



Civic Centre, Riverside, Stafford
Contact Andrew Bailey
Direct Dial 01785 619212
Email abailey@staffordbc.gov.uk

Dear Members

Economic Development and Planning Scrutiny Committee

A meeting of the Economic Development and Planning Scrutiny Committee will be held in the **Craddock Room, Civic Suite, Civic Centre, Riverside, Stafford on Tuesday 13 November 2018 at 6.30pm** 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.

A.R. Well

Head of Law and Administration

**ECONOMIC DEVELOPMENT AND PLANNING SCRUTINY COMMITTEE -
13 NOVEMBER 2018**

Chairman Councillor R P Cooke

A G E N D A

- | | | | | |
|---|---|----|---|-----------------|
| 1 | Minutes of 18 October 2018 as published in Digest No 248 on Friday 2 November 2018. | | | |
| 2 | Apologies | | | |
| 3 | Public Question Time - Nil | | | |
| 4 | Councillor Session - Nil | | | |
| 5 | Members' Item - Nil | | | |
| 6 | Called In Items | | | |
| 7 | Officers' Reports | | | Page Nos |
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| | HEAD OF DEVELOPMENT | | | |
| | ITEM NO 7(b) Stafford Town Centre | 8 | - | 11 |
| | HEAD OF DEVELOPMENT | | | |
| | ITEM NO 7(c) Fees and Charges Review 2019 | 12 | - | 31 |
| | HEAD OF DEVELOPMENT | | | |
| | ITEM NO 7(d) Performance Report | 32 | - | 43 |
| | CORPORATE BUSINESS AND PARTNERSHIP MANAGER / HEAD OF FINANCE | | | |
| | ITEM NO 7(e) Work Programme - Economic Development and Planning Scrutiny Committee | 44 | - | 46 |
| | HEAD OF LAW AND ADMINISTRATION | | | |

Membership

Chairman Councillor R P Cooke

L B Bakker-Collier

C A Baron

J A Barron

R P Cooke

B M Cross

M E Jennings

W J Kemp

J K Price

R M Sutherland

C V Trowbridge

Cabinet Members:-

Councillor F Beatty - Economic Development and Planning

Councillor J M Pert - Community

ITEM NO 7(a)**ITEM NO 7(a)**

| | |
|-------------------------|--|
| Report of: | Head of Development |
| Contact Officer: | Robert Gatensbury |
| Telephone No: | 01785 619748 |
| Ward Interest: | Nil |
| Report Track: | Economic Development and Planning - 13/11/18 (Only) |

Economic Development and Planning Scrutiny Committee**13 November 2018****Economic Growth Strategy and the Visitor Economy****1 Purpose of Report**

- 1.1 To advise Members of the proposals to deliver an Economic Growth Strategy which will provide a long term focus for growth and business sector support. One of those sectors is the visitor economy and the report provides information on the significance of this sector to the local economy.

2 Recommendation

- 2.1 That the content of this report be noted.

3 Key Issues and Reasons for Recommendation

- 3.1 The Borough Council is preparing an Economic Growth Strategy to guide the priorities for long term growth of the Borough's economy. This will focus on our key business and skills strengths as well as picking up on opportunities such as the investment by HS2.
- 3.2 The Strategy in turn will guide a number of dependent areas of work including the visitor economy strategy which will seek to support an important business sector which accounts for nearly 6% of employment in the Borough and generates £200million spend each year.

4 Relationship to Corporate Priorities

- 4.1 The proposal supports Objective 1 in terms of delivering sustainable economic growth to provide income and jobs by guiding the long term growth of the Borough's economy.

5 Report Detail

- 5.1 The Borough is growing, with £2 billion of current or planned investment, over 1,000 jobs and around 1,000 houses being created each year, and blue chip companies such as General Electric and Jaguar Land Rover located on modern business parks. In addition, £83 million investment has been made in Meaford Business Park.
- 5.2 To guide growth into the long term, the Council is preparing an Economic Growth Strategy which will sit alongside and complement the Corporate Business Plan and the production of the new Local Plan,
- 5.3 The strategy will set out a long term vision for sustainable economic and housing growth which will provide income and high quality jobs and continue to build and reinforce a prosperous and attractive borough with strong communities. It will draw upon key strengths including the skills of our residents, the availability of sites and investment to grow our economy in a new and exciting way which rises to the challenges and opportunities of new technologies and innovation and builds upon the local transformational investment of HS2.
- 5.4 Based on our strengths and opportunities, the strategy will focus on key themes to build the economy including:-
- A Digital Borough - develop the Borough as the place to start and grow digital businesses
 - Advanced manufacturing - supporting the sectors of tomorrow and their supply chains which are being promoted in the Government's Industrial Strategy including advanced manufacturing and AI
 - Supporting our businesses to export and selling Stafford on a global stage
 - Working with universities to support research and development to grow innovation in our business community
 - Provide well connected new employment sites which are future proof for evolving business sectors to maximise inward investment
 - Supporting growth of our rural economy - particularly in terms of bringing in innovation and new technologies (or "agri tech").
 - Refocus our town centres with a broader range of uses and to serve as community focal points
 - Ensure we have the best physical, highway, digital, social and green infrastructure to support economic growth
 - Making the most of HS2- maximising the opportunities for sustainable economic and housing growth in the Station Gateway and proposed Garden settlement
 - Encouraging skilled young people and graduates to stay in the Borough

5.5 The strategy will act as an umbrella document with a number of dependent areas of work being developed in more detail including:-

- Parts of the evidence base for the new Local Plan including an Economic and Housing Development Needs Assessment and Town Centre Retail Capacity Assessment
- A Strategic Development Framework for Stafford Town Centre including a Parking Strategy
- A visitor economy strategy

5.6 In terms of the latter point, the visitor economy is a valuable business sector accounting for nearly 6% of employment in the Borough with an annual spend across the Borough of over £200 million. The Borough is home to a number of attractions including the Trentham Estate and Monkey Forest, part of Cannock Chase, canals, heritage attractions such as Stafford Castle, the Ancient High House, Izaak Walton’s Cottage and Shugborough, conferencing facilities including Sandon Hall, the County Showground and Yarnfield and numerous events.

5.7 A summary of the latest headline data (from 2016) on this sector is provided below:-

- Total number of Staying Trips 226,500 – up 0.4% on 2015
- Total number of Day Trips 3,269,000 – up 2% on 2015
- Total Tourism Value £217,923,000 – up 1.2% on 2015
- Full time equivalent jobs 2841
- Total actual tourism related employment 3864 – up 1.1% on 2015
- % of all employment is 5.9%

5.8 Through a visitor economy strategy, the Council is keen to support and grow the sector – picking up on key growth opportunities such as developing the business tourism sector (including conferencing), encouraging more overnight stays and highlighting the role the Borough can play as a central point for attractions in the County and wider region, and to develop good quality, experiential short breaks.

5.9 It is intended that the draft Economic Growth Strategy will be circulated for consultation during December 2018/January 2019, with the final document being reported to Cabinet in March 2019.

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| 6 | Implications |
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| 6.1 | Financial | The value to the Borough of the visitor economy at present is £217,923,000. If current growth of 1.2% is repeated in the current year then this would see an increase of £2.6 million. |
| | Legal | Nil |
| | Human Resources | Nil |

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|-------------------------|-----|
| Human Rights Act | Nil |
| Data Protection | Nil |
| Risk Management | Nil |

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| 6.2 Community Impact Assessment Recommendations | <p>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:-</p> <p>Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.</p> |
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Previous Consideration - Nil

Background Papers – File available in Economic Development

ITEM NO 7(b)**ITEM NO 7(b)**

| | |
|-------------------------|---|
| Report of: | Head of Development |
| Contact Officer: | Robert Gatensbury |
| Telephone No: | 01785 619748 |
| Ward Interest: | Nil |
| Report Track: | Economic Development and Planning Scrutiny - 13/11/18 (Only) |

Economic Development and Planning Scrutiny Committee**13 November 2018****Stafford Town Centre****1 Purpose of Report**

- 1.1 To advise Members of the proposals bringing forward inward investment and growth to the Eastgate area, Station Gateway and northern area of Stafford Town Centre

2 Recommendation

- 2.1 That the content of this report be noted.

3 Key Issues and Reasons for Recommendation

- 3.1 The report sets out the progress being made to bring forward investment and regeneration of the northern town centre, Eastgate and Station Gateway areas. This represents a further phase of development and follows a period of major investment in the town centre on the back of the Riverside retail development and other schemes.
- 3.2 It is proposed that the above opportunity areas will be considered alongside broader town centre issues in a town centre Strategic Development Framework.

4 Relationship to Corporate Priorities

- 4.1 The proposals for the Eastgate, Station Gateway and northern town centre deliver Corporate Objective 1 by helping to bring forward transformative change which will lead to employment opportunities and economic and housing growth in the Town Centre. It supports the vibrancy of the town

centre and complements HS2 investment, and the transformation of the Station Gateway and Eastgate areas.

5 Report Detail

5.1 Stafford Town Centre has experienced a period of growth and transformation on the back of a range of investments including:-

- Staffordshire Place
- Upgraded rail station and multi storey car park
- New Stafford College Campus and technology centre, and
- the £100 million investment made in the Riverside and Kingsmead retail areas and the new Waterfront car park
- HLF funded restoration of Victoria Park

5.2 The Riverside development was the first major retail investment in the town centre since the opening of the Guildhall Shopping Centre in 1989 and came at a time when many other retail schemes in neighbouring districts have faced delays.

5.3 The Riverside development has introduced new retail brands to the town including Primark, H&M and Nando's and allowed the threefold expansion of Marks and Spencer's. This investment will be joined in November 2018 with the opening of an Odeon Luxe cinema (1 of only 10 cinemas in the UK using this more exclusive brand) and the first purpose built Luxe cinema in the Country.

5.4 There is an accepted view that the national retail landscape is clearly changing. Internet shopping, Brexit and other factors are all influencing the traditional retail focus of town centres and 2018 has seen an unprecedented decline and downsizing of many familiar brands. This view was highlighted in the Second Grimsey Report (2018) which identifies the need to accept that there is already too much retail space in the UK and that bricks and mortar retailing can no longer be the anchor for thriving high streets and town centres. They need to be repopulated and re-fashioned as community hubs, including housing, health and leisure, entertainment, education, arts, business/office space and some shops.

5.5 The opportunity to guide the longer term regeneration within Stafford Town Centre for a broader range of uses and opportunities has been identified through three areas of focus in the Eastgate area, the northern town centre and the Station Gateway.

Northern Town Centre

5.6 A number of properties in the area have changed ownership in the last year, including the Hunters Row (Gaolgate Place shopping centre), former Marks and Spencer's unit, and former Burton's/Dorothy Perkins unit. The Council's Economic Development Officer (Town Centres) has been working with the

above property owners as well as the Guildhall Shopping Centre and former Co-op Department Store to provide appropriate business support and advice.

- 5.7 In partnership with the Borough Council the County Council has appointed consultants GVA to undertake an outline business case which will provide specific advice on the risks, opportunities delivery models, and returns for potential public investment in vacant properties. The recommendations from this work will be reported to Cabinet in February 2019.

Eastgate

- 5.8 The Eastgate area contains properties which are primarily in public sector ownership including the former Magistrates Court (Homes England) and the Wedgwood building (Staffordshire County Council), some of which are vacant.
- 5.9 A spatial masterplan has been commissioned from Arcadis consultants. This work is providing a framework for development in terms of the type and mix of uses, quantum of development, integration with surrounding uses in order to deliver a viable, costed and phased development proposal. The recommendations from this work will be reported to Cabinet in February 2019.

Station Gateway

- 5.10 The Station Gateway is a 28 hectare regeneration proposal to the west of Stafford Station in an area which will be opened up with the Stafford Western Access Road. The central area of the Gateway is currently being developed for housing by St Modwen and the northern section (formerly owned by St Gobain) has been acquired by the County Council in order to progress the Stafford Western Access Route and to bring forward new residential and commercial development.
- 5.11 The long term aspiration for the area was set out in a Masterplan produced in 2017 which identified a mix of residential, commercial, hotel and car parking uses along with a high quality public realm and potential new western access into the rail station. The proposal could accommodate up to 800 housing units and 750,000 sq. ft. of offices. A next step in bringing forward this vision is the production of Commercial Land and Strategy advice for the southern "Station Plaza" area which is being undertaken by Cushman and Wakefield. This work will be reported to Cabinet in February 2019.
- 5.12 The above indicates significant levels of investment, so it will be important to guide this in a coordinated way alongside wider town centre considerations including parking, traffic flow, businesses engagement through the Town Centre Partnership, the role of heritage and design and further opportunities to improve the public realm. It is proposed that these issues will be included in a Stafford Town Centre Strategic Development Framework which would be reported to Cabinet in March 2019.

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| 6 Implications |
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|-----|-------------------------|-----|
| 6.1 | Financial | Nil |
| | Legal | Nil |
| | Human Resources | Nil |
| | Human Rights Act | Nil |
| | Data Protection | Nil |
| | Risk Management | Nil |

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|-----|--|---|
| 6.2 | Community Impact Assessment Recommendations | <p>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:-</p> <p>Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.</p> |
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| Previous Consideration - Nil |
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| Background Papers - File available in Economic Development |
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ITEM NO 7(c)**ITEM NO 7(c)**

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|-------------------------|--|
| Report of: | Head of Finance |
| Contact Officer: | Emma Fullagar |
| Telephone No: | 01543 464720 |
| Ward Interest: | Nil |
| Report Track: | Econ Dev & Plg 13/11/18 Cabinet 1/11/18 Comm Wellbeing 6/11/18 Resources 8/11/18 Council 20/11/18 |

ECONOMIC DEVELOPMENT AND PLANNING SCRUTINY COMMITTEE
13 NOVEMBER 2018
Fees and Charges Review 2019

The following report was considered by Cabinet at its meeting held on 1 November 2018 and is submitted to this Committee for consultation.

1 Purpose of Report

- 1.1 The purpose of this report is to propose to the Council the Fees and Charges for 2019.

2 Recommendation

- 2.1 The Committee considers and notes the following decision of the Cabinet and records any comments they wish to make.

Decision of the Cabinet

That the proposed Fees and Charges for 2019 be recommended to Council for approval.

3 Key Issues

- 3.1 The report sets out the proposed changes to Fees and Charges for 2019.

4 Relationship to Corporate Priorities

- 4.1 This report supports all of the Council's Corporate Priorities.

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| 5 Background |
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- 5.1 The proposed increases to Fees and Charges to take effect from 1 January 2019 are contained within the **SEPARATE BOOKLET** as circulated with this agenda.
- 5.2 The guidance that has been given is that inflation is currently running at 3%. However the increases should be with regard to what the market can bear and set prices accordingly.

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| 6 Implications |
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| 6.1 | Financial | As set out in the report |
| | Legal | As set out in the report |
| | Human Resources | As set out in the report |
| | Human Rights Act | As set out in the report |
| | Data Protection | As set out in the report |
| | Risk Management | <p>The risk issues contained in this report are not strategic and therefore should not be included in the Strategic Risk Register.</p> <p>The level of income generated by the Council from fees and charges is a key risk as a number of the Council's main income streams are sensitive to adverse economic conditions and can vary significantly as a result.</p> |
| 6.2 | Community Impact Assessment Recommendations | <p>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:-</p> <p>Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.</p> |

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| Previous Consideration - Cabinet - 1 November 2018 - Minute No CAB30/18 |
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Stafford
BOROUGH COUNCIL

FEES AND CHARGES
2019

ECONOMIC DEVELOPMENT
AND PLANNING SCRUTINY
COMMITTEE
13/11/2018

Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>ADMINISTRATION CHARGES</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|---|------------------|---------|----------|--------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| * <u>Administration Fee on Rechargeable Works</u> | 17.50% | | | 17.50% | | |
| Minimum fee £25.00 | charge on | NB or S | 01/09/83 | charge on | - | |
| Maximum fee £150.00 | all costs | | | all costs | | |
| <u>PLANNING</u> | | | | | | |
| <u>Copying Miscellaneous Documents</u> | | | | | | |
| Large Copying Operations | * | ZR | | * | - | * Assessed on time & material basis. |
| A4 Copies | | | | | | |
| Per sheet up to 10 copies | 1.00 | S | 01/01/18 | DELETE | - | Charges to be deleted are because they are now charged as described below. |
| Per sheet thereafter | 0.10 | S | 01/04/08 | DELETE | - | |
| <u>Sale of Planning Documents</u> | * | NB | | * | - | * These documents will be charged at a level that will at least cover the cost of production plus any administration expenses and postage & packing where appropriate. |
| On Disc - up to 200 pages | 24.75 | NB | 01/01/18 | DELETE | - | |
| Up to and including each additional 200 pages | 12.25 | NB | 01/01/18 | DELETE | - | |
| <u>Development Control Policy Documents</u> | * | NB | | * | - | |
| * Payment by invoice in arrear | | | | | | |

VAT S = standard rated - charges shown are inclusive of VAT
 ZR = zero rated - no VAT to be applied

Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>PLANNING continued...</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|--|-------|-----|----------|--------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>Planning Printing Charges</u> | | | | | | |
| Black and White Copies | | | | | | |
| A4 per sheet up to 10 copies | 1.00 | S | 01/01/16 | 1.05 | 5.0 | |
| per sheet thereafter | 0.10 | S | 01/04/08 | 0.10 | - | |
| A3 | 1.55 | S | 01/01/18 | 1.60 | 3.2 | |
| A2 | 2.10 | S | 01/01/18 | 2.20 | 4.8 | |
| A1 | 2.30 | S | 01/01/17 | 2.40 | 4.3 | |
| A0 | 2.60 | S | 01/01/17 | 2.70 | 3.8 | |
| Colour Copies | | | | | | |
| A4 per sheet up to 10 copies | 1.40 | S | 01/01/18 | 1.45 | 3.6 | |
| per sheet thereafter | 0.25 | S | 01/01/17 | 0.25 | - | |
| A3 | 1.65 | S | 01/01/18 | 1.70 | 3.0 | |
| A2 | 2.55 | S | 01/01/17 | 2.60 | 2.0 | |
| A1 | 2.85 | S | 01/01/18 | 2.95 | 3.5 | |
| A0 | 3.40 | S | 01/01/18 | 3.50 | 2.9 | |
| <u>Advice on existing BC & DC developments</u> | | | | | | |
| per half hour | 24.75 | NB | 01/01/18 | 25.50 | 3.0 | |
| minimum charge | 24.75 | NB | 01/01/18 | 25.50 | 3.0 | |
| <u>Administration Fee for Closing and Refunding</u> | 22.25 | NB | 01/01/18 | DELETE | - | <i>We no longer charge for this.</i> |
| <u>Invalid Applications</u> | | | | | | |

VAT S = standard rated - charges shown are inclusive of VAT
 ZR = zero rated - no VAT to be applied

Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>PLANNING continued...</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|---|-----------|-----|----------|--------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>Additional Fee for Complex Enquiries and to Cover Site Visits</u> | | | | | | |
| per half hour | 24.75 | NB | 01/01/18 | 25.50 | 3.0 | |
| minimum charge | 49.50 | NB | 01/01/18 | 51.00 | 3.0 | |
| <u>Pre 1974 Planning Information</u> | 49.50 | NB | 01/01/18 | * | - | * as per planning printing charges |
| <u>Decision Notice or Appeal Decision Completion Certificate</u> | | | | | | |
| Available via Public Access & Comino interactive | no charge | - | | no charge | - | |
| SBC to supply | * | S | 01/01/18 | * | - | * as per planning printing charges |
| <u>Section 106 Agreement</u> | | | | | | |
| Available via Public Access & Comino interactive | no charge | - | | no charge | - | |
| SBC to supply | * | S | 01/01/18 | * | - | * as per planning printing charges |
| <u>Tree Preservation Orders</u> | * | S | 01/01/18 | * | - | * as per planning printing charges |
| <u>Other Notices</u> | * | S | 01/01/18 | * | - | * as per planning printing charges |

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Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>PLANNING continued...</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|--|--|-----|----------|--|---------------|---|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>High Hedges Legislation</u> Investigation of Complaint | 500.00 | NB | 01/01/12 | 500.00 | - | <p><i>This charge is set by Council Resolution. For persons in receipt of Council Tax benefit the charge is reduced to £250.00</i></p> |
| <u>Housing Monitor</u> | 18.25 | NB | 01/01/17 | 18.25 | - | |
| <u>Stafford Borough Local Plan</u> +p&p | 51.50 | Z | 01/01/17 | 51.50 | - | |
| <u>The Plan for Stafford Borough</u> +p&p | 28.50 | Z | 01/01/17 | 50.00 | 75.4 | <p><i>Part 2 of the Plan has now been added to the package alongside a complete set of maps in various sizes.</i></p> |
| <u>Planning Application Fees</u> | available at www.staffordbc.gov.uk | NB | | available at www.staffordbc.gov.uk | | <p><i>As laid down in the Town and Country Planning (Fees for Applications, Deemed Applications, Requests and Site Visits) (England) Regulations 2012.</i></p> |
| <u>BUILDING CONTROL</u> | | | | | | |
| <u>Building Regulation Charges</u> Full Plans Submission or Building Notice | available at www.staffordbc.gov.uk | S | | available at www.staffordbc.gov.uk | | <p><i>The charges are as laid down in Stafford Borough Council's Building Control Scheme of Charges and may be subject to further review during the year.</i></p> |

VAT S = standard rated - charges shown are inclusive of VAT
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Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>STREET NAMING AND NUMBERING</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|--|---------------|-----|----------|--------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>New Build or Redevelopment</u> | | | | | | |
| (a) Number and name new properties | | | | | | |
| 2-5 New Developments | 412.00 | NB | 01/01/18 | 425.00 | 3.2 | |
| 6-25 New Developments - per phase | 210.00 | NB | 01/01/18 | 217.00 | 3.3 | |
| plus - per plot | 18.00 | NB | 01/01/18 | 18.50 | 2.8 | |
| 25+ New Developments - per phase | 412.00 | NB | 01/01/18 | 425.00 | 3.2 | |
| plus - per plot | 12.70 | NB | 01/01/18 | 13.00 | 2.4 | |
| (b) Changes to development layout after notification - per plot affected | 33.00 | NB | 01/01/18 | 34.00 | 3.0 | |
| (c) Additional Charge for naming of a street | 210.00 | NB | 01/01/18 | 218.00 | 3.8 | |
| (d) Additional Charge for naming of Commercial buildings | 100.00 | NB | 01/01/18 | 103.00 | 3.0 | |
| (e) Street Name plates if Council erects the sign | 550.00 | NB | 01/01/18 | 570.00 | 3.6 | |
| (f) Separate single residential dwelling on existing street | 200.00 | NB | 01/01/18 | 207.00 | 3.5 | |

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Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>STREET NAMING AND NUMBERING</u> <u>continued...</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|--|--------|-----|----------|--------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>Existing Properties and/or Streets</u> | | | | | | |
| (a) Adding or changing of house or building name | 69.50 | NB | 01/01/18 | 72.00 | 3.6 | |
| (b) Rename of Street where requested by residents | 412.00 | NB | 01/01/18 | 425.00 | 3.2 | |
| plus - per property | 24.50 | NB | 01/01/18 | 25.00 | 2.0 | |
| (c) House or building renumbering (inc sub division into flats) | 275.00 | NB | 01/01/18 | 285.00 | 3.6 | |
| (d) Conversion of single dwelling into multiple addresses | 412.00 | NB | 01/01/18 | 425.00 | 3.2 | |
| (e) Research into Archive - set as a minimum of (where not part of statutory function) | 205.00 | NB | 01/01/18 | 210.00 | 2.4 | |
| (f) Confirmation of postal addresses for solicitors or conveyancers and all consultees - per enquiry | 34.00 | NB | 01/01/18 | 35.00 | 2.9 | |
| (g) Photo copies of any legal documentation relating to street naming and numbering orders | 21.00 | NB | 01/01/18 | * | - | * as per planning printing charges |

VAT S = standard rated - charges shown are inclusive of VAT
 ZR = zero rated - no VAT to be applied

Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>LOCAL LAND CHARGES</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|---|-----------|------|----------|--------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| (a) One Parcel of Land (including official LLC1) | 114.75 | S/NB | 01/04/17 | 97.34 | - 15.2 | <i>An analysis of the fees has been carried out based on a time recording exercise and reference to the last three years worth of search requests. The amounts also remove the differentiation between residual and commercial searches.</i> |
| (b) Each additional parcel | 10.20 | NB | 01/01/15 | 9.03 | - 11.5 | |
| (c) LLC1 | 26.55 | NB | 01/01/15 | 9.03 | - 66.0 | |
| (d) Standard Enquiries Con29R | 88.20 | S | 01/04/17 | 88.31 | 0.1 | |
| (e) Separately Priced Enquiries | | | | | | |
| Highways | 30.00 | NB | 01/04/09 | 88.31 | 194.4 | |
| Planning | 15.00 | NB | 01/01/11 | 42.40 | 182.7 | |
| Building Regulations | 15.00 | NB | 01/01/11 | 42.40 | 182.7 | |
| Environmental | 15.00 | NB | 01/04/09 | 42.40 | 182.7 | |
| (f) Con29 Optional | | | | | | |
| each printed enquiry | 31.86 | S | 01/04/17 | 23.02 | - 27.7 | |
| each additional enquiry | 31.86 | S | 01/04/17 | 23.02 | - 27.7 | |
| (g) Personal Search | no charge | NB | 01/01/10 | no charge | - | |

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Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>PARKING SERVICES - STAFFORD</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|--|-------|-----|----------|--------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>Short Stay Parking</u> | | | | | | |
| Broad Street and Doxey Road | | | | | | |
| Up to 1 hour | 1.00 | S | 01/01/08 | 1.00 | - | |
| Up to 2 hours | 1.60 | S | 01/01/16 | 1.60 | - | |
| Up to 3 hours | 2.50 | S | 01/01/16 | 2.50 | - | |
| Up to 4 hours | 3.00 | S | 01/01/08 | 3.00 | - | |
| <u>Long Stay Parking - All Day</u> | | | | | | |
| Gaol Road and Lammascote Gytratory | | | | | | |
| | 4.20 | S | 01/01/16 | 4.20 | - | |
| <u>Long Stay Parking - Doxey Road</u> | | | | | | |
| 1 day | 4.20 | S | 01/01/16 | 4.20 | - | |
| 2 days | 8.40 | S | 01/01/16 | 8.40 | - | |
| 3 days | 12.60 | S | 01/01/16 | 12.60 | - | |
| 4 days | 16.80 | S | 01/01/16 | 16.80 | - | |
| 5 days | 21.00 | S | 01/01/16 | 21.00 | - | |

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Fees and Charges 2019 - Proposed Charges



| <u>PARKING SERVICES - STAFFORD continued...</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|---|-------|-----|----------|--------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>Variable Stay Parking</u> | | | | | | |
| Castle Hill and Tenterbanks | | | | | | |
| Up to 1 hour | 1.00 | S | 01/01/16 | 1.00 | - | |
| Up to 2 hours | 1.60 | S | 01/01/16 | 1.60 | - | |
| Up to 3 hours | 2.50 | S | 01/01/16 | 2.50 | - | |
| Up to 4 hours | 3.00 | S | 01/01/16 | 3.00 | - | |
| Up to 5 hours | 4.00 | S | 01/01/16 | 4.00 | - | |
| Up to 6 hours | 5.00 | S | 01/01/16 | 5.00 | - | |
| Over 6 hours to 8 hours | 6.00 | S | 01/01/16 | 6.00 | - | |
| 24 hours | 7.00 | S | 01/01/16 | 7.00 | - | |

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Planning and Regeneration Portfolio

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Fees and Charges 2019 - Proposed Charges



| <u>PARKING SERVICES - STAFFORD continued...</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|---|-------|-----|----------|--------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>Variable Stay Parking</u> | | | | | | |
| Waterfront Multi Storey 6.30am to 6.00pm | | | | | | |
| Riverside Undercroft 7.00am to 6.00pm | | | | | | |
| Up to 1 hour | 1.00 | S | 01/01/16 | 1.00 | - | |
| Up to 2 hours | 2.00 | S | 01/01/16 | 2.00 | - | |
| Up to 3 hours | 3.00 | S | 01/01/16 | 3.00 | - | |
| Up to 4 hours | 3.50 | S | 01/01/16 | 3.50 | - | |
| Up to 5 hours | 4.00 | S | 01/01/16 | 4.00 | - | |
| Up to 6 hours | 5.00 | S | 01/01/16 | 5.00 | - | |
| Over 6 hours to 8 hours | 6.00 | S | 01/01/16 | 6.00 | - | |
| Over 8 hours to close | 8.00 | S | 01/01/16 | 8.00 | - | |
| Monday to Saturday 6pm to close | 1.00 | S | 01/01/16 | 1.00 | - | |
| Sunday all day to close | 1.00 | S | 01/01/16 | 1.00 | - | |
| Overnight parking by arrangement (in addition to daily fee due) | 6.00 | S | 01/01/17 | 6.00 | - | |
| Lost/damaged token (in addition to daily fee due) | 14.00 | S | 01/01/16 | 14.00 | - | |
| Out of hours call out (in addition to daily fee due) | 95.00 | S | 01/01/17 | 95.00 | - | |

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Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>PARKING SERVICES - STAFFORD continued...</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|---|-------|-----|----------|--------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>Variable Stay Parking</u> | | | | | | |
| Civic Centre and South Walls 6.30am to 6.00pm | | | | | | |
| Up to 1 hour | 1.00 | S | 01/01/16 | 1.00 | - | |
| Up to 2 hours | 2.00 | S | 01/01/16 | 2.00 | - | |
| Up to 3 hours | 3.00 | S | 01/01/16 | 3.00 | - | |
| Up to 4 hours | 3.50 | S | 01/01/16 | 3.50 | - | |
| Up to 5 hours | 4.00 | S | 01/01/16 | 4.00 | - | |
| Up to 6 hours | 5.00 | S | 01/01/16 | 5.00 | - | |
| Up to 8 hours | 6.00 | S | 01/01/16 | 6.00 | - | |
| Monday to Saturday 6.00pm to 6.30am | 1.00 | S | 01/01/17 | 1.00 | - | |
| Sunday all day 6.30am to 12.00 midnight | 1.00 | S | 01/01/17 | 1.00 | - | |

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Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>PARKING SERVICES - STAFFORD continued...</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|---|----------------|-----|----------|--------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>Season Tickets - Long Stay Parking</u> | | | | | | |
| Lammascote Gyrotory | | | | | | |
| Monthly | 52.00 | S | 01/01/16 | 52.00 | - | |
| 3 Monthly | 140.00 | S | 01/01/16 | 140.00 | - | |
| 6 Monthly | 250.00 | S | 01/01/16 | 250.00 | - | |
| Annually | 430.00 | S | 01/01/16 | 430.00 | - | |
| Gaol Road and Doxey Road | | | | | | |
| Monthly | 44.00 | S | 01/01/15 | 44.00 | - | |
| 3 Monthly | 120.00 | S | 01/01/15 | 120.00 | - | |
| 6 Monthly | 210.00 | S | 01/01/15 | 210.00 | - | |
| Annually | 365.00 | S | 01/01/15 | 365.00 | - | |
| Waterfront Multi-Storey Car Park (Long Stay Section) | | | | | | |
| Annually | 480.00 | S | 01/01/16 | 480.00 | - | |
| Monthly Top Up | 50.00 | S | 01/01/17 | 50.00 | - | |
| Initial Deposit (refundable) for Monthly Top Up Card | 10.00 | S | 01/01/17 | 10.00 | - | |
| <u>Lorry Park-Long Stay Parking</u> | | | | | | |
| HGV (24 hours) | 8.00 | S | 01/01/15 | 8.00 | - | |
| Other vehicles | | | | | | |
| Up to 1 hour | 1.00 | S | 01/01/08 | 1.00 | - | |
| Up to 2 hours | 1.50 | S | 01/01/11 | 1.50 | - | |
| Up to 3 hours | 2.40 | S | 01/01/11 | 2.40 | - | |
| Up to 4 hours | 3.00 | S | 01/01/15 | 3.00 | - | |
| Public Service and other vehicles | by arrangement | S | | by arrangement | | |

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Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>PARKING SERVICES - STONE</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|--|---------------|-----|----------|--------------------|---------------|---|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>Short Stay Parking</u> | | | | | | |
| Crown Street | | | | | | |
| Up to 1 hour | 0.60 | S | 01/01/16 | 0.60 | - | |
| Up to 2 hours | 1.10 | S | 01/01/16 | 1.10 | - | |
| Up to 4 hours | 2.20 | S | 01/01/16 | 2.20 | - | |
| <u>Variable Stay Parking</u> | | | | | | |
| Christchurch Way | | | | | | |
| Up to 1 hour | 0.60 | S | 01/01/16 | 0.60 | - | |
| Up to 2 hours | 1.10 | S | 01/01/16 | 1.10 | - | |
| Up to 4 hours | 2.20 | S | 01/01/16 | 2.20 | - | |
| All Day | 3.00 | S | 01/01/08 | 3.00 | - | |
| <u>Season Tickets - Long Stay Parking</u> | | | | | | |
| Christchurch Way | | | | | | |
| Monthly | 44.00 | S | 01/01/17 | 44.00 | - | <i>The Head of Operations is authorised to negotiate the fee where an application is received which contains a request for multiple season tickets.</i> |
| 3 Monthly | 120.00 | S | 01/01/17 | 120.00 | - | |
| 6 Monthly | 210.00 | S | 01/01/17 | 210.00 | - | |
| Annually | 365.00 | S | 01/01/17 | 365.00 | - | |

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Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>PARKING SERVICES continued...</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> | |
|--|--------|-----|----------|--------------------|---------------|--|--|
| | | | | 01-Jan-19 £ - p | Increase % | | |
| <u>PENALTY FOR CONTRAVENTIONS</u> | | | | | | | |
| <u>Lower Level Charges</u> | | | | | | | |
| Penalty Charge Notice (PCN) | 50.00 | E | 01/04/09 | 50.00 | - | <i>The charges are set as part of a national pricing regime.</i> | |
| Charge - if paid within 14 days | 25.00 | E | 01/04/09 | 25.00 | - | | |
| Charge - if paid within 28 days After notice to owner | 50.00 | E | 01/04/09 | 50.00 | - | | |
| Charge - if paid after 28 days After issue of charge certificate plus £5 administration charge | 75.00 | E | 01/04/09 | 75.00 | - | | |
| <u>Higher Level Charges</u> | | | | | | | |
| Penalty Charge Notice (PCN) | 70.00 | E | 01/04/09 | 70.00 | - | | |
| Charge - if paid within 14 days | 35.00 | E | 01/04/09 | 35.00 | - | | |
| Charge - if paid within 28 days After notice to owner | 70.00 | E | 01/04/09 | 70.00 | - | | |
| Charge - if paid after 28 days After issue of charge certificate plus £5 administration charge | 105.00 | E | 01/04/09 | 105.00 | - | | |

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Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>PARKING SERVICES continued...</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|---|------------------------|-----|----------|------------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>ANCILLARY CHARGES</u> | | | | | | |
| <u>Replacement of lost season ticket</u> | 11.00 | S | 01/04/16 | 11.00 | - | |
| <u>Change of details on season ticket</u> | 11.00 | S | 01/04/16 | 11.00 | - | |
| <u>Dispensation to park (waiver)</u> Per week/per location and multiples thereof | 15.00 | S | 01/01/11 | 15.00 | - | |
| <u>Rent of space on town centre car parks for advertising and/or trading</u> | subject to negotiation | S | 01/04/09 | subject to negotiation | - | |

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Planning and Regeneration Portfolio

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Fees and Charges 2019 - Proposed Charges



| <u>TOWN CENTRE SERVICES</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|---|------------|-----|----------|--------------------|---------------|---|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>MARKET SQUARE, STAFFORD</u> | | | | | | |
| <u>Hire of Display Areas</u> | | | | | | |
| Saturday Charges - Per Day | | | | | | <i>Rate reflects booking for whole square, 1/2 rate and 1/4 rate for commercial and not-for-profit activities apply if 1/2 and 1/4 space is booked.</i> |
| Charities | 16.50 | E | 01/01/18 | 17.00 | 3.0 | |
| Not-for-profit Activities | 195.00 | E | 01/01/18 | 201.00 | 3.1 | |
| Commercial Activities (maximum charge) | 380.00 | E | 01/01/18 | 391.00 | 2.9 | |
| Friday Charges - Per Day | | | | | | |
| Charities | 16.50 | E | 01/01/18 | 17.00 | 3.0 | |
| Not-for-profit Activities | 106.00 | E | 01/01/18 | 109.00 | 2.8 | |
| Commercial Activities | 215.00 | E | 01/01/18 | 221.00 | 2.8 | |
| Sunday to Thursday Charges - Per Day | | | | | | |
| Charities | 16.50 | E | 01/01/18 | 17.00 | 3.0 | |
| Not-for-profit Activities | 97.00 | E | 01/01/18 | 100.00 | 3.1 | |
| Commercial Activities | 195.00 | E | 01/01/18 | 201.00 | 3.1 | |
| Weekly Rates | negotiable | | | negotiable | | |
| Cancellation Charges | | | | | | |
| Within 14 Days of event | 100% | E | 01/04/08 | 100% | - | |
| More than 14 Days before an event - an administration charge will be applied | 40.00 | E | 01/01/18 | 41.00 | 2.5 | |

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Planning and Regeneration Portfolio

Stafford Borough Council

Fees and Charges 2019 - Proposed Charges



| <u>MARKETS</u> | £ - p | VAT | Date Set | PROPOSED CHARGE | | <u>Rationale for Increase/Decrease</u> |
|------------------------------------|--------------------------------|--------|----------|--------------------|---------------|--|
| | | | | 01-Jan-19 £ - p | Increase % | |
| <u>ST. JOHN'S MARKET, STAFFORD</u> | | | | | | |
| <u>Stall Rents</u> | | | | | | |
| Per week - Category | Market Café | 458.50 | E | 01/01/15 | 458.50 | - |
| | AA | 147.50 | E | 01/01/15 | 147.50 | - |
| | A | 129.00 | E | 01/01/14 | 129.00 | - |
| | B | 115.00 | E | 01/01/14 | 115.00 | - |
| | C | 96.50 | E | 01/01/14 | 96.50 | - |
| | D | 83.50 | E | 01/01/14 | 83.50 | - |
| | E | 70.50 | E | 01/01/14 | 70.50 | - |
| Per day - Casual Rate | | 25.50 | E | 01/01/15 | 25.50 | - |
| <u>Storage Charges</u> | | | | | | |
| Per square metre per week | | | | | | |
| (a) | Ground floor at rear of stalls | 2.25 | E | 01/01/14 | 2.25 | - |
| (b) | First floor storage | 1.53 | E | 01/01/14 | 1.53 | - |
| (c) | Refrigerated storage | 2.35 | E | 01/01/14 | 2.35 | - |
| <u>Electricity Supply</u> | | | | | | |
| | | 0.19 | * P or S | 01/01/15 | 0.19 | - |
| Per unit | | | | | | |
| <u>FARMERS MARKET</u> | | | | | | |
| (a) | Rent of one stall | 42.00 | E | 01/01/18 | 43.00 | 2.4 |
| (b) | Each additional table | 5.00 | S | 01/01/17 | 5.00 | - |

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Performance at a Glance

Q2

| No | Indicator | Responsible Officer | Is good high or low? | Q2 Actual | Q2 Target | Q2 Performance | Year end forecast | Year end target | Direction of Travel |
|-------|--|---------------------|----------------------|-----------|-----------|----------------|-------------------|-----------------|---------------------|
| LI 3 | % Section 106 agreements completed prior to determination deadline | Michelle Smith | H | 100.00% | 100.00% | ☹️ | 100.00% | 100.00% | ☹️ |
| LI 8 | % of additional visits to Stafford town centre measured on footfall counters | Robert Gatensbury | H | 16.00% | 10.00% | 😊 | 15.00% | 10.00% | 😊 |
| LI 9 | Stafford Retail premises occupancy rates % | Robert Gatensbury | H | 83.00% | 85.60% | ☹️ | 84.00% | 85.60% | ☹️ |
| LI 10 | Stone Retail premises occupancy rates % | Robert Gatensbury | H | 93.20% | 92.00% | ☹️ | 94.00% | 92.00% | 😊 |
| LI 11 | Number of new businesses located in Stafford | Robert Gatensbury | H | 4 | 2 | 😊 | 10 | 10 | ☹️ |
| LI 13 | Number of new businesses in Stone and rural areas | Robert Gatensbury | H | 3 | 1 | 😊 | 6 | 5 | ☹️ |
| LI 15 | Number of new developments in accordance with the adopted Design Supplementary Planning Document (SPD) | Michelle Smith | H | 2 | 2 | ☹️ | 100% | 100% | ☹️ |

End of year 2017-18 performance reports for LI1 and LI2

| | | | | | | | | | |
|------|--|--------------|---|-----|-----|----|-----|-----|----|
| LI 1 | Number of houses built per year | Alex Yendole | H | 863 | 600 | 😊 | 600 | 600 | ☹️ |
| LI2 | Number of affordable houses built per year | Alex Yendole | H | 219 | 210 | ☹️ | 210 | 210 | 😊 |

Performance direction of travel - Key

Exceptional



On Track











Below what it should be








Narrative Updates

Q2

| Ref | Key Deliverable | RO | End Date | Q2 Performance status | Commentary/Action |
|-------|---|-------------------|-----------------|---|---|
| 1.1.1 | Complete five year land supply statement in order to direct investment in housing June 2018 then annually | Amanda Holland | July 2018 |  | 5 year land supply document in place. |
| 1.1.2 | Complete housing and economic evidence base to inform Local Plan policy by July 2019 | Alex Yendole | July 2019 |  | Consultation on Strategic Housing Land Availability Assessment methodology completed. Processing Call for Sites. Consultants engaged to complete Economic & Housing Development Needs Assessment by Spring 2019, subject to Government consultation on local housing need methodology |
| 1.1.3 | Improve and maintain performance of planning and local economy teams from April 2018 for 3 years | Michelle Smith | October 2018 |  | Performance is published based on a rolling 2 year snapshot. As at 30/09/18 performance is as follows: 85.7% of Major Applications processed on time 91.8% of Non-major Applications processed on time |
| 1.1.4 | Unlock sites for housing development to commence April 2018 for 3 years | Amanda Holland | March 2021 |  | A number of sites are under-review for self-build with further work to undertake. |
| 1.1.5 | Production of a built sports facilities strategy in line with the local plan review | Alex Yendole | March 2021 |  | Inception meeting held in June 2018 & consultants progressing with Sport Facilities and Playing Pitch Strategy study, due for completion by March 2019 |
| 1.2.1 | Develop a new economic growth strategy and action plan | Robert Gatensbury | March 2019 |  | Draft Strategy to be completed November 2018 with consultation during December 2018 and January 2019. |
| 1.2.2 | Delivery of Stafford Station Gateway | Robert Gatensbury | December 2019 |  | Commercial and Land Strategy Advice being prepared by January 2019. Housing development underway on central section of the Gateway. |
| 1.2.3 | Support the development of key projects proposed as part of the HS2 investment | Michelle Smith | Post March 2021 |  | Commercial and Land Strategy advice for the Station Plaza area of the Stafford Gateway is being progressed to inform works required to bring forward programme. |





Narrative Updates

Q2

| Ref | Key Deliverable | RO | End Date | Q2 Performance status | Commentary/Action |
|-------|--|--------------------|---------------|---|--|
| 1.2.4 | Provide support for Stafford Western Access Route from April 2018 for duration of the plan | Robert Gatensbury | March 2021 |  | Compulsory Purchase Order has been confirmed by the Secretary of State for Transport in August 2018. Amey Highways has been appointed as the principal contractor. Preliminary works planned from January 2019 (tree / vegetation clearance, fencing work, some advanced service diversions). Main works planned to start between April-July 2019. |
| 1.3.1 | Develop a Visitor Economy Strategy and Action Plan | Robert Gatensbury | January 2019 |  | This piece of work is part of the overarching Economic Growth Strategy as set out in 1.2.1 |
| 1.3.2 | Support the delivery of annual Ironman event between 2018-2020 | Tara Hollingsworth | June 2018 |  | The project plan for 2019 is currently being produced and a stakeholder inception meeting is being arranged. |
| 1.4.1 | Deliver the Town Centre development programme | Robert Gatensbury | February 2019 |  | Eastgate Masterplan being produced and due for completion in October 2018. Stafford Town Centre Partnership Year 10 launched in September and revised Strategy prepared. Stafford Town Centre Strategic Development Framework being initiated to integrate outputs from the Eastgate Masterplan, the Northern Town Centre Property, Land and Commercial Strategy and the Station Gateway masterplan into a comprehensive framework for the ongoing regeneration of Stafford Town Centre. |
| 1.4.2 | Enhance parking offer in Stafford and Stone | Michelle Smith | April 2019 |  | The Parking Strategy will be drafted for consultation once the Economic Growth Strategy is in place. |






Narrative Updates

Q2

| Ref | Key Deliverable | RO | End Date | Q2 Performance status | Commentary/Action |
|-------|---|-----------------|------------|---|---|
| 1.4.3 | Monitoring provision and management of high profile events run by Freedom Leisure as part of the Leisure and Cultural Partnership project for example the Stafford Half Marathon and the Christmas Lights | Mark Thornewill | March 2021 |  | Events organised this quarter include: Stafford Festival Shakespeare , which recorded 10,500 ticket sales,the highest audience figures since 2006, Stafford Festival Party in Victoria Park - 2400 attendees, Stafford Festival at the Castle - 3500 visitors, Historic Car Show - 3200 visitors and the Stafford 10k 2000 runners with footfall in town up by an estimated 67% compared to a 'normal' Sunday |
| 1.4.4 | Maximise the opportunities of the restored Victoria Park for events in the Town Centre | Mark Thornewill | |  | Reported activity against this business objective will commence when restoration has been completed. |
| 1.4.5 | Promote and maximise the use of Stafford and Stone Town Centres by utilising market demonstration areas and consent streets | Robert Simpson | March 2021 |  | A new initiative called the Stafford Food Festival was held up and down Stafford Town Centre on the 27th and 28th July 2018. Additionally, a pilot project called "Grub Club" was held in Stafford Market Square on Thursday evenings on 9th August, 13th September and 11th October 2018. This has been so successful that it has been extended monthly to September 2019. Additionally, in July the Market Square was transformed into the seaside with fairground rides, a beach and even donkey rides. Planning is currently underway for Christmas events. |
| 1.4.6 | Ensure that Town Centres are clean, tidy and attractive | Phil Bates | March 2021 |  | 366 inspections were carried out in the period with the following results: <ul style="list-style-type: none"> • Streets Cleansing achieving 95% Grade B or better • Grounds Maintenance achieving 90% Grade B or better Survey was carried out by the Customer Contact Centre with residents who called in specifically for Streetscene related issues. Response from 228 residents was 98% positive in the range of 'satisfactory to excellent' regarding the cleanliness of the town centres. |



Narrative Updates

Q2

| Ref | Key Deliverable | RO | End Date | Q2 Performance status | Commentary/Action |
|-------|--|-------------------|---------------|---|---|
| 1.4.7 | Provision of new, accessible and safe taxi ranks | Robert Simpson | March 2021 |  | The new taxi rank in Waterfront Way was opened on time. Discussions are taking place with the taxi trade on further signage and information points. |
| 1.5.1 | Working with the Staffordshire Growth Hub, Make It Stoke on Trent, Staffordshire Investment Agency and Stafford Enterprise to support businesses to grow | Robert Gatensbury | March 2021 |  | 23 businesses have been provided with support with regard to inward investment and expansion, funding inquiries and business support. This has attracted private investment of £13,000 and created 2 full time and 2 part time jobs. 54 inward investment inquiries were received using the online "Tractivity" search facility on the Council website in the quarter |
| 1.6.1 | Embed high quality design into Planning Policy to ensure that Stafford is an attractive place that people want to live in, promoting healthy lifestyles and supporting future investment | Alex Yendole | December 2021 |  | Design Supplementary Planning Document (SPD) adopted and being used in planning application decision-making. High quality design consulted on from July to September 2018 through the New Local Plan: Scoping the Issues Report |
| 1.7.1 | Revise and refresh the Local Plan | Alex Yendole | December 2021 |  | Updated Local Development Scheme published in July 2018. Consultation completed on Scoping the Issues & Settlement Assessment from July to September 2018. On-going evidence based work progressing alongside Neighbourhood Plans. |
| 1.7.2 | Develop and implement new Open Space Strategy | Michelle Smith | November 2021 |  | This project has now been linked with the Green Infrastructure Review which is already underway. It will therefore be progressed for inclusion in the consultation on the Local Plan Issues and Options in September 2019. |

Narrative Updates

Q2

| Ref | Key Deliverable | RO | End Date | Q2 Performance status | Commentary/Action |
|-------|---|-----------------|---------------|---|--|
| 1.8.1 | Deliver agreed programme of development | Michelle Smith | December 2019 |  | The Charnley Road consultation exercise has been completed and the recommended concept plans are being reported to Cabinet on 1 November 2018. A work programme for all three sites (Charnley Road, Westbridge Park and Holmcroft) will be agreed following the Cabinet meeting in November. |
| 1.8.2 | Creation of a new leisure centre at Westbridge Park and formulate plans for the development of a high quality park including play provision | Mark Thornewill | December 2018 |  | Construction of the new leisure centre continues in line with programme. Second phase of consultation for play park provision completed. Masterplan developed |

Performance direction of travel - Key

Exceptional



On Track




Below what it should be



Improvement report

Q2

| No | Measure Detail | RO | Quarterly Target Status | Forecast year end status | Context for current performance | Improvement Actions Taken | Intervention/Review |
|-------|--|-------------------|---|--------------------------|--|---|-------------------------------|
| 1.3.1 | Develop a Visitor Economy Strategy and Action Plan | Robert Gatensbury |  | Complete | Delayed start due to need to secure funding. | Work to be delivered as a key strand of the draft Economic Growth Strategy. | Will be reviewed next quarter |

ECONOMIC DEVELOPMENT AND PLANNING SCRUTINY COMMITTEE

13 NOVEMBER 2018

Performance Information

GENERAL FUND - BUDGET MONITORING TO 30 SEPTEMBER 2018

The Council agreed a Net Spending Budget for 2018/19 of £14.770 million in February 2018 when the Council Tax was set for the year of this figure the net Revenue Budget covered by this committee is £177,000. The profiled budget to the end of September 2018 is £290,000. The monitoring position for the first six months of 2018/19 is illustrated in the following table:

| Portfolio | Original Budget 2018/19 | Approved Budget 2018/19 | Profiled Budget to 30 September | Actual Spend to 30 September | Variance from profiled budget | Forecast Outturn |
|-------------------------|--|--|--|---|--|-----------------------------|
| | £000 | £000 | £000 | £000 | £000 | £000 |
| Planning & Regeneration | 177 | 177 | 290 | 222 | (68) | 107 |

The key issues identified in the September monitoring are set out below:-

There is a favourable variance of approximately £68,000 on this portfolio. This is primarily due to:-

- Staffing variations (£31,000)
- Reduced car allowances (£7,000)

- Supplies and services general underspends (£14,000)
- Additional income Land Charges (£32,000)
- Off street parking reduced penalty charge processing costs (£7,000)

Offset by

- Lower income markets £20,000
- Reduced planning fee income £10,000

Forecast Outturn 2018/2019

The forecast outturn provides an indication of what we expect the final outturn to be by the end of the financial year. We currently anticipate that net spending will be £70,000 lower than expected, primarily as a result of staffing variations and higher income than anticipated.

Detailed monitoring

ANNEX 1 sets out the revenue budget monitoring position to the 30 September 2018 including explanations for individual variances that meet the monitoring criteria. It includes an analysis of services in the portfolio. In addition capital monitoring information to the 30 September 2018 on the capital schemes is reported at **ANNEX 2**.

PERFORMANCE UPDATE - PLANNING AND REGENERATION PORTFOLIO

Budget Monitoring 2018-2019 - Period 6 - September

| | Latest Budget | Budget to Date | Total Spend to Date | Variance from Budget to Date | | Forecast Outturn | Comments (variances > 10% and £5,000) |
|--------------------------------------|--------------------|------------------|---------------------|------------------------------|---------|--------------------|---------------------------------------|
| | £ | £ | £ | £ | % | £ | |
| Management and Support | | | | | | | |
| Expenditure | 483,320 | 257,344 | 226,555 | (30,789) | (12.0%) | 457,120 | Staffing variations |
| Income | (25,540) | (20,000) | (21,425) | (1,425) | 7.1% | (25,540) | |
| Net | 457,780 | 237,344 | 205,131 | (32,213) | | 431,580 | |
| Building Control | | | | | | | |
| Expenditure | 130,430 | 65,215 | 64,566 | (649) | (1.0%) | 130,430 | |
| Net | 130,430 | 65,215 | 64,566 | (649) | | 130,430 | |
| Development Management | | | | | | | |
| Expenditure | 960,480 | 529,253 | 542,380 | 13,127 | 2.5% | 960,480 | |
| Income | (831,070) | (450,741) | (440,892) | 9,849 | (2.2%) | (831,070) | |
| Net | 129,410 | 78,512 | 101,488 | 22,976 | | 129,410 | |
| Forward Planning | | | | | | | |
| Expenditure | 514,330 | 182,202 | 175,034 | (7,168) | (3.9%) | 507,330 | |
| Income | (206,390) | (30,000) | (30,000) | - | 0.0% | (206,390) | |
| Net | 307,940 | 152,202 | 145,034 | (7,168) | | 300,940 | |
| Land Charges - Local Searches | | | | | | | |
| Expenditure | 122,320 | 98,440 | 99,233 | 793 | 0.8% | 122,320 | |
| Income | (134,020) | (68,117) | (99,824) | (31,707) | 46.5% | (166,020) | Additional search fee income |
| Net | (11,700) | 30,323 | (591) | (30,914) | | (43,700) | |
| Off Street Parking Services | | | | | | | |
| Expenditure | 1,579,520 | 913,857 | 898,516 | (15,341) | (1.7%) | 1,567,520 | |
| Income | (2,670,200) | (1,353,735) | (1,354,554) | (819) | 0.1% | (2,667,700) | |
| Net | (1,090,680) | (439,878) | (456,037) | (16,159) | | (1,100,180) | |

PERFORMANCE UPDATE - PLANNING AND REGENERATION PORTFOLIO

Budget Monitoring 2018-2019 - Period 6 - September

| | Latest Budget | Budget to Date | Total Spend to Date | Variance from Budget to Date | | Forecast Outturn | Comments (variances > 10% and £5,000) |
|------------------------------|----------------|----------------|---------------------|------------------------------|---------|------------------|---------------------------------------|
| | £ | £ | £ | £ | % | £ | |
| Land & Properties | | | | | | | |
| Expenditure | 73,880 | 47,369 | 44,810 | (2,559) | (5.4%) | 73,880 | |
| Income | (66,920) | (40,357) | (42,584) | (2,227) | 5.5% | (68,920) | |
| Net | 6,960 | 7,012 | 2,226 | (4,786) | | 4,960 | |
| Economic Development | | | | | | | |
| Expenditure | 305,130 | 183,830 | 174,682 | (9,147) | (5.0%) | 296,130 | |
| Income | (69,160) | (60,000) | (62,927) | (2,927) | 4.9% | (69,160) | |
| Net | 235,970 | 123,830 | 111,756 | (12,074) | | 226,970 | |
| Borough Markets | | | | | | | |
| Expenditure | 331,010 | 189,615 | 181,408 | (8,207) | (4.3%) | 326,410 | |
| Income | (320,000) | (153,763) | (133,271) | 20,493 | (13.3%) | (300,000) | Reduced income due to occupancy |
| Net | 11,010 | 35,852 | 48,137 | 12,285 | | 26,410 | |
| Portfolio Total | 177,120 | 290,411 | 221,708 | (68,703) | | 106,820 | |

PERFORMANCE UPDATE - PLANNING & REGENERATION CAPITAL PORTFOLIO

Budget Monitoring 2018-2019 - Period 6 - September

| | Latest Budget | Budget to Date | Total Spend to Date | Variance from Budget to Date | | Forecast Outturn | Comments |
|-----------------------------------|----------------|----------------|---------------------|------------------------------|----------|------------------|--|
| | £ | £ | £ | £ | % | £ | |
| WATERSCAPE PROJECT | 63,410 | 2,208 | - | (2,208) | (100.0%) | 63,410 | |
| GROWTH POINT | 221,180 | 170,814 | 170,814 | - | 0.0% | 221,180 | |
| STAFFORD TOWN CENTRE ENHANCEMENTS | 40,820 | 40,820 | 43,028 | 2,208 | 5.4% | 40,820 | |
| PEARL BROOK PATH IMPROVEMENTS | 75,000 | - | - | - | n/a | 75,000 | |
| LAND AT FAIRWAY | 59,370 | - | (1,891) | (1,891) | n/a | 39,370 | £20,000 may slip to future years (Phase 2) |
| Portfolio Total | 459,780 | 213,842 | 211,951 | (1,891) | | 439,780 | |

ITEM NO 7(e)**ITEM NO 7(e)**

| | |
|-------------------------|--|
| Report of: | Head of Law and Administration |
| Contact Officer: | Andrew Bailey |
| Telephone No: | 01785 619212 |
| Ward Interest: | Nil |
| Report Track: | Economic Development and Planning - 13/11/18 (Only) |

ECONOMIC DEVELOPMENT AND PLANNING SCRUTINY COMMITTEE**13 NOVEMBER 2018****Work Programme - Economic Development and Planning Scrutiny Committee****1 Purpose of Report**

- 1.1 The purpose of this report is to present the Economic Development and Planning Scrutiny Committee's Work Programme.

2 Recommendation

- 2.1 That the Economic Development and Planning Scrutiny Committee considers and comments upon their Work Programme.

3 Key Issues and Reasons for Recommendation

- 3.1 The first stage in achieving a Member-led Overview and Scrutiny process is to develop a Work Programme for the Members of the Committee to own.
- 3.2 Accordingly, an up-to-date copy of the Economic Development and Planning Scrutiny Committee's Work Programme is provided for Members to consider or amend as appropriate.

4 Relationship to Corporate Priorities

- 4.1 This report is most closely associated with the following Corporate Business Objective 1:-

To deliver sustainable economic and housing growth to provide income and jobs.

| |
|------------------------|
| 5 Report Detail |
|------------------------|

- 5.1 Members will recall that one of the fundamental philosophies behind the creation of Overview and Scrutiny is that the process should be Member-led and the first stage in achieving this is to develop a Work Programme that is:-
- Owned by all Members of the Scrutiny Committee;
 - Flexible to allow the Committee to react to urgent items;
 - Contain aspects of both Overview and Scrutiny.
- 5.2 Therefore, at each scheduled meeting of the Economic Development and Planning Scrutiny Committee, an up-to-date copy of the Work Programme will be provided for Members to consider or amend as appropriate.
- 5.3 The Work Programme includes provision for the Committee to scrutinise appropriate items delivered through the Council's Service Delivery Plan up to twelve months in advance, whilst maintaining the flexibility to respond to any issues that may arise.
- 5.4 Accordingly, attached at **APPENDIX** is the Economic Development and Planning Scrutiny Committee's current Work Programme to consider or amend as appropriate.

| |
|-----------------------|
| 6 Implications |
|-----------------------|

| | | |
|-----|-------------------------|-----|
| 6.1 | Financial | Nil |
| | Legal | Nil |
| | Human Resources | Nil |
| | Human Rights Act | Nil |
| | Data Protection | Nil |
| | Risk Management | Nil |

| | | |
|-----|--|---|
| 6.2 | Community Impact Assessment Recommendations | <p>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:-</p> <p>Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.</p> |
|-----|--|---|

| |
|-------------------------------------|
| Previous Consideration - Nil |
|-------------------------------------|

| |
|---|
| Background Papers - File available in Law and Administration |
|---|

APPENDIX

ECONOMIC DEVELOPMENT AND PLANNING SCRUTINY COMMITTEE**13 NOVEMBER 2018****Work Programme - Economic Development and Planning Scrutiny Committee****TUESDAY 11 DECEMBER 2018 at 4:30 PM**

Minutes of Last Meeting: 13 November 2018
Officer Items by: Monday 26 November 2018
Call-in Deadline: Tuesday 13 November 2018
Member/Public Items by: Thursday 29 November 2018
Agenda Despatch on: Monday 3 December 2018

| | |
|------------------------|--|
| Officer Reports | <ul style="list-style-type: none"> • Economic Development and Planning Portfolio - General Fund Revenue Budget 2018-19 to 2021-22 and Capital Programme 2018-19 - 2021/22 Head of Finance • Inward Investment and Business Support Head of Development • Work Programme Scrutiny Officer |
|------------------------|--|

TUESDAY 19 FEBRUARY 2019 at 6:30 PM

Minutes of Last Meeting: 12 December 2018
Officer Items by: Monday 4 February 2019
Call-in Deadline: Tuesday 19 February 2019
Member/Public Items by: Thursday 7 February 2019
Agenda Despatch on: Monday 11 February 2019

| | |
|------------------------|---|
| Officer Reports | <ul style="list-style-type: none"> • Performance Update/Budget Monitoring Report Corporate Business and Partnerships Manager /Head of Finance • Strategic Infrastructure and Growth Head of Development • Work Programme Scrutiny Officer |
|------------------------|---|

FUTURE ITEMS

- **Stafford Indoor Market Task and Finish Review**
Head of Operations
- **Local Plan Update**
Head of Development