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Our ref: DT/CL
Your ref:

Date: 22 January 2014

Dear Councillor,

Environmental and Development Services Committee

A Meeting of the **Environmental and Development Services Committee** will be held in the **Council Chamber**, on **Thursday, 30 January 2014** at **18:00**. You are requested to attend.

Yours faithfully,

Chief Executive

To:- **Conservative Group**

Councillor Watson (Chairman), Councillor Roberts (Vice-Chairman) and Councillors Mrs. Brown, Ford, Mrs. Hall, Mrs. Patten and Stanton.

Labour Group

Councillors Chahal, Frost, Mulgrew, Stuart, Taylor and Tilley.



AGENDA

Open to Public and Press

- 1 Apologies.
- 2 To receive the Open Minutes of the Meeting held on 21st November 2013.
- 3 To note any declarations of interest arising from any items on the Agenda
- 4 To receive any questions by members of the public pursuant to Council Procedure Rule No.10.
- 5 To receive any questions by Members of the Council pursuant to Council procedure Rule No. 11.
- 6 Reports of Overview and Scrutiny Committee
- 7 Derby and Derbyshire Joint Committee for Economic Prosperity. **5 - 20**
- 8 Tourism Update. **21 - 35**
- 9 Draft Local Plan Consultation Responses. **36 - 41**
- 10 Work Programme. **42 - 43**

Exclusion of the Public and Press:

- 11 The Chairman may therefore move:-
That in accordance with Section 100 (A) of the Local Government Act 1972 the press and public be excluded from the remainder of the Meeting as it is likely, in view of the nature of the business to be transacted or the nature of the proceedings, that there would be disclosed exempt information as defined in the paragraph of Part I of the Schedule 12A of the Act indicated in the header to each report on the Agenda.
- 12 To receive any Exempt questions by Members of the Council pursuant to Council procedure Rule No. 11.

- 13 To receive the Exempt Minutes of the Meeting held on 21st November 2013.
- 14 Land Charges Review - Consultation and Final Proposals.



REPORT TO:	Environmental & Development Services	AGENDA ITEM: 7
DATE OF MEETING:	30 January 2014	CATEGORY: DELEGATED
REPORT FROM:	Chief Executive	OPEN
MEMBERS' CONTACT POINT:	Mike Roylance, 01283 595725 mike.roylance@south-derbys.gov.uk	DOC:
SUBJECT:	DERBY & DERBYSHIRE JOINT COMMITTEE FOR ECONOMIC PROSPERITY	REF:
WARD(S) AFFECTED:	All	TERMS OF REFERENCE: EDS03, EDS10, EDS11

1.0 Recommendations

1.1 It is recommended that the Committee:

- Supports the establishment of a Joint Committee for Economic Prosperity in accordance with the draft terms of reference, working arrangements and rules of procedure set out in the Annexes to this report subject to the Council's representatives agreeing to any subsequent amendments that might arise.
- That the Leader of the Council is appointed as the District Council's representative on the Joint Committee with the Deputy Leader appointed as the substitute representative.

2.0 Purpose of Report

2.1 To report on discussions held between Derbyshire County Council, Derby City Council and the eight District and Borough Councils in Derbyshire regarding the establishment of a Joint Committee to deliver economic growth and prosperity across the geographical county of Derbyshire.

2.2 To seek approval to support the establishment of the Joint Committee and to appoint the District Council's representative and substitute representative.

3.0 Detail

3.1 In September of this year the Leaders of the County Council, Derby City Council and the eight District and Borough Councils in Derbyshire gave their approval in principle to establish a Joint Committee to conduct a Governance Review to determine whether the existing governance arrangements for economic development, regeneration and transport in the area are effective or whether the area would benefit from changes, including the establishment of a new Economic Prosperity Board (EPB) covering the whole of Derby and Derbyshire.

- 3.2 In anticipation that the Governance Review will recommend an EPB, it is intended that the Joint Committee will, in effect, act as a shadow EPB and pursue an economic regeneration strategy which reflects the needs of a diverse area by carrying out the following activities whilst an EPB is being established:
- a. To act as the local public sector decision making body for strategic economic development at the D2 level (Derbyshire and Derby City).
 - b. To develop and subsequently monitor investment plans utilising Government and European Union (EU) funds for Derby and Derbyshire.
 - c. To be the accountable body for decision making on Single Local Growth Funding and EU funding streams allocated to the Committee by the D2N2 Local Enterprise Partnership (LEP).
 - d. To own, monitor and review the Derby and Derbyshire Growth Plans and associated investment plans.
 - e. To maintain an ongoing dialogue with the Derby and Derbyshire business community through the relevant Economic Advisory Boards (i.e. the Derbyshire Economic Partnership and the Derby Renaissance Board).
 - f. To oversee the planning, alignment and performance of delivery partners and organisations in order to achieve more effective and efficient commissioning and ultimately better outcomes.
 - g. To hold to account relevant bodies whose work impacts on the economic well-being of Derby and Derbyshire.
 - h. To ensure a smooth transition of activities and functions from the Joint Committee to the EPB.
- 3.3 Draft governance arrangements for the Joint Committee were considered by the Derby and Derbyshire Chief Executives at their meeting on 4 October and an Officer Working Group is being established with representatives from each authority to undertake the Governance Review and workstreams to carry out the activities referred to above.
- 3.4 The Draft Terms of Reference, Arrangements and Rules of Procedure for the Joint Committee are as Annexes to this report, together with a proposed timeline leading to the establishment of an EPB for the whole area by April 2015. These were approved by Derbyshire County Council at its Cabinet meeting held on 12 November subject to the agreement of all of the authorities concerned. The Leader of the County Council has been authorised by the Cabinet to agree to any subsequent changes to the documents that might arise through gaining support of other Councils.
- 3.5 Operationally, it is proposed that the County Council should act as host Authority for the Joint Committee and provide the necessary officer support for the administration of the Committee and the Working Group. Individual Authority representatives on the Officer Working Group will take responsibility for leading on each of the areas of activity of the Joint Committee and a draft workplan and timetable is attached as an Annex.

4.0 Financial Implications

- 4.1 The administration costs of the Joint Committee will be met by the County Council. The costs associated with delivering the areas of work identified in the workplan will be met by the Authority leading on a particular area of work unless the Joint Committee agrees to alternative arrangements. Any financial commitment of the District Council relating to a specific work area would be the subject of a separate report.

5.0 Corporate Implications

- 5.1 The Local Authorities (Arrangements for the Discharge of Functions) (England) Regulations 2000 enables the Council, in respect of functions for which it is responsible, to enter into joint arrangements with one or more other local authorities, including the establishment of a joint committee, to discharge those functions jointly.
- 5.2 The power to create Economic Prosperity Boards is contained in Part 6 of the Local Democracy, Economic Development and Construction Act 2009. The process for creating an EPB is contained in draft Statutory Guidance issued by the Department for Communities and Local Government in 2010.
- 5.3 The activities of the Joint Committee would contribute directly to the Corporate Plan's vision to 'make South Derbyshire a better place to work, live and visit' and to the theme of 'Sustainable Growth & Opportunity – strengthening South Derbyshire's economic position within a 'clean' and 'sustainable' environment'.

6.0 Community Implications

- 6.1 The activities of the Joint Committee would contribute directly to the South Derbyshire Partnership's Sustainable Community Strategy vision of 'a dynamic South Derbyshire, able to seize opportunities to develop successful communities, whilst respecting and enhancing the varied character of our fast growing district'. 'Sustainable Development' is highlighted as a key theme, with the aim of achieving 'sustainable existing and new communities that meet the population's needs and aspirations.

7.0 Conclusions

- 7.1 It is recommended that Members support the establishment of the Joint Committee and appoint the Leader of the Council as its representative on the Joint Committee with the Deputy Leader appointed as the substitute representative.

8.0 Background Papers

- 8.1 Department for Communities and Local Government: Economic Prosperity Boards and Combined Authorities – consultation on draft statutory guidance (2010)

Annex A: Proposed Joint Committee - Draft Arrangements, Terms of Reference and Rules of Procedure

Annex B: Proposed Timeline

Annex C: Working Group Tasks and Allocations (Draft) – Terms of Reference

Derby and Derbyshire Authorities Joint Committee for

Economic Prosperity

Draft Arrangements

Introduction

The Joint Committee will be a legally constituted body with powers delegated to it by its constituent member authorities in the following areas:

- Decision making on Government and EU funds available in the area, including those delegated by the D2N2 LEP
- Decision making on future delivery arrangements, including potential pooled resources, commissioning and performance / contract management
- Reviewing future governance requirements and how best these can be met in Derby and Derbyshire
- Strategic performance management of key economic growth focussed projects and initiatives. This to include transport and housing related initiatives and, potentially, welfare to work and skills programmes

The above delegated powers may change, subject to the outcome of the wider review into governance and the potential establishment of an Economic Prosperity Board.

1. Operating Arrangements

Derbyshire County Council shall act as the host authority for the Joint Committee and provide necessary officer support. D2N2 to be asked to provide core funding for D2 secretariat.

2. Membership

- 2.1 The Joint Committee shall be made up of 1 councillor from each of the 10 constituent authorities (8 District/Borough Councils, 1 City Council, 1 County Council).
- 2.2 All members of the Joint Committee may vote in proceedings of the Committee.
- 2.3 Co-opted non-voting members / observers eg. Chief Executives or nominees, Chief Executive of D2N2 LEP, Chief Executive of SCR LEP, BIS Local representative, business community representatives.

3. Casual Vacancies

- 3.1 A vacancy on the Joint Committee arises when a councillor resigns from the membership of the Joint Committee.
- 3.2 Each constituent authority will fill vacancies for their representative on the Joint Committee in accordance with the arrangements in its constitution.

4. Term of Office

- 4.1 A council representative shall be appointed annually to the Joint Committee to hold office for the following municipal year and all such appointments shall be notified to the host authority no later than 31 May in each year, subject to the proviso that he or she shall cease to be a member of the Joint Committee if he or she ceases to be a member of the appointing council (and does not on the same day again become a member of that council).
- 4.2 Where possible a council will give consideration to continuity of membership to enable the Joint Committee's expertise and skills to be developed for the effective delivery of the objectives of the Joint Committee.

5. Resignation and Removal of Councillor Members

- 5.1 A council may decide in accordance with its procedures to remove its representative from the Joint Committee at any time and upon doing so shall give written notice to the host authority of the change in its representative.
- 5.2 A council representative may resign from the Joint Committee at any time by giving notice to the appointing council who will inform the host authority.
- 5.3 In the event that any member resigns from the Joint Committee or is removed from the Joint Committee by his or her council, the council shall immediately take steps to nominate and appoint an alternative member to the Joint Committee, in accordance with the agreed arrangements.

6. Non-Attendance at Meetings

- 6.1 Where a council representative fails, throughout a period of six consecutive months from the date of his or her last attendance, to attend any meeting of the Joint Committee then the host authority shall recommend to the relevant council that due consideration be given to removing the member from the appointment to the Joint Committee and the appointment of a replacement member from that council.

7. Allowances and Expenses

Each council has the discretion to pay its representative on the Joint Committee special responsibility allowances and to reimburse reasonable expenses incurred. No allowance or expenses payments will be made by the Joint Committee to council members. Any allowances or expenses which may be made to councillor members arising out of Joint Committee membership shall be determine and borne by the appointing council for each Joint Committee member individually.

8. Conduct

All councillor members must observe the Code of Conduct of their appointing council and any related protocols as agreed by the Joint Committee.

9. Validity of Proceedings

The validity of the proceedings of the Joint Committee shall not be affected by a vacancy in the membership of the Joint Committee or a defect in appointment.

DRAFT TERMS OF REFERENCE

Derby and Derbyshire Authorities Joint Committee for Economic Prosperity

PURPOSE

To bring together the City Council, County Council and all District and Borough Councils in Derbyshire into a robust, formally constituted arrangement to deliver regeneration and economic prosperity across the whole geographical county of Derbyshire.

This falls within the broader governance structure associated with the Derby, Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership (D2N2 LEP) and is intended to lead as soon as possible to the establishment of an Economic Prosperity Board. The Joint Committee will work closely in partnership with its Nottinghamshire counterpart and with neighbouring bodies including the Greater Manchester and Sheffield City Region Combined Authorities.

The Joint Committee intends to pursue an economic regeneration strategy through a balanced approach, with economic, social and environmental sustainability at its heart. This has to reflect the needs of a diverse area, the City of Derby and its hinterland, the spheres of influence of Manchester, Sheffield and Nottingham, local communities which have lost their former economic bases and rural areas of high environmental and social value.

The Joint Committee accepts and embraces managed and sustainable economic growth as a policy instrument to help deliver jobs and growth to communities and households to provide a foundation for the long term security of the quality of life of all the people of the area.

REMIT

1. To conduct a governance review to determine whether the existing governance arrangements for economic development, regeneration and transport in the area are effective or whether the area would benefit from changes, including establishing a new Economic Prosperity Board.
2. In anticipation that the governance review will recommend the establishment of an EPB for the whole of the Derby and Derbyshire area, the Joint Committee will act as a shadow EPB and carry out the following activities whilst an EPB is being established.
 - a. To act as the local public sector decision making body for strategic economic development at the D2 level (Derbyshire and Derby City)
 - b. To develop and subsequently monitor investment plans utilising Government and EU funds for Derby and Derbyshire

- c. To be the accountable body for decision making on Single Local Growth Fund and EU funding streams allocated to the Committee by the D2N2 LEP
- d. To own, monitor and review the *emerging economic strategies* and associated investment plans
- e. To maintain an ongoing dialogue with the Derby and Derbyshire business community through the relevant Economic Advisory Boards (i.e. the Derbyshire Economic Partnership, the Derby Renaissance Board and the Derbyshire Rural and Farming Network)
- f. To oversee the planning, alignment and performance of delivery partners and organisations in order to achieve more effective and efficient commissioning and ultimately better outcomes
- g. To hold to account relevant bodies whose work impacts on the economic well-being of Derby and Derbyshire
- h. To ensure a smooth transition of activities and functions from the Joint Committee to the EPB

Derby and Derbyshire Authorities Joint Committee for

Economic Prosperity

Draft Rules of Procedure

1.0 Chair of the Joint Committee

- 1.1 The Chair and Vice-Chair of the Joint Committee will be appointed by the Joint Committee at the beginning of the municipal year. When the Chair is appointed from the County or City Councils, the Vice Chair should be appointed from the District/Borough Councils with the roles alternating between the sectors annually.
- 1.2 The Chair shall, unless s/he resigns or becomes disqualified, continue in office until his/her successor becomes entitled to act as chair in the following municipal year.
- 1.3 In the event of the resignation or disqualification of the Chair, a new Chair will be appointed at the next meeting.

2.0 Meetings of the Joint Committee

- 2.1 There shall be a minimum of six ordinary meetings of the Joint Committee held in public in each municipal year to carry out the functions of the Joint Committee. In addition, extraordinary meetings may be called from time to time.
- 2.2 An extraordinary meeting may be called by the Chair, by four members of the Joint Committee or by the Director of Legal Services of the host authority.

3.0 Quorum

A meeting of the Joint Committee cannot take place unless at least six voting members (or their nominated substitutes) are present.

4.0 Substitutes

A nominated substitute will be appointed for each council representative by their authority.

5.0 Voting

All council representatives (or their nominated substitutes) may vote in proceedings of the Joint Committee. Voting will be by show of hands and by simple majority.

6.0 Disorderly Conduct

The Chair may, in the event of a disturbance interfering with the orderly despatch of business, adjourn or suspend a meeting for such period as the Chair considers appropriate.

7.0 Work Programme

The Joint Committee will be responsible for setting its own work programme taking into account the responsibilities set out in the Terms of Reference for the Joint Committee.

8.0 Agenda Items

8.1 The agenda for a meeting of the Joint Committee shall include consideration of any item requested by a member of the Joint Committee members subject to the Director of Legal Services of the host authority receiving written notice at least 10 working days before the date of the meeting.

8.2 The Joint Committee's agenda will be issued to Joint Committee members at least 5 clear working days before the meeting (unless the Chair is satisfied that there is good reason to consider an urgent item). It will also be published on the host authority's website and by sending copies to each of the authorities and by any means the Joint Committee considers appropriate.

9.0 Notice of Meetings

9.1 Ordinary meetings will take place in accordance with a programme decided by the Joint Committee, and will start at the time decided by the Joint Committee.

9.2 Members of the Joint Committee will be given at least 5 clear working days' notice of a meeting of the Joint Committee (unless the Chair is satisfied that there is good reason to hold an urgent meeting).

10.0 Report to the Joint Committee

The publication of reports or recommendations is subject to the exclusion of any exempt or confidential information as defined in the rules on access to information in the Local Government Act 1972 (as amended).

11.0 Advisory Groups

- 11.1 Time limited advisory groups may be established from time to time by the Joint Committee to undertake specific task-based work.

- 11.2 The work undertaken by an advisory group will be scoped and defined beforehand, together with the timeframe within which the work is to be completed and the reporting time for the outcome of the work.

PROPOSED TIMELINE

In July 2013, the LEP Board and the Derbyshire Leaders gave their approval in principle to work to establish a Joint Committee and/or EPB for Derby and Derbyshire.

Indicative timescales for the establishment of the Joint Committee and EPB are shown below:

Date	Action	Responsibility
September 30 th	Derbys Leaders Meeting to discuss and approve project arrangements in principle.	
October 4 th	Chief Executives meeting to consider draft terms of reference or Joint Committee.	
October/November	Working Group meeting – agree which authorities are taking responsibility for which tasks/workstreams.	All
	Work Plan established with timetable.	Working Group
September to December	Work to finalise Joint Committee ToRs, membership, voting rights and protocols.	Working Group
September to December	Regular updates for the Leaders and Chief Executives.	Derbyshire
November 2013 date tbc	Derby and Derbyshire Strategic Leadership Forum (Project Forum)	All
November 2013	Report to each Executive (Cabinet) for approval of Joint Committee ToRs, membership and update on governance review.	All
December 2013	Working Group finalise Governance Review and business case for EPB.	Working Group
January 2014	First meeting of Joint Committee to consider Governance Review.	Derbyshire
February 2014	Report to each authority for approval of Governance Review final report and business case for an EPB. Working Group proposes operational arrangements for EPB.	All
February/March 2014	Working Group carry out consultation with partners and stakeholders on proposed EPB.	All
March/April 2014	Joint Committee considers/approves EPB scheme.	Derbyshire
March/April 2014	EPB scheme published and sent to Secretary of State.	Derbyshire

May 2014 – March 2015	Secretary of State consults relevant authorities, etc leading to statutory order being laid before Parliament for approval.	
April 2015	EPB comes into being.	

D2 Joint Committee for Economic Prosperity**Working Group Tasks and Allocations****Terms of Reference**

To provide technical and administrative support to the setting-up of the Joint Committee, its business and its transition (subject to governance review) to the Economic Prosperity Board.

Remit Item	Task	Lead Officer(s)	Reporting Requirements	Notes
1. To conduct a governance review to determine whether the existing governance arrangements for economic development, regeneration and transport in the area are effective or whether the area would benefit from changes, including establishing a new Economic Prosperity Board.	<p>Gather evidence and stakeholder views on the effectiveness of current arrangements:</p> <ul style="list-style-type: none"> a) Economic development b) Regeneration c) Transport <p>Review Government and D2N2 policy framework within which Joint Committee/EPB will operate.</p> <p>Outline options for governance and scope for coordination of strategy and activity:</p>			

	<ul style="list-style-type: none"> a) Economic development b) Regeneration c) Transport <p>Establish framework for monitoring the performance of the Joint Committee/EPB in improving economic prosperity.</p> <p>Make recommendations on detail of Joint Committee governance ie quorum, substitute membership, allowances, publication scheme, bodies to be granted 'observer' status.</p> <p>Establish support requirements for the Joint Committee/EPB.</p>			
<p>2. To establish and maintain relationships between the Joint Committee/EPB and key stakeholders.</p>	<p>Develop process 'map' for the relationship between the Joint Committee and individual authorities' roles and responsibilities for economic development.</p>			

	<p>Establish definitive picture of key stakeholders including Government departments and agencies, D2N2, SCR and other LEPs, DEP and DRB etc.</p> <p>Compile a communications plan for ongoing liaison with each.</p>			
<p>3. Develop an investment plan for the economic prosperity of Derby and Derbyshire.</p>	<p>Review resources known or likely to be available through Government agencies, D2N2, individual authorities and other sources.</p> <p>Establish, in liaison with D2N2, priorities for investment and business case requirements.</p>			

REPORT TO:	Environmental & Development Services	AGENDA ITEM: 8
DATE OF MEETING:	30 January 2014	CATEGORY: DELEGATED
REPORT FROM:	Chief Executive	OPEN
MEMBERS' CONTACT POINT:	Mike Roylance, 01283 595725 mike.roylance@south-derbys.gov.uk	DOC:
SUBJECT:	TOURISM UPDATE	REF:
WARD(S) AFFECTED:	All	TERMS OF REFERENCE: EDS03, EDS10 & EDS11

1.0 Recommendations

1.1 It is recommended that the Committee:

- Welcome the emergence of The National Forest as a visitor destination in its own right, reflecting the rapid development of the tourism sector throughout South Derbyshire in recent years.
- Endorse proposals for the funding of the Visit Peak District & Derbyshire Destination Management Organisation for the current year and next year, including the refocusing of activity on to the National Forest & Beyond together with business support activities.

2.0 Purpose of Report

2.1 To provide an overview of the development of the visitor economy in South Derbyshire, including reporting on proposed changes to the relationship with the Visit Peak District & Derbyshire Destination Management Organisation (DMO) including associated financial implications in 2013/14 and 2014/15.

3.0 Detail

Visit England

3.1 Visit England is the national tourist board for England, responsible for marketing England to domestic and established overseas markets and for improving England's tourism product. As a result of the work of the National Forest Company and the District Council over the last year, The National Forest is now featured as a visitor destination in Visit England's promotional activities. The joint activity has led to features on the area in the national media and inclusion in Visit England's seasonal tourism campaigns. This has the potential to further raise the profile of the area amongst both domestic and international visitors.

D2N2 Local Enterprise Partnership

- 3.2 The D2N2 Local Enterprise Partnership covering Derby, Derbyshire, Nottingham and Nottinghamshire has now published its Strategy for Growth 2013-2023. The vision is of: 'A more prosperous, better connected, and increasingly resilient and competitive economy'. The Strategy aims to support business through a focus on business skills, innovation, finance and infrastructure. It also targets six priority sectors, one of which is the visitor economy, that D2N2 believes are already strong or have the capacity to grow.
- 3.3 D2N2 is currently undertaking a visitor economy review and investment assessment, which will provide an evidence base for future policy and investment. It is notable that the draft D2N2 Tourism Impact Study for Derbyshire (November 2013) states that, "The area is made up of a number of distinct destinations: Derby City; the Peak District National Park; the rest of Derbyshire; and The National Forest".
- 3.4 Publication of a Derbyshire economic strategy statement and a Derbyshire destination management plan are awaited.

Visit Peak District & Derbyshire

- 3.5 The Visit Peak District & Derbyshire Destination Management Organisation (DMO) is the legacy body, previously supported by the regional development agency along with local partners to promote tourism in Derbyshire. The DMO has responded to the loss of regional funding by seeking to increase its private sector income from advertising and membership fees, aided in the interim by increased local authority contributions.
- 3.6 In 2013/14, the DMO has continued to develop its electronic marketing through its website and smartphone app, alongside its visitor guide and other printed publications. It has also actively sought to raise awareness of the area through social media and promotional activities with television programmes, newspapers and magazines. A copy of the Service Level Agreement with Visit Peak District & Derbyshire for 2013/14 can be found at Annex A.
- 3.7 In recent years, the decline in funding and thus staffing has led the DMO to move away from business support and focus predominantly on marketing as public support programmes have expired. There has also been a growing move away from the Derbyshire County administrative boundary towards a more natural visitor destination of the Peak District National Park and surrounding areas, encompassing local authorities outside Derbyshire such as Sheffield, Cheshire and Kirklees.
- 3.8 The combination of these two developments has arguably reduced the value of the organisation's services to the tourism sector in South Derbyshire. As such, it is proposed that the District Council will not take up membership of Visit Peak District & Derbyshire in 2014/15, with the released funds being used for business support and tourism activities linked to the National Forest & Beyond.

National Forest & Beyond

- 3.9 The District Council continues to actively participate in the successful National Forest & Beyond Partnership. Working in collaboration with the National Forest Company and neighbouring local authorities, this promotes tourism throughout the whole of South Derbyshire. Through marketing the District as part of the wider National Forest

& Beyond, the area is able to appeal to a diverse range of visitors with a mix of attractions and accommodation that can cater for longer stays throughout the year. The Partnership enables a cost effective solution to achieving a substantial destination marketing campaign for the area. The District Council's tourism activities are co-ordinated with the partner organisations, to deliver the objectives of the 'Vision & Strategy for Sustainable Tourism in The National Forest'.

- 3.10 The 2013 marketing campaign includes production and distribution of 40,000 copies of the main Visitor Guide and 200,000 mini Attractions Guides, together with downloadable versions. The campaign has attracted advertising from almost one hundred local businesses and organisations, from hotels and B&Bs, to visitor attractions and tearooms. Other promotional activities include a national advertising campaign, e-shots targeting potential visitors electronically, an update of the destination website content, a discount voucher scheme for tourist attractions, and the specific target marketing of group travel organisers.
- 3.11 The impact of the 2012 visitor campaign has been independently assessed in terms of visitor conversion and Return On Investment (ROI). This found that, "After receiving the guide or downloading vouchers, 10% of respondents took a short break in the area and 34% visited on a day trip - a good conversion rate, particularly for day trip visitors which are not normally higher than 30%. The campaign generated visitor spend of at least £338,196 before adjustment for non-response bias. With a campaign cost of £30,000, this gives a return on investment ratio of 11.3:1 which is up from 8.2:1 in the previous survey. After bias adjustment, the estimated incremental spend is at least £270,557 with a ROI ratio of 9:1 which is a good result".

South Derbyshire District Council

- 3.12 The South Derbyshire Economic Development Statement (2013) aims, 'To promote greater economic wellbeing in South Derbyshire, in order that it becomes a healthier, more prosperous and safer place to live with better jobs and prospects for local people and businesses'. This includes the specific ambition to 'Develop tourism and the woodland economy, maximising the potential of The National Forest to address rural issues'. The Statement envisages the development of tourism through achievement of the objectives set out in the 'Vision & Action Plan for Sustainable Tourism in The National Forest' (2009).
- 3.13 The District Council funds Swadlincote Tourist Information Centre (TIC) to respond to enquiries from those interested in visiting or already on holiday in the area. In 2012/13, the TIC responded to over 22,000 enquiries, ranging from face-to-face and telephone queries to downloads of leaflets and hits on webpages maintained with visitor information. These figures also include enquiries received through representation at national and local trade and public events, such as The National Forest Wood Fair. More recently, the TIC has launched onto social media such as Facebook.
- 3.14 The Tourist Information Centre plays a key role in promoting local festivals, events and markets that will bring visitors into the area and support other District Council objectives, such as promoting town centre vitality. This includes publication of the events guide 'What's On in South Derbyshire' which promotes Council events together with the activities of numerous small businesses and community organisations in the District. In addition to the printed editions, this publication now has an online readership of up to 750 people each month.

- 3.15 For major events, such as The National Forest Walking Festival, the 2020VISION street gallery, the Swadlincote Scarecrow Hunt and Heritage Open Days, the TIC acts as the 'visitor centre'. This role includes responding to enquiries from the public and selling tickets for charged events at The Glade and other local venues.
- 3.16 The sixth National Forest Walking Festival took place in May 2013, co-ordinated by the District Council with sponsorship from the National Forest Company, Leicestershire County Council, The National Trust (Calke Abbey) and Treasure Trails. The Festival was similar in length to 2012 but with almost 25% more walks. In 2013 it attracted some 1,459 walkers, up from 1,330 in 2012.
- 3.17 It is estimated that the 2013 National Forest Walking Festival also generated a higher visitor spend of around £68,500 (compared to just over £65,000 in 2012). Walkers are known to have visited and stayed in the area from Lincolnshire, Huntingdon, Hampshire, Kent, Stourbridge, Yorkshire, Lancashire and Cheshire. A number stated the Walking Festival had been an excellent introduction to an area they had not previously known, and that they now intended holidaying in the area again in the future. Visitors from Germany and the USA also took part.
- 3.18 More generally, the District Council continues to deliver a programme of events ranging from Swadlincote Pancake Races on The Delph to theatrical performances at Rosliston's 'The Glade' outdoor arena; to work with key National Forest tourist attractions such as Sharpe's Pottery Museum and Rosliston Forestry Centre; and, to promote appropriate commercial developments such as Sealwood Vineyard and Mercia Marina.

Economic Impact Research

- 3.19 The most recent economic impact research for South Derbyshire was prepared using the 'STEAM' model in 2011. This indicated a total visitor spend in South Derbyshire of £162.8 million, made up of £47.43 million arising from 0.32 million overnight visitor trips and £115.37 million arising from 3.66 million day visitor trips. This supported (directly and indirectly) an estimated 2,389 full time equivalent jobs.

4.0 Financial Implications

- 4.1 The 2013/14 membership contribution of £6,000 to Visit Peak District & Derbyshire can be met from within existing budgets. This represents a reduction of £3,500 on the cost in 2012/13. It is proposed that the District Council does not take up membership in 2014/15. The saving in 2014/15 would be reinvested into supporting tourism events and initiatives linked to the National Forest & Beyond and continuing the South Derbyshire Business Advice Service. In its first year of operation the Service has assisted over 200 businesses, including many visitor-related enterprises.
- 4.2 The Destination Management System is a shared Derbyshire IT system – an online database of information about accommodation, attractions and events - which underpins Tourist Information Centres and visitor websites. The cost of this for 2013/14 is £6,552 which can be met from within existing budgets. It is proposed to continue to work with Derbyshire partners with regards to the System in 2014/15 but to keep this under review.

5.0 Corporate Implications

5.1 Development of the tourism sector contributes directly to the Corporate Plan's vision to 'make South Derbyshire a better place to work, live and visit' and to the theme of 'Sustainable Growth & Opportunity – strengthening South Derbyshire's economic position within a 'clean' and 'sustainable' environment.

6.0 Community Implications

6.1 Development of the tourism sector contributes directly to the South Derbyshire Partnership's Sustainable Community Strategy vision of 'a dynamic South Derbyshire, able to seize opportunities to develop successful communities, whilst respecting and enhancing the varied character of our fast growing district'. 'Sustainable Development' is highlighted as a key theme, with the aim of achieving 'sustainable existing and new communities that meet the population's needs and aspirations.

7.0 Conclusions

7.1 A recent study for Visit Britain (2013) forecasts that the country's tourism sector is expected to continue to grow strongly in the coming years, in terms of both value and numbers employed, outperforming the overall economy. In South Derbyshire, The National Forest has led to the rapid growth of the tourism sector throughout the District. The development of the visitor economy is of particular value given its ability to create employment in rural communities, attracting visitors and so helping to sustain services such as village shops and pubs.

8.0 Background Papers

8.1 Tourism: jobs and growth – the economic contribution of the tourism economy in the UK (2013).
D2N2 Local Enterprise Partnership: Strategy for Growth 2013-2023.
Vision & Action Plan for Sustainable Tourism in The National Forest (2009).
South Derbyshire Economic Development Statement (2013).

SERVICE LEVEL AGREEMENT

between

VISIT PEAK DISTRICT AND DERBYSHIRE DESTINATION MANAGEMENT PARTNERSHIP (*in partnership with DERBYSHIRE and NOTTINGHAMSHIRE CHAMBER of COMMERCE*)

and

SOUTH DERBYSHIRE DISTRICT COUNCIL

THIS AGREEMENT is made on the {insert day} day of {insert month} 2013

BETWEEN:

- (1) **SOUTH DERBYSHIRE DISTRICT COUNCIL** (hereinafter called "SDDC") of Civic Offices, Civic Way, Swadlincote, Derbyshire, DE11 OAH
- (2) **VISIT PEAK DISTRICT AND DERBYSHIRE DESTINATION MANAGEMENT PARTNERSHIP** (hereinafter called **VPDD DMP**) *in partnership with DERBYSHIRE and NOTTINGHAMSHIRE CHAMBER of COMMERCE.*

This agreement shall be read in conjunction with the VPDD DMO constitution and financial statement. It will be time limited to the financial years 2012/13, **2013/14** and 2014/15 ending on 31 March 2015 subject to an annual review.

Both the VPDD DMP and SDDC reserve the right to amend this agreement in response to any unforeseen financial or other circumstances but would wherever possible give 3 months written notice of any significant changes.

Definitions

VPDD DMO	Visit Peak District and Derbyshire Destination Management Organisation
SDDC	South Derbyshire District Council
DMS	Destination Management System
TIC	Tourist Information Centre
VE	Visit England
RGF	Regional Growth Fund
RDA	Regional Development Agency

1) Introduction

1.1 2013 - 14

1.1.1 This SLA outlines the investment required from partners and the role of the DMO over year two of a three year Agreement (ending March 2015). It is based on our latest three year business plan which was agreed by the Board in the Autumn 2012 as **option B**.

1.1.2 Option B identified that an additional commitment from public/private sector partners of at least £150,000 per annum is required for the next three years to ensure we remain and achieve the targets we have set ourselves. This 'additional' contribution is shown as a separate amount within the financial table (appendix 1).

1.1.3 In conjunction with working with key partners to secure the extra funds the DMO continues to introduce a number of new strategies, making us a more commercially focussed organisation, with the longer term aim and ambition of becoming less reliant on public sector funding in the future, these include:

- (i) a DMO brand review (launched at the conference in May 2012), a brand positioning strategy should help to attract and secure funding from private sector sponsorship and secure corporate contributions
- (ii) a new partnership with Visit England attracting funds from Regional Growth Fund (RGF) until 2015, securing £116k (2012/13); £117,500 (2013/14); £32,500 (2015).
- (iii) The successful introduction of "a membership only" strategy in 2012/13 has increased private sector investment and unlocked further potential for 2013/14.
- (iv) a more target driven sales team, a sales plan for 2013/14 has been developed, and implemented

1.1.4 with 2013/14 seeing the introduction and development of:

- (v) a special deals short break package. Special deal packages bookable through our website/ partner TIC's linking hotels with attractions, food and drink sector, heritage and experiences.
- (vi) Further development of supply chain membership, with target income set for this year (see KPI table 4.1).

1.2 A list of 'free members' is attached to this SLA appendix 2. This is a list of all non-commercial facilities including parks, sports facilities, museums that are 100% owned by a Local Authority. We have provided a total value for this complimentary list for your information.

2) The Role of VPDD DMO

2.1.1 The aims, objectives and partner roles underpinning this Agreement are detailed below.

2.1.2 Our vision is ambitious but credible and seeks to expand the role of the organisation and deliver services on behalf of the Peak District and Derbyshire, the most fundamental being:

- 2.1.3 To deliver dynamic marketing campaigns which will achieve far greater exposure than locally managed marketing strategies. We aim to capitalise on our 'Destination of Distinction' status, and recent success of being ranked 6th most appealing destination in a recent VE survey. We believe that such a high ranking will help us to continue to achieve record breaking visitor numbers from both domestic and overseas markets and that all our targets will be met if not exceeded, highlighted in table 4.1. During 2013/14 we will invest a total of 64% of our total budget into marketing activity.
- 2.1.4 The marketing strategy will continue to be one of "attract and disperse". Attracting visitors with an iconic and instantly recognisable Peak District destination and then dispersing visitors throughout the destination and introducing them to slipstream destination areas. Thus economic opportunities are generated throughout the region, even for destinations that are not part of the "Peak District holiday/short break" destination brand (The Attract Brand). "Attract campaigns" for 2013/14 includes "Time to Escape", "City Escape" and "Special Deals".
- 2.1.5 In 2014, the DMO will bring together the best of the A4 Welcome magazine and Explorer maps into a single A5 publication, designed to encourage visitor dispersal around the whole of the Peak District & Derbyshire destination. Themed editorial sections will include Peak attractions, key events, market towns & villages, well dressings & gardens, and film & TV locations. It will also include an area map and contact details for all of the area's TICs and visitor centres. The new Welcome will be published in February 2014, and 150,000 distributed through an established network of 400 sites across the destination.
- 2.1.6 Derbyshire festivals and events will be developed and supported together with social media networking via Twitter, Facebook and YouTube, press and PR work as well as Derbyshire tourism product and accommodation on www.visitpeakdistrict.com and within the Peak District Holiday Guide. In particular for 2013-14 we will see the launch of the Peak Explorer App, a comprehensive visitor guide designed specifically for smart phones. It includes details of hundreds of things to see and do, towns & villages, attractions, outdoor activities, places to eat, shopping and information on Derbyshire's famous well dressings. With plenty of ideas about great places to visit, this app will become an invaluable guide for trips to the Peak District, and is intended to become the DMO's central on-line visitor dispersal tool.

2.2 Further information about the 'attract and disperse' strategy is attached:

- 2.2.1 A copy of the Marketing and PR campaigns and tool map 2013-14 (attached).
- 2.2.2 A copy of the Visitor Dispersal Strategy Map 2013-14 (attached).

2.3 Strategic plans to inform investment and funding over the next 5 years

2.3.1 **Visitor Economy Review and Investment Assessment** – covering the Derbyshire and Nottinghamshire area (D2N2) and funded by the LEP. This assessment will be used to promote and enhance the D2N2 area and will include a list of investment recommendations which will work in conjunction with other funding opportunities.

The study will cover:

- Capital and revenue investment in both physical infrastructure and development of themes.

With the desired outcomes of the study being:

- A robust evidence base and rationale for investment in key areas
- A basis from which future policy can be informed.

This assessment will be available towards the end of the Autumn 2013, and will help to inform the D2N2 Growth Plan and the EU Structural funds 2014 - 2020 strategy.

2.3.2 Visit Peak District and Derbyshire Destination Plan – funded by stakeholder partners and the LEP. This plan will help to inform the Investment Assessment (highlighted above), and will be available in the Autumn 2013, the aim of the plan is to:

- identify gaps, challenges and opportunities
- lead to actions to progress and effectively manage key aspects of the destination.
- address fragmentation of different elements of the tourism system and seek a more coordinated approach.
- be developed in consultation with key stakeholders, the wider tourism industry and local communities, helping to win resources and support for tourism.
- measure the performance and impact of tourism to both inform future developments and provide evidence that benefits flow to communities, environment, industry and visitors.
- feed neatly into the investment assessment strategy document outlined above
- unlock funding from the new emerging D2N2 funding and EU Structural funds 2014 - 20.

3) Aims & Objectives 2011-15

3.1 The overarching aims of the DMO remain the same

- 3.1.1 Grow the value of tourism for the Peak District holiday destination and slipstream brands by 5%+ per annum.
- 3.1.2 Position the Peak District as a viable World Class holiday destination in the global market place.
- 3.1.3 Promote the Peak District as a fashionable and attractive outdoor “activity and adventure” destination.
- 3.1.4 To increase Private Sector investment leading to a 60/40 Private/Public funding ratio by 2015 (a new challenge set by Public Sector Partners during 2012/13).

3.2 Objectives 2011-15

- 3.2.1 Offer a compelling destination of distinction through the development of a sophisticated ‘Attract’ strategy.
- 3.2.2 Complement the attract strategy with an innovative ‘Dispersal’ strategy offering reasons to stay longer and repeat visit.

- 3.2.3 Continually improve engagement with the private sector and increase investment from industry players.
- 3.2.4 Become the main marketing promoter for festivals and events in Derbyshire.
- 3.2.5 Focus marketing campaigns during shoulder periods to create sustainable economic growth for tourism businesses over twelve months of the year.
- 3.2.6 Align destination messages, style and communications to deliver cost efficiencies, reduced duplication of effort, a more powerful aggregated voice and more effective delivery.

4) Key Targets/ Performance Indicators for this financial year 2013/14

4.1 Key Target table:

Detail	2012/13 Actual	2013/14 Target
Visit Peak District and Derbyshire DMO Targets		
Decrease Public Sector investment leading to a 60/40 Private/Public ratio by 2015	42%	40%
Marketing and PR Targets		
Visitor Guide Distribution (print run 150,000)	97%	100%
Unique visitors to the website	939,544	986,000
Data-capture	48,015	50,400
Campaign Bed-nights	12,971	13,620
Bed-nights captured via Guest Web-link	14,588	15,318
Campaign ROI*	Awaiting results	10:01
Brand Awareness (via VE Brand Tracker)	Awaiting results	tbc
Facebook Page Likes	2,018	2,120
Twitter Followers	6,864	7,210
YouTube Views	36,649	38,480
PR Coverage	£1.6million	£2million
Exhibitions and Events	4	5
Coach Operator Open Days	2	2
Dispersal		
Welcome Magazine Distribution (print run 100,000)	85%	100%
Explorer Maps Distribution (255,000)	95%	100%
Number of new Visitor Information Points established	11	10
Customer contact at Dispersal events via face to face, customer data and newsletters	4,000	4,200
Development of an App	1	0
Joint Promotional Initiatives (e.g. ticketing)	1	2
Membership		
Number of members	462	550
Number of Supply Chain members	4	30

Income from Patron members	£9,000	£15,000
Number of businesses attending events and conferences	95	100
Conference Derbyshire		
Number of businesses advertising**	29	30

* this target has been set by Visit England

** this target is subject to change

5) Service Delivery

5.1 Key functions carried out by the VPDD DMO are detailed below:

- Promote the destination by working in partnership with stakeholders to grow the value of tourism.
- Maximise the funding opportunities available from external sources.
- Deliver a marketing plan that incorporates the strengths of “Slipstream Destinations”.
- Service the needs of visitors and tourism industry partners through the successful implementation of the Visitor Dispersal Strategy.
- Continue to develop and strategically lead on the DMS.
- Engage directly with the Tourism Industry by delivering a programme of effective tourism communications and networking events.
- Develop and deliver a Commercial Plan that maximises private sector support.
- Increase our membership base, in an effort to achieve our ambitious target of 60/40 Private/Public sector funding ratio.
- Successfully deliver and maintain the profile of the Conference Derbyshire programme.
- Support businesses in delivering a quality product.

5.2 See Appendix 1 for SDDC’s agreed financial contribution

5.2.1 SDDC’s total contribution for 2013/14 equals £12,552.

5.3 Key functions carried out by SDDC

5.3.1 A representative from Erewash Borough Council, South Derbyshire District Council and Amber Valley Borough Council to sit on the VPDD Board, and a Senior Officer to sit on panels and attend meetings/ workshops associated with for example:

- Tourism Officer Group
- Visitor Services Panel
- Business Tourism Panel (Conference Derbyshire Board)

5.3.2 Ensure that the wider Peak District and Derbyshire area is mentioned in South Derbyshire District specific PR work where appropriate.

- 5.3.3 Assist with PR work, FAM trips when relevant to South Derbyshire.
- 5.3.4 Ensure that any local guides produced will also reflect the Peak District Brand.
- 5.3.5 Allocate staff support when possible to assist with VPDD marketing initiatives.
- 5.3.6 Annually audit the local area accommodation stock and collect visitor numbers to assist with evaluation.
- 5.3.7 Advise the VPDD DMO of all known tourism development projects in the area.
- 5.3.8 Work with the VPDD DMO to identify any potential developments that will enhance the tourism infrastructure and product of the area and help progress investment.

6) General Principles for Collaboration, Support and Communication

- 6.1.1 The VPDD DMO and SDDC agree to commit to working in partnership to secure mutual aims and objectives.
- 6.1.2 All expenditure and commitment of finances, including in kind valuations, are subject to VPDD DMO and local authority financial regulations. VPDD DMO accounts will be open to SDDC.
- 6.1.3 The VPDD DMO will set up and maintain communication systems that enable a regular, consistent and accurate flow of information on contractual obligations and funding issues.
- 6.1.4 The Chairman and Chief Executive of the VPDD DMO will engage with elected members and officers of SDDC if so requested.

7) Breach of Conditions and Recovery of Funds

- 7.1.1 Partners may reduce, suspend or withhold payments, or require all or part of the contribution to be repaid if there has been a failure by VPDD DMO to comply with the requirements set out in this Agreement in particular where:-
- 7.1.2 Insolvency – VPDD DMO becomes insolvent and unable to pay its debts within the meaning of Section 123 of the Insolvency Act 1986.
- 7.1.3 Misuse of partner contribution – VPDD DMO applies the contribution otherwise than for the project purpose.
- 7.1.4 Poor progress – successful completion of the project in accordance with the project time plan or becomes unlikely to occur.
- 7.1.5 Change of project purpose in accordance with this Agreement, if at any time, the proposed or actual use or operation of the project ceases to materially comply with the project particulars.
- 7.1.6 Fraud and negligence – at any time, VPDD DMO has acted fraudulently or negligently in relation to this Agreement or the project.

8) Termination

8.1.1 This Agreement is for the current financial year April 1st 2013 until 31st March 2014 and will be for three years in principle, subject to an annual review, ending 31st March 2015.

8.1.2 If the VPDD DMO commits a material breach of this Agreement, which is not capable of remedy, then SDDC may terminate this Agreement with immediate effect by notice in writing.

8.1.3 If the VPDD DMO commits a material breach which it is able to remedy, then SDDC may serve notice on the VPDD DMO specifying a period of not more than 28 working days in which the breach is to be remedied and may not terminate the contract during that period in respect of that breach. If the breach is not remedied in that period, SDDC may terminate this Agreement with immediate effect by notice in writing.

8.1.4 A Material breach will include, but is not limited to:

- a) There is a meeting of creditors of VPDD DMO or any arrangement or composition with or for the benefit of VPDD DMO's creditors (including any voluntary arrangement as defined in Part 1 of the Insolvency Act 1986) is proposed or entered into by or in relation to VPDD DMO; or
- b) A receiver, administrator, administrative receiver, liquidator or similar officer takes possession of or is appointed over the whole or any substantial part of VPDD DMO's assets; or
- c) VPDD DMO ceases to carry on business or is unable to pay its debt within the meaning of Section 123 of the Insolvency Act 1986; or
- d) A petition is presented or a meeting convened for the purpose of considering a resolution for the making of an administration order, the winding up or dissolution of VPDD DMO; or
- e) An event of Force Majeure (any circumstances beyond the reasonable control of VPDD DMO affected by it) prevents VPDD DMO from performing any or a substantial part of its obligations under this Agreement for more than 28 days; or
- f) Either party not achieving the Objectives detailed in this Agreement.

9) Rights and Obligations on Termination

9.1.1 Within 3 calendar months of termination of this Agreement (whether by notice, expiry or otherwise) the VPDD DMO shall:

Forward to SDDC any assets or property or any unused SDDC funds in its possession or control.

- Immediately refrain from holding itself out in any manner whatsoever as having any connection with SDDC.

- Assist SDDC as necessary in ensuring that the duties of the VPDD DMO under this Agreement are efficiently transferred to SDDC. This may include (without limitation) handover of all documents and data in the possession of the VPDD DMO.

10) Variation

10.1.1 In the event that VPDD DMO and SDDC agree that changes to the project are required then such changes (including any change in the amount or timing) will be negotiated between VPDD DMO and SDDC. Any changes will be recorded in writing and appended to this Agreement.

11) Equal Opportunities

11.1.1 The VPDD DMO shall have a written equal opportunities policy statement and shall promote equality of opportunity between all individuals and groups having access to the services

11.1.2 The VPDD DMO shall ensure that any allegations of discrimination or complaints made against it are properly investigated and that appropriate action is taken.

12) Third Party Rights

12.1.1 The provisions of the Contracts (Rights of Third Parties) Act 1999 are hereby expressly excluded from and do not apply to this Agreement.

Signed: _____
For and on behalf of South Derbyshire District Council

Name (in capitals): _____

Position in Organisation: _____

Date: _____

Signed: _____
For and on behalf of VPDD DMO

Name (in capitals): _____

Position in Organisation: _____

Date: _____

APPENDIX 1: 2013/14 South Derbyshire District Council contributions, conditions and comments

Resource element	Cash contribution	In-kind contribution	<u>Comments</u>
Direct cash funding	£6,000		<ul style="list-style-type: none"> • Agreed at Board level • As agreed with New Vision and partners • Agreed with Derbyshire County Council
Direct DMS funding	£6,552		
Additional payment	£nil		
Total contribution	£12,552		<ul style="list-style-type: none"> • Total value of contribution for 2013/14

APPENDIX 2: 2013/14 South Derbyshire venues to be incorporated into SLA

Venue	Contact Name	Notional Value
<i>Swadlincote Tourist Information Centre</i>		
<i>Greenbank Leisure Centre, Swadlincote</i>		
<i>Etwall Leisure Centre</i>		

**a list of all non-commercial facilities including parks, sports facilities, museums that are 100% owned by a Local Authority, is still to be provided...*

REPORT TO:	Environmental and Development Services	AGENDA ITEM: 9
DATE OF MEETING:	30 January 2014	CATEGORY: DELEGATED
REPORT FROM:	Director of Community and Planning Services	OPEN
MEMBERS' CONTACT POINT:	Nicola Sworowski 01283 595983 nicola.sworowski@south-derbys.gov.uk	DOC:
SUBJECT:	Draft Local Plan Consultation Responses	REF:
WARD(S) AFFECTED:	All	TERMS OF REFERENCE: EDS

1.0 Recommendations

1.1 It is recommended that the Committee:

- (i) note the content of the report
- (ii) and endorse the revised timetable

2.0 Purpose of Report

2.1 To update Members on the Draft Local Plan Part 1 consultation and to set out the timetable for the continued progress of the Local Plan.

3.0 Detail

3.1 Members will be aware that the Council undertook consultation on the Draft Local Plan from September to November last year including a series of 14 public drop-in sessions around the District.

3.2 The majority of the drop-sessions were well attended with over 550 people having visited the events to gain further information about the plan. The most well attended sessions were at Mickleover, Etwall and Repton.

3.3 The Draft Local Plan Part 1 consultation was a Regulation 18 consultation which was our penultimate consultation in the process. The final consultation to be undertaken is the Regulation 19 'submission' consultation; this is concerned with the soundness of the Local Plan as opposed to offering options for consultation.

3.4 There were 1,491 comments received on the Draft Local Plan from 368 individuals. Comments were received on all aspects of the Plan with most being housing related. A more detailed analysis of the responses can be seen at Annex A.

3.5 The suggested housing allocations received mixed responses with the exception of the site north of William Nadin Way which received only support. The Authority received the highest number of responses (128), to the proposed allocation at

Hackwood Farm, of these 126 were objections. Other sites which attracted higher levels of interest were Etwall (28 responses received including 23 objections) and Hilton (16 responses received of which 13 were objections).

- 3.6 The main reasons given for objections vary from site to site but there were common themes across the sites which included:
- Loss of greenfield agricultural land
 - Burden on local services and facilities
 - Impact on local primary and secondary schools
 - Traffic concerns
- 3.7 Whilst there was support for the increase in the housing number in the HMA from 33,700 to 35,354 and for South Derbyshire from 12,700 to 13,454 there were still responses received from developers/agents suggesting the increase was still insufficient to address the housing need of the Derby HMA and South Derbyshire. The housing levels identified as being required ranged from 14,000 to 19,648 for South Derbyshire to meet its need. The responses focussed on the Housing Requirements Study (HRS) and the further work undertaken on the housing target increase through the Strategic Housing Market Assessment (SHMA). In particular developers noted the suggested housing target for South Derbyshire is still below that suggested by the 2008 national based household projections and they also queried the migration and household formation calculations made in the HRS.
- 3.8 A question put forward for consideration in the consultation was whether a 'reserve site' policy is required. This policy would only come into force should housing delivery fall consistently below the five year supply for a sustained period of time. Three sites were given as possible options on the basis that only one would be selected if the policy were considered appropriate. The three sites were: Lowes Farm, Newhouse Farm and Woodville Regeneration site. Only a few comments were received on the principle of a reserve site policy with most comments offering either support or objection to the individual sites.
- 3.9 Specific comments were received across the majority of policies in the Draft Local Plan which need to be considered further and modifications made where appropriate.
- 3.10 One policy that received numerous comments was policy S4 – Settlement Hierarchy. The comments covered the level of development that each category of settlement could be subject to and also comments on individual settlements questioning if they were in the correct category. There were also comments questioning the role that previously developed land has to contribute to the S4 policy.
- 3.11 There was a mixed response over proposals to leave the allocation of non-strategic sites (which would deliver 600 homes) to the Part 2 of the Local Plan. Some consultees felt that all of the housing allocations required should be made within Part 1. Others thought that there would be greater flexibility if more than 600 dwellings were left to Part 2 with the highest number suggested being 1,300 of the 13,454 to be allocated.
- 3.12 There were fewer comments submitted on the suggested employment allocations and there was a mixture of support and no support across all of the sites. Again, whilst the information is still being digested it is not anticipated that there will be any fundamental changes to the suggested employment allocations.

- 3.13 Consulted upon at the same time were the Sustainability Appraisal and the Infrastructure Delivery Plan. As this was the first time that these documents had been subject to consultation it was expected that there would be specific issues raised that will need addressing prior to the submission consultation. Both documents are evolving documents, so as more information and detail comes forward through the final parts of the Local Plan process then updates will be made to make the evidence as robust as possible.
- 3.14 There was a limited number of comments regarding the Green Belt and the suggested strategic swap of land in the Boulton Moor area which would result in a net gain of Green Belt of around 2 hectares. One comment received suggested that the swap did not warrant an exceptional circumstance as required by national guidance.
- 3.15 All of these comments will continue to be considered as the Authority moves forward in finalising the Submission version of the Local Plan Part 1. The report regarding this will be brought before Members clearly setting out the changes made. This will be prior to the final round of consultation.
- 3.16 The timetable for moving towards adoption of the Local Plan Part 1 is set out below. This will be formalised through an update of the Local Development Scheme in due course:
- Regulation 19 submission consultation: 10th March – 18th April 2014
 - Submission to DCLG: 20th June 2014
 - Pre-exam meeting: 6 to 8 weeks after submission (August 2014)
 - Examination: Autumn 2014
 - Adoption: Winter 2014

4.0 Financial Implications

- 4.1 None arising directly from this report

5.0 Corporate Implications

- 5.1 The adoption of the South Derbyshire Local Plan is a key priority of the District Council and an action within the Economic Growth priority in the Corporate Plan. The successful adoption has many benefits throughout the work of the Council, and will allow the spatial planning of the District to be suitably addressed.

6.0 Community Implications

- 6.1 South Derbyshire will remain as one of the fastest growing areas in the country, and an adopted Local Plan will ensure this is achieved in a sustainable way, providing the necessary infrastructure and community facilities for existing and new residents.

7.0 Background Papers

- 7.1 Draft Local Plan Part 1 (2013)
Housing Requirements Study (2012)
Strategic Housing Market Assessment (2013)
Summary of Draft Local Plan responses (hard copy available in Member rooms)

Annex A: Analysis of responses to Draft Local Plan Part 1 consultation

Annex A: Analysis of responses to Draft Local Plan Part 1 consultation

Responses are summarised based on the consultation questionnaire used.

1) Do you agree with the revised Vision for South Derbyshire?

Agree	Disagree	Broadly Agree	Comment Only	Other
44	32	22	32	7

2) Do you agree with South Derbyshire's Strategic Objectives?

Agree	Disagree	Broadly Agree	Comment Only	Other
62	30	6	15	13

3) Do you agree that the following sites should be allocated for housing development?

Site	Yes	No
Boulton Moor Phase 2	3	5
Boulton Moor Phase 3	4	7
Chellaston Fields	3	7
Holmleigh Way	4	5
Wragley Way	4	20
Primula Way	2	3
Stenson Fields	3	4
Hackwood Farm	2	126
Church Street	4	8
William Nadin Way	3	0
Broomy Farm	3	5
North east Hatton	3	4
Hilton	3	13
Repton	5	8
Etwall	5	23
Aston	5	8
Other comments including Part 2 allocations	38	

4) Do you agree with identifying a reserve housing site within the Local Plan? Which reserve site would you prefer?

Policy/Site	Yes	No
Reserve Site Policy	55*	158*
Lowes Farm, West Chellaston	12	10
Newhouse Farm, Mickleover	4	126
Woodville Regeneration Site	30	6

*Some consultees did not select a preferred site (8) or offered an alternative site so numbers don't tally with the sites.

5) Do you agree with the proposed employment allocations?

Site/Policy	Agree	Disagree
Employment Allocation Policy	39	5
Tetron Point (8 ha)	2	0
Cadley Hill (8 ha)	1	2
Land at Hilton (7 ha)	2	3
Drakelow Power Station site (12 ha)	2	0
Dove Valley Business Park (19 ha)	3	3
Extension the Dove Valley Park (exceptions employment site)	1	3
Extension to the Global Technology Cluster (safeguarded site for employment development)	4	3
Other	29	

*Some of the comments are duplicated as consultees either answered about the policy only and others made only specific responses to the sites suggested.

6) Do you have any comments to make regarding the Draft Local Plan policies?

- There were 185 comments received across the range of policies in the Draft Local Plan Part 1. A summary of the responses can be seen at in hard copy in the Members rooms or at <http://www.ldf.consultations.south-derbys.gov.uk/>.

7) Do you have any comments on the scope and findings of the Sustainability Appraisal (SA)?

- 17 consultees stated no comments
- 5 stated that had not seen the SA
- 7 comments received on flooding in regard to Aston, Etwall and Wragley Way
- 6 comments received specifically about Etwall and the SA
- 38 comments are specific areas received mainly from developers/agents.

8) Do you have any comments regarding the Draft Consultation Statement?

Yes	No	Comments
16	31	<ul style="list-style-type: none"> • Parish Plans seem to have been ignored • Resident comments have not been taken account of

9) Do you have any comments regarding the Infrastructure Delivery Plan (IDP)?

- 11 consultees stated no comment
- 23 consultees mentioned that a replacement Village Hall in Repton should be listed in the IDP.
- Other comments received regarding several villages covered infrastructure such as roads, schools, healthcare, sewerage and drainage.
- Royal Mail commented that they require a delivery office to be added to the IDP.
- Sport England queried the Social Infrastructure section of the IDP.

10) Do you have any other comments you wish to make?

- Concerns regarding the level of information on the internet.

- 7 comments were received to say that there weren't aware of the Local Plan and concerns that others wouldn't either.
- Several comments were received that the drop-in sessions were useful.
- Several comments received to say there wasn't sufficient information available.

REPORT TO:	ENVIRONMENTAL AND DEVELOPMENT SERVICES COMMITTEE	AGENDA ITEM: 10
DATE OF MEETING:	30TH JANUARY 2014	CATEGORY: DELEGATED
REPORT FROM:	Director of Community & Planning Services / Director of Housing & Environmental Services Stuart Batchelor (Ext. 5820) Bob Ledger (Ext. 5775)	OPEN
MEMBERS' CONTACT POINT:		DOC:
SUBJECT:	WORK PROGRAMME	REF:
WARD(S) AFFECTED:	ALL	TERMS OF REFERENCE: G

1.0 Recommendations

1.1 That the Committee considers and approves the updated work programme.

2.0 Purpose of Report

2.1 The Committee is asked to consider the updated work programme.

3.0 Detail

3.1 Attached at Annexe 'A' is an updated work programme document. The Committee is asked to consider and review the content of this document.

4.0 Financial Implications

4.1 None arising directly from this report.

5.0 Background Papers

5.1 Work Programme.

**Environmental & Development Services Committee - 30th January, 2014
Work Programme 2013/14**

Work Programme Area	Date of Committee meetings	Anticipated completion date	Submitted to Council target date	Contact Officer (Contact details)
Responses to Draft Local Plan consultation	30 th January 2014			Nicola Sworowski Planning Policy Manager (01283 595821)
Local Plan Submission Consultation	6 th March 2014			Nicola Sworowski Planning Policy Manager (01283 595821)
East Midlands Airport Draft Master Plan consultation	6 th March 2014			Richard Groves Planning Policy Officer 01283 595738
Quarterly performance	6 th March 2014			