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Ask for Christine Lewis
Email christine.lewis@lichfielddc.gov.uk



District Council House, Frog Lane
Lichfield, Staffordshire WS136YU

Customer Services 01543 308000
Direct Line 01543 308065

Monday, 13 January 2020

Dear Sir/Madam

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

A meeting of the Economic Growth, Environment and Development (Overview & Scrutiny) Committee has been arranged to take place **TUESDAY, 21ST JANUARY, 2020 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

A handwritten signature in black ink, appearing to read 'Christie Tims', is written over a light grey circular stamp.

Christie Tims
Head of Corporate Services and Monitoring Officer

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

Councillors Cox (Chairman), Ball (Vice-Chair), S Wilcox (Vice-Chair), Binney, D Ennis, Gwilt, Ho, A Little, Marshall, Parton-Hughes, Ray, Warburton and Westwood



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AGENDA

1. Apologies for Absence
2. Declarations of Interest
3. Minutes of the Previous Meeting 3 - 6
4. Work Programme 7 - 10
5. Economic Impact of Events and Festivals in Lichfield City 11 - 88
6. Lichfield City Centre Car Parking 89 - 94
7. Local Plan Update 95 - 108
8. Community Infrastructure Levy and Section 106 update 109 - 118



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

17 DECEMBER 2019

PRESENT:

Councillors Cox (Chairman), Ball (Vice-Chair), S Wilcox (Vice-Chair), Binney, D Ennis, Ho, Parton-Hughes, Ray, Warburton and Westwood.

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

15 APOLOGIES FOR ABSENCE

Apologies were received from Councillors Gwilt, A. Little and Marshall.

Eadie, Strachan attending

16 DECLARATIONS OF INTEREST

There were no declarations of interests.

17 MINUTES OF THE PREVIOUS MEETING

The Minutes of the previous meeting as circulated were agreed and signed as a correct record.

18 LICHFIELD CITY CENTRE MASTER PLAN - DRAFT FOR CONSULTATION

The Committee received a report on the draft Lichfield City Centre Masterplan which David Lock Associates (DLA) had been commissioned by the Council to produce. It was requested that Members give their views on the draft document before being published for consultation. Representatives from DLA were in attendance to present their report and aid the Committee in their discussions

The Committee heard, as part of the presentation, that Stage 1 of the masterplan where baseline analysis had been completed and DLA were now in Stage 2 of having a draft masterplan with the final Stage 3 being the definitive document. The Committee also noted the core proposals and that it was aspirational but considered deliverable.

The Committee were introduced to the proposed masterplan Quarters which split the City centre into areas which established the character of that area and in turn aided to the proposals for development opportunities and publish realm priorities. These Quarters were named to be Cathedral Quarter, Market Quarter, Business & Learning Quarter and Southern Gateway Quarter.

The Committee then discussed each development opportunity in turn.

Birmingham Road Gateway

The Committee noted it was envisioned that people would arrive to an area that was clear and attractive with a better flow for pedestrians.

It was noted that there would be a residential element to the site and this could be developed first. Members were pleased to note that it was suggested that there should be an affordable

housing element to the residential development and DLA had worked on the approved policy of 40% affordable housing. There was some discussion on what demographic should be prioritised for the housing for example elderly, young or families but it was noted that at this stage, the proposals were flexible. It was reported that there could be scope to build in partnership with a housing association as had been successful in other parts of the city. There was some discussion whether the land was too prime in nature to try and maximise return from housing and have less affordable or whether due to the Council being the land owner, focus should be less financial and on housing need.

Another element of the site was a new modern multistorey car park and the Committee were again in agreement to this proposal. It was reported that the County Council had no objections as long as the Southern Bypass was completed before development. There were concerns that there should be more planning and consideration to traffic management issues getting into the centre and to this site. It was reported that the emerging Local Plan would be out for consultation at the same time and could deal with these sorts of issues.

It was reported that the site would then have some food and beverage outlets and it was requested that family focused providers were sought as there was a current lack of this type in the area. There was also suggestion for flexible office space for start-up businesses. Finally the Committee noted the smaller retail offering at the site and potential provision for cycle storage to encourage healthier and greener forms of travel which the Committee felt was a positive step.

It was requested that some narrative be included in the masterplan to set out how there would be a seamless transition from the approved temporary development to this permanent one.

District Council House

It was reported that there had been an ongoing review of office space requirements for Lichfield District Council and it was noted that currently there was not an efficient use of the space and was not modern in nature so it was proposed to reconfigure the newer element of the building and then use the listed part for requested small to medium event space. It was noted that the Chamber would remain available for Council meetings but could also generate an income stream from such events as weddings.

It was asked if the council could relocate altogether and it was reported that this option was the most cost effective and other authorities that had moved out of centre were returning as that city centre presence was being missed by residents.

Bird Street Courtyard

Development potential for the current Bird Street Car Park was discussed and it was noted that the masterplan suggested a new mixed use development with retention of some car parking and a greatly enhanced public realm with a courtyard and better views of the Cathedral and in the longer term potential to redevelop the adjoining retail buildings to provide better overlooking towards the market area. It was reported that there was potential for a Minster Pool Walk.

The Committee agreed that the car park currently was very popular so these proposals could be contentious however felt it was an exciting opportunity. It was agreed that discussions with already struggling retailers should be undertaken as this car park feeds into many shops and could have a further detrimental effect on footfall.

When asked, it was confirmed that discussions with the Diocese had begun and they were keen to see a walk around the pool be implemented.

Car parking was considered further and it was noted that along with disabled spaces, parent and child spaces were also required and currently lacking in the area and should be considered as part of any development. It was noted that park and ride schemes had been

considered but was difficult as a large expanse of space on the outskirts was needed with express links to the centre and many other schemes were closing as they were no longer viable. It was agreed to look at this again in the longer term.

University West Car Park

Proposals were reported to the Committee which included coach parking and small scale offices or small residential. It was noted that the Council were still trying to purchase the car park and would like to develop quickly. The Committee agreed with the proposals as set out in the masterplan.

Public Realm priorities

The Committee then considered the proposed Public Realm priorities which firstly was the Birmingham Road Corridor and Lichfield Transport Hub. It was reported that there should be a better experience at the Train Station with a pavilion style building to aid waiting of passengers or refreshments for arriving people. It was then reported that a better experience to get taxis would be included.

It was then discussed that there could be short term improvements to the Bird Street Walk.

It was requested that thought be given to event vendors when considering street furniture as it may impede delivery of stock.

It was asked if reference to potential public art spaces could be included in the masterplan.

The Committee then finished with more general views as well as comments on the consultation methods proposed.

It was asked if there was any worth in consulting on how the developments could be funded as ultimately it was for the Council to decide and it was reported that it aided give credibility to the proposals showing that there were options. It was noted that information around this was an appendix and not formal part of the consultation.

The Committee were shown a new consultation app which DLA had developed and would be using for the first time the Lichfield masterplan consultation. It was agreed that it would hopefully encourage younger residents to give their views. It was noted that it would be advertised at the college and schools and be linked from the Council website.

It was asked if the stakeholders that the BRS Member Task Group met with could be repeated as it proved to be positive and could help again. It was reported that there would be two public events that would act as drop in sessions with DLA and it would be investigated whether time could be set aside specifically for those organisations.

It was asked why leisure had not been included in the master plan especially as there was a commitment by the Council to build a new centre. It was reported that it had been considered however the sites in the masterplan were deemed unsuitable leisure centres in broad terms were box like in nature and that would detract from the historic nature of the city centre. It was also noted that there could be a potential loss in car parking availability and vitality of the area with people only visiting the leisure centre and not the wider city centre.

Thanks was given to DLA for their attendance and input in the meeting.

RESOLVED: That the draft Lichfield City Centre Masterplan be noted and its publication from the 6th January 2020 to 3rd February 2020 for consultation purposes be agreed.

COUNCILLOR HO REITERATED HIS DECLARED INTEREST IN CONNECTION TO A BUSINESS SITUATED ON CONDUIT STREET.

(The Meeting closed at 8.15 pm)

CHAIRMAN

ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2019-20

Item	20 June	18 Sept	17 Dec	21 Jan	9 Mar	Details/Reasons	Officer	Member Lead
Policy Development								
Terms of Reference	✓					To note	Christine Lewis	
Amendments to Local List of Buildings of Local Architectural and Historic Interest		✓				To report on proposed changes to the Local List	Claire Hines	Cllr Angela Lax
Economic development activity and performance		*				To receive a briefing paper on economic development activity across the district and performance of the local economy	Jonathan Percival	Cllr Iain Eadie
Master Planning Consultation			✓			Special meeting	Craig Jordan	Cllr Iain Eadie

ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2019-20

Item	20 June	18 Sept	17 Dec	21 Jan	9 Mar	Details/Reasons	Officer	Member Lead
Small Business grant scheme				*		To receive a briefing paper on the operation of the Council's Small Business grant scheme	Jonathan Percival	Cllr Iain Eadie
Local Plan Updates	✓	✓		✓	✓	Reports on progress with the preparation of the Local Plan	Ashley Baldwin	Cllr Iain Eadie
Spatial planning matters		✓			✓	Briefing paper(s) on Neighbourhood Plan preparation, S106 and CIL receipts and allocations & monitoring and implementation of policies	Ashley Baldwin	Cllr Iain Eadie
Lichfield City Centre future planning (including Birmingham Road site)	*	*		✓	✓	To report on the appointment of consultants and subsequent master planning work	Craig Jordan	Cllr Iain Eadie
Burntwood development						Updates when available	Craig Jordan	Cllr Iain Eadie

ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2019-20

Item	20 June	18 Sept	17 Dec	21 Jan	9 Mar	Details/Reasons	Officer	Member Lead
Review of the operation of the Planning Committee		✓				Report to consider a full year of operation since review.	Claire Billings/ Jeff Upton	Cllr Angela Lax
Briefing paper on Development Management performance	✓			✓		6 monthly reporting of planning performance	Claire Billings	Cllr Angela Lax
Outcome of LEP review	✓					Outcome of Government review into Local Enterprise Partnerships verbal update if necessary, report or briefing paper depending on outcome of review and implications for District when available	Craig Jordan	Cllr Iain Eadie
Economic impact of Events and Festivals		*		✓		To report on a study assessing the economic impacts of events and festivals held in Lichfield	Lisa Clemson	Cllr Iain Eadie

ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW AND SCRUTINY) COMMITTEE WORK PROGRAMME FOR 2019-20

Item	20 June	18 Sept	17 Dec	21 Jan	9 Mar	Details/Reasons	Officer	Member Lead
Car parking estate and operations				✓		To report on the Council's car parking estate and operations Possible briefing note	John Roobottom	Cllr Iain Eadie
CIL and s106				✓		Review of how the council is using s106 to deliver affordable housing; how CIL is delivering infrastructure improvements and whether the council's CIL charging regime remains appropriate.	Ashley Baldwin	Cllr Iain Eadie
High Speed 2		*				To receive a briefing paper(s) on issues relating to Phase 1 and 2a of HS2 as they impact on Lichfield district.	Craig Jordan	Cllr Iain Eadie
Environmental Impact of Economic Growth					✓		Craig Jordan	Cllr Iain Eadie

Economic Impact of Events and Festivals in Lichfield City

Cabinet Member - Cllr Iain Eadie

Date:	21 January 2020
Agenda Item:	Economic Impact of Events and Festivals In Lichfield City
Contact Officer:	Lisa Clemson
Tel Number:	01543 308708
Email:	Lisa.clemson@lichfield.gov.uk
Key Decision?	NO
Local Ward Members	N/A



Economic Growth,
Environment and
Development
(overview and scrutiny)
committee

1. Executive Summary

- 1.1 The purpose of this report is to provide the committee with the findings of the work that has been undertaken by Bournemouth University to assess the economic impact of key events and festivals that take place in Lichfield city.
- 1.2 Lichfield District Council commissioned Bournemouth University to undertake an Economic Impact Assessment of the events and festivals held within Lichfield City Centre. This research provides information about how these events are contributing to the local economy, what effects they are having on local businesses, what the visitors' perceptions are and to provide information about if and how they deliver economic, social and cultural benefits to the city.
- 1.3 Lichfield traditionally boasts an extensive and enviable programme of events and festivals which attract thousands of visitors to the area.
- 1.4 Whilst Lichfield District Council delivers and supports a small number of these events, the majority of events that take place are delivered and funded by partner organisations.
- 1.5 The aim of this work was to determine the impact the growing number of events and festivals are having on the city and local businesses. In particular the council wish to identify the measurable economic benefits the events and festivals deliver.

2. Recommendations

- 2.1 It is recommended that the committee note the contents of this report and:
 - Provide a view on whether more or less events and festivals should take place and if more, what type of events or festivals would they like to see.
 - Consider whether the district council should play more of an active role in facilitating events and festivals, and if so, determine what role that should be.
 - Consider the resource implications of the district council playing a more active role including the promotion and marketing of events and festivals.
 - Consider whether the district council should introduce an event booking protocol with a view to enhancing collaborative working and review the approach the council takes on charges.

3. Background

Context

- 3.1 A key theme of Lichfield District Council's Strategic Plan 2016 – 2020 is that we will help “create a vibrant and prosperous economy” by encouraging increased visitors, increased spend in our local economy and more overnight stays.
- 3.2 Events and festivals are recognised as a key part of this, as an engaging events programme helps us build on our heritage, tourism, and cultural offer and encourages more footfall, both to the events and afterwards as events help showcase the city for future visits.
- 3.3 Lichfield is rapidly becoming known as the “City of Festivals”, it has an all year packed calendar of events that range from traditional well established events like the Greenhill Bower and Lichfield Proms in the Beacon Park to newer events such as the Monthly Grub Club and The Cathedral Illuminated. The popular Lichfield Food and Drink Festival that takes place in August over 3 days is now in its 8th year, Lichfield Festival in July is now in its 36th year and lasts for around 10 days. A lot of the newer events are food and drink related, and are taking place in the city centre and on land directly adjacent.

Delivery and support

- 3.4 As the local authority, Lichfield District Council has various direct and indirect roles and functions when it comes to events and festivals, through its regulatory service it provides the necessary licences and consents to allow activities to take place ensuring they are safe for customers and can be suitably accommodated. In addition the council via its tourism and communications teams help to promote and market what is on and through the provision of land and/or availability of facilities such as car parks help to support the events and festivals.
- 3.5 An internal officers group was set up in early 2018 to consider how best Lichfield District Council can promote and support the various events and festivals via the councils many different roles. Officers from regulatory services, tourism and leisure services are part of this group.

Assessment Methodology

- 3.6 Members have previously indicated a desire to have an understanding of the economic impact of events and festivals on the city. To this end officers have been asked to undertake this work and report back.
- 3.7 Following the circulation of a project brief, The Market Research Group an independent market research agency based in Bournemouth University, were the chosen company to deliver this work.
- 3.8 Bournemouth University The Market Research Group, an independent market research agency based within Bournemouth University (BU) have been appointed to carry out the work. They specialise in providing market and social research intelligence services tailored to suit the needs of individual organisations within the public, tourism, heritage, arts and academic sectors. MRG have over twenty years' experience of undertaking visitor research at local, regional and national level for a range of organisations, including local authorities.
- 3.9 The first part of the economic impact assessment was to provide a **Position Statement** of the key events and festivals which took place in the city in 2018.
- 3.10 The next stages of the economic impact assessment methods are highlighted below, the findings can be found in the full report:
- 3.11 **Event organiser survey**

Event organisers were asked to take part in this survey with the aim of learning more about their events, including what their target markets are, how they operate and function in terms of financial returns to the organisation, ticket sales and jobs created.

3.12 **Stall holder survey**

Stallholders were asked to take part in the survey to learn more about why they choose to trade at events in Lichfield city, visitor spend, economic benefits, where they come from, and to gain feedback from their customers.

3.13 **Business survey**

The research team distributed a postal survey to businesses located in the city centre to gather their views on the impact of the events and festival industry within the city. The survey explored views and perspectives around the events within the city and the actual economic impact that they had on their business.

3.14 **Visitor survey**

Visitors were surveyed at some of the key events, to help us learn more about where visitors are coming from, are they residents, how far have they come from, what is the purpose of their visit, how long have they stayed for – are they a day visitor or here for an overnight stay, how did they hear about the event. If they are a visitor what else have they done whilst here. This survey captured both visitors to the area and residents.

3.15 **Data analysis and reporting**

The consultants have prepared a concise but comprehensive report, which includes a narrative, supporting data/evidence and conclusions about the economic impact of events and festivals in Lichfield. The findings of the surveys are based on the responses received in the various sectors.

Key Findings from the Economic Impact Assessment undertaken by Bournemouth University

4.1 Key Findings from the Economic Impact Assessment prepared by the consultants on events and festivals in Lichfield City 2018/19 can be found below:

4.2 **Economic Impact Key Points:**

4.2 **Attendance**

Based on Lichfield city centre footfall figures and accepted multiplier data, the total number of attendances at 2018/19 key events held in Lichfield was 344,160. Just over 200,000 of these visits were made to Lichfield in addition to what would have occurred without the key events taking place.

4.3 **Visitor Spend**

The **visitor spend at the key events held in Lichfield in 2018/19 was £9.2 million**. £5.1 million of the £9.2 million total spend can be accounted for by the additional visits to Lichfield as a result of the key events being held.

- £3.7 million was spent at the events themselves*
- £2.6 million was spent within Lichfield
- £2.9 million was spent on the trip as a whole outside of Lichfield.

*Visitor spend at key events:

- £2 million on food and drink
- £1.2 million on goods to take away

- £300,000 on tickets
- More than £250,000 on additional entertainment and leisure activities

4.4 **Gross value added contribution**

The **overall gross value added (GVA) contribution of the 2018/19 key events within Lichfield was £4.3 million**. Stallholders make up the largest share of the GVA contribution (£2.1 million), followed by visitors (£1.4 million), and then event organisers (£800,000).

4.5 **Employment**

The **total FTE employment as a result of the key events held within Lichfield is 113**, with 90 of these attributed to event organisers, stallholders and Lichfield businesses where event visitors spent money. 23 of the total FTE employment figure are within local businesses from which event organisers and stallholders make purchases themselves.

5. **Impact on local businesses**

While businesses who responded to the survey felt that they experienced decreased sales on days that key events are held, they also recognise the community benefits that the events bring, including providing great entertainment for those attending, create a positive image for Lichfield as well as a sense of community spirit and pride, and they are an important part of Lichfield's heritage and traditions. Businesses also indicated an awareness that event visitors return to the city throughout the year, resulting in potential customers at a later date.

6. **Visitors**

6.1 **Audience profile**

The vast majority of visitors to the key events within Lichfield live in the West Midlands, and one-third of visitors live within Lichfield.

- Event attendees were of mixed ages.
- One-fifth of visitors attended with children aged under 18, and just less than two-fifths were visiting with their spouse/partner only. Just less than one-third were part of a group without children, and one in ten were visiting the event alone.
- The vast majority of visitors consider themselves to be White (English/ Welsh/ Scottish/ Northern Irish/ British).
- When compared to 2018 social grade figures for the whole of Great Britain, Lichfield events attract a greater proportion of ABC1 visitors than the general population.

6.2 **Motivations**

More than half of visitors indicate that the event is either their sole or main reason for visiting Lichfield. Visitors also take part in other activities when in the city, including shopping, to meet up with friends/family, to eat, and to visit Beacon Park.

6.3 **Satisfaction**

Visitors to key events are likely to recommend both the event itself and a visit to Lichfield to friends and family. The overall Net Promoter Score (NPS) for events held in Lichfield is 53%, while the NPS for Lichfield itself as a result of visiting a key event is 67%.

Overall visitors at the food and drink related events like the variety of food and drink stalls, however they would like to see more stalls that have a greater focus on the event name, for example, at the

Home and Garden festival, they would have like to see more stalls with home and garden products. Other suggestions included having more activities at the various events.

Across all of the key events, 29% of visitors spent up to 2 hours at the event, one-third spent 2-3 hours at the event, and just less than two-fifths spent more than 3 hours at the event.

Personal benefits

Two-thirds of visitors felt that the visit to the event enhanced their image of Lichfield as a place to visit, while three-fifths indicated that their visit to the event means that they are more likely to visit Lichfield for a day out in the next 12 months.

Community benefits

Visitors strongly agree that the events create a number of community benefits for Lichfield. The events were seen as a great way of providing entertainment as well as being a source of community spirit and pride among local residents, helping to create a positive image of Lichfield that is inclusive for all. Visitors also see the events as being important for the local economy by providing additional customers for local businesses.

7. Event Organisers

Event organisers feel that the key events that they organise offer engagement opportunities for local people to promote their work and develop/showcase their skills, they boost the local economy and create employment opportunities. The main challenges event organisers experience when organising their events, related to charges from the local authority, e.g. licence fees, and organisational challenges such as enforcing road closures, stall placement/layout and attracting skilled volunteers.

8. Stallholders

The main benefits of being a stallholder at the key events held within Lichfield are that the events provide an opportunity for promoting their business, and the high footfall at the events, resulting in sales and income. They also feel that the key events are important for the community and create great benefits for local residents. Stallholders expressed concerns relating to the expense of the street trading licence fee and costs for the stall itself. They also felt that the management of the events could be better, including the layout of the event and stalls, congestion within the event and city, as well as there being a lack of publicity for the events.

9. Conclusion

The findings within this report offer a comprehensive overview and understanding of the socio-economic impact of the key events held within Lichfield. The study gave event organisers, stallholders, local businesses and event visitors the opportunity to provide their views on a wide range of socio-economic impacts.

Key events attract more than 340,000 event visitors throughout the year, and generate more than £9 million in visitor spend, with more than £5 million of this attributed to visits to Lichfield that would not have occurred if the events were not held. As well as the economic benefit, there are a number of community benefits created by the key events within Lichfield. The events are a source of community spirit and pride for local residents, and help to create a positive image of Lichfield and one that is inclusive for all. Consideration should be given to enhance and develop the key event programme within Lichfield due to the socio-economic benefits that they bring to the city.

There are a number of recommendations in the report for consideration by the council and event organisers as they continue to develop the key event programme within the city.

10. The full report from Bournemouth University can be found in Appendix 1.

Alternative Options	N/A
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Consultation	As part of the assessment surveys were circulated to Event Organisers, stallholders, visitors at events and local businesses in the city centre.
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Financial Implications	This report is for consideration.
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Contribution to the Delivery of the Strategic Plan	<ol style="list-style-type: none"> 1. A key theme of Lichfield District Council’s strategic plan 2016-2020 is that we will help “create a vibrant and prosperous economy” by encouraging increased visitors, increased spend in our local economy and more overnight stays. 2. Events and festivals are recognised as a key part of this, as an engaging events programme helps us build on our heritage, tourism, and cultural offer and encourages more footfall, both to the events and afterwards as events help showcase the district for future visits
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Equality, Diversity and Human Rights Implications	There are no identified equality, diversity and human rights implications
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Crime & Safety Issues	There are no identified crime and disorder issues.
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GDPR/Privacy Impact Assessment	There are no identified GDPR issues.
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Risk Description	How We Manage It	Severity of Risk (RYG)
There are no identified risks		
Background documents N/A		

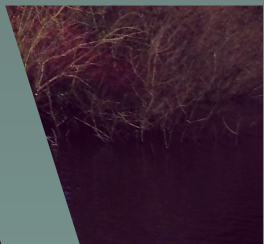
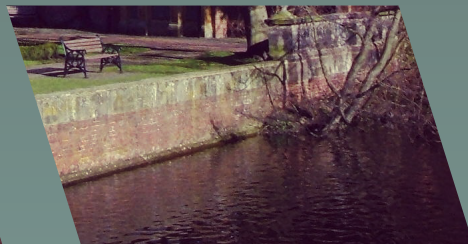
Relevant web links www.visitlichfield.co.uk

Lichfield Events Economic Impact Assessment



2019

Created by the Market Research Group
at Bournemouth University



Executive summary

Background and aim of the study

Lichfield District Council commissioned Bournemouth University to undertake an Economic Impact Assessment of the events and festivals held within Lichfield City Centre. This research will provide the council with information about how these events are contributing to the local economy, what effects they are having on local businesses, what the visitors' perceptions are and to provide information about if and how they deliver economic, social and cultural benefits to the city.

Methodology

Four separate surveys were designed and distributed, each with a focus on a different stakeholder group; local businesses, event visitors, event organisers and stallholders. Surveys included topics such as:

- Economic impacts
- Social and cultural impacts
- Perceptions of the key events
- Motivations for visiting

Research findings

Economic impact – key points

Attendance

Based on Lichfield city centre footfall figures and accepted multiplier data, the total number of attendances at 2018/19 key events held in Lichfield was 344,160.

Just over 200,000 of these visits were made to Lichfield in addition to what would have occurred without the key events taking place.

Visitor spend

Visitor spend at the key events held in Lichfield in 2018/19 was £9.2 million. £5.1 million of the £9.2 million total spend can be accounted for by the additional visits to Lichfield as a result of the key events being held.

- £3.7 million was spent at the events themselves*
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*Visitor spend at key events:

- £2 million on food and drink
- £1.2 million on goods to take away
- £300,000 on tickets
- More than £250,000 on additional entertainment and leisure activities

Gross value added contribution

The overall gross value added (GVA) contribution of the 2018/19 key events within Lichfield was £4.3 million.

Stallholders make up the largest share of the GVA contribution, followed by visitors, and then event organisers.

Employment

The total FTE employment as a result of the key events held within Lichfield is 113.

90 of these are attributed to event organisers, stallholders and Lichfield businesses where event visitors spent money.

23 of the total FTE employment figure is within local businesses from which event organisers and stallholders make purchases themselves.

Impact on local businesses

While businesses who responded to the survey felt that they experienced decreased sales on days that key events are held, they also recognise the community benefits that the events bring, including providing great entertainment for those attending, create a positive image for Lichfield as well as a sense of community spirit and pride, and they are an important part of Lichfield's heritage and traditions. Businesses also indicated an awareness that event visitors return to the city throughout the year, resulting in potential customers at a later date.

Businesses who responded to the survey suggested that event organisers should have greater consideration for the impact that the events have on their business, and should provide businesses with information about the event and keep them informed of potential road closures.

Challenges that businesses face on days that key events are held include decreased footfall, the positioning of stalls, including stalls blocking entrances to their business, food smells from cooking and difficulty unloading goods because of limited access and having to compete with traders.

Visitors

Audience profile

The vast majority of visitors to the key events within Lichfield live in West Midlands, and one-third of visitors live within Lichfield.

Event attendees were of mixed ages.

One-fifth of visitors attended with children aged under 18, and just less than two-fifths were visiting with their spouse/partner only. Just less than one-third were part of a group without children, and one in ten were visiting the event alone.

The vast majority of visitors consider themselves to be White (English/ Welsh/ Scottish/ Northern Irish/ British).

When compared to 2018 social grade figures for the whole of Great Britain, Lichfield events attract a greater proportion of ABC1 visitors than the general population.

Motivations

More than half of visitors indicate that the event is either their sole or main reason for visiting Lichfield.

Visitors also take part in other activities when in the city, including shopping, to meet up with friends/family, to eat, and to visit Beacon Park.

More than one-third of visitors decide to visit the event on the day of the event itself, with a further two-fifths of visitors deciding to visit either the day before or in the week leading up to the event.

Visitors tended to hear about the key events through word of mouth or social media.

Satisfaction

Visitors to key events are likely to recommend both the event itself and a visit to Lichfield to friends and family.

Overall, more than two-fifths of visitors felt that the event was either better than expected or much better than expected, while only 9% felt that the event was either not quite as good as expected or not nearly as good as expected.

While visitors to the Home and Garden Festival liked the variety and number of food stalls, they would have also liked to have seen more stalls with a greater focus on home and garden products.

Many visitors to the Lichfield Greenhill Bower liked the parade as well as the other activities and displays that were on offer at the event. However, it was also suggested that the parade could be longer and include more floats, and that there could be more stalls and activities offered.

Visitors to the Gin, Cheese & Ale Festival also liked the variety of food and drink stalls on offer, but they would have liked to see more stalls selling gin, cheese and ale products at the event.

Rotary Cars in the Park visitors particularly liked the cars on display at this event. However, visitors also suggested this event could be improved by having more food and drink stalls, and they would like to see more cars on display at the event, particularly more classic cars.

Across all of the key events, 29% of visitors spent up to 2 hours at the event, one-third spent 2-3 hours at the event, and just less than two-fifths spent more than 3 hours at the event.

Personal benefits

Two-thirds of visitors felt that the visit to the event enhanced their image of Lichfield as a place to visit, while three-fifths indicated that their visit to the event means that they are more likely to visit Lichfield for a day out in the next 12 months.

Community benefits

Visitors strongly agree that the events create a number of community benefits for Lichfield. The events were seen as a great way of providing entertainment as well as being a source of community spirit and pride among local residents, helping to create a positive image of Lichfield that is inclusive for all. Visitors also see the events as being important for the local economy by providing additional customers for local businesses.

Event organisers

Event organisers feel that the key events that they organise offer engagement opportunities for local people to promote their work and develop/showcase their skills, they boost the local economy and create employment opportunities.

The main challenges event organisers experience when organising their events related to charges from the local authority, e.g. licence fees, and organisational challenges such as enforcing road closures, stall placement/layout and attracting skilled volunteers.

Stallholders

The main benefits of being a stallholder at the key events held within Lichfield are that the events provide an opportunity for promoting their business, and the high footfall at the events, resulting in sales and income. They also feel that the key events are important for the community and create great benefits for local residents.

Stallholders expressed concerns relating to the expense of the street trading licence fee and costs for the stall itself. They also felt that the management of the events could be better, including the layout of the event and stalls, congestion within the event and city, as well as there being a lack of publicity for the events.

Key recommendations

The key events programme brings socio-economic benefits to the city, and consideration should be given to enhance and develop it further.

It is suggested that event organisers should look to work more closely and collaboratively with the council and local businesses. Improved communications from event organisers to local businesses would be beneficial. This should include making them aware of any road closures, and any opportunities there are for businesses to get involved with their event.

More events could be encouraged throughout the year to account for seasonal peaks and troughs. A more varied event programme, celebrating the history and heritage of Lichfield may also attract a wider audience.

There should be more promotion and marketing of events to increase awareness of them. Events should be promoted to a wider audience within a 2 hour drive of Lichfield to encourage more non-locals to attend.

It is also important that key events reflect what they are marketed as, with stalls, activities and products reflecting the theme of the event.

Greater consideration should be given to the layout and placement of stalls at events. Through working with local businesses, event organisers should look to place stalls which result in minimal congestion or in areas that will not cause issues with local businesses.

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Introduction

Background and aim of the study

Events are an important part of the business and cultural landscape of the UK. The City of Lichfield is no different, where events and festivals are an integral part of the economy, community culture and destination image. Lichfield is rapidly becoming known as the “City of Festivals” with an all year round calendar of events that range from traditional, well established events, like the Greenhill Bower and Lichfield Proms in Beacon Park, to newer events, such as the Monthly Grub Club and The Cathedral Illuminated. The events also enhance Lichfield’s natural and historic assets, which offer a backdrop and venue for the programme of local and nationally significant events.

Events have the power to inspire and change people’s lives in a number of ways. They contribute to the economic prosperity of a local area, while also bringing life and vibrancy to an area creating a social space for everyone to enjoy. Events provide local employment and skill development opportunities, as well as additional work and income for local businesses. Seasonal troughs can be counteracted by increased footfall, as well as spreading tourists visits and spend across the seasons.

Events also provide motivation for people to get out of the home and engage with others. As external pressures are increasing the sedentary and isolationary characteristics of society, events can attempt to counter these. Socialisation through events offers the ability for people to make connections and engender civic pride. By encouraging people into public spaces, events make them feel a safer place to be.

Events in Lichfield have the potential to provide the platform for the City and the wider District Council to showcase itself as a vibrant and social place to live, work, study and visit. Reviewing the events provided in Lichfield will provide a greater understanding of their economic and sociocultural contribution to the Council’s Strategic priorities (Strategic Plan 2016-2020).

To achieve this, Lichfield District Council commissioned Bournemouth University to undertake an Economic Impact Assessment of the events and festivals held within Lichfield City Centre. This research will provide the council with information about how these events are contributing to the local economy, what effects they are having on local businesses, what the visitors’ perceptions are and to provide information about if and how they deliver economic, social and cultural benefits to the city.

In addition to this, Bournemouth University previously created a position statement report which offers a comprehensive review of the key events and festivals that were held within Lichfield in 2018.

It is anticipated that the research findings reported in this document along with the findings of the position statement report will provide valuable information about the contribution of the events held within Lichfield and can be considered by the council in their decision making, organisation and support of future events.

Scope

There are many ways of distinguishing events, from their size, type of content, type of venue within which they are organised and take place, or even their purpose.

In undertaking this study, it was important to identify what was in and out of its scope. While there are a vast number of events held within Lichfield throughout the year, Lichfield District Council provided Bournemouth University with a list of 45 events that they consider to be the key events that are held within the city, and which form the basis of the project.

In addition, four of these events were selected by the council for face to face interviewing to take place. These events were Lichfield Home and Garden Festival (18th and 19th May), Lichfield Greenhill Bower (27th May), Rotary Cars in the Park (6th and 7th July) and Lichfield Food Festival (24th to 26th August). It was subsequently decided that due to the Lichfield Gin, Cheese and Ale Festival taking place on the same weekend as Rotary Cars in the Park, that interviewing should be split between these two events. As a result, analysis of these two events has had to be combined throughout this report.

Research methodology

Bournemouth University have undertaken an Economic Impact Assessment of the events and festivals held within Lichfield City Centre to better understand how these events deliver economic, social and cultural benefits to Lichfield, its businesses and visitors. To achieve this, four separate surveys were designed by Bournemouth University in collaboration with Lichfield District Council, each with a focus on a different stakeholder group; local businesses, event visitors, event organisers and stallholders.

Business survey

A postal survey was designed and distributed to 466 local businesses within Lichfield. Businesses were asked about their business structure, the economic, social and cultural impacts of events on their business and their perceptions of the key events held within Lichfield.

A total of 68 businesses responded to the survey. This response rate is consistent with previous studies of a similar nature.

22 businesses indicated that the nature of their business was retail, with a further 14 responses from food and drink businesses. 8 businesses indicated that they are hair and beauty related, with a further 5 healthcare related.

The vast majority of responses were provided by the owner, director, or senior management of the business.

A number of businesses that replied have been established within Lichfield for more than 20 years, with businesses indicating that they had been at their location for an average of 12 years.

Businesses employed an average of 7 members of staff, with these predominantly comprising an even split of full and part-time employees.

More than one out of every six businesses (17%) stated that they are involved in key events held within the city. These businesses were then asked to provide details of their involvement. These businesses were involved in a number of different events, including:

- Lichfield Food Festival
- Lichfield Festival
- Lichfield Literature Festival
- Lichfield Christmas Market
- Proms in Beacon Park
- Not specific/various

Businesses indicated that they had a wide range and varied involvement with the key events, including:

- Funding/sponsorship
- Stallholder
- Venue
- Accommodation provider
- Promote/advertise events
- Provide demonstrations at events

Event visitor survey

A face to face survey was designed for visitors attending key events within Lichfield. The survey covered topics such as motivations for visiting, expenditure and perceptions of the events held within Lichfield.

Face to face surveying of visitors took place at five events held within Lichfield throughout 2019. These events were the Lichfield Home and Garden Festival (18th and 19th May), Lichfield Greenhill Bower (27th May) and Lichfield Food Festival (24th to 26th August). On the weekend of the 6th and 7th July there were two events taking place in the centre of Lichfield, with face to face surveying taking place at both events; Rotary Cars in the Park and the Lichfield Gin, Cheese and Ale Festival. A random selection process was used when surveying event visitors at all of the events. In total 395 visitors completed the survey across the different events.

Event organiser survey

A paper survey was designed and distributed to those responsible for the organisation of the key events held within Lichfield in 2018/19. Details of the key event organisers were provided to Bournemouth University by Lichfield District Council. Event organisers were asked to provide information relating to event attendance, expenditure, revenue, employment and their perceptions of their event(s) and its impact. If relevant, event organisers were asked to provide details relating to each individual event that they organise.

Nine separate event organisers replied to the survey, with feedback received for 14 separate key events. Eleven of these key events are classified as arts or cultural in nature, with two music events and one fair or market.

Stallholder survey

An online survey was distributed to stallholders at the key events where the visitor face to face surveying took place. The stallholder survey covered topics such as the nature of their business, revenue, costs, employment and perceptions of the event.

31 stallholders completed the survey. 16 of these had a stall at Lichfield Food Festival, ten at Lichfield Festival, while three had a stall at the Lichfield Gin, Cheese & Ale Festival and two were stallholders at the Home and Garden Festival. 20 of the stallholders were sole traders, and seven were limited companies. 19 of the stallholders sold food or drink, and six sold arts and crafts goods.

Data analysis and reporting

A traditional approach was undertaken to measure the economic impact of the key events held within Lichfield, based upon the costs and revenues created for event organisers, stallholders and local businesses as well as the spend behaviour of visitors.

The research also recognised the sociocultural impact and challenges of the events and people's perception of these. This contribution included, but was not limited to, community identity, social cohesion, environmental challenges and management issues.

Quantitative data analysis was performed using SPSS statistical software. The qualitative data was thematically analysed and the most common themes that emerged are highlighted throughout.

Stakeholders

Visitors



395 visitor surveys

FACE TO FACE SURVEYS:

- 106** in Lichfield Home and Garden Festival (18th and 19th May)
- 77** in Lichfield Greenhill Bower (27th May)
- 105** in Rotary Cars in the Park & Lichfield Gin, Cheese & Ale Festival (6th and 7th July)
- 107** in Lichfield Food Festival (24th to 26th August)

Business



68 Business surveys

THE NATURE OF THEIR BUSINESS WAS:



17%

of businesses were involved with events within Lichfield

- 17** were the business owners
- 25** were directors
- 22** were senior managers
- 1** were assistant managers
- 1** were administration staff

12

average of years that businesses were established within Lichfield

Event Organisers



9 Event Organiser surveys

14

events were organised by the event organisers that replied to the survey

THE TYPE OF THEIR EVENTS WERE:



Stallholders



31 Stallholder surveys

EVENT STALL LOCATION:

- 10** in Lichfield Festival
- 2** in Lichfield Home and Garden Festival
- 3** in Lichfield Gin, Cheese & Ale Festival
- 16** in Lichfield Food Festival

TYPE OF BUSINESS:

- 20** Sole trader
- 7** Limited company
- 2** Charity
- 1** Other

TYPE OF PRODUCTS THE STALL SELLS:



Research findings

Economic impact headlines

Measuring the economic impact of events is important for demonstrating the financial benefits that can result from hosting events, it allows organisers and public bodies to evaluate their economic return on investment, and it also identifies drivers of the economic benefits for events, which allows organisers to develop ways to maximise these benefits in the future.

The economic impact of an event mostly refers to the total additional expenditure generated within the area as a direct consequence of holding the events. Spending by visitors in the local area is one of the biggest factors that contributes to this, but spending by event organisers and stallholders is also considered.

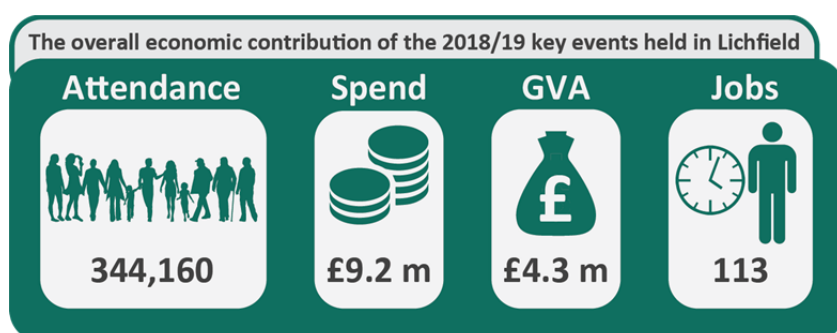
The following measures have been used to evidence the economic impact of the key events held within Lichfield:

- Attendance figures
- Visitor spend
- Gross value added contribution
- Employment

Overall economic findings

The main findings of this study demonstrate the economic contribution that the key events made to Lichfield in 2018/19. The overall spend was based upon the number of attendances at events, including the on-site and off-site spend for each attendance. The Gross Value Added (GVA) was then calculated from existing multiplier data, as was the number of full-time equivalent (FTE) staff employed to provide the events.

In 2018/19, there were just less than 350,000 visits to the key events held within Lichfield, with a total on-site and off-site spend of £9.2 million. Using accepted multipliers, the GVA contribution was £4.3 million, with a FTE of 113 staff.



Attendance

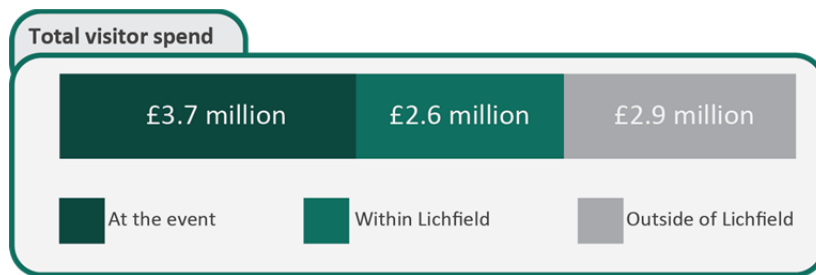
Attendance figures for events are not only important for those generating an income through ticket sales or secondary spend but also as an indicator of how relevant they are to a person's lifestyle and quality of life. Based on Lichfield city centre footfall figures and accepted multiplier data, the total number of attendances at 2018/19 key events held in Lichfield was 344,160. Just over 200,000 of

these visits were made to Lichfield in addition to what would have occurred without the key events taking place.

Visitor spend

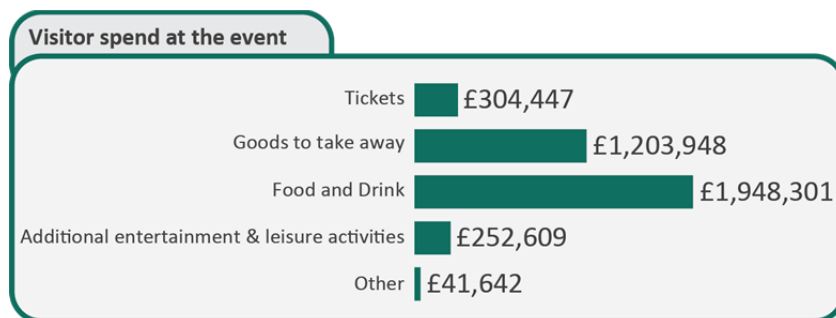
Visitors were asked to indicate how much they and their immediate group spent at the event, within Lichfield, as well as how much they and their group will have spent on their trip as a whole outside of Lichfield. Based on the figures provided by those visitors who responded to the survey, and using the calculated total attendance, the overall visitor spend at the key events held in Lichfield in 2018/19 was £9.2 million. Of this, £3.7 million was spent at the events themselves, £2.6 million was spent within Lichfield, and £2.9 million was spent on the trip as a whole outside of Lichfield.

Further to this, £5.1 million of the £9.2 million total spend can be accounted for by the additional visits to Lichfield as a result of the key events being held.



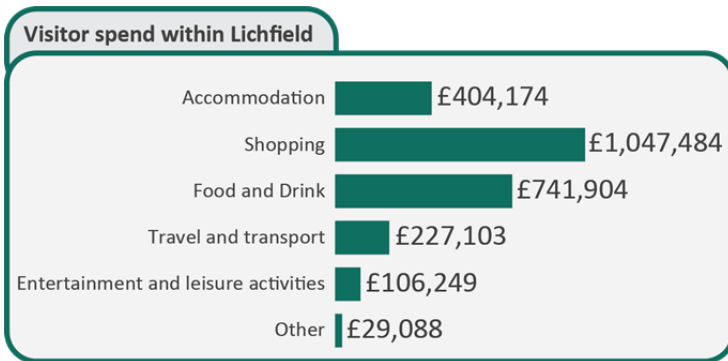
At the event

This study indicates that visitors spend just less than £2 million on food and drink at the key events within Lichfield, and spend £1.2 million on purchasing goods from stalls to take away from the event. Visitors spend just over £300,000 on tickets at the key events held within Lichfield, and more than £250,000 on additional entertainment and leisure activities at the events.



Within Lichfield

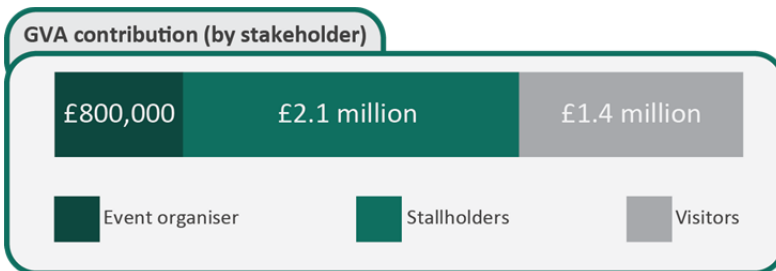
This study indicates that the key events generate more than £1 million on shopping within the city of Lichfield (outside of the event), and just less than £750,000 spending on food and drink at sites within Lichfield other than at the event. More than £400,000 was spent within Lichfield on accommodation, while £227,000 was spent on travel and transport (including parking) within Lichfield.



Gross value added contribution

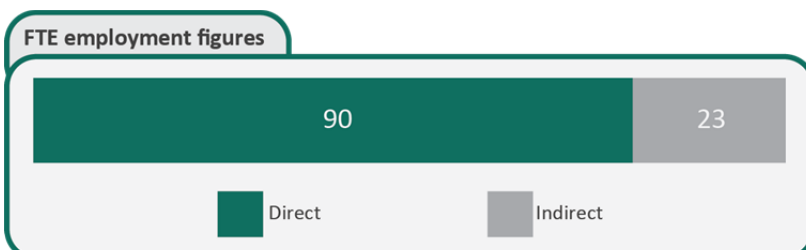
The overall gross value added (GVA) contribution of the 2018/19 key events within Lichfield was £4.3 million. Using accepted multipliers, this figure was calculated by taking the expenditure of event organisers and stallholders, as well as visitor off-site spend within Lichfield and then calculating the average GVA contribution for each type of expenditure.

Stallholders make up the largest share of the GVA contribution, followed by visitors, and then event organisers.



Employment

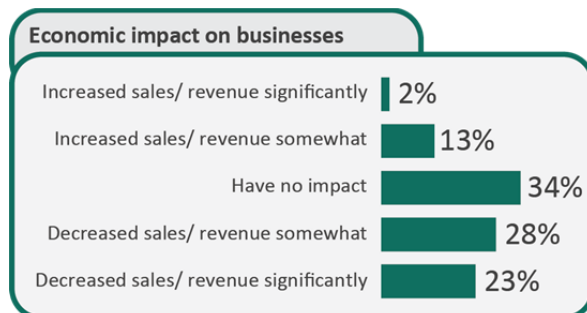
The value of the key events can also be measured in terms of FTE employment figures. The total FTE employment as a result of the key events held within Lichfield is 113, with 90 of these attributed to event organisers, stallholders and Lichfield businesses where event visitors spent money. 23 of the total FTE employment figure are within local businesses from which event organisers and stallholders make purchases themselves.



Business survey responses

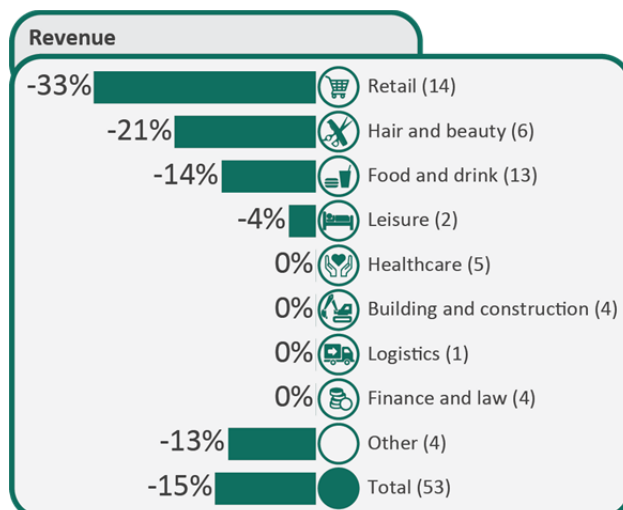
Economic impact on businesses

Businesses were asked what impact the key events have on their business on the days that key events take place. While more than one in ten businesses feel that they experience increased sales / revenue on days that key events are held (15%), more than half of the businesses feel that they experience decreased sales / revenue (51%).



Base: 60

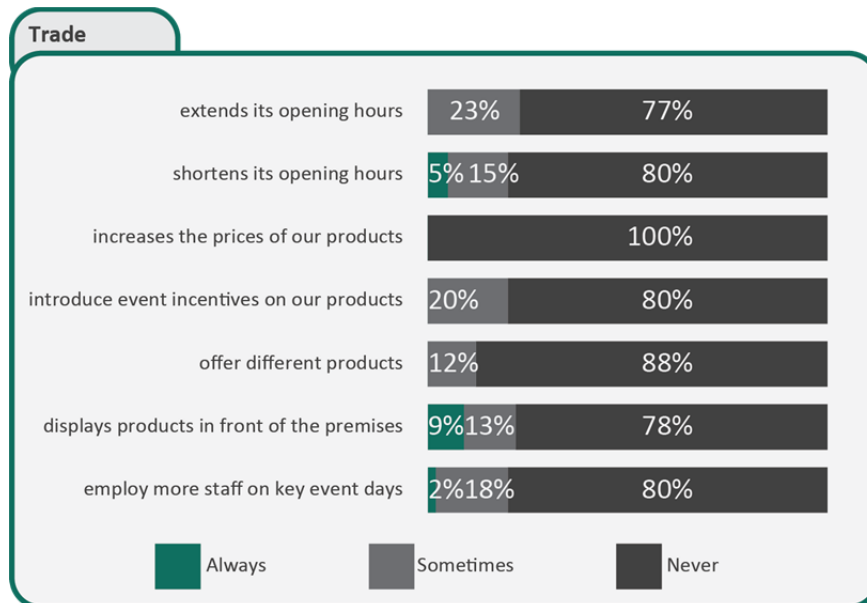
In addition, businesses were asked what percentage their sales / revenue either increase or decrease on event days. Of those that provided a figure, the average overall change in sales / revenue was a 15% decrease. When looking at this by business type, no business type indicated an average increase in sales / revenue, while retail businesses indicated an average decrease in sales / revenue of 33%, food and drink businesses indicated an average decrease in sales / revenue of 14% and hair and beauty businesses indicated an average decrease of 21%.



Trade

Businesses were asked whether they change the operation of their business on key event days to determine the impact they have on local trade. One in ten local businesses indicated that they always display products in front of their premises on key event days (9%), while 23% sometimes extend their opening hours. Conversely, 20% of businesses indicated that they either always or sometimes shorten their opening hours on key event days. Interestingly, six of the 15 businesses that indicated that they sometimes extend their opening hours, also indicated that they sometimes shorten its opening hours on key event days.

20% of businesses sometimes introduce event incentives on their products, while 20% either always or sometimes employ more staff on key event days.



Base: 67

Businesses were also asked their level of agreement with a number of statements relating to the impact of the key events on their business. Overall, views on the impact of key events on businesses were mixed. Just less than half of the businesses agree that some customers are deterred from the general area that key events are held (48%), and 45% agree that they have a negative impact on their business by drawing people away from their business to the event. In addition, 11% of businesses agree that the key events help raise the profile of their business. However, roughly one-fifth of businesses agree that the key events offer them access to people who they would not otherwise be able to reach (22%), key events are important for their business success (19%), and that their passing trade increases on days that key events are held (18%). It is therefore important to consider the impact that the key events have on local businesses and their trade.

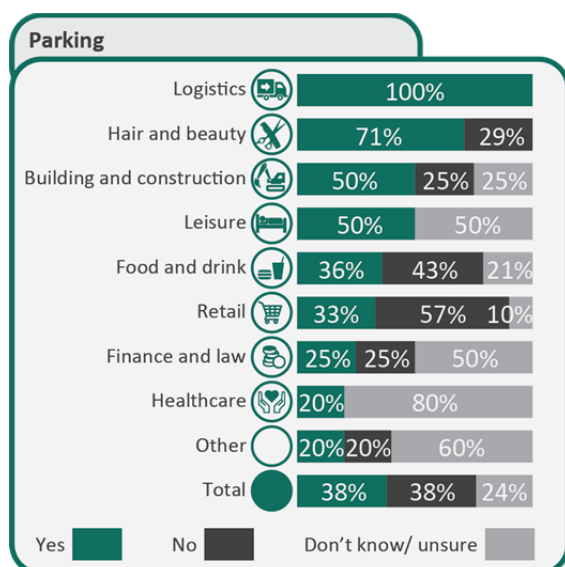
Statement	
Some customers are deterred from the general area on days that key events are held	48%
They have a negative impact on my business by drawing people away from my business to the event	45%
They have no impact on my business	43%
They offer me access to people who I would not otherwise be able to reach	22%
They are important for my business success	19%
My passing trade increases on days that key events are held	18%
The key events raise the profile of my business	11%

The overall % agreement with statements

Event management

Parking

Businesses were asked whether they felt the existing parking offer within Lichfield has enough surplus spaces to cater for events. Views on this were mixed, with an equal proportion of businesses feeling that there are enough surplus spaces to cater for events as those that feel there aren't. Interestingly, more than half of the retail businesses do not feel that there are enough surplus parking spaces, with these businesses potentially being most affected by decreases in trade at the weekend, when the key events typically take place.



General management of events

Businesses were asked to indicate their level of agreement with a number of statements relating to the management of the key events within Lichfield.

Statement	
There are effective waste management services in place when key events are held	53%
They are not over commercialised	45%
The events are well organised and effectively marketed	40%
There are few congestion problems when key events are held	39%
Our business is informed of any road closures associated with the key events within Lichfield	35%
Noise levels are easily controllable so as not to cause complaint	27%
Businesses are kept informed about the events and what is happening at the event	22%
There is minimum disruption to local residents	17%

The overall % agreement with statements

In general, businesses indicated low levels of agreement with statements relating to the management of key events. 17% of businesses agree that the key events cause minimum disruption to local residents, and 27% of businesses agree that noise levels are easily controllable. Furthermore, 39% of businesses agree that there are few congestion problems when key events are held.

Businesses also do not appear to feel that they are provided with adequate information with regards to the key events, with only 22% agreeing that they are kept informed about the events and what is happening at the event, and only 35% agreeing that they are informed of any road closures associated with the key events within Lichfield.

Community benefits

Businesses were also asked to indicate their agreement with a number of statements relating to the community benefits of events.

Statement	
They provide great entertainment for those attending	70%
They offer invaluable opportunities for engagement with particular activities (e.g. music, art, food, nature)	65%
They create a positive image for Lichfield	64%
The events create a sense of community spirit and pride	63%
They are an important part of Lichfield's heritage and traditions	61%
There are few antisocial behaviour issues (e.g. rowdy or inconsiderate behaviour)	40%

The overall % agreement with statements

In contrast to the levels of agreement with statements relating to the management of events, businesses had high levels of agreement with statements relating to the community benefits that the key events bring. More than 60% of businesses agreed with all but one of the community benefits statements. The only area of concern raised by businesses was highlighted by 40% of businesses agreeing that there are few antisocial behaviour issues created by the key events.

Benefits and challenges

General benefits and challenges

Businesses were asked to identify any benefits or challenges that the key events held within Lichfield create for their business. Views expressed by businesses indicated that they encounter a high number of challenges, with 75 comments addressing various challenges, compared to only 13 comments relating to benefits that the key events create.

	Number of comments
Benefits	13
Key events bring more customers	6
Key events improve the image of Lichfield	5
Key events do not impact on the business	2
Challenges	75
No benefit to business	16
Loss of trade / decrease in footfall	13
Position of stalls (blocking business entrance, food smell, uploading)	12
Road closures, parking and traffic	12
Competing/problems with event traders / stalls	10
Business not close to the events to be able to benefit, not asked to be involved	5
Health and safety issues, litter	4
Having to contribute to BID	2
Lack of event publicity	1

Six businesses commented that they benefit from **more customers** as a result of the events, and that visitors often return to the city throughout the year outside of the events. A further five businesses commented that the events generally **improve the image and reputation of Lichfield**.

“Bringing in new customers who don't always come into the area.”

“First time visitors usually return at other times and add to footfall.”

“The festivals overall are a great asset to Lichfield and their success brings a great name to the city.”

“Enhances the general reputation of Lichfield.”

However, 13 businesses suggested that they experience **decreased footfall on days that key events are held** which affects their profits, often because regular customers avoid the city on event days. In addition, 5 businesses felt that their **business is not close enough to where the events are actually held** to be able to benefit, and they are not asked to be involved.

“We generally have a reduction in our shop when events are on, even if very busy outside, regulars don't tend to come in on these days.”

“Events held in Beacon Park take footfall away from town - so we don't encourage those.”

There were also a number of businesses who commented that there were **no benefits to their business** created by the events held within Lichfield (16 comments).

“No benefits to our business. Events affect profit and sales. We do not get asked to be a part of events. Outside traders come in.”

10 businesses commented on the challenge of having to **compete with traders at the events**, as well as problems experienced with the **traders showing a lack of consideration** for the local businesses.

“Increased competition from businesses outside of Lichfield on events non-food related. For example, Home and Garden Festival was full of food vendors, so negatively impacted business.”

“Traders do not appreciate the shopping centre environment - privately owned and managed and are often ignorant to the requirements of our 'bricks of mortar' retailers.”

“We are amazed at the lack of thought to us by stallholders setting up in front of our window displays - not acceptable.”

Similar to this this, 12 businesses commented on **issues with the position of stalls at the events**. Issues raised included stalls blocking entrances to businesses, food smells from cooking and difficulty unloading goods because of limited access to their business.

“Sometimes we have had problems with stands right in front of our front door and gazebos set up against our window or too close so that people can't look in our window and then when you ask them to move you get loads of attitude. Food smells can sometimes be quite strong. Stalls set up outside selling similar products to us. Once a bin was placed right outside the front door - smelly/loud generators outside the door.”

“Having stalls outside our windows blocking customers to view inside. Generators outside (noise and smell). Leaving grease on the pathways.”

“We need fresh supplies daily. On event days we cannot unload our goods despite the events traders having access.”

Additionally, businesses felt that **road closures, parking and traffic issues** were a challenge for them created by the events within the city (12 comments).

“Parking for clients and staff getting in Lichfield and access to office.”

“Abuse of car park by visitors attending events causing irritation to those customers actually using store and wishing to exit in timely manner.”

“Road closures early in the mornings can create problems when loading vans for deliveries.”

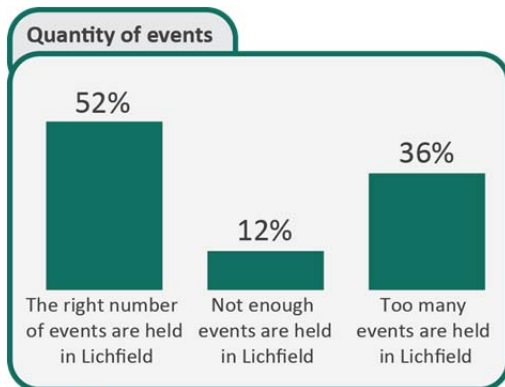
Furthermore, four businesses commented on **health and safety issues and littering** created by the events, two businesses suggested that **having to contribute to Lichfield Business Improvement District (BID)** was a challenge created by the events as they do not necessarily see any benefit from their contribution, and one suggested that **publicity needs to be increased** in order to create benefits for their business.

“Beer bottles left in plant pots.”

“If the events were published to businesses via a social media portal or direct email. We could promote to clients and get engaged as a business, it's all sometimes a surprise to us and the wider community.”

Quantity of events

Businesses were asked for their views on the number of events that are held in Lichfield. More than half of all businesses feel that there are currently the right number of events held in Lichfield (52%), with 36% indicating that they feel that there are too many events.



Base: 59

The seven businesses that indicated that they felt that there are not enough events held in Lichfield were also asked what types of additional events that they would like to see. Five of these businesses would like to see more music events, with three businesses wanting to see more arts or cultural, fairs or markets, sport or recreational, or food and drink events.

Other comments and suggestions

Suggestions for improvement

Businesses were asked to suggest ideas for how the events within Lichfield could be improved. There were 61 suggestions made by businesses. Responses were coded in to one of eight common themes that emerged from the suggestions made.

Businesses	Number of comments
Not having too many events/ some happen at the same time with same traders/ should concentrate on main ones and focus on the history of the town.	17
Better information provided about events/more cooperation between events and businesses	11
Suggestions on traffic and parking	9
Suggestions on locations of the events	6
Events need to be better organised	6
Positioning of stalls	5
Stallholders should cooperate with businesses and pay rent/ they take trade from local businesses that pay BID	4
Events do not offer financial benefit	3
Total	61

A number of businesses suggested it is important to not have too many events within Lichfield throughout the year and to ensure there is **more variety among the events that are held** (17 comments). It was suggested that focus should be on the main events within Lichfield, as well as events which embrace the history and heritage of the city. Businesses also suggested it is important to ensure the key events do not happen at the same time so traders are not the same for all events.

“Too many events and they are all the same just under a different title.”

“Should concentrate on main festivals (maximum four per year), smaller ones don't have a strong identify (i.e. garden festival with very few garden related stalls). At risk of customers becoming put off if disappointed.”

“Last weekend there were 2 events on together, 'Cars in the Park and Gin and Ale Festival'. It would be more beneficial to my business to have them on separate weekends to increase footfall in the city on 2 separate weekends. Ease parking and less chance of rain spoiling both events.”

Additionally, businesses suggested **organisers should provide them with more information** about the events that are happening in Lichfield, which will **allow businesses to be more involved and increase cooperation** between the event organisers and businesses (11 comments).

“More advanced communication with local businesses and sponsorship opportunities.”

“Better awareness of a calendar of events, often not aware until the event is due. Better signposting to this information.”

“Give local businesses first refusal on stands at events. Let us know when events are happening - more than a months' notice.”

As well as organiser cooperation with businesses, it was also suggested that **cooperation among stallholders and local businesses could be improved**. Businesses also suggested these **traders should pay rent** as they take trade from local businesses who are contributing to BID (4 comments).

“Traders to work with retailers and businesses.”

“Food and drinks vendor take lots of business from the many Lichfield businesses who pay not only council tax but also the BID.”

A further three businesses commented that the **events do not provide any financial benefits to local businesses**, and that it is only the stallholders at the events who benefit from any increased spending or trade from visitors.

“The events don't help existing local business. It affects our trade and we do not have events to showcase Lichfield Businesses. Money going out of the city.”

Some businesses suggested the **events within Lichfield could be better organised** (6 comments). Suggestions included additional seating, the need for volunteers at events and recommendations for timings and locations for the events, for example avoid having events on the same day and only have events in the day to reduce competition with night time businesses.

“More use of Market Square every day. Possible seat area created during food festival.”

“Day events are acceptable but must not be excessive, as local consumers have limited cash to spend. Night events are killing out night-time trade.”

“The events need more volunteers.”

In relation to this, some businesses specifically suggested **improvements relating to traffic and parking** within Lichfield on event days (9 comments). Suggestions included offering additional parking, providing a park and ride service to avoid congestion in the centre and to minimise disruption from traders' vans.

“Get in touch with local schools to see if additional parking can happen, minimum charge, money divided between school and event, to raise cash for advertising etc. Park and ride.”

“Parking is a big issue! The city is chaotic. Needs to have special areas for vans when doing food and drink - the caterers tend to park their big vans everywhere. I'm surprised there hasn't been a serious accident.”

“Providing a park and ride scheme would be a good idea as parking not sufficient and the cost keeps people away.”

Other businesses suggested the **location of the events could be better** (6 comments). These were mostly from businesses who suggested it would be better to hold events in the park and outside of the centre.

“Hold them in the park and leave the city free.”

“By using spaces provided i.e. Stowe Field and Beacon Park. - which would leave the streets free for our normal shoppers.”

Further to this, businesses also commented on the **positioning of stalls** within the events suggesting there could be more consideration for what stalls are selling and where to place them within the event so they are not too close to local businesses selling similar products which increases competition for trade and also to ensure entrances to local business are not blocked by stalls (5 comments).

“Clear guidelines to stallholder about where their pitch is... Don't allow similar products to be sold outside our shop.”

“On Bore Street there is plenty of business which trade Monday to Friday - therefore better planning and knowledge should be in place to ensure those businesses which aren't open are blocked by stalls rather than those that are.”

Any other comments

Businesses were also asked to provide any other comments relating to the key events within Lichfield. The 36 comments provided by businesses were coded in to one of the seven common themes that emerged.

Businesses	Number of comments
No benefit to local businesses/ should be more support for local businesses	9
Traffic, parking and general organisation of events	8
Too many events, especially food related, should focus on heritage of the city	7
Positive comment about events	4
Better advertisement of events/ more cohesion	4
Placement of stands	2
Complaints about traders, litter and anti-social behaviour	2
Total	36

Four businesses were **generally positive** about the key events held within Lichfield.

“Well presented and offer a variety to attendees.”

“Festivals are very popular to people as they are in the streets and free to enter.”

However, all the other comments provided by businesses in response to this question were further suggestions for how the events within Lichfield could be improved. Some suggested the events provide little or no benefit to local businesses in Lichfield and that **more support should be offered to these businesses** (9 comments).

“The events don't help existing local business. It affects our trade and we do not have events to showcase Lichfield Businesses. Money going out of the city.”

“Feel let down that I have to have a 25% reduction in sales so these food street traders can take customers away from the shops that are here 52 weeks a year.”

Additionally, some businesses commented on the **traffic and parking issues** that occur on event days, as well as the **general organisation of the events** suggesting this could be improved (8 comments).

“Our customers are put off coming in as they think there will be nowhere to park or they will pay to park and town will be too busy for them, maybe offer free parking and overflow parking or free park and ride service.”

“Traffic getting into and out of city centre is hindered by very long term roadworks and unnecessary temporary traffic lights.”

Businesses also commented that there are **too many events held within Lichfield** throughout the year, particularly **food related events**, and suggested the events should **focus more on the history and heritage** of the city (7 comments).

“Too many food and drinks events. When they have home and garden here it is 95% food and drink.”

“The food festivals are called 'beer fest' among my customers - they want more to promote history of Lichfield/Medieval Market etc. Please get local business involved to promote our history.”

Further to this, a few businesses suggested the **events should be better advertised** and that more information available on the events would be helpful (4 comments). These businesses also commented that there would be more cohesion between event organisers and businesses if more information was shared about the events.

“More advertising is needed. There needs to be a diary of events in the city centre - maybe a digital board, banners, flags etc.”

“Lots of good stuff but too many different organisations involved - should be brought together under one group. Better synergy, collaboration, marketing etc.”

Two businesses suggested there should be more **consideration for the placement of stalls** within the event, in terms of ensuring stalls are not placed near to local businesses selling similar products. A further two businesses complained about stallholders at the events and commented specifically on **problems with littering and anti-social behaviour**.

“At the Gin, Cheese & Ale festival the only cheese stand to be seen was opposite the resident cheese shop - better placement of stands required.”

“Some events heavily feature alcohol related stalls which are well received but have created anti-social behaviour later in the evening.”

Visitors

Audience profile

Attendance is one of the most primary measures of an event's impact. In simplistic terms, it can be used to assess the popularity and success of an event as well as the number of people who engage with its associated activities and programmes. It is also used to determine the profile of visitors to events.

In order to identify the visitor characteristics of those who are directly engaging with the key events held in Lichfield, questions were asked within the visitor survey to determine some of the more common aspects of people's personal profile.

Locality

Visitors were asked to provide their postcode or if overseas, their country of origin. Postcodes were coded in to postal town when local to the area, whereas respondents from further afield have been classified into their county. Results show that the vast majority of visitors to the events come from Lichfield or its surrounding area, with 32% of visitors overall indicating that they live within Lichfield.

Locality	Home and Garden Festival	Lichfield Greenhill Bower	Rotary Cars in the Park/ Gin, Cheese & Ale Festival	Food Festival	Total
Lichfield	44%	33%	23%	28%	32%
Sutton Coldfield	3%	10%	17%	9%	10%
Walsall	7%	6%	10%	11%	9%
Burntwood	10%	15%	2%	8%	8%
Birmingham	4%	7%	10%	5%	7%
Cannock	4%	6%	7%	7%	6%
Rugely	3%	10%	8%	2%	5%
Tamworth	4%	1%	8%	6%	5%
Swadlincote	2%	1%	2%	2%	2%
Wolverhampton	2%	0%	1%	3%	2%
Stafford	1%	0%	3%	1%	1%
Derby	0%	1%	1%	3%	1%
Burton-on-Trent	3%	1%	0%	1%	1%
Stoke-on-Trent	0%	1%	1%	2%	1%
Willenhall	1%	0%	1%	1%	1%
Wednesbury	1%	0%	0%	2%	1%
Leicestershire	0%	0%	2%	1%	1%
West Yorkshire	1%	0%	2%	0%	1%
Atherstone	0%	0%	0%	2%	1%
Solihull	0%	1%	0%	1%	1%
London	0%	0%	1%	1%	1%
Lancashire	2%	0%	0%	0%	1%
Bilston	0%	0%	0%	1%	<1%
Coventry	0%	1%	0%	0%	<1%
Rugby	0%	0%	0%	1%	<1%
Oldbury	0%	1%	0%	0%	<1%
Middlesex	0%	0%	0%	1%	<1%
Tyne and Wear	1%	0%	0%	0%	<1%
Kent	0%	1%	0%	0%	<1%
Gloucestershire	1%	0%	0%	0%	<1%
Overseas	0%	0%	0%	1%	<1%
Telford	0%	0%	1%	0%	<1%
Stone	1%	0%	0%	0%	<1%
Newport	0%	0%	0%	1%	<1%
Matlock	1%	0%	0%	0%	<1%
Heanor	0%	0%	1%	0%	<1%
Ashbourne	0%	0%	0%	1%	<1%

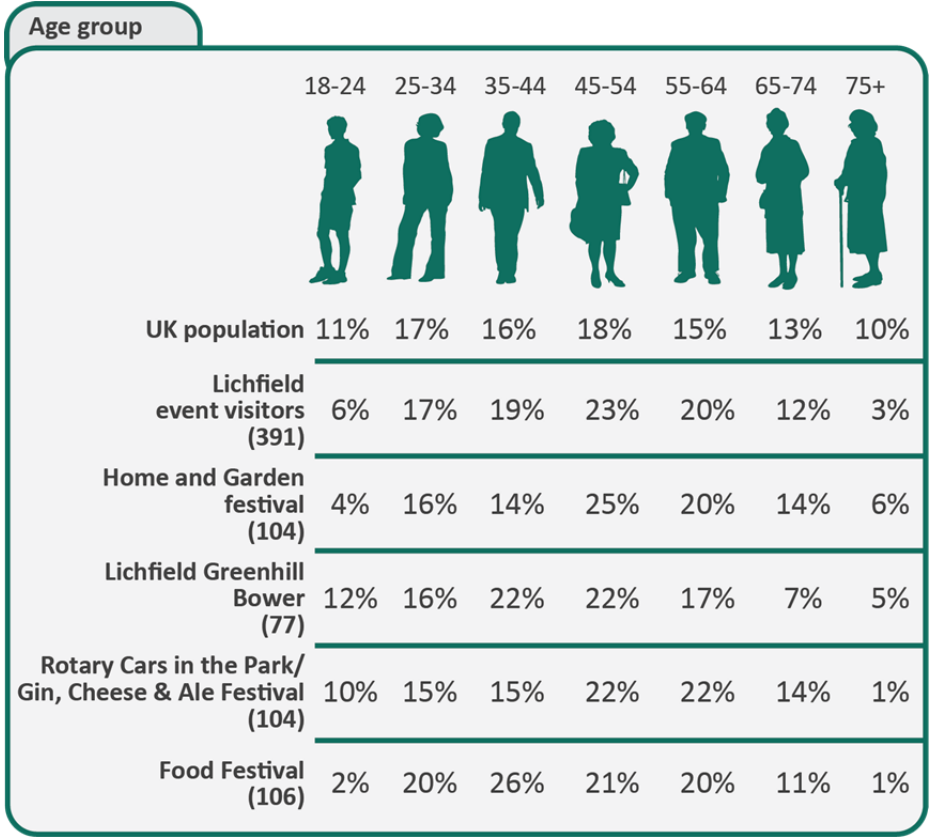
Type of Trip

Visitors were asked to indicate what type of trip they were on. The vast majority of respondents indicated that they were local, predominantly on a morning/afternoon trip from home or a day trip from home.

Type of trip	Home and Garden Festival (106)	Lichfield Greenhill Bower (77)	Rotary Cars in the Park/ Gin, Cheese & Ale Festival (105)	Food Festival (107)	Total (395)
LOCAL	89%	96%	95%	96%	94%
Morning/ afternoon trip out from home (locally)	74%	43%	60%	51%	58%
Day trip from home	14%	53%	34%	45%	35%
Lunch break/ visit before or after work	1%	0%	0%	0%	0%
NON LOCAL	11%	4%	5%	4%	6%
On a holiday (4+ nights)	1%	0%	0%	3%	1%
On a short break (less than 4 nights)	2%	0%	1%	0%	1%
Visiting friends and relatives	3%	3%	1%	0%	2%
Study at an educational establishment in the area	0%	0%	1%	0%	<1%
Business/ attending a conference	1%	0%	0%	0%	<1%
Other	5%	1%	3%	1%	3%

Age

Visitors were asked to indicate their age. When compared to UK population data, the Lichfield events attract a greater proportion of 45-54 and 55-64 year olds, as well as fewer 18-24 year olds and those aged 75 and older.



Group Type

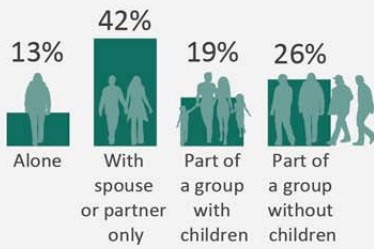
Respondents were asked to indicate who they were attending the event with. Overall, one in five respondents (20%) indicated that they were part of a group with children aged under 18 years.

Additionally, 39% of respondents overall indicated that they were visiting with their spouse/partner only, 31% were part of a group without children, and 10% were visiting the event alone.

When looking at the individual events, visitors to the Greenhill Bower were significantly more likely to be visiting as part of a group, either with or without children, than any of the other events. 34% of respondents at the Greenhill Bower indicated that they were visiting with children aged under 18, with a further 44% visiting as part of a group without children.

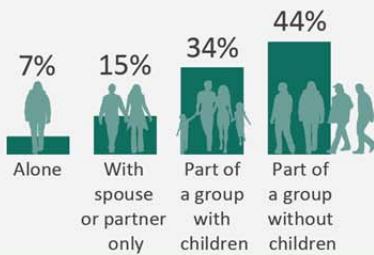
Group types

Home and Garden Festival



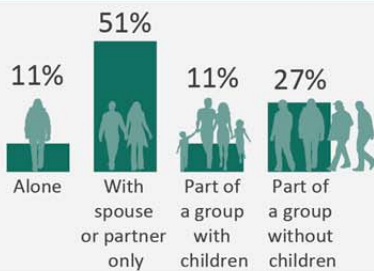
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Lichfield Greenhill Bower



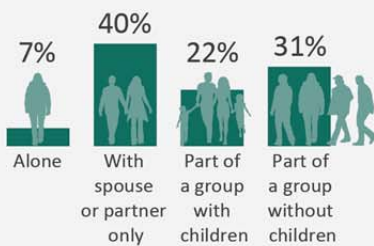
Base: 77

Rotary Cars in the Park/Gin, Cheese & Ale Festival



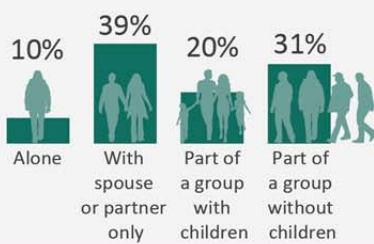
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Food Festival



Base: 107

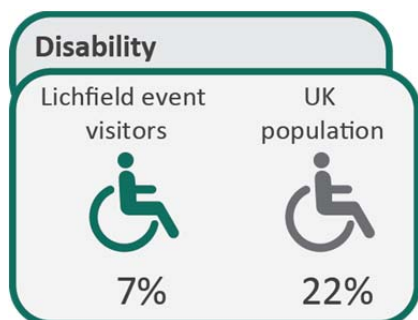
Total



Base: 395

Disability

7% of all visitors reported that their day-to-day activities were limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months. This is significantly less than the UK population (22%). Findings were consistent at the different events that face to face interviewing took place at.



Base: 385

Ethnicity

The vast majority of respondents consider themselves to be White (English/ Welsh/ Scottish/ Northern Irish/ British), consistent with the wider Lichfield District population. Findings were consistent at the different events that face to face interviewing took place at.

Ethnicity	Lichfield event visitors (390)	Lichfield District population
White (English/Welsh/Scottish/Northern Irish/British)	96%	95%
White other	2%	2%
Mixed	1%	1%
Asian	1%	2%
Black	1%	<1%
Other	0%	<1%

Religion / belief

Respondents were asked to indicate their religion or belief. The vast majority of respondents indicated that they had no religion (49%) or were Christian (48%). There were significantly more respondents that indicated they had no religion when compared to the Lichfield District population, as well as significantly fewer respondents who were Christian compared to the Lichfield District population.

Religion	Lichfield event visitors (375)	Lichfield District population
No religion	49%	25%
Christian	48%	74%
Buddhist	1%	<1%
Hindu	0%	<1%
Jewish	1%	<1%
Muslim	<1%	<1%
Sikh	<1%	1%

Social grade

Visitors were asked to indicate the occupation of the main wage earner within their household, in order to help determine their social grade. Social grades are often grouped in to ABC1 and C2D, which equate to non-manual and manual workers respectively. Those grouped as E grade are entirely dependent on the state long-term, through sickness, unemployment, old age or other reasons. Social grade is a helpful tool for defining target groups in many consumer markets, including those you wish to promote your event to.

When compared to 2018 social grade figures for the whole of Great Britain, Lichfield events attract a greater proportion of ABC1 visitors than the general population.

Social grade	Description	Lichfield event visitors (392)	2018 Great Britain population
A	<ul style="list-style-type: none"> Professionals, very senior managers in business; top-level civil servants Retired people who worked in a grade A job 	2%	4%
B	<ul style="list-style-type: none"> Middle-management executives in large organisations, with appropriate qualifications Principal officers in local government and the civil service Top management or owners of small businesses and educational and service establishments Retired people who worked in a grade B job 	31%	22%
C1	<ul style="list-style-type: none"> Junior management, owners of small establishments and all other non-manual workers Jobs in this group have very varied responsibilities and educational requirements Retired people who worked in a grade C1 job 	33%	29%
C2	<ul style="list-style-type: none"> Skilled manual workers Manual workers with responsibility for other people Retired people who worked in a grade C2 job 	26%	21%
D	<ul style="list-style-type: none"> Semi-skilled and unskilled manual workers, apprentices and trainees of skilled workers Retired people who worked in a grade D job 	5%	15%
E	<ul style="list-style-type: none"> Long-term recipients of state benefits Unemployed for more than six months Off sick for six months or more (unless they are still being paid by their employer) Casual workers and those without a regular income Intermittent workers in receipt of income support 	3%	9%

There were significantly more visitors to the Home and Garden Festival than any other event who were social grade B, while Lichfield Bower attracted significantly more social grade B visitors than Cars in the Park/ Gin, Cheese & Ale Festival and the Food Festival.

Social grade	Description	Home and Garden Festival (105)	Lichfield Greenhill Bower (76)	Rotary Cars in the Park/ Gin, Cheese & Ale Festival (104)	Food Festival (107)
A	Higher managerial, administrative and professional	3%	1%	2%	2%
B	Intermediate managerial, administrative and professional	44%	32%	23%	26%
C1	Supervisory, clerical and junior managerial, administrative and professional	24%	33%	43%	34%
C2	Skilled manual workers	23%	28%	25%	27%
D	Semi-skilled and unskilled manual workers	2%	4%	6%	8%
E	State pensioners, casual and lowest grade workers, unemployed with state benefits only	5%	3%	1%	3%

Visitor transport and travel

Transport and travel to events has become increasingly important when considering the environmental impact of an event. The scale of this impact depends not only on the number of visitors and distance they travel to the event, but also the method of travel used.

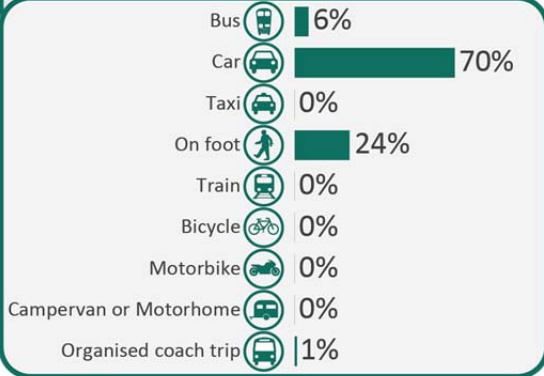
Understanding how visitors access an event can help to identify ways to reduce the environmental impact of visitor travel, reduce road congestion and encourage more sustainable travel through public transport and car-sharing.

Visitor mode of travel

Visitors were asked to indicate the main means by which they travelled to the event. Overall, 67% of visitors travelled to the event by car, while 22% accessed the event on foot. 5% of visitors travelled by train and 3% travelled to the event by bus. Methods of travel used were similar amongst visitors to all of the events held within Lichfield.

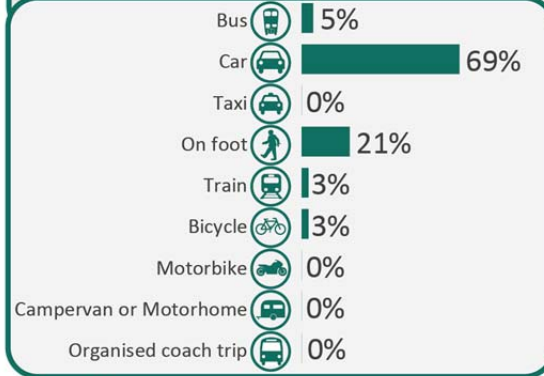
Mode of transport

Home and Garden Festival



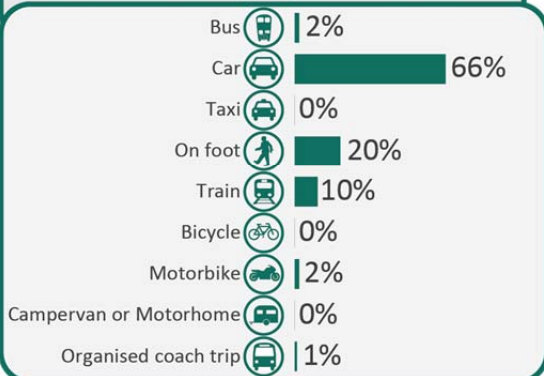
Base: 106

Lichfield Greenhill Bower



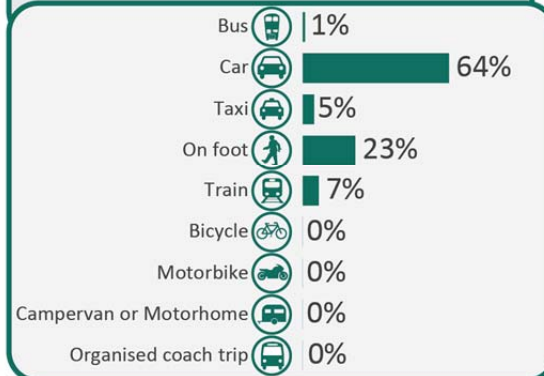
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Rotary Cars in the Park/ Gin, Cheese & Ale Festival



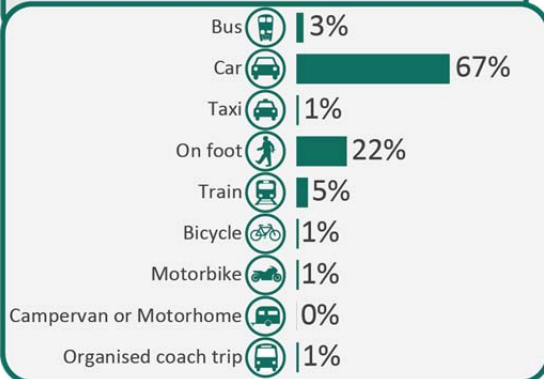
Base: 105

Food Festival



Base: 107

Total



Base: 395

Issues with travel arrangements

In addition to this, visitors were also asked if they experienced any issues with their travel arrangements for the event. Across all of the events only nine visitors indicated that they had experienced issues with their travel (2%).

When asked to provide details of the issues experienced five visitors commented on problems with **parking**, three commented on experiences with **traffic and traffic lights**, one experienced a **train cancellation** and another visitor commented on the **lack of signs for the event** itself.

Motivations

Motivation to visit Lichfield

Visitors were asked to indicate what role the event played in their decision to visit Lichfield on the day of the event. 34% of locals indicated that it was their sole reason for visiting, with a further 29% stating that it was their main reason, and 27% indicating that they were coming in to Lichfield anyway so thought they would visit the event. In contrast, only 16% of non-locals indicated that it was their sole reason for visiting Lichfield, and 32% stated that they had never heard of the event before their visit.



Base: 370



Base: 25

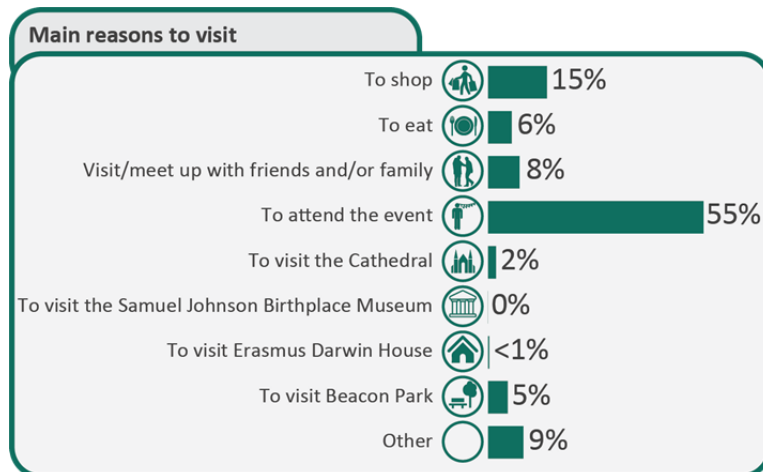


Base: 395

When looking at the individual events, visitors to the Food Festival, the Lichfield Greenhill Bower and the Rotary Cars in the Park/ Lichfield Gin, Cheese & Ale Festival were significantly more likely to state that the event was their sole or main reason for visiting in comparison to visitors to the Home and Garden Festival. Furthermore, visitors to the Home and Garden Festival were significantly more likely to indicate that they were coming into Lichfield anyway so thought they would visit the event or that they had never heard of the event before their visit compared to visitors to all other events.

Motivations to visit	Home and Garden Festival (106)	Lichfield Greenhill Bower (77)	Rotary Cars in the Park/ Gin, Cheese & Ale Festival (105)	Food Festival (107)
It was my sole reason for visiting	13%	35%	36%	48%
It was my main reason for visiting	14%	47%	27%	28%
I was coming into Lichfield anyway so thought I would visit the event	44%	16%	26%	18%
I may not have visited if the event wasn't happening	1%	0%	4%	0%
I knew of the event, but it played no role in my decision	7%	0%	6%	4%
I had never heard of the event before my visit	21%	3%	2%	3%

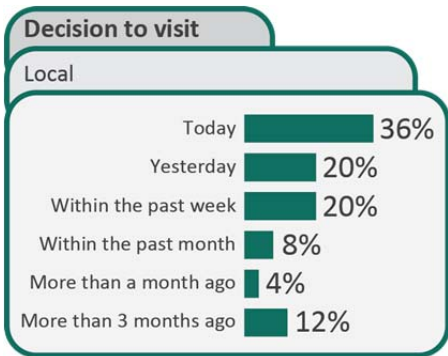
Visitors were also asked what their main reason for being in Lichfield was. 55% stated that it was to attend the event, supporting the findings above. In addition, while respondents had other main reasons for being in Lichfield, they combined these other activities with a visit to the event, suggesting that dwell time within Lichfield is not just limited to the event itself.



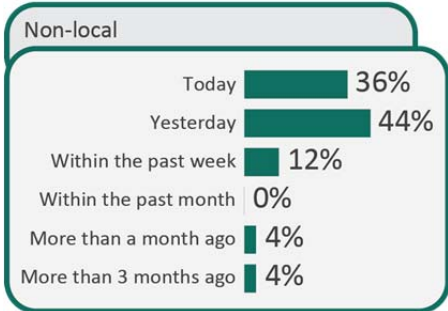
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Decision to visit

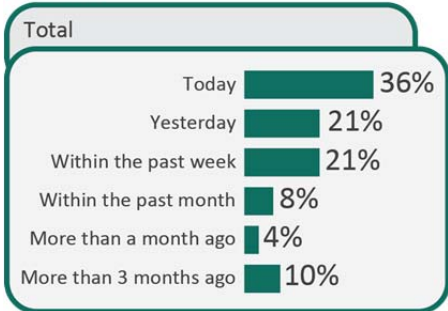
Visitors were asked when they decided to attend the event, with 36% of both locals and non-locals deciding to visit the event on the day. A further 44% of non-locals decided to attend the event the day before.



Base: 370



Base: 25



Base: 395

When making comparisons across the individual events, visitors to the Home and Garden Festival were significantly more likely to make their decision to visit on the day of the event compared to visitors to all other events. Meanwhile, Rotary Cars in the Park / Lichfield Gin, Cheese & Ale and Food Festival visitors were significantly more likely to have made their decision in the week leading up to the event in comparison to visitors to the Home and Garden Festival and the Lichfield Greenhill Bower. Lichfield Greenhill Bower visitors were also significantly more likely to have made their decision to visit the event more than three months ago when compared to visitors to all the other events.

Decision to visit	Home and Garden Festival (106)	Lichfield Greenhill Bower (77)	Rotary Cars in the Park/ Gin, Cheese & Ale Festival (105)	Food Festival (107)
Today	63%	22%	29%	25%
Yesterday	20%	22%	17%	26%
Within the past week	9%	16%	29%	27%
Within the past month	4%	8%	11%	8%
More than a month ago	2%	4%	6%	4%
More than 3 months ago	2%	29%	10%	9%

Event publicity

Visitors were asked how they heard about the event they attended. 42% of visitors overall had heard about the event via word of mouth. 73% of visitors to Lichfield Greenhill Bower had heard of the event through word of mouth, while only 25% of visitors to the Home and Garden Festival had.

20% of all visitors had heard about the event they attended via social media, with most of these stating that they had heard of the event via Facebook. Significantly more visitors to Lichfield Food Festival, Rotary Cars in the Park and the Gin, Cheese & Ale Festival heard of the event via social media compared to visitors to the Home and Garden Festival and Lichfield Greenhill Bower.

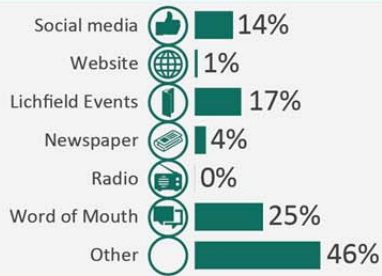
13% of visitors had heard of the event via Lichfield Events. Visitors to Lichfield Food Festival were significantly less likely to have heard of it via Lichfield Events.

Only 6% of visitors heard of the event they attended via a website. While relatively few visitors had heard of the event via a website (6%), popular websites that were used were Visit Lichfield, What's On, and Google.

24% of visitors said that they had heard of the event they attended through 'other' means, with significantly more visitors to the Home and Garden Festival than any other event indicating that this was how they heard of the event. Visitors were asked to write in the 'other' means that they had heard of the event, with more than half of the comments relating to the fact that they hadn't heard of it and their visit was spontaneous. Other ways visitors had heard of the event they attended included signs, posters and banners around Lichfield, and that they were local and so had previous knowledge of the event.

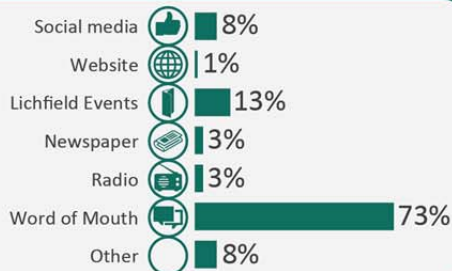
Event publicity

Home and Garden Festival



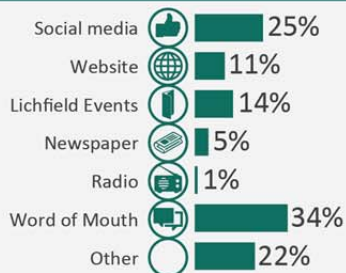
Base: 106

Lichfield Greenhill Bower



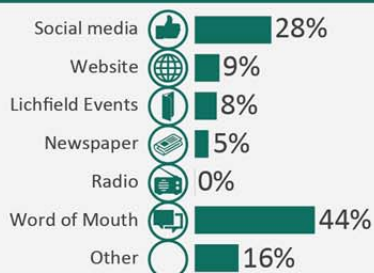
Base: 77

Rotary Cars in the Park/Gin, Cheese & Ale Festival



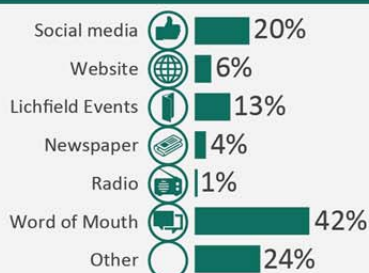
Base: 105

Food Festival



Base: 107

Total



Base: 395

Satisfaction

Likelihood to recommend the event

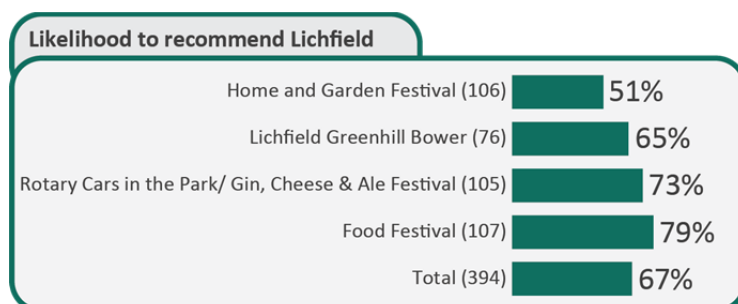
Visitors to the events were asked to indicate how likely they are to recommend the event to friends and family on a scale of 0 to 10 (0 = not at all likely, 10 = extremely likely). The Net Promoter Score (NPS) has been used to provide a standardised measure of overall satisfaction that can be compared across events. NPS is calculated as the difference between the percentage of visitors scoring 9-10 (promoters) and the percentage scoring 0-6 (detractors). Those that scored 7-8 are classed as passives, and are not considered when calculating NPS.



While the overall NPS for the events was 53%, the NPS for the Food Festival and Rotary Cars in the Park/ Lichfield Gin, Cheese & Ale Festival was significantly higher than that identified for the Home and Garden Festival and Lichfield Greenhill Bower.

Likelihood to recommend Lichfield

Visitors to the events were also asked to indicate on a scale of 0 to 10 (0 = not at all likely, 10 = extremely likely) how likely they are to recommend Lichfield as a place to visit to friends and family, based on their visit to the event. NPS has again been utilised to provide a standardised measure of overall satisfaction that can be compared across events.



The NPS for Lichfield as a place to visit based on their visit to the Food Festival and Rotary Cars in the Park/ Lichfield Gin, Cheese & Ale Festival was again significantly higher than that identified for the Home and Garden Festival and Lichfield Greenhill Bower.

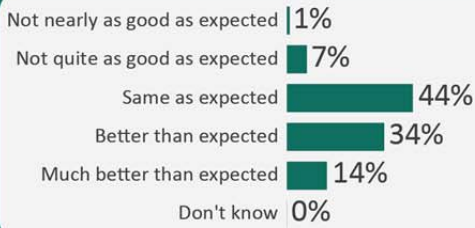
Interestingly, visitors are less likely to recommend the event they attended to friends and family than they are to recommend Lichfield as a place to visit as a result of their experience at the event. This demonstrates that the events have an important part to play on the image and reputation of the city.

Expectations met

Visitors were asked to what extent the event lived up to their expectations. Overall, 42% of visitors felt that the event was either better than expected or much better than expected, while only 9% of visitors felt that the event was either not quite as good as expected or not nearly as good as expected. While similar numbers of visitors to all of the events felt that the event that they attended was as expected, significantly more visitors to Lichfield Greenhill Bower than to the other events felt that it was either not quite as good as expected or not nearly as good as expected.

Expectations met

Home and Garden Festival



Base: 106

Lichfield Greenhill Bower



Base: 77

Rotary Cars in the Park/Gin, Cheese & Ale Festival



Base: 105

Food Festival



Base: 107

Total



Base: 395

Visitors that felt that the event was either not quite as good as expected or not nearly as good as expected were asked to indicate why. Overall, reasons for the events not living up to expectations were related to the **events not being as big as previous years**, with less stalls.

Of the nine reasons for the Home and Garden Festival not living up to expectations, six visitors felt that the event **felt more of a food festival than related to home and garden**.

“Advertised as Home and Garden but it's just a food festival”

Of the 19 reasons for the Lichfield Greenhill Bower not living up to expectations, nine comments related to **the parade not being as good as previous years**, five comments were related to it being **too expensive**, both for the stallholders and entrance in to the park, which has also had implications for there **not being enough stalls** and that **everything has been taken from the town** and put in the park.

“Not so many floats, not so spectacular”

“They've taken everything away the town and gradually put in the park and the park should be free”

“Why is it all in the park? The licence for the stallholders is expensive”

There were five comments explaining why Rotary Cars in the Park did not live up to expectations, with all of these relating to it **not being as well attended as previously with less cars to look at**.

“More people and cars last time”

Likewise, the three comments relating to Lichfield Gin, Cheese & Ale Festival not living up to expectations were related to it **not having as many stalls or produce as previous years**.

“Cathedral Close market doesn't have many stalls compared to previous ones”

Finally, the one comment relating to the Food Festival not living up to expectations was also about there **not being many stalls**.

“Not so many stalls”

Visitors who previously indicated that they were highly likely to recommend the event they attended (promoters) were significantly more likely to state that the event was better than expected or much better than expected than those who were less likely to recommend the event (detractors). Furthermore, visitors who previously indicated that they were not likely to recommend the event (detractors) were significantly more likely to have stated that the event was not nearly as good or not quite as good as expected compared to those who were highly likely to recommend the event (promoters).

Expectations met	Detractors	Passives	Promoters
Not nearly as good as expected	12%	1%	<1%
Not quite as good as expected	26%	3%	5%
Same as expected	58%	63%	40%
Better than expected	2%	29%	36%
Much better than expected	2%	4%	17%
Don't know	0%	0%	2%

Event feedback

Visitors were asked what they liked about the event they attended as well as what they would improve about the event. Responses were coded in to the common themes that emerged from the events where interviewing took place. There were 426 comments from visitors across all events regarding what they liked about the event, compared to 279 comments relating to what they would improve.

	Home and Garden Festival	Lichfield Greenhill Bower	Rotary Cars in the Park/ Gin, Cheese & Ale Festival	Food Festival
Positive feedback	102	70	112	142
Atmosphere	17	9	17	18
The quality and variety at the event	56	27	53	77
Family day out	5	10	3	3
Everything, generic positive comments	8	8	13	9
Friendly people	2	2	2	5
Community spirit, events are good for Lichfield	6	7	2	7
Well organised, good layout	1	3	9	5
Free entry	0	0	4	0
Suggestions for improvement	2	0	3	4
Weather	1	1	5	13
Other	1	0	0	1
Nothing	3	3	1	0
Improvements	62	56	72	89
Traffic and parking	0	4	2	9
Expensive	3	5	1	2
Better/more advertising of the event, signage	9	2	2	10
The quality and variety at the event	23	22	25	7
Better organisation (more toilets, seating, bins, space)	4	7	11	27
Weather	0	3	2	0
Nothing / don't know	23	13	29	34

Visitors to all of the events gave contrasting views relating to the quality and variety of stalls. However, there were a much greater number of comments in support of the quality and variety of stalls (213 comments) than there were in terms of what they would like improved (77 comments).

When looking at the individual events, visitors to the Home and Garden Festival liked the **variety and number of food stalls**, however other visitors suggested that **there should be more home and garden specific stalls** at the event. This view is consistent with the comments relating to why the Home and Garden Festival did not live up to some visitors' expectations described previously.

“Lots of different independent stalls” (Home and Garden Festival)

“Lots of interesting stalls” (Home and Garden Festival)

“More home and garden stalls, less food stalls” (Home and Garden Festival)

Many visitors to the Lichfield Greenhill Bower **liked the parade** as well as the other activities and displays that were on offer at the event. However, it was suggested by other visitors to the event that **the parade could be longer and include more floats**, and that **there could be more stalls and activities offered**. Again, feedback to this question from Lichfield Greenhill Bower visitors supported the comments as to why this event did not live up to some visitors’ expectations as previously described.

“The procession and the events in the park” (Lichfield Greenhill Bower)

“The parade was lovely” (Lichfield Greenhill Bower)

“Better floats, a longer procession.” (Lichfield Greenhill Bower)

Visitors to the Food Festival liked the **variety of food and drink stalls** at the event. Only a few visitors to the Food Festival suggested the variety and quality of these stalls could be improved.

“Variety of stalls. Different foods, veggie and gluten free options.” (Food Festival)

“It’s brilliant. Fab food and drink” (Food Festival)

“More for children” (Food Festival)

Visitors to the Gin, Cheese & Ale Festival also liked the **variety of food and drink stalls on offer**, while visitors to the Rotary Cars in the Park particularly liked the **cars on display** at the event. However, other visitors to these events suggested they would have liked **more stalls selling gin, cheese or ale** at the Gin, Cheese & Ale Festival, as well as **more cars, including classic cars**, and food and drink stalls at the Rotary Cars in the Park event.

“Nice selection of cars.” (Rotary Cars in the Park)

“Wide variety of food and drink on offer” (Gin, Cheese & Ale Festival)

“More classic cars and fewer modern cars” (Rotary Cars in the Park)

Another theme to emerge from the positive comments made by visitors about what they liked about the event they attended was **socialisation, increased connections and community spirit** (115 comments). More than half of these comments were made by visitors who felt the event they attended had a **good atmosphere** (61 comments). Some visitors felt that the event they attended created a **sense of community spirit** and that the **events were a positive thing for Lichfield** as they bring life and trade to the city (22 comments). Visitors also liked that the event they attended was **great for a family day out**, with activities and stalls that all of the family could enjoy (21 comments), while others specifically commented on **how friendly the people were** at the events (11 comments). Views expressed within this theme were fairly consistent among visitors to all of the events, however visitors to Lichfield Greenhill Bower event were more likely to have commented on the event being a family friendly day out, but less so on the atmosphere of the event when compared to visitors to the other events.

“How busy it was, lovely atmosphere, relaxed.” (Food Festival)

"It brings the community together. Makes me feel good to get out." (Lichfield Greenhill Bower)

"Enjoyable for all ages." (Home and Garden Festival)

"Very friendly people." (Rotary Cars in the Park)

A number of visitors commented that they **liked everything about the event** they attended or were **generally positive** about the event (38 comments). In addition to this, many of the suggestions for improvement made by visitors were from those who felt that nothing about the event they attended needed to be improved (99 comments).

"Love Lichfield, love these events." (Home and Garden Festival)

"Like everything about it." (Food Festival)

"Nothing, it's fantastic." (Lichfield Greenhill Bower)

18 visitors felt that the event they attended was **well organised and had a good layout** to enable visitors to easily access the event, creating an atmosphere while also not overcrowding areas of the event. Half of these comments were made by visitors to Rotary Cars in the Park.

"Not too crowded, all spaced out." (Home and Garden Festival)

"It's nicely laid out." (Rotary Cars in the Park)

On the other hand, there were many more suggestions for improvement relating to the **organisation of the events** (49 comments). Visitors suggested the events needed **more toilets, more seating, more bins, more space and better laid out to improve accessibility** and avoid issues with congestion or crowding. More than half of the suggestions for improvement relating to organisation were from visitors to the Food Festival, with these mostly suggesting that the **layout of the event caused issues with congestion in parts** of the event, that there was **poor crowd control** and accessing the event was difficult. As well as this, Food Festival visitors also suggested there could be more seating, bins and toilets provided at the event. However, this was a consistent view among visitors to all of the events.

"By the river it's very congested, a stall was in the way." (Food Festival)

"More seating. More toilets. More rubbish bins." (Food Festival)

"Needs more seating at the Cars in the Park, plus more toilets." (Rotary Cars in the Park)

Furthermore, 15 visitors suggested improvements relating to the **traffic and parking** at the event they attended. Visitors suggested there should be more parking available on event days, as well as cheaper or free parking to attract more visitors. The majority of these suggestions were made by visitors who attended the Food Festival.

"Better and more parking and sensible prices to park." (Food Festival)

*"More parking and on event days it should be free, it puts people off coming here."
(Food Festival)*

Four visitors, all of whom attended Rotary Cars in the Park, liked that the event was **free to enter**. However, there were comments from visitors to all of the events who thought the **events were expensive** and suggested the event they attended would be better if it was cheaper (11 comments).

Visitors particularly commented on the **cost of the rides at Lichfield Greenhill Bower** event, as well as the **prices at the food and drink stalls** at all of the events.

“It's free and reasonable food prices.” (Rotary Cars in the Park)

“Make it cheaper. The cost the rides really adds up. A day pass like a wristband for everything like a theme park.” (Lichfield Greenhill Bower)

“Cheaper food stalls.” (Home and Garden Festival)

20 comments were made by visitors who liked the **good weather** at the event they attended. On the other hand, five visitors suggested the weather could have been better when asked what they would improve about the event.

“Because the weather is nice, it's very pleasant.” (Home and Garden Festival)

There were 23 suggestions from visitors that there could be **more or better advertising of the event** they attended, as well as **better signs for finding the events** and facilities at the events, such as toilets. The majority of these comments were made by visitors who attended the Food Festival and Home and Garden Festival.

“Better advertising, be what you say you are.” (Home and Garden Festival)

“Signs in Lichfield directing to the food festival.” (Food Festival)

Finally, in response to the question asking what visitors liked about the event they attended a few commented that **nothing was good** (7 comments), meanwhile some other visitors suggested improvements for the event they attended, such as to improve the advertising of the event, have more space and for there to be cheaper food options available (9 comments).

“More space between stands.” (Food Festival)

“Advertise it.” (Home and Garden Festival)

Time spent at the event

Dwell time

Visitors were asked how long they spent at the event. Overall, 29% of visitors spent up to 2 hours at the event, 33% spent 2-3 hours at the event, and 37% spent more than 3 hours at the event. Visitors to the Home and Garden Festival were significantly less likely to spend more than 3 hours at the event than visitors to the other events.

Dwell time

Home and Garden Festival



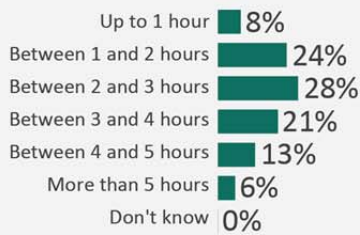
Base: 106

Lichfield Greenhill Bower



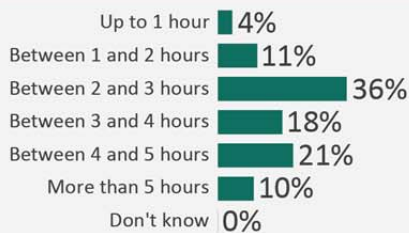
Base: 77

Rotary Cars in the Park/Gin, Cheese & Ale Festival



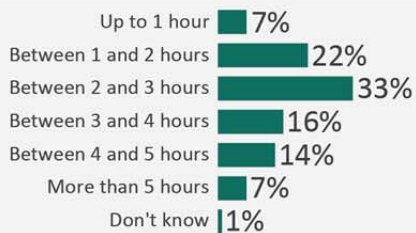
Base: 105

Food Festival



Base: 107

Total



Base: 395

Visitors were also asked to indicate how long they intended to visit the event for. Net dwell time has been used to assess the success of the event. Net dwell time is calculated as the difference between the actual time spent at the event and intended time spent at the event. Visitors are classified as having either spent less time than expected, as expected, or having spent more time than expected. Overall, 73% of visitors spent the same amount of time at the event as they expected to, while there was an equal split between those that spent either more (14%) or less (13%) time than expected.

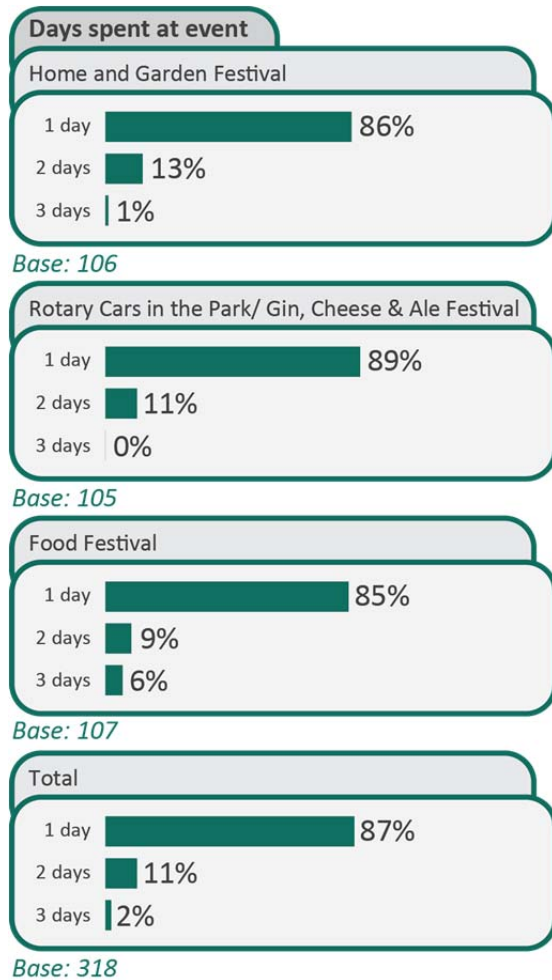


Looking at the events individually, there were more visitors that spent more time than expected than those that spent less time than expected at both the Home and Garden Festival and the Food Festival, while the opposite was true for the Lichfield Greenhill Bower.

Days at the event

The success of an event can also be measured by exploring whether visitors attend for more than one of the days that it is running. As Lichfield Greenhill Bower is only held on one day, it has not been included in this analysis.

More than one out of every ten visitors to the events indicated that they intended to visit on more than one of the event days for all of the other events where interviewing took place, indicating that the multi-day events have enough variety and opportunities for engagement for visitors on more than one day.



Personal benefits

Overall, 67% of visitors agreed that their visit to the event had enhanced their image of Lichfield as a place to visit. Agreement was consistent among visitors to all of the events.

Furthermore, 61% of visitors indicated that their visit to the event means that they are more likely to visit Lichfield for a day out, while 31% indicated that they are more likely to visit Lichfield for a short break or holiday in the next 2 years as a result of attending the event.

Statement	
Visit to the event enhanced my image of Lichfield as a place to visit	67%
My visit to this event means that I am more likely to visit Lichfield for a day out in the next 12 months	61%
My visit to this event means that I am more likely to visit Lichfield for a short-break or holiday in the next 2 years	31%

The overall % agreement with personal statements

Community benefits

Visitors were also asked to indicate their agreement with a number of statements relating to the community benefits created by the key events. More than 80% of visitors agreed or strongly agreed with all of the statements relating to the community benefits, suggesting that the events within Lichfield are important to the community and provide a great socio-economic benefit to local people.

Generally, the events were seen as a great way of providing entertainment as well as being a source of community spirit and pride among local residents, helping to create a positive image of Lichfield that is inclusive for all. The events are also seen as important for the local economy by providing additional customers for local businesses.

Statement	
The event that we attended provides great entertainment for those attending	97%
The event that we attended creates a positive image for Lichfield	94%
The event that we attended creates a sense of community spirit and pride for local residents	92%
The event that we attended provides additional customers for local businesses	91%
The event that we attended creates a sense of community spirit and belonging for those attending	90%
The event that we attended is inclusive and enables all who wish to attend to do so	90%
The event that we attended offers invaluable opportunities for engagement with particular activities (e.g. music, art, food, nature)	86%
The event that we attended is not over commercialised	84%
The event that we attended is an important part of Lichfield's heritage and traditions	82%

The overall % agreement with community statements

Event organiser findings

Event management

Involvement

Event organisers were asked to indicate what the reasons they organise events are. The reasons that event organisers gave for organising the event included the fact that it is a **long-running festival** (5 events), the desire to **encourage engagement and participation with the local community** (4 events), to **promote a specific cause** (4 events), and to **increase footfall and visitor numbers** throughout the year (2 events).

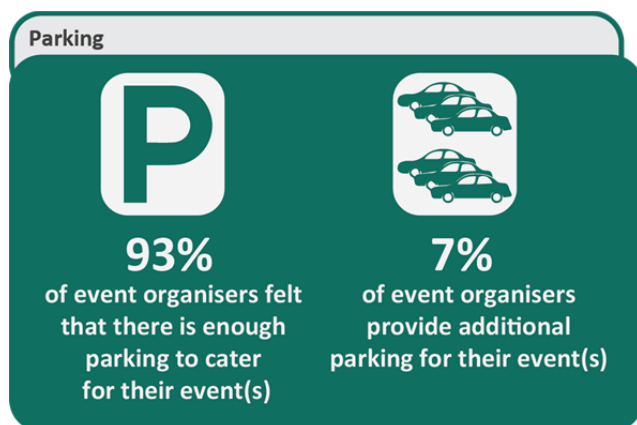
“Longstanding festival to present a wide choice of music to local residents and attract visitors to the city”

“Wanted to run a low cost event for the local community”

“To forward our mission and strategic objectives”

Parking

Event organisers were asked whether they felt that the existing parking offer within Lichfield has enough surplus to cater for events. The vast majority of event organisers felt that there was enough parking within Lichfield to cater for these events (93%).



Event organisers were also asked if they provide additional parking for their event(s). Only 7% of event organisers provide additional parking for their event(s).

General management of events

Event organisers were asked to indicate their agreement with a number of statements relating to the management of the event(s) they organised within Lichfield.

Statement	
There are effective waste management services in place	89%
Noise levels are easily controllable so as not to cause complaint	89%
Costs for security and safety are reasonable	88%
There are few congestion problems	78%
The event(s) that we organised is not over commercialised	78%
There is a constant need for creativity and innovation to keep the event sustainable	67%
It is easy to get adequate and reliable part time, agency or volunteer staff	66%
Event overlays are creative and cost-effective	56%
The event(s) that we organised finds it easy to maintain attendance numbers / ticket sales	56%
Appropriate permissions and licences are granted easily	33%
We can cope with any weather condition (e.g. heavy rain, extreme heat)	33%
Programming and curating content has few challenges	22%
The event(s) that we organised receives good support from local government	22%
The event(s) that we organised finds it easy to get funding support (e.g. grants, sponsorship, loans)	11%

The overall % agreement with management statements for event organisers

There were mixed views among event organisers regarding the statements relating to the management of events, indicating that some areas are effectively managed but there are other areas that could be better managed for organisers. The majority of event organisers agreed that the waste management services in place are effective (89%), that noise levels are easily controllable (89%) and that costs for security and safety at events are reasonable (88%). Many event organisers also thought that the event they organised was not over commercialised (78%) and that there are few congestion problems created by their event (78%).

On the other hand, there were a number of areas for concern highlighted by event organisers demonstrated through low agreement with the statements. One of the main management challenges created for event organisers is funding support, with only 11% of organisers agreeing that it is easy to get funding support for events through grants, sponsorship or loans. Event organisers also indicated that support from local government could be better, with only 22% agreeing that the event they organise receives good support from local government, and 33% agreeing that appropriate permissions and licences are granted easily. Other statements with low agreement were related to programming and curating content (22%) and coping with weather conditions (33%) suggesting these are also areas that could be better managed.

Trade

In order to determine the impact of the key events on trade, event organisers were asked to indicate their agreement with statements relating to the business critical opportunities created for those

organising or supplying the events and additional customers for local businesses as a result of the events.

The majority of event organisers agree that the event they organise offers business critical opportunities for those organising or supplying the event (88%), while 78% agreed that the event they organised provides additional customers for local businesses, indicating that the majority of event organisers believe the events within Lichfield have a positive impact on trade in the area.

Statement	
It offers business critical opportunities for those organising or supplying the event	88%
The event(s) that we organised provides additional customers for local businesses	78%

The overall % agreement with trade statements for event organisers

Community benefits

Event organisers were also asked to indicate their agreement with a number of statements relating to the community benefits created by the key events held within Lichfield. Agreement was high among event organisers for all of these statements indicating that organisers believe the events are important for the community and create many benefits for local residents.

In particular, all event organisers agreed that the events create a positive image for Lichfield, that they provide great entertainment for those attending and that the events are a source of community spirit, belonging and pride for attendees as well as local residents.

Statement	
The event(s) that we organised creates a positive image for Lichfield	100%
The event(s) that we organised provides great entertainment for those attending	100%
The event(s) that we organised creates a sense of community spirit and belonging for those attending	100%
The event(s) that we organised creates a sense of community spirit and pride for local residents	100%
There are few antisocial behaviour issues (e.g. crime, noise)	89%
There are little or no negative responses from attendees or residents	89%
The event(s) that we organised offers invaluable opportunities for engagement with particular activities (e.g. music, art, food, nature)	89%
The event(s) that we organised creates a sense of community spirit and pride for those working at the event	89%
The event(s) that we organised is inclusive and enables all who wish to attend to do so	89%
The event(s) that we organised is an important part of Lichfield's heritage and traditions	78%
There are opportunities for direct engagement with audiences for stakeholders (e.g. organisers, suppliers and sponsors)	67%

The overall % agreement with community statements for event organisers

Charity donation

Event organisers were asked to indicate whether they donated to or raised money for charity from the proceeds made from their event.

While the majority of event organisers indicated that they did not donate any of their proceeds to charity, their reasons for this were that they were a department of either the City or District Council. Other event organisers indicated that all of the proceeds were donated to charity. However, the reason for this was that the event organiser was a charity, and therefore the proceeds of the event went to themselves.

One event organiser indicated that what they did donate went to the Mayor and Sheriff's charities.

Benefits and challenges

General benefits and challenges

Event organisers were asked to identify other benefits and challenges created by the event(s) that they organise.

	Number of comments
Benefits	11
Offer engagement opportunities for local groups or individuals to promote their work	4
Boost local economy, employability	3
Increase footfall / boost visitor numbers	2
Educate	2
Challenges	10
Charges from local authority (e.g. licence fees)	4
Organisation of the event (H&S, road closures, stall placement, volunteers, promotion)	4
Getting sponsorship	2

There were 11 comments from event organisers regarding the benefits created. Four of these organisers believe the events offer **engagement opportunities for local people** to promote their work and develop/showcase their skills.

“Enables local artists to develop skills and provides an increase in artistic activities in both quality and quantity.”

“We also ran a 'young critics' scheme for young writers and 8 free 'wellness' workshops.”

Additionally, three organisers commented that the **events boost the local economy** and create **employment opportunities** within Lichfield.

“Positive impact on local economy.”

“We create work experience and employment opportunities. 630 students participated in our 2019 events.”

Event organisers also think that the **events increase footfall and visitor numbers** to the local area (2 comments), while also **educating people on the heritage and history of Lichfield** (2 comments).

“Increase in visitors to the city many will return again. Increase in footfall and dwell time.”

“The event provides fantastic opportunities for local audiences to discover more about the city's heritage.”

On the other hand, there were 10 comments from event organisers relating to the challenges created by the event(s) they organise. Four event organisers commented on challenges relating to the organisation of an event, for example **health and safety procedures, road closures, stall placement** within the event, **difficulty attracting skilled volunteers** and the **cost of promoting the event**.

“Some external factors affected us on this day. For example, some cars did not acknowledge the road closure signs and drove around the market square.”

“Attracting skilled volunteers at the organisational level. Effective and widespread promotion (costs).”

In addition to this, four organisers suggested **charges from the local authority were a challenge** for them, for example the **licence fees create problems attracting stallholders** to the event. Meanwhile two other organisers commented on the challenge of getting **sponsorship** for an event.

“This year the charging of street trading licences has made many stalls cancel.”

“Attracting sponsorship/funding to enable a sustainable festival.”

Stallholder responses

Event management

Involvement

Stallholders were asked to indicate their reasons why they have a stall at the event they attended. A number of reasons for having a stall at the event were given by stallholder respondents. These included **showcasing their products/brand** (9 stallholders), to **generate income** (14 stallholders), the fact that **they are a local business and it is a local event** (9 stallholders), they have **had a stall at the event in previous years** (7 stallholders), there is **good footfall** and high number of potential customers at the event (7 stallholders), to **try and grow a local customer base** (6 stallholders), while one stallholder said it was because the **organiser was good to deal with**.

“To raise profile and generate income”

“We are Staffordshire based so hoped that buying from a local producer would appeal”

“It’s a local event and I want to grow my business locally”

“I really enjoy this event and have been exhibiting my work there for a number of years”

“It’s local for me, lots of visitors and have repeat sales”

“It gives us great exposure in the local area”

General management of events

Stallholders were asked to indicate their agreement with a number of statements relating to the management of the event they were a stallholder at. Stallholders were positive about the level of communication they had with event organisers (63%) and how noise levels are managed at the event (63%).

However, a number of these statements relating to the management of events received less than 50% agreement from stallholders. The areas of concern for stallholders included the costs for the stall and issues with getting adequate and reliable staff. Stallholders also indicated that congestion, waste and coping with the weather were all areas that could be better managed at the events. Only 36% of stallholders agreed that costs for the stall are reasonable, while 36% of stallholders also agreed that there are few congestion problems on event days. 32% of stallholders agreed that there are effective waste management services in place for events, and only 26% agreed that it is easy to get adequate and reliable part time, agency or volunteer staff.

Statement	
Noise levels are easily controllable so as not to cause complaint	63%
Communication with the event organisers is good	63%
The event that we were a stallholder at is not over commercialised	52%
It can cope with any weather condition (e.g. heavy rain, extreme heat)	39%
Costs for the stall are reasonable	36%
There are few congestion problems	36%
There are effective waste management services in place	32%
It is easy to get adequate and reliable part time, agency or volunteer staff	26%

The overall % agreement with management statements for stallholders

Trade

In order to determine the impact of events on trade for stallholders, stallholders were asked to indicate their agreement with statements relating to the importance of events for their business success and access to additional customers at events.

The vast majority agree that events offer stallholders access to people who would not otherwise have been reached (91%), while 66% of stallholders think that the events are important for their business success.

Statement	
It offers me access to people who I would not otherwise be able to reach	91%
It is important for my business success	66%

The overall % agreement with trade statements for stallholders

Community benefits

Stallholders were also asked to indicate their agreement with a number of statements relating to the community benefits created by the key events. The majority of these statements received more than 50% agreement, indicating that the events are seen to be important for the community and create great benefits for local residents. In particular, stallholders indicated that they think the event they were a stallholder at creates a positive image for Lichfield (84%), is inclusive and enables all who wish to attend to do so (81%) and provides great entertainment for those attending (80%).

The only area of concern for stallholders relating to the community was the issue of antisocial behaviour, with only 45% of stallholders agreeing that there are few antisocial behaviour issues at the event(s).

Statement	
The event that we were a stallholder at creates a positive image for Lichfield	84%
The event that we were a stallholder at is inclusive and enables all who wish to attend to do so	81%
The event that we were a stallholder at provides great entertainment for those attending	80%
The event that we were a stallholder at is an important part of Lichfield's heritage and traditions	71%
The event that we were a stallholder at offers invaluable opportunities for engagement with particular activities (e.g. music, art, food, nature)	68%
The event that we were a stallholder at creates a sense of community spirit and pride for those working at the event	68%
The event that we were a stallholder at creates a sense of community spirit and belonging for those attending	62%
The event that we were a stallholder at creates a sense of community spirit and pride for local residents	58%
There are little or no negative responses from attendees or residents	56%
There are few antisocial behaviour issues (e.g. crime, noise)	45%

The overall % agreement with community statements for stallholders

Charity donation

Stallholders were asked to indicate whether they donated to or raised money for charity from the proceeds made from their stall. Of the 31 stallholders who responded to the survey, four indicated that they donated to or raised money for charity from the proceeds they made from their stall at the event. Of these, two stallholders indicated that they were charities, while the other two were sole traders who donated to local charities.

Benefits and challenges

General benefits and challenges

Stallholders were asked to identify any benefits or challenges created from being a stallholder at the key events held within Lichfield. Views given by stallholders suggests that they encounter a greater number of challenges (48 comments) than benefits (27 comments) from being a stallholder at the events. The main benefits to stallholders are that the events provide an opportunity for promoting their business and high footfall at the events. However, the main challenges facing stallholders at the events are the expense of licence fees, as well as organisational issues such as the layout of stalls and a lack of publicity for the events.

	Number of comments
Benefits	27
Good way to promote my business/ brand/ cause, good networking	14
High footfall	8
No challenges	3
Well known event in a great location	2
Challenges	48
Organisation issues (Lack of advertising, problem with organisers, power supply, location of stalls)	15
Licence fee	10
No benefits	7
Poor attendance/ spending	6
Too many traders, especially food	4
Traders that are not local, commercialisation	3
Weather	3

There were a total of 27 comments regarding the benefits created by being a stallholder at the events within Lichfield. A number of stallholders felt that the events provided a **good opportunity to promote their business**, brand or cause and was **good for networking** (14 comments).

“Links between businesses. We have used the networking opportunities to book other events we may not have known about.”

“Opportunity to show my work, networking and marketing for future events.”

Eight stallholders felt the events benefited from **high footfall**, while two others commented that the event they were a stallholder at was **well known and in a great location**.

“Huge footfall, great location.”

“Being able to be part of a well-known event that is a yearly tradition.”

In addition to this, there were three stallholders who commented that there were **no challenges** created by being a stallholder at these events. Two of these were from stallholders at the Food Festival, while one was a stallholder at the Gin, Cheese & Ale Festival.

On the other hand, a total of 48 comments were made in relation to the challenges created by being a stallholder at the events in Lichfield. A number of stallholders commented on **organisation issues** relating to the event they were a stallholder at, for example lack of advertising, problems with organisers, power supply issues and poor location of their stall (15 comments).

“There was not much advertising that I could see in the surrounding areas... A lack of stallholders in the area I was allocated led to a lot of customers turning around before getting to my stall and walking back the way they came - we were the last stand by Minster Pool.”

“Cost to exhibit for a larger vehicle is triple even though we can only serve the same number of customers. Communication before and during event from organiser is terrible.”

“The layout and stall positions can cause problems, by putting consumables next to non-consumables - smells, cooking and queues.”

Additionally, a number of stallholders commented that the **street trading licence fee** introduced by the council was a challenge as it **increases the cost to traders and discourages them from attending** the event (10 comments). Stallholders suggested the **reduced numbers of stalls at the events impacted on the atmosphere and footfall of events**, which creates further challenges for them.

“Unnecessary licence fee by Lichfield Council. Exhibit all over the UK and even in the City of London there are no made up council licences. It damages small businesses and creates growing resentment.”

“This year a lot of the stallholders didn't attend due to the Street Trading Licence that has been imposed on to the traders. The licence should be FREE as it has completely ruined the whole event. The market this year looked very poor in comparison to previous years and the people attending commented on that. The atmosphere has gone I'm afraid... The council should abolish it and bring back the 'festivity' into the Festival, otherwise there'll be no traders there to put on a show.”

Stallholders also commented on **poor attendance and spending from visitors** at the events (6 comments).

“Local customers not attending the General Market due to access and parking problems.”

“During periods of heavy congestion, visitors don't spend with stallholders.”

Four stallholders suggested there **were too many traders at the events**, particularly **too many stalls selling similar products**. This issue was raised mostly in relation to food stalls. Meanwhile others suggested that **traders in attendance at the events were not local** and the events have become **over-commercialised** (3 comments).

“Traders who sell the same items and live outside the county doesn't help support the growth of local businesses. Personally I have found this to impact my business and sales reduce year on year as more of the same traders are introduced who have come from miles away... Because of both these issues, I've now been forced to look further afield for events and will have only attended two events in Lichfield this year compared to five to six in previous years.”

“Difficult as a small local trader where we as producers also man the stall, when you're competing against more 'factory' based products with stalls manned by seasonal staff and products are mass produced. The market lacks a local distinctiveness and hard to pick out local traders from those who travel a long way. A lot of food festivals are becoming the same, with the same stalls and no local character.”

“It was very quiet and the mix of stalls was not right for the event. Too many fast food.”

Additionally, in response to the question regarding the benefits created by the events a few stallholders said there were **no benefits** (7 comments). These comments were made by stallholders to all of the events.

Three people commented that the **weather is a challenge** for stallholders at events as this results in fewer visitors attending the event.

“Difficulties experienced in poor attendance in bad weather as there is no protection against the weather.”

Conclusions

The findings within this report offer a comprehensive overview and understanding of the socio-economic impact of the key events held within Lichfield. The study gave event organisers, stallholders, local businesses and event visitors the opportunity to provide their views on a wide range of socio-economic impacts.

Why support key events within Lichfield?

Key events attract more than 340,000 event visitors throughout the year, and generate more than £9 million in visitor spend, with more than £5 million of this attributed to visits to Lichfield that would not have occurred if the events were not held.

As well as the economic benefit, there are a number of community benefits created by the key events within Lichfield. The events are a source of community spirit and pride for local residents, and help to create a positive image of Lichfield and one that is inclusive for all.

Consideration should be given to enhance and develop the key event programme within Lichfield due to the socio-economic benefits that they bring to the city.

Considerations and recommendations

There are a number of recommendations which should be considered by the council and event organisers as they continue to develop the key event programme within the city.

Organisation of the events

Fees, cooperation and collaborative working among stakeholders

Firstly, in terms of the organisation of the events, stallholders and event organisers commented on street trading licences. These are seen to have deterred traders from coming to the events, which has had an impact on the number of stalls and activities at the events. It is suggested that the cost of the street trading licences should be further considered.

It is suggested that event organisers should look to work more closely and collaboratively with the council and local businesses. Improved communications from event organisers to local businesses would be beneficial. This should include making them aware of any road closures, and any opportunities there are for businesses to get involved with their event.

The events are also seen as important to the community and believed to create many socio-economic benefits for local residents. Improving relations with local businesses and increasing their involvement will only strengthen the community benefits these events provide. As events are generally not competitive, there is a strong case to be made for better sharing of learning and information between organisers for the benefit of the city and local community.

Furthermore, it is recommended that businesses are encouraged to offer different products or promotions on event days to generate more custom from event attendees on these days. This will also increase dwell time of visitors within the city itself.

Type of events that should be supported

There are also a number of recommendations in terms of the type of events that should be supported within the city. It is also important that key events reflect what they are marketed as, with stalls, activities and products reflecting the theme of the event.

More events could be encouraged throughout the year to account for seasonal peaks and troughs. A more varied event programme, celebrating the history and heritage of Lichfield may also attract a wider audience.

Other organisational challenges

It is recommended that greater consideration should be given to the layout of the events by organisers to ensure it is suitable for everyone. Stalls should not be placed where there is little/no footfall, but should also not be placed where they will create congestion as this also prevents spending from visitors. Stalls should also not be placed in areas that will cause issues with local businesses, for example food stalls should not be placed in front of food shops selling similar products, which creates more competition for customers. Stalls should not be placed where entrances to local businesses are blocked. Improving the layout of the events will benefit stallholders so they have a continuous stream of visitors throughout the event, which means they are more likely to return year on year. This in turn will benefit organisers as the size and quality of future events will be maintained because stallholders keep coming back to the event, which will help to maintain visitor numbers.

To ensure the sustainability of the key events it is recommended that organisers and the council promote and encourage more sustainable travel for visitors to the events, for example by encouraging the use of public transport. Encouraging more sustainable travel for visitors will also help to ease congestion on event days. In addition to this, good communication from organisers with local residents and businesses about upcoming road closures on event days will help to ease congestion.

Employing additional event stewards/staff can assist with the organisational challenges faced on event days such as helping to enforce road closures and ensuring health and safety procedures are followed.

To account for issues relating to being able to get adequate and reliable part time, agency or volunteer staff it is recommended that organisers, the council and stallholders work with local organisations who offer volunteering opportunities to improve the promotion and communication of the benefits of these roles.

Developing new initiatives for ensuring waste is effectively managed will also help to ensure the sustainability of the events.

It is also recommended that event organisers encourage event visitors to spend time in the city itself. This will increase dwell time within the city and the event itself, and will also increase footfall to local businesses.

It is also important that event organisers have systems in place to ensure businesses can maintain access on event days, for example for deliveries.

Marketing and promotion of events

The events attract a large proportion of local visitors from people living within Lichfield and its surrounding areas. Events should be promoted to a wider audience within a 2 hour drive of Lichfield to encourage more non-locals to attend.

It is recommended that the key events are marketed more than 3 months prior or within the month leading up to the event, and increased during the week before the event.

The events should be promoted through social media, websites and paid advertising. Promotion should focus on Lichfield as a destination and combined with the events programme. Event specific advertising is also recommended for the key events.

The findings within this report offer a comprehensive overview and understanding of the socio-economic impact of the key events held within Lichfield. The study highlights the economic benefit that the key events bring to the city of Lichfield, and consideration should be given to enhance and develop the key event programme within Lichfield further due to the socio-economic benefits that they bring to the city.

The events programme should be varied in the terms of the type of event, with a focus on improved event management, communication, and marketing by the event organisers, and consideration should also be given to the cost of the street trading licenses.

LICHFIELD CITY CENTRE CAR PARKING

CLr Iain Eadie, Cabinet member for Investment, Economic Growth and Tourism

Date: 21st January 2020

Contact Officer: Craig Jordan

Tel Number: 01543 308202

Email: craig.jordan@lichfielddc.gov.uk

Key Decision? NO

Local Ward
Members



Economic Growth,
Environment and
Development (Overview
and Scrutiny)
Committee

1. Executive Summary

- 1.1 To update members on the current business levels and various developments regarding the car parking estate within the ownership of Lichfield District Council.

2. Recommendations

- 2.1 It is recommended that the Committee notes the content of the report and:
- provides its views on the proposal to regularise Sunday parking charges in line Sat – Mon charging;
 - supports the roll out of cashless payment systems applicable to all car parks;
 - supports further work to establish a case for facilitating more EV charging points within the Council's car parks; and
 - examines the options for provision of variable messaging signing to aid car park users.

3. Background

- 3.1 Lichfield District Council is the main parking provider in Lichfield. The Authority maintains 20 city centre car parks with in excess of 2000 spaces available to support business and the local economy. As part of the current city centre master planning exercise being undertaken by consultants DLA on behalf of the Council a review of car parking needs and capacity is being carried out.
- 3.2 The car parks operate on a pay and display basis at charging rates approved by Councillors. Outside of the making of cash payments, some of the pay machines have debit/credit card facilities and all car parks allow for pay by phone. Car park tariffs are reviewed annually but it has not been thought appropriate to make any further increases since the last tariff change in 2016. Prior to 2016 the previous charging rates were agreed in 2008. **Appendix 1** to this report shows number of parking transactions over the last 3 years plus data relating to pay by phone income for the past 6 months.
- 3.3 Consideration is currently being given to the possibility of extending Sunday charging bringing rates in to line with the rest of the week, further details on this are provided below.
- 3.4 Having fallen substantially after the financial downturn of 2010 car park business levels showed a slow but continuing increase in the years running up to September 2019 but in that month, and subsequently

in October and November business fell by between 5 and 6%. During December 2019 and the run up to Christmas business continued to fall continuing the earlier trend. The December figures show that transactions fell by approximately 9% compared to the same month in the previous year.

- 3.5 Footfall figures provided by the Lichfield BID show a parallel fall in the number of persons using the town centre and these figures appear to be reflected across the wider West Midlands suggesting that wider economic and social factors may be of more influence in this matter than any specifically Lichfield issues. That said the city centre continues to perform well when looking at other indicators such as retail vacancy rates and visitor numbers.

Sunday Charging

- 3.6 At present a flat rate charge is applied to the Council's car parks on a Sunday. It is proposed to regularise this and apply the same charges that apply throughout the rest of the week.
- 3.7 Although there has been a traditional resistance to the introduction of Sunday charging in Lichfield due to the presence of the Cathedral, as Sunday is increasingly being seen as a day for recreation and shopping this argument may have less weight than previously particularly given the emphasis the Cathedral authorities themselves are placing on ticket entry events.
- 3.8 Based on actual receipts during the financial year 2015/16, it is estimated that an additional £176,885 (£212,263 less VAT) of income could be generated.
- 3.9 A fall in business following the introduction of charging needs to be factored in, however based on the results of our current occasional Sunday parking patrols it appears that there is a proportionately higher level of avoidance on these days than we experience during the rest of the week. Additional Sunday patrols, which would be funded by Parking Charge Notification (PCN) income, could reduce none payment and counter the financial effects of any falls in business. It is worth noting here that it should be also noted that the 2016 tariff increase did not appear to have any effect on car park patronage or on the wider trading conditions in Lichfield.
- 3.10 Any additional surplus monies generated¹ it is suggested should be used to promote the business environment of the town centre and to improve the customer experience when using the car parks. Examples of how this could be achieved could include free or reduced-cost parking at certain times to increase footfall and an extension of card payment facilities (including contactless) across the parking estate to aid convenience. It should however be noted here that the 'free after two' promotion undertaken in partnership with the BID group in January and February did not bring any noticeable boost in business levels.

Electrical Vehicle Charging points

- 3.11 There are two electric vehicle (EV) charge points currently provided by the Council at the Friary car park. Use of electric vehicles is increasing across the globe, nationally and they are becoming a common sight on the district's roads.
- 3.12 Given the Government's commitment to zero carbon it appears clear that electrical vehicles will make up an increasingly significant part of the nation's transport stock in the future. Policy in respect of electrical charging points is however not so clear and as far as public charging points goes the provision

¹ The use of additional surpluses is governed by the general requirement that they should be spent on transport or highway related activities.

of these and policies as regards the same appear to be left to individual local authorities and other public bodies to determine.

- 3.13 When EV's first came on to the market there was a push to encourage their use with incentives for various bodies to install associated infrastructure but such incentives have gradually been removed or reduced in value. Decisions on provision, costs willing to be incurred and pricing fall very much on the aforementioned bodies. Guidance from government (although see below) and EV promoters, is limited.
- 3.14 The growth in EV levels of ownership coupled with continuing limitations in the effective range of vehicles suggests there will be a role for charging points located away from EV owners homes. We have seen an increase in privately operated charging points at motorway service stations, filling stations etc. Equally, free or subsidised operations are being rolled out across the public sector estate. With charging becoming seemingly easier to undertake at home due to improvements in the technology, what we may be looking at are public charging points (in tandem with those private facilities mentioned above) acting as top ups and as such patterns of demand accordingly reflecting specific needs and requirements. Consideration by the Council of possibly enhancing the provision of EV public charging facilities across its estate it is suggested is an area that should be looked at together with the costs of this and scope to cover these costs through an appropriate charging mechanism.
- 3.15 Finally, whilst this paper was in preparation a joint consultation document was issued by the Department For Transport/Office for Low Emission Vehicles which moots both a 'requirement' to provide charging points in new residential developments over specified sizes and also in non-residential properties with parking provision serving the public – the latter, at a rate of one point per 20 parking spaces.
- 3.16 This is not a definite requirement at this stage but if brought into force it could have major impacts for the Council and other public bodies. It is unclear if the requirement would apply to public car parks but the Council House and Depot car parks as well as the leisure centres could all be effected by this potential legislation.

Other matters

- 3.17 Whilst plans for the Friarsgate scheme were being progressed and which would have resulted in the removal of the existing bus station, minimal maintenance was carried out to the latter. Since the demise of that project and the Council's focus moving to bringing forward alternative proposals there is the opportunity to address issues whilst the longer term plans are drawn up. Members will be aware of the Birmingham Road site enabling works which are on-going, these include refurbishment of the bus station to provide for a better customer experience.
- 3.18 The aforementioned enabling works are intended to facilitate development on the Birmingham Road site. Members will be aware that consultants David Lock Associates have been commissioned to undertake a master planning exercise looking at the future development and growth opportunities of this site and the wider city centre of Lichfield. As part of this work, DLA will be considering parking requirements and what this means for the Council's parking estate.
- 3.19 We continue to examine different possible car parking payment methods in line with changing customer expectations. Unfortunately some of the most effective methods of operation using Automatic Number Plate Recognition (ANPR) systems are not available to local government operators due to the operating requirements of the Traffic Management Act but we have made both payment by phone and contactless card payment available on some of our car parks and both forms of cashless

payment continue to gain in popularity. We will seek to roll out the technology to facilitate cashless payments across the whole parking estate.

3.20 Whilst many local residents will have knowledge of our car parks and the scope to park at any one time given demand. This will not always be the case and certainly for new visitors to the city. It is therefore important that information is available to inform people where car parks are and the availability of spaces. Variable messaging is a means of addressing this and is an area being considered subject to the necessary resources being available. The Council currently holds a sum of approximately £40,000 acquired under a S106 planning obligation to go towards this technology.

Alternative Options	<ol style="list-style-type: none"> Members may consider not to support any changes to the present car parking charging regime on a Sunday or suggest an alternative to that proposed in this report. Members may also have alternative views on the case for exploring additional EV charging capacity and for introducing signage to assist car park users.
Consultation	<ol style="list-style-type: none"> There has been previous consideration of the potential for Sunday charging by an EGED (O&S) Committee.
Financial Implications	<ol style="list-style-type: none"> The report identifies a potential income from regularising the Sunday charging rates and bringing these in to line with those applicable currently across the rest of the week. Costs would have to be factored in in terms of enforcement. There would be costs involved in the provision of facilities which would allow for the use of more cashless debit/credit payment. This would need to be off-set against income including potential increased income levels as a result of introducing choice and easier means of payment. There would be costs on introducing more EV charging points and charging for use would need to consider whether this is based on what kind of a cost recovery basis is being applied.
Contribution to the Delivery of the Strategic Plan	<ol style="list-style-type: none"> Provision of suitable parking facilities and the infrastructure to support electrical vehicle use encourages people to access Lichfield city centre, use its varied facilities and in doing so help sustain it. This is in line with the strategic objective of creating and maintaining a vibrant and prosperous economy.
Equality, Diversity and Human Rights Implications	<ol style="list-style-type: none"> None from this report
Crime & Safety Issues	<ol style="list-style-type: none"> None from this report
GDPR/Privacy Impact Assessment	<ol style="list-style-type: none"> None.

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	Risk Description	How We Manage It	Severity of Risk (RYG)
A	The Committee do not support the idea of regularising Sunday charging rates with those for the rest of the week	Members would need to consider the potential loss of income and the uses this would be put to, to aid customers experience. Monies would have to be found from other budgets to progress certain aspects of the report.	Yellow

Background documents

Relevant web links

Car Parking Statistics

The council collects detailed data in terms of the usage of its car parks on a daily basis and records this. Variables include number of transactions (ticketed and paid via pay by phone), duration of stay, income received etc. Such information is available for each of the Council's individual car parks.

The car parking service prepares monthly aggregated reports which are, with key highlights and trends over time, reported to the responsible cabinet member and relevant head of service. This helps monitor performance against agreed objectives but also informs decisions about possible actions that need to be taken.

On an annual basis the Council is obliged to publish data relating to its parking account in respect of costs and income and does this as part of the financial transparency arrangements.

The table below shows transactions per month across the parking estate for the years 2017, 2018 and 2019. The figures are for tickets purchased at the machines and do not include those bought via the pay by phone facility.

	2017	2018	2019
January	75,670	71,384	77,491
February	76,984	65,756	76,346
March	83,822	73,687	86,208
April	75,101	76,020	77,311
May	75,023	80,651	73,244
June	76,132	85,485	75,047
July	84,507	87,815	81,946
August	82,965	91,041	84,468
September	77,511	82,303	73,652
October	78,462	85,360	75,490
November	78,750	85,744	79,036
December	86,008	108,620	91,161

Payment made via the Pay by Phone facility is increasing as a proportion of overall income. The table below shows the number of transactions undertaken via this process over the last 6 months:

June 2019	July	August	September	October	November	December
10,884	11,372	10,756	10,808	12,394	13,193	14,543

Local Plan update

Report of the Cabinet Member for Investment, Economic Growth & Tourism

Councillor I. Eadie

Date: 21 January 2020

Contact: Craig Jordan/Patrick Jervis

Officer:

Tel Number: 01543 308202/308196

Email: craig.jordan@lichfielddc.gov.uk/patrick.jervis@lichfielddc.gov.uk

Local Ward Members: All Members



**Economic Growth,
Environment and
Development
(Overview and
Scrutiny) Committee**

1. Executive Summary

- 1.1 The consultation on the Local Plan Review Preferred Options document closes on the 24th January following an eight week consultation period which began on 29th November 2019. The consultation has included hosting a number of consultation events across the District.
- 1.2 Informal feedback received during the events so far is summarised at paragraph 3.3 of this report. It should be noted that for the Council to consider comments made through the consultation these are required to be submitted formally through an advertised process. Whilst the consultation remains open and representations have yet to be processed there are a number of broad themes emerging from early analysis of the responses received to date. These are summarised at paragraph 3.4 of this report.
- 1.3 In respect of Neighbourhood Plan progress within the District this has been limited. There has been progress with the Burntwood Neighbourhood Plan which has now been submitted for examination and the examiner's report is currently awaited. Mavesyn Ridware and Kings Bromley Parish Councils have both had their areas designated as neighbourhood areas which is the first stage of preparation of a neighbourhood plan. Officers will continue to work with those communities to assist in the neighbourhood plan process.

2. Recommendations

- 2.1 That the Committee notes the progress and next steps associated with the Local Plan Review.
- 2.2 That the Committee notes the progress associated with the evidence base being advanced to support the local plan review.
- 2.3 That the Committee notes the recent progress in relation to neighbourhood plans within Lichfield District.

3. Background

Local Plan Review

- 3.1 Members of the committee will recall having received regular updates on the progression of a Local Plan Review through these local plan update reports. This report does not seek to repeat the history

provided to previous committee but would refer members to those reports which are accessible through Modgov and the [District Council's website](#).

- 3.2 The next stage of the Local Plan Review is the ongoing consultation on a [Preferred Options](#) document. Consultation on the Preferred Options commenced on the 29th November 2019. The consultation closes on the 24th January 2020. At the time of preparing the report officers are unable to indicate the likely level of response. Past experience suggests that the bulk of responses will be received on or very close to the closing date of the consultation. However, to date there has been a good level of response from a wide range of stakeholders.
- 3.3 Members will recall that a number of public events have been held to assist with the consultation process. Officers can report the following verbal comments raised at events which may reflect future formal comments:
- Concern over proposed allocations, particularly the allocation proposed to the west of Fazeley, Mile Oak & Bonehill. Concerns raised focused on concerns over infrastructure and the appropriateness of the area for development including the potential loss of Green Belt.
 - Concern raised with regard to the safeguarded land proposed to be identified at Burntwood.
 - Some concerns about the consultation process itself with residents feeling the consultation had not been adequately advertised and felt all residents should be contacted prior to consultations starting.
- 3.4 The consultation events took place at 9 locations over approximately 28 hours. At least three members of development services staff attended each public consultation event. Hard copies of the plan, maps and all supporting evidence were available at each event along with copies (of the Local Plan and policies maps) and contact details were also available for attendees to take home if they wished to do so. The events held within close proximity to areas where development is proposed had higher turnouts than those held in areas where more limited development is proposed. Both Burntwood and Fazeley were the most attended events, with in excess of 100 people attending each. A more moderate turnout was recorded at Fradley, Shenstone and Whittington with between 20 and 30 people attending the events with around 15 people attending at Alrewas. The events in Armitage with Handsacre and Colton saw much lower attendance with fewer than 10 people coming to the events. At the time of preparing this report one final event to take place in Lichfield had not taken place.
- 3.5 Members should note that it is only formal comments received that will be taken account of in development of the next stage of the Plan. Whilst the consultation remains open and representations have yet to be processed there are a number of broad themes emerging from early analysis of the responses received so far. The representations received so far broadly follow the themes outlined at paragraph 3.3 (above).
- 3.6 Following the consultation officers will need to review and respond to comments received. These responses and comments will be reported to the committee in due course. The next milestone is the publication consultation. This is programmed in the adopted [Local Development Scheme](#) for May 2020.
- 3.7 It is important that continued progress is made on the Plan because the Authority has a requirement to submit its Plan by December 2021. While there is scope for slippage in the current Plan's timetable the prudent approach is to continue the good progress. Notwithstanding the need to progress the Council will need to satisfy itself that upon submission of the Plan, it is deemed to be 'sound' and legally compliant.

Evidence base updates

- 3.8 A significant range of evidence was prepared and published in support of the Preferred Options document. This evidence base underpins and informs the ongoing work on the local plan review. This evidence was presented to, and considered by, the EGED Committee Local Plan sub-committee. Minutes of the relevant sub-committee meetings held on 11th September 2019, 14th October 2019, 5th November 2019 and 18th November 2019 are attached to this report at **Appendix A**. The evidence is available on the Council's [evidence base website](#). The range of evidence produced in support of the Preferred Options consultation included evidence on; landscape, ecology, green belt, flood risk, playing pitches, housing and economic development needs, gypsy and traveller needs, viability, urban capacity and site selection.
- 3.9 Further evidence will continue to be gathered and considered as the Local Plan Review progresses. This evidence, along with consultation responses and evidence already prepared will influence the next stages of the Local Plan Review. At the time of writing the following further aspects of evidence are being progressed:
- Staffordshire Carbon Study;
 - Further evidence relating to Cannock Chase Special Area of Conservation (SAC);
 - Infrastructure evidence, including transport modelling;
 - Further viability evidence to inform both the local plan review and any potential future review of the Community infrastructure Levy (CIL);
 - Stage 2 Strategic Flood Risk Assessment (SFRA);
 - Open Space Assessment and Green Infrastructure Study.
- 3.10 The list of evidence above should not be viewed as comprehensive, further evidence and updates to existing evidence may be required as the Local Plan Review progresses.

Neighbourhood plan update

- 3.11 Members were provided with an update with regards to progress on the District's neighbourhood plans at your June 2019 meeting. The [Burntwood Neighbourhood Plan](#) has now been submitted by the Town Council to the District Council for examination. At the time of writing the examination of the Burntwood neighbourhood plan is underway with the examiners final report anticipated shortly. Once received the District Council will consider the examiner's report and recommendations and progress the plan accordingly. There has been limited progress in those other neighbourhood areas where plans are intended to be coming forward.
- 3.12 Mavesyn Ridware Parish Council submitted an application to have their Parish designated as a neighbourhood area on 7th December 2019. The neighbourhood area was designated (via delegated authority) on 16th December 2019. Kings Bromley Parish Council submitted their application to have the Parish designated as a neighbourhood area on 19th December 2019. The Kings Bromley neighbourhood area was designated (via delegated authority) on 19th December 2019. The neighbourhood area designation is the first stage in the progression of a neighbourhood plan. The District Council will continue to assist those communities in bringing forward their plans.
- 3.13 The District Council will continue to work with those communities preparing neighbourhood plans providing advice and guidance throughout the process. This includes providing detailed comments and representations on drafts of the neighbourhood plans when requested by the Parish Councils. It is

anticipated that as the Local Plan Review progresses communities with existing neighbourhood plans will begin the process of reviewing those plans to ensure they are in conformity with the emerging Local Plan Review. The District Council will continue to work with those communities.

Alternative Options	1. None.
Consultation	<ol style="list-style-type: none"> 1. Consultation has been undertaken on the previous stages of the Local Plan Review and is currently underway on the Preferred Options document. 2. Consultation will be required on future stage of the Local Plan and specific stages of the neighbourhood plan process. 3. Consultation is required at a number of stages of the neighbourhood plan process. Burntwood neighbourhood plan has been subject to a number of rounds of publication.
Financial Implications	<ol style="list-style-type: none"> 1. Officer time will be needed to undertake future consultations on the Local Plan Review. 2. The costs of consultation will be met within approved budgets. 3. A budget has been established to support the Local Plan Review evidence base. 4. The Council received funding to fund the neighbourhood plan process.
Contribution to the Delivery of the Strategic Plan	<ol style="list-style-type: none"> 1. Supports the priority of a vibrant and prosperous economy by identifying needs and opportunities for investment 2. Supports the priority of Healthy and Safe communities by ensuring the provision of housing. 3. Supports the priority of clean, green and welcoming places to live by assisting in allocating land for affordable housing, as well as supporting the delivery of residential and commercial developments.
Equality, Diversity and Human Rights Implications	<ol style="list-style-type: none"> 1. An Equality Impact Assessment accompanies the Local Plan Review document. This will require ongoing update.
Crime & Safety Issues	1. None.
GDPR/Privacy Impact Assessment	1. A privacy impact assessment was completed for the Preferred Options document.

	Risk Description	How We Manage It	Severity of Risk (RYG)
A	The quantum of comments received means that officers do not meet the deadlines programmed.	Officers have historically managed a significant volume of responses and this should be planned for. Arrangements will be in place to ensure the efficient upload and turnaround of response.	Yellow
B	Evidence base requirements emerge that were unforeseen.	Officers will need to continue to assess the need for evidence. If this issue arises a judgement will need to be made as to whether the evidence base is needed to accompany the May consultation or whether it is	Yellow

		acceptable to have this completed for submission.	
C	Evidence base being undertaken now identifies a risk to the Plan being sound.	Officers will need to continue to monitor emerging evidence base outputs. Where the risk of soundness is identified officers will need to consider all aspects of this risk before recommending an alternative Plan.	Yellow

Background documents

[Local Plan Review Preferred Options](#)

Relevant web links

[Local Plan Review](#)

[Local Plan Review Preferred Options](#)

[Evidence Base](#)

[Neighbourhood Plans](#)

Appendix A: Minutes of Local Plan Sub-Committee meetings

Meeting of the Local Plan Sub-Committee

11th September 2019 18:00

In attendance:

Councillors: Ball, Cox (Chair), Ennis, Marshall, Warburton and Wilcox

Also Attending: Ashley Baldwin – Spatial Policy & Delivery Manager (AB) and Patrick Jervis -Principal Spatial Policy and Delivery Officer (PJ)

1. ***Apologies***

None.

2. ***Declarations of Interest***

None.

3. ***Notes of the meeting of the 17th July 2018***

Paper copies of the minutes of the meeting of the 7th August were circulated to members of the sub-committee. The minutes of the last meeting were accepted as a true record. It was noted that the minutes of the meetings held on 17th July and 7th August would be presented as part of the Local Plan Update report to Economic Growth, Environment and Development Overview and Scrutiny Committee on 18th September 2019.

4. ***Staffordshire Hotel Study***

AB presented Staffordshire Hotel Study. AB noted that the study had not been directly commissioned by Lichfield District Council, but the study was being brought to members attention as it has been prepared and includes references and recommendations for Lichfield District. AB noted that it was not necessary for the District Council to follow any recommendations, rather that the document represented a piece of evidence which could inform decisions within the Local Plan.

Councillor Ball noted that the study included reference to the Land at Birmingham Road site within Lichfield City as a potential location for new hotel accommodation. Councillor Ball expressed disagreement with this and questioned whether such a recommendation would fit within the site or meet with the authorities priorities to the site.

Members discussed the document and noted that the study found budget hotel performance to be strong within the District and specifically Lichfield City. Members asked if it was still the case that there was an undersupply of hotel accommodation within the District. Officers confirmed that this was still the case according to the study.

Members noted the Staffordshire hotel study as per the recommendation.

5. ***Green Belt Review method statement 2019***

PJ presented the Green Belt Review method statement 2019 and explained that this was the document which had been subject to public consultation. PJ explained that it was a requirement of the Local Plan Review to be accompanied by a range of evidence, including a comprehensive Green Belt Review. It was explained that following the consultation the methodology would be amended where appropriate before the final assessments were undertaken. PJ explained that the completed Green Belt Review document would be presented to the committee in due course.

Members discussed the document and noted that the document provided a clear approach to undertaking the assessments and provides a comprehensive evidence base. Members noted the approach to appoint Arup as a critical friend on the document and considered this to be prudent.

Members noted the Green Belt Review method statement as per the recommendation. It was agreed that the final report would be presented to the subcommittee ahead of public consultation in November.

6. ***Strategic Housing Land Availability Assessment 2019***

PJ presented the Strategic Housing Land Availability Assessment 2019. This has been prepared to update the document produced in 2018. The purpose of the document is to provide a snapshot of land which is known to be, or has the potential to be made available for residential development within the District. Members noted that inclusion of a site within this assessment does not indicate that it will be allocated within the Local Plan or successfully obtain permission for development.

Members discussed the document and noted that there were a small number of typographical errors and inconsistencies within the site assessments. PJ noted these and explained that these would be corrected prior to final publication.

Members agreed to the publication of the Strategic Housing Land Availability Assessment 2019 subject to the minor changes to correct errors which had been discussed.

7. ***AOB***

AB asked members to being to give consideration to the approach to consultation for the forthcoming local plan review document. Members noted the work which had been undertaken in relation to the documents presented and thanked the team for their work.

8. ***Date of next meeting***

AB to provide selection of dates for next meeting.

The meeting ended at 19:25

Meeting of the Local Plan Sub-Committee

14th October 2019 19:00

In attendance:

Councillors: Cox (Chair), Ennis and Warburton

Also Attending: Ashley Baldwin – Spatial Policy & Delivery Manager (AB) and Helena Horton - Spatial Policy and Delivery Officer (HH)

1. ***Apologies***

Councillors Ball, Marshall and Sonia Wilcox

2. ***Declarations of Interest***

None.

3. ***Notes of the meeting of the 11th September 2019***

Paper copies of the minutes of the meeting of the 11th September were circulated to members of the sub-committee. The minutes of the last meeting were accepted as a true record.

4. ***Landscape Character Assessment***

The landscape character assessment was moved up the agenda to item 4. AB presented this report. The purpose of the report is to update the Council's landscape evidence as part of the Local Plan Review process. The report will principally be used to assist with the site selection process and policy development.

Members discussed the landscape character assessment and welcomed the report. Members noted the report contents and considered the information to be of relevance to the Development Management process. AB emphasised that it is important the policies within the Council's emerging plan contain sufficient landscape detail to support the Development Management officers.

Members agreed to the publication of the Authority Monitoring Report 2019 subject to the minor changes to correct errors which had been discussed.

5. ***Strategic Flood Risk Assessment (SFRA)***

PH presented the Strategic Flood Risk Assessment (SFRA). HH identified that this report has been prepared on a County wide basis, led by South Staffordshire Borough Council. The work has been prepared to inform the Local Plan Review and will directly feed into the site selection work and the emerging policies.

Members discussed the document and noted the outputs arising and need for more detailed SFRA work as the plan progresses. Members noted the importance of the work in informing the Local Plan. In addition Members discussed the previous Plan and contentious nature of some sites within the District which had a significant amount of time spent working through flood related matters.

Members agreed to the publication of the SFRA Level 1.

6. ***Housing and Economic Development Needs Assessment (HEDNA)***

HH presented the Housing and Economic Development Needs Assessment (HEDNA). The HEDNA has been prepared jointly with Tamworth Borough Council, with Lichfield District Council being the commissioning Authority. Members expressed some concern over the joint commission and queried whether this would impact the results. However officers explained that it is beneficial to work across administrative areas when undertaking housing needs work.

Members discussed the document and noted the outputs from a housing and employment perspective. Members also noted that the report would need to be updated to reflect the change in Plan period.

Members agreed to the publication of the HEDNA.

7. **AOB**
None.
8. ***Date of next meeting***
05.11.19.

The meeting ended at 19:55

Meeting of the Local Plan Sub-Committee

5th November 2019 18:00

In attendance:

Councillors: Ball, Cox (Chair), Ennis, Marshall and Wilcox

Also Attending: Ashley Baldwin – Spatial Policy & Delivery Manager (AB), Patrick Jervis – Principal Spatial Policy & Delivery Officer (PJ) and Maxine Turley - Spatial Policy and Delivery Officer (MT)

1. ***Apologies***

Councillor Warburton

2. ***Declarations of Interest***

None.

3. ***Notes of the meeting of the 14th October 2019***

Copies of the minutes of the meeting of the 14th October were circulated to members of the sub-committee. Cllr Cox noted that the attendance and apologies were incorrect. PJ noted that these would be corrected. The minutes of the last meeting were accepted as a true record.

4. ***Ecology Assessment stage 1***

MT presented the report on the stage 1 Ecology Assessment. MT noted that the evidence was prepared as a 'snapshot' at the present time and that things could and would change over the course of time. There was discussion relating to the document and members noted that the document was comprehensive and clearly written document.

Members agreed to the publication of the Ecology Assessment stage 1 as part of the evidence base supporting the local plan.

5. ***Habitat Regulations Assessment and Sustainability Appraisal***

AB presented the report on the Habitat Regulations Assessment (HRA) and Sustainability Appraisal (SA). AB noted that both the HRA and SA are legally required documents and support the emerging local plan.

Members discussed the documents and felt they were informative and useful elements of the evidence base. There was some discussion of the objectives noted within the SA. AB explained that these were objectives of the SA rather than those of the Council.

Members agreed to the publication of the HRA and SA.

6. ***Green Belt Review 2019***

PJ presented the report on the Green Belt Review 2019. PJ noted that the Green Belt Review Methodology had previously been presented to the committee and this document represents the outputs from that study.

Members discussed the document and noted the outputs from a housing and employment perspective. Members also noted that the report would need to be updated to reflect the change in Plan period.

Members agreed to the publication of the Green Belt Review as part of the evidence base supporting the local plan.

7. ***Site Selection Paper 2019***

AB presented the report on the Site Selection Paper 2019. It was noted that the Site Selection Methodology had previously been subject to presentation and agreement by committee.

Members agreed to the publication of the Site Selection Paper 2019 as part of the evidence base supporting the local plan.

8. ***AOB***
None.

9. ***Date of next meeting***
18.11.19.

The meeting ended at 19:35

Meeting of the Local Plan Sub-Committee

18th November 2019 18:00

In attendance:

Councillors: Cox (Chair), Ball, Ennis, Marshall, Warburton and S, Wilcox

Also Attending: Ashley Baldwin – Spatial Policy & Delivery Manager (AB) and Helena Horton - Spatial Policy and Delivery Officer (HH), Patrick Jervis – Principal Spatial Policy and Delivery Officer (PJ), Maxine Turley - Spatial Policy and Delivery Officer (MT)

1. ***Apologies***

None.

2. ***Declarations of Interest***

None.

3. ***Notes of the meeting of the 5th November 2019***

Paper copies of the minutes of the meeting of the 5th November 2019 were circulated to members of the sub-committee. The minutes of the last meeting were accepted as a true record.

4. **Viability study stage 1**

HH presented the Viability study stage 1. The District Council has commissioned a viability study to support the new Local Plan and review the Community Infrastructure Levy charging schedule for the district. The purpose of the study is to assess the viability impacts of the proposed emerging planning policies and site allocations to ensure that the Local Plan as a whole is viable and deliverable. The Stage 1 note includes a baseline review of national viability policy, local plan documents and relevant supporting studies forming the local plan review.

Members discussed the viability study and welcomed the report. Members had a number of questions relating to the document. Cllr Marshall was concerned that the sustainable building requirements should not be overlooked and should feature in viability considerations. Cllr Ball was concerned that references and viability requirements relating to social housing were correctly articulated in particular the difference between affordable rent and social housing.

AB reminded members that the document was the first part of the viability work that will be completed as part of the development of the evidence base that supports the Local Plan Review. Member concerns would be passed on to the consultants.

Members agreed to the publication of the Viability study stage 1.

5. **Gypsy and Traveller Accommodation Assessment**

The Gypsy and Traveller Accommodation Assessment (GTAA) has been developed as part of the evidence to support the review of the Lichfield District Local Plan. The report was a joint commission with North Warwickshire Borough Council and Tamworth Borough Council. The GTAA identifies a total need arising to 2019 – 2040 amounts to 13 pitches.

Members confirmed that whilst North Warwickshire were not processing to publish the report it was important to provide certainty in relation to how LDC will address required provision. AB confirmed that the emerging Local Plan Review offered further support for delivery including the mechanism for LDC to take a role in delivery if required.

Members agreed to the publication of the Gypsy and Traveller Accommodation Assessment.

6. **Urban Capacity Assessment**

PJ presented the Urban Capacity Assessment (UCA). The UCA is an updated to the 2016 document which assesses the potential of the urban areas of Lichfield District to contribute toward housing growth

requirements that will be set within the local plan. The document is based on and builds on information within the Strategic Land Availability Assessment SHLAA.

Members discussed the document and noting that flood information sits within the SHLAA and therefore is not repeated within the UCA.

Members agreed to the publication of the Urban Capacity Assessment.
Members agreed to consider the Brownfield Land Register via e mail.

7. **Playing Pitch Assessment Stage 1**

MT presented the Playing Pitch Assessment Stage 1 (PPS). The draft Summer Assessment Report October 2019 is an emerging piece of evidence that will form part of the completed Playing Pitch Strategy. The final Playing Pitch Strategy will also include winter sports (football, hockey and rugby union).

The document in its current version could be subject to change as further information becomes available from the relevant National Governing Bodies and Sport England, which will sign off the project when it is complete, as well as through consultation with sports clubs.

Members were asked to chase outstanding responses from clubs located in their areas. Cllr Warburton asked if provision at Streethay would be considered, MT confirmed it would. Members also noted that the report would need to be updated to reflect the change in Plan period. Members also agreed that the Appendix A should only appear as a link (the profiles were seen as outdated and could cause offence).

Members agreed to the publication of the Playing Pitch Assessment Stage 1.

7. **AOB**

Cllrs thanked AB and MT for their work and wished them well in their new roles.

8. ***Date of next meeting***

None.

The meeting ended at 19:30

Community Infrastructure Levy and Section 106 update

Report of the Cabinet Member for Investment, Economic Growth & Tourism

Councillor I. Eadie



Date: 21 January 2020

Contact Officer: Craig Jordan

Tel Number: 01543 308202

Email: Craig.jordan@lichfielddc.gov.uk

Local Ward Members
All Members

**Economic Growth,
Environment and
Development (Overview
and Scrutiny)
Committee**

1. Executive Summary

- 1.1 The report provides an update in terms of the administration and progress of the Community Infrastructure Levy (CIL) within Lichfield District and the use of developer contributions to provide for key infrastructure, in particular affordable housing.
- 1.2 The report provides a summary of the proportions of CIL provided to date to Parish Council's in line with CIL regulations and also the CIL allocations made to deliver infrastructure by the District Council.
- 1.3 Affordable housing is a key matter of concern for the Council and the report details how developer contributions play a role in delivering such housing to meet needs.

2. Recommendations

- 2.1 That the Committee notes the CIL and S106 governance and administration arrangements in place.
- 2.2 That the Committee notes the need for a future review of the Regulation 123 list to bring the District Council in line with regulatory updates.
- 2.3 That the Committee notes the affordable homes that have been delivered, predominantly through s106 agreements in the last three financial years.

3. Background

Community Infrastructure Levy (CIL) update:

- 3.1 CIL is a planning charge on development, introduced by the Planning Act 2008 as a tool for local authorities in England and Wales to help deliver infrastructure to support the development of their areas. It should be noted that moneys collected via CIL or CIL receipts are just one form of support for delivering infrastructure alongside other forms such as planning obligations obtained through section 106 agreements which can be both financial contributions and physical on-site infrastructure.
- 3.2 On the 19th April 2016 following formal public consultation and an examination in public, the District Council adopted a [CIL Charging Schedule](#) enabling it to apply charges to qualifying development for the purposes of delivering key infrastructure. Approval was also given to commence charging CIL from the 13th June 2016.

- 3.3 CIL Regulation 123 is the requirement for a published list of infrastructure projects or types of infrastructure that the Charging Authority (District Council) intends will be, or may be, wholly or partly funded by CIL. The District Council adopted a [Regulation 123 list](#) on the 19th April 2016 with further amendments being adopted on the 22nd February 2017.
- 3.4 To facilitate the appropriate allocation of CIL funds to those infrastructure requirements identified on the [Regulation 123](#) list a suitable governance structure and procedural arrangements to be put in place.
- 3.5 The CIL administration process is overseen by two groups, the Strategic Infrastructure Group, (SIG) which is officer led and the Joint Officer Members Group (JMOG), which is attended by both members and officers. JMG makes recommendations to Cabinet on the allocation of CIL monies (and in some instances S106) informed by advice and guidance from SIG.
- 3.6 CIL receipts levied by the District Council are distributed from a single centralised port held by the Council. They are allocated/distributed having regard to four specific areas of consideration:
- Special Areas of Conservation;
 - Parish Council Meaningful Proportion;
 - Administration fees; and
 - Strategic Infrastructure.
- 3.7 The adopted [Lichfield District Local Plan Strategy](#) sets out a local spatial policy framework to ensure that both the Cannock Chase and River Mease Special Areas of Conservation (SAC) are protected from the implications of planned development in the area, with mitigation secured in order to meet the requirements of European legislation. The Council meet this requirement through allocating CIL monies.
- 3.8 As a statutory requirement, under CIL Regulation 59, the District Council must make provision for passing a ‘meaningful proportion’ of CIL receipts to communities in areas where development comes forward which in the case of Lichfield District Council means the Parishes. The CIL Regulations require Charging Authorities to transfer a ‘meaningful proportion’ of CIL receipts generated in these areas directly to the Parish Councils on a biannual basis. The level of this ‘meaningful proportion’ is dependent upon whether a neighbourhood plan is in place. For Parishes where no neighbourhood plan is in place or is still emerging, 15% of CIL (capped per new dwelling as per the CIL Regulations) will be passed to the Parish Council where the development has taken place and must be spent on local priorities as outlined in CIL Regulation 59C (xi). Where a Parish has an adopted neighbourhood plan in place, 25% of CIL (uncapped) will be passed to the Parish Council. Table 1 illustrates the total amount of funding transferred to Parishes as of October 2019.

Table 1: Meaningful proportion of CIL transferred to Parish Councils

Parish	Apr-18	Oct-18	Apr-19	Oct-19	Total amount allocated
Alrewas	0.00	0	0	729.96	729.96
Armitage with Handsacre	170.29	641.92	822.56	1,860.61	3,495.38
Burntwood	7,545.93	3,685.68	3,477.08	208.40	14,917.09
Clifton Campville	0.00	0	0	0	0.00
Colton	2,071.25	0	0	0	2,071.25
Curborough, Elmhurst, Farewell & Chorley	767.66	0	0	0	767.66
Drayton Bassett	0.00	0	0	1,583.01	1,583.01
Edingale	0.00	0	0	0	0.00
Elford	0.00	0	0	0	0.00

Parish	Apr-18	Oct-18	Apr-19	Oct-19	Total amount allocated
Fazeley	787.50	0	1,038.71		1,826.21
Fradley & Streethay	0.00	0	645.27	0	645.27
Hammerwich	3,242.25	0	0	0	3,242.25
Hamstall Ridware	0.00	0	0	0	0.00
Harlaston	0.00	0	0	4,670.17	4,670.17
Hints and Canwell	0.00	0	0	0	0.00
Kings Bromley	2,543.39	3,331.96	0	89.41	5,964.76
Lichfield	29,666.18	0	7,630.07	15,028.10	52,324.35
Longdon	0.00	0	0	594.15	594.15
Mavesyn Ridware	0.00	0	4,243.58	4,243.58	8,487.16
Shenstone	1,062.60	0	0	878.76	1,941.36
Swinfen & Packington	1,037.77	0	410.55	0	1,448.32
Wall	0.00	0	0	0	0.00
Weeford	0.00	0	0	0	0.00
Whittington & Fisherwick	0.00	3,019.63	0	0	3,019.63
Wigginton & Hopwas	0.00	0	0	0	0.00
TOTAL	48,894.82	10,679.20	18,267.82	29,886.15	107,727.99

- 3.9 In line with the CIL Regulations, the Council uses 5% of total CIL receipts to finance the expense of administering the CIL process.
- 3.10 CIL receipts remaining after administration, SAC payments and the meaningful proportion are paid go into a centralised pot for the purpose of supporting the delivery of strategic improvements on a district wide basis. The allocation of funding is governed by Council-approved CIL guidance and procedures and intended principally to support infrastructure requirements identified through the Local Plan.
- 3.11 In accordance with the aforementioned guidance, the Council invited in late 2018 organisations to bid for £300,000 of the Strategic CIL funding. This was the first substantial tranche of monies available under CIL following their receipt. The Council duly received 22 applications for funding from a range of statutory and non-statutory infrastructure providers. The applications were spread across a broad range of infrastructure needs and included a varied level of funding requests. All of the applications were initially assessed against criteria set out within the Allocating and Spending CIL: Additional Guidance.
- 3.12 In March 2019 Cabinet approved the allocation to £300,000 of CIL monies to the following projects.

Table 2: Recommended Strategic CIL Allocations

Project	Funding request	Recommended funding action	Specific grant agreement condition
Back the Track	£35,000	No allocation	No Comment
Lichfield St Johns Community Link	£35,000	£35,000	Planning Permission is secured before allocation of any CIL Funds.
Staffordshire Countryside Explorer	£44,000.00	£44,000	CIL funding to only be allocated if project secures the level of match funding identified within the application.

Project	Funding request	Recommended funding action	Specific grant agreement condition
Westgate Practice Refurbishment	£185,619.00	£120,000	To be allocated to the delivery of 'Phase Three' identified within Section 6 of the submitted application (improvements to increase clinical provision).
King Edward VI School	£1,801,850	£101,000	CIL funding to be allocated to a project element which will be delivered in the early stages of the project.

- 3.13 The Strategic CIL pot currently available for allocation currently stands at approximately £339,506.71.
- 3.14 To ensure Lichfield District grows in a sustainable manner it is necessary for the significant majority of CIL income to be directed to supporting the delivery of strategic infrastructure priorities. Over recent months the SIG has been giving consideration to a range of amendments to the currently adopted allocations process following experiences of and feedback on the first round of allocation of CIL receipts to ensure this objective is met.
- 3.15 A key consideration for the District Council going forward is the proposed requirement for charging authorities to replace their Regulation 123 Lists with Infrastructure Funding Statements. These statements will explain how the spending of any forecasted income from both CIL and section 106 planning obligations over a five year period will be prioritised including monitoring funds received. The requirement for and detail of the Statements were included in Regulation 121A of the CIL Regulations 2010 (as amended). The District Council is required to develop an Infrastructure Funding Statement by no later than 31st December 2020.

Affordable housing and section 106

- 3.15 S106 or 'developer contributions' are planning obligations that are entered into to mitigate the impacts of a development proposal under section 106 of the Town and Country Planning Act 1990. A key area is affordable housing but an s106 agreement can cover other uses too including delivery of open space and play facilities for example. The Council's policy on the delivery of affordable housing is set out in Policy H2 of the [Local Plan Strategy](#), which states that in Lichfield City and Burntwood, affordable housing is required on housing developments for 15 or more dwellings or sites of 0.5 ha or more in size. Outside these two main urban areas, affordable housing will be required on housing developments in line with nationally set thresholds. On such sites Policy H2 requires up to 40% of the homes to be affordable with the current viable target being calculated and set out each year within the [authority monitoring report](#) (AMR). For information the [AMR 2019](#) sets the current viable level of affordable housing at 37%. It is important to note that affordable housing contributions can only be sought on those sites which are in line with the thresholds set by national standards and local plan policy.
- 3.16 Policy H2 states that affordable housing may be in the form of social rent, affordable rent, intermediate or a mix of tenures. The Council normally requires at least 65% of the affordable housing on a site to be social rented managed by one of our approved Registered Providers (RPs)¹, commonly referred to as housing associations. The exact percentages will be agreed on a scheme by scheme basis during the determination of the planning application and the Council's housing and wellbeing strategy

¹ Registered Providers are housing associations that are registered with Homes England. A council policy was introduced in 2018 to ensure that all RP's that benefit from affordable housing negotiated through s106 agreements are approved by the Housing and Wellbeing Strategy team. See <https://www.lichfielddc.gov.uk/downloads/file/142/affordable-housing-approved-registered-providers>.

team will examine available evidence on local housing needs to help determine these. On occasions where an applicant is not willing or unable to provide the percentage of affordable housing required in accordance with our policy, the economic viability of the scheme will be independently tested by the District Valuer.

- 3.17 The majority of new affordable housing in the district is delivered through these s106 negotiations. To complement this, the housing and wellbeing strategy team work with several approved RP's to try and deliver other affordable homes through land led schemes or through regeneration of RP's existing housing stock.
- 3.18 The tables below show the number and tenure of affordable housing completed and occupied by ward in the three years 2016-17 to 2018-19². In total 398 dwellings were built and occupied of which 58% was delivered via developer contributions secured by s106 agreements and 42% was delivered directly by RP's using their internal own funds and affordable homes funding from Homes England. The majority of none-s106 sites were developed in 2018-19 by Orbit, Bromford and Waterloo (Platform) housing associations³.

Table 3: Affordable homes delivered 2016-2017

2016-17 Ward	Total Number of Units	Affordable Rent	Social Rent	Shared Ownership	Discount Market Sale
Armitage with Handsacre	27	2	-	3	22
Summerfield & All Saints ⁴	1*	-	1*	-	-
Total	28	2	1	3	22

Table 4: Affordable homes delivered 2017-2018

2017-18 Ward	Total Number of Units	Affordable Rent	Social Rent	Shared Ownership	Discount Market Sale
Armitage with Handsacre	48*	29*	-	17*	2
Alrewas and Fradley	32	-	27	5	-
Chasetown	24	16	-	8	-
Whittington and Streethay	21	-	21	-	-
Colton and the Ridwares	10	-	6	4	-
Total	135	45	54	34	2

Table 5: Affordable homes delivered 2018-2019

2018-19 Ward	Total Number of Units	Affordable Rent	Social Rent	Shared Ownership	Discount Market Sale
Whittington and Streethay	67	-	45	22	-
Alrewas and Fradley	21	-	5*	16	-
Bourne Vale	21*	13*	-	8*	-
Chasetown	27	12	5	10	-
Armitage with Handsacre	16*	5*	11*	-	-

² Members should note that for the purposes of local plan monitoring 'completions' of affordable houses are defined differently to those recorded by housing strategy. The [authority monitoring report](#) (AMR) includes homes being completed before they are made available by registered providers for occupation as such the numbers recorded within the AMR differ to those reported in this report.

³ The Orbit sites were Wheelhouse road, Armitage with Handsacre and the site off Eastern Avenue in Lichfield. Bromford's was the regeneration of Levett road near Packington and Waterloo's was the Greenough road apartments near Morrison's in Lichfield.

⁴ This was one empty property acquired by an RP following a Compulsory Purchase Order (CPO) by the council.

Curborough	44*	19*	-	25*	-
Leomansley	39*	39*	-	-	-
Total	235	88	66	81	0

* Registered Providers own land led schemes not delivered through developer contributions secured through s106 negotiations.

- 3.19 In addition to those affordable homes which have been delivered over the past three years a significant number of affordable homes have gained planning permission and likely to come through to delivery in the coming years. The most recent authority monitoring report (AMR) details that are a further 213 affordable dwellings to be constructed in the next five years. Since the base date of the a further affordable homes have been permitted for example including 176 as part of the Deans Slade Farm development, 95 at Mount Road and 70 at Brownfield Road. Taking the total submitted supply to in excess of 600 affordable homes awaiting construction. Full detail of further completions and supply will be set out within the next update to the AMR which will be produced after the completion of the current financial year. It is anticipated that this will mean an increase in the number of affordable homes delivered as those developments gaining planning permission in the last year will begin to come on stream.
- 3.20 Our policy states that affordable housing should be provided on site and only in very exceptional circumstances will contributions in lieu, that are broadly equivalent in value to on-site provision, be acceptable. The method and formulae for calculating commuted sums is set out in the [Developer Contributions Supplementary Planning Document](#). The table below shows the amount of commuted sums received from 2014 onwards.

Table 6: Commuted sums received in lieu of on-site affordable housing provision

Commuted sums received by ward and development	Date Received	Amount
Fazeley (ward) - Laurel House (development)	2014	£400,000
Bourne Vale (ward) - Derry Farm, Shenstone (development)	2019	£190,000
Stowe (ward) - Former What Store (development)	2019	£94,000

- 3.21 These commuted sums are held in reserves and are being used to acquire council properties for the Housing First initiative to rehouse people sleeping rough, or are homeless and have multiple and complex needs as approved by [Cabinet on 12th March 2019](#).
- 3.22 The affordable housing policy contained within the adopted local plan will be reviewed, along with all policies, as part of the ongoing Local Plan Review. The [Preferred Options](#) document, which is currently being consulted upon, includes emerging policy recommendations in respect of affordable housing. Supporting this policy recommendation is a range of evidence including the '[Housing and economic development needs assessment 2019](#)' which considered overall housing needs and in particular affordable housing needs within the District. The evidence demonstrates that the Council is justified in seeking as higher level of affordable housing as is viable from qualifying sites. As is set out within the Local Plan update report which has been presented to this committee, further evidence is being collected to support the local plan review process, this will include further viability evidence which will help the Council to understand what the viable level of affordable housing could be within the new local plan.

Alternative Options	1. None.
Consultation	<ol style="list-style-type: none"> 1. Local Plan and community infrastructure levy documents have been subject to consultation throughout their preparation. 2. Consultation on future stages of local plan and future review of community infrastructure levy will be required. 3. Consultation has been completed with both SIG and JMOG in line with the CIL Administration and Governance arrangements.
Financial Implications	<ol style="list-style-type: none"> 1. Officer time will be needed to transfer funding to projects and monitor project delivery. 2. Funding allocations will support the delivery of projects which have secured other external funding, maximise the financial investment in infrastructure within the district.
Contribution to the Delivery of the Strategic Plan	<ol style="list-style-type: none"> 1. Supports the priority of a vibrant and prosperous economy by identifying needs and opportunities for investment 2. Supports the priority of Healthy and Safe communities by ensuring the provision of housing. 3. Supports the priority of clean, green and welcoming places to live by assisting in allocating land for affordable housing, as well as supporting the delivery of residential and commercial developments.
Equality, Diversity and Human Rights Implications	<ol style="list-style-type: none"> 1. An Equality Impact Assessment accompanies the local plan documents document. This will require ongoing update.
Crime & Safety Issues	1. None.
GDPR/Privacy Impact Assessment	1. None.

	Risk Description	How We Manage It	Severity of Risk (RYG)
A	Slow or none delivery by projects following allocation.	Grant agreements will included a clawback mechanism in the event of deemed slow progress or non-delivery. Progress with be monitored and managed by Spatial Policy and Delivery and reported to both SIG and JMOG.	Yellow
B	Allocated funding supporting investment in elements which are outside the scope of the submitted application.	Through the Grant Agreements funding will be released against individual milestones across the delivery timeline of the approved project.	Yellow

Background documents

[Local Plan Strategy](#) & [Local Plan Allocations](#)

[Community Infrastructure Levy Charging Schedule](#)

[Regulation 123 List](#)

Relevant web links

[Local Plan Strategy](#)

[Planning obligations \(including Section 106 and CIL\)](#)

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