/ parish.

2.21 If there are no households in the local community in housing need at the stage of letting or selling the property, it will be made available to other households in need, looking next at adjoining parishes and then to need in the wider district in accordance with the allocations policy for affordable housing. To ensure that this is achieved, the Council will seek to negotiate appropriate agreements with the Registered Housing Provider implementing the scheme.

Residential care homes

2.22 The disproportionate percentage of older persons in the rural areas could result in an increasing demand for sheltered housing and residential care homes. Such developments will be encouraged within settlements with good access to doctors' surgeries and other local services including public transport links.

3 Services & Facilities

3.1 *In relation to the District's existing communities and settlements, appropriate proposals which contribute to their improved sustainability, cohesion and community well being will be supported. (Local Plan Strategy Core Policy 1)*

3.2 The rural areas have historically suffered from loss of services and facilities and this concerns residents, however there are recent examples of new facilities being delivered in our rural villages. This section sets out what is essential for the sustainable functioning of our rural settlements and the interpretation of policy in relation to replacement and small scale development for services and facilities.

3.3 Local shops and the services and facilities they offer are vital to supporting a prosperous rural economy, promoting healthy communities and creating and maintaining sustainable communities. They encourage social interaction, exercise and promote health and well being in our rural communities.

3.4 Our rural areas have a lower frequency of public transport provision and a high proportion of older people; over half of our older population do not have access to a car which compounds their ability to access services and facilities. Within the rural areas the elderly are especially vulnerable. There is restricted access to health services in rural areas with only branch GP Surgeries in Armitage, Shenstone, Stonnall and Fazeley resulting in these areas and the wider rural areas they serve not having access to the full range of primary care and having to travel to a main GP practice. In addition malnourishment has been identified as an area of risk for the elderly, which can be prevented where locally accessible shops which provide access to good quality food are available. Malnourishment can result in increased use

of primary care facilities, poorer recovery from illness and increased admissions to hospital.

3.5 Local Plan Strategy policy and the NPPF seek to promote the retention and development of local services and community facilities in villages. Local Plan Strategy Core Policy 4: Delivering our Infrastructure, states that development proposals which result in the loss of a key facility from a settlement, which is essential to the sustainable functioning of that settlement will not be supported, unless a replacement facility of improved quality, accessibility and size is provided for that community in a sustainable location. The important role the villages play in supporting other outlying villages is recognised in the Vision for Rural Areas and Local Plan Strategy Policy Rural 1: Rural Areas. The definition of the key services and facilities are those which are essential to the sustainable functioning of a settlement and are listed below.

Definition of services and facilities

3.6 Services and facilities include a wide range of social, recreational and cultural uses which enhance the sustainability of communities and will be considered as those which provide a key function in the operation of the existing community.

3.7 The following list is not exclusive and there may be other facilities/services which represent local services which enhance the sustainability of communities and could be identified through a Neighbourhood Plan. They are key services and facilities which enable a community to meet its day-to-day needs and reduce the need for car borne travel. They enable money to be accessed, food to be bought, social interaction and health and well being to be promoted. They could include:

- shops e.g. post office, general store;

3 Services & Facilities

- health services e.g. doctor's surgery, dentist, pharmacy,
- primary school;
- community hall, meeting place, e.g. facility to enable youth provision, for clubs to meet, events to be held and the provision of outreach services such as health etc;
- pub, informal social gathering space;
- places of worship;
- sports venue.

3.8 The loss or reduction in the key services and facilities should not restrict the sustainable functioning of that settlement or the wider rural hinterland including the smaller outlying villages and hamlets which also rely on them so as to result in disadvantage to the population and be detrimental to the health and well being of the population. Innovative ways of delivering altered services and facilities will be considered acceptable where these are justified and have no detrimental impact on the functioning of the settlement e.g. the relocation of the post office to within the adjacent general store, where the opening times (accessibility) is retained.

3.9 It is important that services which provide for the daily needs of residents will be safeguarded as a minimum and innovative ways of delivering these without over reliance on the internet will be encouraged. Whilst the internet has increased the accessibility to goods and services, it is not accessible to all members of the community. Access to the internet varies considerably with age. For households with one adult aged 65 or over, only 41% of households had internet

connection and 32% of those indicated it was due to a lack of skills, with 12% citing equipment and access costs as being too high^(v). Nationally 64% of people in social housing are not online^(vi). Digital exclusion is a particular risk in the rural areas, especially for older people.

3.10 Changes of use which result in the loss or reduction of a service or facility will need to be justified and guidance on the evidence required to justify planning proposals is within the guidance section at para 3.17.

Replacement facilities and small scale development

3.11 Replacement facilities and small scale development to meet local needs can deliver enhanced facilities and services and enrich the quality of life of residents within the settlements and hinterland.

3.12 They will need to be compatible with the character and needs of the local community and be:

- in a sustainable location;
- Integrated;
- accessible;
- clearly and robustly evidenced (Local Plan Strategy Core Policy 4 and Rural 2), including consultation;
- comply with Green Belt policy where necessary.

Further guidance on the evidence required is within the guidance section at para 3.17.

v Opinions and Lifestyle Survey, ONS 2014

vi Ipsos Mori November 2012

3.13 Proposals for replacement facilities it is expected will also be supported by consultation with the Parish Council and the communities affected, including those in the rural hinterland served by the facility/service. The results of the consultation will be vital in assessing the 'needs of the local community' (Local Plan Strategy Policy Rural 2) and also, where possible, addressing existing deficiencies. e.g where a community building is being replaced; is there any existing deficiency in open space or equipped play which could be incorporated into the project/design to meet the needs of the local community, another example may be a deficiency in car parking for the doctor's surgery.

3.14 Consideration of the re-use of disused rural buildings may also enable an enhancement of the immediate surroundings.

3.15 When considering replacement facilities Core Policy 4 of the Local Plan Strategy states that these will be supported if they are 'of improved quality, accessibility and size' than that which is being replaced, however this is not to be interpreted as support for increasing the size beyond the scale and nature of the rural community the previous facility/service provided for. The replacement facility should be provided for 'that' community and the hinterland that it serves, and should protect the character of the area, its community and respect the settlement hierarchy of Lichfield District. A larger facility may be justifiable where this is in response to planned growth in an adopted development plan.

Guidance on how to assess replacement facilities and small scale development

3.16 To enable rural communities to become as sustainable as possible an assessment will need to be undertaken which considers the impact of changes or loss to services and facilities. The

'sustainable functioning' referred to in Local Plan Core Policy 4, will be assessed on the accessibility currently provided by the service or facility through the range of services it provides, the needs it meets and how the proposal will impact upon these. It seeks to guard against the unnecessary loss of valued facilities which would reduce the community's ability to meet its day to day needs.

3.17 Where planning permission would be required assessment should include:

- the frequency the service/ facility is used, this could be daily needs e.g. provision of milk, bread, or weekly needs: aerobics, gardening club etc;
- the distance travelled to use the service/facility and ease in accessing it - safe walking routes, is the route flat, bicycle accessibility, bus stop proximity and frequency of service, drive times etc;
- the users of the service/facility and thus who will be impacted by the change and how this relates to the local profile of the settlement and rural area e.g. elderly/children/working population;
- if the proposal will address existing deficiencies, perhaps in open space, car parking or improve safety.
- any impact the proposal will have on the ability of the settlement to adapt in the future;
- an assessment of the viability of the service/facility this will include the submission of accounts, etc;
- a marketing report including evidence of marketing of an appropriate quality and realistic price over a sustained period of time. The length of time considered appropriate for marketing

will depend upon each case and discussions with the Parish Council and District Council Development Management officers should be undertaken.

3.18 Possible sources of data for the assessment could include: Census, Rural Settlement Sustainability Study, Local Plan, and neighbourhood plans.

3.19 For community buildings / facilities the long term management and ownership will be considered where replacement is being sought.

3.20 The delivery of replacement facilities e.g. the construction phase of the replacement will also be a factor in the consideration of proposals, so infrastructure is delivered at a timely stage, (Local Plan Strategy Core Policy 4), especially as in the rural areas it is likely to be the only facility serving the area.

Community assets

3.21 Some services and facilities may be included on a register of assets of community value, this permits voluntary and community organisations to prepare a bid to buy the asset and is to give community groups an increased opportunity to save local facilities by developing a proposal and raising the capital required. More information is available on www.lichfielddc.gov.uk/communityrights and www.mycommunityrights.org.uk

4 Rural Economy & Tourism

4.1 *Lichfield District's large rural hinterland has a diverse economic profile, ranging from agriculture to the service sector and tourism. It is important for the District Council to recognise the current economic drivers affecting the rural areas including farm diversification, conversion of rural buildings and home working.*

4.2 A fundamental objective of the Local Plan is to promote economic prosperity. The Local Plan seeks to achieve this by concentrating the majority of employment growth within the strategic centres of Lichfield city, Burntwood and Fradley, (as per Local Plan Strategy Core Policy 1 - The Spatial Strategy). Nevertheless, the District Council will also support the economic vitality and viability of its key rural settlements and other rural areas by enabling the local economy to adapt and supporting new enterprise and the diversification of existing business, where appropriate. Employment and growth in traditional rural industries is low, although they form an important part of the rural economy (Local Plan Strategy: Strategic Priorities 7 and 8).

4.3 Within the rural area unemployment is generally low, however access to employment can be especially difficult due to limited employment opportunities and public transport availability. Many residents travel from the rural areas to their place of work which results in a reduced sustainability of the settlement and results in high costs; this is especially detrimental for those trying to access the job market and those seeking part time work.

4.4 Rural employment is often thought of as relating to agriculture and forestry uses, however, within Lichfield District there are a number of large scale employers within our rural areas such as the Defence Medical Services (DMS), Drayton Manor Park, St

Giles Hospice and Little Aston Hospital. Whilst no site specific policy guidance exists for such sites at present, as with all our employment sites their continued redevelopment and modernisation will be encouraged in order to meet current and future business needs, where there is no conflict with other local plan policies. Depending upon the size of the settlement there are employers which provide a significant proportion of local employment within their communities and include both international and local companies examples of these range from Ideal Standard at Armitage and a nursing home in Mavesyn Ridware.

4.5 Fradley, Fazeley and Shenstone are rural villages with significant employment sites. Local Plan Strategy Core Policy 7 states that land will be allocated for employment uses, informed by the employment portfolio as shown within the Employment Land Review but the policy does not differentiate between existing employment sites within Lichfield, Burntwood or the rural areas. This matter will be considered through the Local Plan Allocation DPD. Local Plan Strategy Core Policy 7 seeks the continuing improvement of existing employment sites and seeks to encourage them to become more energy efficient, to link effectively with local communities, provide supporting infrastructure including ancillary facilities for employees. This could include provision of adequate outdoor space, a café, provision for cyclists or an improved link to public transport where these do not exist nearby and result in better, higher quality and more modern employment facilities that are best able to meet the current and future business needs and continue to support the sustainability of these settlements and their rural hinterland. There is often scope within these sites for managed workspaces and small incubator units which particularly

support start up businesses for which there is a need reflected by the District's above average levels in the self employed sector.

4.6 The Council will support, in principle, the sustainable growth of business and enterprise where this accords with policies in the Local Plan. Access to employment is often more difficult in the rural areas and opportunities and experience in the working environment such as the local shop or volunteering to support local services can be a useful first step. In rural areas sustainable growth both through the conversion of existing buildings and well designed new buildings where this does not conflict with other plan policies can be achieved (Local Plan Strategy Core Policy 7). Green Belt is a significant policy consideration as over half of the district falls within Green Belt where there are policy restrictions with regard to development, these are detailed in Local Plan Strategy Policy NR2 and national guidance. In Green Belt the re-use of buildings that are of permanent and substantial construction can enable investment to proceed.

4.7 Rural buildings can be used for a wide variety of uses and the general principles of design are at Appendix B.

4.8 Specific guidance is also applicable to offices, and this is considered below.

Rural Offices

4.9 Whilst office based employment is generally directed towards the most sustainable centres of Lichfield City, Burntwood and existing employment areas, smaller scale rural offices can improve the economic sustainability of rural areas by providing opportunities for high value employment and should be directed to existing settlements. They can enable people to work closer to where they live and therefore reduce the need to travel and support local services and facilities. Small

scale offices can support start up business, provide managed work spaces, bring rural buildings back into use and provide an enhancement of the surroundings. Advice on the detail design principles for the re-use of rural buildings are within Appendix B.

4.10 The conversion of existing rural buildings for office use and small scale new build schemes currently do not require justification through a sequential test under the NPPF. Larger schemes may require a sequential test and impact assessments. Any new development would also need to be in keeping with the scale and character of the existing settlement and consideration of the suitability of the local roads for accommodating the associated vehicular movements will need to be considered.

4.11 Details on how to undertake an impact assessment and sequential test are detailed within the National Planning Practice Guidance section on ['Ensuring the vitality of town centres'](#)

4.12 In addition new 'permitted development rights' have been introduced with regard to changes of use of some 'agricultural buildings' to office use. There are various criteria which need to be addressed and can involve the need for 'prior approval' procedures to be followed. It is advisable to discuss any scheme seeking to utilise this approach with the District Council's officers.

Rural Diversification

4.13 The rural areas in Lichfield District no longer rely on agriculture as a major employer, however it remains a highly important component of the rural economy. Some farms are diversifying into alternatives such as organic farming, energy generation and farm shops. Many farmers today have to find alternative sources of income in order to survive financially.

4.14 In keeping with the [Staffordshire Rural Declaration](#), the District Council will promote a prosperous farming and food sector that plays a key role in the conservation and enhancement of rural areas. Whilst Local Plan Policy NR1 states the countryside is a valued asset in its own right and will be protected, it also recognises the important economic role of the countryside and the wealth of resources it provides and seeks to assist in the delivery of diverse and sustainable farming enterprises. Small scale development related to alternative sources of energy creation will be encouraged provided it does not have a detrimental impact on neighbouring amenity, landscape and other Local Plan Strategy policies such as Core Policy 3, and Policies SC1 and SC2).

4.15 The District Council also recognises that there are a number of buildings within the countryside which form part of the rural landscape and play an important part in creating the character of the local environment. Where these are of permanent and substantial construction, the adaption and re-use of these existing buildings can help meet the needs of rural areas. Some redundant rural building complexes can be developed in their own right. Mixed use conversions can provide start up space for new business, storage etc. Within the district, the Heart of the Country at Swinfen and the Curborough Craft centre are examples of this. Examples outside of the district include the successful employment-led Dunston Business Village near Stafford. Other opportunities could include a farm or plant nursery with shop to sell the plants and produce grown on site with café facilities. Often the manufacture and subsequent sale of craft items may also be combined with public displays or courses to attract new customers. Details on the design of schemes for the re-use of rural buildings is contained within Appendix B. Some buildings which can be classed as

‘agricultural buildings’ have permitted development rights which permits certain changes of use and the latest advice should be sought from the Council’s Development Management officers when considering this approach.

4.16 It is also important to note that proposals which incorporate uses also appropriate in a town centre such as retail and offices will need to be in accordance with town centre first policies as defined by NPPF. In the case of retail proposals, depending on location and scale, impact assessments may also be required under Policy E1 of the Local Plan Strategy. Policy E1 sets a threshold that in the rural areas and other centres outside Lichfield and Burntwood, a retail assessment will be required for new retail developments involving over 100sqm gross of floorspace. The assessment should enable an appraisal to be made as to the impact arising from the proposed development both individually and cumulatively on centres within and beyond the catchment of the potential development, and could include centres outside Lichfield District. For further advice as to the necessary content within a sequential test and impact assessment refer to the NPPG notes relating to ‘Ensuring the vitality of town centres’ and early contact with the Council’s Development Management officers is advised.

4.17 The sequential test and the impact assessments seek to maintain the vitality of our town centres and hierarchy of centres and as part of any required assessments information as to the type of goods sold and services available will be required. Thought should therefore be given to the impact upon viability of the proposed development both now and in the future and discussions held with the Council’s Development Management officers as to whether such restrictions would be appropriate.

4.18 For local advice on economic development issues visit the Business and Economic Partnership website which can be accessed via www.lichfielddc.gov.uk or call 01543 308000 and ask to speak a member of the Economic Development team.

Tourism

4.19 According to Visit Britain one in twelve jobs in the UK is currently either directly or indirectly supported by tourism and the most recent Tourism Background Paper estimated the visitor economy to be worth approximately £5million per month to the district's economy. Central to the Defra Rural Statement is the priority of attracting more people to rural areas and encouraging them to stay longer when they visit.

4.20 Within the rural areas income from tourism and recreational activities is recognised as an important part of our rural economy. A number of key tourist attractions serving the West Midlands are located within Lichfield District and it is important these are maintained and enhanced where appropriate. Sustainable tourist development is about making a low impact on the environment and local culture, whilst helping to generate income and employment for local people. In the rural area this needs to be balanced with the need to protect the countryside as an asset in its own right.

4.21 Within the rural areas of Lichfield District there are existing large scale initiatives whose use is primarily for recreation and leisure but are of a scale which is also recognised as being part of our tourism offer and thus part of our rural economy. Mentioned specifically in Local Plan Strategy Core Policy 9: Tourism, are the National Memorial Arboretum, Chasewater Country Park, Cannock Chase Area of Outstanding Natural Beauty, National Forest, Forest of Mercia, and the Central Rivers Initiative (Whitemoor Lakes).

These initiatives all involve large areas of land and are all generally open uses within the countryside, however they also now have visitor facilities, albeit not all in Lichfield District, and attract significant numbers of people to the rural area. They support the tourism and cultural sector of our economy both directly and indirectly and they are of a scale and nature appropriate to the context of their surroundings. Often separate plans are formulated for large scale initiatives which have been considered in the preparation of the Local Plan Strategy. Site specific policies exist as saved policies from the Lichfield District Local Plan 1998 which will be reviewed as part of the Local Plan Allocations document for Chasewater Country Park (Policy B.24), Forest of Mercia (Policy E.2), Central Rivers Initiative (Policy EA.14 Tame and Trent Valley), National Forest (EA.16), Cannock Chase AONB (Policy NA.1) and parts of the canal network where these lie within the Green Belt. Proposals will also be subject to national and Local Plan Strategy Policy NR2 on development within the Green Belt.

4.22 To support our tourist economy a variety of types of additional overnight accommodation are encouraged generally within the District, (Local Plan Strategy Core Policy 9). New hotel development should be directed to existing town centres and as a town centre use would be subject to a sequential test and impact assessment. The details for the content of a sequential test and impact assessment are specified in the NPPF and NPPG notes.

4.23 Holiday accommodation in rural areas can help drive up the overnight tourist spend and supports local businesses such as pubs, restaurants and shops. In order to increase the number of overnight visitors, conversion of rural buildings to holiday lets or use of underused upper floors in areas with access to local services will be supported where appropriate and in accordance with Local Plan Strategy policy.

Further evidence may be required in relation to the potential impacts of such developments on the affordability of local housing and accessibility to public transport. Further advice and guidance on the conversion of rural buildings is set out in Appendix B of this document.

4.24 Other forms of seasonal overnight accommodation such as caravan sites and camp sites will be assessed on their own merits, and regard will be had to the scale and nature of the proposals. Stricter controls apply within areas designated as Green Belt and the Area of Outstanding Natural Beauty. Supporting information on the following will be useful in assessing applications:

- Accessibility – to the site and impact on the surrounding highway network;
- Accessibility to services and facilities;
- Visual impact upon the openness of the landscape and sensitivity of the landscape e.g AONB, hill top locations and other prominent locations will have a greater visual impact and be more difficult to assimilate into the landscape. The impact of lighting should also be considered;
- Permanent or seasonal use;
- Amenity and potential for noise, disturbance and other impacts upon residents;
- Impact upon biodiversity, especially the Cannock Chase SAC (Local Plan Strategy Policy NR7) and River Mease SAC (Local Plan Strategy Policy NR8);
- Disposal of foul drainage.

5 Recreation & Leisure Development

5.1 Within the rural areas of Lichfield District there are many types of recreation and leisure uses. There are uses as diverse as golf courses, marinas, flying clubs, children's farms, sensory gardens, sports pitches and sports clubs.

5.2 Recreation and leisure uses in the rural area can support the local economy providing jobs and services as well as offering a range of recreation and leisure opportunities. These can serve a much wider catchment than the District itself, providing the green space and recreation opportunity for those living in the conurbation and nearby towns which can both bolster the local economy and support healthy lifestyles but can also put pressure on the local environment so it is important to maintain a balance.

5.3 National policy guidance and local policy directs leisure and cultural development to town centres, in Lichfield District this is Lichfield City and Burntwood. However some recreation and leisure uses are preferred and often found in a rural context. One of the NPPF's 12 Core Planning Principles states that planning should take account of the different roles and character of different areas, promoting the vitality of our main urban areas, protecting the Green Belts around them, recognising the intrinsic character and beauty of the countryside and supporting thriving rural communities within it. The NPPF supports leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside.

5.4 It is important to note that parts of the District lie within the Green Belt where greater restrictions apply, especially with regard to new buildings and these are

considered in para 5.17 below. The NPPF states that local planning authorities should plan positively to enhance the beneficial use of the Green Belt, such as looking for opportunities to provide access; and to provide opportunities for outdoor sport and recreation where these are consistent with the fundamental aim of Green Belt, its essential characteristics and the 5 purposes of Green Belt identified in the NPPF

5.5 Within the Local Plan Strategy Core Policy 9 supports sustainable tourism to help support the local economy and explains at para 9.26 that sustainable tourist development is about making a low impact upon the environment and local culture, while helping to generate income and employment for local people. Within the rural areas sustainable tourism opportunities should be of a scale and nature appropriate to the locality, linked to existing villages to support local services and facilities, whilst utilising existing transport opportunities.

5.6 Local Plan Strategy Core Policy 10: Healthy and Safe Lifestyles seeks to help people live healthier lifestyles through the availability of a variety of good quality and accessible community infrastructure such as open spaces, walkways and cycle ways, playing pitches, sport, recreation and play facilities. The policy encourages the co-location of different types of open space and facilities for sport and recreation and supports initiatives which support participation and volunteering where appropriate.

5.7 Local Plan Strategy Core Policy 10: Healthy and Safe Lifestyles also seeks integration of new developments which will be expected to include multi-functional green spaces in accordance with Policy NR6 which connect the development to the wider rights of way network and areas of accessible countryside.

5.8 Local Plan Strategy Policy NR1 recognises the important economic role of the countryside and the wealth of resources it provides, but also that it should be valued and be protected as an asset in its own right. A careful balance therefore needs to be achieved when considering new development in the rural areas. The policy advises that new building in the countryside away from existing settlements, or outside those areas designated for development will be strictly controlled. Over half of Lichfield District lies within the Green Belt where further restrictions on appropriate uses and new buildings apply, these are detailed in the NPPF paragraphs 88 and 89 and Local Plan policy NR2. However the countryside provides a wealth of opportunities for leisure and recreational activities as well as supporting traditional agricultural practises and farm diversification. This SPD provides clarity and guidance on these policies.

5.9 Uses such as golf courses, equestrian activities, sailing, camp sites, marinas and noisy sports such as motocross are examples of open recreational uses which are often found in rural areas. Often uses can operate using no buildings or existing buildings within the site. These uses can support and facilitate positive countryside management and strengthen the rural economy. Other forms of recreation and leisure development can support existing rural sustainability (vitality) by providing local jobs and by supporting existing services and facilities and can positively add to the delivery of other policies in the Local Plan for example a new sports pitch on the edge of a key rural settlement can encourage visits to the existing local shop and the landscaping around the pitch can contribute a net gain to biodiversity in the area as well as meeting a deficiency for pitches in the area;

5.10 Changes of use which do not initially involve new build are advised to consider the need for buildings in the future, especially given the restrictions on new build in the Green Belt.

5.11 The change of use of existing buildings to recreation and leisure uses or which provide ancillary facilities such as changing rooms is considered preferable to building new facilities, as this minimises the proliferation of new buildings and the built form in open countryside thus protecting the countryside from inappropriate development. The sharing of facilities or locating different types of facilities next to each such as changing rooms/car parks can also reduce their impact and can help support the long term economic viability of the uses as the sharing of facilities enables the sharing of maintenance costs. In addition the conversion of existing buildings for changing rooms can bring derelict structures back into use, enhancing the landscape and reducing opportunities for anti social behaviour.

5.12 Further advice is given on the reuse of rural buildings in Appendix B. Change of use of existing agricultural buildings is considered separately later in this section.

5.13 Where a planning application is required for a change of use, this may be assessed on its impact directly or indirectly, and while each individual proposal will be assessed on its own merits, the following issues (depending on each scheme and the scale of the proposal) may need to be taken into consideration and may therefore need additional information to be prepared to assist the decision making process:

Environmental factors

- environmental factors – e.g. Flooding;

- minimise visual impact in order to protect the countryside's intrinsic character and beauty; including the impacts of lighting and mitigation measures such as landscaping;
- the diversity of its landscapes and heritage, (which could be informed by the Historic Environment Character Assessment and Register of Historic Assets)
- wildlife and impact upon trees, woodland, hedgerows, green corridors and biodiversity.(Development is required to deliver a net gain for biodiversity and/or geodiversity in the District (Local Plan Strategy Policy NR3). More information is in the Biodiversity and Development SPD);
- the wealth of natural resources which exist in the countryside including such diverse criteria as tranquillity and mineral deposits.

Economic factors

- economic impact, impact upon sustainability, job creation, impact upon town centres and key rural settlements/ability for use to be located within the more sustainable settlements. A separate sequential test and impact assessment may be necessary as set out in the NPPF. For changes of use or new development which includes new retail floorspace, Local Plan Strategy Policy E1 is also relevant which requires retail proposals of over 100sq to submit a retail assessment and for recreational proposals. The NPPF para 26 should be referred to which requires a leisure assessment for proposals of 2,500sqm or more).

Social factors

- meeting a deficiency within an identified development plan
- highway impact and impact of traffic both on site and within the area as parts of the rural area have low levels of traffic and narrow roads.
- accessibility as much of the rural area has poor access to public transport.
- amenity and potential for noise, disturbance and other impact upon residential property

5.14 Parts of the District lie within the Green Belt where greater restrictions apply, especially with regard to new buildings and these are considered in para 5.17 below. The NPPF states that local planning authorities should plan positively to enhance the beneficial use of the Green Belt, such as looking for opportunities to provide access and to provide opportunities for outdoor sport and recreation where these are consistent with the fundamental aim of Green Belt, its essential characteristics and the 5 purposes of Green Belt identified in the NPPF.

Additional considerations when submitting applications including new buildings and extensions to buildings associated with recreation and leisure uses

5.15 In addition to the list at para 5.13 above, planning applications which include new build and extensions to buildings associated with recreation and leisure uses will be assessed on their own merits. These may also have to consider any indirect impacts, and if there are any cumulative impacts arising from the new build. Local Plan Strategy Policy NR1 recognises the countryside as an asset in its own right, and one which should be protected from inappropriate development. Therefore new

building development in the countryside away from existing settlements, or outside those areas designated for development within an adopted development plan will be strictly controlled and considered on its own merits in order to protect the countryside's intrinsic character and beauty. Any permitted new buildings should normally be of the minimum size necessary and ancillary to the change of use proposed to limit the impact on the openness of the rural area. All new buildings will have to be sensitively designed and screened with appropriate landscaping in order to mitigate the impact of new buildings on open countryside.

5.16 Where the new build proposed is also within the Green Belt it is likely additional justification to support the proposal will be required. Local Plan Strategy Policy NR2 refers to the NPPF in its explanation. The NPPF regards the construction of new buildings as inappropriate in the Green Belt and by definition, harmful to the Green Belt and should not be approved except in very special circumstances. There are exceptions which are not considered as inappropriate development and these are listed within the NPPF. This list currently includes 'provision of appropriate facilities for outdoor sport, outdoor recreation and for cemeteries, as long as it preserves the openness of the Green Belt and does not conflict with the purposes of including land within it.' Information should be submitted with any planning application to enable assessment of the very special circumstances as this will assist the decision making process.

Uses where further information may be needed.

5.17 Some uses which may be appropriate in rural areas would benefit from further information than that listed in paragraph 5.13 being submitted with any planning application in order to enable a fair assessment to be made. The following list

of uses are those where further information is likely to be needed **in relation to particular kinds of proposals** and examples of what the further information may be in order to assess an application, although these will be assessed on a case by case basis. The District Council offers a pre-application advice service whereby applicants can seek informal advice from the Council officers; see the [Council's website](#) for more information.

5.18 Applications involving noisy sports

- Activities such as motocross, aerodromes, sprint track, clay pigeon shooting will need noise assessments.

5.19 Golf courses

- Agricultural land quality.

5.20 Equestrian

- Animal welfare as there is a need to provide water and shelter for the animals. Evidence of grouping of buildings to reduce the visual impact. Need for a ménage.

5.21 Allotments

- Local Plan Strategy Policy HSC1: Open Space Standards, sets standards for allotments and requires them to be well maintained, well managed and designed. Evidence which supports this and consideration of the need for security of the site and tools, the number and type of buildings which will be erected, a water supply, and removal of temporary structures upon cessation of the use.

5.22 Marinas

- Evidence of early discussions with regard to water supply and impact upon the water network with Environment Agency and potentially Canal and Rivers Trust.

Agricultural diversification

5.23 To support the rural economy, and our existing uses, especially the farming community, diversification and combinations of uses are often compatible. Local Strategy Plan Policy NR1 supports development proposals not only agricultural but also forestry, horticulture, fishing and equestrian activities and other country based enterprises which promote the recreation and enjoyment of the countryside. Some activities can fit in well with farming activities and help diversify rural economies. The above advice on the conversion of existing buildings and new buildings does however still apply, although some agricultural buildings have new permitted development rights and further guidance on this and on sensitive conversion of buildings is within Appendix B.

Appendix A Rural Workers Dwellings Guidance

A.1 Introduction

1.1 Rural protection policies generally seek to minimise the impact of all development in the countryside, and also the impact of development on the openness of the Green Belt. However, these need to be balanced against both national and local policies seeking to promote and sustain rural economic growth.

1.2 To assist applicants in making planning applications for rural workers dwellings in the countryside the following guidance detail the national and local policy position and also what will be required to be submitted to enable the application process to progress smoothly.

A.2 Current Government guidance

2.1 The National Planning Policy Framework (NPPF) published in March 2012 sets out the Government's planning policies for England and how these are expected to be applied. At the heart of the NPPF is a **presumption in favour of sustainable development** and supporting a prosperous rural economy will assist in achieving this.

2.2 Under planning law applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The NPPF constitutes a material consideration in determining planning applications.

2.3 The NPPF establishes 12 core planning principles which should underpin both plan-making and decision-taking. These include references to the countryside as follows:

- recognising the intrinsic character and beauty of the countryside and supporting thriving rural communities within it;
- contribute to conserving and enhancing the natural environment and reducing pollution. Allocations of land for development should prefer land of lesser environmental value, where consistent with other policies in this Framework;
- encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value.

2.4 Thus whilst the NPPF recognises the importance of the countryside, it also takes a positive approach to sustainable new development as a means to supporting economic growth in rural areas.

2.5 The NPPF replaces Planning Policy Statement 7 "Sustainable Development in Rural Areas" which included detailed national guidance for Agriculture, Forestry and Other Occupational Dwellings at Annex A. The NPPF (paragraph 55) advises that local planning authorities should avoid new isolated homes in the countryside unless there are special circumstances such as *'the essential need for a rural worker to live permanently at or near their place of work in the countryside'*. Although PPS7 can no longer be cited as an authority under which to determine planning applications, the tests which were in Annex A are still considered by Inspectors to remain an appropriate way to assess 'essential need' as it is well established and well understood, even though it no longer forms part of Government policy.

2.6 However, what constitutes 'essential need' or a 'rural worker' is not defined by the NPPF and it is for local authorities to determine what this means locally.

A.3 Local planning policies

3.1 The Spatial Strategy for the District is set out in the Lichfield District Local Plan Strategy. The approach to housing development is outlined in Local Plan Strategy Core Policy 1: The Spatial Strategy, which makes it clear that new housing will be located at the most accessible and sustainable locations in accordance with the settlement hierarchy. In the rural areas new housing is directed mainly towards six identified key rural settlements – Alrewas, Armitage with Handsacre, Fazeley, Fradley, Shenstone and Whittington. Smaller villages are to accommodate housing to meet local needs, mainly within identified village boundaries, unless supported as a rural exception site. Allocations of sites for new rural housing will be considered through the Local Plan Allocations document or through a community led plan.

3.2 The District Council seeks to support certain economic development proposals in the countryside, as set out in Local Plan Strategy Policy NR1: Countryside Management. The explanation to Policy NR1 states that new building development in the countryside away from existing settlements, or outside those areas designated for development within the Local Plan Strategy, will be strictly controlled. This approach is consistent with paragraph 55 of the NPPF, which advises that local planning authorities should avoid new isolated homes in the countryside unless there are special circumstances, such as the essential need for a rural worker to live permanently at or near their place of work in the countryside.

A.4 Defining essential needs

4.1 There will be some cases where the nature and demands of the work concerned make it essential for one or more people engaged in the enterprise to live at, or very close to, the site of their work. Whether this is essential in any particular case will depend on the needs of the enterprise concerned and not on the personal preferences or circumstances of any of the individuals involved. This was previously called the functional test in PPS7. By way of example, essential need often arises where the welfare of agricultural livestock will benefit from a 24 hour presence.

4.2 A **functional test** is necessary to establish whether it is essential for the proper functioning of the enterprise for one or more workers to be readily available at most times. An example was given where such a requirement might arise if workers were needed to be on hand day and night, in case animals or agricultural processes required essential care at short notice, or to deal quickly with emergencies that may otherwise cause serious loss of crops or products, such as frost damage or failure of automatic systems.

4.3 The District Council will apply this functional test in determining planning applications for new rural workers dwellings.

A.5 Financial test

5.1 New permanent accommodation will not be justified on rural business grounds unless the rural enterprise is economically viable. To establish this a financial test will be applied. This should demonstrate that:

- a) the unit and the rural activity concerned have been established for a reasonable period of time (at least three years);

b) the unit and the rural activity have been profitable for at least one of the three years;

c) the unit and the rural activity are currently financially sound, and have a clear prospect of remaining so.

A.6 Defining a rural worker

6.1 The literal translation of 'rural' is 'of the countryside'. Traditionally workers in agriculture and forestry have made up the majority of rural workers, but diversification of the rural economy over recent years has led to many other commercial ventures being established in rural areas. In Lichfield District these have mainly included equestrian and horticultural businesses, as well as a few more unusual ventures, such as a bird of prey breeding enterprise. In most cases an element of animal welfare or crop management that required round-the-clock supervision at certain times of the year has been an intrinsic element of the functional need.

6.2 However, it is important to note that simply being employed in the countryside is not sufficient to qualify as a rural worker with an essential housing need. This is where the functional test would need to be applied. Many people work in rural areas in locations such as offices, schools, workshops, garages and garden centres but it is unlikely that they will have an essential need to live permanently at or near their place of work.

6.3 In general, personal factors such as health, legal or financial issues will not be decisive matters in the consideration of applications for rural workers dwellings.

6.4 Traditionally it was desirable for agricultural workers to be in close proximity to their livestock so they could be on hand to attend to their needs as and when required. Circumstances which require a person to be on site or close by to attend to

the needs of the enterprise outside of normal working hours could include dairy and poultry where the needs of the animals are constant in order to ensure productivity.

6.5 Requirements for dwellings to provide natural surveillance/security justification for a rural enterprise will not normally be considered sufficient justification for a dwelling because these type of issues could be overcome through surveillance from other adjacent properties (where applicable) and improving the on-site security of machinery and buildings which are part of the enterprise.

A.7 Permanent rural dwellings

7.1 New permanent dwellings are only likely to be permitted to support existing businesses and therefore the Council will require the following to be demonstrated in support of any application:

- a clearly established existing **functional need** (see above);
- the need relates to a **full-time worker**, or one who is primarily employed in the business to which the application relates and does not relate to a part-time requirement;
- the unit and the activity concerned have been established for a least three years, have been profitable for at least one of them, are currently financially sound, and have a clear prospect of remaining so;
- the functional need could not be fulfilled by another existing dwelling on the unit, or any other existing accommodation in the area which is suitable and available for occupation by the workers concerned;

- other development management (planning) criteria, e.g. in relation to access, design or impact on the countryside and ecology are satisfied.

7.2 Rural dwellings should be of a size commensurate with the established functional requirement. It is the requirements of the enterprise, rather than those of the owner or occupier, that are relevant in determining the size of dwelling that is appropriate to a particular holding or enterprise.

A.8 Temporary rural dwellings

8.1 If a new dwelling is essential to support a new activity, whether on a newly-created unit or an established one, it should normally, for the first three years, be provided by a caravan/mobile home or other temporary accommodation. The applicant should include the following information to support the application:

- clear evidence of a firm intention and ability to develop the enterprise concerned (significant investment in new buildings is often a good indication of intentions);
- functional need (see above);
- clear evidence that the proposed enterprise has been planned on a sound financial basis;
- the functional need could not be fulfilled by another existing dwelling on the unit, or any other existing accommodation in the local area;
- other normal development management (planning) requirements are satisfied e.g. on siting and access.

8.2 If permission for temporary accommodation is granted, permission for a permanent dwelling is unlikely to be granted within three years.

A.9 Planning conditions

9.1 In most cases where a permanent rural worker's dwelling is granted planning permission this shall be restricted through the imposition of an occupancy condition, with suggested wording as follows:

9.2 *'The occupation of the dwelling shall be limited to a person solely or mainly working, or last working, in the locality in agriculture, forestry or a specified rural occupation, or a widow or widower of such a person, and any resident dependants.'*

9.3 This reflects the standard condition set out in Circular 11/95 'The Use of Conditions in Planning Permissions' and will ensure that the dwelling is kept available to meet the needs of rural workers in the locality if it is no longer needed by the original business, and will avoid a proliferation of dwellings in the open countryside.

9.4 Justification for the removal of such a condition would need to demonstrate that there is no existing or foreseeable future demand for that dwelling with the condition attached. Such justification needs to include detailed and conclusive evidence of:

- a lack of demand for the property through a robust marketing exercise sustained for at least twelve months; and
- the lack of an identified need for new agricultural dwellings in the local area.

9.5 Consideration will be given in any application for the discharge of occupancy conditions to the long term need for rural dwellings both at the particular farm/land

holding in question and in the locality, bearing in mind any changes in the scale and character of the enterprise in response to market trends.

9.6 Other conditions which may be imposed include requiring the period for implementation of a planning permission within one year, to ensure that an agricultural enterprise begins in that time and minimises the effects of changes in market conditions. In addition the District Council may require the prior completion of buildings used as justification for a rural dwellings (e.g. intensive animal breeding units) and the removal of permitted development rights in sensitive locations.

9.7 In the case of planning permission for a temporary caravan/mobile home, a planning condition ensuring personal consent may be appropriate, since the permission is for a limited period of time (usually three years) and may relate to a specialised enterprise by a particular individual.

A.10 Additional information

10.1 Within the rural parts of the District there are many agricultural enterprises which employ a large number of seasonal employees especially during the summer months. As many of these roles are temporary they will not qualify for a permanent dwelling in the countryside. Should accommodation be required to satisfy the operational needs of these roles it should be provided in the existing housing stock across the District.

10.2 In assessing the functional and financial needs of the proposals the District Council may seek external advice from specialist consultants.

10.3 If you require further information prior to submitting your application please contact the Lichfield District Council Development Management team on 01543 308000 or email devcontrol@lichfielddc.gov.uk

Appendix B Re-use of Rural Buildings

B.1 Introduction

1.1 The adaptation and re-use of existing rural buildings can help meet the needs of rural areas, especially to support economic development, tourism, residential and recreational uses. Such buildings can include agricultural buildings, as well as buildings which have been in other uses, such as industrial uses. Many of the buildings are of intrinsic architectural or historic interest whilst others are more modern and utilitarian in appearance, but nevertheless of permanent and substantial construction. Making use of existing buildings may reduce demand for new building in the countryside, provide income for agricultural enterprises and encourage the re-use of scarce resources.

1.2 Rural buildings are a significant part of the landscape of the District and play an important role in creating the character of the local environment. However, not all rural buildings are suitable for conversion. Some buildings would require major or complete reconstruction, alteration or extension to allow their re-use. Such works would effectively represent the creation of a new building in the countryside which would in most circumstances, be contrary to rural area planning policies.

1.3 The purpose of this guidance is to provide applicants, agents, landowners and potential purchasers of rural buildings with advice regarding the suitability or otherwise of buildings for conversion and design guidance to ensure that conversion schemes are carried out in a way which is appropriate in terms of the character and function of the building and its context.

B.2 Policy context and general purpose

2.1 Current local and national planning policies contained in the Lichfield District Local Plan Strategy and the National Planning Policy Framework (NPPF) set out a general presumption in favour of sustainable development. The NPPF regards sustainable development as having three dimensions: economic, social and environmental. Local and national policies recognise the conversion and re-use of rural buildings having a role in terms of enabling sustainable economic growth in rural areas and contributing to the supply of rural housing, particularly where located in sustainable locations and where it would secure the future of heritage assets.

2.2 Planning policies also set out a number of other key tests that are applicable to any conversion schemes;

- The importance of good design – one that functions well, adds to and improves the built environment and responds to local character and history. (see Section 3 below);
- The importance of minimising impacts on ecological interests. (see Section 4);
- That the building should not require extensive alteration and/or extension. (See Para. 2.14 below);
- That there is appropriate access such that highway safety is not compromised; and
- That there would be no adverse impact on residential amenity.

2.3 There are a wide variety of alternative uses for rural buildings, and some are considered more appropriate than others.

The best uses that will lead to the most successful conversion are those which respect the original character and appearance of the building and its individual structure and features. The following uses may be considered appropriate, depending on the character and location of the building:

a) **Agricultural related:** Retention for alternative agricultural uses or proposals for appropriate rural diversification. An example might be use as a farm shop selling produce from the farm itself and/ or other local produce.

b) **Commercial and industrial uses:** Uses such as storage, workshops and offices are examples that may require little alteration to the building. These types of uses can increase the opportunities for local employment opportunities within the rural area. For certain uses, consideration will need to be given to the suitability of the local roads for accommodating the associated vehicular movements.

c) **Leisure and recreation:** Many outdoor rural activities require some limited facilities and redundant rural buildings provide the ideal opportunity to provide these without having to introduce new buildings into the countryside. These types of uses not only provide for more sustainable forms of development but also widen the variety of employment opportunities in the countryside.

d) **Tourism/community uses:** Tourism and community facilities can sometimes easily be achieved without the need for extensive alterations to the original fabric of the building. Examples might be holiday accommodation, or use as a visitor centre. These types of activities are important to the regeneration of rural

areas with tourism playing an increasing important role within the local economy.

e) **Residential use:** A residential use can often be more problematic in terms of accommodating this use while retaining the original character and fabric of the building. Such use is generally only appropriate for buildings which are structurally sound; are capable of conversion without substantial alteration or extension; and where any domestic curtilage can be accommodated without creating a visual intrusion into the surrounding countryside. Furthermore, buildings in more sustainable locations, with easy access to local services and public transport are more suitable for residential conversion than those in more remote locations. The creation of live/work units can however result in a more sustainable form of development.

2.4 Not all buildings would be regarded as suitable for re-use. Planning rules are relaxed for agricultural and forestry businesses and this means that some buildings may have been erected that would not otherwise have been permitted. Such buildings should usually be removed if they are no longer used for their intended purpose. Other buildings which were designed to be temporary or which harm the character and the appearance of the area may not be worthy of retention. To decide whether a rural building is worthy of retention and re-use, it may be useful to ask the following questions:

- Is it a permanent solid construction?
- Is it in good condition?
- Does it look as though it fits in with surrounding buildings and the landscape?

- Does it have any historic or architectural significance?
- Is it in a sustainable location?

2.5 The extent to which the above are applicable will depend to some degree on the intended use. For some uses, including residential, the Council will need to be satisfied that the building is structurally sound and capable of conversion without the need for substantial re-building, extension or alteration. Evidence will be required to demonstrate that the building is structurally sound and this will usually take the form of a full structural survey undertaken by an independent qualified structural surveyor/engineer.

2.6 Re-building means the substantial replacement of parts of the original structure whilst alteration or re-modelling involves changes to the original structure. The extent to which this would be considered 'significant' will vary depending on the scale and type of building affected and the extent of the work proposed. Limited re-building is acceptable to effect repairs but where for example, a significant part of the original building has been removed or fallen into disrepair, re-building will not usually be acceptable, particularly where the building is located within the Green Belt. In exceptional circumstances a greater degree of re-building may be allowed where it involves a heritage asset. Section 3 below sets out design considerations that need to be taken into account in conversion schemes.

2.7 It is not necessary to demonstrate that a building is redundant for agricultural purposes when seeking approval for its re-use. However, if the re-use of the building, still in active agricultural or other use would be likely to result in the need for a replacement building, then the proposal is likely to be resisted unless evidence is

submitted to demonstrate that the building is unfit or unworkable for modern farm methods or any such other current or former use.

B.3 General design principles

3.1 For any conversion to be acceptable, it is essential that the established character of the building remains in keeping with its surroundings. Decisions on conserving, retaining and converting traditional farm and other rural buildings should be based on a good understanding of their architectural and historic interest and their contribution to the character and appearance of the area. However, whilst the following design guidance focuses on more traditional rural buildings, it is recognised that there are some less traditional buildings which, in certain circumstances, may be suitable for conversion, for example for storage uses, and which require very little alteration. As there is a vast range of styles within the District and the majority of these buildings are unique, early pre-application engagement with the Planning Authority is recommended.

3.2 The character of a rural building is derived from its original function and every effort should be made to retain the original simplicity of scale and form and to alter the building as little as possible, both internally and externally. In order to respect the character of the building, the new use should be designed around the constraints of the building rather than the use being imposed upon the building. In this respect, the following general principles should be adopted:

Windows and doors

3.3 Every effort should be made to use existing openings within the building to the full, if necessary, by adapting the plan to suit. New door and window openings should be avoided and the high solid to void ratio

of wall to openings must be maintained. Early consideration should be given to types of joinery used for window and door openings which should be designed to reflect the character of the building. Wherever possible, existing features such as external doors and shutters and their ironmongery must be retained.

3.4 All existing and serviceable doors in a former stable or cow shed should be retained wherever possible, or kept as shutters to simple recessed glazing, in order to retain the original external appearance. Any necessary infilling should be undertaken sensitively by recessing the infilling brickwork to retain the impression of the previous opening. The option of converting large doors to windows in the upper portion with vertical planking to the lower portion may be considered. It is essential that the window format is simple and respects the building.



Picture B.1 Example of a refurbishment that utilises existing openings



Picture B.2 An example utilising existing openings

3.5 Large threshing doors and cart entrances are often the main feature of agricultural barns and should be incorporated in any conversion to ensure that the essential character and appearance of the building is retained. Proposals should allow the original opening to be fully exposed and visible without conflicting details. Threshing doors should be retained where they exist and if a full height glazed area is required, the tall timber doors should be fixed back to the walls. Full height glazing with a strong vertical emphasis is the most appropriate method of treatment for these large openings. Often these types of openings are found on opposite sides of a building and the full glazing areas can be used on both elevations to great effect with regards the lighting and integrity of the building, with the glazing making use of natural light to illuminate the interior.



Picture B.3 Example of utilising existing openings to maximise natural, internal light

3.6 All doors and doorframes should retain their original width. Doors are often hung on pintle hinges set in a stone block or pegged heavy wood frame. This format deserves careful consideration and is a feature that should be retained. Any new doors should be of functional and simple design, ideally ledged and braced plank doors.

3.7 Where original window joinery exists, this should be repaired rather than renewed where possible. Where required, new windows should match the design and detailing of surviving windows and be recessed in the reveal of existing openings. Windows that have pseudo-historical detail are alien in character to traditional farm buildings and will be resisted. New windows inserted into existing openings should utilise bespoke units composed of either timber or metal, with traditional detailing where appropriate. Standard domestic 'off the peg' style PVC, stained hardwood or aluminium windows will not be acceptable.

3.8 Existing window cill details should be retained and replicated where appropriate. The use of projecting cills is not acceptable unless it is commensurate with the original character of the building.

3.9 Where, in exceptional circumstances, the introduction of new window openings are necessary, they should be of a size and

position that respects the character of the building, be kept to an absolute minimum and be discretely located on the less publicly visible elevations. They should not interrupt distinctive architectural features such as ventilation holes. Care must be taken to ensure that the detailing of them is compatible with the character of other joinery work on the building and they should not visually dominate the elevations to which they are being introduced. The regular or symmetrical pattern of openings characteristic of domestic dwellings is inappropriate in the context of modest rural building such as a barn.

3.10 Lintels over openings should be preserved where possible. Where new lintels are required, the external appearance should replicate the existing details on the building, for example natural stone, brick or timber facing.

3.11 All doors, frames and other exposed joinery should generally have a painted finish. The colour and tone of which should be sympathetic to the building's original colour palette. Stained joinery should generally be avoided.



Picture B.4 A further example of introduced features using recycled materials to improve function and 'liveability'

Walls

3.12 In exceptional cases where new materials are to be used within the scheme, they should, wherever appropriate, be recycled from other parts of the building or adjoining groups of buildings. If new materials are used, they should match the existing in quality and visual style.

3.13 Any re-pointing work should be confined to localised areas requiring repair using traditional lime based mortars and methods. Pointing and re-pointing should be carried out in such a way that the joints are kept narrow and are slightly recessed with a brushed finish. Pointing which is flush with the brickwork, or spread partially over the face of the bricks can damage the character and appearance of the building. This detail will normally be controlled by a condition on any grant of planning permission, particularly in the case of listed buildings.

3.14 Timber framing should be repaired by splicing or piecing in new oak, keeping any such replacement to the absolute minimum. Joints should be traditional and fully detailed on the planning application drawings.

3.15 Brick, stone and timber should never be sandblasted and mechanical cleaning using rotary carborundum heads also destroy the surface. Such abrasive techniques are damaging and will shorten the longevity of traditional materials and structures. The cleaning of historic buildings may require specialist techniques and advice should be sought before the commencement of any work.



Picture B.5 An example of localised repointing



Picture B.6 A further example of localised repointing



Picture B.7 An example showing how refurbishment should maintain an unbroken roofline



Picture B.8 A further example of a refurbishment which maintains an unbroken roofline

Roofs

3.16 The roof of a farm building is its most visible feature and forms a key part of the building's character. Traditional farm buildings' roofs are generally simple in character and composed of local materials.

3.17 The roof profile, form and materials should be retained wherever possible. Traditional farm buildings have long

unbroken rooflines and it is essential that these remain undisturbed as far as possible. In some cases however, the original roof may have been lost and replaced by a modern roof. In such circumstances it may be acceptable to reinstate the roof profile at its original pitch, providing that compelling physical, documentary or photographic evidence of the historic profile is presented. In certain exceptional cases, it may be necessary to remove the original roof covering to repair the roof structure. In such cases, the original roof covering should be carefully removed and stored on site. Where materials can be salvaged, they should be reused.

3.18 Special roof coverings such as handmade tiles or slates laid in diminishing courses should be retained with any shortfall being made up with new and/or second hand materials. Historic eaves and verge details such as corbelling or dentilations should be retained and repaired. As originally built the majority of traditional farm buildings had closed verges, clipped eaves with guttering (where present) supported on rise and fall brackets with no fascia boards. Standard modern box eaves with deep projecting fascia boards, flat soffit board and projecting barge boards will not be acceptable on traditional farm buildings.

3.19 Modern roof detailing such as cupolas, weathervanes and dormer windows are not considered acceptable and applicants proposing to add such features will need to demonstrate that there is a historic precedent for them. Traditional farm buildings rarely had any form of glazing at roof level. Therefore, roof lights should only be used sparingly on the least conspicuous elevation and should be the flush fitting/conservation type. However, within buildings where a roof includes existing features such as haylofts, these can be retained and it may be possible to use these

for sources of light and ventilation subject to the impact of their conversion on the character of the building.

3.20 Chimney stacks are generally uncharacteristic of rural buildings and the introduction of them will generally be regarded as inappropriate since they damage the unbroken roofline and introduce domestic characteristics into the appearance of former farm buildings. Ventilated ridge tiles or balanced flues may be appropriate. Any flues should be discretely sited, not exceed the ridge of the building, be thin and painted in an unobtrusive colour such as matt black.

3.21 Original gutters, where present should be retained or repaired where possible. Replacements should be simple in character, half round, composed of cast metal and supported on brackets driven into the masonry without fascia boards as depicted in the illustration. The use of restoration PVC guttering may be acceptable in certain circumstances. Guttering and down pipes should be painted in an appropriate colour.



Picture B.9 A further example of repaired 'rise and fall' guttering

Key internal and external features

3.22 Features of importance architecturally or historically, including machinery relating to or fundamental to its original use, should be retained in-situ and integrated into the proposed conversion. Where a building is listed, particular care is needed to conserve internal historical character and surviving internal fabric and fittings.

3.23 Roof structures can be the most impressive features of a rural building. Roof structures and trusses should be retained in their entirety and kept open to view as far as possible. Open-plan designs with the roof structure remaining unencumbered are preferred. New internal divisions to create upper floors are often difficult to incorporate without harming the character of a building. Where a building is listed, submitted plans must show how insulation, and any associated ventilation is to be accommodated.



Picture B.10 An example of an open plan interior which allows the roof structure to remain exposed

3.24 Ventilation holes, often in the form of a cruciform, diamond or slit pattern, are fundamental in denoting former crop/hay/storage areas and should be retained. The contrast between the dark interior and the light face of the building can be enhanced by blocking such apertures from the rear or using dark glass recessed

within the apertures. Glass blocks can also provide patterns of illumination within the building. Owl holes should be retained.

3.25 External staircases, characteristic of granaries and storage lofts, are features whose presence should not only be respected but whose potential should be fully exploited. Care must be taken when adding balustrades or non-slip surfaces, as these may be damaging to the character and appearance of the building.



Picture B.11 Picture shows important features which should be identified and retained as part of any refurbishment



Picture B.12 External stairs are an example of a feature which should be identified and retained as part of any refurbishment

Setting in the landscape

3.26 It is important that converted rural buildings sit comfortably in the local landscape. A simple functional setting is

often an essential part of the character of traditional rural buildings and therefore, the sensitive treatment of external spaces is important. Care should be taken to ensure that the curtilage is kept to a minimum, and remains as uncluttered as possible. Garden structures, play equipment and other domestic paraphernalia should be avoided within these spaces. Encroachment into the surrounding countryside for garden use, external storage, hardstanding or car parking should be avoided and would normally be resisted.

3.27 Appropriate treatment of the curtilage of the building is crucial to the retention of the rural character, particularly in areas of open countryside, high landscape quality and designated Green Belt. The use of appropriately scaled brick boundary walls close to buildings, and/or native hedgerows and field type fencing, depending on the particular circumstances are the most appropriate treatments. The use of close boarded or interwoven fencing and hedge-planting using ornamental or non-indigenous species should be avoided.

3.28 The impact of parked cars in the landscape can be considerable and garaging should be provided within the converted building, or within adjacent outbuildings where these contribute to a group of farm buildings. Any new garage doors should be of timber, side hung vertically boarded and painted. Parking will be required at levels not exceeding the maximum standards set out in the Development Plan. Particular care needs to be given to the siting of fuel storage tanks and other essential service requirements to ensure that they are well screened and unobtrusive. Permission will not normally be given for the construction of additional buildings and structures for garaging and ancillary storage.

3.29 Hard landscaping should reflect the rural setting of the building. Cobbled yards and raised flagstone causeways are essential historical features and should be retained and incorporated into the new scheme. Where original yards have subsequently been resurfaced in concrete, their replacement with a gravelled surface will generally be acceptable. The use of tarmac or concrete paving surfaces should be avoided. Any scheme for conversion should include all details of hard and soft landscaping, making use of indigenous species.

3.30 Surviving features such as ponds, drinking troughs and water pumps are important farmyard features and must be retained. Protection may also be given to features such as enclosing walls and pigsties that may have little practical beneficial use but may be of interest historically. Original gates, gateposts and railings should be retained in situ and refurbished where necessary. The addition of large or ornamental gates or pillars to demarcate the entrance to the conversion will be resisted. New gates and posts, where required, should be sympathetic to the agrarian character of the building.

3.31 Satellite dishes are inappropriate additions to rural buildings and are usually detrimental to their character and appearance. A condition removing Permitted Development rights for such features will normally be included on any planning permission for the conversion of a traditional farm building. It may be possible to site a satellite dish on, or within the curtilage of a converted building where it is discreetly located away from the public domain. Similarly, large aerials can detract from the character of traditional rural buildings and an internal aerial should be used where possible.

3.32 External lighting, including any for security, should be kept to a minimum and be of simple functional designs. Domesticating features such as Victorian style lights, other lampposts, pergolas, ornamental ponds or water features are not acceptable in the context of traditional farm buildings.

3.33 Wherever possible, the existing access into the site should be re-used. If this is not possible, then any new access route should follow the line of existing features in the landscape such as walls or hedges, in preference to the creation of any new route across open countryside. Where an access crosses open land then the road should remain unenclosed along its length and wide grass verges should be left alongside walls or hedges to provide wildlife habitat. Any proposed use should not generate traffic of a volume that might cause danger to existing road users.

B.4 Other material considerations

Protected species

4.1 Rural buildings provide important habitats for a variety of wildlife, including species protected by law. Several species of bats, as well as barn owls, swallows, swifts and other birds regularly make use of such buildings as breeding sites. The loss or conversion of rural buildings over the past 30 years has contributed to the decline of barn owls and bats through the disturbance and loss of important breeding and resting places.

4.2 All species of wild birds (including their nests and eggs) and all species of bats and their roosts are protected under the Wildlife and Countryside Act 1981 (as amended). All species are further protected under the Habitats Regulations 2010. Under this legislation, it is an offence to kill or harm

these animals but also to intentionally damage, destroy or obstruct any places where the animals are residing.

4.3 The presence of a protected species will be regarded as a material consideration in the determination of any planning application. Maintaining the favourable conservation status of a protected species will be a priority but the presence of a protected species would not always preclude conversion to a new use. If properly designed and monitored, the re-use of rural buildings can retain and enhance resting and breeding sites for protected species and other wildlife.

4.4 Prior to the submission of a planning application, an initial ecological assessment should be undertaken to establish the presence or otherwise of any protected species. In some cases, an initial survey may find the building unsuitable. However, where the survey indicates that protected species are likely to present, a full ecological assessment should then be undertaken together with a set of proposed mitigation measures. Ecological surveys should be undertaken at the appropriate time of year for the species and should be undertaken by appropriately licensed experts following best practice. These surveys, as apposite, should accompany the planning application. It will often also be necessary to secure a licence from Natural England. Further advice and guidance may be found in the Council's SPD: Biodiversity and Development or through contacting the Council's Countryside Team.

Heritage assets

4.5 Some traditional buildings are statutorily listed due to their architectural or historic interest and/or are located within a Conservation Area. Such buildings require particular care to ensure that alterations do not compromise the architectural or historic value of the buildings or their setting. In most

cases, works to a listed building require Listed Building Consent. It is strongly recommended that you seek pre-application advice from the Council before submitting a planning or listed building application affecting heritage assets. Government policy with regard to the historic environment is set out in the NPPF and local policies are contained in the Lichfield District Local Plan Strategy. In addition, detailed practice guidance on how to achieve high quality conversions on historic farm buildings is available from Historic England via their website: Historic England: https://www.historicengland.org.uk/assets/uploads/resources/conversion_guidance.pdf

4.6 Any planning or listed building application relating to the conversion of listed building or building within a Conservation Area should be accompanied by a Design and Access Statement which should include an assessment of the significance of the heritage asset and the potential impact of the proposals on the building's significance. Non-residential uses tend to involve the least alteration to the fabric of traditional farm buildings than domestic conversions.

Green Belts

4.7 A significant proportion of the countryside within Lichfield District comprises Green Belt. National Policy contained in the NPPF and Local Plan Policy NR2 sets out national and local policy on the Green Belt. While the construction of new buildings is generally regarded as inappropriate development in the Green Belt unless it is required for one of a small number of specified purposes such as buildings for agriculture; the re-use of buildings is not regarded as inappropriate development providing:

- The development preserves the openness of the Green Belt and does not conflict with the purposes of including land in it; and

- The buildings are of permanent and substantial construction.

Flood risk

4.8 The NPPF outlines the overall Government strategy to guide the majority of new development to areas of low flood risk. All proposals for new development, including changes of use, require a flood risk assessment if they are located within Flood Zones 2 and 3, which are the areas of greatest flood risk. This would need to demonstrate that the development is suitably flood resilient, including safe access and escape routes where required and that any residual risk can be safely managed. Details of the flood zones can be found on the Environment Agency's website: <https://www.gov.uk/government/organisations/environment-agency>

Residential amenity

4.9 In the case of residential conversions, the Council will expect private amenity space to be provided. As set out in Section 3.7 above, this should not include land beyond the original curtilage of the property. The amount of private amenity space should be sufficiently large for the reasonable needs of the occupants, for example, to provide external sitting space and planted areas. Normal expected minimum garden sizes are set out in the Council's Sustainable Design SPD. Where a number of dwellings are created from a large agricultural building or group of buildings, it is often the case that the subdivision of the plots by boundary walls or fences plots could detract from the rural character and setting of the buildings. In those instances, it is likely that there will be shared courtyards or other shared amenity areas but in order to provide some level of privacy, short sections of wall extending from the rear of the properties to enclose the sides of 'patio' areas with hedge planting elsewhere may be acceptable.

4.10 The Council would also seek to protect the privacy of both future residents and the occupants of any adjoining properties and minimum required separation distances are set out in the Council's Sustainable Design SPD.

4.11 The conversion of buildings to certain non residential uses could also have implications for the amenities of adjoining residents in terms of noise, odours or other nuisance, depending on the particular use. For such conversion proposals, the applicants would need to demonstrate that no such harm would occur, for example, by providing appropriate noise or odour mitigation, and details of such mitigation measures would need to be included with any planning submission. Potential applicants may want to discuss the options for mitigation at an early stage with the Council's Environmental Health team.

Permitted development rights

4.12 The design principles set out in section 3 above are intended to ensure that the building retains its original rural character, regardless of the new use. However, it is the case that notwithstanding any care taken to achieve a sensitively designed conversion scheme, the character of the building could be harmed at a later date by ill-conceived alterations, many of which are classed as 'Permitted Development' and as such, can normally be carried out without the need to apply for planning permission. Because of this, it is common practice to use planning conditions to remove such Permitted Development rights. This means that planning permission will normally be required for most subsequent proposals for alterations to the building. This would include for example, proposals for the insertion of new window and door openings; introduction of solar panels or satellite dishes; rendering of the walls; and any extensions to the building.

Conditions would also normally restrict the erection of sheds, garages and other detached buildings and structures.

4.13 Planning legislation now also allows, as Permitted Development, the conversion of some existing agricultural, retail and office buildings into dwellings. This is subject to a number of provisos which include restrictions on size; number of units created; extent of alteration work and period of previous use. Such Permitted Development rights do not extend to sites within a Conservation Area or Area of Outstanding Natural Beauty (AONB). It is also subject to prior approval from the Council as to the transport and highway impacts of the development; noise impacts; contamination risks; flooding risks; and location and siting. This would include the consideration of potential ecological impacts and therefore the requirements set out in paragraphs 4.4 and 4.5 above would also normally apply to any such applications for prior approval. Further information on Permitted Development in relation to conversion schemes can be obtained from the Development Management page of the Council's website www.lichfielddc.gov.uk

B.5 Submitting an application

5.1 Early consultation with planning officers at the pre-application stage is always recommended and details of the pre-application guidance can be found on the Council's website: www.lichfielddc.gov.uk

5.2 Proposals for a change of use of a building will require planning permission. In addition, if the building is listed, an application for listed building consent is also likely to be necessary. Only applications for full planning permission will be acceptable. The information provided must give a clear indication of the impact the conversion will make both on the buildings and its

surroundings. The employment of a skilled conservation architect or other specialist may be useful

5.3 The planning application should contain:

- Full measured survey drawings of existing building, at 1:50 or 1:100 scale to include elevations, floor plans and sections and site plan;
- Proposed plans and elevations at 1:50 or 1:100 scale and site plan including plot boundaries, access, parking, garaging, landscaping and boundary treatments. All drawings should be clearly annotated to identify any necessary remedial works;
- Ideally, sections through the building and details of joinery, doors and windows;
- A structural survey;
- Details of the means of disposal of surface water/foul drainage;
- Ecological assessment/Design and Access Statement/Heritage Statement/Flood Risk Assessment, as appropriate
- A Habitat Regulations Assessment relating to mitigation for the Cannock Chase SAC or River Mease SAC, where appropriate.

5.4 Full details of what plans and documents are required to be submitted may be viewed on the Council's website under 'Planning Application Validation Requirements 2013'.

5.5 Separate consent is required under the Building Regulations which ensure that barn conversions meet the relevant building standards. This will cover a range of important issues including energy efficiency,

fire safety and structural stability. Early engagement with the Building Control team at Lichfield District Council can enable more flexible and sympathetic ways to achieve compliance.

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

Date: 16th June, 2015

Agenda Item: 9

Contact Officer: Craig Jordan

Telephone: 01543 308202

SUBMISSION BY PORTFOLIO HOLDER FOR THE ECONOMY

FIT FOR THE FUTURE REVIEW – CAR PARKS MANAGEMENT

1. Purpose of Report

- 1.1 To inform the Committee of a review under the Fit for the Future Programme of the Council's Car Parks Management arrangements.

2. Summary of Policy Development

- 2.1 The Council manages a portfolio of car parks within the District intended to meet customer's needs and support the local economy. As part of the Fit for the Future Programme all Council services are being reviewed to ensure that they are continuing to meet the needs of existing users, are cost-effective and going forward are capable of serving their intended purpose in an ever changing environment.
- 2.2 To commence the review a Project Initiation Document (PID) has been produced – this document sets out the intended aims of the review, what matters will be addressed together with the expected outputs and outcomes. A draft PID is attached at **Appendix 1**
- 2.3 Following the PID being agreed, a Project Management Plan will be produced which will set out the details of the approach to the review, who will be involved in the review and the timescales for reporting.

3. Community Benefits

- 3.1 Car Parks are an important service meeting the needs of local residents, businesses and visitors to the District. Suitable management of the Council's car parks is essential to ensure that customer's needs are met.

4. Recommendation

- 4.1 That the Committee considers the PID attached at Appendix 1 including the scope of the review and agrees this as the basis for taking the review forward.

5. Financial Implications

- 5.1 None from this report however there may be financial implications that arise out of the review. These will be reported to the Committee as part of its normal business.

6. District Plan for Lichfield Implications

6.1 The District Plan for Lichfield recognises the importance of supporting the District's centres and providing the right tools for economic growth and sustainability. The provision of appropriate levels of car parking, charged at the right price and meeting the needs of customers is a key objective.

7. Sustainability and Climate Change Issues

7.1 Car parks are an integral part of sustainable town centres and communities requiring appropriate social and community infrastructure

8. Human Rights Issues

8.1 None

9. Crime and Community Safety Issues

9.1 None

10. Risk Management Issues

Risk	Likelihood/Impact	Risk Category	Countermeasure	Responsibility
The review does not suitably address the relevant issues	Low/High	Reputational, financial, organisational	The PID sets out the scope of the review.	Strategic Director – Democratic, Development and Legal Services, Car Parks Project Board

Background Documents:

- Car Parks Management Review – Project Initiation Document (PID) June 2015

Report checked and approved:

Strategic/Corporate Director

Car Parks Management Review – draft Project Initiation Document (PID)

PROJECT INITIATION DOCUMENT (PID)
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Purpose of this document: Purpose of this document: The PID sets out the rationale and purpose of the project, and provides a summary of the intended objectives and outcomes so that the Leadership Team has the necessary information to assess and approve the initiation of the project.

The PID must be endorsed by the relevant Cabinet member and approved by Leadership Team before being submitted to the relevant Overview and Scrutiny Committee for challenge and comment.

A detailed 'Project Plan' will then be prepared that sets out how the project will be delivered.

Project Name: Car Parks Management Review
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Project details:	
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Project Sponsor:	Leadership Team
Proposed Project Manager:	Craig Jordan
Proposed Project Team:	John Roobottom, Craig Jordan, Richard King, Helen Cook, Elizabeth Thatcher
Lead Councillor:	Cllr Ian Pritchard
Proposed Challenge Director:	tbd

Document details:	
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Version:	1
Version date:	18/05/15
Status:	Draft
Approved by Leadership Team:	
Source file location:	

Project description:	
Description:	<p>To review the method of operation of the car parks in the ownership of Lichfield District Council.</p> <p>The review will need to focus on service delivery, on financial matters and on ensuring that the Authority is providing the right offer to customers in a cost effective manner whilst at the same time complying with the aims of the agreed strategic plan.</p>
Rationale and summary business case:	<p>As well as being a major income generator for the Authority an appropriate provision of car parking is important to the economy of Lichfield City, Burntwood and the wider district.</p> <p>It is important that the car parking operation provides for the parking needs of town centre businesses and visitors and also continues to ensure the important financial contribution to the district Councils funding structure.</p>
Objectives and outcomes:	<p>The review should seek to confirm that the service is achieving its stated aims and that due consideration is being given to possible new working practices which could make it more efficient, both in terms of the service delivered to customers and the financial return on the considerable investment made by the Authority in its parking facilities.</p>
Scope of the project:	<p>The project will look at all aspects of the way in which car parks in Lichfield District and under the control of the District Council are operated.</p> <p>In particular the following areas/issues will be considered:</p> <ol style="list-style-type: none"> 1. Does the Council have the right amount of car parks and car parking spaces for the future in accordance with the Local Plan and based on a need assessment which is independently verified? 2. That there are clear proposals as to which , if any car parks should be closed if it is shown that there is an over-capacity issue 3. A full assessment of current occupancy levels and the growth they can currently accommodate 4. The impact of any future development proposals for Bird Street 5. The way in which car parks are paid for – ie pay and display, pay on exit, pay by phone 6. Technological improvements on occupancy and directing people to the right car parks 7. Charging policies an assessment of financial impact 8. Maintenance programme and associated costs over at least a ten year period 9. That there are clear proposals and assessment of the impact of friarsgate 10. That CCTV issues are addressed in relation to car park use and safety 11. The Council's approach in the longer term on car park enforcement

Project timescales:	
Anticipated start date:	June 2015
Anticipated completion date:	March 2016

Assumptions and dependencies:	
Assumptions:	That the car parks will continue to be owned by Lichfield District Council and that parking where charged for will continue to be chargeable.
Dependencies:	The project will reference the ongoing development of a parking policy for Lichfield.

Constraints and risks:	
Constraints:	Due to the fact that the limited team of people carrying out the review are also involved in the development of a parking policy and are likely to be heavily involved in preparation for the implementation of the Friarsgate project there is the possibility of some delays occurring in the project. As far as is possible these will seek to be avoided.
Risks:	<p>The need to commit to other projects which are not programmed or which emerge without notice may affect timetabling.</p> <p>A potential change in operating requirements following on from the parking policy document could change the nature of the service which we deliver.</p>

External / additional resource requirements:
It is anticipated that this review will be delivered within our current resource structure.

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

Date: 09/06/2015

Agenda Item: 11

Contact Officer: John Roobottom

Telephone: 01543 687546

SUBMISSION BY DIRECTOR OF DEMOCRATIC, DEVELOPMENT AND LEGAL SERVICES

UPDATE REPORT ON VARIOUS PARKING MATTERS

1. Purpose of Report

- 1.1 To provide updated information on the operation of the District Council operated car parks and on progress with the preparation of a parking strategy for Lichfield District.
- 1.2 To inform members of the current position regarding on street parking enforcement in the District

2. Summary of developments since the January 2015 Committee meeting

- 2.1 Car park business in this period has remained stable compared with the same period in the previous year.
- 2.2 The Bird Street resurfacing scheme has been completed. Local traders were kept informed throughout and the project did not attract the number of complaints that might otherwise have been expected.
- 2.3 A Parking Policy document is being prepared. A draft of the strategy will be circulated for comment in due course.
- 2.4 As detailed in earlier reports to this committee, Staffordshire County Council (SCC) chose to end the joint enforcement arrangements for on and off street Civil Parking Enforcement (CPE) from the end of March this year. The County Council has subsequently entered into a partnership with Stoke on Trent City Council to deliver on street enforcement across the County. In response to a request from various local authorities, David Walters, the Regulation and Governance Manager for SCC, has provided the following progress update –

“From 1st April 2015 on-street enforcement activities county wide are being carried out through a Clear Streets partnership between Staffordshire County Council and the City of Stoke-on-Trent Council.

Requests for the review of parking related issues and restrictions are now being prioritised through the County Council’s Divisional Highway Programme. The development of each Divisional Highway Programme is led by the local county councillor and focused on their division. Working with the Community Highway Manager, they liaise closely with parish council and other local bodies, to ensure local concerns are identified and actions prioritised. This ensures that power and responsibility remains closer to the local community. The agreed priorities are included

in a clear, transparent and carefully co-ordinated work programme. Everyone knows what to expect and the highways team are able to focus their actions on delivering established priorities at greater pace. Twice a year the local county councillor leads a review of progress and priorities – keeping the programme in balance, and continuing to respond to local needs and financial realities.

Further information is provided on the County Councils webpages in a new area dedicated to parking.

<http://www.staffordshire.gov.uk/transport/parking/home.aspx> “

- 2.5 Lichfield District Council has entered into an arrangement with the City of Stoke Council to deliver enforcement functions on its off street car parks from the 1st April 2015.
- 2.6 The new arrangement did experience some teething problems particularly with regard to IT issues but these appear to have now been resolved and District Council officers continue to monitor delivery and meet regularly with the management of the new operation to ensure appropriate service delivery.
- 2.7 Enforcement on the car parks and on street throughout the southern and eastern parts of Staffordshire continues to be delivered/coordinated from the Council’s Burntwood depot, the SCC/S-o-T partnership having taken over the rental of the existing parking offices on a commercial basis.
- 2.8 As approved by Cabinet, this arrangement is to last for an initial period of twelve months. Future arrangements after this date will be considered in light of the developing Parking Strategy document referred to above.

3. Community Benefits

- 3.1 The parking enforcement operation continues to contribute to the smooth running of the car parking estate and helps to ensure the continuity of this important income stream.

4. Recommendation

- 4.1 That on behalf of the Committee, officers continue to monitor the off street parking operation in order to ensure best value and customer satisfaction.

5. Financial Implications

- 5.1 The off street car parking operation operates within the budget framework approved by Cabinet.
- 5.2 All costs and liabilities relating to on street parking now lie with Staffordshire County Council

6. 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 on the 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 Climate Change Issues

7.1 None identified

8. Human Rights Issues

8.1 It is important that reserved disabled parking 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 previously delivered	Low/High	Reputational	Management actions required to ensure satisfactory service delivery levels equal or better than those experienced under the previous regime.	The decision to cancel the previous arrangement lay with SCC and as they are the Highway Authority continuity of cover is its responsibility.

Report checked and approved:

Strategic/Corporate Director

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

Date: 16 June 2015

Agenda item: 12

Contact Officer: Richard King

Telephone: 01543 308060

Local Ward Members: Relevant to all Ward Members

REPORT OF THE CABINET MEMBER FOR ECONOMY

END OF YEAR PERFORMANCE OVERVIEW 2014/15 FOR DEVELOPMENT SERVICES

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 14/15 which are relevant to the terms of reference of this Committee. Statistical information (key performance indicators) relating to activity is also included. Both the narrative report and the related statistics reflect performance as at 31st March 2015.
- 1.2 To advise Members of the targets which have been proposed for the activity and performance indicators for the Directorate in 2015/16.
- 1.3 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 In addition to the corporate Action Plan, each Directorate develops a Directorate Top Ten which is informed by 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 14/15 which relates to this Committee is attached at **Appendix A**. The key performance indicators are attached at **Appendix B**.
- 2.3 A composite of all the performance reports from the four Overview and Scrutiny Committees will be provided to Cabinet in July 2015.
- 2.4 At the last meeting of this Committee, Members considered the activity and performance indicators for 2015/16. Targets for these PIs are attached at **Appendix C**.

3. PERFORMANCE HIGHLIGHTS

- 3.1 A copy of the end of year performance report for the Development portfolio is attached at **Appendix A**. This Committee has contributed to several of the activities and projects which feature in the 14/15 Action Plan including:
 - Helping implement Fit for the Future
 - Adopt the Local Plan
 - Develop Lichfield City and Burntwood Town Centres
 - Implement the Friarsgate Scheme

3.2 Service Managers routinely monitor activity and performance delivered by their teams; progress against key performance indicators is attached at **Appendix B**. Some data is collected monthly, others quarterly.

4. RECOMMENDATION

4.1 Members are requested to consider and comment on the performance report overview for 14/15 which is attached at **Appendix A**, the statistical analysis attached at **Appendix B** and the targets for the 2015/16 performance indicators at **Appendix C**.

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. A more detailed report on the Council’s financial performance against the financial strategy (the outturn report) will be considered by Cabinet in September 2015.

7. EQUALITY AND DIVERSITY IMPLICATIONS

7.1 Equality and diversity implications are considered during the planning and delivery of the day to day activities of the Directorate.

7.2 During 2014/15, the Cabinet and Committee report template has been revised to include a section on the equality and diversity impact of the matter(s) under consideration.

8. PLAN FOR LICHFIELD DISTRICT IMPLICATIONS

8.1 The report identifies some of the key areas of achievement during 14/15. These include:

- Successfully adopting the Local Plan and resisting the legal challenges thereto.
- The progress made agreeing proposals for the Friarsgate Scheme
- The works undertaken in connection with the High Street Innovation monies relating to both Burntwood and Lichfield

9. CRIME AND COMMUNITY SAFETY ISSUES

9.1 Policies are included in the Local Plan to minimise opportunities for crime and anti-social behaviour, to maintain accessibility and to be integrated with surrounding communities and existing infrastructure. Active design and high quality design is sought which minimises opportunities for crime and anti-social behaviour.

10. 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 Members, Director and Service Managers are in attendance at the O&S meeting and can elaborate on the content of the report

2014/15 Development Services Top 10: Quarterly report to Leadership Team

A progress report on the corporate top 10 issues/tasks will be considered by Leadership Team on a quarterly basis on the following dates:

- 23rd July (April – June)
- 15th October (July – Sept)
- 21st January (Oct – Dec)
- 29th April (Jan – March 2015)

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



Implement Fit for the Future

Actions	Due Date	On Target?	Progress Update
Complete the Development Service Review and implement agreed recommendations (Councillor Pritchard)	31-Mar-2015	✓	<p>Position at June – A report was taken to the Economic Growth, Environment and Development (Overview and Scrutiny) Committee in June 2014 detailing the approach being taken in the Review and the intended outcomes. The Committee noted the findings. Detailed changes to the service are now in the process of being published and are subject to discussion with existing employees, Unions etc.</p> <p>Position at September – The Review is ongoing. An annual savings target of £150k has been set. No change proposed to Urban Design and Conservation and Arboricultural Team but further income generation identified</p> <p>Position at January – A Briefing Paper was provided to Overview and Scrutiny Committee in January. Principal Planning Officer post being changed to Senior Planning Officer post and Administrative Assistant post to be changed to Technical Assistant to increase resilience within the administration team. Recruitment to new and vacant posts to take place in early 2015 with a view to implementation of the new structure in April.</p> <p>Position at March 2015 – New Spatial Policy and Delivery Service to begin 1st April 2015 replacing the former Development Plans and Implementation Service. Planning Policy Manager to become the Spatial Policy & Delivery Manager with 1 x Principal, 4x Spatial Policy & Delivery Officers, 1 x Neighbourhood Planning Officer and 1 Technical Support Officer. Service will also include 2 x Arborists, Ecology Manager, Biodiversity Officer and Administrative Assistant.</p>

Develop Lichfield city and Burntwood town centres

Actions	Due Date	On Target?	Progress Update
Secure reduction in property vacancy rates / % town centre commercial space unoccupied (Councillor Pritchard)	31-Mar-2015	✓	<p>Position at June – Shop vacancy rates in both centres are monitored on a six monthly basis. Prior to this year the Council did not conduct surveys in respect of Burntwood, only Lichfield. 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. For Lichfield based on previous data the results are encouraging showing an average vacancy rates which continually falls below national averages and is beginning to decrease from comparable figures collected in 2012. The results of the most recent survey will be available shortly. The results of these studies will be routinely submitted for consideration by the Town Team, the Business Crew and the Business and Enterprise Partnership. Town Centre vitality and viability is an important factor in the BEP Business Plan under the Place Marketing/Town Centres theme.</p> <p>Position at September –The Lichfield retail vacancy is has fallen from 8.3% in January 2014 to 7.02 % in July, which is the lowest vacancy rate since Jan 2009. Burntwood has remained static at 9.8% over the same period. Nationally, town centre shop vacancy stands at 13.9% (Local Data Company Annual report).</p> <p>Position at December – Lichfield's vacancy rate increased to 8.3 % in December. This remains a relatively good performance compared with the national figure (12%) and earlier figures for the city (10% when the recession started to bite in 2009). Burntwood improved more significantly as a result of two new openings and no new vacancies which brought the level down to 6.25% in December.</p> <p>Position at March 2015 – The next survey results are not due until June 2015. At present vacancy levels for both Lichfield and Burntwood compare favourably with national and regional rates.</p>
Increase car park occupancy rates (City only) and footfall compared with 13/14 (Councillor Pritchard)	31-Mar-2015	=	<p>Position at June – 2013/14 saw the beginning of an increase in car park usage within Lichfield City after a long period of continual decreases (going back to 2009/10 when the economic recession set in). Usage figures were up for 2013/14 by 7.2% compared with 2012/13. There were around c20,000 average number of users at peak times. However the total figure of 308,522 for 2013/14 has to be seen against a figure of 378,908 for 2009/10. In 2014/15 to date we have seen overall usage figures equal those of the comparable period for last year indicating that whilst the situation is improving it is still highly sensitive to changes in demand.</p>

Actions	Due Date	On Target?	Progress Update
			<p>Position at September – After a period of decline car park occupancy rose in 13/14 by 7% compared to the previous year. Despite holding tariffs steady for the seventh year in a row and improving our parking stock with the new car park at the Friary it has not been possible to sustain this rising trend. Figures for the first part of the year indicate that car park business has held steady at the 13/14 rate.</p> <p>Position at December – Income in the period April 1st to Dec 31st '14 increased by 3.35% over the same period in the previous year. Car park income, net of VAT, for the period October – December was £443,580 compared to £406,052 in the same period of the previous year. This represents an increase of £37,528 or 9.24%.</p> <p>Position at March. Unfortunately the pre Christmas increase in business has not been sustained but business levels for January to March are still very slightly in excess of those during the equivalent period last year. Gross income net of VAT for this period has risen from £385,646 in 13/14 to £386,597 in 14/15, a rise of 0.27%.</p> <p>Total gross income for the year has increased from £1,577,085 in 2013/14 to £1,641,346 in 2014/15, an increase of £64,261 or slightly more than 4%.</p>
Resurface car park at Ryecroft Shops, Burntwood (Councillor Pritchard)	31-Dec-2014	✓	<p>Position at June – A £12,000 scheme was delivered which included an allocation of £5,000 from the High Street Innovation Fund and further external funding from Burntwood Town Council, the Joint Operations Group and Staffordshire County Council.</p> <p>Action completed</p>

Adopt the Local Plan

Actions	Due Date	On Target?	Progress Update
Deliver an adopted Local Plan (Councillor Pritchard)	30-Sep-2014 (Revised target April 2015)	=	<p>Position at June – The Local Plan Strategy was submitted for Examination in Public on 22nd March 2013. Hearing sessions took place in June/July 2013 and our Inspector’s initial findings were received on 3rd 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 20th 2014. Representations have been received and these together with LDC comments have been forwarded to the Inspector. The Inspector is to determine the next steps – this</p>

Actions	Due Date	On Target?	Progress Update
			<p>could be to report on his findings including his views on the proposed modifications to the plan 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 seeking to quash decisions made by the Council at the modifications stage. The Council has recently attended court to defend the claim. Judgement has been reserved and the decision is awaited</p> <p>Position at September – Target now revised to April 2015. Legal challenge which was received in March was dismissed July 2014. Modifications hearings resume 9 – 17th October 2014.</p> <p>Position at January – Inspector’s report received and the Local Plan has been found sound. Report to Cabinet and Council in February 2015 with a view to the Local Plan being formally adopted in Spring.</p> <p>Position at March – Plan adopted on 17th February 2015. Legal Challenge period runs until 1st April, challenge received from IM Properties scheduled to be heard in Court 10th / 11th June 2015.</p>
<p>Formulate a Site Allocation Plan (Councillor Pritchard)</p>	<p>31 Dec 2014 (Revised target March 2015)</p>	<p>=</p>	<p>Position at June – Work on the Site Allocations Document links to the outcome of the Local Plan: Strategy. Initial work has been undertaken but the main work programme cannot realistically commence and be implemented until we have a clear Strategy in place.</p> <p>Position at September – Site Allocations Document will be progressed once the Local Plan is adopted – however background work has been completed, subject to available capacity and other competing pressures including progressing Community Infrastructure Levy and supporting Neighbourhood Plans</p> <p>Position at January – Inspector’s final report on the Local Plan Strategy is awaited. Capacity is still an issue however which affects ability to progress work on Allocations Plan. Many Neighbourhood Plans are advancing and this is taking up a significant amount of the team’s time in terms of statutory duties; CIL requires progressing (see below) and other tasks are also placing demands on the team such as SPDs, policy input to planning applications, and the amount of work required for the Watery Lane Inquiry which takes place in March.</p> <p>Position at March 2015: an updated Local Development Scheme was produced in February 2015 and this sets a proposed Submission consultation date of January 2015, submission to the Secretary of State May 2016, hearings in September 2016 and adoption January 2017. The team aims to undertake preliminary consultation in summer 2016. However this depends upon other pressures which are competing for the team’s time. These pressures include a legal challenge in relation to the Local Plan strategy.</p>
<p>Consult on CIL draft charging schedule (Councillor Pritchard)</p>	<p>01 Jul 2014 (Revised target March 2015)</p>	<p>=</p>	<p>Position at June – Progress has been made in terms of bringing forward the necessary elements of a Community Infrastructure Levy (CIL). A preliminary draft Charging Schedule was prepared and agreed with consultation taking place between March – April. Responses have been received and these are</p>

Actions	Due Date	On Target?	Progress Update
			<p>currently being considered. On the back of the responses received it is likely some further detailed work will be required to inform a revised draft Charging Schedule which will be presented to Members in due course for approval to go out for consultation.</p> <p>Position at September – Comments and additional work generated by the consultation now being undertaken will feed into a revised draft Charging Schedule for Member approval. Current timetable shows consultation on draft Charging Schedule from December 2014, CIL examination in March 2015 and adoption April 2015.</p> <p>Position at December – Further viability work almost complete, undertaken and commissioned to inform the draft Charging Schedule. Peter Brett Associates report being finalised in relation to this. Current timetable shows consultation on the Schedule (once reported to Members with supplementary information) from February 2015, examination summer 2015 and adoption Autumn 2015.</p> <p>Position at March 15 – draft Charging Schedule consultation commenced 20th March and will end on – 1st May. Representations to be reviewed thereafter and any necessary modification to be made. Aim to achieve examination in summer 2015 and adoption in autumn 2015.</p>

Implement the Friarsgate scheme

Actions	Due Date	On Target?	Progress Update
Decision to be made on the future of the Friarsgate scheme (Councillor Wilcox)	8-Apr-2014	✓	<p>Position at June – Members confirmed their commitment to the Friarsgate scheme on the 1st April 2014 following the confirmation that Heads of Terms had been agreed with the anchor tenant for the scheme. Members endorsed the anchor tenant and the terms on which the lease will be agreed and also agreed to extend the Development Agreement to 30th June 2016 in accordance with the draft Heads of Terms agreed between LDC and Development Securities. The financial implications of the project were noted by Members.</p> <p>Position at September – Presentation to be made on 4th November by Development Securities regarding progress and future proposals.</p> <p>Position at January – Reports to be considered by Economic Development, Environment and Growth (Overview and Scrutiny) Committee in January and Cabinet in February regarding the revised Scheme</p>

Actions	Due Date	On Target?	Progress Update
			Position at March – Council have agreed to proceed with the revised development proposals and work is underway on finalising project management arrangements. Planning pre-applications submission due shortly.
Further activities and milestones to be developed depending upon the decision made (Councillor Wilcox)	31-Mar-2015	=	<p>Position at June – In agreeing to the extension to the Development Agreement to 30th June 2016, the Council require Development Securities to achieve a number of key milestones. These include the finalisation of the pre-lets to the anchor tenant and the cinema operator, the submission of the revised planning application, the letting of the building contract and the confirmation of the funding agreement. Failure to obtain any of the milestones will allow the Council to terminate the Development Agreement if it is considered necessary.</p> <p>Position at September – Presentation to be made on 4th November by Development Securities regarding progress and future proposals.</p> <p>Position at January – See above</p> <p>Position at March – Council have agreed to proceed with the revised development proposals and work is underway on finalising project management arrangements. Planning pre-applications submissions due shortly.</p>

Continue to Support Local Communities in their preparation of Neighbourhood Plans

Actions	Due Date	On Target?	Progress Update
Support completion of Neighbourhood Plans (Councillor Pritchard)	31-Mar-2015	✓	<p>The District Council is supporting 14 plans at various stages from designation to the public consultation phase. Timetables for each Plan vary and as yet none have reached the submission stage, progress of these plans being in the hands of the communities (ie Parish Councils). The Neighbourhood Plan for Stonnall is the most advanced at the present time.</p> <p>Position at March 2015: Three Plans have now been submitted under Reg 16 of the Neighbourhood Planning (General) Regulations 2012: Stonnall (consultation complete, next stage is to proceed to examination), Alrewas and Little Aston. Further plans are advancing and likely to be formally submitted shortly.</p>

Prepare New Bio Diversity Strategy 2013 – 2023

Actions	Due Date	On Target?	Progress Update
Complete strategy (Councillor Pritchard)	30-Sept-2014	X	Biodiversity Strategy delayed to summer 2015 – due to delays in establishment of the evidence base.

Manage the Delivery of the River Mease Special Area of Conservation Mitigation Strategy

Actions	Due Date	On Target?	Progress Update
Commence management of the strategy (Councillor Pritchard)	1-Jul-2014	=	<p>Work is ongoing to deliver the items identified within the Developer Contribution Scheme Appendix 1.</p> <p>Position at March 2015 –</p> <p>Achievements to date:</p> <ul style="list-style-type: none"> • Design, production and delivery of septic tanks leaflets to 460 properties. • Design and production of 2 no pop ups for use at events • Appointment and management of consultants to design a silt trap. • Negotiation with multiple private landowners to gain permission to undertake works on their land. Subsequent appointment of consultants to design and implement 2 no river restoration schemes along 2.3km of river. To be delivered by end October 2015. • Negotiation with private landowner to gain permission to undertake works on their land. Appointment of contractors to remove culvert. To be undertaken in June 2015. • S106 monitoring scheme • Negotiation with private landowners to gain permission to site an interpretation panel. Design of interpretation panel, application for planning permission. Production of panel and installation scheduled for May 2015. • Negotiation with Leicestershire County Council to deliver highway bridge mitigation works <p>Developments in train:</p>

Actions	Due Date	On Target?	Progress Update
			<ul style="list-style-type: none"> • bespoke website • education brief for schools package • Developer Contributions Scheme No. 2 as the housing coming forward but not yet consented will reach the trigger for the next tranche of restoration schemes. <p>Monitoring programme to gauge the impact of the restoration projects.</p>

Submit an Application for Funding To Support a Townscape Heritage Initiative at Fazeley

Actions	Due Date	On Target?	Progress Update
Submit application (Councillor Pritchard)	1-Jul-2014	✓	<p>Round One application submitted August 2014. HLF assessment visit programmed for the 20th October 2014.</p> <p>Position at March 2015 – In January 2015, news was received that the TH project round 1 application had not been approved. Work is ongoing to determine the background to this refusal and to inform whether a future resubmission is made.</p>

Support the Greater Birmingham & Solihull Local Enterprise Partnership and Stoke & Staffordshire Local Enterprise Partnership

Actions	Due Date	On Target?	Progress Update
Implement the GBSLEP Business Friendly Planning Charter for Development Management and comply with the requirements of SSLEP Planning Charter mark (Councillor Pritchard)	31-Dec-2014	✓	The District Council is compliant with both the GBSLEP Planning Charter and the SSLEP Planning Chartermark. The latter has recently been reviewed and re-badged as a concordat. This is being reported to EGED Committee. The new concordat considers the role of all partners involved in the operation of the planning system and seeks to improve/strengthen working relationships. The District Council is compliant with the concordat and actively engages with partners to provide appropriate services to customers.

Maintain High Levels of Performance in Determining Planning Applications

Actions	Due Date	On Target?	Progress Update
Maintain top quartile performance (Councillor Pritchard)	31-Mar-2014		Position at March - 76.6% achieved against the 80% target for determining minor applications. Top quartile performance achieved in respect of major and other Planning Applications.

Development Services Performance and Activity Indicators 2014/15

PI Code & Short Name	Q1 2013/14	Q2 2013/14	Q3 2013/14	Q4 2013/14	2013/14	Q1 2014/15	Q2 2014/15	Q3 2014/15	Q4 2014/15	2014/15
	Value	Value	Value	Value	Value	Value	Value	Value	Value	Value
Percentage of major planning applications determined against Statutory National Indicators of 75% or above	60.00%	100.00%	50.00%	100.00%	77.5%	100.00%	60.00%	84.6%	Not yet available	Not yet available
Percentage of minor planning applications determined against Statutory National Indicators of 80% or above	85.42%	79.70%	65.40%	68.20%	74.68%	71.90%	86.50%	77.30%	Not yet available	Not yet available
Percentage of other planning applications determined against Statutory National Indicators minimum of 90%	86.52%	94.70%	90.90%	88.80%	90.23%	96.00%	93.30%	94.70%	Not yet available	Not yet available
Percentage of planning appeals dismissed 70% or above	33.33%	100.00%	Not yet available	Not yet available	66.67%	70.00%	62.25%	80.00%	Not yet available	Not yet available
Serve a minimum of 35 Enforcement Notices	11	26	Not yet available	Not yet available	41	6	11	Not yet available	Not yet available	Not yet available
Minimum of 900 planning applications received by end of 2014/15	212	214	214	238	868	204*	224	192	Not yet available	Not yet available
1,400 building control projects received in 2014/15	319	617	Not yet available	Not yet available	-	332	597	Not yet available	Not yet available	Not yet available
95% of building control applications checked within 2 weeks of receipt	82%	83%	Not yet available	Not yet available	83%	81%	81%	Not yet available	Not yet available	Not yet available
100% of land charge applications processed in 10 working days	100%	100%	Not yet available	Not yet available	100%	100%	100%	Not yet available	Not yet available	Not yet available
Complete 2 supplementary planning documents by Spring 2015**	Not previously recorded	Not previously recorded	Not previously recorded	Not previously recorded	Not previously recorded	0	5	0	0	5

* As of Q1 2014/15 – Certificates of lawfulness and prior notifications are no longer counted against NI157. 36 of these types of applications were received in this period

** 5 further SPD are currently being prepared; Historic Environment, Sustainable Design, Trees and Landscaping, Rural Development and Biodiversity

Performance indicator	2014 – 2015 achieved	2015 – 2016 Target	Description
1. The percentage of major planning applications determined in 13 weeks (statutory national benchmark of 60% or above) ¹ .	80%	75%	This is a long established CLG <u>statutory return</u> and a good measure of efficiency. The development industry confirms that quicker decisions help accelerate economic growth. Failure to determine 40% of major applications can result in designation as a poor performing planning authority.
2. The percentage of minor planning applications determined in 8 weeks (statutory national benchmark of 65% or above).	79%	80%	This is a long established CLG <u>statutory return</u> and a good measure of efficiency. The development industry confirms that quicker decisions help accelerate economic growth. CLG are considering setting a target below the minimum threshold to designate poor performing planning authorities.
3. The percentage of other planning applications determined in 8 weeks (statutory national benchmark of 80% or above).	95%	90%	This is a long established CLG <u>statutory return</u> and a good measure of efficiency. The development industry confirms that quicker decisions help accelerate economic growth. CLG are considering setting a target below the minimum threshold to designate poor performing planning authorities.
4. The percentage of all planning appeals dismissed (national benchmark 70% or above).	68%	70%	This is a long established CLG <u>statutory return</u> and a good measure of the quality of decision making.
5. The number of major planning decisions allowed at appeal as a percentage of all major decisions over a two year period (national benchmark of below 20%).	10%	10%	This is a <u>statutory designation criteria</u> for a poor performing planning authority. Designation would have serious financial and reputational risks for the Council, with developers having the choice to submit major applications direct to the Planning Inspectorate.
6. No. of building control applications checked within 2 weeks of receipt (seek to achieve 90%)	86%	90%	This is an internal performance management measure and good indicator of efficiency and customer satisfaction when competing for business in a commercial environment.
7. No. of land charges applications determined in 10 working days (seek to achieve 100%).	100%	100%	This is an internal performance management measure and good indicator of efficiency and customer satisfaction when competing for business in a commercial environment.
8. The number of net dwellings completed in a financial year	324 (13/14)	350 ²	This is a <u>statutory return</u> and measure for New Homes Bonus.
9. The number of affordable housing completions in a financial year	16 (13/14)	50 ³	This is a <u>statutory return</u> and measure for New Homes Bonus.
10. Retail vacancy levels within the centres of Lichfield City and Burntwood.	Lichfield 8.3% Burntwood 6.25% (Dec 2014)	National Average – 12% Lichfield and Burntwood to be below the national average by a minimum 2% points.	This is an internal measure of the vitality and viability of our two key centres within the District, comparing vacancy rates against national and regional figures.

¹ Note: for applications involving Environmental Impact Assessments the figure is 16 weeks.

² Note: Based on the adopted Local Plan, the annual delivery rate is 435 (598 including shortfall from previous years). The target figure is a reflection of the most recent build rates and current market conditions.

³ Note: Based on the adopted Local Plan and assuming a 40% figure delivery should equate to approximately 100 affordable housing units per annum. The figure of 50 assumes a 20% requirement reflecting current market conditions, viability etc.

Classification: UNCLASSIFIED

11. Number of visitors to the district and estimated visitor spend	Visitors: 2,918,915 Spend: £96,324,195	Visitors: Maintain or increase 2014/2015's figures Spend: Maintain or increase 2014/2015's figures	These figures combined give an overview of the health of the tourism market and the impact the Council's tourism activities are having on generating and maintaining visitors to the district.
12. Visitors to the www.visitlichfield.co.uk website	136,947 visitors	9% increase	This figure gives a measure of the number of visitors who are attracted to the district by the district council's tourism activities, including guides, e-newsletters and websites, all of which direct people to the website for further information.
13. Number of tourism groups supported and coach parking figures	40 bookings	10% in increase	Group visits are vital to the city and district's tourism market and these measures combined give an indication of the success of the council's groups promotional activity.
14. Customers served by the tourist information centre	40,445	Maintain or increase 2014/2015's figures	The district council invests in welcoming visitors to the city and district at the tourist information centre, which aims to convert enquiries into visits and visits into overnight stays. The footfall measure through the centre allows the council to measure the impact of its investment in this area.

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

Date: 16th June 2015

Agenda Item: 13

Contact Officers: Craig Jordan / Maxine Turley

Telephone: 01543 308202; 308206

SUBMISSION BY ECONOMIC GROWTH & DEVELOPMENT CABINET MEMBER

TOWNSCAPE HERITAGE (TH) PROGRAMME FOR FAZELEY AND BONEHILL

1. Purpose of Report:

- 1.1 The purpose of this report is to provide members with a detailed explanation relating to the refusal of the Round One Application for Fazeley and Bonehill Townscape Heritage (TH) programme to the Heritage Lottery Fund (HLF)
- 1.2 To present information relating to subsequent actions in respect of Fazeley and Bonehill Conservation Area.

2. Summary of Policy Development:

- 2.1 The Fazeley and Bonehill TH programme was included in the Capital Programme approved by Council on 17th February 2014 as part of the Medium Term Financial Strategy (Revenue and Capital) 2015-18. The project included £34,000 of match funding from the Council that was to be funded from the Historic Buildings Grant.
- 2.2 On the 4th June 2014 support was given by the Economic Growth, Environment & Development (Overview and Scrutiny) Committee to develop a TH Round One application to the HLF. The application would cover a section of the Fazeley and Bonehill Conservation Area. Funding would be made available to property owners to undertake the repair, reinstatement and conservation of buildings with architectural and historic interest. On the 15th July 2014 approval to submit the application was given by the Cabinet.
- 2.3 A completed Round One application was submitted to the HLF on the 28th August 2014.
- 2.4 Representatives from the HLF visited the application site on the 20th October 2014. They were given a tour of the Conservation Area, during which they met District and Town Council members. This was followed by a question and answer session. Other stakeholder organisations including Canal and Rivers Trust and Bromford Homes also attended the question and answer session.
- 2.5 On the 30th January 2015 the Heritage Lottery Fund informed the District Council that its Round One Townscape Heritage application for Fazeley and Bonehill had not been successful.
- 2.6 The decision letter acknowledged the heritage importance of the area and the need for the Council to address those buildings considered as being 'at risk' by English Heritage. The HLF however, had concerns relating to deliverability of the project and the level of funding requested given the scale of the buildings and their state of dereliction.

- 2.6.1 A report was presented to this committee on the 12th March 2015 where the members were presented with the aforementioned information. The Committee agreed to receive a further report in due course setting out more detailed feedback from the HLF to enable the direction of future work in Fazeley and Bonehill to be determined.
- 2.7 On the 2nd of April officers from the District Council met with Reyahn King, Head of the West Midlands Region, HLF. At that meeting the detailed feedback on the application was received.
- 2.8 The highly competitive bidding environment and the over subscription of the TH programme was reiterated. It was noted that the HLF during this TH bidding round ear-marked £14 million grant funding nationally; 30 applications were submitted with a total funding request of £39 million. There were three applications from the West Midlands region, only one of which was successful. The successful application related to Dudley Town Centre, and this application was a resubmission.
- 2.9 The highly competitive environment resulted in the Fazeley and Bonehill application being judged at HLF Regional Level as a medium priority and at HLF National Level as low priority.
- 2.10 Information on the other applications presented to the HLF National Board at the same time as the District Council's application for Fazeley and Bonehill can be found in **Appendix A**. The data clearly illustrates the wide range of applications submitted, the broad regional pull the fund has and the high profile nature of those applications which received support from the HLF Board.
- 2.11 As regards the specific Fazeley and Bonehill application, the funding request for the larger and more derelict buildings deemed to be proportionately low by the HLF. It had concerns that at the level requested, a significant positive visual impact to the townscape through the works proposed would not be achieved.
- 2.12 This point was particularly relevant in terms of the large vacant buildings in the TH area most notably Tolson's Mill and the Bonehill Mill complex. Concerns were expressed that the funding level requested would not be sufficient to fully address the issues the buildings were experiencing. There was a risk that partial restoration would not facilitate occupancy or secure the buildings' long term sustainability. **Appendix B** contains photographs of these buildings and serves to illustrate the scale of the buildings in relation to the townscape and the level of dereliction.
- 2.13 The submitted TH application proposed to cap the grant available to Tolson's Mill and the Bonehill Mill complex. This capping would have resulted in funding being focused on the restoration of roofs and guttering and ensure adequate grant remained for the other buildings identified by the application.
- 2.14 The original TH application sought £969,000 of funding from the HLF. Applications under £1,000,000 require 5% match funding. Applications over £1,000,000 require a greater match funding contribution of 10%. Therefore, an increase in the funding request would result in the need for additional match funding being sourced and secured by the District Council and its partners.
- 2.15 At the present time the range of match funding sources above those previously identified available to support a TH application within Fazeley and Bonehill is deemed to be narrow and therefore the task of securing additional match funding unviable.
- 2.16 During the feedback session the HLF also recommended that Tolsons Mill and the Bonehill Mill complex would better fit the criteria of a HLF Heritage Enterprise grant. Heritage Enterprise grants fund repair costs to single buildings to complete works which

are not commercially viable with a view to promoting economic growth and creating jobs. Commercial owners must work with a not-for-profit organisation to secure grants from £100,000 to 5 million.

- 2.17 The removal of these two large buildings complexes from any future TH application would lead to a difficulty in illustrating significant need and would have a negative impact on the applications ability to achieve the monitoring measure, '*vacant floor space brought back into use*', reducing further the viability of the overall TH application.
- 2.18 The HLF recognised the clear historic chronological link between Fazeley and Bonehill, however, they felt that the geographical link between Fazeley and Bonehill was not strong. The historic buildings identified for improvements as part of the application are concentrated within two separate clusters. The HLF felt that the visual impact of the TH project would be dispersed across a wide area leading to the improvements delivering minimal overall visual impact. It should be noted here that TH's are generally focused around market centres or along high streets or secondary historic retail areas. The geographic focus of approved TH is evidenced in the applications outlined in **Appendix A**.
- 2.19 Separating Fazeley and Bonehill into individual geographical areas would result in two small applications that would struggle to deliver significant visual impact on the townscape or generate the community impact also required by the HLF. The ability to achieve prescribed outcomes and outputs is further significantly eroded with the removal of the Tolson's Mill and Bonehill Mill complexes from any future application.
- 2.20 The skills programme in relation to the application was developed in partnership with Bromford Homes and the Canal and Rivers Trust. While this strong partnership was noted by the HLF it was deemed that the proposed skills package did not add enough value to the existing resource within the area.
- 2.21 The delivery stage of the TH application submitted provided the following 61% of match funding, from a range of sources, the largest being from the Local Enterprise Partnership (LEP). Although secured match funding is not a requirement of a Round One application, the HLF raised concerns relating to the uncertainty surrounding the LEP funding. At the time of the TH application being assessed by the HLF the LEP funding application had not been selected for funding support.
- 2.22 The TH application proposed to manage the development and delivery of the project through a combination of consultants and existing officer time. This project management arrangement was presented to the HLF to ensure that there was no increase in revenue expenditure to the District Council during the life of the project. Whilst this combination does comply with the HLF guidance it is clear following the feedback session with HLF that they regard the appointment of a dedicated project officer as a key component to the successful delivery of a TH. The HLF's experience suggests that a dedicated officer enables robust relationships with property owners to be developed and that a single contact point ensures continuity for owners/applicants. It should be noted that in some instances it could take the whole life of the TH project (five years) to develop and reach agreement with owners. HLF also feel that a dedicated officer ensures that momentum is maintained between the delivery and development stage of the project.
- 2.23 Feedback was also received in relation to the detailed proposed improvements to the buildings that were located in the TH area. In particular comments focused on the row of Mill Worker Cottages along Main Street in Fazeley. **Appendix C** contains historic and current photographs of these properties. The TH application focused on the removal of satellite disks and the delivery of structural improvements to the chimneys, roofs and guttering.

- 2.24 The HLF would have preferred to see the improvements focusing on the reinstatement of original window configuration which was most likely altered in the early 1960s. The HLF felt that amendments to the window configuration would have resulted in the maximum positive impact on the townscape.
- 2.25 Amendments to window configuration had not been included in the application for a number of reasons. It was felt by officers that reinstating the original window configuration would result most notably in a loss of light for the occupants and that the 1960's amendments were of a uniform style and did therefore not significantly detract from the streetscene. In addition it was felt by officers that it would have been difficult to secure owner support for the window configuration amendments and also that funding, if secured should be focused on improvement to increase the life span of the buildings hence the focus on roof and drainage improvements.
- 2.26 It is clear from the feedback received that the HLF do not see Fazeley and Bonehill Conservation Area as a potential future TH.**
- 2.27 It is however clearly evident that there remains significant conservation need in Fazeley and Bonehill. There is also strong policy support (Policy Faz1, Local Plan Strategy) for intervention to enhance the physical environment and bring derelict buildings back into re-use within Fazeley, Mile Oak and Bonehill.
- 2.28 In addition there is a small amount of capital funding available from the Historic Buildings Grant Fund which may support a future small grant applications. The HLF, for example, administer an Our Heritage grant programme. The Our Heritage open programme is for any type of project related to national, regional or local heritage in the UK. The grants range from £10,000 up to £1000,000 applications are received at any time and a decision is received within eight weeks.
- 2.29 Whilst we have been unsuccessful and we do not recommend pursuing a re-submission there still remains a large number of listed buildings at risk in Fazeley and Bonehill. As such other funding opportunities will be brought to the attention of relevant property owners and officers will investigate the potential of securing smaller grant funding opportunities to ensure the future of listed buildings within Fazeley and Bonehill Conservation Area.

3. Community Benefits

- 3.1 Local Ward members and Town Council members have been informed of the detailed reasons for refusal provided by the TH.
- 3.2 Local Ward members and Town Council members have been informed of the recommendations presented by this report.

4. Recommendation

- 4.1 That the Committee:
- i) notes the contents of the report.
 - ii) recommends that no further applications are made to the HLF for a TH in Fazeley and Bonehill Conservation Area.

- iii) recommends that officers approach the land owners of Tolson's Mill and the Bonehill Mill complexes to bring to their attention the wider funding opportunities available to them through the Heritage Lottery Fund.
- iv) recommends that officers provide advice and guidance to those owners if applications to the HLF are taken forward.
- v) recommends that officers investigate further the potential for small historic grant schemes to secure the sustainability of listed buildings within Fazeley and Bonehill Conservation area and that any future applications to those funding sources could be supported by the Historic Buildings Grant Fund.

5. Financial Implications

5.2 The Historic Building Grant fund exists to fulfill the general duties to preserve and enhance as outlined within Section 71 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

5.4 The Historic Building Grant fund of £34,000 will remain available.

6. A Plan for Lichfield District Implications

6.1 The HLF refusal means that currently there is not a capital supported programme to deliver the aspirations within Fazeley and Bonehill Conservation Area Appraisal and Management Plan (January 2011) and Policies Faz1 and Faz3 in the Local Plan Strategy for Fazeley, Mile Oak & Bonehill.

7. Sustainability and Carbon Reduction Issues

7.1 N/A.

8. Human Rights Issues

8.1 None.

9. Crime and Community Safety Issues

9.1 N/A

10. Risk Management Issues

(b) Risk	Likelihood/ Impact	Risk Category	Countermeasure	Responsibility
The 6 listed buildings in Fazeley Parish considered 'at risk' will continue to deteriorate.	Medium	Corporate	Seek alternative funding sources for smaller scale projects. Support owners to seek appropriate funding.	Maxine Turley
The number of listed buildings 'at risk' in Fazeley Parish will increase.	Medium	Corporate	Seek alternative funding sources for smaller scale projects. Support owners to seek appropriate funding.	Maxine Turley
That match funding	Low	Financial	Seek approval to	Maxine Turley

is not available to support future funding applications. (The capital monies associated with the Historic Building Grant is cut as part of Fit for the Future savings).			use these funds to match smaller scale grant applications.	
Historic Building Grant is allocation to support conservation intervention in other parts of the District.	Low	Financial	Seek approval to use these funds to match smaller scale grant applications to support Faz1 and Faz 3 Policies in the Local Plan Strategy.	Maxine Turley
Partner and Stakeholder support for future LDC intervention cannot be secured.	Low	Strategic	Partners and Stakeholders are kept up to date on the any future project proposals.	Maxine Turley

Background Documents:

1. Lichfield District Local Plan Strategy
2. The Fazeley and Bonehill Conservation Area Appraisal and Management Plan.

Important web links

www.lichfielddc.gov.uk/localplan

www.lichfielddc.gov.uk/localplanexamination

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

Appendix A

	Townscape Heritage Area	Applicant	Decision	Round One Request
1	Upper Westgate	Wakefield Metropolitan District Council	Rejected	£1,684,800.00
2	Cleethorpes Central Seafront	North East Lincolnshire Council	Rejected	£1,205,400.00
3	Bridlington Quay	East Riding of Yorkshire Council	Awarded	£981,500.00
4	Rotherham Town Centre Phase Two	Rotherham MBC	Rejected	£1,979,800.00
5	Wisbech High Street	Fenland District Council	Awarded	£1,995,300.00
6	CHOICE - Coalville's Heritage	North West Leicestershire District Council	Rejected	£687,600.00
7	Boston	Boston Borough Council	Awarded	£1,069,000.00
8	Enhancing Heritage in the Abby and Barking Town	London Borough of Barking and Dagenham	Awarded	£1,380,900.00
9	Mitcham Cricket Green	Merton Council	Rejected	£844,000.00
10	Northumberland Square	North Tyneside Council	Rejected	£1,023,900.00
11	NE1 Bigg Market project - giving the historic heart back to Newcastle	Newcastle NE1 Limited	Awarded	£1,837,900.00
12	Skelton Villages Civic Pride Community led THI	Skelton Villages Civic Pride	Awarded	£1,021,400.00
13	Gladstone's View	Blackburn with Darwen Borough Council	Awarded	£1,549,900.00
14	Regeneration of Liverpool's Chinatown and Ropewalks	Liverpool City Council	Rejected	£1,500,000.00
15	Padiham	Burnley Borough Council	Rejected	£1,328,600.00
16	Stranraer	Dumfries and Galloway Council	Rejected	£1,844,000.00
17	Preserving the unique heritage of the Lerwick lanes Conservation Area	Living Lerwick Ltd	Rejected	£304,900.00
18	Govan Cross	Glasgow City Council	Awarded	£1,838,600.00
19	Millport Heritage Tourism	North Ayrshire Council	Rejected	£1,385,000.00
20	Fraserburgh Town Centre Heritage Regeneration	Aberdeenshire Council	Awarded	£1,844,300.00
21	Paisley Town Centre	Renfrewshire Council	Awarded	£1,995,300.00
22	Airdrie Town Centre	North Lanarkshire Council	Rejected	£1,615,000.00
23	Sheerness	Swale Borough Council	Rejected	£853,400.00
24	St Austell	Cornwall Council	Rejected	£935,100.00
25	Holyhead Townscape Transformation	Isle of Anglesey County Council	Awarded	£1,589,000.00
26	Dolgellau	Snowdonia National Parks Authority	Awarded	£1,026,400.00
27	Connecting Commercial Street	Newport City Council	Rejected	£1,983,900.00
28	Fazeley and Bonehill	Lichfield District Council	Rejected	£968,900.00
29	Transforming Ledbury	Ledbury Places Ltd	Rejected	£1,996,500.00
30	Dudley Historic Core	Dudley MBC	Awarded	£1,222,000.00

Appendix B

Tolsons Mill



Tolsons Mill



Appendix B

Bonehill Mill Complex: Bonehill House



Bonehill Mill Complex: Old Bonehill Mill



Appendix B

Bonehill Mill Complex: Old Bonehill Mill



Appendix C

Mill Worker Cottages: Current



Mill Works Cottages: Historic



Appendix C

Mill Worker Cottages Current



Mill Worker Cottages 1960's

