

Dear Members

### **Cabinet**

A meeting of the Cabinet will be held on **Thursday 3 August 2023** at **6.30pm** in the **Craddock Room, Civic Centre, Riverside, Stafford** to deal with the business as set out on the agenda.

Please note that this meeting will be recorded.

Members are reminded that contact officers are shown at the top of each report and members are welcome to raise questions etc in advance of the meeting with the appropriate officer.



Head of Law and Governance

## CABINET - 3 AUGUST 2023

Chair - Councillor A T A Godfrey

### AGENDA

- 1 Minutes of 6 July 2023 as circulated and published on 7 July 2023.
- 2 Apologies
- 3 Councillors' Question Time (if any)
- 4 Proposals of the Cabinet Members (as follows):-

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<b>(a) CLIMATE CHANGE PORTFOLIO</b>	
(i) Staffordshire Sustainability Board Update	4 - 135
<b>(b) ECONOMIC DEVELOPMENT AND PLANNING PORTFOLIO</b>	
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(ii) Freedom Leisure Annual Report 2022/23 – <b>PART CONFIDENTIAL</b>	193 - 232
<b>Report contains information relating to the financial or business affairs of any particular person (including the authority holding that information).</b>	
<b>(e) RESOURCES PORTFOLIO</b>	
(i) Revenues and Benefits Collection Report – Quarter 1 – <b>PART CONFIDENTIAL</b>	233 - 246
<b>Report contains information which is likely to reveal the identity of an individual and information relating to the financial or business affairs of any particular person (including the authority holding the information).</b>	

## **Membership**

### **Chair - Councillor A T A Godfrey**

A T A Godfrey	- Leader
R Kenney	- Deputy Leader
A N Pearce	- Climate Change Portfolio
J Hood	- Community Portfolio
A F Reid	- Economic Development and Planning Portfolio
I D Fordham	- Environment Portfolio
G P K Pardesi	- Leisure Portfolio
R P Cooke	- Resources Portfolio

## Agenda Item 4(a)(i)

<b>Committee:</b>	Cabinet
<b>Date of Meeting:</b>	3 August 2023
<b>Report of:</b>	Councillor A N Pearce - Climate Change Portfolio
<b>Contact Officer:</b>	Joss Presland
<b>Telephone Number:</b>	01543 456822
<b>Ward Interest:</b>	Nil
<b>Report Track:</b>	Cabinet 03/08/23 (Only)
<b>Key Decision:</b>	Yes

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## Staffordshire Sustainability Board Update

### 1 Purpose of Report

- 1.1 To update Cabinet on the work of the Staffordshire Sustainability Board (SSB) following its first-year anniversary;
- 1.2 To seek Cabinet acknowledgement of the County Council's sustainability related strategies and plans, that have been taken to the Staffordshire Sustainability Board over the last 12-months;
- 1.3 To acknowledge the Council's 2021/22 carbon footprint and agree to its publication, in alignment with the Staffordshire Sustainability Board Baseline Pledge;
- 1.4 To seek agreement to the inclusion of climate change implications to all Cabinet / Council reports going forward, again, in accordance with the Staffordshire Sustainability Board Baseline Pledge.

### 2 Proposal of Cabinet Member

- 2.1 That Cabinet acknowledge the work of the Staffordshire Sustainability Board and the County Council's sustainability strategies and plans (**APPENDIX 1-3**);
- 2.2 That Cabinet acknowledges the Council's 2021/22 carbon footprint and agrees to its publication, again in alignment with the Staffordshire Sustainability Board Baseline Pledge;

- 2.3 That Cabinet agree to the formal inclusion of climate change implications to all Cabinet / Council reports going forward, in accordance with the Staffordshire Sustainability Board Baseline Pledge.

### **3 Key Issues and Reasons for Recommendations**

- 3.1 Working alongside our neighbouring Staffordshire authorities is seen as essential in order to tackle the global issue of climate change, especially given the size of the issues and the potential investment required. It is also in line with the principles established within the recent Staffordshire Deal and fits within three of the Councils Corporate Business Objectives.

### **4 Relationship to Corporate Business Objectives**

- 4.1 The recommendations within this report are underpinned by the following corporate business objectives:
- (a) Corporate Business Objective 2 - To improve the quality of life of local people by providing a safe, clean, attractive place to live and work and encouraging people to be engaged in developing strong communities that promote health and wellbeing.
  - (b) Corporate Business Objective 3 - To tackle Climate Change by implementing our Climate Change and Green Recovery objectives.
  - (c) Corporate Business Objective 4 - To be a well-run, financially sustainable, and ambitious organisation, responsive to the needs of our customers and communities and focussed on delivering our objectives.

### **5 Report Detail**

- 5.1 The Staffordshire Sustainability Board was created in 2021 and was formally recognised on 19th January 2022, with the appointment of its Chair and Vice Chair.
- 5.2 Staffordshire Sustainability Board (SSB) is made up of portfolio leads with responsibility for sustainability / climate change from each of the Staffordshire authorities; Staffordshire County Council; Stoke-on-Trent City Council; Cannock Chase District Council; East Staffordshire Borough Council; Lichfield District Council; Stafford Borough Council; South Staffordshire District Council, Newcastle-under-Lyme Borough Council, Tamworth Borough Council; and Staffordshire Moorlands District Council.
- 5.3 The board aims to allow the Member led discussion of environmental sustainability issues across Staffordshire to tackle climate change, from within its local authority membership.

- 5.4 Its vision is to facilitate a collaborative forum, of the democratically elected bodies in Staffordshire, to work together towards influencing change and to encourage organisations and individuals to ensure that Staffordshire is net carbon zero by at least 2050 or before.
- 5.5 SSB also intends to work as a collective to address climate change adaptation measures that are within individual organisations leverage, to influence and facilitate change with adaptation to climatic changes that are already locked in.
- 5.6 The baseline pledge includes commitments to:
1. Annual organisational emissions reporting
  2. Continued carbon literacy training and awareness
  3. Ambassadors' roles
  4. Green travel planning
  5. Communications
  6. Green energy
  7. Energy reduction
  8. Low carbon fueled fleet vehicles
  9. Waste and recycling improvements
  10. Innovation and technology.
- 5.7 In addition to the baseline pledge the Sustainability Board has focused on a number of other key areas over the last 12-months, including, communications, road to net zero, nature recovery, active travel, and adaptation; as well as considering a number of countywide strategies and plans.
- 5.8 The countywide strategies and plans considered by the Board over the last 12-months are given in the appendices and include:
- **APPENDIX 1** - 02-SCC-Public-EV-Charging-Strategy
  - **APPENDIX 2** - Staffordshire Sustainability Board Communications Plan 2023 [retrospective]
  - **APPENDIX 3** - Staffordshire Adaptation Strategy.
- 5.9 The Board has requested that each of the strategies and plans that it has considered are taken back, by the relevant portfolio holders, to their respective Cabinets for their consideration and acknowledgment.
- 5.10 It is the boards intension that partnering Councils may, if they wish, use the strategies and plans in a number of ways, either in part, fully, alongside, or to complement their own.
- 5.11 The Communications Plan contains an intension that joint communications activity will be co-funded with a £25,000. contribution from the County Council.

- 5.12 In December 2022 the County Council appointed the role of a Staffordshire Sustainability Board Climate Officer, a jointly funded post with districts and boroughs, to coordinate the work of the board and its members. The post was designed to mirror a similar long-established post that is hosted by East Staffordshire Borough Council, that works alongside partners on resource recycling and waste management, on both a strategic and operational level.
- 5.13 On 16th January 2023, SSB merged with the Staffordshire Joint Waste Management Board. Retaining the title of Staffordshire Sustainability Board, it held its first meeting, following agreement by County Leaders and Chief Executive Officers.
- 5.14 In March 2023 SSB reported on the completion of its first year of operation. At its March meeting (20.03.23) a summary of the boards first-year activity, and a progress update from each of the Councils was given in the public section of the meeting (Appendix 4). Along with the above, the performance against the baseline pledge (Q3 2022/23) was also given to the public, via webcast.
- 5.15 During 2022, Maloney Associates were commissioned by the Council to undertake work to establish the Council's carbon footprint, from its activities, with the intension that it is published, in line with Item 1 of the Staffordshire Sustainability Board Pledge.
- 5.16 Maloney Associates calculated the Council's 2021/22 carbon (equivalent) footprint to be 2,285 tCO<sub>2e</sub>, which is comparable with other Staffordshire Councils for its geographical size. 1,406 tCO<sub>2e</sub> (62%) are attributed to waste handling (commercial, recycling, transportation); 436 tCO<sub>2e</sub> (19%) to Building Energy - Gas; 314 tCO<sub>2e</sub> (14%) to Building Energy - Electricity; and 89 tCO<sub>2e</sub> (4%) to Process Fuel (Red Diesel & Unleaded). Following cabinets approval these figures will be published on the Council's website and the exercise will be repeated annually to enable performance measurement and reporting.
- 5.17 Cabinet are also asked to approve the formal inclusion of climate change implications, in the implication section of the Cabinet and Council report template going forward, to ensure that climate change is considered in all of the Councils activities. This request also forms a part of the Sustainability Board's baseline pledge for all Staffordshire Councils.

## **6 Implications**

### **6.1 Financial**

N/A

### **6.2 Legal**

N/A

### **6.3 Human Resources**

The human resource implications of the Council's climate change agenda are being examined as part of the shared service review and may be the subject of a further report.

### **6.4 Human Rights Act**

N/A

### **6.5 Data Protection**

N/A

### **6.6 Risk Management**

N/A

### **6.7 Community Impact Assessment Recommendations**

**Impact on Public Sector Equality Duty:**

N/A

**Wider Community Impact:**

N/A

## **7 Previous Consideration**

Nil

## **8 Background Papers**

**APPENDIX 1 - 02-SCC-Public-EV-Charging-Strategy**

**APPENDIX 2 - Staffordshire Sustainability Board Communications Plan 2023 [retrospective]**

**APPENDIX 3 - Staffordshire Adaptation Strategy**

**APPENDIX 4 - SSB First Year Activity and Members Update 20.03.23**

# Staffordshire County Council Public Electric Vehicle Charging Infrastructure Strategy

Staffordshire County Council EV Charging Strategy

18/01/2023

amey consulting

## Foreword

Climate Change is a huge issue that affects us all. Staffordshire County Council (SCC) declared a climate change emergency in 2019 and made a firm commitment to achieve net zero carbon emissions by 2050.

Since 2019 we have reduced our own carbon emissions by 43%, but SCC and the entire public sector only account for 2% of all emissions in Staffordshire. Transport accounts for around 40% of the county's total annual carbon emissions, and as well as contributing to climate change, has a major impact on public health.

We have a role to play in inspiring and facilitating more people to switch to greener and active travel, such as walking and cycling, or the use of electric vehicles (EVs). Indeed, the Government has banned the sale of all new petrol and diesel cars beyond 2030.

However, it is essential that Staffordshire has a convenient and accessible network of EV charging points. While it is not the county council's role or responsibility to install the charging points, we know our communities, and we want to work with and partner local authorities and the private sector

This strategy sets the scene for why we need to act, explains where we are and outlines the role that Staffordshire County Council will play.

### **Cllr David Williams**

Cabinet Member for Highways and Transport

## Executive Summary

In 2019, Staffordshire County Council (SCC) declared a climate emergency and committed to becoming net carbon neutral by 2050. To achieve this, the Council reviewed its operations and activities as well as putting in place a monitoring and evaluation programme to track progress.

Transport is a major contributor to the climate, health and ecological challenges being faced. In June 2019, the UK Government acknowledged this and announced ambitions for the transport network to be net zero by 2050. This was followed in November 2020 by an announcement of the ban on new petrol and diesel car sales by 2030. These are amongst the early steps in transitioning to sustainable modes of transport and the increased use of Electric Vehicles (EVs) will support the push to net zero. Further steps will be needed to encourage the removal of all petrol and diesel cars, including the growth of a viable second-hand EV market to reduce vehicle costs.

To support the move to EVs and other electric modes of transport, an EV charging network is essential. While it is not SCC's role to install and maintain the charging network, as the highways authority, a major land and asset owner, and our commitment to achieving net zero, we do have an important coordinating and facilitating role. SCC therefore commenced a concerted effort in 2019-20 to kick-start EV charging for the public but then COVID-19 struck, and this early work was stalled. SCC re-invigorated this work in late 2021 through commissioning Amey Consulting to work alongside them. This support facilitated the gathering of knowledge, developing a strategy and action plans whilst supporting all the Staffordshire district, town, and borough councils by bringing everyone together to increase understanding, provide a framework, and assist in the decision-making process.

EV car ownership sits at about 1% of the total UK car fleet in late 2021 and this is expected to increase to around 10% over the next three years. As battery technology improves, traveller range anxiety has lessened and price parity between combustion engine cars and EV cars is on the horizon (expected around 2026). Access to a usable and convenient charging network will therefore encourage further uptake of EVs and help to reduce inequalities in accessing this essential technology.

New government guidance now mandates EV charging in some car parks and most new homes. The newly published 'UK EV Charging Strategy' [1] along with this 'SCC Public EV Charging Strategy' will be crucial components in outlining how a charging network should be developed, where chargepoint

installation should be considered, and how SCC will provide coordination to local councils towards their successful installation of chargepoints.

This SCC Public EV Charging Infrastructure Strategy analyses various areas including policy, funding, and technology. The strategy identifies five types of charging solutions: EV charging hubs, EV forecourts, on-street charging, residential off-street parking, and off-street charging. The strategy also delves into the current and forecasted demand for each of the districts and boroughs and for the whole of Staffordshire, to inform strategic decision making. This document recommends broad locations across the county that should be considered for charging infrastructure and the optimal solutions that are most appropriate to match current and anticipated demand.

This document will be updated following receipt of additional guidance on EV strategies issued by the DfT in connection with Local Transport Plans.

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## 1. Glossary of Terms

**BEV** – Battery Electric Vehicle

**Chargepoints** – The physical devices that deliver electricity to EV's

**DNO** – Distribution Network Operator (electricity companies!)

**EV** – Electric Vehicle

**EV Forecourt** – Fuel stations that include chargepoints

**EV Charging Hub** – Fast, rapid, or ultra-rapid chargepoints at a specifically designed location

**Hybrid** – A vehicle that combines an electric motor supporting an Internal Combustion Engine

**ICE** – Internal Combustion Engine (usually petrol or diesel)

**kW / kWh** – Kilowatt / kilowatt hour – measure of power

**Off-street Charging** – Chargepoints in car parks

**On-Street Charging** – Chargepoints located on streets

**PHEVs** – Plug-in hybrid electric vehicle

**Residential Off-street Charging** – Private chargepoints installed by users at their residence

**Smart Charging** – This refers to electric vehicles and chargepoints sharing a data connection

**'the area'** – Refers to any locations or facilities within Staffordshire County Council boundaries

**'the borough'** - Refers to any borough council within Staffordshire

**'the district'** – Refers to any district council within Staffordshire

**'the council'** – Typically refers to Staffordshire County Council

**SCC** – Staffordshire County Council

**ULEV** – Ultra low emission vehicle

**User** – Electric vehicle owner or user and chargepoint user

## 2. Introduction

Staffordshire County Council (SCC) has commissioned Amey Consulting to create a Public Electric Vehicle (EV) Charging Infrastructure Strategy. This will explore how the council can facilitate the growth of charging infrastructure across the county working with the 2nd tier districts and boroughs. This strategy will be created to coordinate the development of accessible chargepoints across the county and support local authorities, residents, businesses, or others looking to install chargepoints through providing information and guidance. Though it is recognised that commercial companies will provide charging, the role of the authority is to coordinate and therefore facilitate the development of a charging network that meets the needs of the people of Staffordshire. Within this role, issues including distribution, reducing risks of poorly located and/or insufficiently maintained infrastructure and accessibility will be overcome.

The strategy will cover public EV charging infrastructure and key policies and regulations at both a local and UK level that impacts charging requirements. Amey Consulting will also explore existing and future technologies, funding procurement and delivery methods at a local level, as well as commercial models which might be appropriate for the council and included districts.

The second aspect of the strategy is to establish the likely current and future demand for EV charging infrastructure across Staffordshire, aligning to the Council's wider net zero policies. From this demonstrable demand, the propensity to use EVs will be mapped, forming the basis of the location selection for EV charging infrastructure and feeding into the final output of an Implementation and Action Plan.

The strategy will support all modes of sustainable transport and ensuring improvements enhance the full transport offering within Staffordshire. To achieve this, consideration was also given to the potential modal shift that new EV charging infrastructure could bring.

This strategy supports SCC's environmental objectives towards achieving net zero emissions by 2050, across every aspect of SCC's service provision and estate:

- Organisational Carbon Reduction (reduce the carbon impact of council services)
- Improve Air Quality (improve the health of individuals through improved air quality)
- Supporting Behavioural Change

To support the delivery of the strategy, SCC and Amey have held meetings and review workshops with the individual district and borough Councils in Staffordshire as well as internal SCC stakeholders. These helped ensure that the councils and the user needs were embedded into the long-term strategy and implementation plans. Review sessions and other meetings have been held to ensure that iterative feedback has been incorporated into this report.

### 3. EV Charging Context

SCC recognise that climate change is the biggest environmental challenge facing the world today and has reflected this by identifying climate change as one of the five key principles in the Council's Strategic Plan. SCC recognises that actions are needed to minimise the Council's net carbon emissions. These actions are to either stop carbon emissions, develop ways to remove carbon that is already in the atmosphere (sequestration) or help communities and business prepare for the impact of changing climate (adaptation).

EV adoption forms a crucial part of tackling climate change, along with the decarbonisation of transport in Staffordshire, which forms a key objective of Staffordshire's 2021-2025 Climate Change Action Plan.

Reference	Description	Action	Proposed timeline
CN-08-21	Increase the number of Electric Vehicle (EV) charging points.	Work with district and borough councils to agree a consistent approach to EV infrastructure across Staffordshire.	Mar 2023
		Investigate the potential to upgrade electricity supply in SCC building stock to facilitate EV charging in retained property portfolio.	Mar 2022
		Develop an EV Infrastructure Strategy and Low Emissions Vehicle Infrastructure Action Plan	Mar 2024
		Maximise opportunities to bid for Department for Transport funding, including workplace charging fund (at SCC buildings) and on street residential charging fund.	From Nov 2021
		Work with Amey to roll out EV charging across all highway's depots.	From Nov 2021

Table A: Carbon Reduction - CCAP - Chargepoints

The 2011-2026 Local Transport Plan highlights the need to reduce the reliance on private vehicles and support active travel and other modes, it acknowledges that cars will still play a role in the transport choices for many.

The availability of charging infrastructure across Staffordshire county can provide an important focus on encouraging the growth in use of EVs, whilst also supporting the rural community. Midlands Connect, who research and develop transport projects, also acknowledge the significance of EVs and EV infrastructure in the movement to decarbonisation.

At the end of May 2022 there were 32,312 charging points across the UK, at 19,945 charging locations, with a steep increase in growth from 2019 onwards. This represents a 32% increase in the number of charging devices since May 2021 [5].

This is driven by an increased demand for EVs, with more than 300,000 BEVs and 600,000 PHEVs on UK roads in 2021. As the number of EVs grow, retailers, supermarkets and other public facing organisations with car parks look to partner with chargepoint suppliers and provide their customers and

#### Staffordshire Local Transport Plan (2011-2026)

Reducing Road Transport Emissions and their Effects on the Highway:

- We will promote alternatives to private motor vehicles
- We will promote the use of low-emitting vehicles and vehicle efficiency
- We will lead by example and reduce our own road transport emissions
- We will improve the resilience of the transport network to changing climatic conditions

visitors with the required charging. Demand for EV charging could well be at around 300,000 chargepoints by 2030 [6].

Location	Total public charging devices	Total public rapid charging devices (25kW+)	Public rapid chargers as a % of total public charging devices	Charging devices per 100,000 population
UK	28,375	5,156	17%	42.3
West Midlands	1,969	495	25%	31
Staffordshire	239	105	46%	26

Table B: EV charging stats Jan 22 DfT EVCD\_01a/b

In Staffordshire there are approximately 450,000 petrol and diesel cars, and approximately 4,500 EVs registered across the respective districts and boroughs. There has been steady growth, but this is expected to increase dramatically in both the number of EVs registered and the number of chargers; all of which will contribute to the councils across Staffordshire reaching their respective net zero ambitions.

Location	ULEVs (all)*	BEV**	PHEV**	Motorcycles**	LGV's (all)**
United Kingdom	621,564	314,966	271,930	8,132	24,697
England	554,656	281,219	242,794	7,260	22,050
West Midlands	42,391	21,721	18,753	560	1,703
Staffordshire	4,558	2,315	1,999	60	182

Table C: ULEV's Q3 2021

\*Data from DfT VEH0131, Q3 2021

\*\*Data from VEH0133, Q3,2021

Data in italics extrapolated from VEH0131/VEH0133

Research conducted by Ordnance Survey, Zap-Map and Field Dynamics has identified that across Staffordshire, on average 75% of households have access to off-street parking and of those households that do not have off-street parking, on average of 3% of households are within a 5-minute walk from a public chargepoint. The 97% of households that do not have access to off-street parking and are not within a 5-minute walk of a public chargepoint equates to approximately 92,000 households. A public chargepoint infrastructure network should prioritise solutions that enable an equitable and accessible network for these 92,000 households.

Council	Percentage of households with access to off-street parking	Percentage of households within a 5-minute walk of a public charger
Cannock Chase	79%	1.8%
East Staffordshire	67%	5.2%
Lichfield	76%	11%
Newcastle Under Lyme	76%	0.5%
South Staffordshire	77%	2.5%
Stafford	75%	5.6%
Staffordshire Moorlands	80%	0.9%
Tamworth	71%	0.1%

Table D: Source: National Ranking of EV Charge Point Coverage, ZapMap & Field Dynamics

At present, any Staffordshire resident wishing to install an electric charging point can currently do so on their own private property (private on-street charging points are currently not available). There is a government grant available where a maximum of £350 is available to assist some residents with the initial upfront cost of installing an EV charging point [2]. However, there is a proportion of residents in Staffordshire who do not have off-street access, and for these residents most of the on-street parking is currently outside of the catchment area for public EV charge points (greater than a 5-minute walk).

Within the Midlands Connect EV Strategy, the identification of optimum locations for charging infrastructure has been recognised as a critical component of the deployment of a charging network, where locations have a variety of needs. Ensuring that those residents who don't have off-street parking options are still able to access chargepoints.

#### Supermarket Charge Point Operator Partnerships in Staffordshire

Tesco - Podpoint

ASDA – BP Pulse

Aldi – NewMotion

Lidl - Podpoint

Morrisons – GeniePoint

Co-op - ZeroNet

For greatest impact in meeting requirements for supporting those who wish to switch to EVs, the local authorities should coordinate the installation of chargepoints at workplaces or retail parks, improving EV catchment of off-street parking, and especially installing chargepoints in council owned and managed car parks. This could help the local councils to ensure the futureproofing of their infrastructure, providing chargepoints as the demand continues to increase.

It has been indicated by the UK Government that further policies will be released that will focus on Electric Vehicles and EV charging infrastructure in the next 12-24 months, along with funding to continue support for local authorities in their journey to decarbonisation. Midlands Connect is also planning continued support through establishing an EV forum, engagement with Distribution Network Operators (DNOs) and planning tools. In addition to the Government's on-going developments, the private sector has also continued the growth of charging networks across the UK, such as in petrol stations, supermarket car parks and retail parks. However, within Staffordshire this number remains low.

### 3.1. Midlands Connect

The Midlands Connect (MC) report 'Supercharging the Midlands' [3] summarises the key findings and analysis from their study of the MC region; providing guidance and principles to support the accelerated uptake and provision of EV charging infrastructure in the region. The report presents the baseline and forecasts for 2025 and 2030. MC also published their Rural Mobility Hub report [8] to help local authorities identify and establish commercially viable rural mobility hubs. This will generate new ideas during 2022 for an era of greater digital connectivity, and in the context of rural community needs [7].

EV's registered	Baseline 2020	2025	2030
Scenario 1 – slow uptake	44,909	344,951	1,304,156
% EV	0.74%	5.6%	20.9%
Scenario 3 – accelerated uptake	44,909	642,762	2,527,845
% EV	0.74%	10.5%	40.6%
Chargepoints forecast	2,174 (Jan 2021)	9,915 – 25,703	21,988 – 77,533

Table E: Midlands Connect MC region forecasts

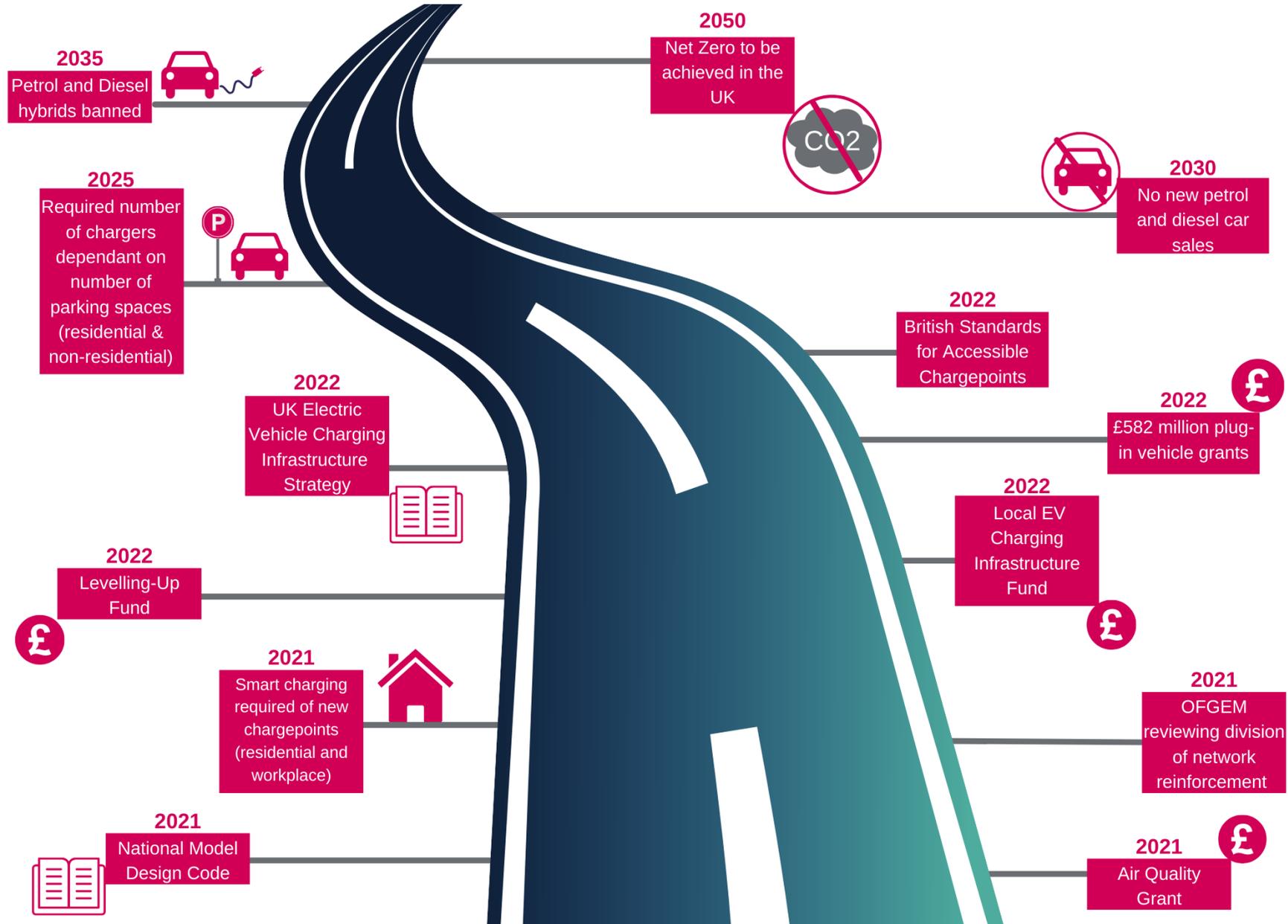


Figure 1: EV landscape roadmap

## 4. Policy and Funding Review

Over the last five years there has been continued growth in investment in charging infrastructure and policies that acknowledge the critical role that charging infrastructure has in the continued uptake in EVs. The announcement of the Rapid Charging Fund as part of the March 2020 budget saw £500 million committed to supporting the growth of a high-powered charging network across the UK. At the same time as announcing the funding, clear charging infrastructure aims and objectives for the UK were published. These aims included having 6 high-powered open access chargepoints at each motorway service area in the UK by 2023. It is understood that the demand for charging infrastructure will continue to increase, and the introduction of these policies aims to ensure this demand will be met. The policies and funding available for charging can be leveraged to help Staffordshire to meet their net zero ambitions.

Coordinating a wider EV charging network in Staffordshire will not only support the private use of EVs but can also be beneficial to businesses and workplaces who will need to move to electric fleets. The new legislation that bans new petrol and diesel cars being sold in the UK from 2030 will further drive movement away from petrol and diesel vehicles and towards low carbon alternatives.

This section of the strategy outlines the policies and funding that are and will continue to be most impactful for Staffordshire's short and long-term EV network plans. The policy and funding review focusses on five key areas of impact:

- **Chargepoint technology** – specifications for the charge point technology or where the policy supports the development of new technology
- **Chargepoint installation** – specifications on installation either on the number of charge-points available or the locations
- **Commercial requirements** – specifications for the operators or support for operators
- **Building regulations** – guidance on how charge-points should be incorporated into planning and planning decisions
- **Consumer protections** – specifications as to what operators and charge-points must provide to consumers

In addition to these five key areas, we have highlighted the chargepoint infrastructure solutions the policies are relevant to; whether responsibility for meeting the requirements falls to the public or private sectors; and have examined any available funding which supports meeting the policy aims. A summary of the information contained within the policies reviewed can be found in the local policies table below.

This information has been distilled into the roadmap presented above to demonstrate the key policies and funding milestones until 2050. Continued funding will enable SCC to adhere to both UK-wide and internal policies; the Council should seek to support government consultations to ensure the Staffordshire voice is heard.

Current national policies are displayed in Appendix D, whereas the local policies are set out in the table below.

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
<b>Local Policies</b>							
<b>Staffordshire Local Transport plan 2011-2026</b>	The plan sets out the County Council's proposals for transport provision in the county, including walking, cycling, public transport, car-based travel and freight, together with the management and maintenance of local roads and footways.	2011	<ul style="list-style-type: none"> <li>Investigating measures that will encourage the use of low-emitting vehicles such as the development of EV charging points.</li> <li>Replacing SCC vehicles (when required) with ones that are less polluting and more fuel efficient, wherever possible.</li> <li>Reviewing SCC staff car parking facilities</li> <li>Encouraging public transport operators that when replacing vehicles, they consider purchasing lower emitting vehicles.</li> </ul>	<ul style="list-style-type: none"> <li>Promoting (and running) schemes that encourage the take up or smarter travel modes</li> <li>Introducing Traffic Regulation Orders (such as clear zones, low-emission zones and no stopping/parking zones)</li> <li>Encouraging all owners of the transport network to manage, maintain and develop with climate change in mind.</li> </ul>	<ul style="list-style-type: none"> <li>Off-street</li> <li>On-street</li> <li>EV Forecourts</li> <li>EV Charging Hubs</li> </ul>	<ul style="list-style-type: none"> <li>On-Street Residential Chargepoint Scheme</li> </ul>	Medium – 2 - 5 years +
<b>Staffordshire Climate Change Action Plan 2021-2025</b>	<p>SCC recognises that a range of actions are needed to stop or reduce the Council's carbon emissions. These actions are to either stop carbon emissions, develop ways to remove carbon emissions, or help communities and businesses prepare for the impact of a changing climate.</p> <p>The Council will monitor its carbon emissions each year, to track the success of these actions. This plan will be reviewed annually to ensure that it continues to deliver the Councils commitment to the climate change agenda.</p>	2021	<ul style="list-style-type: none"> <li>Increase the number of EV charging points</li> <li>Investigate the transitions of Council fleet to alternative fuels or more carbon efficient options where appropriate by 2025.</li> </ul>	<ul style="list-style-type: none"> <li>Work with district and borough councils to agree a consistent approach to EV infrastructure across Staffordshire.</li> <li>Investigate the potential to upgrade electricity supply in SCC building stock to facilitate EV charging in retained property portfolio.</li> <li>Develop an EV Infrastructure Strategy and Low Emissions Vehicle Infrastructure Action Plan</li> <li>Maximise opportunities to bid for Department for Transport funding, including workplace charging fund (at SCC buildings) and on street residential charging fund.</li> <li>Work with Amey to roll out EV charging across all highways depots.</li> <li>Ensure sufficient resources are available to support business areas in identifying opportunities and understanding carbon impacts.</li> <li>Continued liaison with district and borough councils to discuss how planning considerations can include climate change mitigation and adaptation.</li> </ul>		<ul style="list-style-type: none"> <li>On-Street Residential Chargepoint Scheme</li> </ul>	Medium – 2 - 5 years +
<b>Staffordshire Climate Change Strategic Development Framework</b>	SCC committed itself to the climate change agenda by declaring a climate change emergency in 2019 and to also achieve net zero carbon emissions by 2050. The Strategic Development Framework sets out how the authority will work towards achieving its carbon emissions target.	February 2021	<ul style="list-style-type: none"> <li>reduce vehicle emissions</li> <li>reduce our overall carbon impact</li> </ul>	<ul style="list-style-type: none"> <li>Ensure all council services understand the need to reduce our carbon emissions and are committed to doing so.</li> <li>Be innovative, aspirational and positive leading by example.</li> <li>Be positive in our approach, embrace opportunities and build on our successes.</li> <li>Empower our staff and members to suggest solutions and commit to delivering the net zero target.</li> <li>Have transparent processes and make the best use of the resources we have.</li> </ul>	<ul style="list-style-type: none"> <li>Off-street</li> <li>On-street</li> <li>EV Forecourts</li> <li>EV Charging Hubs</li> </ul>	<ul style="list-style-type: none"> <li>On-Street Residential Chargepoint Scheme</li> </ul>	Long - 5 years +

Table F: Policies review - Local Policies

## 5. Demand Analysis

### 5.1. Methodology

The focus of the demand analysis is to use data to create unique insight into the propensity to use EVs. The propensity to use EVs is directly linked to the requirements for charging infrastructure. Through specific analysis of data related to Staffordshire and its' districts and boroughs, a charging network is proposed to meet anticipated demand, local strategic objectives and existing and upcoming UK policies.

The analysis focuses on collating and mapping relevant data onto a GIS (geographical information system). GIS offers a unique ability to combine data that would not usually have been analysed together. For example, combining points of interest with the number of households with more than one car allows us to suggest the types of journeys being made. The use of GIS allows for the best use of the available data and ensures the analysis is tailored for the Staffordshire districts and boroughs.

The first step is to create a high-level demographic profile of those most likely to use EVs, using specific Staffordshire data. A matrix is created to assess all types of demographic data and identify areas where there is a highest likelihood of potential EV users. The output from the analysis is a propensity map of Staffordshire showing the areas of high and low propensity to use EVs

Further analysis is then undertaken to consider the infrastructure and journey data across the Council.

This level of assessment has provided unique insight across the county and allows for a charging network to be recommended to that considers the county wide perspective and the individual district and borough requirements towards a transition to EVs.

#### Demographic Assessment

The demographic assessment uses 2011 census data (This document will be revised when the 2021 census data becomes during late 2022) and additional local data available to the Council. The table below outlines the key datasets, the target population demographic and the rationale for including this sector within the intended audience.

Data	Target	Reason
<b>Age</b>	25-54 being the most ideal ranges	Those between these ages are the most likely to adopt new technology.
<b>Household income</b>	Minimum of £25k	The current cost of an EV can be prohibitive to lower incomes, but the funding available to support purchases of EVs supports this - as a minimum.
<b>Household access to a car</b>	Minimum one car	SCC is looking to support the transition to EV but are also looking to support modal shift away from car use.
<b>Household employment status</b>	Employed or a third level student	Those in employment are more likely to be commuting by car in the districts and boroughs, whilst students are likely to generate charging demand in the future.

Table G: Key demographic datasets

These data sets are chosen as the most impactful for those likely to adopt an EV in the future. This is expected to change as the expense of owning a private EV lowers and with the development of charging networks. These areas are scored based on the level of target demographics in the areas. These scores

are combined in a weighted overall score to create a demographic relative propensity map across Staffordshire for EV uptake.

### Journeys Assessment

Journey information assessment uses the Propensity to Cycle Tool (PTC), open street map, and SCC provided data. This data is used to map commuter journeys, school journeys and journey purpose (or driver), such as to supermarkets, workplaces and tourist destinations. The current commutes, school routes and the number of these journeys taken by car to establish the number of switchable trips to EV. Where journeys were not able to be mapped, journey drivers were analysed and trips that would most likely be made by car were inferred.

### Infrastructure Assessment

Infrastructure data is taken from Western Power Distribution (WPD), open street map, Zap-Map and SCC data. The table below outlines the key data sets and the reason for their inclusion within the analysis.

Data	Reason
<b>WPD capacity map</b>	Establish the location of existing sub-stations
<b>Car parks</b>	Establish demand for short-term charging and the car-parks ability to deliver this
<b>Land ownership</b>	Establish whether installation would be within SCC control
<b>Planning applications</b>	Establish growth in the area and opportunity for growth of off-street and off-street residential charging in line with new policy requirements for chargepoint installation in new developments
<b>Fuel Stations</b>	Establish existing network of fuel stations and infer transition of those fuel stations to EV forecourts as EV demand increases during phase out of petrol and diesel cars. Establish capacity to add to charging network at these locations.
<b>Existing chargers</b>	Establish locations and types of existing chargepoints

Table H: Key infrastructure datasets

These data sets have the highest impact on the development of the charging network both in terms of capacity and available space.

### Combined Assessment

The propensity map serves as the base for the combined assessment and, from this, facilitates a focus on the high propensity areas that enables individual assessments. At this individual assessment point, the infrastructure is examined to ensure available space and no overlap with existing chargepoints.

## Commuting

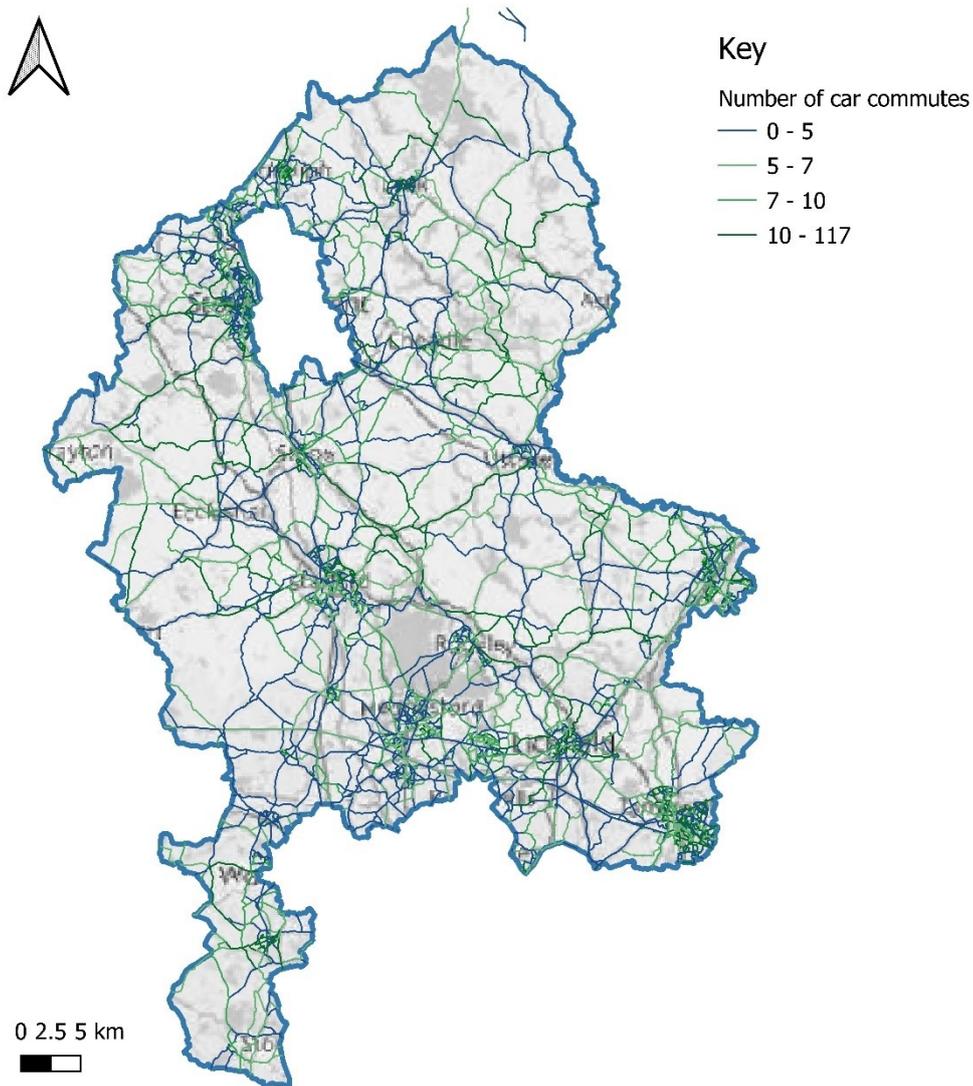


Figure 2: Staffordshire car commuting

The map shows the number of car commutes across Staffordshire. The data is sourced from the propensity to cycle map and shows general start and end points rather than door to door travel. This data is used to show both the number of commutes and the percentage of the commutes made by car. The areas with high car commutes are given the highest score as these areas would have the highest impact if switched to EV and would therefore require the largest number of chargepoints.

## Points of Interest

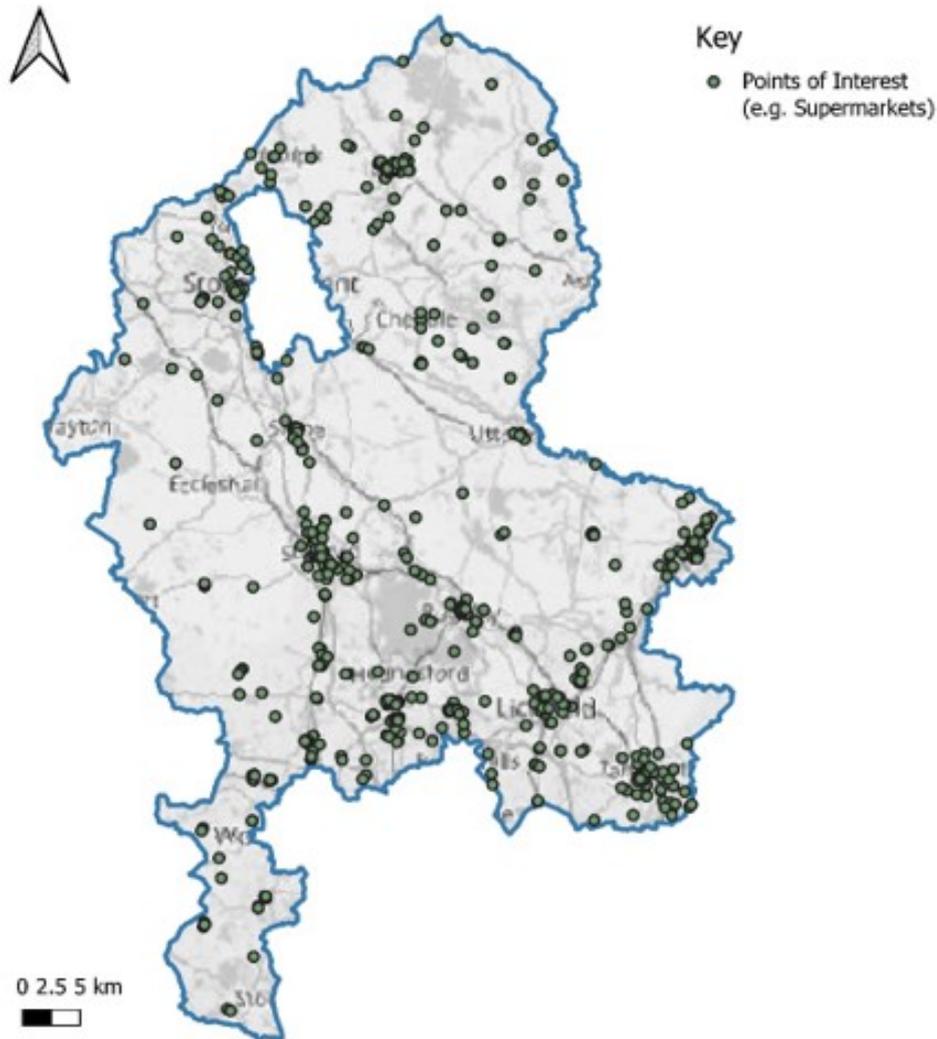


Figure 3: Staffordshire POI

The map shows a sample of points of interest that were mapped. The reason for mapping points of interest is to infer trip generators for example supermarkets, workplaces, tourists attractions. This has been undertaken due to the unavailability of live people movement data that would have shown the mode and destination of those points of interest that were most likely to have a high number of car journeys and were therefore given a higher score.

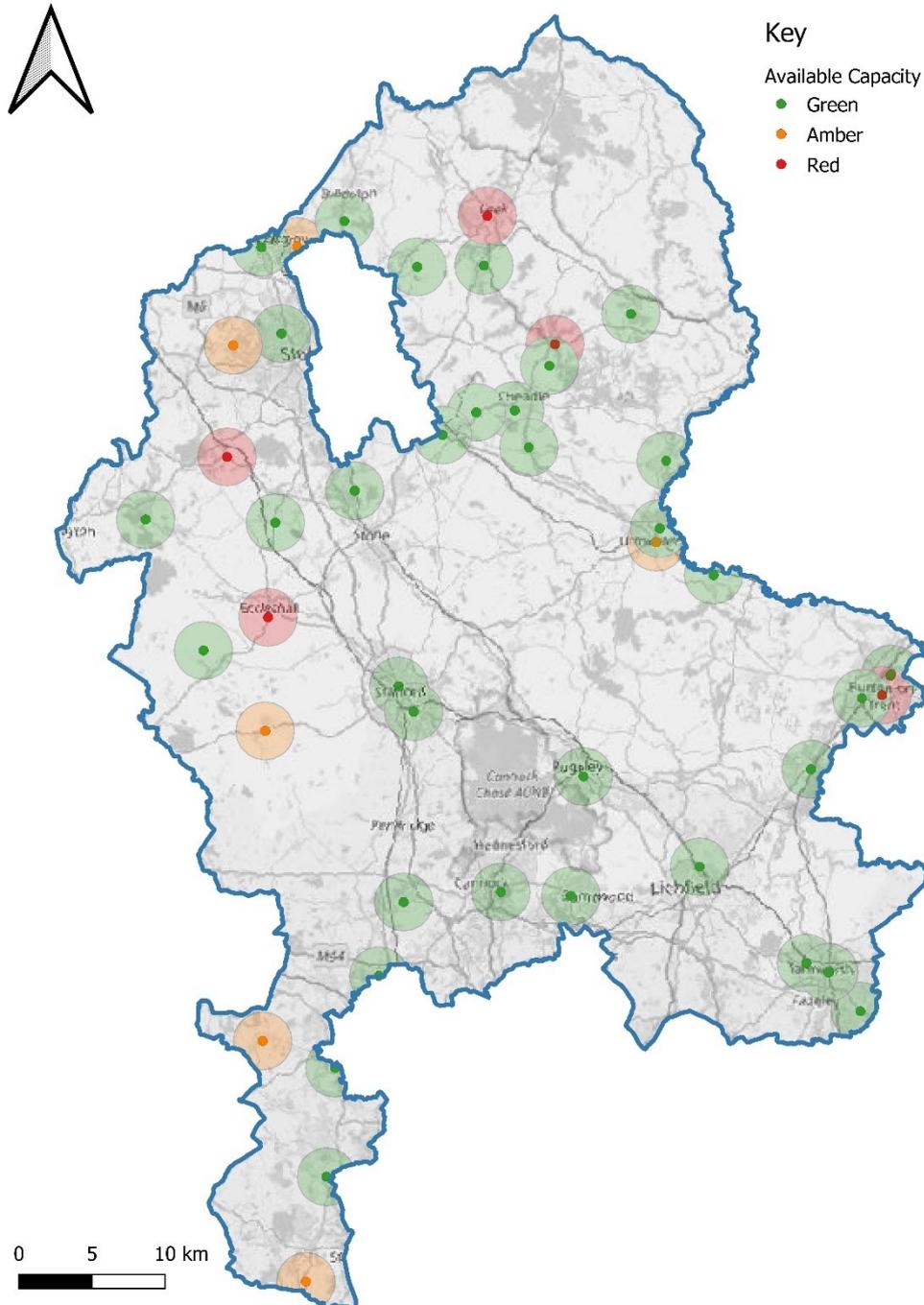


Figure 4: Sub-Station power capacity

The map shows all the Western Power sub-stations across Staffordshire; this gives some indication of where power is available across the power grid and where capacity may be more limited. This may be especially impactful when considering the location of rapid charging sites and hubs.

## 5.2. Demand Analysis – County Overview (2021/22)

### Propensity map

The maps are divided up by districts or boroughs along the Lower Layer Super Output Areas (LSOA), these are government geographical areas also used for the Census, each LSOA area has an average of 1,500 people or 650 households.

It should be noted that the strongest likelihood of converting to EVs at this time is often in more affluent and rural areas, rather than in the more urban centres. Campaign targeting is guided by propensity; whilst EV charging infrastructure locations are more related to current and expected demand.

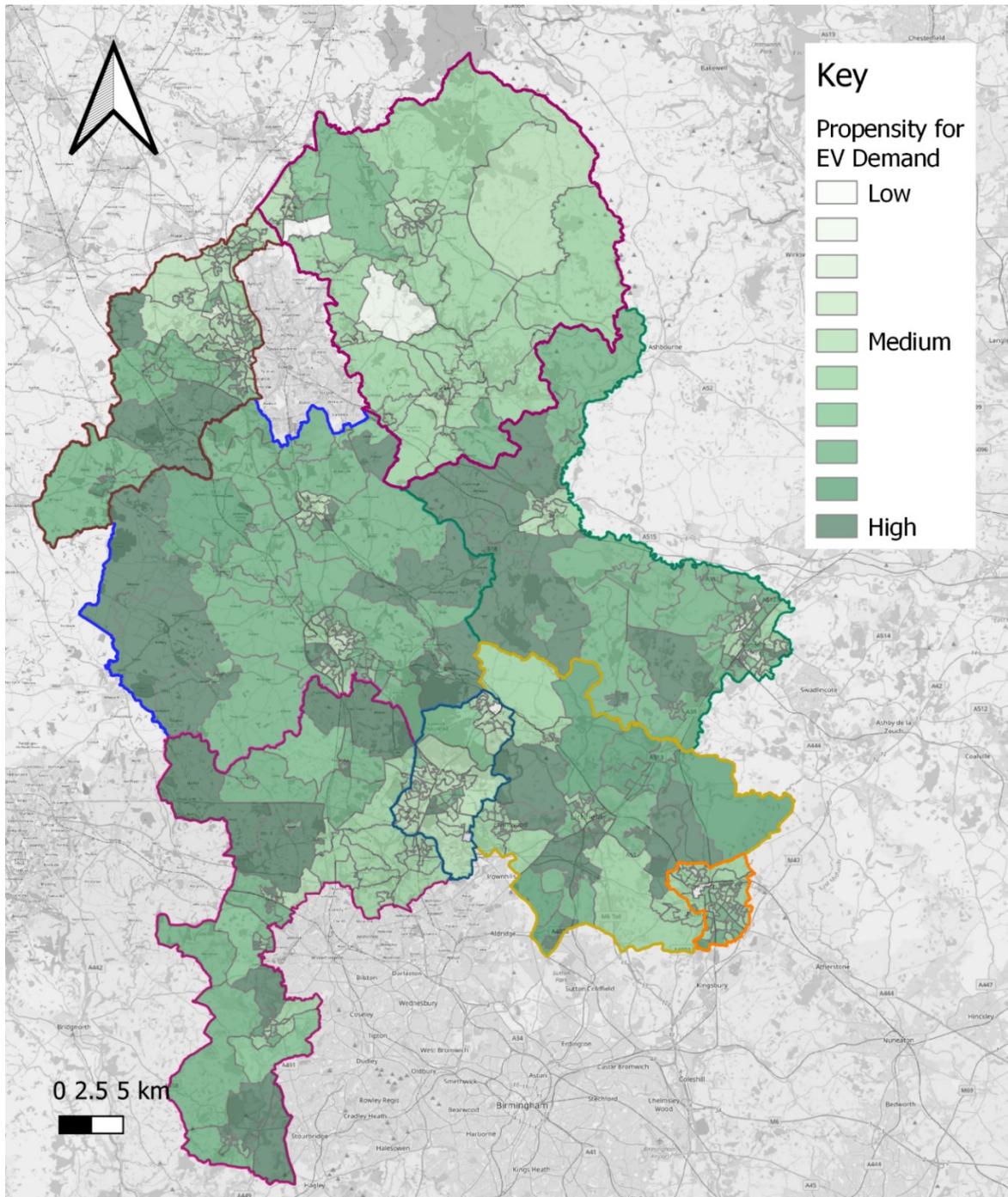


Figure 5: Staffordshire EV charging propensity

### Suggested EV charging locations

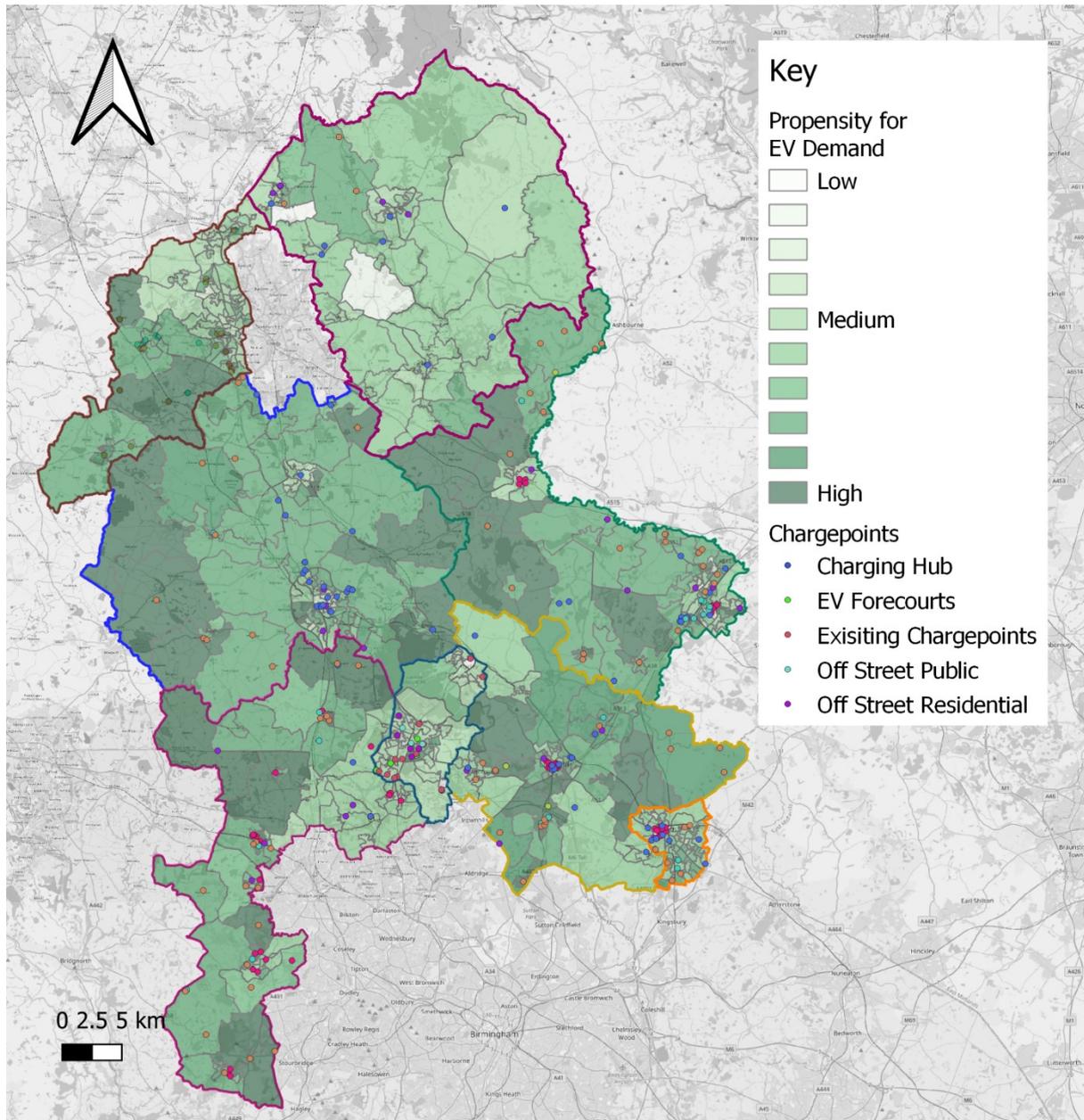


Figure 6: Staffordshire EV charging locations

#### Chargepoint Definitions:

- EV Charging Hub - Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations
- EV Forecourt – Existing fuel stations (highly likely to be converted to EV over the coming years)
- Off-street public – Suggested chargepoints at car parks
- Off-street residential – Suggested key council support areas for private chargepoints being installed at residences

For suggested chargepoints of off-street residential, EV charging hubs, and off-street residential the suggestions are locations within a 1km area

### 5.3. Demand Analysis – the District and Boroughs

#### Cannock Chase Propensity and Points of Interest

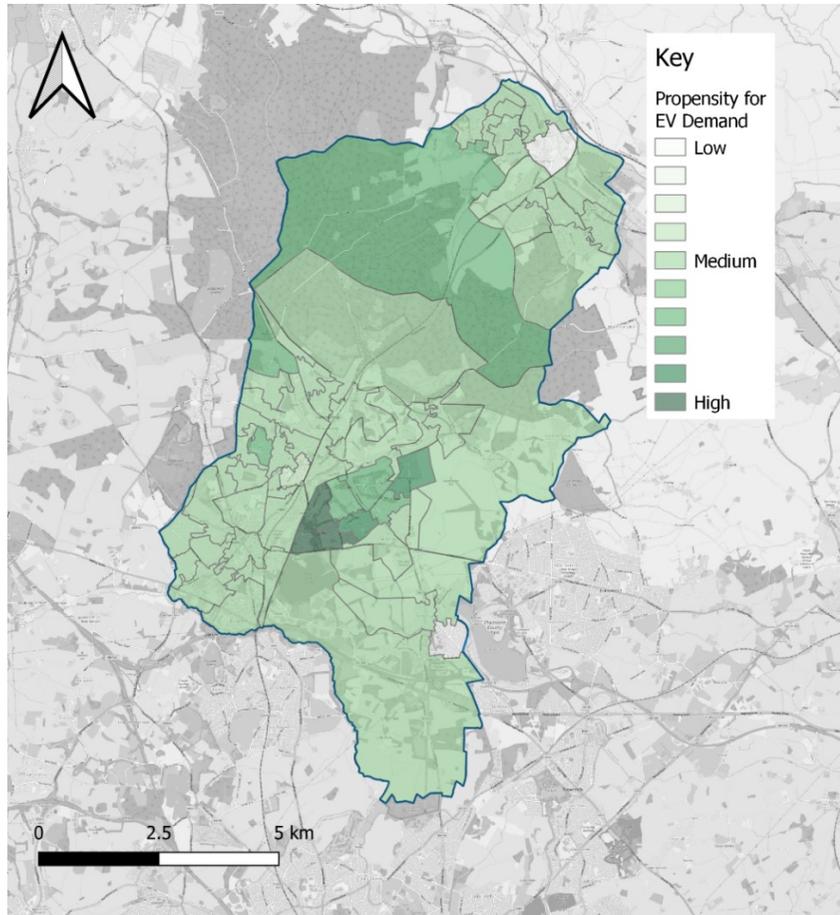


Figure 7: Cannock Chase Propensity

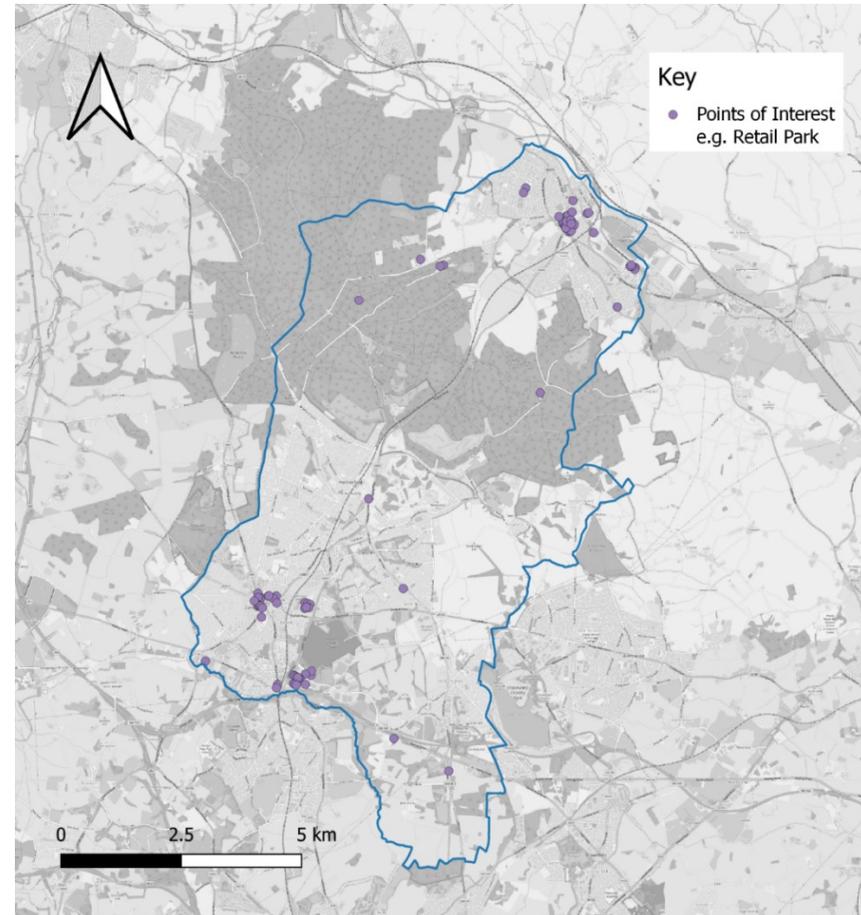


Figure 8: Cannock Chase Points of Interest

### Cannock Chase – Proposed Locations

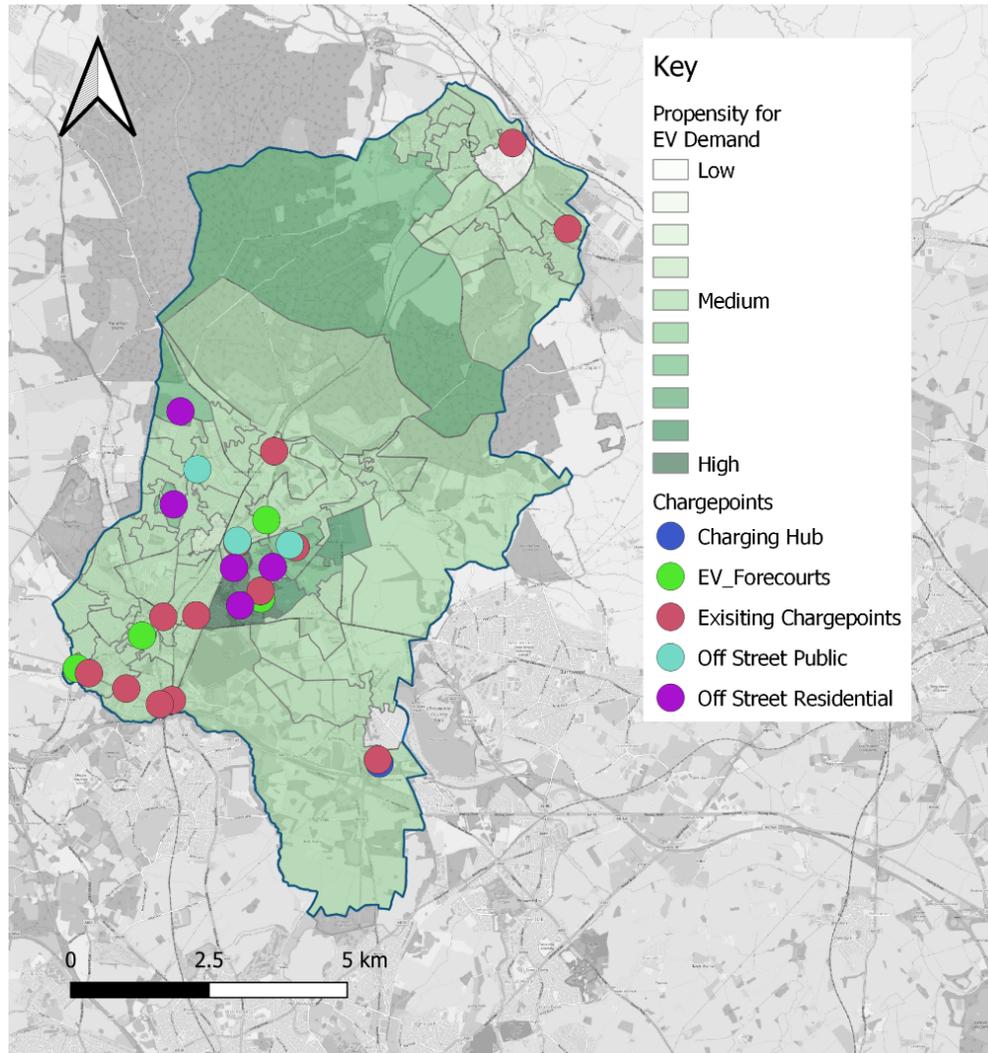


Figure 9: Cannock Chase - Proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
<b>Action:</b> Investigate private operators to build and run an EV charging location / hub	<b>Action:</b> Engage with fuel stations to confirm their plans; avoid coordinating EV charging in close proximity	<b>Action:</b> Engage with the district council to ensure ownership and facilitate EV charging installation	<b>Action:</b> The district council should engage residents and support where possible
For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

### East Staffordshire Propensity and Points of Interest

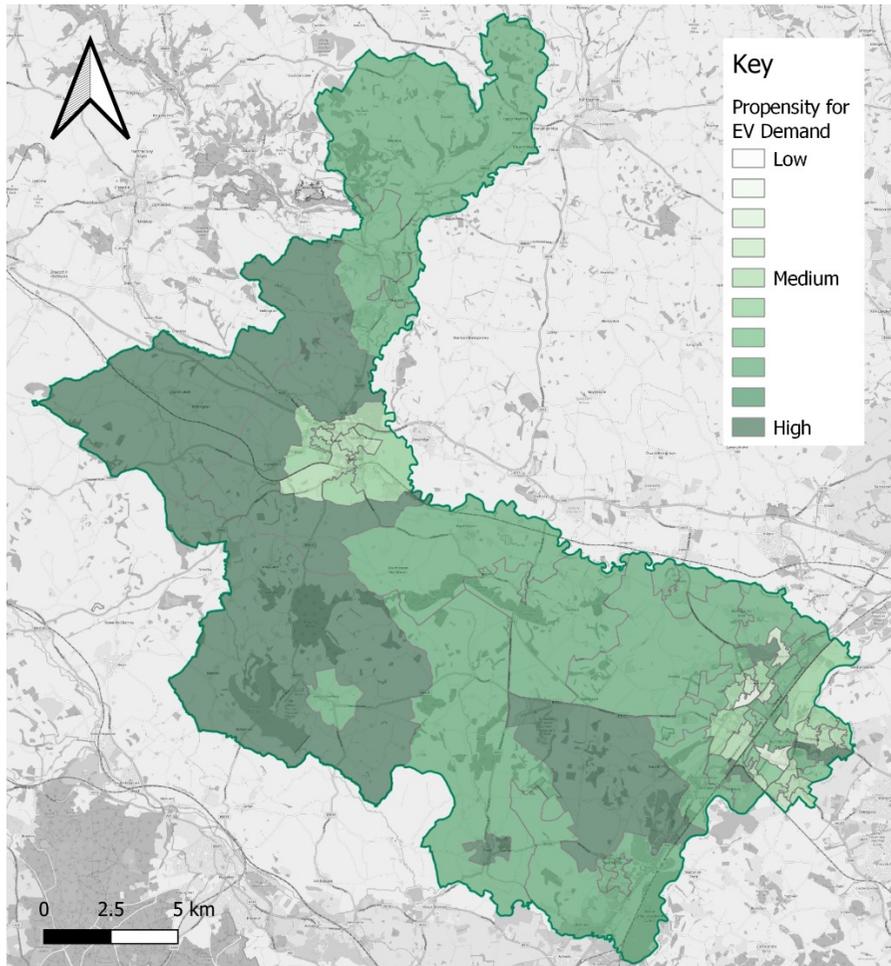


Figure 10: East Staffordshire propensity

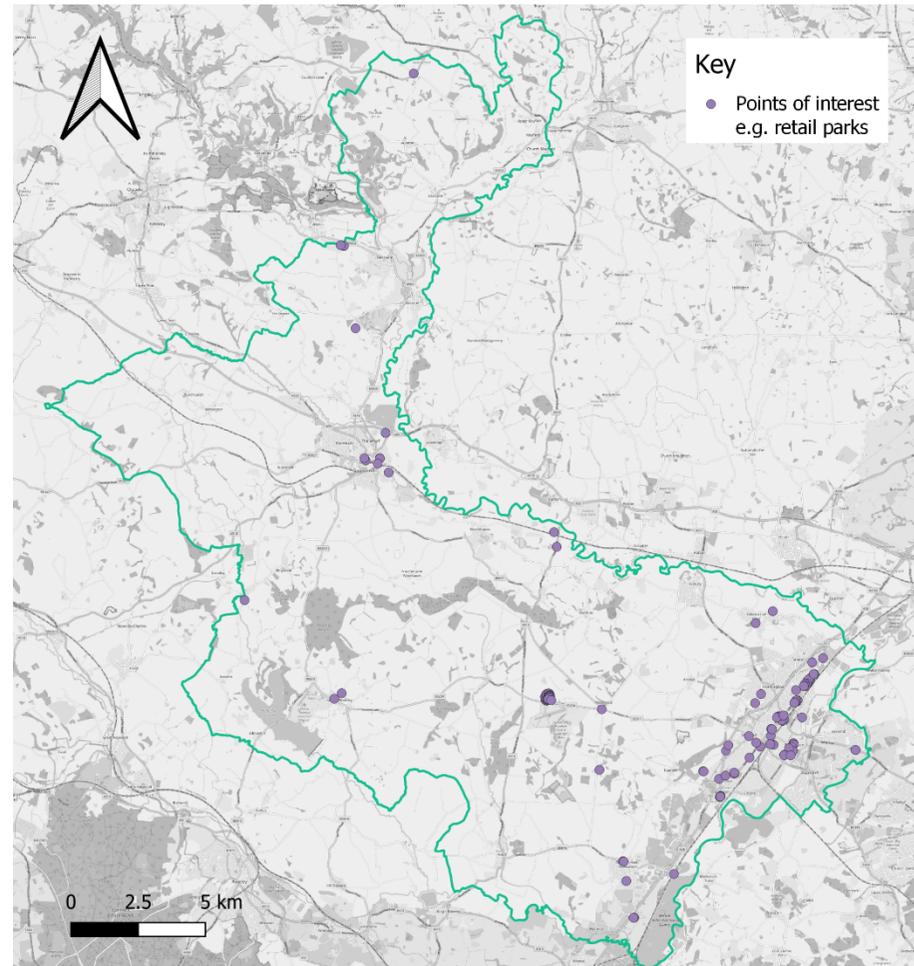


Figure 11: East Staffordshire Points of Interest

### East Staffordshire – Proposed Locations

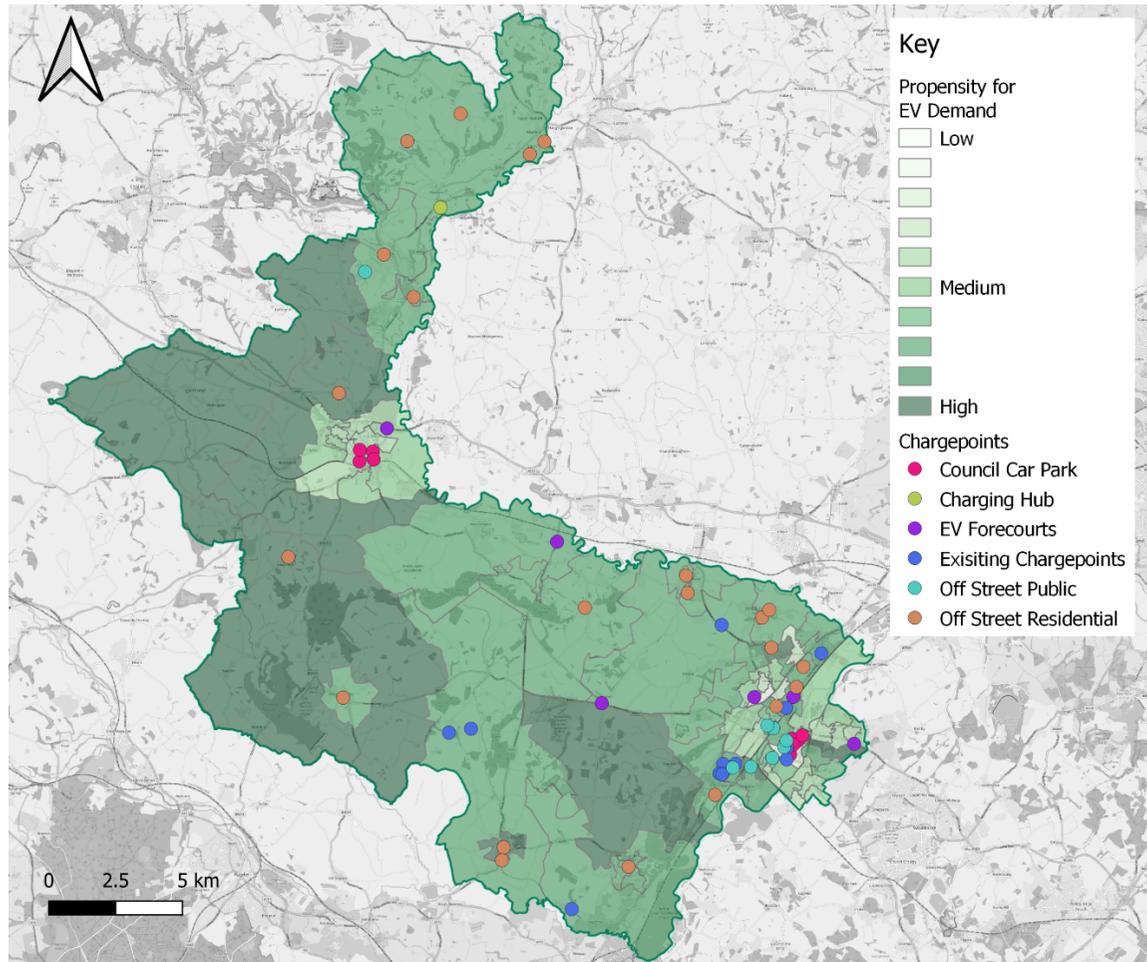


Figure 12: East Staffordshire Proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
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<b>Council Car Park</b> - Action: Engage with the borough council to ensure ownership and provide support to facilitate EV charging installation.			
For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

### Lichfield Propensity and Points of Interest

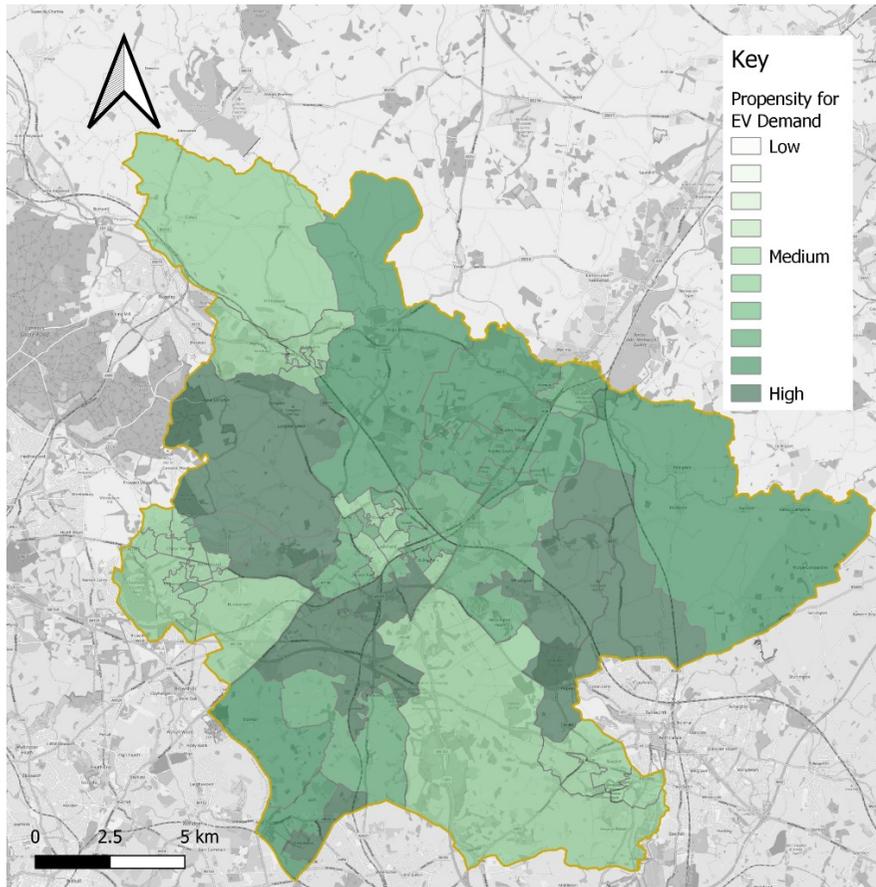


Figure 13: Lichfield Propensity

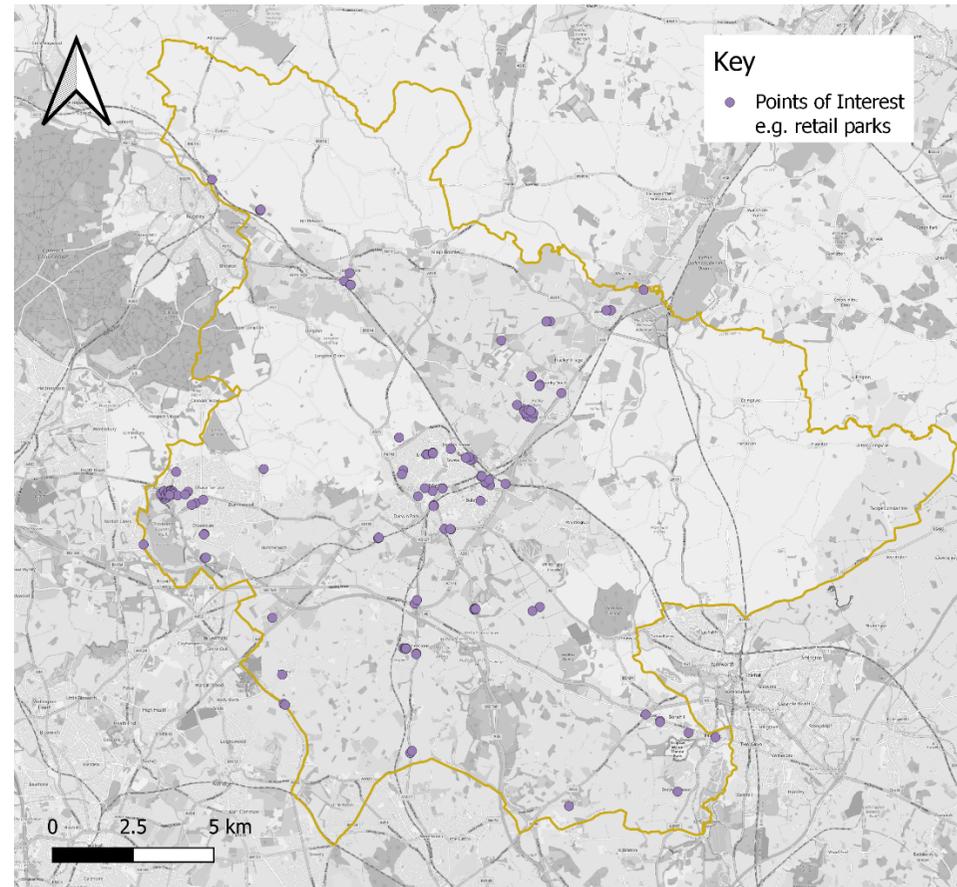


Figure 14: Lichfield Points of Interest

### Lichfield – Proposed Locations

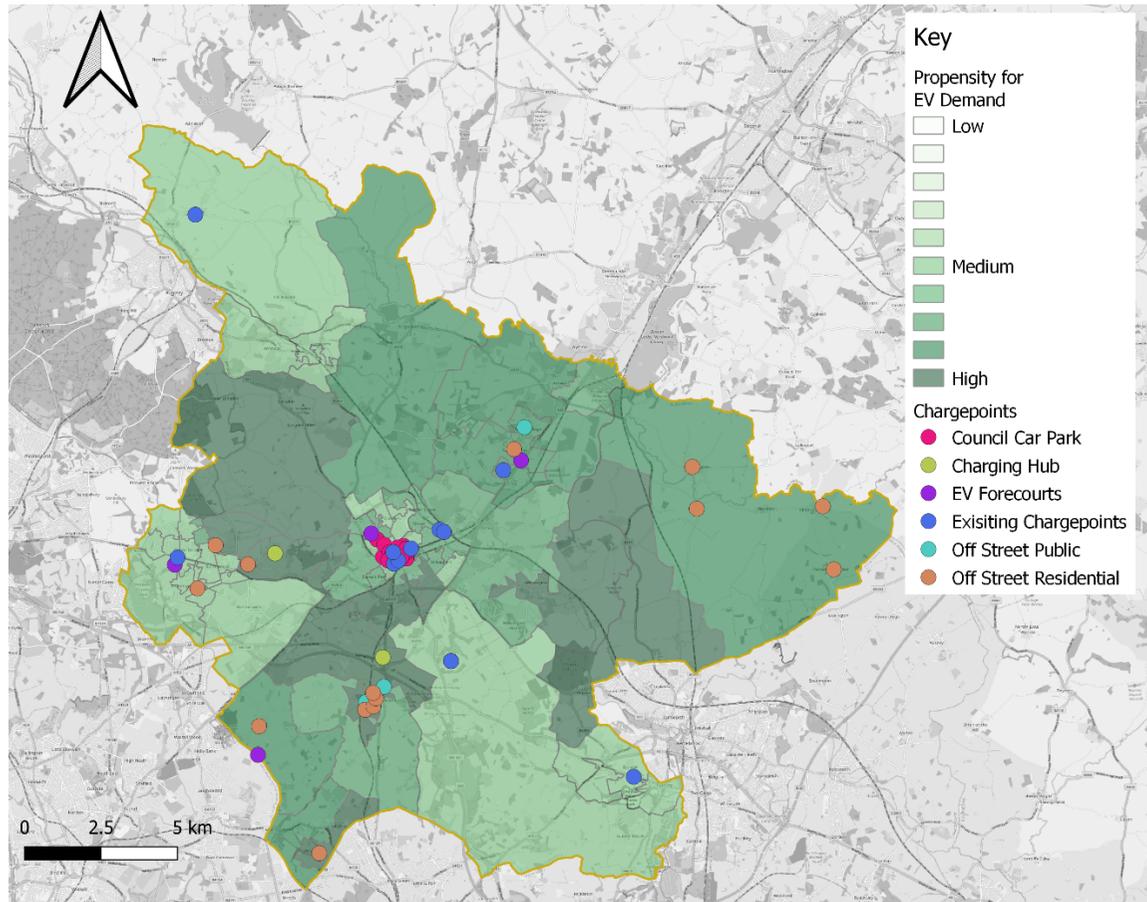


Figure 15: Lichfield - Proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
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<b>Council Car Park</b> - Action: Engage with the district council to ensure ownership and provide support to facilitate EV charging installation.			
For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

**Newcastle under Lyme Propensity and Points of Interest**

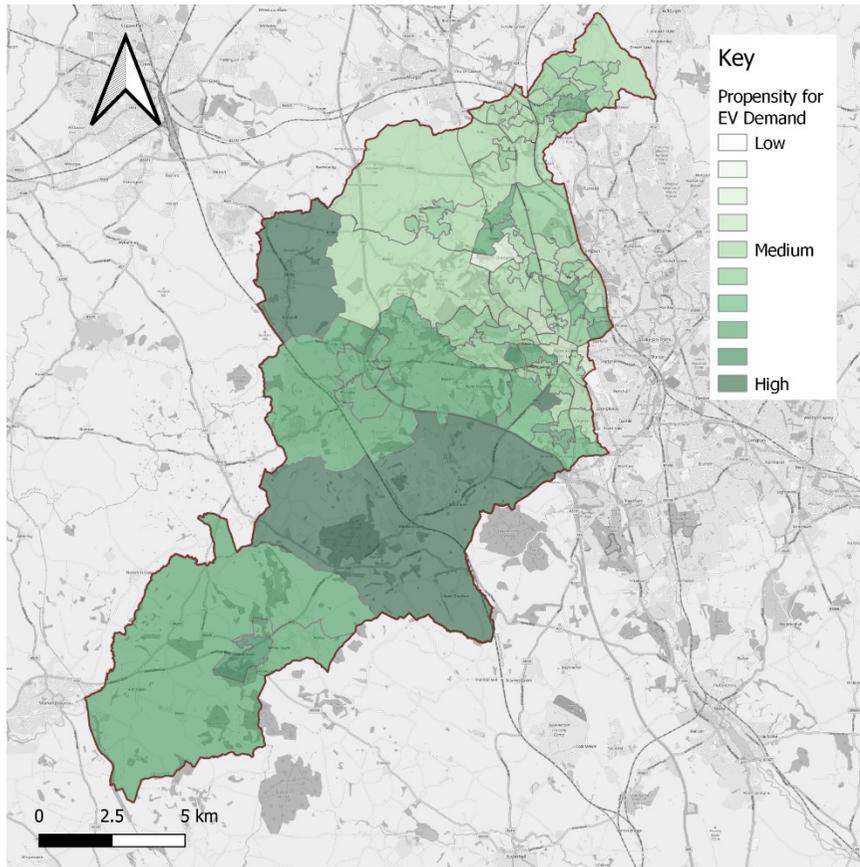


Figure 16: Newcastle under Lyme Propensity

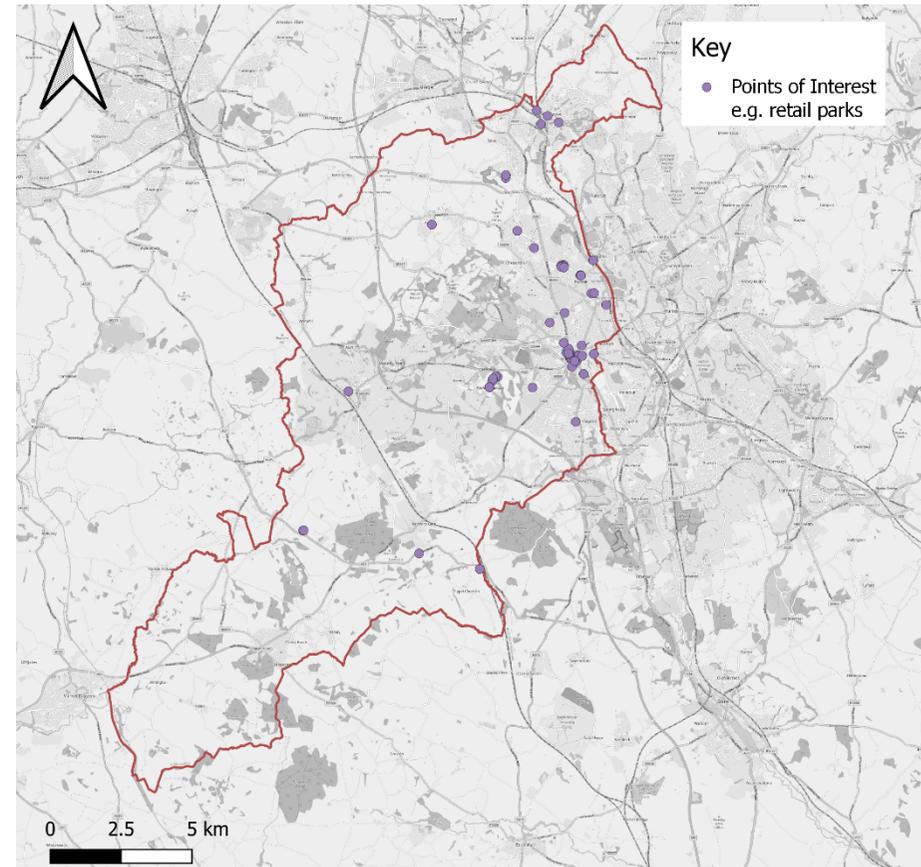


Figure 17: Newcastle under Lyme Points of Interest

### Newcastle under Lyme – Proposed Locations

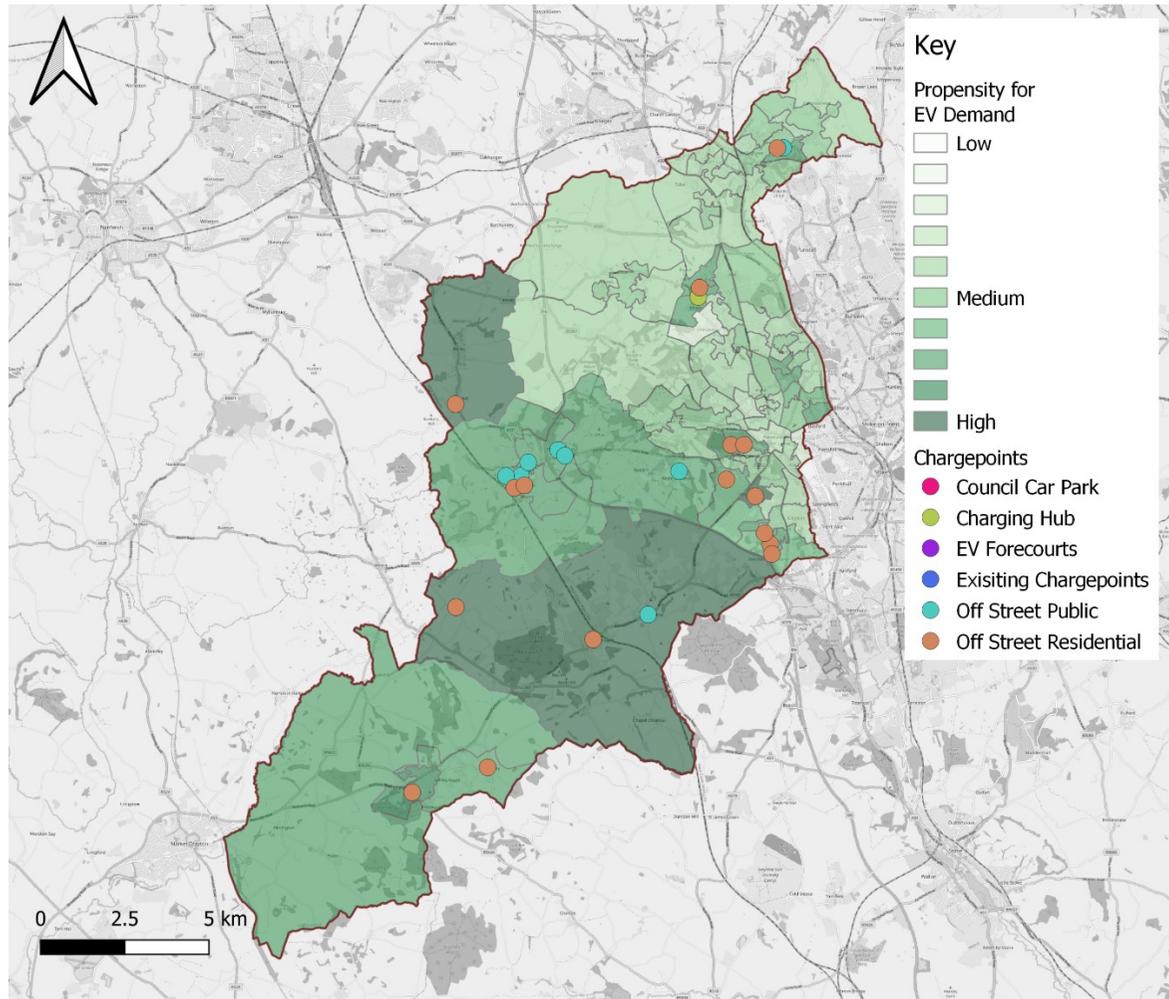


Figure 18: Newcastle under Lyme Proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
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For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

### South Staffordshire Propensity and Points of Interest

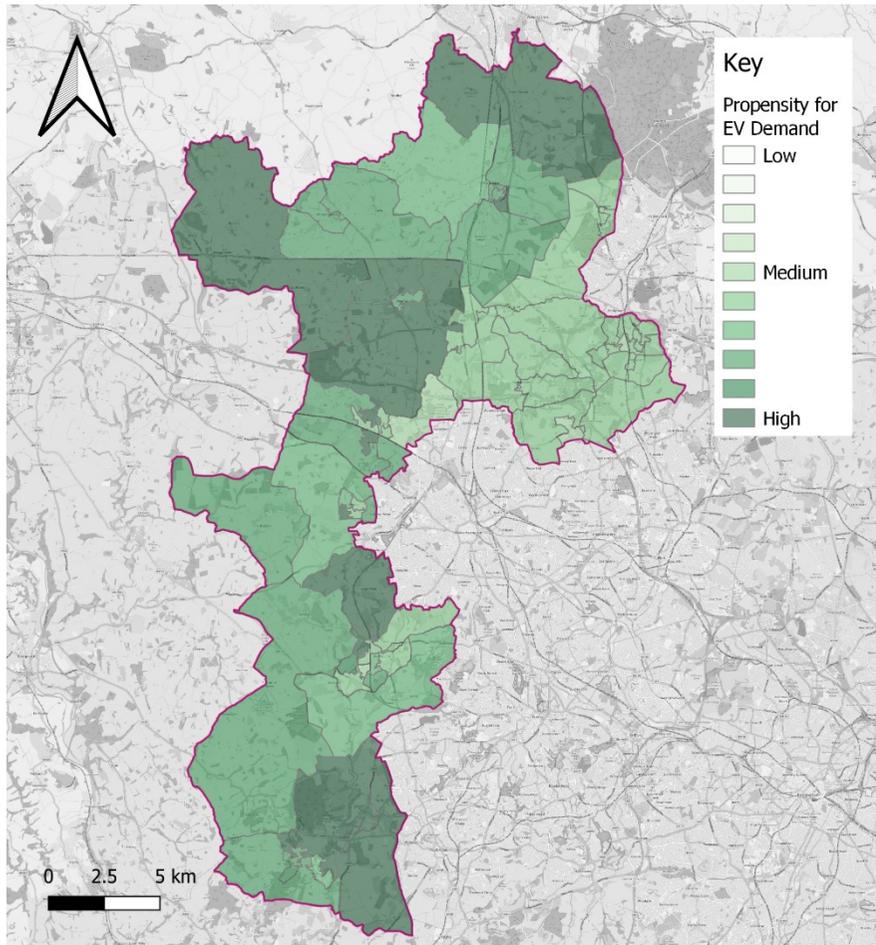


Figure 19: South Staffordshire Propensity

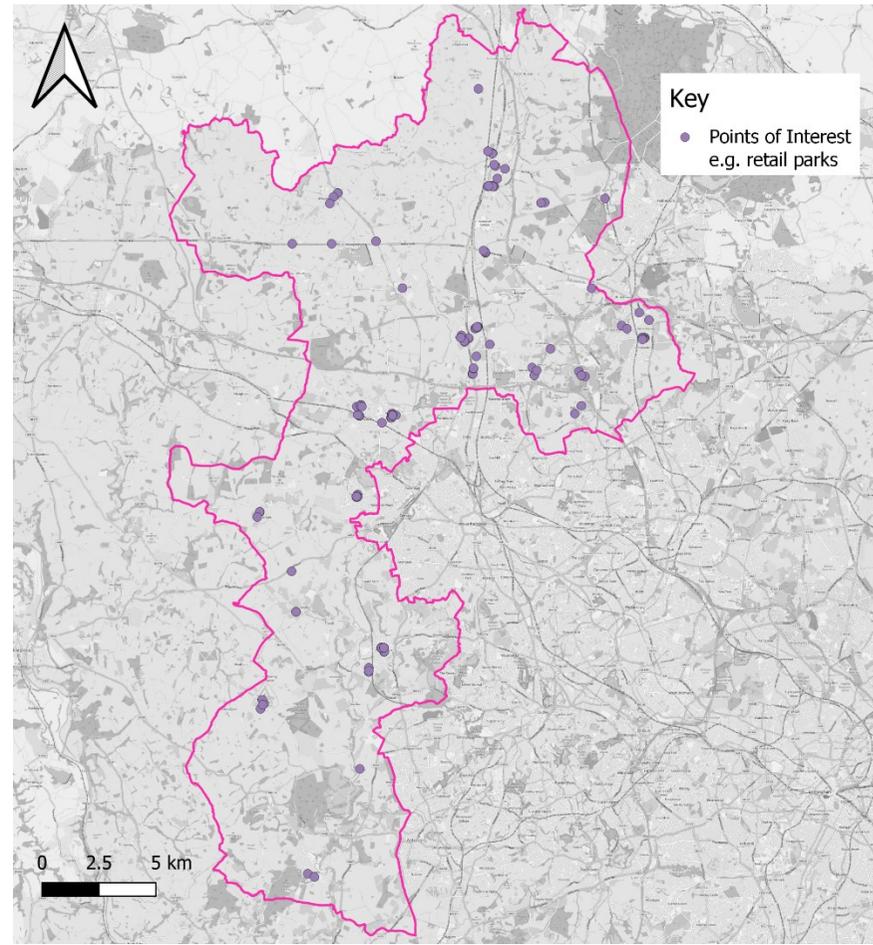


Figure 20: South Staffordshire Points of Interest

### South Staffordshire – Proposed Locations

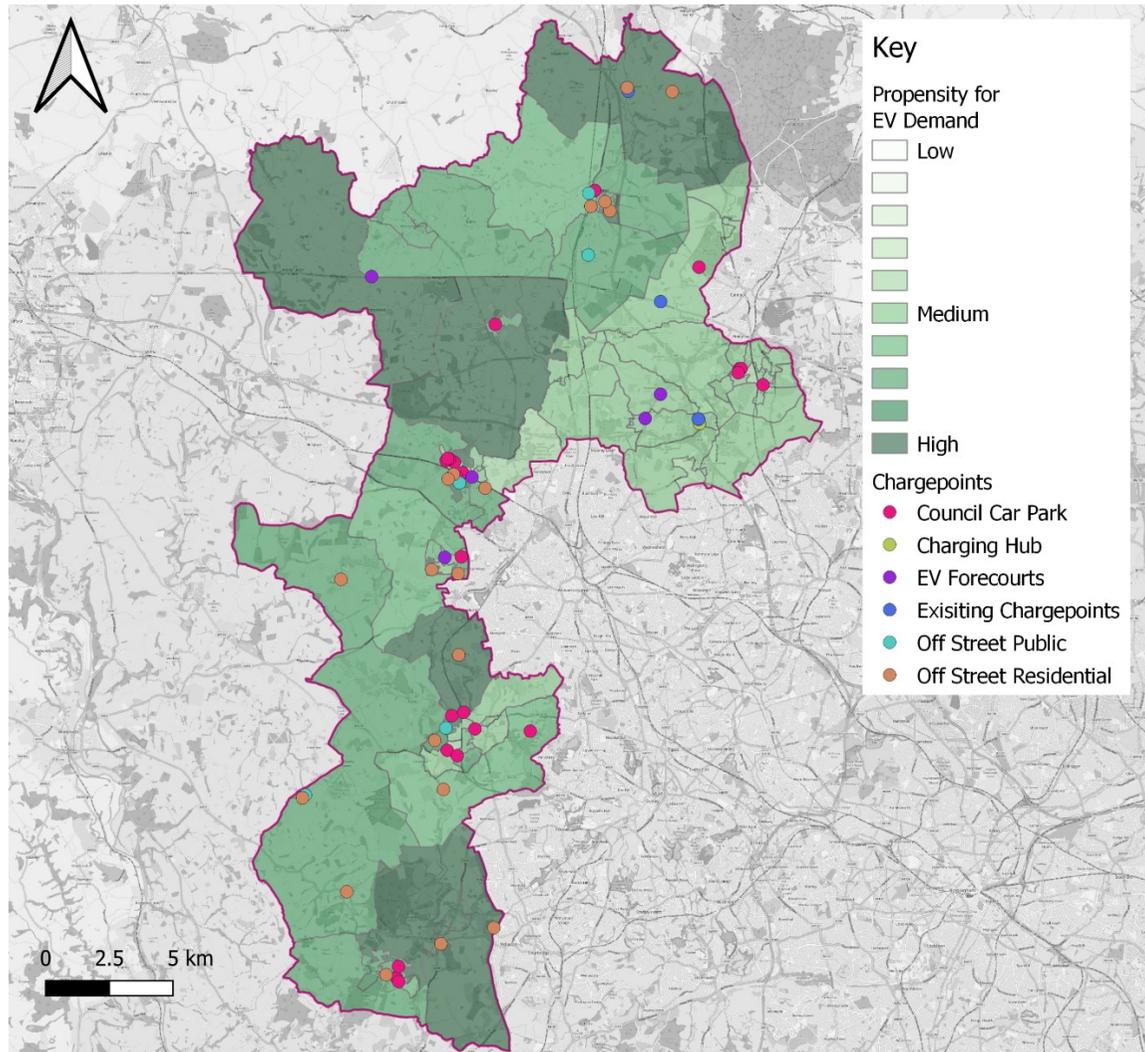


Figure 21: South Staffordshire Proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
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<b>Council Car Park</b> - Action: Engage with the district council to ensure ownership and provide support to facilitate EV charging installation.			
For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

**Stafford Propensity and Points of Interest**

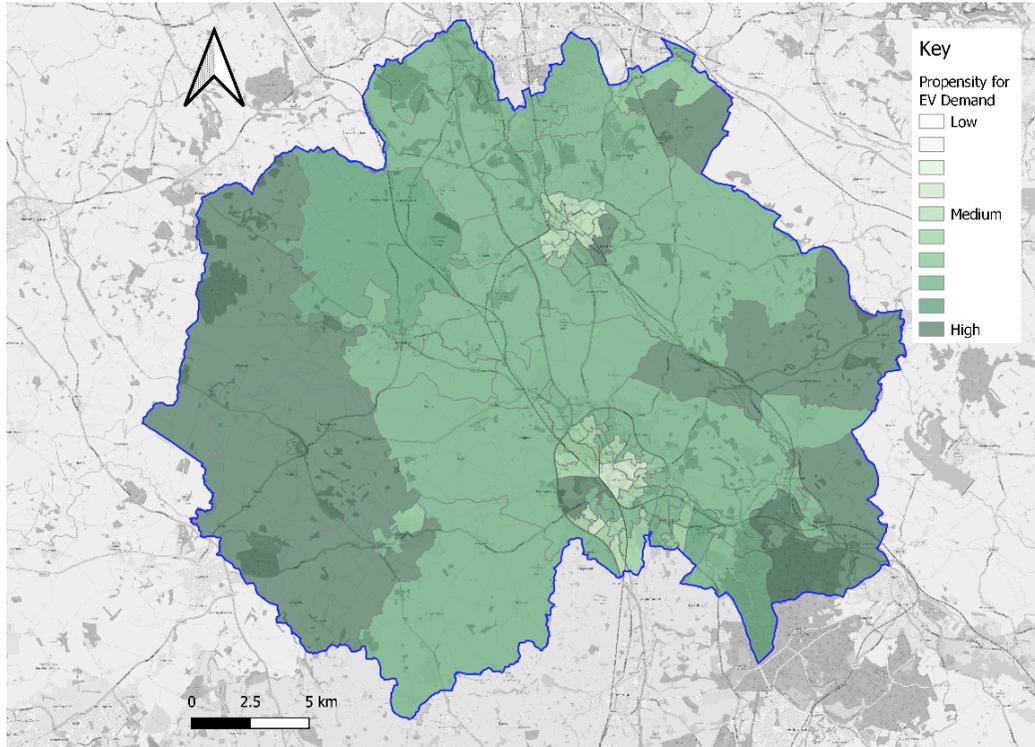


Figure 22: Stafford Propensity

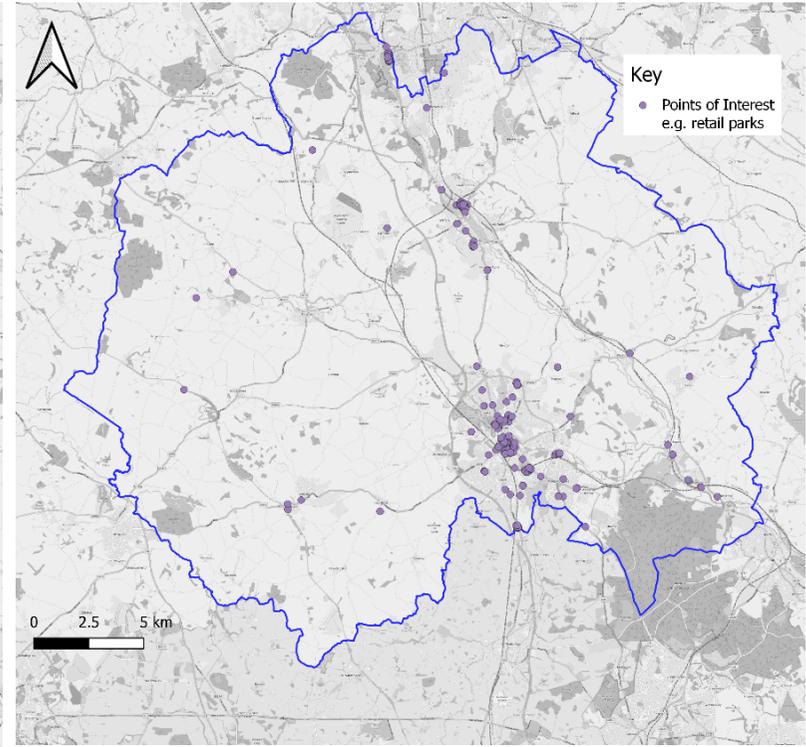


Figure 23: Stafford Points of Interest

### Stafford – Proposed Locations

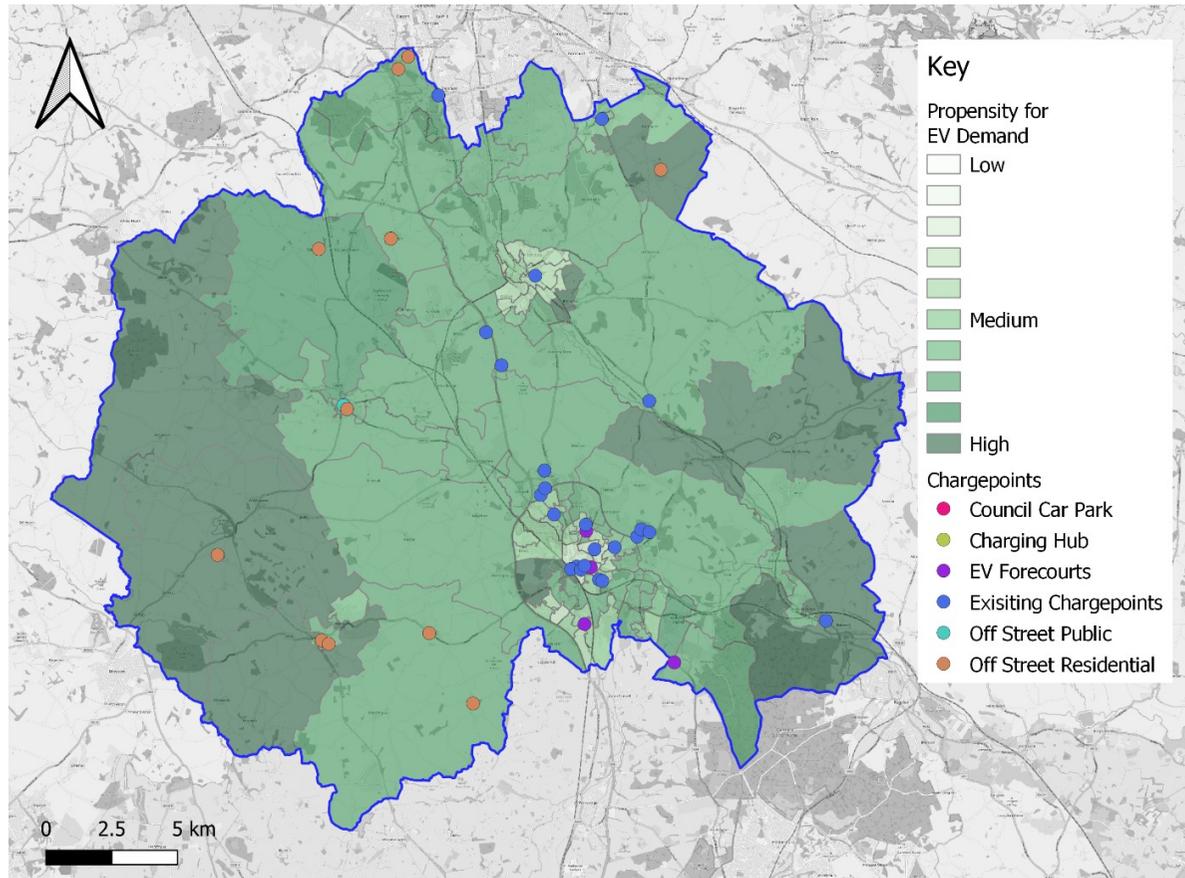


Figure 24: Stafford Proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
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For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

### Staffordshire Moorlands Propensity and Points of Interest

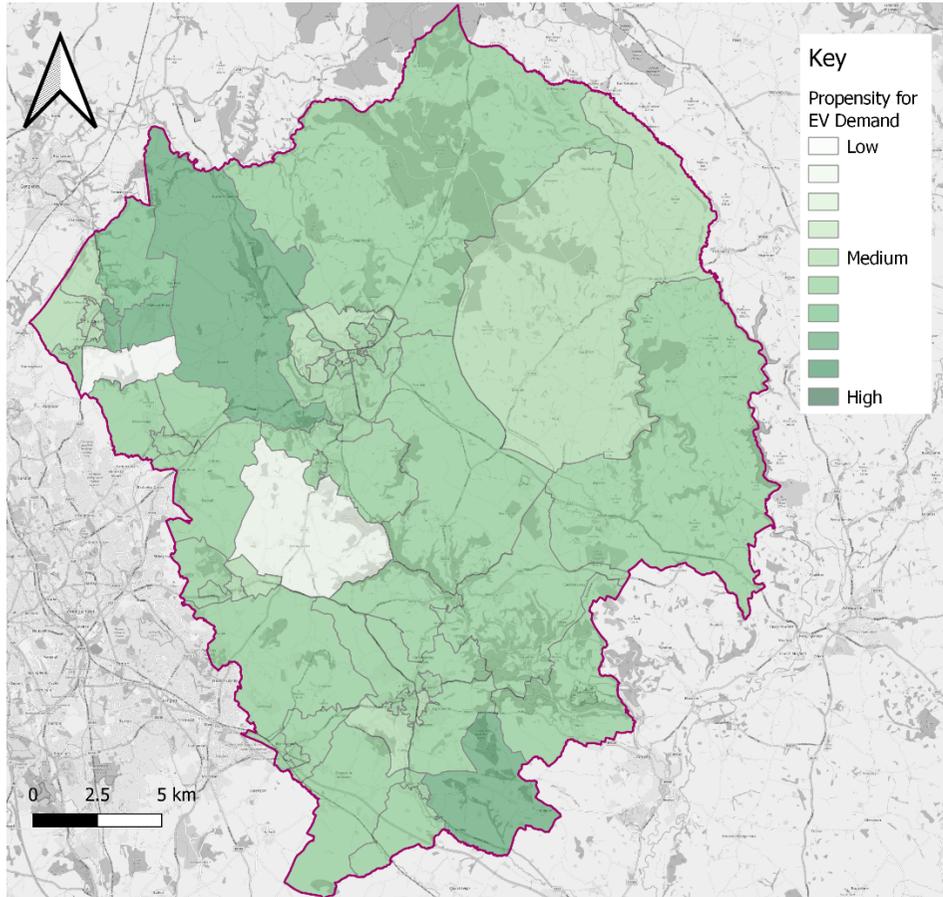


Figure 25: Staffordshire Moorlands Propensity

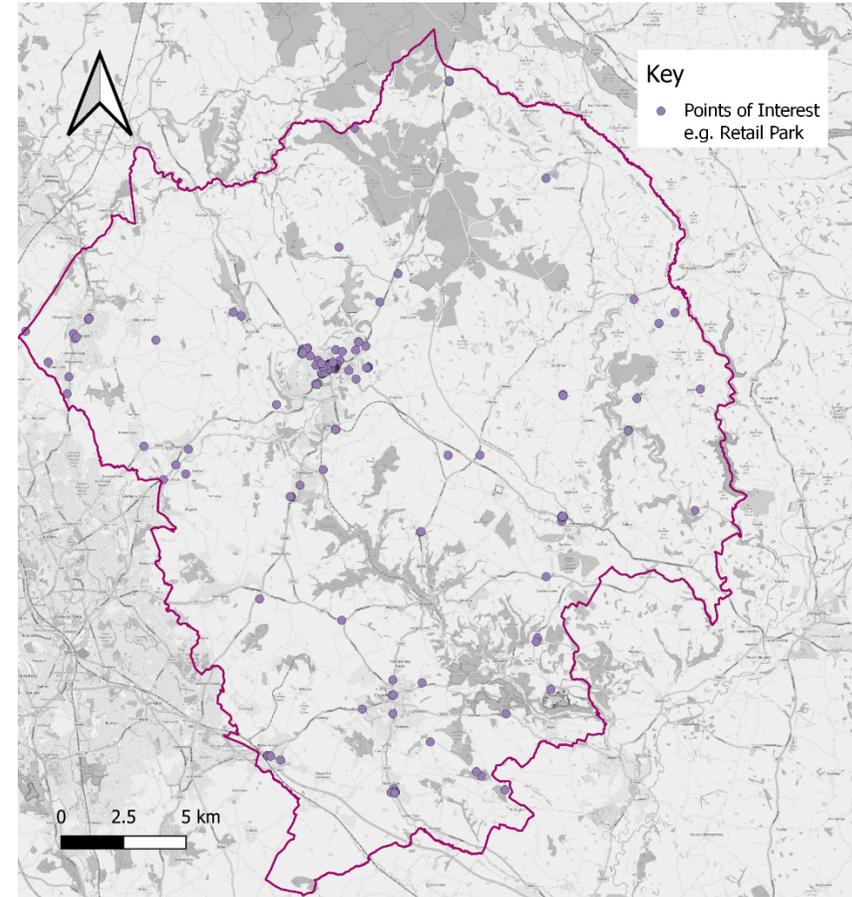


Figure 26: Staffordshire Moorlands Points of Interest

### Staffordshire Moorlands – Proposed Locations

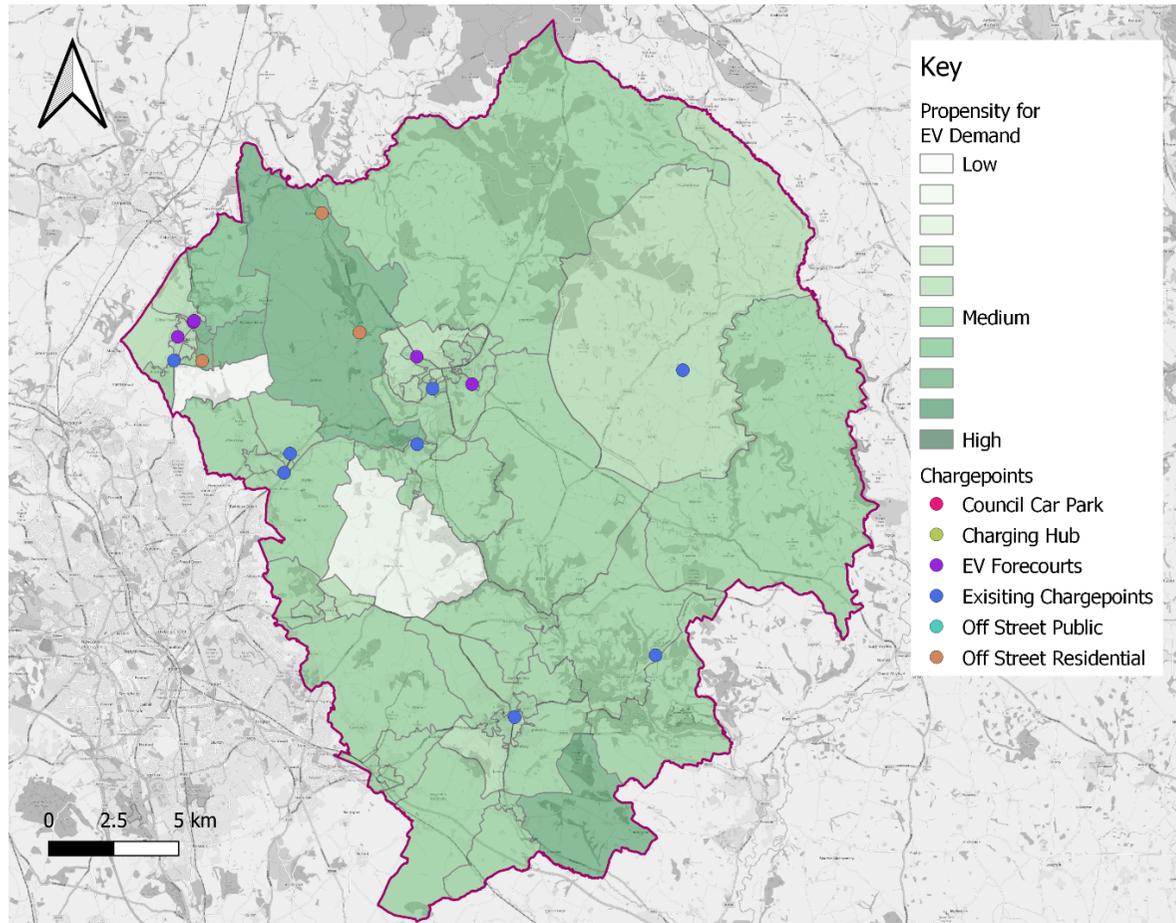


Figure 27: Staffordshire Moorlands – Proposed Locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
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<b>Council Car Park</b> - Action: Engage with the district council to ensure ownership and provide support to facilitate EV charging installation.			
For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

### Tamworth Propensity and Points of Interest

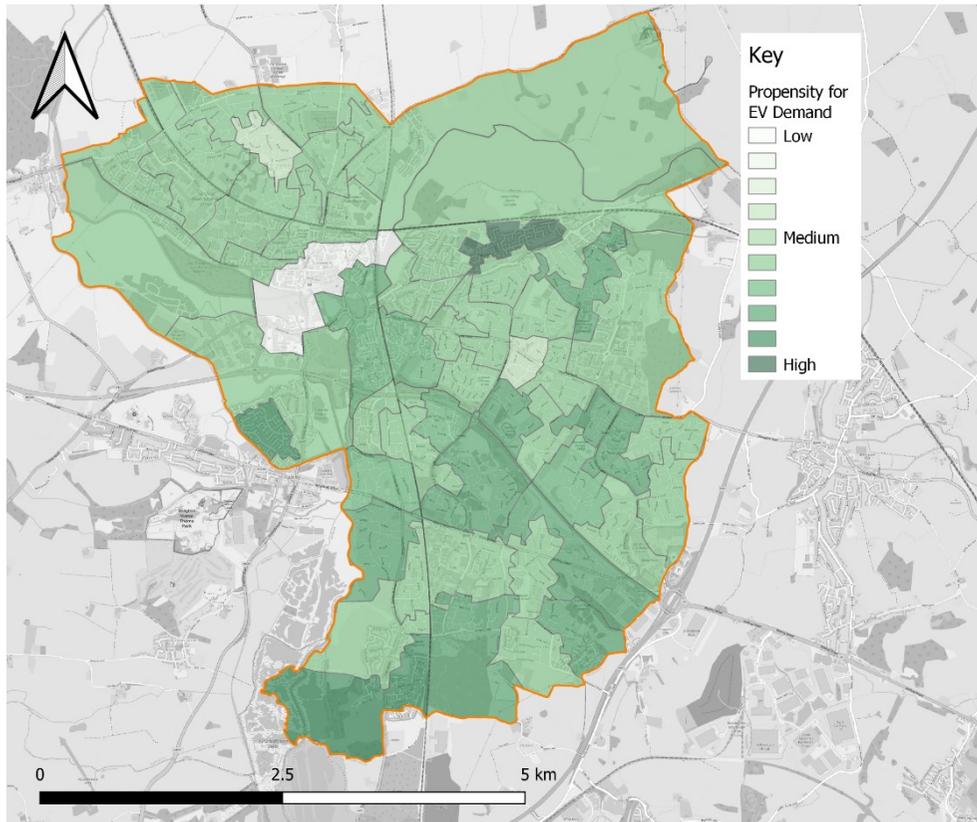


Figure 28: Tamworth Propensity

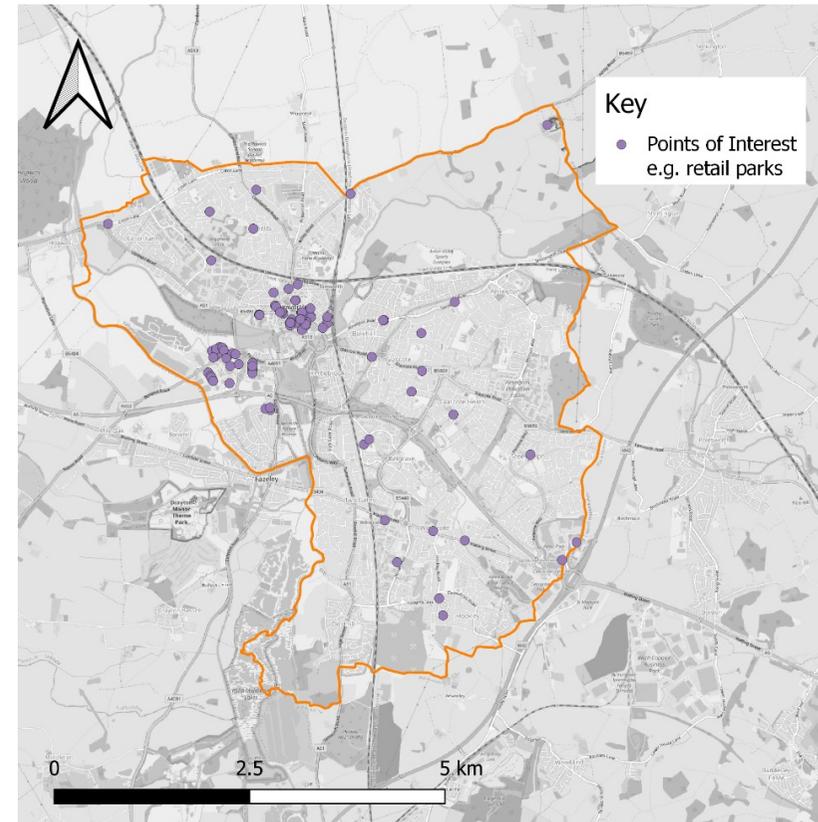


Figure 29: Tamworth Points of Interest

### Tamworth – Proposed Locations

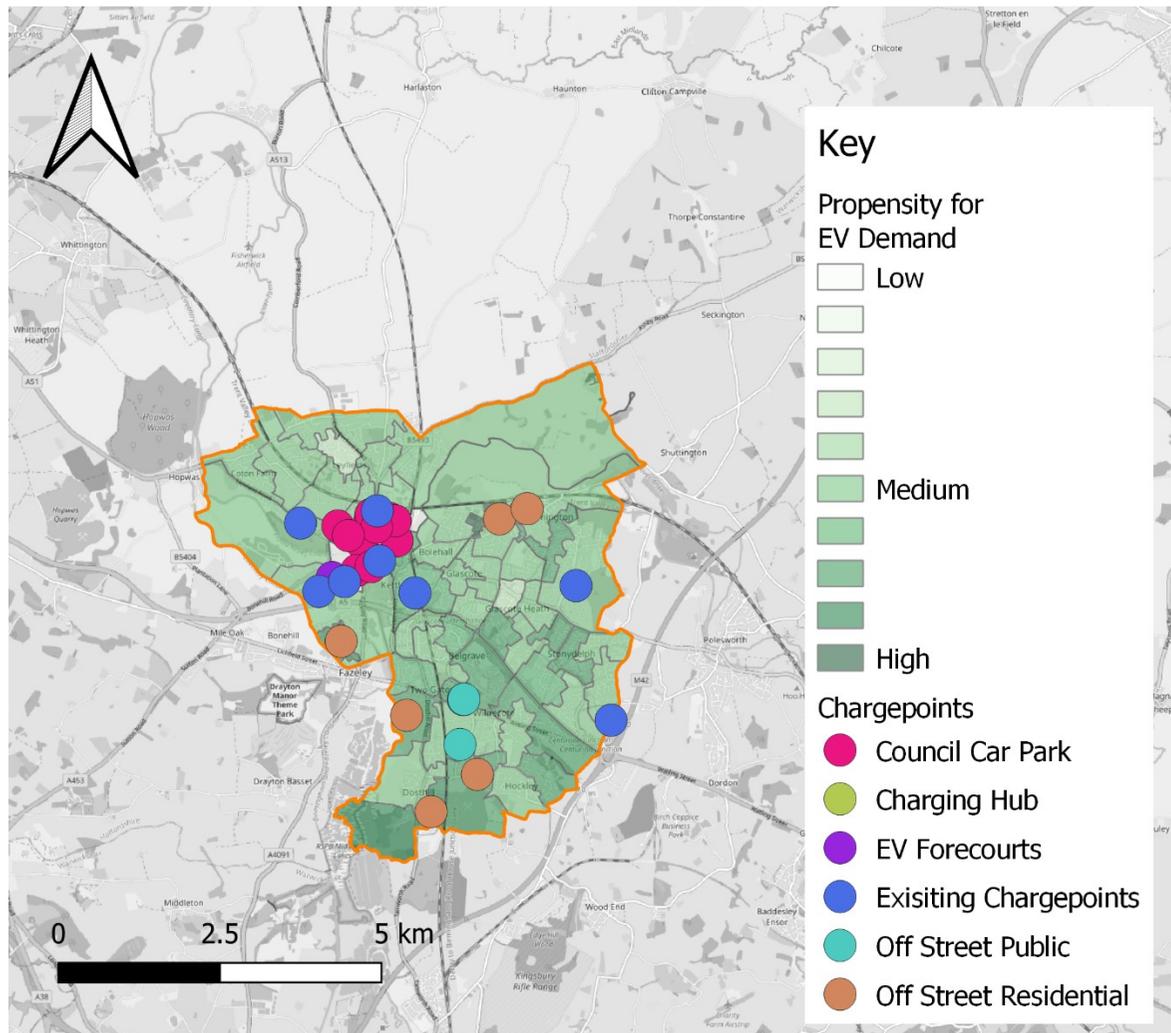


Figure 30: Tamworth - proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
<b>Action:</b> Investigate private operators to build and run an EV charging location / hub	<b>Action:</b> Engage with fuel stations to confirm their plans; avoid coordinating EV charging in close proximity	<b>Action:</b> Engage with the borough council to ensure ownership and facilitate EV charging installation	<b>Action:</b> The borough council should engage residents and support where possible
<b>Council Car Park</b> - Action: Engage with the borough council to ensure ownership and provide support to facilitate EV charging installation.			
For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

## 5.4. Demand Analysis – Mosaic

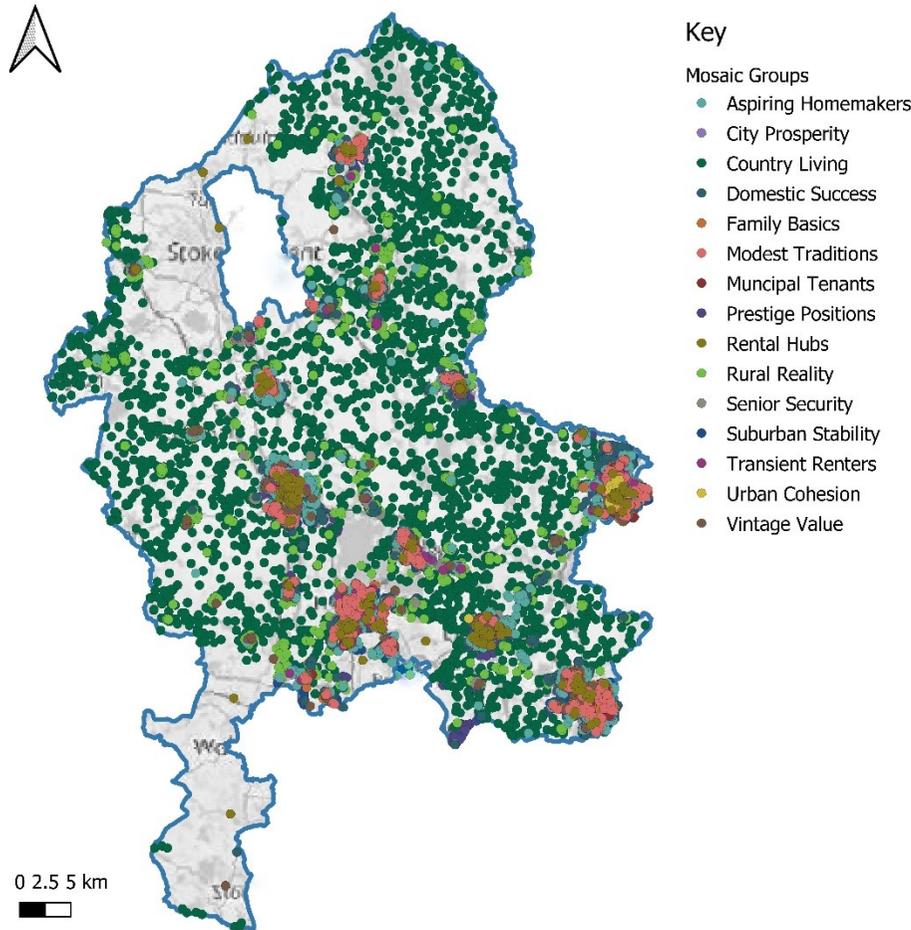


Figure 31: Staffordshire Mosaic data

Mosaic is a geodemographic profiling tool which classifies residential postcodes into one of 15 Groups and 66 Types. It is based on data from Experian, Census (2011), Electoral Roll, Council Tax valuations, house sale prices, self-reported lifestyle surveys, OFCOM data and other consumer information.

All these datasets are aggregated to provide composite personas of the types of adults living in an area and an accurate understanding of the lifestyles and behaviours of households, this enhances the demographic data by helping to understand the likely behaviours of residents.

This information is better viewed and understood through the use of interactive GIS systems along with a full understanding of the category meanings; these maps are included as they help to illustrate the methodologies that can be employed.

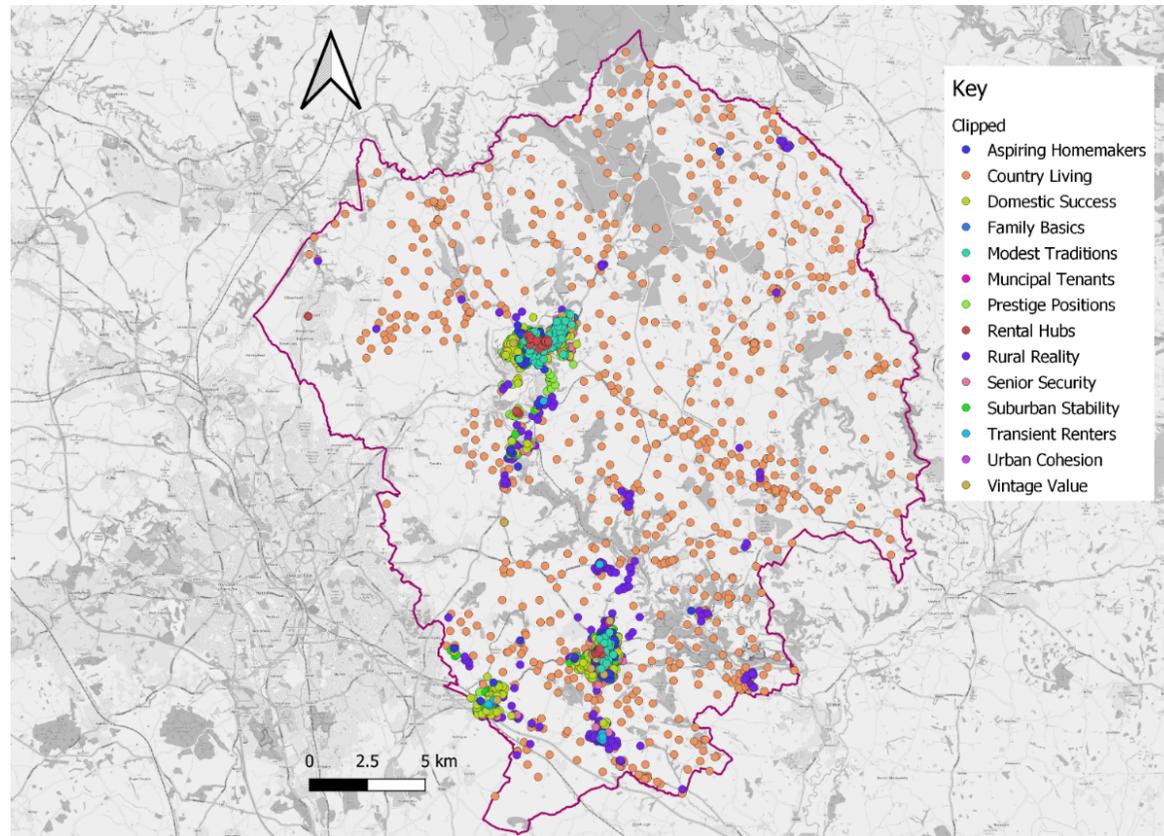


Figure 32: Example of Mosaic data applied to Staffordshire Moorland

Mosaic data and its' interpretation is an example of a deeper level of demand analysis that could be completed by the individual district and borough councils to identify more specific locations and to target campaigns.

## 5.5. Staffordshire County – Further analysis

From combining all of the datasets – largely represented by the maps above, each of the 'chargepoint services' have specific requirements and meet specific needs within the charging network. The table below outlines each of the primary charging solutions.

Chargepoint service	Typical chargepoint type	Location type	Demand met
<b>EV charging hub</b>	Rapid charging	4 or more chargers in the same location often with the opportunity to add other modes of transport or at transport hubs such as train stations	Depending on scale can support a community uptake in EVs or target high volume traffic routes such as the Strategic Road Network, to support longer EV journeys to or through the area
<b>EV forecourt</b>	Rapid charging	Existing petrol stations	Support the switch to EV while there is still a need for petrol vehicles. Often there are partnerships between oil companies and chargepoint operators for example BP now also provides and operates chargepoints
<b>Residential off-street charging</b>	Slow charging	Private residents with off-street parking	Support private car owners to switch to EV
<b>Off-street charging</b>	Fast / rapid charging	Charging in car parks both private and Council owned	Support destination charging
<b>On-street charging</b>	Fast / rapid charging	Residential areas where there is no or limited access to private driveways	Support private car owners switch to EV

Table 1: Charging Solutions for district and borough councils in Staffordshire

The available charging solutions are then analysed as a combined network across the county to ensure charging demand can be met. While the focus of this strategy is EV charging infrastructure, the entire transport network of Staffordshire is considered as it is important that EV charging infrastructure is part of the overall solution.

Consideration should also be made of how chargepoint locations could also link to public transport solutions such as the installation of chargepoints at stations, and how EV charging could support other agendas such as active travel.

## 5.6. Findings

The key findings from the demand analysis outline that there are opportunities to grow the use of EV in Staffordshire and this should be supported by assisting district and borough councils to develop a consistent charging network for the county. The ambition to achieve net zero by 2050 alongside the decarbonisation objectives will be supported by growing the use of EVs. In addition to the decarbonisation objectives, wider transport objectives were considered such as ensuring accessibility options when installing chargepoints and active travel.

All the provided maps help illustrate the location of current charging solutions and the potential areas to assist and coordinate EV charging solutions for the public. Locations are identified by markers, but it is important to note that the markers do not denote specific locations but approximate areas.

Significant insight into the challenges and potential of the county was seen through the analysis. Over 50% of households within Staffordshire have one or two cars and with 'commute by car' being the most

common transport mode. There is a demonstrable need for endorsing the switch to EV or other modes of transport where possible.

The suggested networks include a large proportion of off-street charging infrastructure solutions, both residential and based in public car parks. Analysing the current likely areas for EV ownership, it has been suggested that a large proportion of these could be best served through off-street residential solutions. Where off-street residential charging wasn't a suitable solution but there was high propensity for EV transition, EV hubs or off-street charging has been suggested. The number and capacity of car parks available also offers potential for planned growth of the charging network, through coordinating the installation of a small number of chargepoints to encourage growth and continuing to increase this as demand grows. To ensure futureproofing, reduce costs, and meet changes in policies - ducting and cabling for further chargepoints can be installed with the installation of the initial chargepoints. By also including larger scale EV charging hubs on key routes for those travelling through or to the county, drivers of EVs would have confidence that there would be chargepoints available. Those who may be residents on the outskirts of the county could even consider switching as the network grows.

The current level of EV ownership and charging infrastructure, depicts low EV ownership and the early stages of a sustainable and effective charging network. Overall, this indicates that the suggested network and its current capacity will need to be developed over a relatively short period of time and will need to be continually expanded by the time net zero ambition across Staffordshire are met around 2050. The analysis completed suggests that the focal points of the charging network be off-street residential and off-street charging, for example car parks. From there, EV hubs can be used to enhance the network. The assumption is that the private sector will drive the installation of chargepoints in EV forecourts.

Through the analysis, a suggested EV charging hierarchy has been developed. The hierarchy considers the propensity analysis, solution analysis and the specific solutions suited to the Council. The objective of the hierarchy is to enable SCC and district and borough councils to coordinate solutions best suited for Staffordshire. A review of On Street Charging has been provided in Appendix C.

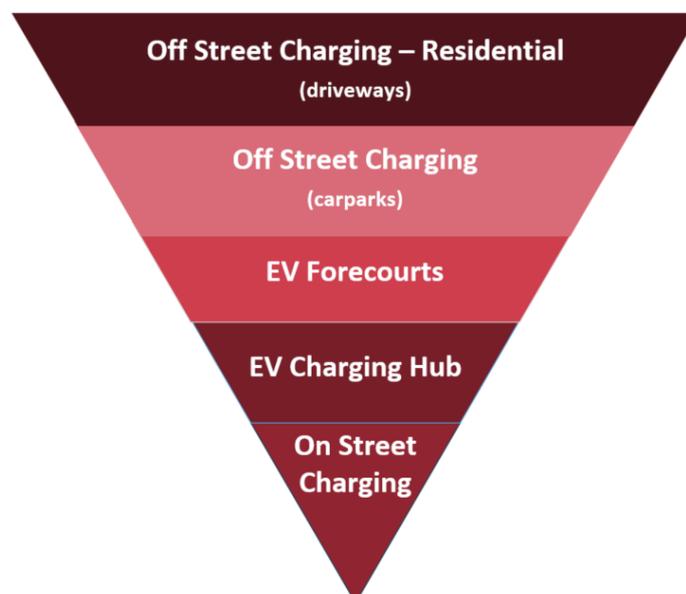


Figure 33: Hierarchy of Charging Options

SCC and district and borough councils should coordinate support and communications in the order displayed, though these priorities will change over the coming years as government initiatives are deployed, the market matures, and public demand patterns change over time. For local reasons the priorities may differ for each of the district and boroughs of Staffordshire.

## 6. Technology and Market Review

This section of the report forms a review of the existing and emerging EV charging technology, Appendix C contains a review of slow charging, on-street and lamppost charging and how these impact the choices and decisions made across the county.

### 6.1. Technology Overview

EV charging technology has primarily been driven by private companies focussed on developing and operating the charging infrastructure. With increased demand and market growth, there is increased benefit for these companies to explore faster and more innovative technology. There is a lack of standardised terminology from the speed of charging to the technological requirements to use a charger. For example, fast charging can refer to different kW across charging operators. This means a broad understanding of the underlying technology and requirements is essential for identifying suitable solutions. This has been achieved by establishing a baseline for charging infrastructure in modes, types and solutions.

In addition to the charging technology, consideration has also been given to developments in EV technology. Battery capacity continues to improve and become a key consideration in users purchasing choices. The battery capacity is a consideration in the development of charging infrastructure due how capacity impacts charge time. Furthermore, there are now around 100 EV models on the market. SCC understands that the number of models will continue to grow and will take this into account when facilitating the implementation of a charging network to ensure the widest compatibility.

Charging falls into two categories: Alternating Current (AC) and Direct Current (DC). AC provides alternating current to the vehicle and then technology within the vehicle converts it to DC for charging. Whereas a DC chargepoint converts an alternating current to a direct current within the chargepoint before providing it to the vehicle. While not always the case, DC chargepoints tend to be faster charging, use higher power, and therefore do not fit every solution, and are not compatible with all vehicles.

In addition to the categories of AC and DC charging, there is also tethered and untethered charging. Tethered charging is when the chargepoint has the cable hard-wired to it. Tethered charging is usually found at chargepoints installed at resident properties, and at DC chargepoints. Untethered charging refers to when the cable is not provided at the chargepoint and is usually stored within the vehicle.

While the charging technology itself is critical, it is also key to have an effective charging network integration with communications and management software so that links with back-office systems can be ensured. This will enable chargepoints to receive system updates, meaning compatibility with newer vehicles can be better ensured. Connectivity also allows data capture and monitoring which supports users, operators, and the Council to build insights for EV best practice. This connectivity also links to the access to the chargepoint whether it is free or paid for and gives users remote access.

For the purposes of this review, only options that are relevant within Staffordshire have been considered. Due to the evolving market, key innovations have also been highlighted to ensure the long-term futureproofing of a Staffordshire charging network.

### 6.2. EV Charging Modes

Alongside AC and DC types, the BS EN 61851-1 standard defines 4 'modes' for charging, effectively defining the chargepoints technology. Modes specify the type of circuit, the socket and therefore the power that can be utilised. It is important to understand that modes impact the speed of charging, and each mode is not necessarily compatible with all cars. As innovations enter the market these definitions and standards will continue to evolve.

### Mode 1

Mode 1 covers the charging of an EV by plugging it into a 13amp / three-pin plug socket. This is the mode least recommended for public use as it offers little protection as there is no in-cable control box (ICCB) to provide communication between the outlet and the vehicle ensuring safe charging. Due to the low current this mode is more relevant to electric vehicles such as mopeds, and many newer EVs will not be compatible to charge through Mode 1.

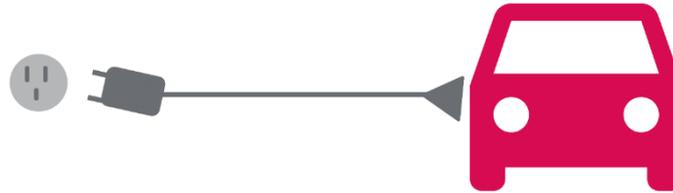


Figure 34: Mode 1 Graphic

### Mode 2

Mode 2 covers the use of a 13amp / three-pin plug socket, but the cable importantly incorporates an in-cable control and protective device (ICCPD). The ICCPD will ensure that the charging is set to a specific charging power and provides protection against injury by detecting any imbalance in the currents across the circuits and if detected cuts the power.

Mode 2 is most suitable for EVs that have moderate charging needs, for example PHEVs. It is also an important back-up charging option if there are no dedicated EV chargepoints. It is important to note that Mode 2 is still not a recommended charging option and, like Mode 1, not all EVs are compatible with the mode. Vehicles that are Mode 2 compatible are often supplied with a Mode 2 cable with Mode 3 as an optional extra. Mode 2 usually sees the charge limited to 2.4kw.

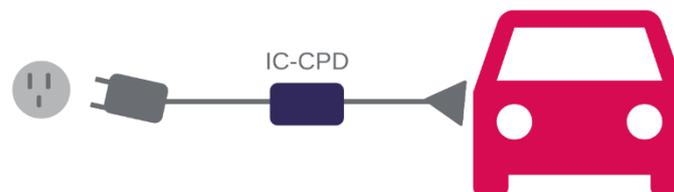


Figure 35: Mode 2 Graphic

### Mode 3

Mode 3 uses a separate dedicated circuit and is suitable for residential, public and workplace charging. Mode 3 is provided through a dedicated chargepoint and has communication between the vehicle and the chargepoint. Mode 3 sees a broader range of charge that can be supplied to a vehicle and is the most suitable for charging BEVs. Due to the dedicated chargepoint, a tethered or untethered cable can be used. If tethered, this will usually be suited to the vehicle expected to be charged.

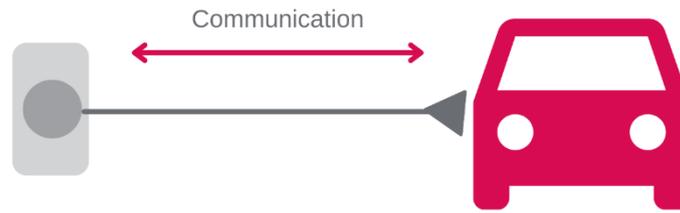


Figure 36: Mode 3 Graphic

#### Mode 4

Mode 4 is provided through dedicated EV equipment. Rather than providing AC, Mode 4 uses a charger built into the chargepoint to provide DC directly to the vehicle via a tethered cable. Mode 4 chargepoints are commonly in the 20-50kW range and charging in excess of 350kW level may be available in the medium term. This can see an EV charged to 80% in approximately 15 minutes. This approach requires enhanced infrastructure and currently Mode 4 is not available as residential charging.

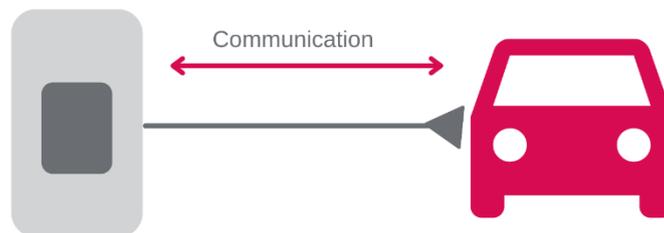


Figure 37: Mode 4 Graphic

### 6.3. EV Connector Type

As it currently stands, the EV charging market has not agreed to one connector type. There are 4 common types of connectors in the UK although Type 1 is now least common. The connectors impact the mode of charging and the maximum capacity.

The time to charge a vehicle is a key consideration for most users. There are situations when a slower charging period would be acceptable, for example at a residential off-street chargepoint overnight. However, a fast charge would be preferable at a shopping centre car park. It is therefore key to understand the compatibilities across the modes and type, and their optimum use cases.

Table J: Connector types and charge durations

Charging Speed	Power Output	Typical charging location	Charge Time*	Compatible connection types	
Slow	3 to 7kW	Home, workplace, on-street (lamp column)	16 hours	Type 1	
				Type 2	
Fast	7 to 22kW	On-street, public car park, workplace	2 to 7 hours	Type 1 (max 7kW)	
				Type 2	
Rapid	Up to 50kW	On-street, public car park, forecourt, service station, EV Charging Hub	Up to 1 hour	Type 2	
				Combined Charging System (CCS)	
				CHAdEMO	
Ultra-rapid	120 - 350kW	Forecourt, service station, EV charging hub	Up to 40 minutes	Type 2 (Tesla adapted only)	
				Combined Charging System (CCS)	
				CHAdEMO	

\* 0% to 80% of a standard 60kW EV battery

The table presents the connector types and the charging durations. The speed at which a vehicle can be charged is commonly termed; slow, fast, rapid or ultra-rapid. Across these speeds there are requirements based on mode and type, as well as vehicle compatibility.

## 6.4. EV Charging Solutions

Within this strategy five EV charging solutions have been identified, providing Staffordshire with the optimum network. The solutions are listed below, these solutions are explained through this document:

- EV hub
- EV forecourt
- Off-street residential charging
- Off-street charging
- On-street charging

These solutions are suitable based on several factors and the locations for these have been identified through the completed demand analysis. However, across each of these locations, multiple types of chargepoint could be implemented to meet requirements. A key factor as to the type of chargepoint recommended in each solution is the speed at which EVs could be charged and the compatibility across vehicle types. In this strategy we have identified three charging speeds: slow, fast and rapid/ultra-rapid. Across each of these speeds we have indicated the solution it best suits and the relevant types of chargepoint have been identified.

There are currently large investments in emerging EV technologies within in the UK. To ensure that Staffordshire charging infrastructure is futureproofed, key innovations have also been highlighted.

### Slow Charging

The definition of a slow charging solution is a charge of 3kW – 7kW and either Mode 2 or Mode 3. Slow charging is often suited to off-street residential solutions, as in these cases vehicles can be charged overnight, and this aligns with the Department for Transport recommendations of charging overnight.

The decision to use the slower types of charging mechanisms is closely linked to the problem you are trying to resolve. The situation as it exists across Staffordshire has been considered in detail and is described in Appendix C.

## Fast Charging

The definition of a fast charging is a charge of 7kW-22kW and modes 2, 3, CHAdeMO or Combined Charging System. Often when installing fast chargepoints, power supply upgrades can be required to ensure the required electrical infrastructure. Fast charging can be delivered through a variety of chargepoints, kerbside units, dedicated parking bays or residential charging units.

Fast charging can suit a variety of situation and use cases. Fast charging can support the top-up of EVs while visiting points of interest such as supermarkets, retail parks or tourist locations. In addition, fast charging can be used in off-street residential solutions and can be helpful in multiple EV households.

The benefit of the speed of fast charging is key and as EVs continue to develop more vehicles will be able to charge at the highest rate.

## Rapid/Ultra rapid

The definition of rapid/ultra-rapid charging is a charge of 50kW or more and Modes 3, 4, CHAdeMO or Combined Charging System. Like fast charging installations, the electricity supply and capacity need to be examined before installation. This is critical if many rapid/ultra-rapid chargepoints are installed in one location. Across the UK rapid/ultra-rapid chargepoints are the smallest proportion of chargers. Currently off-street and on-street residential solutions cannot facilitate rapid/ultra-rapid charging and it is more commonly found at forecourts, charging hubs or at commercial locations.

Ultra-rapid charging is still relatively new technology and therefore is not compatible with all EVs. Rapid/ultra-rapid charging is provided through locations with dedicated parking bays. This charging offers a similar benefit as fast charging but providing a larger battery charge in a shorter period of time; especially at locations such as service stations, supermarkets or retail parks. Rapid/ultra-rapid charging can also be beneficial for EV users on longer distance journeys.

### Electric Charging Hub

Electric charging hubs offer an opportunity to provide large scale publicly accessible charging. This is beneficial in the move to EVs in supporting the removal of charge anxiety on longer journeys and ensuring short charges provide enhanced benefit to EV users.

In addition to the scale of charging available at a hub the space can also provide other benefits such as community spaces, retail or food.

An example of a charging hub within the UK is Braintree near Essex with space for 36 vehicles to charge and the utilisation of solar and renewable energies.



Figure 38: GRIDVOLT charging hub

## Innovation

Technology within the EV charging market is continually developing and endeavouring to meet user demands for convenience and speed while providing viable solutions.

Wireless charging, which is now commonplace for smart phone charging, and other at-home technology is now being explored for EV charging. The technology used is a similar form of inductive charging with the electrical charge passing through an air gap from one magnetic coil to the other. This could provide charging through charging bays with a stationary vehicle, while some companies are also exploring the possibility of charging while driving. This technology is not at implementation stage although there are several trials across the UK for example in Nottingham and Milton Keynes. This charging would be beneficial to not only private EVs but buses, taxis or commercial vehicles.

Another area of innovation is vehicle to vehicle (V2V) and vehicle to grid (V2G) charging and integration. This is possible when a charger includes the technology to allow current to flow bidirectionally. The benefit of vehicle to grid integration is that depending on the demands on the grid, power can flow either to or from the vehicle. This would allow EVs to support the grid during peak times. The benefits of vehicle-to-vehicle charging are similar in that EVs could support other EVs when charging is required. With this we are seeing that the development of EV charging infrastructure could be used to support wider infrastructure challenges.

There is substantial work developing around the use of solar energy and battery storage that will allow the harvesting of renewables such as daylight and wind power to supplement the grid and allow energy to be fed back into the grid, companies such as myenergi [4] have commercial solutions for home energy management.



Figure 39: Wireless in road charging

## 7. Commercial Models

When considering the installation of a charging network, several commercial models will often provide the best fit for both the charging solution across the county and for the individual districts and boroughs. If a range of charging infrastructure solutions are installed, this may lead to several commercial models being utilised.

Off-street residential charging can be considered separately, as this would not require council support, but instead would require investment from the intended user with two key costs. Firstly, an installation cost, which can be offset by applying for funding support such as OZEV's Electric Vehicle Homecharge Scheme. Secondly, there would then be the on-going electricity cost, and many electricity providers are now offering tariffs to cater for EV charging.

For off-street, on-street, EV charging hubs, and EV forecourts there are a variety of models that could be seen across Staffordshire to allow users to access the chargepoint. Authorities may choose to own and operate the chargepoints themselves and set the cost for charging a vehicle. There are examples where authorities choose to make chargepoints and/or parking free to EV users. Other models bring operators in to manage and install the chargepoints.

When considering the models utilised across Staffordshire, each authority will need to consider:

- Cost to the user
- Cost to the authority
- Customer service implications
- Marketing capability and requirements
- Capability and responsibility of installation
- Capability and responsibility to maintain chargepoints
- Ongoing support and management of EV charging systems and suppliers
- Ongoing support and management of infrastructure

## 7.1. Model Assessment

There are five key commercial models to be considered for public EV charging solutions across Staffordshire, excluding off-street residential. The table below outlines the key points of the different models and what should be considered in each case.

Model	Description	Key Considerations
Own and Operate	<ul style="list-style-type: none"> <li>Local Authority (LA) tenders for a Chargepoint Operator to install chargepoints</li> <li>LA own the Chargepoints (gov. funding)</li> <li>LA takes revenue</li> <li>LA pays CPO to maintain Chargepoints.</li> </ul>	<ul style="list-style-type: none"> <li>This model would involve LAs appointing suppliers to deliver and manage the chargepoint infrastructure for a set period with all revenue being retained.</li> </ul>
Match Funding	<ul style="list-style-type: none"> <li>The OZEV grant offers up to 60% of the funding for eligible costs.</li> <li>The remaining 40% will need to be provided by the LA or a third party i.e. CPO.</li> <li>This could also be achieved if government funding is not available, but the LA and the operator agree to match funding.</li> </ul>	<ul style="list-style-type: none"> <li>Likely to reduce the revenue received and limiting the overall control the LA can exert on the facility.</li> </ul>
Concession Framework	<ul style="list-style-type: none"> <li>The operational costs and risks are shared in part or completely with the operator.</li> <li>This model is often a revenue share.</li> </ul>	<ul style="list-style-type: none"> <li>The LAs safeguard their resources and revenue but then must accept diminished input in determining facility locations.</li> <li>This approach is best suited where demand is proven, or operators are confident of a return on investment.</li> </ul>
Land Rental	<ul style="list-style-type: none"> <li>Private sector investment, installing, maintaining the chargepoints while paying rent to the LA (or other) for land</li> </ul>	<ul style="list-style-type: none"> <li>Revenue for the LAs would solely be from the land rental which would reduce some risks. However, operators would look to ensure demand.</li> </ul>
Leasing/Hosting	<ul style="list-style-type: none"> <li>Chargepoints leased to the LA for a monthly fee</li> </ul>	<ul style="list-style-type: none"> <li>Provides control of location to the LAs and maintenance to the operator.</li> <li>LAs would not receive any revenue and would need to decide if monthly fees would be covered by cost to users.</li> </ul>

Table K: Commercial Model Overview

It is likely that across Staffordshire, several of these commercial models could be utilised, depending on the type of infrastructure installed. The advantages and disadvantages of each model are outlined below.

Model	Advantages	Disadvantages
Own and Operate	<ul style="list-style-type: none"> <li>All revenue is retained by the LA</li> <li>Locations selected by the LA</li> <li>Streamline procurement</li> <li>UK Government has established procurement frameworks to expedite process and encourage supplier confidence</li> </ul>	<ul style="list-style-type: none"> <li>Funding would need to be identified</li> <li>On-going maintenance costs</li> <li>Updates to technology are the LA's responsibility</li> <li>Any key performance indicators and or contractual service level agreements may be difficult to enforce</li> </ul>
Match Funding	<ul style="list-style-type: none"> <li>Partner ownership incentivises better provision, improved quality of service for users</li> <li>Reduced risk and responsibility for maintenance costs</li> <li>The chargepoints can be futureproofed depending on the partnership agreement</li> </ul>	<ul style="list-style-type: none"> <li>Reduced revenue share</li> <li>Contractual and financial arrangements may not suit all suppliers and so pool of available partners is reduced.</li> <li>Partners require confidence that revenue will be achieved in any locations</li> </ul>
Concession Framework	<ul style="list-style-type: none"> <li>Reduced risk and responsibility for maintenance costs</li> <li>The chargepoints can be futureproofed depending on the partnership agreement</li> <li>Depending on the agreement the council may retain ownership of the chargepoints or electrical connections</li> </ul>	<ul style="list-style-type: none"> <li>Operators require confidence that revenue will be achieved and therefore locations would need to be agreed</li> <li>Delivery can be slowed due to negotiations and the time to make a contractual award</li> <li>Reduced revenue share</li> </ul>
Land Rental	<ul style="list-style-type: none"> <li>Reduced risk and responsibility for maintenance costs</li> <li>Agreed revenue through rent</li> </ul>	<ul style="list-style-type: none"> <li>Operators require confidence that revenue will be achieved and therefore locations would need to be agreed</li> <li>Delivery can be slowed due to negotiations</li> </ul>
Leasing/Hosting	<ul style="list-style-type: none"> <li>Reduced risk and responsibility for maintenance costs</li> <li>The chargepoints can be futureproofed depending on the leasing agreement</li> <li>Locations selected by the councils</li> </ul>	<ul style="list-style-type: none"> <li>No revenue share</li> <li>Delivery can be slowed due to negotiations and the time to make a contractual award</li> <li>Expected that the monthly cost would need to be covered by charges to users</li> </ul>

Table L: Model assessment

## 7.2. Promoting charging infrastructure

There are a variety of methods to promote the creation of an EV charging network that does not require each council to lead on installation or location identification. This could include:

- Workplace charging points
- Trial implementations
- Development & planning considerations
- Vehicle trials

### **Workplace charging points**

This could involve coordinating the deployment of charging facilities at workspaces for employees to utilise. This can be achieved by creating a framework through which standardised new charging infrastructure can be deployed for use at workplaces. Agreements in terms of the adoption, long-term maintenance etc. and the initial cost can be built into contracts between the operator and landowner in this instance the workplace. This can help provide the best rate to chargepoint users if there is a cost to charge.

For workplaces there are national schemes, such as the Workplace Charging Scheme which could be engaged with. Workplace chargepoints support local authorities to roll-out charging infrastructure across the county. In addition, many workplaces now have sustainability targets internally and by encouraging the uptake of EVs with their staff and visitors, these targets can be met.

### **Trial implementations**

This would see the local authorities engage with chargepoint operators to trial the technology for a set amount of time. This is usually implemented in the case of innovations within the charging market, for example through a trial of pop-up chargers. The benefits are threefold as the local authority can test the demand for charging infrastructure, operators are able to trial new technology or back-office innovations and users are given access to new chargepoints. Depending on the trial agreement, installed equipment could be kept after the trial.

### **Development & Planning considerations**

Planning policies and developments across the county offer an opportunity to grow the charging network. Section 106 agreements (between councils and a developer) should include provision for EV charging infrastructure and, assuming this is to be included within the wider adoption, a standard can be mandated. With the introduction of National Model Design Code guidance will be provided on how policies and design can be best utilised in the decarbonisation of transport. In addition, there are building regulations that should be implemented including requirements for EV charging infrastructure.

### **Vehicle trials**

Through engagement with various suppliers, it is possible to facilitate the trial of an electric vehicle (private hire vehicles, vans and eCargo cycles) as a way to actively engage organisations to consider adoption of EV technology.

## 8. Recommendations & Next Steps

### 8.1. Engagement

Through developing this strategy document, SCC acknowledges the importance of engaging with district, borough and parish councils to facilitate a consistent and effective EV charging solution for the people of Staffordshire and its visitors.

It is important to bring both district and borough councils and the residents along with Staffordshire County Council on this journey to coordinate a solution for the benefit of all; the development and delivery of an engagement programme will be key. To support the work of the district and borough councils, an EV Toolkit [See Appendix B] has been developed. The EV Toolkit has been developed and delivered for SCC, and further explains the charging options and answers key questions for district and borough councils to use, to help inform and support.

Alongside this, each district and borough council have been provided with an EV Charging Action Plan that identifies most steps required to deploy and manage EV charging solutions [see Appendix A].

Through developing an improved understanding of current and future vehicles along with the associated infrastructure, district, borough, and parish councils will aim to provide residents with the confidence to switch and thereby increase the speed at which net zero is reached.

Parish councils have a strong connection with their local communities and can be instrumental in raising the local perception of EV charging. They should be encouraged to support initiatives such as car share schemes and installing charge points at local community buildings for the benefit of their local residents.

It is also expected that chargepoint operators operating across the county will engage with local users, taking onboard feedback and ensuring that the solutions meet demand and expectations. Each district and borough council should ensure that all engagement considers feedback received from users. It is expected that all operators engaged by the district and borough councils will have a Service Level Agreement that ensures the fit for purpose nature of their offering.

Each district and borough council will also be engaging external stakeholders such as developers, businesses, and landowners to support installation on their land and promote the new charge-point network where relevant.

**Recommendation 8.1:** Local authorities should review this EV Charging Strategy and ensure feedback they receive from chargepoint users and stakeholders at key delivery points is included in further plans and actions.

### 8.2. Procurement

There are several potential procurement routes available to each of the councils. To utilise the most effective procurement route, each council will need to engage with relevant stakeholders such as their procurement teams and Councillors, to agree the preferred approach. In addition, a review of any existing models utilised by the councils will need to be undertaken along with an in-depth review of the potential operational and commercial models to ensure that the procurement process will support the agreed objectives.

**Recommendation 8.2:** Local authorities should engage with their procurement teams to assess the appropriate avenues for procurement, taking into account the operating and commercial models that are optimal for each local authority. Continued assessment of appropriate and relevant funding for the councils to install chargepoints will support their residents in making the transition to EVs.

### 8.3. Locations and Feasibility

The demand analysis has identified suitable locations based on relative levels of demand and a high-level infrastructure analysis. Before any chargepoint solution is installed, a detailed feasibility of the proposed areas for EV charging sites is required. This would confirm location and solution suitability by completing:

- Site visits
- Electrical feasibility study
- Civils' feasibility study
- Detailed analysis of the users in the area
- Detailed assessment of installation cost
- Adhering to standardised installation processes (The IET Code of Practice for Electric Vehicle Charging Equipment Installation and Accessible Charging BSI PAS 1899:2022)

Accessibility will also be a consideration in all locations and chargepoint solutions. This should focus on ensuring that all users can, and also feel enabled, to utilise the facilities. For example, those who may have disabilities may have specific concerns or needs with regards to the type of charge-point installed, the amount and availability of pavement space or the implications of trailing cables. The accessibility review should also evaluate the local area with regards to lighting, general safety, CCTV and crime and disorder prevention alongside other general requirements being met.

**Recommendation 8.3.1:** Local authorities should ensure a feasibility study is undertaken that follows good practice with well-developed processes and procedures for installing any chargepoints that will be publicly accessible.

**Recommendation 8.3.2:** Staffordshire County Council will continue to engage with all district and borough councils to provide a consistent approach to EV rollout across Staffordshire.

### 8.4. Funding

As part of the strategy, a high-level funding review has been completed. In implementing the strategy, SCC will co-ordinate with district and borough councils to develop joint bids and gain access to relevant funding from UK Government, the Department for Transport and Office for Zero Emission Vehicles. This will allow each district and borough council to deploy funding to support the widest distribution of charge-point solutions. In addition to this form of funding, district and borough councils should also explore the commercial partnership opportunities which may be applicable with a particular focus on EV charging hubs.

District and borough councils should also help ensure that the residents of Staffordshire are kept up to date on funding that is available to them as private car owners for EV purchasing and chargepoint installation.

**Recommendation 8.4:** SCC should co-ordinate joint bids to maximise opportunities and each district and borough council should aim to support residents in staying up to date with relevant funding information.

## 8.5. Operators

Each district and borough council should ensure that operators in their area meet expectations in both the technology provided and through using Key Performance Indicators (KPI's). As with any type of service provision users' rights should be protected - Ofgem continues to ensure these rights and protections meet with new chargepoint services. Access to charging can be confusing with different operators using many different methods. The supplied EV Charging Toolkit should provide users with a clear source of information.

**Recommendation 8.5:** District and borough councils should engage as a group with private chargepoint operators to ensure they follow best practice and encourage charging solutions at locations tailored to the requirements of each area, for the benefit of as many citizens as possible.

## 8.6. Monitoring

Monitoring the chargepoint network should be a key responsibility of each district and borough council and their appointed operators. Monitoring will allow each council to understand usage and track demand which will then feed into enhancements to chargepoints or expanding the network. As the use of EVs and chargepoints grows, each council should aim to monitor the impact on air quality and emissions.

**Recommendation 8.6:** Each district and borough council should ensure a monitoring system is in place to review the impact of their EV charging strategy and feed this back to the public where relevant. When new data is available, the analysis should be updated. The developed EV Charging Action Plan should be adopted by each council and implemented against a common timeframe.

## 9. Conclusion

This Public EV Charging Strategy outlines a methodology to help district and borough councils meet the anticipated growth in demand. This is based on current data, predictions, and the impact of upcoming policies. Through coordinating development of the charging infrastructure networks across the county; SCC can support the local authorities in the creation of a sustainable charging network for the benefit of residents and visitors to the county; all of which will produce positive steps towards reaching net zero.

SCC has been clear in their objectives for decarbonisation and their commitment to supporting local authorities and residents in producing modal shift. The Public EV Charging Infrastructure Strategy considers not just existing EV users but potential users. It examines the transport network across Staffordshire and aims to facilitate modal shift to a more sustainable travel network for the future.

As EV use grows, this data led approach can be further updated and adapted to recognise where further charging demand and infrastructure is required. As policies continue to be implemented both UK wide and across Staffordshire, the implementation of this charging infrastructure strategy will ensure each of the district and borough councils are prepared to meet policy changes and the challenges ahead.

SCC's position should continue to be supporting the district and borough councils with information, consistent approaches, developing bids and broad support; whilst promoting options and funding choices for the public. Implementing all these steps will enable the successful growth of EV chargepoint installations across the county.

## 10. References

- [1] [UK Electric Vehicle Infrastructure Strategy \(GOV.UK\)](#) Accessed 13/06/2022
- [2] [EV Chargepoint Grant guidance for customers - GOV.UK \(www.gov.uk\)](#) Accessed 08/08/2022
- [3] [Midlands Connect | Supercharging the Midlands](#) Accessed 10/05/2022
- [4] [Renewable energy products made in Great Britain | myenergi](#) Accessed 13/06/2022
- [5] [How many charge points are there in the UK 2022 - Zap-Map](#) Accessed 13/06/2022
- [6] [Government announces tenfold expansion in charge points by 2030 - zap-map](#) Accessed 13/06/2022
- [7] [MC - STP Doc Digital \(midlandsconnect.uk\)](#) Accessed 13/06/2022
- [8] [The future of rural mobility report final \(midlandsconnect.uk\) \[pdf\]](#) Accessed 08/08/2022

# Appendix A: EV Charging Action Plan

To support district and borough councils in their EV charging infrastructure journey, an action plan has been produced. This document sets out all the steps required and allows the capability to track and manage each EV charging project.

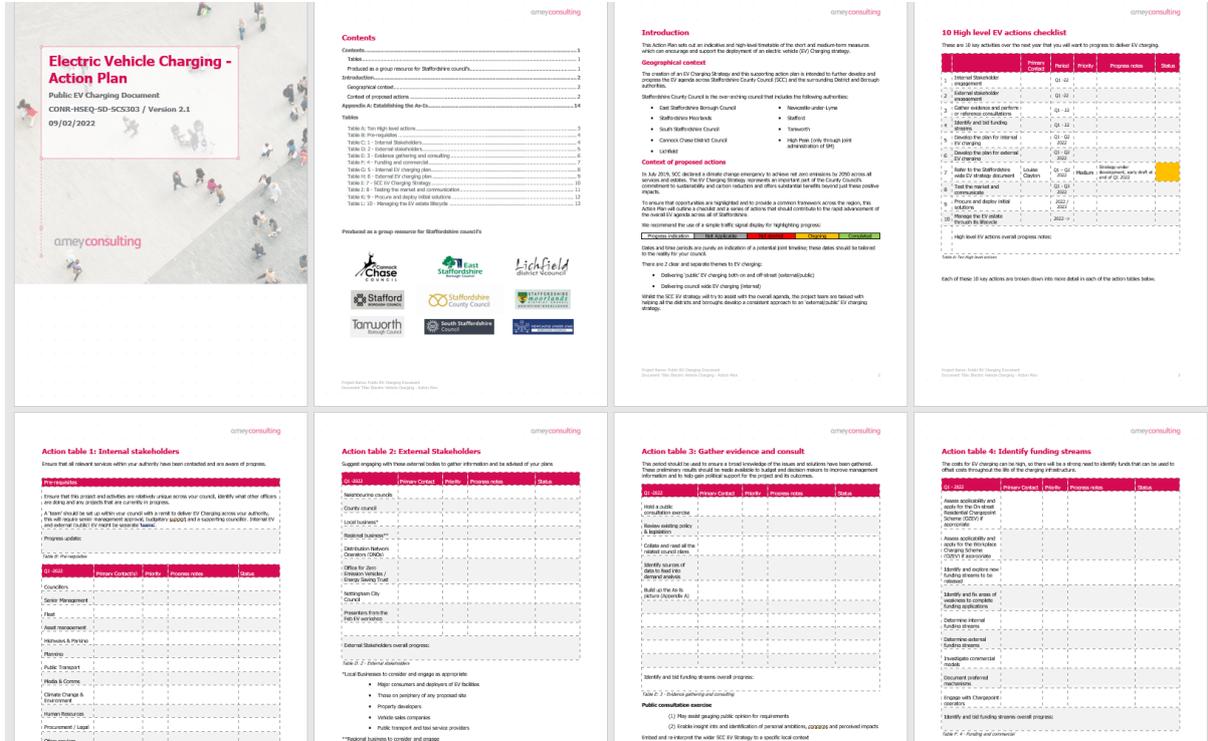


Figure 40: Electric Vehicle charging plans

## Appendix B: EV Charging Public toolkit

A toolkit has been provided for SCC that sets out key information that the public will want to know when it comes to owning and running an EV. This will be published on the county council's website as a resource for all to use.

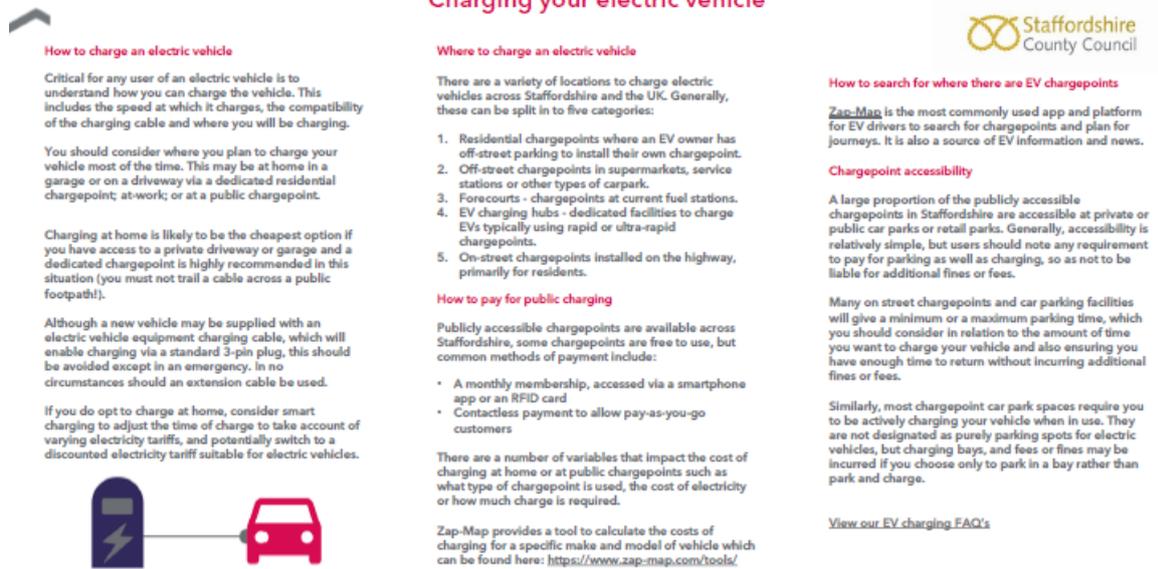


Figure 41: EV Charging - public toolkit

## Appendix C: Slow Charging Review

The definition of a slow charging solution is a charge of 3kW –7kW and either Mode 2 or Mode 3. The benefit of a slow charging solution is that it is unlikely to require enhancements to the electrical infrastructure to which it is connected.

Slow charging is best suited to off-street residential solutions, as in these cases vehicles can be charged overnight, and this aligns with the Department for Transport (DfT) recommendations of charging overnight. This type of solution would also be suitable of PHEVs which do not require a continuously available chargepoint.

Though Elexon regulatory approval is required, lamp column chargepoints use the adaptation of traditional lighting columns to provide charging. However, the cabling for streetlights can generally only support charging of between 3 – 5 kW. Lamp post charging relies on the lighting column being next to the road so that charging cables don't stretch across footways causing an obstruction. In common with many local authorities, and in line with best practice, Staffordshire County Council has undertaken a programme to move lighting columns to the back of the footway. This reduces street clutter and therefore improves visibility for drivers whilst making more space on footways for pedestrians, wheelchairs, buggies and those living with sight loss. The authority is very mindful that we need to ensure that our pavements are safe for all pedestrians (particularly those with visibility impairments) and other highway users, and that we don't expose the County Council or individuals to excessive liability or risk and therefore does not permit trailing cables across a footway.

Despite the relatively low level of power delivered by each unit, the cumulative impact means that generally only a small number of lamp posts can support charging on any one street which means that this solution isn't scalable.

Pop-up chargepoints fit within the category of charging infrastructure known as kerbside units. The key difference in this innovation is that the charging unit retracts into the kerb. This supports the removal of street clutter and street space can then be utilised by other users and support those who have accessibility concerns.

However, in an on-street location, it is recommended that each chargepoint installed needs to have a dedicated EV charging bay with it. This effectively provides a protected private parking space for the resident who has requested the chargepoint (if there are initially no other plug-in owners on the street). To bring in parking restrictions requires a residents' parking permit scheme which requires the support of a proportion of residents on the street.

Additionally, it would be unreasonable to require a resident to continue using a plug-in vehicle. With leasing now the dominant form of new car 'ownership' it is increasingly common for car users to swap vehicles after 12, 24 or 36 months. This means that whilst a resident may have a plug-in vehicle when they request a chargepoint, they are not required to keep doing so. This issue also applies to ownership/tenancy at the address, which again could not reasonably be conditioned. Whilst in theory any established bays could be used by a new owner/tenant of the property or new EV owners on the street, in practice additional EV owners are more likely to request a facility outside of their property and given current plug-in vehicle rates it is highly unlikely that any new owner/tenant will have a

qualifying vehicle. This would then mean that they wouldn't be able to park in front of their property even if the bay was unused.

In both the above cases scalability is an issue. This means that whilst the first few requests on a road may be met, subsequent requests could not. This is not equitable and doesn't deliver our goal of supporting EV take up at scale. A 7-kW charger is a meaningful additional electrical load. It is equivalent to half the total import capacity of a house with a 60-amp fuse and about one third of the import capacity for a house with a 100-amp fuse. From a technical point of view, if additional capacity is needed in a street, it can be provided. However, the cost of this varies significantly from street to street depending upon the existing electrical supply. In some cases, no upgrades will be required. In streets where upgrades are needed, the costs can vary from tens of thousands of pounds to hundreds of thousands of pounds, sometimes in adjoining streets. This creates a postcode lottery which would lead to some residents having requests rejected whilst neighbours may have requests accepted. Through the recommendation that on street facilities require a dedicated parking bay, this effectively creates a protected private parking space for one resident.

These solutions either require high user tariffs (and therefore are not equivalent to home charging options) or will require ongoing revenue support to cover the cost of operation and maintenance. As a core principle of the public network is that user tariffs should support day to day costs, we would have to implement a high tariff. This would make the on-street solution less attractive for users and mean that they are more likely to seek out cheaper charging alternatives which would lead to underuse of chargepoints and a shortfall in revenue. It would be unreasonable to require residents to commit to using an on-street charger they have requested on an ongoing basis. This leads to a high likelihood of stranded assets, ongoing financial liabilities with no income, and unused spaces which is likely to cause ongoing issues for residents. Providing dedicated private car parking spaces does not support the governments' long-term goal of reducing the need for private car ownership dependency and encouraging active modes of travel. This is particularly important in areas where there are existing issues with lack of space for car parking, limited footway space and congestion.

Public chargepoints can support multiple vehicles, this is particularly true for Rapid and Ultra-Rapid chargers but also applies to Fast chargers. On street residential chargers will generally support one vehicle. A ratio of one charger to one vehicle is resource inefficient and as such does not support Climate Change and Sustainability objectives, it will also hold back the uptake of EVs as one for one charger deployment will take far longer and cost far more than public facilities.

An accessible public charging network is needed to provide affordable alternatives to home charging to ensure that those without access to off-street parking are not disadvantaged. Failure to provide alternatives could delay the transition to EVs for many Staffordshire residents. For residents without the ability to charge EVs off-street a number of alternative options to home charging will be important in enabling a transition to EV use.

Workplace charging during the day will also be an important option. In locations with poor public transport accessibility and where employees are dependent on car travel; we will engage with both public and private sector employers to encourage them to make use of the Government Workplace Charging Grant to establish and expand a workplace EV charging offer as part of a wider review of workplace car parking requirements for employees. We will engage with large public sector employers such as hospitals, schools and colleges and medical centres with workplace car parking to determine

EV charging infrastructure requirements. Retail and leisure destination car parks with dwell times of an hour or more also offer an opportunity to provide alternative EV charging options. Working with district and borough councils, together we will investigate opportunities to expand the charging network in local authority owned car parks in town and district centres and at other local authority assets such as car parking at leisure centres, gyms, libraries, community and health centres and recreation / sports facilities.

We will engage and work with private EV charging infrastructure providers and operators to coordinate them to install chargepoints off-street in retail and leisure destinations and community charging hubs in residential areas could also provide an alternative option in some locations. Where there are residential areas with significant on-street car parking we will investigate opportunities to facilitate off-street community charging hubs on a case-by-case basis where appropriate locations can be found and look at options that will enable residents to use these facilities for overnight charging where possible. These community charging hubs could potentially include charging bays for EV Car Club vehicles as well as other mobility services such as cycle hire or e-bike hire facilities, offering residents alternatives to private car ownership.

## Appendix D: National Policies

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
<b>National Policies</b>							
<b>Reducing emissions from road transport: Road to Zero Strategy - GOV.UK (www.gov.uk)</b>	The Government's long-term strategy to transition to zero emission road transport	2018	<ul style="list-style-type: none"> <li>• New street lighting columns to include charging points.</li> <li>• Highway Infrastructure Code of Practice and the Network Management of Traffic Equipment Code of Practice – that highway authorities refer to as part of the management and maintenance of their assets – to include a section on the benefits of introducing EV lamppost chargepoints.</li> </ul>	<ul style="list-style-type: none"> <li>• A cohesive, integrated, and affordable net zero public transport network, designed for the needs of the passenger, will empower consumers to make sustainable end-to-end journeys and enable inclusive mobility.</li> <li>• Clean Air Zone cities should continue to be used as a tool to achieve net zero.</li> </ul>	<ul style="list-style-type: none"> <li>• Off-street</li> <li>• On-street</li> <li>• EV Forecourts</li> <li>• EV Charging Hubs</li> </ul>	<ul style="list-style-type: none"> <li>• On-street Residential Chargepoint Scheme (ORCS) for local authorities</li> <li>• EV Charging Infrastructure Investment Fund</li> <li>• Tax and grant support increasing EV uptake</li> <li>• EVHS grant</li> </ul>	Medium - 2 - 5 years
<b>Automated and Electric Vehicles Act 2018</b>	Regulation of consumer experience of charging infrastructure, including requirements and prohibitions	2018	<ul style="list-style-type: none"> <li>• Regulations may impose requirements on operators of public charging or refuelling points in connection with—</li> <li>(a) the method of payment or other way by which access to the use of public charging or refuelling points may be obtained;</li> <li>(b) performance, maintenance and availability of public charging or refuelling points;</li> <li>(c) the components of public charging or refuelling points that provide the means by which vehicles connect to chargepoints.</li> </ul>	<ul style="list-style-type: none"> <li>• The information considered likely to be useful to consumers and users or potential users of the chargepoint, for example information about—</li> <li>(a) the location of the chargepoint and its operating hours, (b) available charging or refuelling options, (c) the cost of obtaining access to the use of the chargepoint, (d) the method of payment or other way by which access to the use of the point may be obtained, (e) means of connection to the point, (f) whether the point is in working order, and (g) whether the point is in use.</li> </ul>	<ul style="list-style-type: none"> <li>• Off-street</li> <li>• On-street</li> <li>• EV Forecourts</li> <li>• EV Charging Hubs</li> </ul>		Short - under two years

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
				<ul style="list-style-type: none"> <li>• Building regulations may require operators to— (a) provide a prescribed method of payment or verification for obtaining access to the use of public charging or refuelling points; (b) co-operate with each other for the purposes of a requirement imposed by the regulations (for example, by sharing facilities or information); (c) take prescribed steps for the purposes of such a requirement (for example, to provide information to a prescribed person).</li> </ul>			
<b>EV Charging in Residential and Non-Residential Buildings</b>	The Government proposal on charging requirements for residential and non-residential buildings	2019	<ul style="list-style-type: none"> <li>• Every residential building undergoing major renovation with more than 10 car parking spaces to have cable routes for electric vehicle chargepoints in every car parking space.</li> <li>• Every new non-residential building and every non-residential building undergoing a major renovation with more than 10 car parking spaces to have one chargepoint and cable routes for an electric vehicle chargepoint for one in five spaces.</li> <li>• A requirement of at least one chargepoint in existing non-residential buildings with more than 20 spaces, applicable from 2025.</li> </ul>	<ul style="list-style-type: none"> <li>• Within Building Regulations, the government will apply a requirement for cable routes to be installed in all residential buildings with more than 10 parking spaces undergoing major renovation, with some exemptions.</li> <li>• The Government will lay down requirements for the installation of a minimum number of chargepoints in all existing non-residential buildings with more than 20 parking spaces. This requirement must be set by March 2020 and will come into force by 1st Jan 2025.</li> </ul>	<ul style="list-style-type: none"> <li>• Off-street</li> <li>• On-street</li> </ul>	<ul style="list-style-type: none"> <li>• OZEV</li> </ul>	Short - under two years

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
<b>Future of mobility: urban strategy - GOV.UK (www.gov.uk)</b>	Outlining the benefits, the Government wants to see from mobility innovation.	2019	<ul style="list-style-type: none"> <li>• New modes of transport and new mobility services must be safe and secure by design.</li> <li>• Mass transit must remain fundamental to an efficient transport system.</li> </ul>	<ul style="list-style-type: none"> <li>• The marketplace for mobility must be open to stimulate innovation and give the best deal to consumers.</li> <li>• The commercial benefits of innovation in mobility must be available to all parts of the UK and all of society.</li> <li>• New mobility services must be designed to operate as part of an integrated transport system combining public, private and multiple modes for transport users.</li> <li>• Data from new mobility services must be shared where appropriate to improve choice and the operation of the transport system.</li> <li>• Preparing the urban environment, through publishing Building Regulations guidance to support local decisions about the design and allocation of urban space.</li> </ul>	<ul style="list-style-type: none"> <li>• Off-street</li> <li>• On-street</li> <li>• EV Forecourts</li> <li>• EV Charging Hubs</li> </ul>	<ul style="list-style-type: none"> <li>• £90 million of funding in Future Mobility Zones.</li> <li>• Unspecified support of the automotive industry to adapt, by continuing to fund the research and development of low carbon technologies.</li> </ul>	Medium - 2 - 5 years
<b>Workplace Charging Scheme (WCS)</b>	The scheme is a voucher-based scheme providing support towards the cost of the purchase and installation of chargepoints up to 75% of the costs and capped at £350 for each socket.	2020	<ul style="list-style-type: none"> <li>• The minimum technical specification for the Workplace Charging Scheme has been updated. Chargepoint models under 'fast DC' with a charging output greater than 3.5kW and not greater than 22kW are now eligible.</li> </ul>			<ul style="list-style-type: none"> <li>• 75% of chargepoint costs up to £350 per chargepoint and maximum 40 chargepoints.</li> </ul>	

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
<b>Transport Decarbonisation Plan</b>	The plan that follows on from Decarbonising transport published in March 2020 which set out the scale of reductions from transport needed to deliver the carbon budgets and net zero. The plan now sets out the commitments and actions made to decarbonise the UK transport system.	2021	<ul style="list-style-type: none"> <li>• A driver should never be more than 25 miles away from a rapid (50kW) chargepoint anywhere along England’s motorways and major A roads.</li> <li>• The Energy White Paper sets out framework to ensure that there is investment to power transition to EVs.</li> </ul>	<ul style="list-style-type: none"> <li>• Ofgem is currently reviewing the ways EV charging infrastructure is allocated and has recently published a consultation proposing that all network reinforcement costs should be socialised across electricity bill payers, rather than falling on the individual connecting consumer.</li> <li>• The National Model Design Code sets out a process for developing local design codes and guides, with supporting design guidance on movement and public spaces including streets. It outlines an expectation that development should consist of a well-connected network of streets with good public transport and an emphasis on active travel modes including walking and cycling.</li> <li>• Manual for Streets aligns with these principles and is routinely used for plan making and decision taking to secure better outcomes for our streets and public realm.</li> </ul>	<ul style="list-style-type: none"> <li>• Off-street</li> <li>• On-street</li> <li>• EV Forecourts</li> <li>• EV Charging Hubs</li> </ul>	<ul style="list-style-type: none"> <li>• £120 million in zero emission buses through the Zero Emission Bus Regional Areas scheme</li> <li>• £50 million provided through the All-Electric Bus Town or City scheme</li> <li>• £1.3 billion to accelerate the roll out of charging infrastructure</li> <li>• £1.3 billion over the next four years for charging</li> <li>• A new £90 million Local EV Infrastructure Fund, opening in 2022,</li> <li>• £880 million Air Quality Grant</li> <li>• £4.8 billion Levelling-Up Fund</li> <li>• £1.5 billion between April 2015 to March 2021 to support the early market and remove barriers to EV ownership and £2.8 billion package of measures to support the switch to clean vehicles</li> <li>• £1 billion to build an internationally competitive electric vehicle supply chain at pace and scale in the</li> </ul>	Medium - 2 - 5 years

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
						UK. • £582 million for new vehicle grants until 2022-23. • £1.5 billion - Transport decarbonisation R&D investment by mode • £1.5 billion - Transport decarbonisation R&D investment by strategic priority	
<b>EV Smart Charging</b>	The Government published its final response to the electric vehicle smart charging consultation that was closed in May 2020.	2021	<ul style="list-style-type: none"> <li>Smart charging technology will be required of all new chargepoints, phase one focuses on domestic and some workplace charge-points.</li> </ul>	<ul style="list-style-type: none"> <li>Interoperability allowing consumers to switch chargepoint operators will be required in Phase Two.</li> <li>Data share across operators is being explored for commercial opportunities by Government.</li> </ul>	<ul style="list-style-type: none"> <li>Off-street</li> <li>On-street</li> </ul>		Short - under two years
<b>Ofgem EV Strategy</b>	Ofgem is the energy regulator and has launched a strategy aimed at supporting EV infrastructure and technology while ensuring consumers are protected.	2021	<ul style="list-style-type: none"> <li>Support will be given to ensure the network capacity is in place to support the required charging infrastructure.</li> <li>Costs to large electric consumers such as EV charging infrastructure to be brought down when reinforcement is required.</li> </ul>	<ul style="list-style-type: none"> <li>Support the development of vehicle to grid technologies where EV owners can earn money exporting electricity back to the grid.</li> <li>Support the adoption of EVs by working with the sector to ensure the widest range of products, tariffs and services are available.</li> </ul>	<ul style="list-style-type: none"> <li>Off-street</li> <li>On-street</li> <li>EV Forecourts</li> <li>EV Charging Hubs</li> </ul>		Long - 5 years +

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
<b>Net Zero Strategy: Build Back Greener</b>	The strategy outlines the steps to be taken to cut emissions, take advantage of economic opportunities and support private investment.	2021	<ul style="list-style-type: none"> <li>• By early 2030s 25% of cars will be electric which will require a charging network to support.</li> <li>• Later in 2021 an EV infrastructure strategy will be published.</li> <li>• Support developments in smart charging.</li> </ul>	<ul style="list-style-type: none"> <li>• Support the move to EV for goods deliveries.</li> <li>• In decarbonising the transport sector new employment opportunities will be created.</li> <li>• Local Transport Plans will set out place-based strategies for improving transport networks with focus on carbon reduction and a move to net zero.</li> <li>• Ensure consumers have access to the required technologies.</li> </ul>	<ul style="list-style-type: none"> <li>• Off-street</li> <li>• On-street</li> <li>• EV Forecourts</li> <li>• EV Charging Hubs</li> </ul>	<ul style="list-style-type: none"> <li>• £620 million for zero emission vehicle grants and EV Infrastructure, including further funding for local EV Infrastructure, with a focus on local on street residential charging</li> <li>• Allocating a further £350 million from the up to £1 billion Automotive Transformation Fund (ATF) to support the electrification of UK vehicles and their supply chains</li> <li>• £70 million to roll out home, on-street and workplace chargepoints</li> </ul>	Long - 5 years +
<b>Rapid Charging Fund</b>	The Rapid Charging Fund (RCF) will support motorway and major A road service operators prepare for net zero.	2021	<ul style="list-style-type: none"> <li>• By 2023, to have at least 6 high-powered, open-access chargepoints (150-350 kW capable) at motorway service areas in England.</li> <li>• By 2030, we expect around 2,500 high-powered, open-access chargepoints across England's motorways and major A roads.</li> <li>• By 2035, we expect around 6,000 high-powered, open-access chargepoints across England's motorways and major A roads.</li> </ul>		<ul style="list-style-type: none"> <li>• EV Charging Hubs</li> </ul>	<ul style="list-style-type: none"> <li>• Fund £950 million</li> </ul>	Long - 5 years +
<b>The Ten Point Plan for a Green Industrial Revolution</b>	The Ten Point Plan outlines key areas of focus and targets for the	2021	<ul style="list-style-type: none"> <li>• Targeted support on rapid charging points on motorways and major roads.</li> </ul>	<ul style="list-style-type: none"> <li>• In 2021 a Green Paper was to be published which outlines the post-EU emissions regulations.</li> </ul>	<ul style="list-style-type: none"> <li>• Off-street</li> <li>• On-street</li> <li>• EV Forecourts</li> </ul>		Long - 5 years +

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
	continued development to net zero.			<ul style="list-style-type: none"> <li>• A focus on building the EV manufacturing industry in the UK</li> </ul>	<ul style="list-style-type: none"> <li>• EV Charging Hubs</li> </ul>		
<b>Future of transport: regulatory review: zero emission vehicles</b>	The reviews aim to address outdated transport policies. The review is seeking views on the introduction of requirements to chargepoints.	2021	<ul style="list-style-type: none"> <li>• Statutory obligation to provide charging infrastructure.</li> <li>• Requirements to install chargepoints in non-residential car parks.</li> <li>• New powers supporting the delivery of the rapid charging fund.</li> <li>• Requirements to improve the experience for electric vehicle consumers.</li> </ul>	<ul style="list-style-type: none"> <li>• The review will consult on whose duty it will be to enact the legislation. This may be local authorities, chargepoint operators or energy companies.</li> <li>• Provision of the chargepoints will likely fall on the landowners.</li> <li>• Accessibility and safety will be key consideration within the user experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Off-street</li> </ul>		Short – under two years
<b>Plug-in Grant Scheme</b>	From December 2021 the grant scheme for zero-emission vehicles was updated to target less expensive models.	2021	<ul style="list-style-type: none"> <li>• There will be £1,500 for vehicles under £32,000 with vehicles that are wheelchair accessible being prioritised with a higher grant.</li> <li>• There are also changes to the Plug-in Van Grant making the scheme more sustainable.</li> </ul>	<ul style="list-style-type: none"> <li>• The aim of the changes to the grant is to increase the speed of EV uptake. This will have an impact on the charging infrastructure requirements.</li> </ul>	<ul style="list-style-type: none"> <li>• Off-street</li> <li>• On-street</li> <li>• EV Forecourts</li> <li>• EV Charging Hubs</li> </ul>	<ul style="list-style-type: none"> <li>• Fund £620 million</li> </ul>	Short – under two years
<b>Taking Charge: The Electric Vehicle Infrastructure Strategy</b>	The strategy combines the aims, objectives and funding provided by the UK Government.	2022	Outlining the continues support and objectives for charging infrastructure across the UK.	<ul style="list-style-type: none"> <li>• Outline the strategic aims and objectives of the UK Government for charging infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>• Off-street</li> <li>• On-street</li> <li>• EV Forecourts</li> <li>• EV Charging Hubs</li> </ul>	<ul style="list-style-type: none"> <li>• £450 million Local EV Infrastructure Fund (LEVI)</li> <li>• A further £50 million in LEVI funding local delivery support</li> <li>• £950 million rapid charging fund</li> </ul>	Long - 5 years +

Table M: National EV policies

## Cabinet Meeting on Wednesday 18 January 2023

### Staffordshire Sustainability Board Communications Plan 2023



**Councillor Simon Tagg, Cabinet Member for Environment, Infrastructure and Climate Change said,**

“We are on a mission to make Staffordshire sustainable. Engaging with our people about climate change is key to reducing the county’s carbon emissions and reaching our net zero target.

As a local authority we are only responsible for a small proportion of carbon emissions in the county, but our position allows us to set an example, raise awareness and inspire people to make more sustainable choices.

This joint communications plan will help us to share clear, consistent messages with our residents, businesses and communities about the climate change challenge and how they can make an impact.

We achieve much more by working together. Working closely with our local authority colleagues and collaboratively with our residents, communities, and businesses, we can really make a big difference.”

#### **Report Summary:**

Mitigating and adapting to climate change and becoming a net zero organisation by 2050 is a key priority for Staffordshire County Council and is a “green thread” throughout our Strategic Plan. It states that we will tackle climate change, enhance our environment, and make Staffordshire more sustainable

The Staffordshire Sustainability Board was established in January 2022. The aim of the Board is to encourage and support greater partnership working between the county’s local authorities to tackle climate change and reduce Staffordshire’s carbon emissions towards net zero targets.

This report details the Board’s communications plan for January to December 2023.

The plan proposes a joint and, aligned calendar of communications and behaviour change activity throughout the year, to be delivered in partnership with the eight district and borough councils in Staffordshire.

### **Recommendations**

I recommend that Cabinet:

- a. Note the progress of the Staffordshire Sustainability Board in developing a unified 2023 programme of activity across the county and eight district and borough councils, to tackle climate change and work towards our net zero targets.
- b. Approve the Staffordshire Sustainability Board joint communications plan (attached as Appendix 1), which sets out our 12-month programme of climate change awareness-raising and behaviour change activity.

## **Cabinet - Wednesday 18 January 2023**

### **Staffordshire Sustainability Board Communications Plan 2023**

#### **Recommendations of the Cabinet Member for Environment, Infrastructure and Climate Change**

I recommend that Cabinet:

- a. Note the progress of the Staffordshire Sustainability Board in developing a unified 2023 programme of activity across the county and eight district and borough councils, to tackle climate change and work towards our net zero targets.
- b. Approve the Staffordshire Sustainability Board joint communications plan (attached as Appendix 1), which sets out our 12-month programme of climate change awareness raising, and behaviour change activity.

**Local Member Interest:** N/A

#### **Report of the Director for Economy, Infrastructure and Skills**

#### **Reasons for Recommendations:**

##### **Background**

1. The Staffordshire Sustainability Board was established in January 2022. The Board aims to encourage and support partnership working to address climate change in Staffordshire, promote more sustainable lifestyles and business practices, and reduce Staffordshire's carbon emissions footprint.
2. The Board is comprised of cabinet members with a sustainability/climate change portfolio from the county and eight district and borough councils in Staffordshire. It is chaired by, the County Council's Cabinet member for Environment, Infrastructure and Climate Change.
3. Each of the nine councils is delivering its own action plan to reduce carbon emissions and reach net zero targets. The board looks beyond the immediate responsibilities of the councils to see how we can collectively influence and reduce Staffordshire's wider carbon emissions.
4. In March 2022 the Board shared its vision alongside 10 commitments for action during 2022/23, which was signed off formally by all members, including Staffordshire County Council at Cabinet (See Appendix 2).

5. Commitment Five focuses on communications, stating that: All Councils will contribute to a countywide communications group, and plan and deliver a countywide Communications Plan, working together to drive our collective net zero visions forward.

### **Joint Climate Change 2023 Communication Plan**

6. On the 10 October 2022 the Staffordshire Sustainability Board (SSB) considered and agreed a joint climate change communication plan for 2023.
7. Whilst each member of Staffordshire's Sustainability Board and their respective local authority are responsible for communicating their climate change responsibilities and actions it was recognised that by working together could have greater reach and impact.
8. The joint communication plan attached as Appendix 1, sets out a calendar of unified and consistent communications activity to be delivered throughout the year to raise awareness, deepen understanding and inspire action on climate change.
9. It details a programme of activity and joint messages on key dates including Valentine's Day, various religious festivals and on high profile climate change focused events such as Earth Day and World Environment Day. It was noted at the Staffordshire Sustainability Board that some more diverse holiday messages should be included in the plan. This will be incorporated into the plan following further research.
10. Public events will also take place throughout the year to raise awareness of the impact and threat of climate change, and the steps we can all take to reduce carbon emissions and our impact on the environment. Following a successful pilot in Stafford Town Centre in April 2022 a 'Carbon Bubble' roadshow is planned for Summer 2023.
11. The roadshow will feature a one-day event in each of our eight district and boroughs, to engage with residents and increase carbon literacy. A 10 m x 10m sphere will be inflated in central locations, representing the equivalent size of 'one tonne of carbon dioxide'. The events themselves will be low carbon, using hydrogenated vegetable oil to inflate the balloon. At the events, staff will talk to Staffordshire residents, businesses and visitors about climate change and encouraging them to pledge to do their bit to be greener. Pledges will be captured on a board that will then be hosted in libraries as part of a climate change display.
12. A formal consultation is planned for Summer 2023 to understand residents' perceptions about climate change, what the barriers are for them to be greener and what would inspire them to change their

behaviour. This information will enable us to gain insight into public views on climate change and provide an evidence bank and base line for campaign planning going forward.

13. The joint communication plan lays a strong foundation for more joined up working between councils. Working together in this way makes the best use of resources and makes sure we promote consistent messages countywide.

### **Legal Implications**

14. The Climate Change Act commits the UK government by law to reducing greenhouse gas emissions by at least 100% of 1990 levels (net zero) by 2050. This includes reducing emissions from the devolved administrations (Scotland, Wales and Northern Ireland), which currently account for about 20% of the UK's emissions.
15. The Council has made a commitment to become net carbon zero by 2050 although it should be noted that the communication plan set out in this report is primarily targeted at climate change implications outside the Council's direct accountabilities.

### **Resource and Value for Money Implications**

16. It is intended that the joint communication activity will be co-funded, with a £25,000 contribution from the county council budget for climate change, and a £3,000 contribution from each of the district and borough councils.
17. The funding will be used to deliver an impactful and effective communications and engagement programme, including the carbon bubble roadshows, consultation sessions and social media activity.

### **Climate Change Implications**

18. While the county council is already making significant strides to reduce its carbon emissions to net zero, we make up a small proportion (less than 1%) of the county's total emissions. It is therefore imperative we work with partner councils and Staffordshire's residents and businesses to make them aware of their carbon emissions and to the reduction of our collective carbon footprint.
19. The communications and engagement activity has been designed within our ethos of making Staffordshire sustainable. Every effort will be made to during the course of the year ahead to make activity associated with delivering the plan as green or low carbon as possible.

## List of Background Documents/Appendices:

Appendix 1 - Staffordshire Sustainability Board – Communications Plan 2023

Appendix 2 - Staffordshire Sustainability Board – Vision and Commitments 2022-23

## Contact Details

**Assistant Director:** Clive Thomson, Assistant Director for Connectivity and Sustainability

**Report Author:** Rose Hampton  
**Job Title:** Senior Communications Officer  
**Telephone No.:** 01785 276006  
**E-Mail Address:** [Rose.hampton@staffordshire.gov.uk](mailto:Rose.hampton@staffordshire.gov.uk)

# Staffordshire Adaptation Strategy



**STAFFORDSHIRE**  
SUSTAINABILITY BOARD



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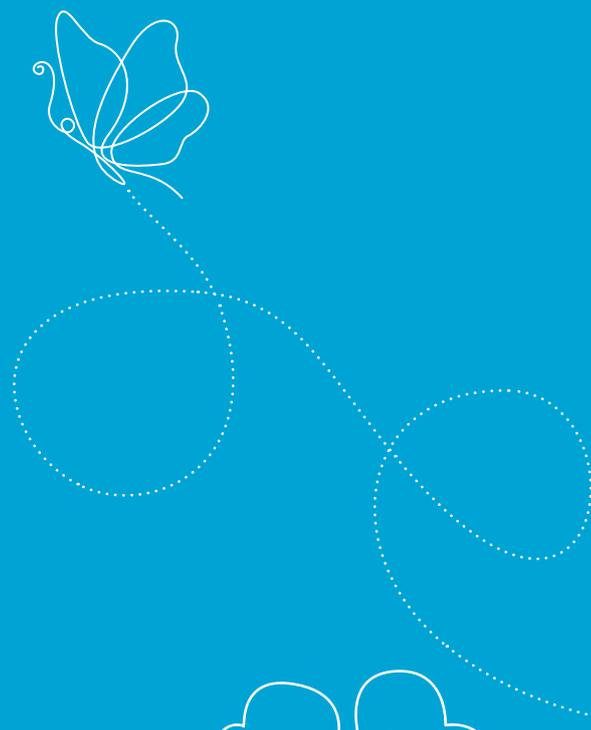
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# Foreword

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## Councillor Simon Tagg Chair, Staffordshire Sustainability Board

One of the most critical challenges facing the world today is the changing climate. Locally, we can see the impacts of climate change, for example, the record-breaking heat of 2022 and the increasing number of damaging storms and floods over the past few years.

The evidence shows that as the climate continues to change, Staffordshire can expect summers to be drier, winters wetter, and more extreme weather events to become more frequent.

While it's important that councils have made commitments to reduce carbon emissions, this alone is not sufficient. Even if we could immediately reduce our emissions to zero, the climate would still change. Therefore, we must also focus on building resilience into our services and local environment, and helping communities and businesses cope with the effects of the changing climate.

I am delighted to present this Adaptation Strategy which demonstrates a commitment of Staffordshire Councils to work together to build a positive future. By identifying the risks, opportunities, and actions, we can better prepare ourselves to respond and adapt to the changing climate in the future. It's important to act now, and I'm confident that by working together through the Staffordshire Sustainability Board, we can become more resilient to the impacts of climate change.

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## Councillor Joe Porter Vice chair Staffordshire Sustainability Board

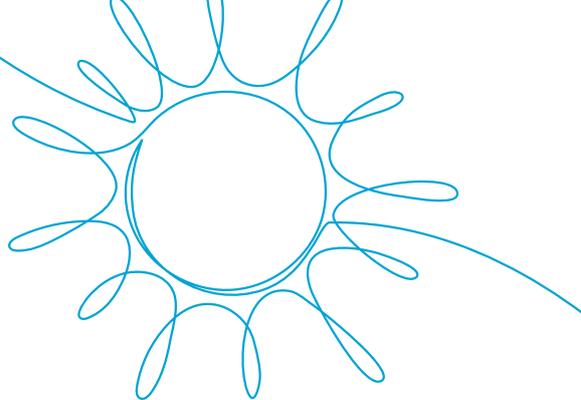
Working together the Staffordshire Sustainability Board, will allow the councils of Staffordshire to ensure that the main effects of climate change are considered in adapting to scenarios presented to us through a changing climate.

This strategy document will enable the councils at all levels in Staffordshire to go forward in a positive and structured manner so that the services we offer and the communities and businesses that we serve are supported by resilient council plans.





# Staffordshire's Changing Climate



Climate change is causing a shift in our long term weather conditions and affects the whole world. One of the main reasons for this problem is that we have been using a lot of coal, oil, and gas, going back to the pre-industrial period. Burning these fossil fuels releases gases that trap heat in the atmosphere causing the earth's temperature to increase.

Over the last 150 years the average temperature across the world has warmed by 1.2°C. That might not sound like a lot, but the rate at which the Earth's temperature has been increasing has been getting faster. Since the 1980's, the rate

has almost doubled compared to 1900-1980<sup>1</sup>. This is changing our climate putting our livelihoods and our wildlife at risk.

<sup>1</sup> National Centers for Environmental Information Annual Report 2021.

## Historic UK Severe Weather Events

<p><b>2000</b></p>  <p>Record April rainfall Record autumn rainfall</p>	<p><b>2012</b></p>  <p>Wettest for 50 years</p>	<p><b>2020</b></p>  <p>Storm Dennis record rain and strong damaging wind</p>
<p><b>2002</b></p>  <p>Record Autumn rainfall</p>	<p><b>2015</b></p> <p>Mildest December</p>	<p><b>2021</b></p> <p>Record rainfall over 3 days (January) Record mild March temperature</p>
<p><b>2003</b></p> <p>Mildest January day</p>  <p>Record summer temperature</p>	<p><b>2018</b></p> <p>Mildest April day for 70 years</p>	<p>Record mild December temperature</p>
<p><b>2007</b></p> <p>Record summer rainfall</p>	<p><b>2019</b></p> <p>Record mild February temperature</p>  <p>Record summer temperature Record mild December temperature</p>	<p><b>2022</b></p>  <p>UK exceeds 40 degrees for the first time</p>



The climate is changing in Staffordshire. For example, in 2022 the temperature in Staffordshire went over 40 degrees centigrade, which is a new record. There have also been at least 15 significant floods in Staffordshire since 2000, with 9 of these storm events happening between 2018 and 2022.

In February 2020, during Storm Dennis, 281 properties in Staffordshire were flooded. The UK Climate Projections say that our climate will continue to get warmer in the next few decades, even if we reduce the amount of carbon emissions we produce. However, it's hard to predict what will happen later in the century because it depends on how much carbon emissions are reduced worldwide. Along with changes to the average temperature and rainfall, we will also have more extreme weather in Staffordshire. This means we'll have:



Increased chance of rivers and streams flooding



More extreme heatwaves



Flash floods at all times of the year



Drier summers and water shortages

We can help make things better by taking action now to protect our local environment and livelihoods alongside our plans to reduce carbon emissions. This will help make Staffordshire more resilient to handle future changes in the climate.

In 2022, the UK government revised the risks that climate change could cause in the UK.

They identified 61 different risks and opportunities and put them into 8 categories, including:

- › The impact on habitats and species.
- › The impact on health of the soil.
- › Risk to natural carbon stores and removal of carbon from the atmosphere, known as carbon sequestration.
- › The impact on local crops, livestock, and commercial trees.
- › The impact on getting food, goods and vital services.
- › How people and the economy will be affected.
- › The impact on people's health, wellbeing, and productivity.
- › The impact from other countries.

The West Midlands Climate Change Risk Assessment and Adaptation Plan 2021-2026 (Sustainability West Midlands) looked at these risks and opportunities that climate change could cause in the West Midlands region.

They have identified some high-level actions that can be taken to help adapt to these changes.

The information from this plan has been used to understand the risks and opportunities specific to Staffordshire.

## For the West Midlands the latest projections are:

West Midlands	2050	2080
Mean annual temperature	↑ 1.2°C	↑ 1.3°C - 2.4°C
Mean winter temperature	↑ 1.1°C	↑ 1.2°C - 2.0°C
Mean winter precipitation	↑ 6%	↑ 9% - 14%
Mean summer temperature	↑ 1.7°C	↑ 1.9°C - 3.2°C
Mean summer precipitation	↓ 15%	↓ 19% - 26%



Source: UK Climate Projections (UKCP) taken from UKCP18 projections

# Our Vision

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A resilient Staffordshire will be an attractive, safe and healthy place to live and work offering an excellent quality of life, thriving environment and prosperous economy.



# Our Ambition

We will

Recognise that adapting to climate change is a vital part of planning for the future and will consider adaptation planning across all council services.

Understand the risks and vulnerability climate change poses to Staffordshire, the places we live and work and how these can be made more resilient to climate change.

Adopt a flexible pro-active approach to adaptation to account for the dynamic and uncertain future climate change scenarios and significance of the impacts.

## Taking a Joined-up Approach

Climate change has the potential to impact all council services and we need to plan for the future. This means looking at all the things we do and thinking about how to make them more resilient to climate change to protect people's lives and livelihoods.

We will collaborate as councils with the public and private sector, communities and businesses to maximise the outcomes we can achieve across the county. Through a managed approach and working together our ability to adapt and influence will be increased.

It is essential that we act now and put measures in place to allow for a good quality of life and protect Staffordshire's environment and economy now and for the future. These measures will be taken alongside our efforts to achieve net zero carbon emissions.

This Strategy includes a range of objectives across the key themes for Staffordshire Councils to reduce exposure to climate change risks and capitalise on new opportunities. The themes are:



**Critical  
Infrastructure  
and Buildings**



**Natural  
Environment and  
Green Spaces**



**Health,  
Wellbeing  
and Safety**



**The  
Local  
Economy**

# How Climate Change Can Impact Our Service Delivery



## Critical Infrastructure and Buildings

Extreme weather events like flooding and storms can damage a buildings integrity and infrastructure, which can affect the usability of the space and business operations.

The damage caused by extreme weather events can disrupt business and the councils' ability to provide reliable services for the local community. It is important to make sure our built environment is resilient to these climate-related hazards. This means thinking about where and how we build new structures, and how we maintain existing ones.

Green infrastructure, like parks and street trees, and blue infrastructure, like rivers, wetlands and Sustainable Drainage Systems (SuDS) can help protect and enhance our built environment against our changing climate. Incorporating these features into good building design will make our infrastructure and buildings more robust and better able to withstand climate-related hazards.

### Transport and travel

Extreme weather events such as heatwaves, floods and storms can cause problems for our transportation infrastructure and access along these networks. Heatwaves increase the risk of natural fires starting on grass verges and have caused the tarmac on some roads to soften. Storms have led to landslides blocking routes and flooding roads especially in low lying areas and floodplains.

These events can cause road closures and damage to roads. How we manage the risks and hazards to services in a changing climate, especially during extreme weather events will form a key part of business continuity planning.

### Buildings

Flood events can cause a lot of damage to properties causing disruption and costly repairs. Summer heat, especially that experienced in 2022 can make living and working spaces uncomfortable and can be a danger to health, especially the vulnerable.

Nature based solutions, such as green spaces and SuDs have an important role to play in creating climate change resilience providing natural cooling and helping to minimise flood risk to buildings.

#### CASE STUDY 1

### Developing Houses Fit for the Future EXETER CITY COUNCIL

Exeter City Council has been using a planned approach to low energy housing developments, which has led to the creation of 103 certified Passivhaus homes.

These homes have been built to be low energy, climate ready and improve health through building biology. They have been tested against future climate conditions to ensure resilience to 2080, and alongside this residents have already experienced health improvements and better indoor air quality

*Source: SWM (2022) Climate change adaptation: practical examples for local authorities.*

## CASE STUDY 2

# Residential Flood Alleviation Scheme

## HAMSTALL RIDWARE



Staffordshire County Council installed new oversized drainage assets to better protect 18 residential properties in Hamstall Ridware.

This Surface Water Flood Alleviation scheme combined with natural flood management works undertaken by South Staffs water.

The creation of a bund within the field near the village helps to hold back flood water and installation of leaky dams has slowed the flow of water in the ditch.

Modelling showed that in a 100-year flood event (having a 1% chance of occurring in any year), the scheme would prevent 9,000 cubic metres of surface water entering the village reducing this water volume to just 33 cubic metres and in doing so significantly reducing flood risk.

*Source: SWM (2022) Climate change adaptation: practical examples for local authorities.*



### CASE STUDY 3

## Stafford Brooks Project STAFFORD



Stafford Brooks project will restore the floodplains to help increase their ability to store water when river and waterway levels rise.

It targets 25 locations along Stafford's rivers and streams, improving habitats which will enable wildlife to thrive.

This project will reduce flood risk to nearby houses and businesses, alleviating seasonal pressures felt across the town caused by regular flooding. This project also has a particular focus on extending, restoring and creating new habitats. These restored areas will become home to a variety of wildlife including otters, wading birds and a range of amphibians.

The new developments will also use natural solutions such as wetlands and reed beds to help filter polluted run-off from roads.

*Source: SWM (2022) Climate change adaptation : practical examples for local authorities.*





# Natural Environment and Green Spaces

The changing climate is putting our natural environment under pressure with some species struggling to adapt quickly enough to the changes.

Warmer temperatures increases the vulnerability of species to pests and diseases and increases the risk of invasion from exotic species. Hotter drier conditions increases the risk of wildfires which can cause serious damage to habitats and communities.

The timing of our seasons is changing and affecting the availability of food for many species at crucial times of the year, especially breeding and migratory species.

## Habitats and species

The changing climate and extreme weather can damage vegetation, plants and our soils, causing challenges to our wildlife. To help them adapt, we need to increase our understanding of species habitat requirements to create more resilient environments.

Improving the quality, diversity and size of habitats and connectivity will help species move through the landscape as the climate changes. We will work together to share ideas and methods, and make sure that our habitats are diverse to provide the best survival chances.

The changing seasonality will impact our management of habitats due to earlier breeding seasons. This is reducing the time period when some works can be completed putting pressure on resources and will require us to adjust our management regimes.



## Enjoying our open spaces

Our open spaces are not only valuable for biodiversity, they can also reduce air pollution and provide recreational space for people to enjoy.

Extreme weather conditions can erode footpaths, wash out bridges and create landslips making access to our open spaces and footpaths hazardous or impassable, increasing pressure on resources.

New ways of managing access to these open spaces needs consideration, moving away from costly hard engineering solutions to identifying how best to adapt to the changing conditions. This requires a more holistic approach to management, working with stakeholders and landowners to consider implementation of offsite positive solutions.

## Natural flood risk management

Flood events are occurring more frequently, and it is predicted the intensity and duration of flood events will increase in the coming decades.

We need to better understand our flood risk so that we can plan, respond and recover from flood events to maximise the best possible outcomes for the people of Staffordshire.

There are many sources of flooding and various organisations have a duty to oversee or manage these sources to better manage risk. Improved sustainable outcomes are possible if we all work together.

Through working closely with organisations and landowners we can promote more effective management.

Engaging with our communities will be an essential part of this process to raise awareness and ensure they are well informed and resilient to future flood risk.

## CASE STUDY 4

# The Washlands Enhancement Project

### BURTON ON TRENT



The Washlands is a functional flood plain along the River Trent through to the centre of Burton.

In 2018 East Staffordshire Borough Council, in partnership with the Environment Agency and other public and private sector partners, launched a new shared landscape vision for the Washlands.

Between June 2019 and June 2022 the Environment Agency upgraded 9km of flood defences along the river at a cost of £2.8 million to account for climate change.

To accompany the upgrade of the flood defences East Staffordshire Borough Council established the Washlands Enhancement Project.

The aim of the project is to balance regular flooding with public access and recreation alongside nature conservation and a more environmentally sensitive approach to green space management.

The project will contribute to the regeneration of the town by turning an underutilised open space into a regional tourism destination and is due for completion in 2023.

## CASE STUDY 5

# Creating a Cooler Greener Place to Live

### KENT

**Urban residential areas in particular are experiencing increasing heat stress from rising summer temperatures.**

Two residential streets in Margate, Kent were selected to benefit from a tree planting programme that was specially designed to reduce heat stress during high temperatures, and surface water flooding following heavy rainfall.

Specialist SuDS 'tree pits' were retrofitted in the highway verges of the two identified streets.

This solution increases canopy cover to provide cooling during the summer months,

whilst also reducing surface water flood risk in the residential areas. These pits reduce surface water flooding by slowly infiltrating the water into the ground, reducing the volume of water flowing into the local sewage network.

The trees were selected based on their canopy size, their ability to withstand drought and heavy rainfall, and their capacity to support biodiversity.

Instead of the drainage systems only being able to cope with one in five-year rainfall events, the new drainage system can now withstand one in 30-year events, and has reduced flood risk to 30 properties.

The trees provide natural cooling by reducing the air temperature in residential areas, as the leaves reflect sunlight and provide shade during the summer.

This project has brought benefits to both residents and visitors and has demonstrated how multifunctional climate change adaptation projects can provide cross-cutting benefits to communities previously at risk.

*Source: SWM (2022) Climate change adaptation : practical examples for local authorities.*



# Health, Wellbeing and Safety

## Hotter summer days can harm people's health by causing heat stress and respiratory problems from reduced air quality.

Vulnerable and elderly people, especially those in deprived areas, are most at risk. Urban areas are particularly vulnerable due to the urban heat island effect. In 2022, extreme heat days in England and Wales led to a 10.4% increase in death rates compared to non-heat periods.

The role of good building design and blue and green infrastructure for our new and existing properties and neighbourhoods are important for providing natural cooling and access to cool spaces during extreme heat days. To help improve local air quality and provide a more comfortable space to live, work and for recreation we need to consider ways to better integrate blue and green infrastructure and better building design across Staffordshire. Conversely, extreme cold weather can lead to excess winter deaths caused by poor-quality, poorly-insulated, and inadequately heated housing.

We estimate a reduction in fuel poverty could reduce health and social care expenditure by £207.3m per year.

The Staffordshire Warmer homes Partnership was launched in May 2019. While predominantly a flagship public health programme, the scheme also supports priorities beyond health including sustainability by improving energy efficiency of housing stock. We will continue to seek funding opportunities to improve energy efficiency of residential housing stock.

People who work solely or predominantly in the outdoors are more exposed to the extreme weather conditions. These people need to be protected as much as possible to minimise any risk to health while at work. New ways of working may need to be considered to ensure appropriate protection methods are in place for all staff.

Additionally planning and responding to extreme weather events can place significant pressure on staff resources. Planning for these events by having appropriate plans, risk assessment and climate related response cover in place may need greater consideration.

### CASE STUDY 6

## Keep Bristol Cool Mapping Tool

BRISTOL



Different people can be vulnerable to heat in different ways, depending on their sensitivity to heat, their ability to adapt to high temperatures, and their exposure to high temperatures both inside and outdoors.

A tool for policymakers and practitioners in urban design, landscape architecture and emergency planning has been designed by Bristol City Council to understand how current heat vulnerability differs across the community, and how climate change might increase temperatures in the future. The tool can provide insight into how urban heat risk varies and identifies areas that could impact people the most to help the council and other decision makers build a city resilient to extreme heat.

*Source: SWM (2022) Climate change adaptation : practical examples for local authorities.*





## The Local Economy

The potential financial cost of climate change on the UK economy is significant. The UK Gross Domestic Product (GDP) is around £2 trillion a year and it is estimated by 2050 climate change could represent a 2% loss in GDP<sup>2</sup>.

Extreme weather events and changing weather patterns can disrupt business operations due to premises overheating and flooding and can cause disruption to staff travel and the supply chain.

Climate change, and in particular extreme weather events being experienced across the world can impact the local economy through increased risk of price volatility for imported materials and commodities. Businesses should consider ways to build greater resilience into operations to remain competitive and reliable.

A recent survey found 65% of UK SMEs have been financially impacted by their lack of

response to weather information and 40% of SMEs have saved money by checking and acting on weather forecasts. Greater resilience to climate change can be achieved through an improved understanding on the importance of factoring climate change into business decisions. We can help to encourage change by finding out what type of climate related challenges businesses face and sharing good practice information.

As climate change resilience is increasingly adopted across all sectors new business opportunities will arise in the green economy and ecosystem services.

Through our work with the Skills Advisory Panel and Local Skills Improvement Plan we know the demand for green skills will grow in the coming years. There is an opportunity to consider how we can support residents in gaining appropriate skills to take advantage of these forthcoming opportunities.

<sup>2</sup> *Sustainability West Midlands (2022) - Weathering the Storm. A guide to saving and making money in a Changing Climate*



# Our Approach to Adaptation

In preparing plans for a more resilient Staffordshire the County is faced with the challenge of responding to a broad range of uncertain risks. Some services may not have been impacted in the past but could be sensitive to changes in the future.

We will be pro-active in introducing positive changes through developing specific plans, policies and programmes using national policies and statutory requirements to aid change. Since we are uncertain about the long-term projections for the changing climate, we need to be flexible to cope with possible future changes to build organisational resilience.

Through identifying priorities and working together Staffordshire Councils will build a more resilient society and economy. This will provide people with a safe, comfortable place to live and work.

We will put in strong governance to:

**Improve the policy and incentive framework and integrate adaptation considerations into policies, plans, strategies and programmes. Risks will be actively managed to ensure the policy framework keeps pace with the changing climate.**

**Ensure decision making will consider resilience to the impacts of the changing climate, particularly severe weather on service delivery.**

**Develop, innovate and adopt good practice.**

Further details on the key risks, opportunities and outcomes for Staffordshire are outlined in Appendix 1.

## Communications and awareness raising

Effective communication is essential to build a more resilient Staffordshire. Working collaboratively across the Staffordshire councils and with our partners we will:

- › Raise awareness and share information of climate change challenges, issues, threats and opportunities.
- › Seek out opportunities to work collaboratively with communities and external organisations, build resilience to climate change and achieve widespread and sustained change.

## Monitoring, evaluation and improvement

This strategy is just the beginning of an ongoing process to identify the most important things we need to do to adapt to climate change. The future effects of climate change are uncertain and will depend on our actions to reduce global emissions.

By understanding the potential impacts and being prepared to change our plans as needed, we can be innovative and stay ahead of the curve. We'll constantly review the situation and use research to check if our adaptation measures are still appropriate.



# Appendix 1

## Climate Risks and Opportunities

The identified risks and opportunities are not exhaustive and have been listed as a guide for Adaptation Plan preparation. We will protect lives and livelihoods in Staffordshire by reviewing the risks and opportunities on a regular basis to accommodate changes in climate change projections.



### Critical Infrastructure and Buildings

Risks and Opportunities	Outcomes
<p>Resources required for infrastructure maintenance and repairs due to climate change and extreme weather events:</p> <ul style="list-style-type: none"> <li>• Milder winters may reduce building heating requirements, cold weather related damage and associated maintenance costs.</li> <li>• Hotter summer extremes can lead to buildings and equipment overheating and increased health risks.</li> <li>• Flooding (river, surface water and groundwater) and storm damage (erosion and embankment failures) can compromise buildings and infrastructure.</li> </ul>	<p>Facilities are robust to withstand climatic conditions such as flooding and heatwaves:</p> <ul style="list-style-type: none"> <li>• Infrastructure most at risk from climate change are assessed to prevent the risk of damage or failure.</li> <li>• New developments and redevelopments consider blue and green infrastructure in combination with good building design to provide a healthier and more sustainable environment and steered away from areas of high flood risk.</li> <li>• Targeted flood prevention work in combination with green infrastructure and catchment management to reduce the potential of widespread flooding and damage.</li> </ul>
<p>Service delivery impacts due to power outages or disruption to energy network during extreme heat events</p>	<p>Measures in place to minimise impacts from grid disruption during extreme weather events</p>
<p>Road closures and hazardous conditions due to extreme weather</p>	<ul style="list-style-type: none"> <li>• Road surfaces and foundations are more resilient to extreme weather conditions</li> <li>• Business continuity plans are in place to allow for services to continue during road closure events.</li> </ul>



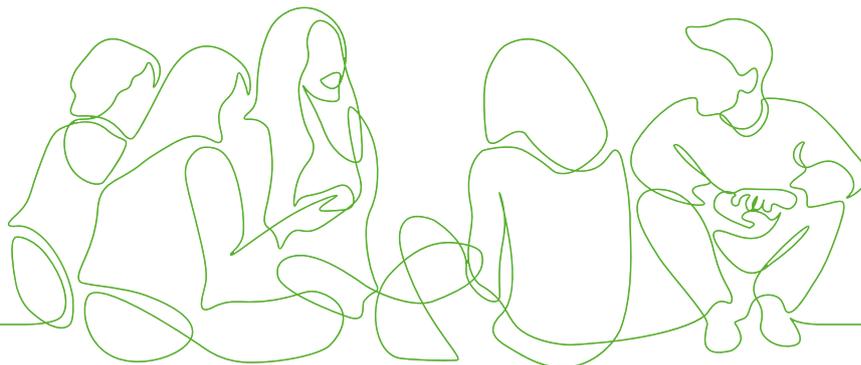
# Natural Environment and Green Spaces

Risks and Opportunities	Outcomes
<p>Changes in timings of seasonal events may lead to</p> <ul style="list-style-type: none"> <li>• Disruption in the availability of important natural food sources putting species as well as ecosystem services at risk.</li> <li>• Reduction in time windows for management maintenance and enhancement work putting additional pressure on resources.</li> </ul>	<ul style="list-style-type: none"> <li>• Better understanding of species habitat requirements, especially those at risk to allowing for tailored diverse habitat management</li> <li>• Maintained and enhanced wildlife corridors and patch sizes to increase ecological resilience</li> <li>• Management regime adjusted to account for climate influences and budget restraints.</li> </ul>
<p>Changing climate may allow pests, diseases and non-native species to thrive, threatening native habitats and species.</p>	<p>Habitats and species most at risk monitored and actions delivered as required.</p>
<p>Wildfires causing damage to habitats, species and peatland.</p>	<p>Sensitive areas mapped, maintenance of firebreaks and emergency fire risk action responses identified.</p>
<p>Extreme weather can compromise footpaths and associated infrastructure</p>	<p>A holistic approach to catchment management with greater consideration to soft engineering solutions.</p>
<p>Opportunities for natural carbon stores, carbon sequestration and natural cooling and flood risk management</p>	<p>The potential for biodiversity net gain maximised and blue and green infrastructure integrated through planning approvals.</p>
<p>Natural flood risk management</p>	<ul style="list-style-type: none"> <li>• Improved understanding of flood risk management.</li> <li>• Partnership approach taken allowing for whole catchment management integrating blue and green infrastructure.</li> <li>• Communities are more informed and have resilience to flood events.</li> <li>• Sustainable management of drainage and flood defence systems</li> <li>• New planning policies, site allocations and future infrastructure needs consider flood risk.</li> <li>• Flood risk for new developments is considered and managed in a sustainable manner.</li> </ul>
<p>Requirement under the Environment Act 2021 for a Local Nature Recovery Strategy to be produced</p>	<p>Local Nature Recovery Strategy considered in planning, development and land management decisions.</p>
<p>A minimum of 10% biodiversity net gain to be delivered on planning permissions.</p>	<p>Plans in place on how to deliver biodiversity net gain.</p>



# Health, Wellbeing and Safety

Risks and Opportunities	Outcomes
<p>Occupational Health and Safety of the workforce</p> <ul style="list-style-type: none"> <li>• High temperatures and more frequent exposure to heat will increase risk of heat stress, air pollution and UV exposure particularly to outdoor staff.</li> <li>• Staff responding to extreme weather events such as storms or wildfires are in high risk situations and add additional pressure on staff resources to manage the incident.</li> <li>• Extreme weather events can prevent services being delivered (road closures, extreme heat etc.).</li> <li>• Overheating of buildings can reduce working effectiveness or closure of services.</li> </ul>	<p>Health and safety effects of climate change and climate change risks are integrated into Health and Safety Plan assessments, Corporate risk assessments and associated policies.</p> <p>Business continuity plans consider how services can be maintained during extreme weather events.</p> <p>New developments and redevelopments consider blue and green infrastructure in combination with good building design to provide a healthier and more sustainable working environment.</p>
<p>Extreme weather can impact on the health and wellbeing of communities, especially the vulnerable, including older people, children and those living in area of higher deprivation.</p>	<p>New developments and redevelopments consider blue and green infrastructure in combination with good building design to provide a healthier and more sustainable indoor and outdoor environment.</p>
<p>Widening health inequalities due to more extreme weather.</p>	<p>Community resilience programmes in place, particularly for those most at risk of the changing climate.</p> <p>Community resilience programmes in place, use data and analytics to target programmes such as Warmer Homes to those who are at greatest risk.</p>
<p>Drier warmer summers provides greater opportunity to use outdoor spaces.</p>	<p>Parks and open spaces are fit for the future</p> <p>Key walking and cycling routes are resilient to climate change</p>





# The Local Economy

Risks and Opportunities	Outcomes
<p>Extreme weather events lead to:</p> <ul style="list-style-type: none"> <li>• Disruption to business operations.</li> <li>• Disruption to the distribution and the supply chain.</li> <li>• Price volatility for materials and commodities.</li> </ul>	<p>Councils have a good understanding of risks to businesses from the changing climate allowing for sharing of good quality information.</p> <p>Businesses have a better understanding of climate change risks, the urgency and how to integrate resilience to climate change considerations into business planning.</p>
<p>Potential skills gap as the demand for Green Economy and Ecosystem Services increases</p>	<p>Skills/knowledge gaps for the Green Economy and Ecosystem Services identified through working with partners such as the Chamber of Commerce.</p> <p>Training opportunities and programmes identified through closer communications with partners including Local Enterprise Partnerships and higher education.</p> <p>Training for the Green Economy and Ecosystem Services facilitated.</p>





# Appendix 2

## References and Resources

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### Climate Change Act 2008

[www.legislation.gov.uk/ukpga/2008/27/contents](http://www.legislation.gov.uk/ukpga/2008/27/contents)

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### National Adaptation Programme

[www.gov.uk/government/publications/climate-change-second-national-adaptation-programme-2018-to-2023](http://www.gov.uk/government/publications/climate-change-second-national-adaptation-programme-2018-to-2023)

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### UK Climate Change Risk Assessment

[www.gov.uk/government/publications/uk-climate-change-risk-assessment-2022](http://www.gov.uk/government/publications/uk-climate-change-risk-assessment-2022)

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### West Midlands Climate Change Risk Assessment and Adaptation Plan 2021-2026

[www.sustainabilitywestmidlands.org.uk/wp-content/uploads/2022/11/West-Midlands-Climate-Change-Risk-Assmt-Adaptation-Plan-2021-26-Final.pdf](http://www.sustainabilitywestmidlands.org.uk/wp-content/uploads/2022/11/West-Midlands-Climate-Change-Risk-Assmt-Adaptation-Plan-2021-26-Final.pdf)

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### UK Climate Projections

[www.metoffice.gov.uk/research/approach/collaboration/ukcp/index](http://www.metoffice.gov.uk/research/approach/collaboration/ukcp/index)

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### Building Regulations

[www.gov.uk/guidance/building-regulations-and-approved-documents-index](http://www.gov.uk/guidance/building-regulations-and-approved-documents-index)

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### Heat and Buildings Strategy

[www.gov.uk/government/publications/heat-and-buildings-strategy](http://www.gov.uk/government/publications/heat-and-buildings-strategy)

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### Government Response to the Making Space for Nature Review (June 2011)

<https://webarchive.nationalarchives.gov.uk/ukgwa/20170129120613/https://www.gov.uk/government/publications/government-response-to-the-making-space-for-nature-review>

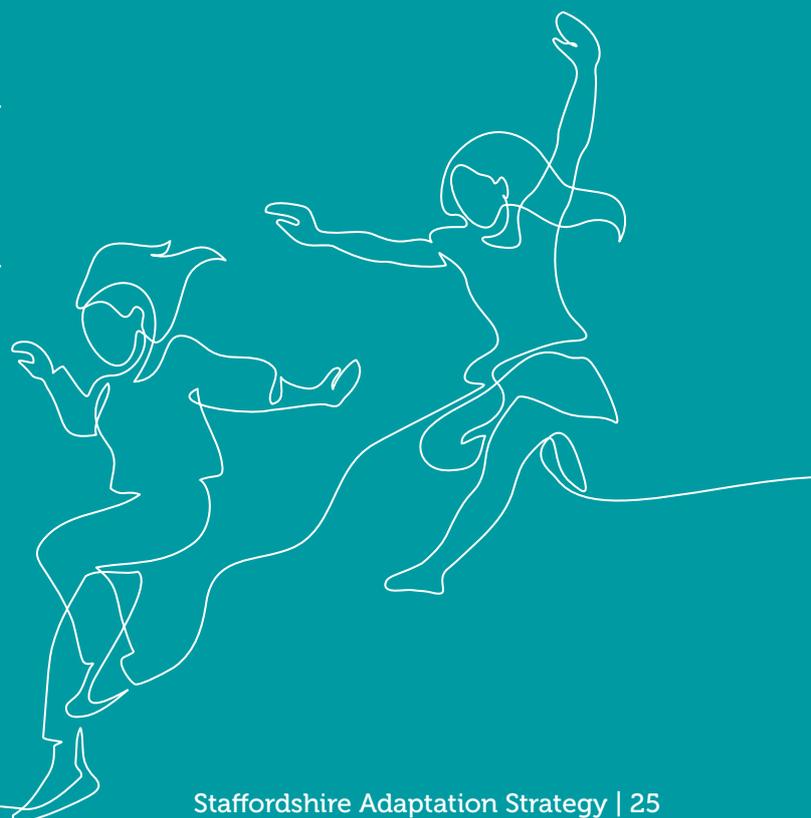
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### Sustainability West Midlands (2022)

Weathering the Storm. A guide to saving and making money in a Changing Climate.

[www.sustainabilitywestmidlands.org.uk/wp-content/uploads/2022/12/SWM-Weathering-the-Storm-2022-FINAL-1.pdf](http://www.sustainabilitywestmidlands.org.uk/wp-content/uploads/2022/12/SWM-Weathering-the-Storm-2022-FINAL-1.pdf)

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**STAFF**  **RD SHIRE**  
**S U S T A I N A B I L I T Y   B O A R D**

20 March 2023

# Members



## Background

- Created in January 2022 as a response to local authorities in Staffordshire announcing climate emergencies
- Elected Members ( Sustainability/Climate Change Portfolio holders) from the councils in Staffordshire gather to allow discussion on relevant environmental sustainability issues, debate matters affecting multiple authorities and decide outcomes and objectives for collective projects.
- Facilitating a collaborative forum, to work together, to influence change and to encourage organisations and individuals to ensure Staffordshire is net carbon zero by 2050.
- January 2023 joined with the JWMB to improve effectiveness and efficiency of directing and monitoring on the sustainability agenda.
- This allowed recommendations to be made to the Staffordshire Leaders Board in a clear and concise fashion





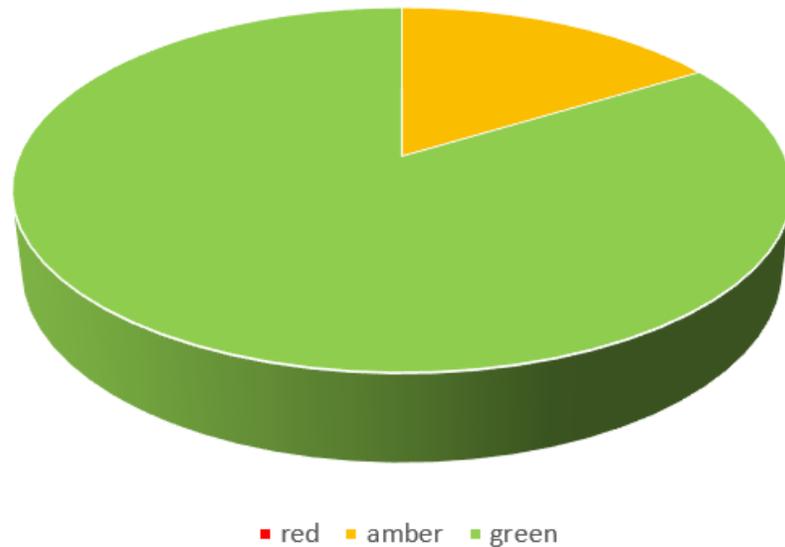
## Achievements

- All Staffordshire local authorities agreed on **Base Pledges** and have taken them to their respective Cabinets for approval and to report back to SSB on a quarterly basis
- A **joint SSB Communication Plan** has been agreed/funded and taken to respective Cabinets for approval
- All local authorities are taking their **EV strategy** through their respective Cabinets for approval (ongoing)
- Actively engaged with the emerging **Staffordshire Climate Commission**
- Engagement with local businesses and community groups to work on environmental improvement and awareness
- Harmonised collection of **dry mix recycling collection** across Staffordshire
- Made representation to National Government on Waste Policy



# Performance Monitoring Sustainability

Base Pledge Monitoring March 2023 update

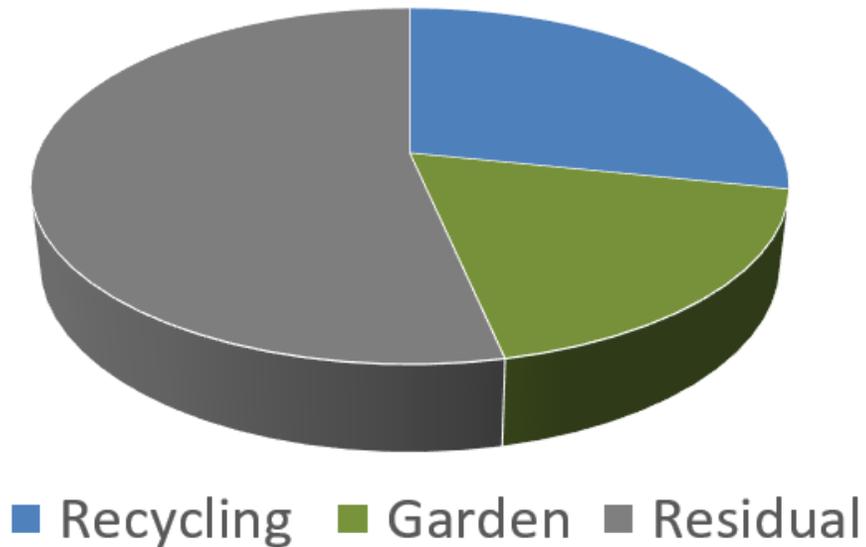


- Following commitment to the 10 Pledges 13 action points were agreed
- Performance against those action points is monitored on a quarterly basis using a RAG ( Red-Amber-Green) rating
- As of March 2023 there are no red flags against any of the action points
- 84% achieved green status and all are currently on track to reach the objective of the action point



# Performance Monitoring Waste

Total Waste Composition 2022-23



The aim of the Staffordshire Waste Partnership is to work together to reduce waste, and maximise reuse, recovery, and recycling. SWP is striving towards a zero waste economy, where all materials have a purpose and avoid disposal of any kind.

The 'Integrated Municipal Waste Management Strategy for Staffordshire and Stoke-on-Trent' focuses upon the following principles;

- Increased household recycling
- Zero waste to Landfill
- Achieving sustainable management of all waste
- Managing waste as a potential resource
- Developing effective co-operation and joint working between local authorities, businesses and residents



# Cannock Chase Council



- Costed Action Plan Published
- Working alongside ENGIE on Zero Carbon Rugeley Project
- Hawk Green Development - Low Energy Homes
- Binworld Environmental Awareness Programme (1550 pupils / 19 schools)
- Small Change Big Difference Programme
- Established 1<sup>st</sup> Urban Forest

# Cannock Chase Council



- Solar Battery Installation – 75 council houses
- Greener Travel & Environment - Commonwealth Games Legacy
- Working on EV Charging Strategy & Fleet Strategies
- Fleet and Taxi Reviews – Energy Savings Trust
- Local Area Energy Planning Project – Energy Catapult Buro Happold
- Carbon Literacy Training for Members and Officers

# PAVING THE WAY TO NET ZERO...

- Declaration of a **Climate Emergency** in 2020
- **Climate Change Action Plan** published containing 57 actions.
- **Climate Change and Nature Strategy** adopted setting out 4 aims in our commitment to becoming Carbon Neutral.
- **Climate Change SPD** developed to mitigate climate change and ensure development adapts to the consequences of climate change.

## EV CHARGING POINT SUCCESS:

Three dual floor-mounted EV charging points are currently being installed in Coopers Square Car Park, Burton

Five electric-powered vans have been added to our fleet, and EV charging points have been successfully installed at our waste depot and Stapenhill Cemetery.



Climate change and nature recovery are considered in all Council decisions, strategies, policies and plans.

# SOME OF OUR OTHER SUCCESSES...

- A total of 2500 native tree species were planted between 2021-22 on our green open spaces.
- Washlands Enhancement Project is underway following an upgrade to 9km of flood defenses in Burton by the EA.
- Stapenhill Gardens and Bramshall Road Park have achieved Green Flag standard.
- Reduced mowing regimes to create wildflower, bee friendly parks.
- New building in Go Garden to help us grow our own plants and trees, reducing transport emissions
- A Single Use Plastics action plan has been developed and is being implemented.



# CLIMATE CHANGE & SUSTAINABILITY

- Carbon literacy awareness training to staff and members.
- Whole council climate change workshop to raise priority.
  - X6 Tiny Forests planted around the district.
  - Cycle to work scheme re-introduced for all staff.
- Biodiversity and Greenspace mowing meeting set up.
- EV for street cleaning, Parks vehicles replaced with EV.
  - Key stakeholder in national nature recovery project.
- National lead on BNG, assisting Defra and other councils.
  - New Climate Change pages and resources online.



# TAMWORTH & LICHFIELD JOINT WASTE SERVICE

- 74k properties - bag for paper & card
- 3k rural properties - bin for paper & card
- 3.5k communal properties - transferred onto dual stream collections
- Procurement of new twin pack trucks for the recycling service
- New disposal contract for dry recyclate
- Major round review and comms plan



## SUCCESSES

- High resident participation.
- Improvement in quality of material.
- Reduction in rejected bins and no rejected loads.

## LESSONS

- Procurement issues.
- Challenge rolling out new rounds and new service at the same time.

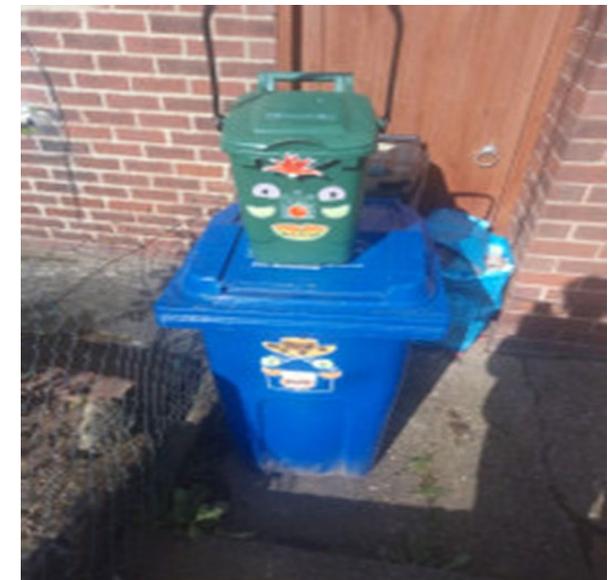


# Newcastle under Lyme Borough Council

- Successful in gaining government Carbon Reduction Funding (CRF) for a number of projects looking at carbon reduction in community centres, with 20 facility audits completed and also a solar farm feasibility study.
- Commissioned a Road Map to Net Zero by 2030 for the Councils operations and estate.
- Introduced Hydro-treated Vegetable Oil (HVO) fuel for the Councils HGV's saving 90% Co2 emissions and other particulates.
- Rolled out mandatory Carbon Literacy and sustainability training to all Council staff and Members and 2 cohorts of Sustainability Champions completing Keele University Net Zero Skills Boot camp course.
- Targeted communications campaign to increase participation in separate food waste collections, including schools education campaign.
- Completed the first 4 phases of our Urban Tree Planting Strategy, with 12 sites being planted with around 265 specimen native species and protected as Urban Carbon Capture parks for future generations.

# Newcastle under Lyme Borough Council

- Further phase of urban tree planting currently taking place including 850 native Lime trees to form the Boroughs 850<sup>th</sup> anniversary 'Lyme Forest' and further native woodlands.
- Agreed policies that put sustainability at the heart of our emerging Borough Local Plan.
- Improving energy efficiency performance within 38 domestic properties through the Social Housing and De-carbonisation Fund



# Climate achievements 2022-23

- Delivery of the South Staffordshire Climate Festival 2022 to promote awareness and engagement through social media
- Distribution of £4k+ funding to 21 'climate prize' projects across our 5 localities
- Continued to build carbon friendly development measures within our emerging local plan
- Hosting climate / business networking events both through Staffordshire Business Environment Network and partnerships with local businesses and land owners
- Continuing to reduce the carbon footprint of our operations (37% decrease since reporting began in 2010) as we work up a detailed plan to achieve net zero



# Waste and recycling achievements 2022-23

- Since April 2022, over 8,000 tonnes of garden waste collected in green bins from the district has been sent to a local composting facility
- Since April 2022, almost 8,000 tonnes of dry mixed recycling and paper/card have been collected from blue bins and bags, and delivered to a dedicated Materials Recycling Facility (MRF) before being separated and sent on to reprocessors to be recycled
- Since April 2022, over 20,000 tonnes of residual household waste has been collected from grey bins and delivered to a dedicated Energy Recovery Facility based in South Staffordshire
- Zero waste from householder bins and bags is delivered to landfill
- 2022/23 has seen a successful roll out and introduction of blue reusable bags for residents to recycle paper and card separately, resulting in a higher quality of material delivered to the recycling plant (less contamination/moisture)
- Dedicated communications campaigns have taken place to support Recycle Week 2022 and Love Food Hate Waste

# Stafford Borough Council

- Policy background: Declared a climate emergency in 2019, adopted a Climate Change and Green Recovery Strategy in 2020, and identified achieving Climate Change and Green Recovery objectives one of four main priorities in Corporate Business Plan.
- Feasibility studies have been commissioned to explore the viability of installing renewable energy infrastructure on council owned assets, adding to the existing renewable energy infrastructure the council has already installed.
- LED lighting and movement sensors installed in council owned assets, reducing energy consumption.
- 12 electrical vehicle charging points have been installed this year.
- Worked with Cannock, and Lichfield council, Innovate UK, and Burro Happold to produce a Local Area Energy Plan, informing where renewable infrastructure could be deployed in the area.
- Switched to a renewable energy tariff.
- Annually updated carbon audit is produced, enabling the reduction of internal carbon emissions to be tracked.
- Carbon Literacy training is being rolled out to council officers and members.

# Stafford Borough Council

- A community panel was set up in 2021. They are currently formulating and implementing projects relating to:
  - Plastic and Waste Reduction
  - Food and Farming
  - Biodiversity and Wellbeing
  - Raising Awareness
- The council has recently adopted its Climate Change Adaptation Strategy..
- £4.1 million has been awarded to develop the Stafford Brooks Project in partnership with Staffordshire Wildlife Trust, the Environment Agency and National Highways.
- A new Local Nature Reserve was designated by the council last year.
- Tree planting projects have been delivered across the Borough. This has included on Local Nature Reserves, and on areas of amenity grassland.
- We have been with community groups and Staffordshire Wildlife Trust to enhance areas of green space and deliver biodiversity enhancements.

# Climate Change Achievements

- SCC carbon emissions reduced by 43% since 2019
- Instrumental role in the development of the SSB
- Through the Climate change action fund, members have helped 290 community groups and awarded over £200,000 over the past 3 years, to help residents tackle climate change
- Approved the Local cycling and walking infrastructure plan (LCWIP)
- Secured £2.2M investment into the environment for cycling and walking
- Given away 1000's of trees to residents, to enable planting and carbon sequestration across the County



# Waste Achievements

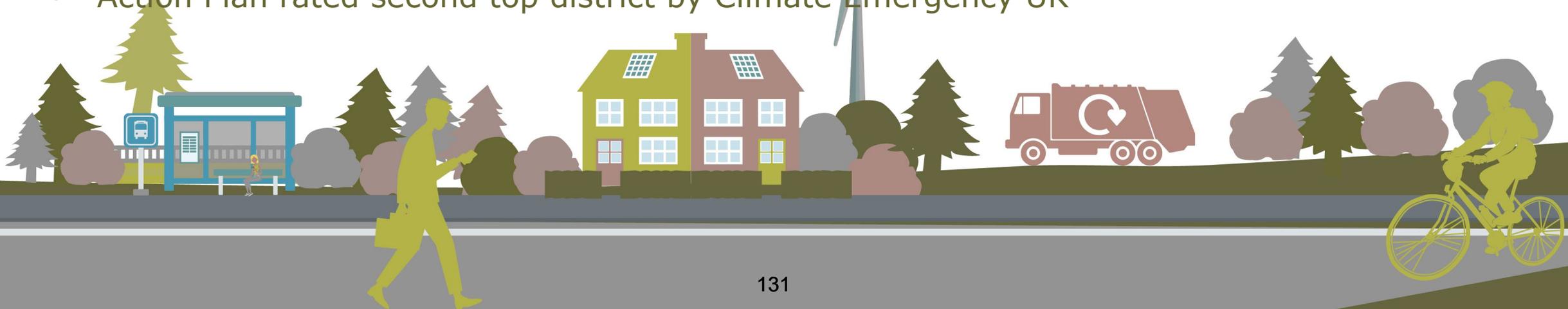
- So far this year we have sent 156,351 tonnes of waste to Energy Recovery Facilities
- We also helped 3 local authority partners Walsall, Sandwell and Warwickshire, who sent around 160,000 tonnes to Energy Recovery Facility this year.
- This will produce 26 Mega Watts of power, powering around 66,000 homes
- Only 61 tonnes of waste have been sent directly to landfill
- Successfully insourced our Household Waste Recycling Centre network
- Reused 328 tonnes of items that would have been thrown away and Recycled 45,000 tonnes through the network
- Working with our Haulage contractor to introduce low carbon fuels for their fleet and planning to trial on our 16 JCBs



# Aiming Low

- Hydrogenated Vegetable Oil in large fleet
- Assessment of fleet by Energy Saving Trust
- Reduce emissions by 25% from buildings (compared to 2019/20)
- Sustainable Procurement Policy
- £1.9m to decarbonise leisure service
- Energy and water audits of all buildings
- Appoint a Climate Change & Biodiversity Officer
- Transfer managing country parks to Staffordshire Wildlife Trust
- Carbon Literacy Bronze (silver imminent)
- Action Plan rated second top district by Climate Emergency UK

CLIMATE  
CHANGE  
ACTION



# Staffordshire Moorlands Aiming Low – District-wide

- Climate Fund for community groups - 14 projects supported so far
- Youth programme developed with SCYVS and Globe Foundation
- 23 community orchards
- Dedicated programme to encourage modal shift to walking
- EV strategy approved and moved to delivery
- Commissioned Staffordshire Wildlife Trust for Plan for Nature
- Set up Staffordshire Moorlands Green Network for community groups
- Created engagement videos [What we can all do](#) our [strategy](#)



# Tamworth Borough Council

## **The Borough Council:**

- ▶ adopted its first Carbon baseline position in October 2022
- ▶ approved resources to prepare an action plan for the authority
- ▶ approved resources to deliver a climate change officer for three years from April 2023 to support workload

# Tamworth Borough Council

## The Borough Council:

- ▶ Have ordered and are awaiting delivery of 7 EV fleet vehicles to support street scene operations
- ▶ Are in discussion with BP pulse to deliver a 12 bay EV charging hub on a council owned car park.

# STAFFORDSHIRE



## S U S T A I N A B I L I T Y   B O A R D



## Agenda Item 4(b)(i)

<b>Committee:</b>	Cabinet
<b>Date of Meeting:</b>	3 August 2023
<b>Report of:</b>	Councillor A F Reid, Economic Development and Planning Portfolio
<b>Contact Officer:</b>	Dean Piper
<b>Telephone Number:</b>	01543 464223
<b>Ward Interest:</b>	Nil
<b>Report Track:</b>	Cabinet 03/08/2023 (Only)
<b>Key Decision:</b>	No

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## Government Grant Funding Stafford Borough Garden Community Proposals

### 1 Purpose of Report

- 1.1 To seek extensions to the previously approved delegation arrangements associated with the grant funding secured for 2019/20, 2021/22 and 2022/23 to cover the financial year 2023/24;
- 1.2 To provide spend information in relation to each round of funding received.

### 2 Proposal of Cabinet Member

- 2.1 That authority to spend the remainder of the Ministry of Homes Community and Local Government (MHCLG) Garden Communities grant of £750,000, received in 2019 be delegated to the Chief Executive, in consultation with the Meecebrook Programme Board;
- 2.2 That authority to spend the remainder of the Ministry of Homes Community and Local Government (MHCLG) Garden Communities grant of £360,000, received in 2021 be delegated to the Chief Executive, in consultation with the Meecebrook Programme Board;
- 2.3 That authority to spend the remainder of the Department for Levelling Up, Housing and Communities (DLUHC) Garden Communities grant of £330,000,

received in 2022 be delegated to the Chief Executive, in consultation with the Meecebrook Programme Board.

### **3 Key Issues and Reasons for Recommendation**

- 3.1 On the 25 March 2019 the Council was awarded £750,000 by MHCLG to support initial feasibility studies and programme management in relation to proposals for a new Garden Community in Stafford Borough, Meecebrook.
- 3.2 On the 4 June 2021 the Council was awarded £360,000 by MHCLG to increase support and continue the development of feasibility studies and programme management for Meecebrook.
- 3.3 On the 25 March 2022 the Council was awarded a further £330,000 by DLUHC to increase support and continue the development of feasibility studies and programme management. A proportion of the funding received, £250,000, was specifically allocated to understand rail provision at Meecebrook.
- 3.4 At its meetings on the 5 September 2019, 11 June 2020, 5 August 2021 and subsequently on the 4 August 2022, Cabinet agreed to delegate authority to spend the grant funding received to the Chief Executive in consultation with the Meecebrook Programme Board for the 2019/20, 2020/21, 2021/22 and 2022/23 financial years respectively. These approved proposals also included a review mechanism for delegation in subsequent financial years.
- 3.5 This report seeks to recommend the extension of the previously approved delegation arrangements to cover the financial year 2023-24 for the remaining grant funding received in 2019/20 (£750,000) and in 2021/22 (£360,000) and the grant funding received in 2022 (£330,000). No capacity funding process was open for bids in respect of financial year 2022/23.
- 3.6 The previous delegation reports included grant monies spent and breakdowns of the future spend profile for the grant funding. This information is set out within the **APPENDIX** to the report. Table 1 below provides a total spend to date and anticipated spend per year across all tranches of funding. Spend figures relate to end of March 2023.

**Table 1:** Spend to date and anticipated spend to 2023/24

Year	£
2019/20	54,452.42
2020/21	181,304.02
2021/22	198,874.84
2022/23	430,044.91
2023/24	544,532.36
Unallocated	-30,791.45
<b>Total</b>	<b>1,440,000.00</b>

#### **4 Relationship to Corporate Business Objectives**

4.1 As a key strategic proposal, and subject to the New Local Plan, delivery of Meecebrook will contribute towards the Corporate Business Plan's 2021-2024 vision, in particular the key objectives:

“To deliver innovative, sustainable economic and housing growth to provide income and jobs.”

“To improve the quality of life of local people by providing a safe, clean, attractive place to live and work and encouraging people to be engaged in developing resilient communities that promote health and wellbeing.”

“To tackle Climate Change by implementing our Climate Change and Green Recovery objectives”

“To be a well-run, financially sustainable and ambitious organisation, responsive to the needs of our customers and communities and focussed on delivering our objectives.

## 5 Report Detail

- 5.1 Following the submission of a bid in response to the Government's Garden Communities prospectus on the 25 March 2019 the Council was awarded £750,000 to help to develop plans for a new garden community at Meecebrook in the north of the Borough. During June 2020 a further funding bid was submitted to ensure continued support for the scheme. On the 4 June 2021 the Council was awarded a further £360,000. Specifically, the funding is to be spent on progressing feasibility studies, programme co-ordination /management and other specialist work.
- 5.2 On the 25 March 2022 the Council received confirmation that it had been awarded £80,000 of capacity funding and £250,000 of infrastructure funding to bring forward in particular housing at Meecebrook. The infrastructure funding was specifically awarded to enable further feasibility work to be completed in relation to the opportunity of a rail provision via a new station to serve the new community. The capacity funding is to be spent, as with previous allocations, on progressing feasibility studies, programme co-ordination /management and specialist work.
- 5.3 The three awards £750,000, £360,000 and £330,000 (totalling £1,440,000) of grant funding have been paid to Stafford Borough Council under section 31 of the Local Government Act 2003 grant for the purposes of progressing the Meecebrook Garden Community project.
- 5.4 At its meeting on the 5 September 2019, 11 June 2020 and 5 August 2021, Cabinet approved the delegation from Cabinet to the Chief Executive, in consultation with the Meecebrook Programme Board, to authorise spend of the secured grant funding. An annual review mechanism was included within the delegation as well as a revert requirement back to Cabinet if additional funding was secured.
- 5.5 The Meecebrook Programme Board held its first meeting in July 2019. The Board membership reflects key partners and has maintained a meeting schedule aligned with the Meecebrook work programme. Following the publication of the New Local Plan Preferred Options 2020-2040 governance arrangements for Meecebrook were reviewed. The details of an amended governance structure is currently being considered by Programme Board. The proposal includes the creation of a specific Landowner Group and an Elected Member Group. Programme Board remains at the core of the structure and will continue to be supported by a Project Delivery Team and thematic working groups.
- 5.6 During 2019/20 the grant funding received supported feasibility studies relating to transport and master-planning (visioning), the appointment of a programme manager and support across a range of specialist elements of work. This support continued in 2020/21 with legal support contracted, water

studies tendered, and initial rail and transport studies carried out. During 2021/22, initial rail feasibility work was completed, transport planning and modelling progressed and, water and energy reports completed alongside detailed technical site studies.

- 5.7 Whilst no capacity funding process was open for bids in respect of financial year 2022/3 commissions underway within this period were funded by existing budgets and focused on the development viability understanding, a planning strategy framework and the framework masterplan are on-going. Options assessments and land assembly supported by communication work was completed aligned with the publication of the New Local Plan Preferred Options 2020-2040. The commission for the development of a Strategic Outline Business Case in relation to the provision of Rail for Meecebrook is ongoing with draft reports anticipated summer 2023.
- 5.8 Transport studies have already been completed to support the next stage of evidence development, transport modelling. The estimated cost of this next element of evidence is greater than the funding available.
- 5.9 The work programme to support the delivery of Meecebrook Garden Community is ongoing and is intended to be supported by existing and future grant funding together with contributions from major landowners. As such, this report seeks approval to continue those delegation arrangements for the financial year 2023/24, including the annual review process.
- 5.10 Members should note that any proposals for a new garden community are being developed in parallel with the New Local Plan (2020-2040) process.

## **6 Implications**

### **6.1 Financial**

Central Government has provided grant funding of £750,000 in 2019/20, £360,000 in 2021/22 and a further £330,000 in March 2022.

This provides a grant total of £1,440,000 for the Meecebrook project to date. Subject to Cabinet approval, the total expenditure less expenditure to date agreed by the Chief Executive in consultation with the Meecebrook Programme Board will not exceed this figure. As such, there are no direct financial implications for the Council during 2023/24 relating to this report except for staff resources and time spent on the project.

Set out in the table below is the spend to date and revised anticipated spend per year for the initial 2019/20 allocation of grant funding.

Year	£
2019/20	£54,452.42
2020/21	£181,304.02
2021/22	£184,204.82
2022/23	£201,459.07
2023/24	£125,472.22
Unallocated	£3,107.45
<b>TOTAL</b>	<b>£750,000.00</b>

Set out in the table below is the spend to date and proposed spend per year for the 2021/22 allocation of grant funding.

Year	£
2021/22	£14,670.02
2022/23	£129,869.72
2023/24	£215,460.26
Unallocated	£0.00
<b>TOTAL</b>	<b>£360,000.00</b>

Set out in the table below is the spend to date and proposed spend per year for the third 2022/23 allocation of grant funding.

Year	£
2021/22	0.00
2022/23	£-98,716.12
2023/24	£-203,599.88
Unallocated	£27,684
<b>TOTAL</b>	<b>£330,000.00</b>

In total, the spend to date and anticipated spend per year across all tranches of funding is as follows:

Year	£
2019/20	£54,452.42
2020/21	£181,304.02
2021/22	£198,874.84
2022/23	£430,044.91
2023/24	£544,532.36
Unallocated	£30,791.45
<b>TOTAL</b>	<b>£1,440,000.00</b>

## **6.1 Legal**

The Meecebrook Garden Community proposals will be considered through the New Local Plan, which will be subject to relevant Planning Acts and Regulations as well as subject to decision by Full Council prior to publications and adoption in line with the constitution. Funding received in 2019 will also support legal advice bespoke to the development of the Garden Community to ensure appropriate agreements are in place to enable high quality delivery.

## **6.2 Human Resources**

None identified.

## **6.3 Human Rights Act**

None identified.

## **6.4 Data Protection**

None identified.

## **6.5 Risk Management**

The secured Government grant funding is subject to Section 31 grant rules which means that the Council will not be required to repay any funding secured and in addition there are not set deadlines for when these funds are to be spent.

Timely progress of the work programme associated with Meecebrook (supported by the secured grant funding) is critical. Any proposals for a new garden community will be subject to the emerging New Local Plan (2020-2040) process.

A delay and or uncertainty attached to the progression of the New Local Plan (2020-2040) could result in;

- Not having an up-to-date Plan which would lead to Government planning policies overriding local policies, and
- Stafford Borough adopted plan is more than five years old, however the Council has a five year housing land supply and as such the plan continues to be used when making planning decisions. However, a delay in progress or uncertainty at the local level without a New Local Plan could lead to legal changes and or appeals with associated significant costs to the Council.

The Council will seek to ensure that the grant funding is spent it should be noted that the following factors may have impact on the timing of that spend;

- Failure of key partners and other agencies to deliver evidence and key elements of the process on time,

- Officer recruitment and retention difficulties, sickness absences leading to inadequate capacity and skill base to progress work elements, and
- Programme amendments and slippage due to poor project management or inadequate resources identified to secure delivery.
- Changes in land availability which have an impact of the overall deliverability of the Garden Community.

## **6.6 Community Impact Assessment Recommendations**

### **Impact on Public Sector Equality Duty:**

### **Wider Community Impact:**

The Meecebrook proposals could assist in delivering the New Local Plan which is designed to be inclusive to all residents and those interested in planning the future for the Borough.

## **7 Previous Consideration**

Cabinet Approvals;

5 September 2019 Government Grant funding Stafford Borough Garden Community Proposal.

11 June 2020 Government Grant funding Stafford Borough Garden Community Proposal.

5 August 2021 Government Grant funding Stafford Borough Garden Community Proposal.

4 August 2022 Government Grant funding Stafford Borough Garden Community Proposal.

## **8 Background Papers**

New Stafford Borough Local Plan 2020-2040 Issues and Options document  
[www.staffordbc.gov.uk/new-local-plan-](http://www.staffordbc.gov.uk/new-local-plan-)

New Stafford Borough Local Plan 2020-2040 Preferred Options document  
[www.staffordbc.gov.uk/new-local-plan-](http://www.staffordbc.gov.uk/new-local-plan-)

## Agenda Item 4(c)(i)

<b>Committee:</b>	Cabinet
<b>Date of Meeting:</b>	3 August 2023
<b>Report of:</b>	Councillor I D Fordham, Environment Portfolio
<b>Contact Officer:</b>	Julie Wallace
<b>Telephone Number:</b>	01785 619605
<b>Ward Interest:</b>	Nil
<b>Report Track:</b>	Cabinet 03/08/2023 Council 12/09/2023
<b>Key Decision:</b>	Yes

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## Draft Sex Establishment Policy

### 1 Purpose of Report

- 1.1 To enable Members to consider making any amendments to the draft Sex Establishment Policy taking account of representations received during a public consultation exercise (noting that adoption of the Policy will be a decision of full Council).

### 2 Proposal of Cabinet Member

- 2.1 That the draft Policy be updated / amended in light of the consultation responses received by the Council;
- 2.2 That the updated version of the Policy be reported to the next available meeting of Council, with a recommendation from Cabinet to approve it.

### 3 Key Issues and Reasons for Recommendation

- 3.1 At Cabinet on 8 June 2023 Members agreed to approve a first draft of this Policy for consultation purposes.
- 3.2 Members will recall that having previously adopted Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 (“the Act”) (as amended by Section 27 of the Policing and Crime Act 2009) the Council has more powers

to control the number and location of sex establishments in their area (e.g. sex shops, sex cinemas and sexual entertainment venues).

- 3.3 Whilst there is no legal requirement for having a policy, Members acknowledged that it would establish a clear and transparent framework within which the Council can consider any future licencing applications (under Schedule 3 of the Act).
- 3.4 The draft policy was devised based upon the principles of Schedule 3 of the Act and it was drafted following a review of similar policy documents in other local authorities.
- 3.5 Since the Cabinet decision on 8 June 2023, officers have undertaken a 6-week public consultation exercise, the outcome of which has informed the final version of the Policy as attached as an **APPENDIX** (to be reported to full Council for approval).

## **4 Relationship to Corporate Business Objectives**

### **4.1 Corporate Business Objective 2**

To improve the quality of life of local people by providing a safe, clean, attractive place to live and work and encouraging people to be engaged in developing strong communities that promote health and wellbeing.

## **5 Report Detail**

- 5.1 At Full Council on 24 February 2011 Council resolved to adopt Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982, as amended by Section 27 of the Policing and Crime Act 2009, providing the Council with more powers to control the number and location of sex establishments in the Borough.
- 5.2 Following an internal review of policies and procedures, officers considered that it would be prudent to establish a clear Policy framework in such matters. Although there is no legal requirement for the Council to have a Policy, it is considered to be good practice to have one, to explain how the Council will consider applications under Schedule 3 of the Act (noting that each application would be considered on its own merits).
- 5.3 Members approved a draft policy at the Cabinet meeting on 8 June 2023, for the purpose of undertaking a public consultation process (noting that approval of the final Policy will be a matter for full Council).
- 5.4 As Members will recall, the draft Policy set out the Council's guidance, application procedure, terms and conditions relating to the regulation of sex establishments and will guide current licence holders, potential licence

holders, the public and the Council when considering applications for sex establishments.

- 5.5 Following the Cabinet decision on 8 June 2023 a public consultation process was launched on 14 June with an advertisement in the local printed press, along with social media publicity and targeted consultation of key partner organisations and the local business community. The consultation process concluded on 26 July.
- 5.6 At the time of writing, eleven written responses had been received; seven of them from local residents and one from a Borough Councillor who were generally concerned that the policy was being introduced to encourage sex establishments into the Borough; that women should not be exploited; and that the Council should not be encouraging these sorts of establishments.
- 5.7 Whilst none of the latter representations make any specific recommendations for revision to the draft Policy, officers consider that it might be appropriate to revise the introductory section of the Policy to clarify its purpose. The purpose of the Policy is to provide a clear framework against which licence applications can be considered, in future, to ensure consistency. It is also considered that a Policy will support greater controls on the operation of sex establishments and will give greater transparency for decision making in respect of any applications under this regime.
- 5.8 It is important to stress that the Council is not seeking to adopt a moral stance through the adoption of this policy. It should be recognised that Parliament has made it lawful to operate sex establishments. Such businesses are a legitimate part of the retail and leisure sector of our economy. The Council's statutory duty, as a licensing authority, is to regulate such premises in accordance with the law.
- 5.9 A representation submitted by another resident stated they wished to advise that the Council should not be getting involved in making it more difficult for businesses to set up or exist. It goes on to say that in a capitalist economy it should be for the consumer to decide if any business is viable, based upon supply and demand, without draconian meddling.
- 5.10 The other two responses were submitted by the Safer Partnerships Team and Staffordshire Police, indicating their support for the introduction of an SEV Policy for the Stafford Borough area. The Safer Partnerships Team made a number of detailed observations, most of which made are already addressed within the policy. However they have made specific recommendations in relation to CCTV provision (on entrances and exits), which has been added into the updated Policy. In addition their recommendation to amend the Policy, making it clear to prospective applicants that any offence relating to modern slavery or human trafficking would give just cause to immediately revoke the licence, has also been incorporated into the final version of the Policy.

- 5.11 Also Members will recall that the draft Policy was referred to the Community Wellbeing Scrutiny Committee as part of the consultation process; they reviewed it at their meeting on 18 July 2023 and supported the draft Policy.
- 5.12 Taking account of the above, the amended and final version of the Policy is attached at as an **APPENDIX** and Members are recommended to approve it for reporting for a decision at full Council. At that stage any necessary changes to the Council's Constitution, Scheme of Delegations and terms of Reference for Committees, will also be explained.

## **6 Implications**

### **6.1 Financial**

There are no significant costs arising from consideration of this Policy.

### **6.2 Legal**

Having a policy which is clearly detailed and compliant with the legislation, fit for purpose and clear to applicants could assist in implementing rules while preventing a legal challenge by way of appeal or judicial review, with associated costs defending the same.

### **6.3 Human Resources**

None

### **6.4 Human Rights Act**

None

### **6.5 Data Protection**

There are no specific data protection issues arising from this report.

### **6.6 Risk Management**

The most significant risk lies in the Council not having a Policy framework in place because it could expose the Council to a risk of making unsound decisions on Licence applications.

### **6.7 Community Impact Assessment Recommendations**

#### **Impact on Public Sector Equality Duty:**

Section 149 of the Equality Act 2010 obliges public authorities in the exercise of their functions to have due regard to the need to eliminate discrimination, harassment, victimisation, and any other conduct that is prohibited by or under the Act: advance equality of opportunity between persons who share a

relevant protected characteristic and persons who do not share it and foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

For example: If sex establishment licences were granted the Authority would be able to attach conditions to licences as appropriate, for example to protect performers from harassment and any threat to their dignity and to address any suggestion that women may be less welcome in premises than men. The fears of women and vulnerable persons moving around or undertaking other lawful activities in the vicinity of the premises can be addressed in decisions as to the locations of such facilities and by conditions.

**Wider Community Impact:**

None arising from the completed CIA.

**7 Previous Consideration**

Cabinet - 8 June 2023 – Minute No CAB3/23

**8 Background Papers**

Community Impact Assessment (dated March 2023); and general research of relevant legislation and similar policies in other Local Authorities.

Consultation responses.

# **Sex Establishment Venue Licensing Policy 2023**

**Schedule 3 Local Government  
(Miscellaneous Provisions Act 1982), as  
amended by Section 27 Policing and Crime  
Act 2009**



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# 1 Introduction

- 1.1** This Policy sets out the Authority’s requirements for premises to be licensed as Sex establishments within the meaning of Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 (“1982 Act”) as amended by Section 27 of the Policing and Crime Act 2009.
- 1.2** Adoption of Schedule 3 enables Stafford Borough Council, ‘the Authority’, to set terms and conditions and fees for the grant, variation, renewal and transfer of such licences and the number of premises to be licensed in an area (which may be nil).
- 1.3** The Authority adopted the original provisions of Schedule 3 of the 1982 Act for Sex Cinemas and Sex Shops in 1995 and the new provisions for sex establishments under the amendments of the Policing and Crime Act 2009, in 2011.
- 1.4** The aforementioned amendments provide local authorities and communities greater power in determining whether sex establishments are permitted in their locality and increase the controls available to be imposed on them. The policy reflects the view of the Authority that local citizens and businesses should be able to determine whether sex establishments should be permitted in any particular area, whilst allowing flexibility to consider the potentially conflicting needs of commercial interests, patrons, employees, residents and communities.
- 1.5** The Council does not take a moral stance through the adoption of this policy. It should be recognised that Parliament has made it lawful to operate sex establishments, and that such businesses are a legitimate part of the retail and leisure sector of our economy. It is the Council’s statutory duty, as a licensing authority, to regulate such premises in accordance with the law.
- 1.6** A six-week public consultation about the draft Policy took place between 14 June - 26 July 2023, to seek the views of Stafford Borough’s Citizens, elected SBC Members, bodies determined by the Authority to be ‘responsible authorities’ (Licensing Authority, Staffordshire Police, Fire Authority, Public Health, Environmental Health, Trading Standards, Planning), relevant night-time economy bodies and current sex establishment licence holders. This final version of the Policy has been updated taking account of the written consultation responses received.
- 1.7** This policy statement sets out the Authority’s guidance, application procedure, terms and conditions relating to the regulation of sex establishments and will guide current licence holders, potential licence

holders, the public and the Authority when considering applications for sex establishments.

- 1.8** This policy statement applies to every type of sex establishment (as defined in the Act) unless an exemption applies.
- 1.9** Whilst each application will be considered on its individual merits, this policy statement is intended to give prospective applicants an early indication of whether their specific application is likely to be successful and the material facts that will be taken into consideration when determining any such application. This policy statement also sets out the expectations of the Authority on the applicant when receiving an application.
- 1.10** Applications for grant or variation and opposed applications to renew and/or transfer, will be determined by the Authority's Licensing Committee or a sub-Committee appointed for the purpose. Unopposed applications to renew and/or transfer will be determined by the relevant Head of Service in accordance with the Authority's constitution and scheme of delegation.
- 1.11** The Local Government (Miscellaneous Provisions) Act 1982 (the Act), as amended by the Policing and Crime Act 2009, makes provision for the control of sex establishments through the Council's Licensing function. The provisions allow the Authority to take into account a broader range of considerations than the Licensing Act 2003 permits before making decisions about licences. It also gives local people a greater say over the regulation of lap dancing clubs and similar venues in their area.
- 1.12** This Policy sets out the Authority's approach for the benefit of applicants and operators. It also aims to guide and inform the public and other public authorities and aims to ensure transparency and consistency in decision making. Where the decision-making powers of the Authority are engaged, each application will be considered on its own merits.
- 1.13** In formulating this Policy, consideration has been given to the relevant legislation and guidance issued by the Home Office.

## **2** **Definitions**

### **2.1** **The Act**

This refers to Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982, as amended by section 27 of the Policing and Crime Act 2009.

## **2.2 The Policy Statement**

This refers to this Policy.

## **2.3 Sex Shop**

A sex shop is any premises, vehicle, vessel, or stall used for a business which consists to a significant degree of selling, hiring, exchanging, lending, displaying or demonstrating:

- (a) sex articles
- (b) other things intended for use in connection with or for stimulating or encouraging:-
  - (i) sexual activity;
  - (ii) acts of force or restraint which are associated with sexual activity.

## **2.4 Sex Articles**

A sex article is anything for use in connection with or for stimulating or encouraging:

- (a) sexual activity;
- (b) acts of force or restraint which are associated with sexual activity;
- (c) anything: -
  - (i) containing or embodying matter to be read or looked at or anything intended to be used, either alone or as one of a set, for the reproduction or manufacture of any such article; and
  - (ii) to any recording of vision or sound, which:
- (d) is concerned primarily with the portrayal of, or primarily deals with or relates to, or is intended to stimulate or encourage, sexual activity or acts of force or restraint which are associated with sexual activity; or
- (e) is concerned primarily with the portrayal of, or primarily deals with or relates to, genital organs, or urinary or excretory functions.

## **2.5 Sexual Entertainment Venues**

Further to amendments provided by section 27 Policing and Crime Act 2009, a Sexual Entertainment Venue is defined as “any premises at which

relevant entertainment is provided before a live audience for the financial gain of the organiser or the entertainer unless an exemption applies". The exemptions are defined fully in the legislation.

This includes any vessel, vehicle, or stall but not a private dwelling to which the public are not permitted.

## **2.6 Relevant Entertainment**

Relevant entertainment is "any live performance or live display of nudity which is of such a nature that, ignoring financial gain, it must reasonably be assumed to be provided solely or principally for the purpose of sexually stimulating any member of an audience (whether by verbal or other means)". An audience can consist of just one person (e.g., where the entertainment takes place in private booths).

Relevant entertainment includes, but is not limited to:

- lap dancing,
- pole dancing,
- table dancing,
- strip shows,
- Peep shows,
- live sex shows
- topless bars

**2.7** Although this list is not exhaustive, it is the relevant entertainment itself and not the name that defines the activity. For example, a fitness class, based upon the actions of pole dancing would not normally be considered a relevant entertainment requiring a sex establishment licence.

**2.8** A display of nudity would not automatically be provided solely or principally for the purpose of sexually stimulating any member of the audience. If a display of nudity forms part of a drama or dance performance in a theatre, then it would be unlikely to be classified as relevant entertainment. Such displays would be considered on a case-by-case basis.

## **2.9 Sex Cinema**

A sex cinema is defined as premises used to a significant degree for the exhibition of moving pictures concerned with relevant images:

- (a) Relevant images are defined as images which deal with or relate to or are intended:
- i. to stimulate or encourage sexual activity or acts of force or restraint which are associated with sexual activity.
  - ii. are concerned primarily with the portrayal of, or primarily deal with or relate to genital organ or urinary or excretory functions.
- (b) Whether premises provide a significant degree of relevant images is determined quite simple in that any premises showing British Board of Film Classification R18 film (a legally restricted classification primarily for the explicit works of consenting sex or strong fetish material involving adults) images to a public audience will require a sex cinema licence.

## **2.7 The Organiser**

This is any person who is responsible for the organisation or management operation of the relevant entertainment or the premises.

In most cases this will refer to the manager of the premises concerned but on occasion it may also refer to someone who organises the relevant entertainment on behalf of those who are responsible for the management of the premises.

## **2.8 Display of Nudity**

This means:

- in the case of a woman: exposure of her nipples, pubic area, genitals or anus; and
- in the case of a man: exposure of his pubic area, genitals or anus.

## **2.9 Relevant Locality**

This is the locality where premises are situated or where the vehicle, vessel or stall is going to be used as a sex establishment.

## **2.10 Character of the Relevant Locality**

The character of the Relevant Locality, where the premises is situated will be instrumental in determining whether the grant of a licence will be appropriate. This is a proper matter for the Authority to consider based on local knowledge, factors, and circumstances.

## **2.11 Permitted Hours**

These are the hours of activity and operation that have been authorised under a sex establishment licence. These may vary from premises to premises and will be considered on individual circumstances.

## **2.12 Authority**

Means Stafford Borough Council.

## **3 Policy Considerations and Relevant Locality**

**3.1** The locality and the area that this covers, is a matter for the Authority to decide at the time it considers an application for the grant, renewal or transfer of a sex establishment licence. The decision will be based upon the principle of reasonableness but may not be a clearly defined area or have precise boundaries.

**3.2** In accordance with Section 17 of the Crime and Disorder Act 1998, the Authority is under a duty to exercise its functions with due regard to the likely effects on crime and disorder. It aims to do all it can to prevent crime and disorder in its area. The possible impact of crime and disorder (including anti-social behaviour and other behaviour adversely affecting the local environment) are clearly relevant factors in the consideration of all applications. In giving due regard to these possible implications, Members will consider all the information available to them and any representations made by Staffordshire Police, the applicant, and any objectors.

## **4 Waivers**

**4.1** The Authority will not normally grant a waiver for a sex establishment licence but will consider applications on their individual merits. Applicants will be expected to demonstrate exceptional circumstances in justifying why the licensing requirement should be waived.

**4.2** Waiver applications will be considered by the Licensing and Appeals Committee, or delegated sub-committee thereof, and reasons shall be given of the decision taken.

## **5 The Application process**

**5.1** An application for the grant, variation, renewal or transfer of a sex establishment licence must be made in writing on the relevant application form to the Authority in accordance with the requirements set out below.

**5.2** The address at which the Authority will accept applications and notices is:

- (a) By post/personal service to: Licensing Section, Stafford Borough Council, Civic Centre, Riverside, Stafford, ST16 3AQ.
- (b) By email to [ehlicensing@staffordbc.gov.uk](mailto:ehlicensing@staffordbc.gov.uk).

**5.3** For all enquiries you can contact the Licensing team on 01785 619745.

## **6 Application for the Grant of a Licence**

**6.1** The Authority may grant to any applicant a licence for the use of premises as a sex establishment on such terms and conditions as specified by the Authority.

**6.2** A licence will only be granted for a maximum of one year at a time.

**6.3** The Authority may grant a shorter licence if it thinks fit. A shorter period may be granted for example where a licensee wants a licence for a limited period for a trade exhibition or a show.

**6.4** To apply for the grant of a sex establishment licence an applicant must submit:

- (a) A completed application form;
- (b) The Rules and Code of Conduct relating to both customers and performers;
- (c) The relevant fee (please note that there is a fee payable upon application and a further fee payable should the licence be granted);
- (d) A site plan (scale 1:1250 or 1:500) showing the whole curtilage of the premises (edged in black) (see Section 7 below);
- (e) A layout plan (scale 1:50 or 1:100) of the premises to which the application relates (see Section 7 below);
- (f) Plans or drawings (scale 1:50 or 1:100) showing the public-facing elevations of the Premises as existing and as proposed (see Section 7 below);
- (g) Display a notice on or near the premises (see section 8 below);
- (h) Advertise the application in a local newspaper no later than 7 days after the date of the application; and

- (i) Send a copy of the application and plan to the Chief Officer of Police for the area within 7 days of making the application to the Authority.

**6.5** Application forms, sample advertisements and site notices are available on request from the Licensing Section at [ehlicensing@staffordbc.gov.uk](mailto:ehlicensing@staffordbc.gov.uk)

**Note:** Applications may take 8-12 weeks to determine.

## **7 Plans**

**7.1** Any Application for a Licence to operate a Sex Establishment Venue must be accompanied by the following plans, unless agreed in writing beforehand:

- 1 A site plan, drawn at a scale of 1:1250 or 1:500 showing:
  - (a) The whole curtilage of the Premises (edged in black) in the context of its setting; and
  - (b) The proposed sex establishment in relation to other premises within 100 metres of any part of the Premises' curtilage.
- 2 A layout plan of each floor of the Premises, drawn at a scale of 1:50 or 1:100, including a legend through which the matters mentioned below are sufficiently illustrated using symbols on the plan, showing:
  - (a) The area(s) to be licensed must be clearly identified by outlining these areas in red.
  - (b) All external and internal walls of the building and, if different, the perimeter of the Premises;
  - (c) The location of points of access to and exits from the premises, any parts used in common with any other building and indicating how the premises lie in relation to the street;
  - (d) If different from paragraph (2)(b), the location of escape routes from the Premises;
  - (e) In a case where the premises is used for more than one existing activity, the area within the Premises used for each activity.

- (f) Fixed structures (including furniture) or similar objects temporarily in a fixed location (but not furniture) which may impact on the ability of individuals on the premises to use exits or escape routes without impediment;
  - (g) In a case where the Premises includes a stage or raised area, the location and height of each stage or area, relative to the finished floor level of each floor of the building or Premises;
  - (h) In a case where the premises includes any steps, stairs, elevators, or lifts, the location of the steps, stairs, elevators, or lifts;
  - (i) The dressing room(s) of performers;
  - (j) The designated area(s) where performances take place;
  - (k) Any private screened area where performances may take place;
  - (l) In a case where the premises includes any room or rooms containing public conveniences, the location of such room or rooms;
  - (m) Any areas designated for staff use only including offices, storage, and toilets;
  - (n) The location and type of any fire safety and any other safety equipment; and
  - (o) The location of any kitchen or food preparation areas on the premises.
- 3 Elevation plans or drawings (scale 1:50 or 1:100) of the Premises, showing all public-facing elevations of the Premises as existing and as proposed. Such plans shall be amplified by larger scale plans or drawings, as necessary, to show any proposals for window displays or marketing / promotional information relating to the proposed use of the Premises.

## **8 Public Notices**

- 8.1** A notice, must be displayed at or on the premises to which the Application relates for a period of no less than 28 consecutive days beginning with the date of the application, where it can be easily and conveniently read from the exterior of the premises by any passing member of the public.

- 8.2 Where the premises cover an area of more than 50 square metres, a further identical notice must be displayed every 50 metres along the external perimeter of the premises abutting any highway.
- 8.3 The notice must be on pale blue paper sized A4 or larger and printed legibly in black ink or typed in black in a font size equal to or larger than 16.
- 8.4 The notice must state:
- (a) the details of the application and activities that it is proposed will be carried on or from the premises;
  - (b) the full name of the applicant;
  - (c) the postal address of the premises, or in the case where there is no postal address, a description of the premises sufficient to enable the location and extent of the premises to be identified;
  - (d) the date, being 28 days after that on which the application is given to the Authority, by which objections may be made to the Authority and making clear that any such objections should be made in writing;
  - (e) that it is an offence to knowingly or recklessly make a false statement in connection with an application and the maximum fine (£20,000) for which a person is liable on summary conviction for the offence.
- 8.5 A similar notice must be published in a local newspaper circulating in the area within 7 days of giving the application to the authority **(proofs of this must be supplied to the authority as part of the bundle of Application documents)**.
- 8.6 A copy of the notice must also be served on the Chief Officer of Police at Police Licensing Unit, Ground Floor, Block 9, Staffordshire Police Headquarters, Weston Road, Stafford, ST18 0YY.

[licensinghq@staffordshire.pnn.police.uk](mailto:licensinghq@staffordshire.pnn.police.uk)

## 9 Variation of a Licence

- 9.1 The holder of a sex establishment licence may apply at any time for any variation of the terms, conditions, or restrictions on or subject to which the licence is held.

- 9.2** The process of applying for a variation is the same as that for applying for an initial grant except that a plan of the Premises is not required unless the application involves structural alterations to the Premises or changes to its layout or external appearance.
- 9.3** Dependant on the scope of the variation, public advertisement may, or may not, be required. Applicants should check the advertisement requirement by contacting [ehlicensing@staffordbc.gov.uk](mailto:ehlicensing@staffordbc.gov.uk)

## **10 Renewal of a Licence**

- 10.1** The holder of a sex establishment licence may apply for renewal of the licence. In order for the licence to continue to have effect during the renewal process, a valid application form together with the appropriate fee must be submitted before the current licence expires.
- 10.2** A licence will only be granted for a maximum of one year at a time.
- 10.3** The process of applying for the renewal of a licence is the same as that for applying for an initial grant except that a plan of the premises is not required unless the application involves structural alterations to the Premises or changes to its layout or external appearance.
- 10.4** The authority will not accept applications for the renewal of a sex establishment licence more than 3 months in advance of the renewal date.
- 10.5** The authority will determine renewal applications on their individual merits taking into account the facts of the application and any objections received. Opposed applications will be referred to the Authority's licensing committee for determination. Applicants should note that the Courts have confirmed that Authorities are entitled to look afresh at renewal applications and, accordingly, it is open to the Authority to refuse to renew a licence even where there has been no change in the character of the relevant locality, or in the use to which any Premises in the locality are put.

## **11 Transfer of Licence**

- 11.1** A person may apply for the transfer of a licence at any time.
- 11.2** The process of applying for the transfer of a licence is the same as that for applying for an initial grant except that a plan of the premises is not required provided that there have been no changes to the layout or external appearance of the Premises since the granting of the Licence.

## **12 Determination**

### **12.1 Mandatory Grounds for Refusal**

Under schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982, an application must not be granted:

- (a) to any person under the age of 18 years.
- (b) to any person who is for the time being disqualified due to the person having had a previous licence revoked in the appropriate authority within the last 12 months.
- (c) to any person, other than a body corporate, who is not resident in the United Kingdom or a European Economic Area (EEA) State; or was not so resident throughout the period of six months immediately preceding the date when the application was made; or
- (d) to a corporate body which is not incorporated in the United Kingdom or an EEA State; or
- (e) to any person who has, within a period of 12 months immediately preceding the date when the application was made, been refused the grant or renewal of a licence for the premises, vehicle, vessel or stall in respect of which the application is made unless the refusal has been reversed on appeal.

### **12.2 Discretionary Grounds for Refusal**

**12.2.1** The Authority may also refuse a licence where:

- (a) The applicant is unsuitable to hold the licence by reason of having been convicted of an offence or for any other reason.
- (b) If the licence were to be granted, renewed or transferred, the business to which it relates would be managed by or carried on for the benefit of another person, other than the applicant, who would be refused the grant, renewal or transfer of such a licence if he/she made the application him/herself;
- (c) The number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the Authority considers to be appropriate for that locality (nil may be an appropriate number for these purposes);
- (d) The grant or renewal of the licence would be inappropriate, having regard:

- to the character and/or nature of the relevant locality; and/or
- to the use to which any premises in the vicinity are put; and/or
- to the layout, character or condition of the premises, vehicle, vessel or stall in respect of which the application is made.

**12.2.2** Applications for the transfer of an issued sex establishment licence may only be refused on grounds (a) and (b) above.

**12.2.3** Any decision to refuse a licence must be relevant to one or more of the above grounds.

**12.3** In circumstances such as those given in 12.2.1 (b) above, where the application for a licence to be granted, renewed or transferred and the business to which it relates would be managed or carried on for the benefit of a person other than the applicant and that person would have been refused a licence if they had applied themselves, the Local Authority will take into account representations from the applicant, any person objecting and the Chief Officer of Police. Each application will be considered on its own merits and the Authority shall normally consider:

- comments/observations of the Police and the Authority's personnel, including compliance with licensing conditions, relevant history (including noise complaints) together with details of previous convictions/prosecutions pending.
- the suitability and fitness of an applicant/operator to hold a licence.
- the determination of the business benefit is a matter for the Local Authority to decide at the time the application is made.

**12.4** In 12.2.1 (d) above, the character and/or nature of the relevant locality will be determined in accordance with where the premises are situated or where the vehicle, vessel or stall is going to be used. The area and extent of the relevant locality is a matter for the Authority to decide at the time the application is made. Each application will be considered on its own merits, and it should be noted that some localities may be considered as suitable for sex shops but not for sexual entertainment venues and vice versa or, furthermore, none at all.

**12.5** In determining the character and/or nature of the relevant locality and the appropriate number of sex establishments in that relevant locality, the Authority will take into account, but not limit its determination to:

- (a) the use to which any premises in the vicinity are put;

- (b) the number of existing sex establishments both in total and in respect of each type (i.e., sex shops, sexual entertainment venues and sex cinemas);
- (c) the number of existing premises engaged in and or offering entertainment of an adult or sexual nature or entertainment or associated with an adult or sexual nature;
- (d) the proximity of residents to the premises. In particular, any sheltered housing or accommodation for vulnerable persons;
- (e) the proximity of educational establishments to the premises;
- (f) the proximity of places of worship to the premises, or any other religious establishment;
- (g) access routes to and from schools, play areas, nurseries, children's centres or similar premises;
- (h) the proximity to shopping centres;
- (i) the proximity to community facilities/halls and public facilities such as swimming pools, leisure centres, public parks, youth centres/clubs;
- (j) the potential impact of the licensed activity on crime and disorder and public nuisance;
- (k) the potential cumulative impact of licensed premises in the area taking into account the days and hours of operation of the activity and the character of the locality where the premises are situated.
- (l) a Conservation Area within the meaning of the Town and Country Planning Acts and any associated legislation;
- (m) the nature and concerns of any objections received from residents/establishments objecting to the licence application;
- (n) any evidence of complaints about noise and/or disturbance caused by activities undertaken at the Premises;
- (o) any current planning permission (including any relevant conditions) or Lawful Development Certificate relating to the authorised use of the premises;
- (p) any relevant local or national planning policy considerations; and/or

- (q) any current permissions relating to other nearby premises in respect of licensable activities and operating hours etc.

**12.6** When determining an application for the grant of a sex establishment licence, the Authority shall have regard to the policy statement, the relevant guidance issued by the Home Office and provisions set out above, but subject to the overriding principle that each application will be determined on its own merits.

The Authority will take into account:

- previous demonstrable knowledge and experience of the applicant and their managerial competence;
- any evidence of the operation of any existing/previous licence held by the applicant, including any licence held in any other administrative area of the British Isles;
- any report about the applicant and management of the premises received from objectors or the Police and any criminal convictions or cautions of the applicant;
- that the operator is proposing a management structure which will deliver compliance with operating conditions, and policies detailing the training of staff and welfare of performers as well as means to protect the public; and
- any other relevant reason.

**12.7** Applications in respect of premises must state the full address of the premises.

**12.8** Applications in respect of a vehicle, vessel or stall must state where it is to be used as a sex establishment.

**12.9** The Authority would normally expect that applications for licences for permanent commercial premises would be supported by evidence of the lawful use of the Premises by either having the appropriate Planning Permission or Lawful Development Certificate for the property concerned.

## **13 Granting a Licence**

**13.1** All applications for the grant of a new sex establishment licence will be referred to the Authority's Licensing Committee or relevant sub-committee for determination.

**13.2** In determining the application, the said Committee will have regard to this policy statement, any limitation on the number of permitted sex establishments, the merits of the application and any objections, if any, that have been made.

**13.3** Any licence approved does not constitute any approval under any other Acts such as the Town and Country Planning Act 1990 (as amended), or Byelaws. The applicant should note that sex establishments fall within a particular Planning land use category and that they must ensure that all necessary permissions and approvals are obtained prior to bringing any licensed activity into operation.

## **14 Representations/Objections**

**14.1** When considering an application for the grant, renewal, variation or transfer of a sex establishment licence the authority will have regard to any observations submitted to it by the Chief Officer of Police and any objections/representations that have been received from anyone else within the statutory consultation period.

**14.2** Any person can object to an application provided that the objection is relevant to the discretionary grounds for refusal of a licence.

**14.3** Objections must not be frivolous, vexatious or malicious and should not be based on moral grounds or values but must be on those grounds which the Authority may properly consider. These grounds are outlined at paragraphs 12.1 and 12.2. of this document.

**14.4** Objectors must give notice of their representations in writing, stating the general terms of the objection and any specific or detailed points of concern. Valid representations must be made within 28 days of the application being submitted. Representations made, up to 3 months, before the Application is submitted can be considered.

**14.5** Where the authority receives notice of any objection it will, before considering the application, give notice in writing of the general terms of the objection to the applicant. However, the Authority shall not, without the consent of the person making the objection, reveal the name or address of the objector to the applicant.

## **15 Hearings**

**15.1** Where applications are referred to a Licensing Committee, the hearing will take place within 20 working days of the end of the period in which objections may be made, or such other timescale that shall have been agreed in writing with the applicant.

- 15.2** Where a Hearing is required to determine an application, it is the Policy of this Authority to disclose the names and addresses of objectors unless there are clear reasons to depart from the Policy, since this supports the objective of transparency in decision making. The Head of Regulatory Services (or other appropriate Chief Officer) will make the final decision on whether details of objectors are to be disclosed.
- 15.3** The Hearing provides all parties to the application, including those making objections, the opportunity to air their views openly and those views will be considered by the Licensing Committee.
- 15.4** Upon refusal of an application on one or more grounds, the Licensing Committee will provide the applicant with reasons for the refusal in writing within 7 days.

## **16 Appeals**

- 16.1** There is no right of appeal:
- (a) Against the mandatory grounds for refusal as detailed in section 12.1.1 (a), (b), (c), (d), and (e) above, unless the applicant can prove that the ground of refusal does not apply to them, and
  - (b) Against the grounds as detailed in Section 12.2.1 (c) and (d) which can only be challenged by the applicant by way of judicial review.
- 16.2** All relevant grounds for appeal, other than these detailed at point (a) and (b) above can be made to the Magistrates Court within 21 days from the date on which the person is notified of the decision.
- 16.3** There is no right of appeal for objectors.

## **17 Fees**

- 17.1** The fees set are deemed to be reasonable to cover the cost of administration, enforcement in relation to licensed operators, inspections, and any hearings and are not refundable. The fees are set annually and are published in the Authority's Table of Fees and Charges.

## **18 Standard Conditions**

- 18.1** The Standard Conditions for Sexual Entertainment Venues are attached at **APPENDIX 1**.

## 19 Specific Conditions

- 19.1 Under schedule 3(8) of the Local Government (Miscellaneous Provisions) Act 1982 the Authority may grant to an applicant, and from time to time renew, a licence for a sex establishment on such terms and conditions and subject to any restrictions as may be specified. These specific terms and conditions will be tailored for each individual premises and each type of sex establishment licence.

## 20 Duration of Licence

- 20.1 Unless there are exceptional circumstances for doing otherwise, the Authority shall grant a licence for the maximum duration of one year at a time, to provide certainty to those persons operating businesses.

## 21 Exempt Sexual Entertainment Code of Practice

- 21.1 The Government has seen fit to exempt infrequent sexual entertainment from requiring a licence. Whilst the Authority recognises and accepts this, it is also acutely aware that unless it is properly managed there are risks to public protection and safety, an increased likelihood of associated crime and disorder and an inability of regulatory bodies to respond accordingly.
- 21.2 Whilst the authority cannot legitimately impose restrictions on infrequent sexual entertainment, it has formulated an Exempt Sexual Entertainment Code of Practice. The intention of the Code of Practice is to promote responsible and properly managed exempt sexual entertainment. The Authority expects any Premises wishing to offer infrequent sexual entertainment to adhere to the code of practice.
- 21.3 A copy of the Code of Practice is attached at **APPENDIX 2** of this policy statement.

## 22 Enforcement

- 22.1 In general, action will only be taken in accordance with agreed enforcement procedures and principles in line with the Authority's own enforcement policy. To this end, the key principles of consistency, transparency and proportionality will be maintained.
- 22.2 Other Authorities and/or Regulatory Bodies who consider enforcement appropriate remain operationally independent and will act as they deem necessary.

NOTE: No conditions will be attached to a licence that duplicates primary legislation such as Health and Safety or Fire Regulations. It is expected that there will be compliance with primary legislation, always, and failure to do so will result in enforcement action.

## **23 Licensing Act 2003**

**23.1** The provision of dancing and associated background live/recorded music which is integral to the provision of relevant entertainment, such as lap dancing will not require a license under the Licensing Act 2003, providing an authorisation under this policy is in force.

**23.2** If the premises wishes to provide other licensable activities such as sale of alcohol, late night refreshment or the provision of music to allow members of the audience to dance, then a Premises Licence under the Licensing Act 2003 will be required.

## **24 Immigration Act 2016**

**24.1** Under the Immigration Act 2016, the Home Office granted new duties for local authorities to deal with illegal workers and those who employ them. Anyone employing illegal workers, (those without the right to be working in the UK) can be fined up to £20,000 per illegal worker. The wages of the illegal workers can also be seized as proceeds of crime. Licence holders and applicants are required to check the residency status and right to work of anyone who is employed to trade under a sex establishment licence. For more information on the Immigration Act 2016, and the duties of employers to check the rights of their employees to work, please review the Home Office guidance. Any licence holder found to allow an illegal worker to work as part of their activities is likely to have their licence reconsidered at renewal.

## **25 Policy Review**

**25.1** This policy statement will be reviewed periodically and at any time when significant legislative changes occur. Any significant amendments will be subject to public consultation and endorsed by the Authority's Executive.

**25.2** Any minor amendments or textual changes to this Policy, which do not alter the substantive content, may be authorised by the Head of Service responsible for Licensing and undertaken in accordance with the Authority's Constitution.

**25.3** The Standard Conditions appended to this policy (**APPENDIX 1**) do not form part of the policy document, although may be referred to within the

policy. These Standard Conditions could be subject to change during the duration of this policy, but such amendment may not result in review of this policy.

### Standard Conditions Regarding Sexual Entertainment Venues

In these conditions:

‘Relevant Entertainment’ means any live performance or any live display of nudity which is of such a nature that, ignoring financial gain, it must reasonably be assumed to be provided solely or principally for the purpose of sexually stimulating any member of the audience (whether by verbal or other means).

‘Authority’ means Stafford Borough Council.

‘Borough’ or ‘Town’ means the administrative area of Stafford Borough Council in its entirety, including the towns of Stafford, Stone and Eccleshall.

‘Premises’ means any vessel, vehicle, stall, building, forecourt yard, place of storage or any part of any of these where Relevant Entertainment takes place and is the subject of a licence.

‘Plans’ means any or all of the Plans or Drawings as defined in section 7 of the Policy.

In the event of a conflict between the prescribed conditions and special conditions contained in a SEV licence the special conditions shall prevail.

#### General Conditions:

- 1 The premises shall only permit adult entertainment between the hours stated on the licence as determined by the Authority.
- 2 Only activities which have previously been agreed in writing by the Authority shall take place.
- 3 The agreed activities shall take place only in designated areas approved by the Authority.
- 4 There shall not be displayed outside the premises, in the immediate vicinity, or elsewhere within the Borough any advertisements, photographs or images that indicate or suggest that striptease-type dancing takes place on the premises.
- 5 Rules shall be produced by the licensee for customers indicating conduct that is deemed acceptable. These rules shall be prominently displayed at all tables and at other appropriate locations within the Premises.

- 6 No person(s), providing they are of relevant age, should be excluded from entering the Premises on the grounds of gender, race, disability or sexual orientation.
- 7 A copy of the licence is to be displayed prominently at the Premises at all times.

### **Advertisements, solicitation and displays**

- 8 There shall not be displayed outside the premises, in the immediate vicinity, or elsewhere within the respective Town or overall Borough, advertisements that indicate or suggest that any form of Relevant Entertainment takes place on the Premises. This includes the display of any advertisement, word, letter, model, sign, light, placard, board, notice, device, representation, drawing, writing or any matter or thing (where illuminated or not) including in any of the following ways:
  - (a) by means of personal solicitation in the locality of the licensed premises;
  - (b) by means of leafleting in the locality;
  - (c) by means of externally displayed advertisement (such as on billboards or posters) in any part of the Authority's administrative area; and/or
  - (d) by means of cruising vehicles or use of any other form of solicitation to invite people into the premises.

### **Premises**

- 9 Alterations or additions, either internal or external and whether permanent or temporary, to the structures, lighting or layout of the premises as shown on the Plans, including any change in the permitted signs on display shall not be made except with the prior approval of the Authority.
- 10 A clear Notice shall be displayed inside the entrance to the premises in the following terms:

“Striptease-style entertainment takes place on these premises. No persons under 18 shall be permitted in the premises.”
- 11 Any Relevant Entertainment or performance carried out at the Premises must not be visible from adjacent or nearby public places (e.g. highways), and any person who can be observed from the outside of the premises must be properly and decently dressed. Scantily-clad individuals employed in the premises must not be present in the entrance area or in the vicinity of the premises.

- 12** When the premises are open for Relevant Entertainment no person under the age of 18 shall be permitted to be on the premises. Anyone appearing to be under the age of 25 years shall be asked to produce valid photographic identification. If this is not produced the individual shall be refused access.

### **Management and Licensee**

- 13** Where the licensee is a body corporate or an unincorporated body, any change of director, company secretary or other person responsible for the management of the body is to be notified in writing to the Authority within 14 days of such change.
- 14** The premises shall maintain a refusals/incidents log whereby on any occasion a person is refused entry it shall be recorded, as well as any incidents of crime and disorder, and such a log made available upon request by the Police or an authorised officer of the Authority.
- 15** Any incidents and / or evidence of modern slavery or human trafficking will result in immediate revocation of the licence.

### **Conditions regarding performers**

- 16** Relevant Entertainment may only take place in 'designated areas' that are marked on the Plans of the Premises.
- 17** The customers and/or members of the audience must, at all times, remain fully clothed.
- 18** Performers shall be aged not less than 18 years and the licence holder (or his nominated deputy who is authorised in writing) shall satisfy him/herself that this is the case by requesting valid photographic ID, if necessary, prior to the performance.
- 19** A 'Signing-in' Register shall be kept at the Premises that records the time that the performer starts and finishes at the Premises. This shall be made available for immediate inspection by a Police Officer or authorised officers of the Authority.
- 20** During any performance there must be no physical contact between the performer and any customer or member of the viewing public.
- 21** Any bodily contact between entertainers or performers or any movement that indicates sexual activity or simulated sex between entertainers or performers is strictly forbidden.
- 22** No performances shall include any sexual act with objects.
- 23** No performances shall include animals.

- 24** There shall be no nudity by performers in public areas of the premises, unless the Authority has agreed in writing that the area may be used for performances of Relevant Entertainment.
- 25** At the completion of the Relevant Entertainment the performers shall dress themselves immediately and leave the designated performance area. Performers not engaged in performing shall not remain in any public area of the Premises in a state of undress.
- 26** Performers are not to solicit, exchange addresses, telephone numbers or social media contact details with customers, liaise with customers of the premises, or incite customers to purchase alcoholic drinks.
- 27** An appropriate room(s) shall be set aside to provide a changing and rest area for performers. Access to this room(s) shall be restricted to performers only, whilst the performers are on the Premises and shall be marked on the Plans of the Premises.
- 28** There shall be prominently and legibly displayed a comprehensive tariff of all charges and prices in respect of Relevant Entertainment, including any charge for the company of any person working at the premises, which shall be placed in such a position that it can, always, be easily and conveniently read by persons inside the Premises.
- 29** Literature and contact details of organisations that provide advice and counselling on matters relating to:
- (a) Modern slavery;
  - (a) Domestic abuse;
  - (b) Coercive control; and
  - (c) Rape and sexual assault,
- shall be made available to performers free of charge in their designated changing room / area.

### **Briefing**

- 30** Prior to performers carrying out any Relevant Entertainment on the Premises, they shall be briefed (verbally or in writing) by the licence holder or his nominated deputy who is authorised in writing as to the conditions that pertain to these particular premises, including the fact that their activities will be recorded on CCTV. The performer(s) shall sign in the Register that they have been briefed.

## **Door-Supervisors**

- 31** Subject to a minimum of two, SIA-registered door-supervisors shall be employed at a minimum ratio of 1:50 customers on the Premises whilst Relevant Entertainment is taking place.
- 32** The licence holder, or his nominated deputy who is authorised in writing, or door- supervisors, shall carry out regular monitoring of all areas of the Premises to which the public have access, and shall intervene promptly, if necessary, to ensure compliance with licence conditions by customers and performers.
- 33** Door-supervisors shall regularly monitor the area immediately outside the Premises for a distance of 30 metres in all directions and shall take steps to deal with (by alerting the Police if appropriate) any unsavoury activity that may be attracted to the vicinity due to the nature of the business.
- 34** A dedicated SIA-registered door supervisor shall remain, at all times, in any 'private' performance area where performers are performing nude, and shall intervene promptly, if necessary, to ensure compliance with the Licence conditions.
- 35** When performers leave the Premises they are to be escorted to their cars or taxi by a door- supervisor or member of staff.

## **CCTV System**

- 36** A digital CCTV system shall be installed and be maintained in good working order, shall record, at all times, the Premises are open, and recordings shall be kept for 28 days. The CCTV system is to be installed in all areas as recommended by the Staffordshire Police Licensing team, including coverage of all entrances and exits and be able to provide clear images.
- 37** The CCTV recording device, controls and recordings shall be kept under suitable security to prevent unauthorised access/tampering. Access shall be restricted to the licence holder or his nominated deputy who will be authorised in writing and no more than two designated persons.
- 38** Unaltered CCTV recordings shall be provided on request (as soon as possible and in any event within 24 hours) to the Police or authorised Officers of the Authority (who will carry identification).
- 39** No CCTV footage is to be copied, given away or sold (except as required by Police/Authority for investigation/enforcement purposes).

**40** Except in accordance with the requirements for CCTV as described above, no photographs, films or video recordings shall be taken of the performances. Nor shall electronic transmissions of performances take place.

**41** Notices shall be displayed informing customers of the presence of CCTV.

### **Goods available in Sex Establishments**

**42** Neither Sex Articles nor other things intended for use in connection with, or for the purpose of stimulating or encouraging, sexual activity or acts of force or restraint which are associated with sexual activity shall be displayed, sold, hired, exchanged, loaned, or demonstrated in a Sex Cinema or Sexual Entertainment Venue.

**43** All printed matter offered for sale, hire, exchange, or loan shall be available for inspection prior to purchase and a notice to this effect is to be prominently displayed within the Sex Establishment Venue.

**44** No film or video film shall be exhibited, sold, or supplied unless it has been passed by the British Board of Film Censors and bears a certificate to that effect and is a reproduction authorised by the owner of the copyright of the film or video film so certified.

### Sexual Entertainment Code of Practice rules.

- 1 Operators/licensees will notify the Authority and Police Licensing Sections of events where sexual entertainment is due to take place.
- 2 All sexual entertainment should only take place in one designated area inside the Premises, and this shall not be visible from any public place (e.g. highway) outside of the Premises.
- 3 Private performances should only take place inside screened-off private booths. However, the front of these booths must not be covered or obstructed, so that managers and SIA door-supervisors are able to monitor activity inside the booths.
- 4 A clear notice should be displayed inside the entrance to the designated area stating:

“Sexual entertainment takes place on these premises. No persons under 18 shall be admitted.”
- 5 Scantily clad individuals performing in the premises must not be present in the entrance to or in the vicinity of the Premises and individuals not performing shall not remain in any area of the Premises in a state of undress.
- 6 Customers must, at all times, remain fully clothed.
- 7 During any performance there must be no physical contact between the performer and any member of the viewing public/private customer.
- 8 No performance shall include any sexual act with other performers, customers or viewing public.
- 9 An appropriate room(s) shall be set aside to provide a changing and rest area for performers. Access to this room(s) shall be restricted to performers only.
- 10 A minimum of one SIA registered door supervisor shall be employed in the designated area where sexual entertainment is taking place and they shall intervene promptly to ensure compliance with these rules.
- 11 The area in which sexual entertainment is to take place shall be covered by CCTV from which footage shall be stored for a minimum of 28 days and produced to Police or Authority officers on request.
- 12 A list of all performers shall be available on the premises for immediate production if requested by Police or Authority officers. This list shall contain full names, dates of birth and contact details (address or telephone number).

Details of performers and evidence of their 'right to work' in the UK must be kept on the premises and made available for inspection by authorised officers at all times.

- 13** Code of Practice rules 2, 3, 5, 7, 8, 9 and 10 shall be drawn to the attention of all performers and promoters prior to activity commencing.
- 14** Code of Practice rules 6, 7 and 8 shall be prominently displayed to customers at appropriate locations within the premises.

**Consultees**

**Staffordshire Police Licensing**

Police Licensing Unit  
Ground Floor, Block 9  
Staffordshire Police Headquarters  
Weston Road  
Stafford  
ST18 0YY

[licensinghq@staffordshire.pnn.police.uk](mailto:licensinghq@staffordshire.pnn.police.uk)

**Fire Safety Officer - Licensing Application**

Western Service Delivery Group  
Staffordshire Fire and Rescue Service  
Cannock Community Fire Station  
Old Hednesford Road  
Cannock  
WS11 6LD

[wsdg.firesafety@staffordshirefire.gov.uk](mailto:wsdg.firesafety@staffordshirefire.gov.uk)

**Chief Officer of Police**

Police Licensing Unit  
Ground Floor, Block 9  
Staffordshire Police Headquarters  
Weston Road  
Stafford  
ST18 0YY

[licensinghq@staffordshire.pnn.police.uk](mailto:licensinghq@staffordshire.pnn.police.uk)

**Licensing Authority**

**Julie Wallace - Licensing Manager**

Regulatory Services  
Stafford Borough Council  
Civic Centre, Riverside  
Stafford  
ST16 3AQ

[jwallace@staffordbc.gov.uk](mailto:jwallace@staffordbc.gov.uk)

**The Officer in Charge**

Children and Lifelong Learning  
The Walton Building  
Martin Street  
Stafford  
ST16 2LH Health and Safety

**Regulatory Services Manager**

Regulatory Services  
Stafford Borough Council  
Civic Centre, Riverside  
Stafford  
ST16 3AQ

[ehtechsupport@staffordbc.gov.uk](mailto:ehtechsupport@staffordbc.gov.uk)

**Richard Harling**

**Director of Public Health at Staffordshire County Council**

Number 1, Staffordshire Place,  
Stafford  
ST16 2LP

[richard.harling@staffordshire.gov.uk](mailto:richard.harling@staffordshire.gov.uk)

**Economic Development and Planning**

Stafford Borough Council  
Civic Centre  
Riverside  
Stafford  
ST16 3AQ

[planning@staffordbc.gov.uk](mailto:planning@staffordbc.gov.uk)

## **Staffordshire Trading Standards**

First Floor, Staffordshire Place 1  
Stafford  
ST16 2DH

[licensing@staffordshire.gov.uk](mailto:licensing@staffordshire.gov.uk)

Local businesses, licensed premises and residents will also be informed.

- Stafford Borough Council's responsible authorities
- Representatives of local businesses, including the Chamber of Commerce
- Local residents and their representatives
- Local town and parish councils, plus surrounding local authorities
- Local Member of Parliament
- Local Community Safety Partnership
- Elected members and departments of the Council



## Agenda Item 4(c)(ii)

<b>Committee:</b>	Cabinet
<b>Date of Meeting:</b>	3 August 2023
<b>Report of:</b>	Councillor I D Fordham - Environment Portfolio
<b>Contact Officer:</b>	Joss Presland
<b>Telephone Number:</b>	01543 456822
<b>Ward Interest:</b>	Nil
<b>Report Track:</b>	Cabinet 03/08/2023 (Only)
<b>Key Decision:</b>	Yes

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## Replacement Parking Ticket Machines

### 1 Purpose of Report

- 1.1 To seek approval to purchase replacement pay and display car park ticket machines.

### 2 Proposal of Cabinet Member

- 2.1 That Officers be authorised to pursue Option 2 as set out in the report: i.e. to purchase 10 new car parking ticket machines with a combination of credit card only and cash and card payment options;
- 2.2 That budgetary provision be made from a reserve fund, for the sum of up to £60,000 to facilitate the above recommendation;
- 2.3 That £60,000 be placed into the Council's capital programme and permission to spend is granted.

### 3 Key Issues and Reasons for Recommendations

- 3.1 The key issue is that a significant number of our car parking ticket machines will become obsolete by the end of 2023 and need to be either upgraded or replaced. This will ensure that the service operates efficiently and effectively (including income collection).

## 4 Relationship to Corporate Business Objectives

4.1 The purchase of these machines will enable the Council to continue operating an effective and efficient off-street parking service thereby contributing positively to the following two objectives:

(a) To improve the quality of life of local people by providing a safe, clean, attractive place to live and work and encouraging people to be engaged in developing strong communities that promote health and wellbeing.

(b) To be a well-run, financially sustainable, and ambitious organisation, responsive to the needs of our customers and communities and focussed on delivering our objectives.

## 5 Report Detail

5.1 The Council has been notified by our parking ticket machine supplier, that 10 of its parking ticket machines at car park locations in Stafford and Stone will become obsolete by the end of this financial year and the back-office element will not work beyond the end of 2023. In the main, this is due to these older machines operating on 2G and 3G phone signals, which are being turned off nationally. Therefore, the machines will simply not function and will require upgrading or replacing.

5.2 Clearly, these machines need to be working effectively to collect parking charges and for the back-office system(s) to interface with the associated software.

5.3 The Council currently operates 22 pay-and-display machines in total. 10 were replaced during 2022/23; 2 are no longer required; with the remaining 10 being covered within this report as requiring replacement. The 9 pay-on-foot machines, at Riverside and Waterfront, are not impacted by the planned removal of the 3G phone provision, by mobile phone providers. New pay-and-display machines typically have an expected operational lifespan of 10-15+ years. Of the 10 machines due to be replaced, 4 are coin-only, with the remainder being coin-and-card. All of the replacement machines will be coin-and-card, which will increase payment options and benefit carpark users.

5.4 The Council has two realistic options (Options 1 and 2), as set out below. Option 3 has been left in for completeness, however, it is not considered to be realistic.

- Option 1: Upgrade 10 machines, including 4G back-office data interface. This will require both hardware and software upgrades. Officers are currently working with our supplier to secure a firm price for the upgrades, but the indicative cost seems to be in the region of £15,000.

- Option 2: Purchase 10 new machines, including 4G back-office data interface, with a combination of credit / debit card and cash options, with an indicative cost of £60,000. This cost would be covered from within existing earmarked reserves for the replacement of the machines.
- Option 3: Not upgrading / replacing obsolete ticket machines. Doing nothing is not considered a realistic option, as there are insufficient numbers of modern ticket machines, in convenient/nearby locations, to support the efficient parking income collection from customers utilizing the Council's affected off-street car parks. Moving to a fully cashless option, such as pay-by-phone, has also been ruled out, following recent guidance from the Secretary of State for Leveling Up, Housing and Communities.

- 5.5 With Option 1, it should be noted that the machines are upward of 10 years old, with a remaining limited lifespan of up to an additional 5 years. There is a real risk that several of the machines will not accept the upgrades. Furthermore, it is also uncertain how effective the upgrades will be. Therefore, this would be regarded as a short-term solution and further finance would be required to replace the same machines subsequently at the end of their lives. Additional financial provision would also be required to ensure the older machines continue to operate for a further 12 months; estimated in the region of £7,000, even without the mobile cell data coverage.
- 5.6 Option 2, whilst it is substantially more expensive than Option 1, it is considered to represent best value. By replacing the 10 machines at the same time, it delivers economies of scale and a more cost-effective longer-term solution. It is estimated that this option should future-proof the car parking ticket machines for the next 10 to 15 years.
- 5.7 It should also be noted that it would reduce the need for, and cost of cash collection, as well as incurring reduced maintenance and repair costs. There will be a saving on maintenance cost of around £7,000 in the first year, as this will be covered by the manufacturer's warranty during the first 12 months.
- 5.8 In addition to the finance revenue benefits, it would also make the service delivery more resilient.

## **6 Implications**

### **6.1 Financial**

Option one presents limited financial benefits to the council and presents unknown risks and potential costs should the upgrades not be successful. This option defers some costs in the short term but is likely to cost the authority more in the medium to long term. Should the upgrades not be successful it is likely to cost more than option 2 in the short term as well as this will need to be the fallback option.

There is sufficient financial resource within existing budgets to fund option 2 at £60,000. As such it is the preferred option as it will future proof the council and cost less overall. The ongoing revenue savings it will generate, although not quantified at this stage, will help the council to achieve a balanced budget position.

The £60,000 will require placing into the Council's capital programme and a permission to spend granted for that sum.

### **6.2 Legal**

N/A

### **6.3 Human Resources**

N/A

### **6.4 Human Rights Act**

N/A

### **6.5 Data Protection**

N/A

### **6.6 Risk Management**

The main risk is financial; the under-collection of payments for car parking thereby undermining income generation with the knock-on consequences to the Council's overall budget management.

### **6.7 Community Impact Assessment Recommendations**

**Impact on Public Sector Equality Duty:**

N/A

**Wider Community Impact:**

N/A

**7 Previous Consideration**

Nil

**8 Background Papers**

Office files including notification from the Council's supplier of these machines.

## Agenda Item 4(d)(i)

<b>Committee:</b>	Cabinet
<b>Date of Meeting:</b>	3 August 2023
<b>Report of:</b>	Councillor G P K Pardesi, Leisure Portfolio
<b>Contact Officer:</b>	Sally McDonald
<b>Telephone Number:</b>	01785 619330
<b>Ward Interest:</b>	Baswich
<b>Report Track:</b>	Cabinet 03/08/2023 (Only)
<b>Key Decision:</b>	Yes

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## Planning Obligations Allocation - Baswich

### 1 Purpose of Report

- 1.1 To consider the allocation of Section 106 funding towards the provision and enhancement of open space in Baswich and to be given permission to spend subject to the successful completion of the procurement process.

### 2 Proposal of Cabinet Member

- 2.1 That the allocation of an existing off-site contribution under the terms of a S106 agreement for the amount of £129,096 be approved for the enhancement of open space in Baswich;
- 2.2 That permission be given to progress to procurement and spend the funding based on the proposals laid out in paragraph 5.2;
- 2.3 To grant permission to spend the budget as identified in paragraph 3.3 on delivering play and recreational facilities in Baswich;
- 2.4 That delegated authority be granted to the Head of Economic Development & Planning in conjunction with the Leisure Portfolio Holder and relevant Local Councillors to approve the final plans and any further amends to enable the project to be delivered.

### 3 Key Issues and Reasons for Recommendations

- 3.1 The Borough wide Assessment of Open Spaces, Sport and Recreation Facilities 2009 and the subsequent update in 2013 highlighted the need for better quality play provision for children of all ages. In addition the [Open Space and Green and Blue Infrastructure Topic Paper \(staffordbc.gov.uk\)](http://staffordbc.gov.uk) illustrates a need to improve the quality of existing play areas in the borough.
- 3.2 In order to progress with the works through procurement and delivery, without any further delays, this report is requesting delegated authority be granted.
- 3.3 The sum of £129,096 was received in Sept 2018 relating to Section 106 funding as outlined in the table below and is targeted at the “provision and/or enhancement of open within the wards of Weeping Cross and Wildwood and/or Baswich”.

	<b>Planning Application No</b>	<b>Location</b>	<b>Amount</b>	<b>Date Received</b>
1	18/27849/FUL	Former Police HQ	129,096	Sept 2018

- 3.4 As part of the Council’s normal process of delivering S106 funding Officers have already met with the Local Ward Members to discuss the priority projects in the Baswich Area. The Local Councillors are both fully supportive of the proposals.

### 4 Relationship to Corporate Business Objectives

- 4.1 This project should help to deliver the Council’s Corporate Business Plan 2021-2024 key objectives set out below:
- “To improve the quality of life of local people by providing a safe, clean, attractive place to live and work and encouraging people to be engaged in developing strong communities that promote health and well-being.”
  - “To be a well-run, financially sustainable and ambitious organisation, responsive to the needs of our customers and communities and focussed on delivering our objectives”

### 5 Report Detail

- 5.1 The play facility off Yelverton Avenue in Baswich (location plan attached as an **APPENDIX**) was last refurbished in 1996 with a further small investment received in 2010. The area is in need of refurbishment and enhancement.
- 5.2 The priorities identified for the site are:

- a) upgrading the existing play facilities and associated surfacing
- b) installation of a new circular pathway around the boundary of the open space
- c) ancillary items including picnic benches, seating, bins and distance markers.

5.3 We have been to the market and the budget for the works is sufficient to cover the costs.

5.4 The existing facilities are managed by the Council and the new facilities will be maintained and operated in the same way by Streetscene.

## **6 Implications**

### **6.1 Financial**

The OSOS S106 18/27849/FUL relating to the Former Police HQ with a value of £129,095.86 was received in September 2018. This sum is currently unallocated and is therefore available to use for projects within the wards of Weeping Cross and Wildwood and/or Baswich.

The outline project has been market tested and it is believed the S106 will be sufficient to cover the costs of the works. This working assumption will be confirmed once a full procurement process has been undertaken. It is expected that officers will ensure the procurement exercise will comply with regulations and will ensure best value and quality.

The site is currently managed and operated by Streetscene who have been involved in the project outline. It is believed at this point that the project will not increase the management costs above and beyond the current level. As such, it is expected that the ongoing maintenance costs will be met from within existing budgets.

### **6.2 Legal**

Compliance with S106 requirements.

### **6.3 Human Resources**

Nil

### **6.4 Human Rights Act**

Nil

### **6.5 Data Protection**

All consultation responses will adhere to General Data Protection Regulations

## **6.6 Risk Management**

Future risks will be formally assessed as a part of the overall Project Management.

## **6.7 Community Impact Assessment Recommendations**

### **Impact on Public Sector Equality Duty:**

The Borough Council has considered the effect of its actions on all sections of our community and has addressed all and believes there to be no impact on any of the Equality Strands in the production of this report.

### **Wider Community Impact:**

In following the recommendations of this report there will be no impact on age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation within the community. This will help maintain and improve the health and wellbeing of the residents and allow them the opportunity to partake in social and leisure activities.

## **7 Previous Consideration**

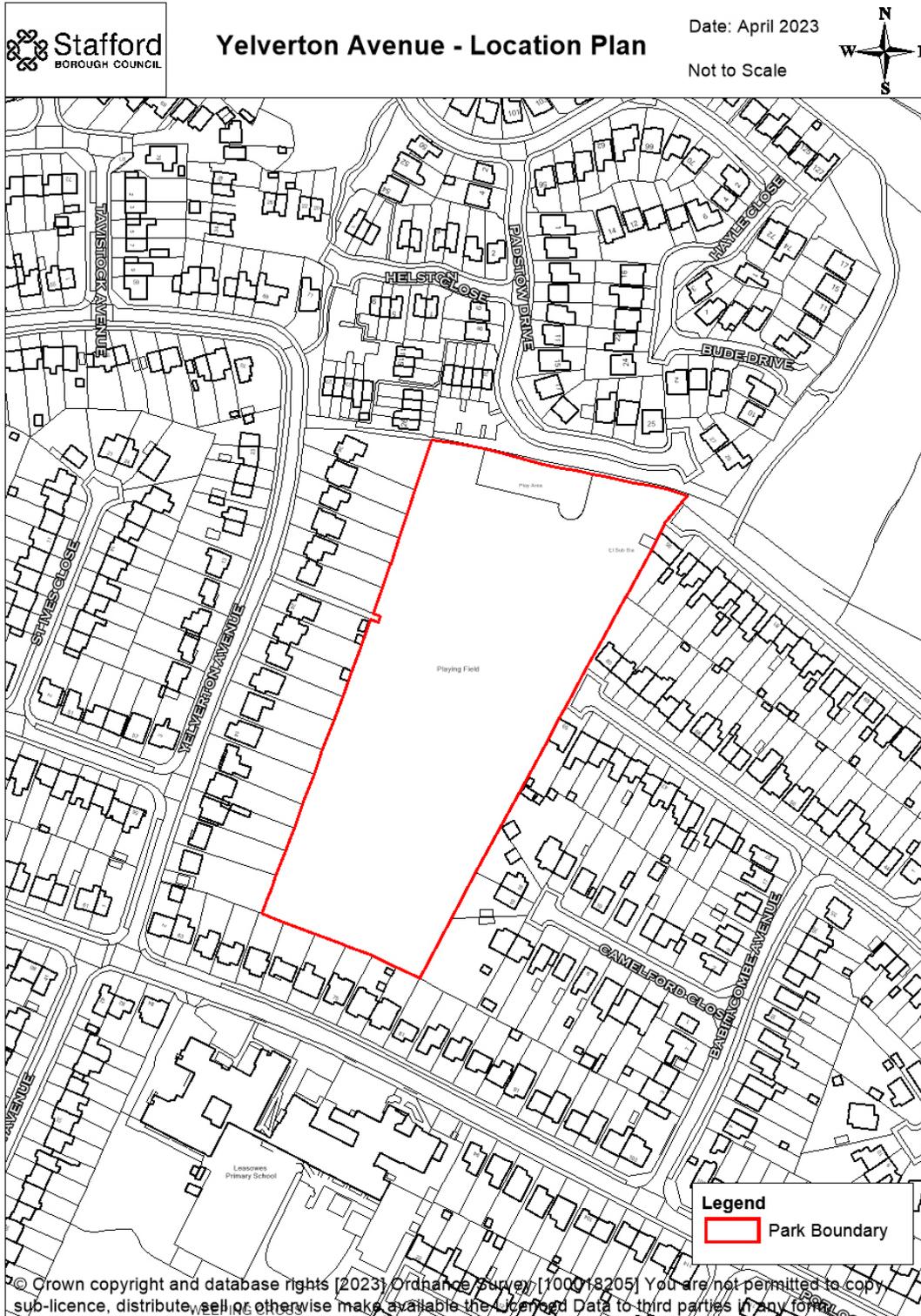
Nil

## **8 Background Papers**

File available in Development

# APPENDIX

Cabinet Date: 3 August 2023



## Agenda Item 4(d)(ii)

<b>Committee:</b>	Cabinet
<b>Date of Meeting:</b>	3 August 2023
<b>Report of:</b>	Councillor G P K Pardesi, Leisure Portfolio
<b>Contact Officer:</b>	Lee Booth
<b>Telephone Number:</b>	01785 619896
<b>Ward Interest:</b>	Nil
<b>Report Track:</b>	Cabinet 03/08/2023 Community Scrutiny Committee 05/09/2023
<b>Key Decision:</b>	No

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## Freedom Leisure Annual Report 2022/23

### 1 Purpose of Report

- 1.1 To provide Members with the Freedom Leisure Annual Report (attached as an **APPENDIX**). The Annual Report has been received by the Council and relates to the period from April 2022 to March 2023 in respect of the Leisure and Cultural Services contract that Freedom Leisure manage on behalf of the Council. Freedom Leisure has written the Annual Report.

### 2 Proposal of Cabinet Member

- 2.1 That the report be noted.

### 3 Key Issues and Reasons for Recommendations

- 3.1 Freedom Leisure has written The Annual Report. It highlights how the service has performed from April 2022 to March 2023.
- 3.2 The Annual Report highlights how the Service has performed as services recommenced following the Covid-19 pandemic.
- 3.3 The Annual Report highlights the pressures faced of increasing utility bills and the mitigation measures that have been put in place.

## **4 Relationship to Corporate Business Objectives**

4.1 This report is most closely associated with Corporate Business Objective 2:-

To improve the quality of life of local people by providing a safe, clean, attractive place to live and work and encouraging people to be engaged in developing resilient communities that promote health and wellbeing.

## **5 Report Detail**

5.1 Since December 2017, the Council has outsourced a Leisure and Cultural Services contract to Freedom Leisure on a contract term of ten years (plus five years, plus five years).

5.2 On behalf of the Council, Freedom Leisure manage the sites of Stafford Leisure Centre, Stone Leisure Centre, Rowley Park, Stafford Castle, the Gatehouse Theatre, Izaak Walton Cottage and the Ancient High House as well as the Active Communities programme and an events programme.

5.3 The services provided by the Leisure and Cultural Services contract are the main way in which the Council seeks to achieve its corporate Business objective relating to residents' health and wellbeing. Active Lives Survey data consistently indicates that the most popular recreational physical activities (after walking) are swimming and fitness and therefore we are heavily reliant on leisure centres for their delivery.

5.4 Formal management of the contract includes monthly contract meetings and quarterly strategic meetings between the Council and Freedom Leisure.

5.5 As part of these meetings, Freedom Leisure report performance to the Council and the attached Annual Report highlights key performance information over the financial year 2022 to 2023.

5.6 The Annual Report highlights how Key Performance Indicators (KPIs) have performed compared to either the previous year or to 2019 to 2020, depending on if service delivery took place last year or not in light of the Covid-19 pandemic. All KPI's have shown an increase in participation, except for the Stafford 10K event which had 27% less runners enrol for the event and Stafford Half Marathon which had 15% less. The Annual Report also highlights a timescale of key points throughout the year, including the return of large scale events and the Commonwealth Games Queens Baton Relay tour through the Borough.

5.7 It should be noted that in addition to recovering from the Covid-19 pandemic, Freedom Leisure have faced other significant service pressures consistent with many of the challenges faced by organisations from within and outside the leisure and cultural services industry.

- 5.8 On some occasions, Freedom Leisure have faced challenges with workforce recruitment and with supply issues for repair and maintenance. As stated in point 5.7, these have been common challenges from within and outside the sector. Over the year, these challenges have gradually improved as Freedom Leisure have invested in development opportunities for their own workforce, reviewed vacant posts and reviewed pay rates for some positions. Whilst continuing to be a challenge, supply issues for repair and maintenance also seem to have gradually improved as suppliers and contractors adapt to the current business environment.
- 5.9 The biggest challenge however has clearly been the rise in costs of utility bills. In October 2022, gas and electricity prices considerably increased. Whilst mitigation measures have and will be put in place, it is an unavoidable fact that the facilities and in particular the swimming pools, have significant energy demands. The Annual Report highlights how Freedom Leisure has adapted operations, resulting in a decrease in energy consumption. The Council, in partnership with Freedom Leisure, have submitted preliminary information to the Sport England Swimming Pools Fact Finder research. The information gathered by Sport England will help to design and add more detail to the Sport England Swimming Pool Support Fund. If eligible, the Council will work with Freedom Leisure to apply to the Swimming Pool Support Fund once the application process has been announced.
- 5.10 The above performance information, amplified further in the Annual Report, demonstrates how the service has resumed delivery following the Covid-19 pandemic. The Annual Report highlights the pressures that Freedom Leisure now face as utility prices significantly increase.
- 5.11 The Council are working closely with Freedom Leisure to ensure alternative, efficient options are explored with regard to utility bill consumption and decarbonisation. A separate report will follow later in the year that will outline the detail of these options and also how the Council are supporting Freedom Leisure in the wider context of the contract. This will include more detail on the performance of the contract overall, investment into the estate and the development of a Strategic Improvement Plan that will set direction for key priorities for the future duration of the contract.

## **6 Implications**

### **6.1 Financial**

None directly arising from this report.

### **6.2 Legal**

Nil

**6.3 Human Resources**

Nil

**6.4 Human Rights Act**

Nil

**6.5 Data Protection**

Nil

**6.6 Risk Management**

Nil

**6.7 Community Impact Assessment Recommendations**

**Impact on Public Sector Equality Duty:**

**Wider Community Impact:**

**7 Previous Consideration**

Nil

**8 Background Papers**

Freedom Leisure Annual Report 2022-23.

Stafford Borough Council

## Leisure and Cultural Partnership Annual Report

April 2022 - March 2023

“ Improving lives through leisure”

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## 1 Introduction

Freedom Leisure commenced a 10-year contract to manage Stafford Borough Council's leisure and cultural facilities on 1st December 2017. This report covers year 5 of the contract from April 2022 to March 2023. The facilities and services managed include:

Stafford Leisure Centre

Stone Leisure Centre

Rowley Park Sports Stadium

Stafford Gatehouse Theatre

The Ancient High House

Stafford Castle

Izaak Walton's Cottage

Active Communities programme

Annual large-scale community events

The 2022-23 financial year has again been a challenging year for the sport and leisure sector as a whole predominantly with the alarming increases in energy prices but Freedom Leisure, with significant support from Stafford Borough Council, has continued to provide the best possible service for its customers, offering value for money and accessible leisure facilities in the communities we serve.

In 2023-24, the team in Stafford will continue to work tirelessly to 'improve lives through leisure' and have a positive impact on both the physical and mental wellbeing of all its customers in Stafford Borough.

**Ivan Horsfall Turner | Chief Executive Officer - Freedom Leisure**

## 2 Stafford Borough Council's Corporate Business Plan 2021-2024

### 'A prosperous and attractive borough with strong communities'

The council's priorities for the Stafford borough community are:

To deliver innovative, sustainable economic housing growth to provide income and jobs

To improve the quality of life of local people by providing a safe, clean, attractive place to live and work and encouraging people to be engaged in developing resilient communities that promote health and wellbeing

To tackle Climate Change by implementing our Climate Change and Green Recovery objectives

To be a well-run, financially sustainable and ambitious organisation, responsive to the needs of our customers and communities and focused on delivering our objectives

### 3 Freedom Leisure Overview

#### **Freedom Leisure is one of the UK's leading not-for-profit charitable leisure and cultural trusts**

2022/23 has been another challenging year for the sport, leisure and cultural sector, but Freedom Leisure has worked closely with their local authority partners to provide the best service possible to its customers. Entering a period of a very difficult economic climate in the autumn of 2022 with significant utility price rises and the whole country facing a cost of living crisis. Freedom Leisure saw its energy costs quadruple in October 2022.

#### **In summary:**

**110** - Leisure, Cultural and Entertainment venues, managed on behalf of 25 individual clients across England and Wales

**Not for profit** - Freedom leisure is a not-for-profit leisure trust which manages leisure and cultural facilities on behalf of partners across the UK to realise our vision of "improving lives through leisure"

**Colleagues** – employing over 3,500 colleagues

**Focus** - Committed to providing and developing inclusive leisure facilities for everyone. Delivering a service to exceed our customers' expectations

## **Freedom Leisure ethos**

- Provide affordable and accessible health, leisure and sport facilities for everyone, therefore having a positive impact on the local communities in which we operate and serve – we aim to inspire people to be more active more often
- Reinvest surplus into quality services
- Exceed our partners' desired outcomes for local communities
- Enhance our reputation and status
- Grow and develop as a company in a sustainable way
- Develop our people
- Renew existing contracts and win new ones

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## 4 Timeline 2022-2023

### 2022

- April Easter Holiday Activities and Food (HAF) at Doxey Primary School
- 22 May Wildlife Fair at Stafford Castle attracting over 4000 visitors
- June Romeo & Juliet, Shakespeare Festival returned to Castle for a run of 16 days after a break of two years following the pandemic
- July School Sports Days took place at Rowley Park Sports Stadium
- Party in the Park Family Fun Day at Rowley Park and Stafford Castle's Summer Sunday Live Music events delivered
- 19 July The Commonwealth Games Queen's Baton Relay travelled across the borough – including Stafford Castle, Victoria Park, Stone Town Centre & on the river at Stafford & Stone Canoe Club
- August Summer Holiday Activities and Food (HAF) at Doxey Primary School; SPACE activities for 8-17-year olds at Stone Leisure Centre, Westbridge Park and Rowley Park
- August Gatehouse Youth Theatre Summer School
- 14 August New Viking Event, Stafford Castle
- September County Swimming Galas hosted at Stafford Leisure Centre
- 25 Sept Stafford 10K mass participation running event took place again following the pandemic
- October Significant increase in gas and electricity tariffs
- 19 Nov Stafford's Big Christmas Switch On event in Market Square & Father Christmas at The Ancient High House Museum
- December Cinderella Pantomime at Stafford Gatehouse Theatre

### 2023

- January Fitness Membership promotional campaign at Stafford and Stone Leisure Centres; annual membership 12 months for 9
- 21 February Stafford Pancake Race in Victoria Park
- February Half term family theatre shows at the Gatehouse attracting over 3000 visitors
- 12 March Stafford Half Marathon & Fun Run event, race village in Victoria Park

## 5 Our Year in Numbers

During 2022-23 we continued to welcome back our customers to enjoy and experience our leisure and cultural venues, events and activities; some of which had not been able to be delivered since 2019 including the Stafford 10K, Shakespeare Festival and a wide range of summer outdoor events. School Children returned in their numbers to experience history being brought to life once again at our Heritage sites attending a school tour; with an increase in local schools visiting on foot to save on the cost of transport.

We are committed to increasing regular participation in activities at our leisure facilities, heritage sites and cultural venues as well as at our large-scale community events to continue to promote the health and wellbeing benefits that this brings.

Participation is measured through various mechanisms including our Leisure Management Systems recording class/activity attendances and footfall in the gym and swimming pools. At the theatre the Box Office system provides data on the numbers of theatre-goers for each show. The visitor numbers to our heritage sites are recorded at the visitor centres and pupils attending school tours are logged. Our large-scale mass participation events record the number of entries on the online booking system and actual number of participants on the day of the event are measured through the race management timing system.

<b>Participation</b>	<b>2021-22</b>	<b>2022-23</b>	<b>Variance</b>	<b>%</b>
Total Area	847,634	963,153	115,519	14%
Learn to Swim Members	2717	2930	213	8%
Fitness Members	2911	3323	412	14%
Gymnastics Members	643	712	69	11%
Theatre show attendances	69,672*	73,555	3883	6%
Shakespeare	6484**	8711	1727	27%
Heritage School Tours	2072	4428	2356	114%
Stafford Half Marathon	2054	1751	(303)	-17%
Stafford 10K	1936 **	1406	(530)	-27%
Holiday Activities & Food, SPACE scheme	520	670	150	28%

\*2019-20 figure for comparison

\*\* 2019 Figure for comparison

## 6 Our Colleagues (Appendix iv. Colleague Organisation Chart)

The colleague establishment has been included in the on-going review, improvement and transformational process for the Stafford Partnership as well as the regional and central Freedom Leisure colleague teams. When roles have become vacant they have not necessarily been replaced like for like with structures and roles considered to best fit the business needs and required efficiencies.

There continues to be a focus on colleague engagement and greater awareness of colleague's health. Despite ongoing challenges with recruitment and retention and increased wellbeing, mental health issues, post COVID stresses and in particular the cost of living crisis there has been some fantastic team colleague successes to celebrate:

**Promotions:** these have included the Theatre Front of House Operations Manager to the role of Theatre Manager and two members of our leisure centre's reception team promoted to dedicated Sales Advisor roles.

**New Recruitment:** A new Active Communities and Events Manager joined the team in Spring 2022. At the Gatehouse Theatre recruitment included the new role of Visitor Services Manager (Hospitality), Finance Manager and Production Manager.

New Duty Managers have been appointed at Stafford Leisure Centre with a new General Manager at Stone Leisure Centre.

New roles have been created at Rowley Park including an Operations Manager position, to provide increased on-site management presence.

**Regional Team:** Freedom Leisure operational area partnerships have been restructured into three regions from four previously. The Stafford Partnership now sits within the Wales & The North Region with colleagues based in Derbyshire Dales, Powys, Swansea and Wrexham.

**Training:** Upskilling and training our colleagues is a crucial part of colleague welfare. Health & Safety and first aid training is essential for our team of lifeguards, swimming teachers, instructors, technicians, heritage guides and all team members. To support recruitment and retention of lifeguards and swimming teacher roles are advertised with an opportunity to attend an associated training course to refresh/upskill individuals.

### **Specialist Training Courses attended include:**

- **Leisure Centre colleagues:** Level 1 & 2 Swimming Teacher; National Pool Lifeguard Qualification; First Aid at Work; Swim England Continued Professional Development; Pool Plant Operator
- **Gatehouse Theatre colleagues:** Genie Rescue working at heights; Fire Evac Chair and Fire Evacuation; Association of British Theatre Technicians Bronze

- **Heritage Site colleagues:** West Midland Museum Development courses on Conservation, Digital Accessibility, Inclusive Design for Exhibitions and Pest Management for the care of Collections

## 7 Marketing and Promotion

There is a dedicated Sales and Marketing Manager for the Gatehouse Theatre, elsewhere in the Partnership there are specialist Sales Advisor and Social Media colleagues, all supported by the regional and central commercial teams. Traditional and digital marketing channels are used across the different venues, activities and events.

Leisure Centre Fitness and Learn to Swim Membership marketing and promotional campaigns include targeted activity coordinated by the central commercial team such as:

- Black Friday offers in November
- Annual membership offers with 3 months free – ‘12 months for the price of 9’
- No joining fees
- ‘Refer a Friend’ and get a month free

Social Media posts on Facebook and Instagram include content to create a community, feel good energy. Giving members recognition for achievements, a sense of pride, belonging and support, for example:

- Gymnast and swimmer of the month
- Meet the Team
- Individual Customer stories
- Customer feedback and comments

Over the last twelve months the organic unpaid for Reach and subsequent number of individuals clicking through on links in posts has seen huge growth as a result of engaging content posted:

- Stafford Leisure Centre – Facebook reach 368k, 200% up on the previous year
- Home Education Swimming Lessons - organic post reached 7,437 members
- Stafford Half Marathon - Facebook reach 287k, 122% up on previous 12 months
- Single best performing Half Marathon organic post - reach 33k, 454 link click-throughs, 736 likes

The Gatehouse Theatre team use Google Analytics to provide data on content performance, customer behaviour & buying habits as well as useful information on page speed insights and optimisation:

- Facebook reach- over 1 million accounts, 30% increase on 2021-22
- Facebook page visits – 37k, 25% increase on previous year
- Twitter – 8k followers

- Targeted emails have been sent to the theatre's data base of over 77k individuals

## 8 Energy Performance

With rising utility costs and a company target to reduce carbon emissions, energy consumption has remained a key focus during 2022-23. Freedom Leisure have a key target set for one venue to be net zero by the end of 2023 and Freedom Leisure net zero by 2030. We are constantly looking at ways we can reduce our usage whilst not having a detrimental effect on the customer experience.

When comparing annual Electricity and Gas usage across all seven venues in the Stafford Partnership for 2021-2022 to 2022-23 there is a reduction of 0.10% in Electricity and 1.81% in Gas.

Our largest facility Stafford Leisure Centre accounts for 46% of the total usage; the centre has made greater reductions in Electricity and Gas kwh consumption.

Stafford Leisure Centre	2021-2022 kWh	2022-2023 kWh	Difference kWh	% Reduction
Electricity	598,440	543,885	-54,555	-9.11%
Gas	1,800,555	1,542,148	-258,407	-14.35%

Measures put in place to reduce consumption include:

- Good Housekeeping particularly with lighting inline with daylight saving hours and programming to maximise savings
- LED upgrades at Stafford Leisure Centre and the Gatehouse Theatre in high usage areas

Capital investment opportunities continue to be explored in partnership with Stafford Borough Council to realise further savings, these have included:

- Decarbonisation
- Boiler replacement
- LED lighting upgrades
- Destratification Fans for higher ceiling spaces at the leisure centres and theatre
- Solar PV panels funded by an Energy Cooperative

## 9 Health and Safety Management

Our training aims to educate our colleagues on identifying and mitigating potential hazards to prevent accidents and injuries. Topics covered in Health and Safety training include the proper use of equipment, working at heights, emergency procedures, fire safety, COSHH, Lifeguarding, First Aid and Catering. In addition to keeping colleagues safe, this training is essential for reducing the risk to our valuable customers. By ensuring that our colleagues are appropriately trained in health and safety, we are investing in our team's well-being and, ultimately, safer sites and venues to serve the communities.

Accidents are reported through the STITCH national database system. This includes the number of accidents across sites, reportability and age ranges. The national average for accidents/incidents reported on STITCH is 0.10% of a venue/facility's monthly usage and staff 0.70% of monthly staff hours.

Site/Venue	Total Accidents	Reportable to RIDDOR	% of monthly usage
National	43,066	175	0.10%
Freedom Leisure	6,741	3	0.03%
Stafford Partnership	286	0	0.03%

The majority of the accidents across the Stafford Partnership were at the leisure centres being 0.05% of monthly usage; the gymnastics programme at Stafford Leisure Centre having a contributing factor.

There were no accidents that were reportable to RIDDOR and no Staff accidents that resulted in time off work for colleagues.

Both Freedom Leisure as a whole and the Stafford Partnership at 0.03% have a 0.07% lower percentage difference when measuring total accidents against a percentage of monthly usage compared to the national average of 0.10%.

## 10 Looking ahead to 2023 – 2024

As the energy and cost of living crisis continues to be a challenge Freedom Leisure and Stafford Borough Council have been working in partnership to deliver a strategic improvement plan.

The focus will remain on delivering a valued and quality service to our customers whilst carefully managing the business to ensure we continue on a stable footing and 'Improving lives through leisure'

### Projects

- **Development of a café operation at Stafford Leisure Centre:** the designated space in the reception/foyer area, which includes a purpose-built kitchen, will be developed into a full Café offering provided by the Blueberry Café company who currently operate at a Freedom Leisure site in Derbyshire Dales. Blueberry Café will recruit colleagues from the local area and where possible use local suppliers. The Blueberry Café offering will enhance both the customer experience and surroundings of the centre as well as providing growth in income.
- **Shakespeare production relocated to the Stafford Gatehouse Theatre:** Due to the significant increase in the costs and financial risks of delivering the annual Shakespeare production at the Stafford Castle site Stafford Borough Council approved the relocation of the 2023 production, A Midsummer Night's Dream, to the Gatehouse Theatre. This removes the majority of the infrastructure costs and risk that comes with this outdoor event. The theatre building will be used when normally it remains empty during the run, this will

lead to opportunities to grow secondary spend and enhance the Stafford town centre night-time economy.

- **Investment in sustainable energy options and external funding opportunities:** Covered in section 8.
- **Capital investment opportunities for facility and service improvements:** areas being considered include the 3G pitch and Children's Play Area at Rowley Park and the replacement of cardio-vascular gym equipment in the Fitness Suite at Stafford Leisure Centre.

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## I Stafford Gatehouse Theatre

Although we have seen a steady rise in audience confidence reflected in ticket sales, with advances at some points in early 2022 actually exceeding pre-Covid levels, it remains a mixed picture, with some audience demographic slower to return than others, and the current cost of living crisis having an inevitable impact.

The pandemic highlighted the important roles theatres have in their local areas, and their effects on wellbeing and community cohesion. The challenge of marketing individual shows while also creating loyalty and awareness among theatregoers takes constant attention. During the last financial year, the Gatehouse held over 439 events (shows) sold over 90,000 tickets with a value of over 1.6 million pounds against a previous year of 405 events (shows) 54,800 tickets and a value of under 1 million pounds and almost a doubling of footfall.

### **Romeo and Juliet x 20 performances 8,247 admissions**





**Cinderella x 39 performances 16,336 admissions**



## When the Uglies visited



The local community groups played a significant part in this climb with Stafford GottaDance, Stafford's Gotta Sing, PCA Midlands, Let's Dance with Nicole making up approx. 5.5% of the total admissions. The remainder came in the form of the stable offerings such as the record-breaking panto over twenty, thousand admissions, comedy and the increasing interest in the darker side of theatre, Emma Kenny's the serial Killer Next door and Dr Richard Shepherd Unnatural causes.

As the effects of the economics on the community took a hold, the Theatre became a "warm space" and provided a welcome shelter that served regular visitors that would have possibly struggled with the winter bills. In addition, the Classic film afternoons also proved popular growing from a party of ten to well over 50 for some screenings.

As we re-emerge in the community again, it is also refreshing to see that partnership with our providers reflected in the encouraging feedback as below;

Hi Guys,

Just to say thank you for being a great venue.

It makes things so much easier when theatres answer their phones/respond to emails/market the show/ and to round it off we get settlement figs 3 days after the performance.

10 out of 10.

Kind regards

**John Wilson, JOHN WILSON PRODUCTIONS LTD**

Hello,

We had a very enjoyable gig to a small but enthusiastic audience last night.

Thanks to your FOH and tech staff who were all friendly and on the ball.

## Best BILLY MITCHELL the PITMEN POETS

### II Heritage Sites

#### Stafford Castle



We were delighted to see the return of schools engaging once again with learning outside of the classroom. Over 3000 children from reception to key stage 3 enjoyed their award-winning tour at the castle.



The introduction of new workshops for adults saw 140 people creating copper gem trees, bath bombs and Autumn wreaths. Our Christmas wreath workshops are now so popular we have had to extend the workshop over three days. Children too got new workshops to book onto this year as well as the traditional Easter / Halloween sessions.



Our new PADS dog show was a first this year and over 500 people came to join in with the doggy assault course, hide and seek missions and of course enter their own dogs into the show to win a rosette. With local food/ drink and Ice cream suppliers ensuring everyone was well catered for.



The New Look Wildlife Fair May 2022 saw 4000 visitors enjoy a day of great weather with everything from spiders, snakes and meercats to donkeys and alpacas. Alongside the range of wild-life we had local traders and homemade crafts, Cake and Jam stalls with wildlife charities too. Add in the live music and children' games area and it meant that families were able to spend an entire day with us.



August 2022 Vikings at the Castle – Not only was Stafford Castle invaded by Vikings but over 1500 visitors also came to explore the large Viking encampment of 10 large domestic tents each one demonstrating a different aspect of life in a Viking village. We also watched as battles were fought in the inner bailey in over 30-degree heat. Over 100 Children enjoyed a Viking shield workshop which gave them their own axe and shield to take home as a reminder of their day.



This was our first Vikings event and it was a very hot day so how did everyone feel about it ?

'We accidentally stumbled across the event and had a fantastic time! I'll be keeping an eye out for the next one, we will definitely be coming back thank you to everyone involved, so friendly and helpful

It was a lovely event and we enjoyed it. We are looking forward for such events. Thank you all for your hard work.'





Through the year 700 children also celebrated birthdays with us, over 100 scouts came to evening sessions with hands on armour. We engaged Anthony Hammond to design and create a new bench in the Castle theme which now over- looks the herb garden and is so very well used for those social media photo opportunities.

Our heritage Guides joined a National summer camp for guides creating creations from willow and we hosted the Queens Baton Relay, being taken up to the keep in 40-degree heat and even had a visit from the Australian National Rugby team.

We hosted several film crews for productions including “The Travelling Auctioneer” and “ Antiques Road Trip”





## **Ancient High House Museum:**

We started the year with our own researched and curated exhibition on one of the house previous owners Mr Marson, telling the lesser known parts of his life and displaying his own private diaries and scrapbooks. Working in collaboration with Archives and Heritage Services, research groups and lots of local businesses.

Feedback for the exhibition was extremely positive from visitors:

“What a valuable resource Mr Marson has left us, these scrapbooks and memoirs are fascinating”

“Great to see former residents being celebrated like this , would like to see more like this one”

Also, from a professional exhibition specialist:

“This is a lovely, vibrant and fresh interpretation. It is clear to see the effort and time spent on research and presentation, excellent work well done”

We later also curated our own Shakespeare “what’s love got to do with it” to support the Shakespeare performance at the castle, looking at the alternatives to love in Shakespeare’s plays with sets and costumes from past performances.

The Staffordshire Yeomanry produced a wonderful exhibition entitled Hooves in the desert which was followed by another of our own on famous Authors from Staffordshire which was accompanied by adult and children’s workshops presented by Mel Wardle, Stafford’s Poet Laureate.

New adult workshops that celebrate the wonderful embroidery in the house saw adults engaging in learning sewing and embroidery techniques over a series of sessions, creating their own work to take home.

Our tour programme saw 1500 children engaging in subjects from the Tudor period to The Great Fire of London. Our mailbox filled with letters from the children telling us what they liked best. We know that from a teacher’s point of view they feel the children “retained so much information following the tours” We also know that children love the interaction and that they “ had an amazing time”

The High House comes to life for Halloween and Christmas, our Halloween family evening was fully booked yet again for a night of frights which led to us adding a second night this year! With a witch finder holding trials in the herb garden, a ghost detective in the attic and a barber surgeon giving demonstrations...there was definitely something for every age group.

Light Switch on night sees a very special visitor at the High House. This year children booked ahead to get dedicated time with Santa. The Elves helped the children write a letter to Santa in their workshop (Santa replied to them all) Santa knew everything about every child of course. It was a magical day with lots of happy memories made and more than a few tearful parents too.





Christmas through the ages was over an entire weekend this year following customer feedback, visitors could see how Christmas looked in every era from the Tudors to the Edwardian times. We had Tudor cookery on display and children could try making a traditional Pomander. The Georgian rooms resident had historic games to play as well as a Christmas Georgian banquet. All this while music flooded through the house from our Victorian Room pianist. Over 300 people joined us learning about where are traditions came from.

### **Izaak Walton's Cottage**

Grant funding has allowed us to really open the cottage up to those people for whom it is not accessible. Both the manager and assistant manager have completed comprehensive training in accessibility and neurodiversity over the last year. In addition to conducting feedback surveys from both visitors and invited focus groups.

This led to two distinct projects, one to bring the exhibition interpretation up to date and make it relevant to the majority of the visitors to the cottage. We chose to focus on the upstairs exhibition space and created a bright open area that can house changing exhibitions of relevant and engaging content. The first exhibition tells the story of Izaak's incredibly brave mission with the lesser George.



The second project was to ensure that everyone can access the information we want to share, regardless of physical or mental impairments. By capitalising on the space and peace of the grounds we created an accessible story about Izaak that can be viewed anywhere in the house or grounds using our new tablet with pre-loaded high-quality films recorded here at the Cottage. With BSL / Audio descriptions / subtitles / large print options we are proud to be able to offer a service to the high number of the population who are not just physically impaired but have a neurodivergent characteristic.

In addition, we held workshops for the first time that focused on natural ingredients, recycling and wellbeing.

To finish off our projects we have re-laid the paths with 28 tonnes of buff gravel to revitalise the grounds. Creating a rose border and a “Mini Meadow” for children to meander through and explore the bug hotels.



Izaak Walton's Cottage



### **III Active Communities and Events**

#### **Active Communities**

Having secured funding from Staffordshire County Council and the Department for Education to deliver the Holiday Activities and Food project at Doxey School fun activities and a hot meal were enjoyed by primary aged school children during the Easter and Summer holidays. With 565 participants in the summer, in addition SPACE funding from the Staffordshire Commissioner's Office saw over 320 young people engage with activities at Rowley Park and Westbridge Park in Stone.



**Children's Holiday Activities**

## Events

The annual events programme saw the return of the summer events including Party in the Park, family fun day at Rowley Park and the live music event Stafford Castle's Summer Sunday that followed the Shakespeare production.

The Stafford 10K returned in September 2022 after a break during the pandemic with nearly 1700 registrations and over 1400 runners on the race day. Despite making cost savings on the race infrastructure where possible the event failed to breakeven; a review followed this and a new format is being planned for September 2023.

The Christmas Lights Switch on Show took place in Stafford town centre attracting an estimated 11,000 people who were entertained by performances on the main stage including the Cinderella Panto cast, as well as enjoying all the festive side-stalls and fairground rides.

The traditional Pancake Race took place in February at Victoria Park moving from the Market Square during the groundworks and improvements.

The final event for 2022-23 the Stafford Half Marathon and Fun Run took place in March attracting nearly 2200 registrations and 1750 runners on race day. The Race Village moved to Victoria Park and positive feedback was received on the great atmosphere created in this space.

Some comments from Stafford Half Marathon 2023 participants:

'It was a fantastic day - the weather, route management, baggage check-in, facilities in the park...

Even the altered route I think worked well, mixing runners and spectators through the park and creating a good atmosphere. It was my first half, but I shall certainly return.'

'The support on the course at Stafford is always really good. I did think even though the start and finish move were forced by the work in the town. It was a better setup than previous years and many runners after the event have also mentioned the same. The runner's village in the park was a brilliant ending. The fact towards the end of the race you ran past the crowd to loop back and finish, certainly gives you a boost to keep going and push to the finish line.'

'And can I say what a brilliantly organised event, the staff were amazing and everything was so fantastic to see.'

'I came all the way from North Wales especially for the race. I'd never been to Stafford before (only the service station) but I have to say it's beautiful. Such a warm welcome too. I'll definitely be back and for longer.'

### Party in the Park



### Stafford Castle's Summer Sunday





### Queen's Baton Relay



**Stafford 10k**



**Christmas Light Switch on**



## Stafford Half Marathon



DRAFT

## IV Organisational Chart

DRAFT

## Agenda Item 4(e)(i)

<b>Committee:</b>	Cabinet
<b>Date of Meeting:</b>	3 August 2023
<b>Report of:</b>	Councillor R P Cooke, Resources Portfolio
<b>Contact Officer:</b>	Rob Wolfe
<b>Telephone Number:</b>	01543 464 397
<b>Ward Interest:</b>	Nil
<b>Report Track:</b>	Cabinet 03/08/2023 (Only)
<b>Key Decision:</b>	No

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## Revenues and Benefits Collection Report - Quarter 1

### 1 Purpose of Report

- 1.1 To inform Cabinet of the performance of the Revenues and Benefits Service as regards:
  - collection of Council Tax during the first quarter of the 2023/2024 financial year.
  - collection of Business Rates during the first quarter of the 2023/2024 financial year.
- 1.2 To seek approval to the write off of the arrears listed in the **CONFIDENTIAL APPENDICES**.

### 2 Proposal of Cabinet Member

- 2.1 That the information regarding collections be noted;
- 2.2 That the arrears listed in the **CONFIDENTIAL APPENDICES** be written off.

### 3 Key Issues and Reasons for Recommendations

- 3.1 Efficient collection of the Council's revenues is of major importance to the funding of Council services and those provided by our preceptors.

- 3.2 Council Tax due for the year amounts to £99.2M, of which some **28.8%** was collected by the end of June, which is slightly higher than the 28.4% collected in the same period last year.
- 3.3 Business Rates due for the current year amounted to £50M of which some **28.9%** was collected by the end of the June. This compares to 24.8% collected in the same period last year.
- 3.4 Whilst our collection rates are traditionally good, regrettably not all of the monies owed to the Council can be collected and this report contains a recommendation to write off bad debts which cannot be recovered.

## **4 Relationship to Corporate Priorities**

- 4.1 Not Applicable

## **5 Report Detail**

### **5.1 Council Tax**

- 5.1.1 Council Tax is collected on behalf of the District Council, Parish Councils and our Major Preceptors (Staffordshire County Council and Commissioner for Police, Crime, Fire and Rescue). The effect of the Collection fund arrangements means that Stafford Borough Council retains around 10% of the council tax collected.
- 5.1.2 Council Tax due for the current year amounted to £99.2M and we have collected 28.8% of this within the first quarter of the year.
- 5.1.3 From 2020 to 2023 the collection of Council Tax has been affected by issues relating to the Covid-19 pandemic and cost of living increases, both in terms of our Council tax payers' ability to pay and the Revenues Teams' ability to take action, whilst engaged in other duties to support affected residents. It is expected that collections will start to improve from the current financial year onwards and so the good start to the year is encouraging. The distractions of alternative workloads due to Covid-19 and the Energy Rebate payments are believed to have now ended and 2023-24 is expected to be a more traditional year in terms of our ability to recover unpaid bills. It is of course noted that residents continue to face increased costs of living which will impact their ability to pay Council Tax.
- 5.1.4 In accordance with the Council's approved policies, all reasonable and lawful attempts are made to recover all amounts due. In the first instance this involves the issue of bills, reminders and final notices, followed by Summonses in the Magistrates Court where the warning notices are not effective. At all stages of this process, debtors are encouraged to engage in voluntary arrangements to repay their arrears, to prevent the need for formal action.

Where necessary and when Liability Orders are granted by Magistrates, the Council uses its powers to make deductions from earnings and benefits of debtors, where it can, and instructs Enforcement Agents where such deductions are not possible or appropriate.

In the most severe cases and for debts exceeding £5,000, the Council will consider personal bankruptcy action against individuals.

- 5.1.5 The recovery powers available to the Council are considerable but not completely infallible. There are occasions when bills are not paid and the debts cannot be recovered.
- 5.1.6 Statutory safeguards such as Debt Relief Orders, Individual's Voluntary Arrangements exist to protect debtors suffering hardship, to attempt to the expensive, stressful and sometimes ineffective process of personal bankruptcy. Where a debt is included in such an instrument, or when a debtor is bankrupt, our ordinary recovery powers cannot be used.
- 5.1.7 For any of our powers to be effective we need to know the whereabouts of a debtor, and this is not always the case. Where debtors abscond, we will use all reasonable endeavours to trace them and are often successful in doing so. Unfortunately, on occasions this is not so and we must submit a debt for write off.

Our trace procedures include:

- Checking our internal Council systems and following any information which may help us to trace the debtor.
- Use of Transunion credit reference agency data.
- Trace and collect facilities offered by our Enforcement Agencies
- Visits to the last known address by the Council's Property Inspector and use of external tracing agents.

Unfortunately, legislation does not currently permit access to DWP or HMRC records to trace Council Tax debtors or their employers, though a Cabinet Office project is currently reviewing this.

Data protection legislation allows us to receive information as to a debtor's whereabouts, but we cannot disclose information to other creditors. Reciprocal arrangements with utility companies and similar are not therefore workable.

- 5.1.8 4 Irrecoverable council tax debt in the sum of £13,097.21 are listed in the **CONFIDENTIAL APPENDIX** to this report. The Council Tax write offs all relate to customers who have adopted legal poverty avoidance remedies to alleviate their debts. These measures prevent action from being taken to recover the amounts listed.

## 5.2 Business Rates

- 5.2.1 Business Rates due for the current year amounts to £50M of which some **28.9%** was collected by the end of June. This compares to 24.8% collected in the same period last year and so would appear to reflect some upturn in the economy following the pandemic, but also reflects high levels of government rate relief that are in payment in the current year, particularly to the Retail, Leisure and Hospitality sectors who receive a 75% rate reduction.
- 5.2.2 The recovery powers available to us are again contained in the Council's approved policies and are used in full. Those powers and our procedures are similar to the council tax powers described above, with the exception that deductions from individuals' benefits and earnings are not permissible, even if the debtor is an individual.
- 5.2.3 Where rates are owed by an individual, similar safeguards exist for the debtors and trace facilities are used by the Council for absconding debtors, as described above.
- 5.2.4 Additionally, in the case of business rates, as has been reported to Cabinet previously, our collection efforts are sometimes frustrated by weaknesses in legislation. Rates are due from the occupiers rather than the owners of property and where the occupier is a company, we can only recover from that company. Some proprietors will strip a company of its assets, or dissolve the company before we have had an opportunity to implement our recovery procedures. A new company is then formed in a similar style, to trade from the same premises.

Central Government has previously undertaken to review the loopholes that exist in rating and company legislation, though no changes have yet been received. Officers continue to actively monitor these issues.

- 5.2.5 2 irrecoverable business rate debts in the sum of £10,741.02 are listed in the **CONFIDENTIAL APPENDIX** to this report.

## 5.3 Housing Benefit Overpayments

- 5.3.1 The Council manages the Housing Benefit scheme on behalf of the Department for Work and Pensions, who fund the cost of benefits paid to claimants.
- 5.3.2 From time to time a claimant will receive too much Housing Benefit, this is called an overpayment. Overpayments can occur for the following reasons:
- **Claimant Error** - where wrong information is provided by the claimant or more commonly a claimant does not tell us about a change of circumstances in a timely manner. DWP will fund 40% of these overpayments by way of subsidy. This means that we need to recover at least 60% of the amounts raised to avoid a financial impact for the Council.

- **Fraud** - where a claimant deliberately misleads the Council by providing false information or withholding relevant information. Again DWP will fund 40% of these overpayments.
- **DWP Error**. When an overpayment is caused by DWP error, DWP will pay for it in full and we need to write off the overpayment, rather than attempt recovery.
- **Local Authority Error or Delay** - where the council makes a mistake in assessing the claim. Also, and more commonly, the time from our being notified of a change, to that change being actioned is categorised as LA Error. These errors are recoverable from the claimant, provided that it would not have been reasonable for the claimant to know that he/she was being overpaid at the time the overpayment occurred. There is a duty placed upon benefit claimants to check the calculation of their benefits and let us know that we are using accurate information about them. When the error is of a particularly technical nature, or the claimant lacks the capacity to recognise the Council's error, we should not recover it. A decision to recover such an overpayment can be challenged via Social Security Tribunal. The DWP funding of LA Error overpayments depends on the level of errors that we make in the year.
  - Where the annual error rate is less than 0.48% of Housing Benefit expenditure, we receive 100% DWP funding.
  - Where the annual error rate is more than 0.48% but less than 0.54% of Housing Benefit expenditure, we receive 40% DWP funding.
  - Where the annual error rate is more than 0.54% of Housing Benefit expenditure, we receive 100% DWP funding.

Our error rates have been less than 0.48% for a number of years and have attracted full subsidy.

5.3.3 Recovery of overpaid Housing Benefit continues to progress well, with some £108,442 being collected in the first quarter of the financial year, compared to the £67,561 of new overpayments that were raised.

5.3.4 There are no irrecoverable Benefit Overpayment debts included in the **CONFIDENTIAL APPENDIX** to this report.

## **6 Implications**

### **6.1 Financial**

Council Tax write offs are losses to the Collection Fund and, as such, form part of the cost of collection incurred by this Council. The Council Tax write offs on this report total £13,097.21. This represents 0.013% of the outstanding collectable debit for the current year.

The amounts being recommended are well below the value of the bad debt provision, which the Council includes within its accounts in expectation that some amounts owed will not be paid and cannot be recovered.

The cost of collecting the debts has been considered as part of the decision to put them forward for write off. If further information does come forward about the whereabouts of any of the individual debtors the Council will pursue recovery action.

Cabinet are asked to write off the debts as they are considered to be irrecoverable for the reasons given in the appendices. The debts remain legally due to the Council and should the circumstances causing the write off in any particular case, subsequently change, recovery action may be recommended.

### **6.2 Legal**

Cabinet are asked to write off the debts as they are considered to be irrecoverable for the reasons given in the appendices. The debts remain legally due to the Council and should the circumstances causing the write off in any particular case, subsequently change, recovery action may be recommended.

### **6.3 Human Resources**

None

### **6.4 Human Rights Act**

None

### **6.5 Data Protection**

The appendices to this report contain personal information and are therefore not published.

### **6.6 Risk Management**

The risk issues contained in this report are not strategic and therefore should not be included in the Strategic Risk Register.

## **6.7 Community Impact Assessment Recommendations**

The Borough Council considers the effect of its actions on all sections of our community and has addressed all of the following Equality Strands in the production of this report, as appropriate:-

Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

### **Impact on Public Sector Equality Duty:**

Nil

### **Wider Community Impact:**

Nil

## **7 Previous Consideration**

Nil

## **8 Background Papers**

None