



*Kelham Hall
Newark
Nottinghamshire
NG23 5QX*

Tel: 01636 650000

www.newark-sherwooddc.gov.uk

Chairman: Councillor D.J. Lloyd

Vice-Chairman: Councillor P.C. Duncan

Members of the Committee:

Councillor D. Batey

Councillor M. Cope

Councillor Mrs G.E. Dawn

Councillor K. Girling

Councillor G.P. Handley

Councillor P. Peacock

Councillor F. Taylor

Councillor B. Wells

Councillor T. Wendels

Councillor Mrs Y. Woodhead*

Substitutes

Councillor D. Clarke

Councillor Mrs M. Dobson

Councillor D. Payne

Councillor D. Thompson

Councillor Mrs L.M.J. Tift

AGENDA

MEETING: Economic Development Committee

DATE: Wednesday, 21st October 2015 at 6.00pm

VENUE: Room G21, Kelham Hall

**You are hereby requested to attend the above Meeting to be held at the time/place
and on the date mentioned above for the purpose of transacting the
business on the Agenda as overleaf.**

If you have any queries please contact Helen Brandham on 01636 655248.

AGENDA

Page Nos.

1. Apologies for Absence
2. Declarations of Interest by Members and Officers and as to the Party Whip
3. Declaration of Any Intentions to Record the Meeting
4. Minutes of Meeting held on 9th September 2015 3 - 8

PART 1 – ITEMS FOR DECISION

5. General Fund Budget Performance Report to 31st August 2015 9 – 13
6. Neighbourhood Study Update 14 – 18
7. Hawtonville Neighbourhood Study – Interim Report 19 – 51
8. Car Park Fees & Charges 52 – 58
9. Economic Growth Strategy Review 59 – 68
10. Tourism Update 69 – 80

PART 2 – ITEMS FOR INFORMATION

None

CONFIDENTIAL AND EXEMPT ITEMS

None

NEWARK & SHERWOOD DISTRICT COUNCIL

Minutes of the **ECONOMIC DEVELOPMENT COMMITTEE** held on Wednesday, 9th September 2015 in Room G21, Kelham Hall at 6.00pm

PRESENT: Councillor D.J. Lloyd (Chairman)
Councillor P.C. Duncan (Vice-Chairman)

Councillors: D. Batey, R.V. Blaney (ex-officio), M. Cope, G.E. Dawn, G.P. Handley, P. Peacock, F. Taylor, B. Wells and T. Wendels.

11. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors: K. Girling and Mrs Y. Woodhead.

12. DECLARATION OF INTEREST BY MEMBERS AND OFFICERS AND AS TO THE PARTY WHIP

NOTED: that no Member or Officer declared any interest pursuant to any statutory requirement in any matter discussed or voted upon at the meeting.

13. DECLARATION OF ANY INTENTION TO RECORD THE MEETING

NOTED: that there would be an audio recording of the meeting.

14. MINUTES OF THE MEETING HELD ON 24TH JUNE 2015

AGREED (unanimously) that the Minutes of the meeting held on 24th June 2015 be approved as a correct record and signed by the Chairman.

15. ENTERPRISE ZONE STATUS PROPOSAL

The Committee considered the report presented by the Business Manager – Economic Growth in relation to a proposal to submit an application for Enterprise Zone status which included the Thorsby Colliery Site and a possible extension to the Sherwood Energy Village in New Ollerton.

The report highlighted that developers and partners in Nottinghamshire had long held ambitions for the regeneration of former industrial and coalfield sites in the County and for an extension to the successful Robin Hood Line from Mansfield to Ollerton. It was also reported that a new wave of Enterprise Zones had been announced in the June 2015 Budget with Enterprise Zone proposals to be submitted by 18th September.

The report noted that four sites had been identified as part of the proposed Robin Hood Line Enterprise Zone, these being: Summit Park in the Ashfield district; Berry Hill in the Mansfield district; and the former Thoresby Colliery, Edwinstowe and an extension to Sherwood Energy Village, Ollerton both within the Newark and Sherwood district.

The report provided information as to what the sites would deliver in terms of employment and industry, noting that the sites would be brought to the market in phases. Also contained within the report were comments in relation to the cost to the Council of an enterprise zone and the impact this would have on planning services.

Members queried whether the Council was in competition with other areas for the establishment of an enterprise zone. Officers advised that a number of bids were expected to be submitted within Nottinghamshire and Derbyshire.

Whilst welcoming the proposals, a Member of the Committee sought clarity as to why the recently decommissioned Thoresby Colliery site had been chosen, stating that both Clipstone and Rainworth areas had already been earmarked for employment use. He added that if the bid was successful, private businesses considering moving to the location would wait until it became effective, some three years in the future. The Business Manager – Economic Growth advised that the rationale behind the choice of Thoresby Colliery was the potential transport links e.g. an extension to the Robin Hood Line. The Member advised that the extension to the Robin Hood Line was the responsibility of Nottinghamshire County Council. They were developing a feasibility study and if this was found to be sound, some of the funding required to bring the project to fruition would be sourced from central government. It was noted that the cost to the Council in the loss of business rates from the closure of the colliery was in the region of £240,000 p.a.

It was noted that the Committee were being asked to support the proposal to submit a bid for an Enterprise Zone but that, at present, little of the detail was known and that some of the issues in terms of planning were listed within the report at paragraph 6.

Members raised concerns in relation to the phased approach of the Enterprise Zone, stating that both Ashfield and Mansfield's Zones being open for new business some three years before Newark and Sherwood was wholly unacceptable. Comment was made that the Council should confirm their position on this and that there was no valid reason as to why Ollerton could not be 'open' from the beginning.

Members also raised concerns in relation to the proposed development of the Thoresby Colliery site by the Welbeck Estate who wished to submit a planning application for some 1000 houses stating that there was a planning query as to whether these could be allocated from the Council's already agreed housing allocation plan. It was agreed that the area should be used for the potential development of businesses.

Members were informed that the Chief Executive had been asked to arrange an informal meeting that all elected Members and relevant partners could attend, to provide an explanation as to how the Enterprise Zone, the Sherwood Regional Park and the Sherwood Visitors' Centre would all link together.

AGREED (unanimously) that:

- (a) the Committee support the proposal to submit an Enterprise Zone proposal as identified in the report; and

- (b) the Policy & Finance Committee be recommended to consider the proposal at their meeting to be held on 10th September 2015.

16. BUSINESS SUPPORT EVENTS UPDATE

The Committee considered the report presented by the Business Manager – Economic Growth in relation to details of business support events and their purpose. The report provided a list of dates of meetings and their specific purpose.

Members noted the proposed schedule of events. In particular they commented on the events to be held with schools and colleges, stating that a great deal of work was undertaken with businesses to identify gaps.

Particular discussion was held in relation to the business events to be held in Newark and Ollerton. Members were requested to promote the Ollerton event to be held on 24th September 2015 as, at present, there were only nine confirmed attendees. Unless this could be increased to approximately twenty, the event would have to be cancelled. It was noted that local Members and the County Councillor were all promoting the event, both verbally and by social media.

AGREED (unanimously) that:

- (a) the events planned be supported; and
- (b) Members encourage businesses and students to attend the relevant events.

17. PLAN REVIEW ISSUES PAPER

The Committee considered the report presented by the Business Manager – Planning Policy in relation to the proposed amendments to the Local Development Scheme (LDS) following review by the LDF Task Group, the proposed contents of a Plan Review Issues Paper for consultation and the proposed arrangements for finalising the consultation.

The report detailed the proposed amendments to the LDS and the benefits of combining the Plan Review and the Gypsy & Traveller Development Plan Document (DPD). The report also noted that a review of the CIL was also currently being prepared.

Also contained within the report was the purpose of the Plan Review and information as to the basis of the consultation. The report set out the context of the review and what matters would be addressed.

In relation to the balance of distribution of housing and employment, Members queried whether the current situation in Clipstone was considered to be balanced. Officers advised that the current situation was as a result of previous planning decisions, adding that subsequent changes to planning policies had left the Council unable to sustain the previously agreed mix.

It was noted that the planning application for the Cavendish Park development in Clipstone had been granted contrary to Officer recommendations and that the developers had subsequently been back to the planning authority several times to vary their permission to provide housing only on the grounds that there was no demand for employment land.

Members discussed the recent change to the definition of gypsy and travellers for the purposes of planning. This change had resulted in a person only being defined as a gypsy or traveller if they continued to travel. Officers, however, added that it was still unclear as to how this would be verified.

Members queried whether, given the new definition, the Council now had sufficient allocated sites or, in fact, whether these could be reduced. Officers advised that all the information gathered so far had been based on whether a person was a gypsy or traveller and that it would now have to be re-evaluated. They added that the change had made the situation very difficult to administer and it was thought likely that there would be a challenge under the Human Rights Act. It was agreed that the situation warranted a great deal of consideration.

AGREED (unanimously) that:

- (a) the report be noted;
- (b) the amendments to the Local Development Scheme to reflect the proposal in Section 3 and Appendix 1 be approved;
- (c) it be noted that the amendments to the Local Development Scheme comes into force on 10th September 2015;
- (d) the Draft Issues Paper as set out in Appendix 2 be the basis for the formation of a finalised Issues Paper; and
- (e) the Deputy Chief Executive be given delegated authority, in consultation with the LDF Task Group, to consult on a finalised Issues Paper during October and November 2015.

18. WIND ENERGY DEVELOPMENT

The Committee considered the report presented by the Business Manager – Planning Policy in relation to the recent and proposed changes in national guidance and policy concerning wind energy development and the approach taken to providing financial support for its production. The report also sought Members' approval for the proposed approach to the issues identified.

The report detailed the Written Statement from the Secretary of State for Communities and Local Government which set out the new considerations to be applied to proposed onshore wind energy development together with how the Energy Bill 2015-2016 was effected by this. Also contained within the report was the Council's proposed revised approach to wind energy development in the district.

Members debated the implications following the Written Statement with comment being made both for and against the provision of wind energy.

A Member of the Committee advised that the residents in their local area were very much against the continued erection of wind turbines and that this change would be likely to result in a reduction in the number of applications thereof. The farming community were under increasing pressure to produce food using environmentally sustainable methods and the fact that decisions could be made in the future by local communities was of concern.

In relation to solar farms, it was noted that there was likely to be a reduction in the subsidy for these also.

A Member of the Committee commented that the aforementioned change appeared to be an attack on renewable energy but that there did not appear to be a policy on how the country was to move forward with the provision of sustainable energy. A request was made for a briefing report on the wider implications of the Energy Bill and that as a rural district support should be given to renewable energy provision. It was noted that the Robin Hood Energy company had been established with Members requested that information be provided on the impact of this.

An alternative view was put forward by a Member of the Committee in that they supported the community led approach adding that the farming community received subsidies, as did the developers of wind energy and that any discussions surrounding subsidies was a discussion to be had with central government. The Member also added that this matter could be easily devolved to a local level.

Members agreed that the Written Ministerial Statement had been badly written and would result in challenges being made to decisions taken by local planning authorities.

A Member stated that they were not against renewable energy but that it should not be at any cost and that the current subsidies for wind energy were too high for the tax payer. He added that many business would not operate within the market for sustainable energy if they did not receive such high subsidies.

In conclusion it was agreed that when the changes reached the 'White Paper' stage and were relevant to this Committee a further report would be submitted for consideration and that the aforementioned Robin Hood Energy company would be monitored.

AGREED (by 8 votes for with 2 against) that:

- (a) the contents of the report be noted; and
- (b) the proposed approach to wind energy development in the district be approved.

19. EAT COAST MAINLINE LEVEL CROSSING CLOSURE PROGRAMME – UPDATE

The Committee considered the report of the Deputy Chief Executive in relation to the East Coast Mainline Level Crossing Closure Programme.

AGREED that the report be noted.

The meeting closed at 7.10pm

Chairman

GENERAL FUND BUDGET PERFORMANCE REPORT TO 31ST AUGUST 2015

1.0 Purpose of Report

- 1.1 This report compares the General Fund Economic Development Committee net expenditure for the period ending 31st August 2015 with the profiled budget for the period.

2.0 Background Information

- 2.1 The Council's Constitution states that the Section 151 Officer shall present to the Policy & Finance Committee, at least twice in each financial year, budgetary control statements showing performance against the approved estimates of revenue expenditure and income. The appropriate Chief Officer will report on any major variances from planned budget performance.
- 2.2 It also states that budget performance monitoring information shall be provided to the appropriate Committee periodically.
- 2.3 Where it appears that the amount included under any head of the approved budget is likely to be exceeded or the budgeted amount of income under any head is unlikely to be reached then budget officers are required to find savings elsewhere in their budget. In circumstances where savings cannot be identified it will be necessary to consult with the Section 151 Officer and ultimately take a report to the Policy & Finance Committee.

3.0 Proposals

- 3.1 The attached appendices detail performance against budget for the period to 31st August 2015 for those budgets within the remit of the Economic Development Committee. This report considers the costs of providing services rather than 'below the line' costs such as borrowing costs and interest, contributions to and from reserves, government grants and income from Council Tax and retained Non Domestic Rates.
- 3.2 The format of the report identifies direct expenditure, i.e. employee costs and running expenses, both of which can be controlled by the budget officer, however central recharges and capital charges, are not reported as they are largely outside their control. Income is shown separately. The figures do not include recharges for support services (either income or expenditure). A significant number of transactions take place 'below the line', i.e. shown in the General Fund account rather than identified to a particular service. This is in line with the CIPFA Code of Practice and includes such things as transfers to and from reserves.
- 3.3 Under the Accounting Code of Practice Local Authorities are required to show capital charges for the use of their assets based on the current market value. These amounts are included within the estimates to show the true cost of delivering local services however they are reversed 'below the line' in the overall cost of services therefore not impacting on the Council Tax payer. Variations on 'capital charges' are therefore not an area for concern.

- 3.4 The introduction of International Financial Reporting Standards (IFRS) for the financial year 2010/2011 has resulted in a change in the way the Council accounts for grants received from third parties. These changes mean that income and expenditure is charged direct to the service accounts and, at the year end, any under spend is transferred to reserves and any overspend is transferred from reserves.
- 3.5 Support services (e.g. HR, Financial Services, Business Unit management – such as Leisure Centres) are charged to individual budget heads at the end of the financial year and are reported here for noting only. The direct costs of providing those services are scrutinised as part of the relevant Committee.
- 3.6 Capital charges are applied to accounts at the end of the financial year and are reversed 'below the line' so has no impact on the Council Tax payer. These are reported here for noting only.

4.0 Performance Comments

4.1 The total for direct service net expenditure shows an under spend of £508,146 against the profiled budget for the period to 31st August 2015. All managers are very aware of the current financial environment and challenges facing local government in the future and are ensuring that only essential expenditure is incurred. Officers from Financial Services are working with service managers to ascertain where any further savings can be achieved across all budgets this year and as any savings are identified they will be vired to a central 'pot' and built into the base budget for 2016/17. The detailed performance figures are shown at Appendix A.

4.2 Variations from the profiled budget to 31st August 2015 are itemised below:

4.2.1 Employee Costs

- An underspend of £36K on employee costs is due to a number of small underspends across various cost centres. In addition there is a part year vacancy in Community Infrastructure that has now been filled saving approx. £8k to period 05.

4.2.2 Premises Costs

- There are small underspends across most service areas for **repairs and maintenance** due to the reactive nature of this budget of £12K. **Repairs and Renewal** budget of £23K has been set up ready for current schemes but these have not yet received their invoices and will be paid in due course. There are a number of other small underspends in this group.

4.2.3 Supplies and Services

- Supplies and services is showing a significant underspend to period 05 of £218K. Some of this underspend relates to the following areas:-
Flexible Resources has a £15K yearend journal creditor from 2014-15 in place and this will be matched by an invoice in due course. **The Newark Growth Point** budget has an underspend of £18K to period 05 and this will be an anticipated saving in a full year of £44K. This will be offered as a permanent saving in 2016-17. **The Economic Growth, Employment and Skills budget** is underspent by £10k due to an activity to support Fork Lift Truck training in the district which took longer to arrange than was anticipated and will now occur in October. **The Local development framework budget** is awaiting a payment of £18K and the invoice will be paid in due course. **Contractual Service budgets** are underspent by £28K.

The remaining underspend is made up of small variances across many services.

4.2.4 Income

- **Planning Income** is above profile to period 05 - £124K. The Business Manager, Development welcomes the additional fee income, which continues to be a reflection of major planning application increases. Income for the next financial year has been increased to have regard for the continuing trend and this will continue to be monitored. However this will also need to be off-set against increased salary costs given that additional resource is required to meet the upturn in planning application numbers. The Business Manager, Development is currently looking to introduce more permanent resource in discussion with the Deputy Chief Executive, Human Resources, and Finance.
- **Workshop rent income** is above profile by £26K. This is due to a higher than required void allowance. Occupancy levels are currently running at 97%. The income budget will be increased to reflect a more realistic occupancy level in this financial year and has been reduced overall in 2016/17 budget.
- **Car Park income** is above profile by £46K. The Business manager for Car Parks states that the increased usage of the Newark car parks on the back of improved economic activity in the town is resulting in a higher than anticipated income - £18k - The Business Manager for Car Parks does suggest caution as recent trends shows possible reduction of over target income. In addition, income from the cashless transaction arrangement at the lorry park is above target by £28k to period 05 and this increase will be reflected in the 2016-17 budgets.

5.0 RECOMMENDATIONS that:

- (a) **the overall position of the Economic Development Committee net expenditure compared to budget at 31st August 2015 be approved; and**
- (b) **Officers continue to look for additional savings throughout the financial year.**

Reason for Recommendations

To advise Members of the current net expenditure compared to service budgets for the period ending 31st August 2015.

Background Papers

Nil

For further information please contact Angela Hayward on Ext 5325

David Dickinson
Director - Resources

PERFORMANCE REPORT FOR THE PERIOD ENDING 31st August 2015

	<u>Base Budget 2015/16</u>	<u>Revised Budget 31-Aug-15</u>	<u>Actual Expenditure 31-Aug-15</u>	<u>Variance</u>	<u>Budget Officer Comments</u>
EMPLOYEES	£1,611,090	£682,049	£645,828	-£36,220	Mainly due to a number of small underspends across various service areas. An in year vacancy in Community Infrastructure has recently been filled.
PREMISES	£565,190	£235,863	£173,109	-£62,753	
<i>General</i>	£500,690	£210,138	£158,918	-£51,220	Small underspends across most service areas on the repairs and maintenance budget are reflected in this variance £12K(-), Repairs and Renewal budget of £23K (-) has been set up ready for schemes but these have not yet been invoiced. There are a number of other small underspends in this section.
<i>Electricity</i>	£56,720	£22,480	£14,843	-£7,638	
<i>Gas</i>	£7,780	£3,244	-£651	-£3,895	
TRANSPORT	£30,550	£12,514	£9,426	-£3,088	
SUPPLIES AND SERVICES	£1,414,510	£794,432	£576,243	-£218,189	Supplies and services is showing a significant underspend to period 05 of £218K. This relates to underspends in the following areas :- Flexible resources has a £15k year end journal creditor from 2014-15 and this will be matched by an invoice in due course. The Newark Growth Point budget has an underspend of £18K to period 05 and this will be an anticipated saving in a full year of £44k. This has been offered as a permanent saving in 2016-17. Economic Growth employment and skills budget is underspent by £10k due to an activity to support Fork Lift Truck training in the district which took longer to arrange than was anticipated and will now occur in October 2015. The Local development framework budget is awaiting a payment of £18K and the invoice will be paid in due course. The contractual services budget is underspent by £ 28K. It is anticipated that this will be spent in due course. The remainder of the underspend is due to a number of small underspends across various
TRANSFER PAYMENTS	£0	£0	£0	£0	
TOTAL EXPENDITURE	£3,621,340	£1,724,858	£1,404,607	-£320,251	
INCOME	-£3,633,720	-£1,336,666	-£1,524,561	-£187,895	
<i>General</i>	-£572,880	-£281,927	-£274,021	£7,907	

<i>Planning</i>	-£655,250	-£283,759	-£408,101	-£124,341	The Business Manager, Development welcomes the additional fee income, which continues to be a reflection of major planning application increases . Income for the next financial year has been increased to have regard for the continuing trend and this will continue to be monitored. However this will also need to be off-set against increased salary costs given that additional resource is required to meet the upturn in planning application numbers. The Business Manager, Development is currently looking to introduce more permanent resource in discussion with the Deputy Chief Executive, Human Resources, and Finance.
<i>Building Control</i>	-£252,000	-£105,084	-£99,180	£5,904	Income is above profile due to a higher than required void allowance. Occupancy levels are currently running at 97%. The income budget will be increased to reflect a more realistic occupancy level in this financial year and has been reduced overall in 2016/17 budget.
<i>Workshop Rents</i>	-£832,680	-£222,232	-£248,794	-£26,562	
<i>Car Parks</i>	-£972,410	-£430,111	-£476,219	-£46,108	Car park income is over achieved to period 05 by £46k. The Business manager for Car Parks states that the increased usage of the Newark car parks on the back of improved economic activity in the town is resulting in a higher than anticipated income - £18k - The Business Manager for Car Parks does suggest caution as recent trend shows possible reduction of over target income. In addition income from the cashless transaction arrangement at the lorry park is above target by £28k to period 05 and this increase will be reflected in the 2016-17 budgets.
<i>Markets</i>	-£347,000	-£12,927	-£17,659	-£4,732	
<i>Culture</i>	-£1,500	-£626	-£588	£37	
TOTAL INCOME	-£3,633,720	-£1,336,666	-£1,524,561	-£187,895	
NET EXPENDITURE	-£12,380	£388,192	-£119,954	-£508,146	
MEMORANDUM ITEMS					
<i>Support</i>	£1,374,460	£0	£0	£0	Support services are charged to budget heads at the end of the financial year. The direct costs of providing central services are scrutinised in the relevant portfolio.
<i>Capital</i>	£265,120	£0	£0	£0	Capital charges are applied to accounts at the end of the financial year and reversed 'below the line' so have no impact on the Council Tax payer.
<i>Recharged Support Services</i>	-£551,360	£0	£0	£0	Central support services are recharged in full to service budgets.
		£0	£0		
TOTAL PER BUDGET BOOK	£1,075,840	£388,192	-£119,954	-£508,146	

NEIGHBOURHOOD STUDIES

1.0 Purpose of Report

- 1.1 To provide the Committee with information relating to the Bridge Ward Neighbourhood Study and to explore the proposal to undertake the next Study in Ollerton & Boughton.

2.0 Background Information

About Neighbourhood Studies

- 2.1 The role of a Neighbourhood Study is to provide a comprehensive assessment of an area focusing on both the socio-economic and physical attributes and opportunities, with community involvement at the heart of this work.
- 2.2 This intention is to create a locally driven report that provides all local stakeholders (including the District Council) with a strategic and long-term plan to guide future decision making and investment requirements for a defined area. By engaging with local residents, a Neighbourhood Study presents opportunities not only to gain a qualitative insight into local issues but to also capture the voices of residents by including them at the start of the planning and development process.
- 2.3 The approach to each Study may differ, dependant on the outcomes of the initial baseline research so to reflect the unique characteristics of the study area and therefore the final report will recommend bespoke options addressing that areas particular strengths and challenges.
- 2.4 The Committee should note that progress with the current Hawtonville Neighbourhood Study is presented at Agenda Item No. 7.

3.0 Bridge Ward Neighbourhood Study

- 3.1 The Bridge Ward Neighbourhood Study, completed in 2013, recommended a number of projects for progression. The key output related to the 'transformational projects' focussing on the growth and regeneration of Yorke Drive estate (*predominantly Council housing*); which includes proposals for delivering new homes on the Lincoln Road playing fields, along with enhancing the local sport and play provision offer and creating a community hub
- 3.2 Due to the economic climate on completion of the Study, coupled with the down turn in the housing market and reduction in new build completions, Cabinet resolved at the point the Study was completed that the 'transformational projects' should be considered in the medium term for inclusion within the Council's capital programme.

- 3.3 At a strategic level the Study has informed the development of key policies in the Council's Allocations & Development Management Development Plan Document (adopted July 2013) supporting housing growth and regeneration in Newark, including a Policy NUA/Ho/4, 'Newark Urban Area – Housing Site 4 'Yorke Policy Area', and Policy NUA/Ho/2, 'Newark Urban Area – Housing Site 2' (District Council owned land around Sevenhills homeless hostel).
- 3.4 Set against improvements in both the economy and housing market officers are now reappraising the 'transformational projects' focusing on Yorke Drive and the Lincoln Road playing fields as part of the Council's wider housing growth plan with progress to be reported to the Policy & Finance Committee.
- 3.5 Another proposal of the Study was to raise matters with the County Council (a stakeholder during the development of the Study) relating to its plans to alleviate the congestion issues on Brunel Drive and its priority for improving the highway on the Yorke Drive estate. Though not a direct result of the Study the road network has subsequently been resurfaced on the Yorke Drive estate and traffic restriction orders are now in place for Brunel Drive.

4.0 Ollerton & Boughton

- 4.1 Members have previously discussed the need for a Neighbourhood Study in the Ollerton & Boughton area, with officers holding initial conversations with local Ward Members to discuss the scope and geographical spread of such a Study.
- 4.2 The Committee should note that a significant regeneration proposal is based on Housing Revenue Account land in Ollerton & Boughton, which sits between two predominantly Council housing estates being Retford Road and Halam Road. The detail is set within Policy OB/MU/2 Ollerton and Boughton – Mixed Use Site 2, of the Local Development Frameworks Allocations and Development Management Development Plan. The full policy detail is provided at **Appendix A**.
- 4.3 If the Committee confirms that a Neighbourhood study for Ollerton & Boughton should be a priority then the progression of this will need to be determined: considering the capacity and resources available to the Council; local Ward Member views; and the potential for a wider partnership approach, such as with the Town Council; and other housing providers within this locality.
- 4.4 It is therefore proposed that a detailed scoping exercise is undertaken with key local stakeholders in Ollerton & Boughton and the necessary resources and budget identified for approval by the Committee.

5.0 Equalities Implications

- 5.1 In undertaking a Neighbourhood Study a key objective is to ensure that the needs of any groups within the community with protected characteristics are properly reflected.
- 5.2 Any proposals emanating from a Study would also be subject to further equalities reviews, including equality impact assessments, preferably undertaken with the local community.

6.0 Impact on Budget/Policy Framework

- 6.1 All Neighbourhood Studies will be formulated set against the Council's and other statutory stakeholder's policy framework, along with considering relevant national/local policies and guidance.
- 6.3 Any District Council led capital and/or revenue proposals that emerge as a recommendation from a Neighbourhood Study will be appraised in full to assess their priority, viability and deliverability set against all other financial demands.

7.0 Comments of Director - Resources

- 7.1 The outcome from reappraising the 'transformational projects' of the Bridge Ward Neighbourhood Study will need Member consideration if proposals are progressed, in order to assess the financial implications alongside other priorities and financial demands facing the Council.
- 7.2 It is noted that further scoping work will be required on the proposed Ollerton & Boughton Neighbourhood Study, which will include the identification of the necessary resources for Committee consideration at its' next meeting.

8.0 RECOMMENDATIONS that:

- (a) **the Committee notes the commentary on the Bridge Ward Neighbourhood Study; and**
- (b) **confirms its support for a Neighbourhood study to be undertaken in the Ollerton & Boughton area and instruct Officers to undertake a full scoping exercise to identify the costs that will be involved in this, the exact area to be covered and relevant stakeholders who will be involved. This is to be reported back to the next meeting of the Committee for consideration in readiness for budget preparations.**

Reason for Recommendations

The purpose of a Neighbourhood Study is to inform current and future policy development for a study area to the benefit and prosperity of its residential and business community.

Background Papers

Bridge Ward Neighbourhood Study

For further information please contact Rob Main, Strategic Housing – Business Unit on 01636 655930.

Karen White
Director – Safety

Policy OB/MU/2

Ollerton & Boughton – Mixed Use Site 2

The land between Kirk Drive, Stepnall Heights and Hallam Road has been allocated on the Policies Map for mixed use development. The site will accommodate around 120 dwellings and enhanced Open Space. It also offers the opportunity to realise the potential of enhancing the housing offer of the two predominantly Council housing estates, Retford Road and Hallam Road, adjacent to the land through wider scale regeneration of the area to create a sustainable identity for the locality.

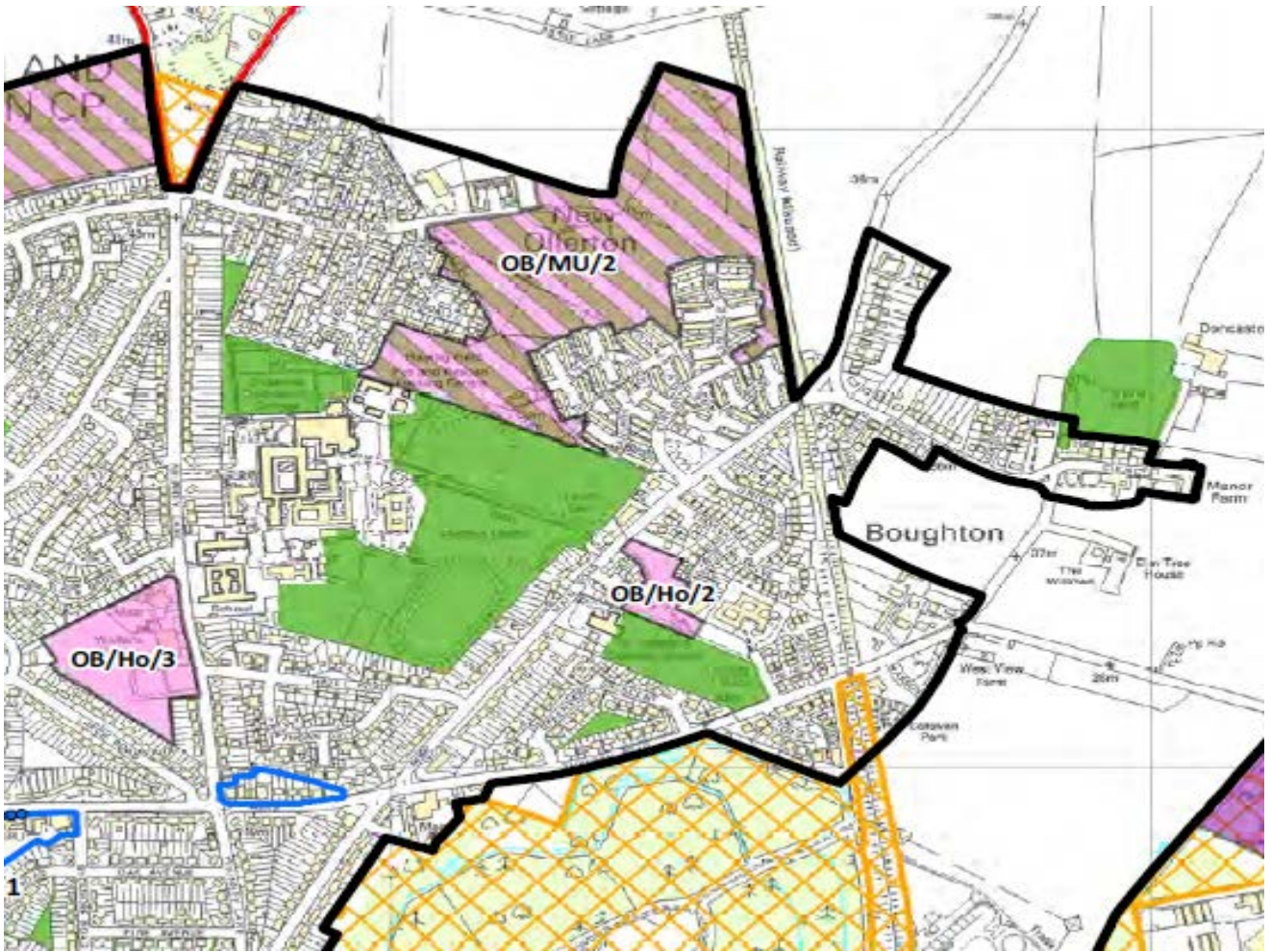
In addition to general policy requirements in the Core Strategy and the Development Management Policies in Chapter 7, with particular reference to Policy DM2 Allocated Sites, and Policy DM3 Developer Contributions and Planning Obligations, development on this site will be subject to the following:

The preparation of a comprehensive Master Plan to:

- Identify an appropriate mix of market and affordable housing to enhance the quality of the housing and sustainability of the area;
- Identify the retail capacity of the area to enhance the present offer;
- Set out the broad location for development on the site, including how this will be integrated with the existing residential areas;
- Set out the phasing of new development; and
- Ensure community consultation is undertaken

The continued provision and enhancement of existing open space and community facilities on the site;

- The provision of on site strategic open space facilities as part of any planning application to enhance the existing provision within Ollerton & Boughton;
- Design should take account of overhead power lines which run across the site and not infringe the statutory safety clearances between overhead lines, the ground and built structures;
- Development will be required to seek to maintain and enhance the current provision of public footpaths that traverse the site and which provide linkages between both the adjoining Retford Road and Hallam Road estates along with community uses within and adjoining the site;
- Developer funded improvements to ensure sufficient capacity within the public foul sewer system and wastewater treatment works to meet the needs of the development;
- The positive management of surface water through the design and layout of development to ensure that there is no detrimental impact in run-off into surrounding residential areas or the existing drainage regime;
- The investigation of the potential impact arising from the legacy of former coal mining activities within Ollerton and Boughton and the implementation of any necessary mitigation measures;
- Pre-determination archaeological evaluation submitted as part of any planning application and any necessary post-determination mitigation measures, secured by condition on any planning consent ; and
- Preparation of an appropriate Transport Assessment as part of any planning application(s) to identify any negative impact of the development on the highway network, including Ollerton roundabout, and the provision of appropriate mitigating measures.



HAWTONVILLE NEIGHBOURHOOD STUDY

1.0 Purpose of Report

- 1.1 To provide the Committee with an update on the Hawtonville Neighbourhood Study. Following a wide range of engagement activities that have been undertaken with residents and stakeholders, an Interim Report has been prepared by the consultant "Planning For Real" to give the Committee the opportunity to reflect on the progress made so far and to consider the emerging range of possible options and proposals.
- 1.2 As Members read this report reference should be made to the full Interim Report, copies of which have been made available in the Members room.

2.0 Background Information

The Hawtonville Neighbourhood Study

- 2.1 At the Committee's meeting on 26th March 2014 approval was given to commence the Hawtonville Neighbourhood Study, with the Study focussing on the Hawtonville Estate rather than the wider area of Devon and Hawtonville.
- 2.2 The Study invited local stakeholders and residents to contribute to the research and governance through a Neighbourhood Partnership (NP). This forum meets on a regular basis and acts as a sounding board for the Study. Members of the NP include:
- Local Councillors
 - William Gladstone School
 - Newark and Sherwood Homes
 - Hawtonville Methodist Church
 - Newark and Sherwood District Federation of Tenants and Residents
 - Nottinghamshire Police
 - Newark and Sherwood Clinical Commissioning Group
 - Positive Futures
 - Newark Town Youth Council
 - Hawtonville Young People's Centre
 - Residents (*ad hoc basis*)
- 2.3 At the commencement of the Study it was clarified to all stakeholders that although the District Council was funding the work it was not solely for the Council to take forward actions emanating from the Study in isolation. The Study is very much a 'community' document and there is a responsibility of all stakeholders (including residents) to recognise their role in considering how they might assist in meeting the required actions, so to deliver better outcomes for the residents of Hawtonville. The Study is also there to be used to shape each stakeholder's strategic decision making, priorities and investment for the estate.

- 2.4 A Baseline Report, presented to the Committee at its meeting on 11th March 2015, was compiled by the District Council in order to gather secondary data on the locality, capturing opportunities and challenges. The key points found about the Hawtonville estate were:
- A concentration of socio-economic challenges in 'Inner Hawtonville'.
 - Historic poor reputation, although the estate does appear to have pockets of cohesive communities, related to family units.
 - Levels of youth crime and anti-social behaviour have dropped.
 - High levels of residents with no qualifications – 39% in Inner Hawtonville compared to 25% across the District.
 - Higher proportion of residents under the age of 18 compared to the District, 28% in Hawtonville compared to 20.6% across the District.
 - High level of benefit claimants, compared to the rest of the district.
 - A feeling that '*There isn't anything to do*' although there are a range of facilities currently provided (**See Appendix A**)
 - Health data suggests:
 - Residents are more likely to rate themselves as being in poor health than the national mean.
 - Levels of smoking are likely to be higher in Hawtonville than the national mean.
 - There is a higher demand for GP services than the national mean, a significant issue given the lack of GP provision on the estate.
 - Residents are less likely to exercise than the national mean. This is significant due to the construction of the new leisure centre on the periphery of the estate.
 - Lower levels of life expectancy when compared to the rest of the district and the East Midlands.
 - Cumulative result of a picture of poor health in the neighbourhood.
- 2.5 The Baseline Report also provided an initial appraisal of the built environment:
- The estate retains many original characteristics of the Barry Parker design but the regular building form and continuous street widths makes navigation difficult.
 - The lack of informal space and landscaping has created a harsh environment in some locations.
 - The estate is built at a higher density than other parts of Newark and suffers from a shortage of quality green space and sports facilities.
 - The estate contains one fifth of the Council's housing stock.
 - There is a strong demand for housing in Hawtonville.
 - As with elsewhere in the District, there is a shortage of 1 and 2 bed units, especially accommodation suitable for older people.
 - Owner occupation stands at 51%, much lower than the District average of 70%.
 - There are mixed house conditions.
- 2.6 On completion of the Baseline Study, accompanied by an early engagement programme by the Council, the consultant Planning for Real (PFR) was then commissioned to undertake a robust engagement programme and the master-planning elements of the Study.
- 2.7 By way of information, in the most recent publication of the Index of Multiple Deprivation (2015) areas of the Hawtonville Estate were ranked in the top 10% of indices of deprivation. This compares to areas of the Boughton Ward, which are in both the top 10% but also the bottom (i.e. least deprived) 80% and areas in the Bridge Ward range from the top 20% to the bottom 60%.

3.0 Consultant Led Engagement

- 3.1 As noted in previous Committee reports, lessons have been learnt from the Bridge Ward Neighbourhood Study in particular around resident engagement and the need to close the gap between ‘experts’ and local people when compiling the Study.
- 3.2 One reason for commissioning PFR was that they offer a unique engagement tool through their community planning model to encourage direct community participation primarily through visual practices, such as the use of a large 3D map. In addition PFR set out three clear stages of engagement being ‘Gathering Views’, ‘Prioritisation’ and ‘Action Planning’.
- 3.3 Set against this background PFR delivered a programme of 19 consultation events over a three week period in April/May 2015. Events took place either in conjunction with an activity that was already happening in the community, where people were naturally gathering (for example, during school pick up and drop off) or in visible outdoor locations near to local shops, play areas etc. The programme of consultation events are listed at **Appendix B**.
- 3.4 A number of informal conversations were also held with residents. These comments have been incorporated into the overall engagement analysis. It is estimated that overall, 300 – 330 residents took part in the engagement, of which approximately two thirds were female and covered a broad age range. A total of 1,198 individual suggestions were recorded.
- 3.5 A half day workshop was held for strategic stakeholders and participants included:
- Internal Business Units
 - Nottinghamshire Police
 - Newark and Sherwood Homes
 - Nottinghamshire County Council
 - Newark and Sherwood CVS
 - Newark and Sherwood Care Commissioning Group
 - Business In The Community
 - Job Centre Plus
 - Newark Town Council
- 3.6 A separate ‘Young Peoples’ workshop was also held.
- 3.7 Two prioritisation and action planning workshops were then undertaken with the community and NP.

4.0 Interim Report

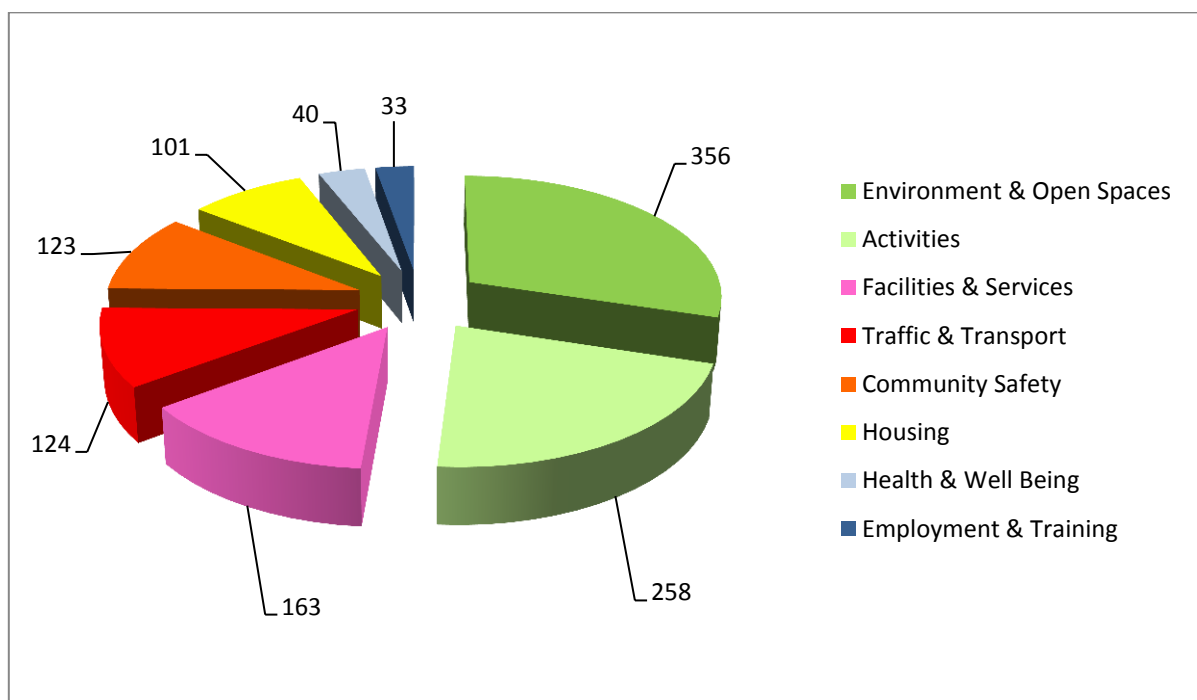
Purpose of Interim Report

- 4.1 The Interim Report provides an analysis of resident/stakeholder responses and an initial appraisal of development options/socio-economic proposals that could help meet the needs of residents and support Hawtonville to become the place that they want it to be.
- 4.2 At this point the Committee need to consider the range of responses made during the consultation programme, along with the opportunities, challenges and proposals being presented. This will inform the development of a more focussed appraisal and qualitative analysis to cement the core actions and desired outcomes in the Final Report.

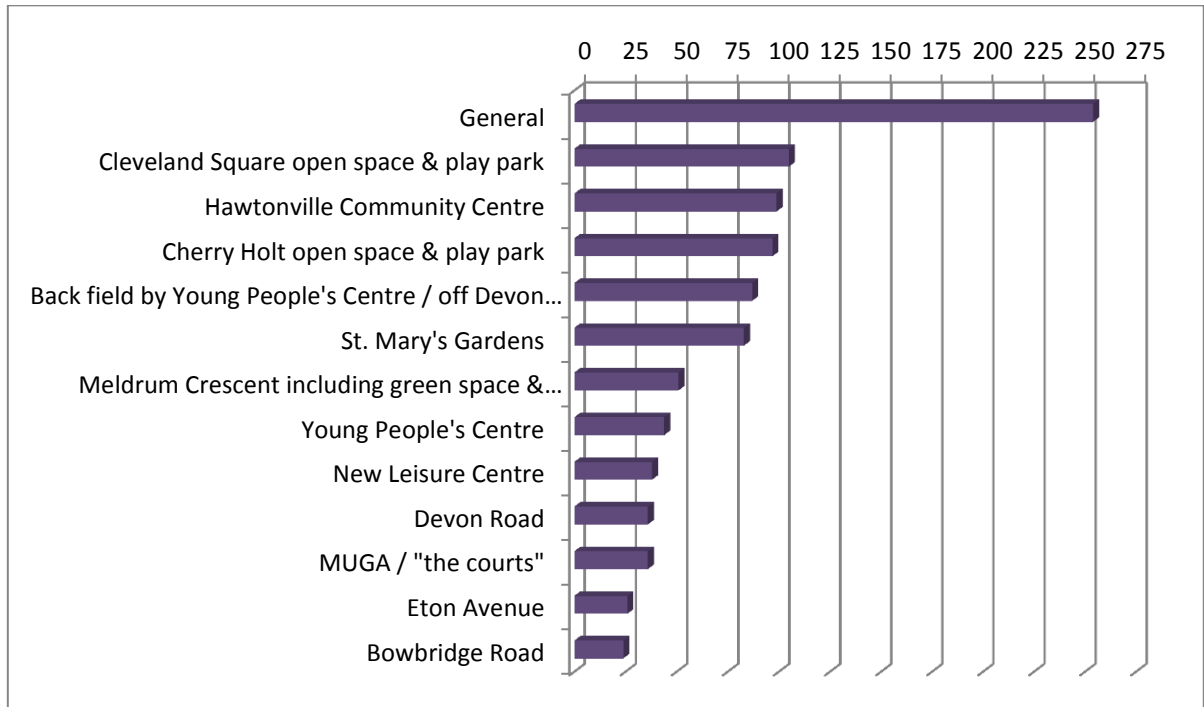
- 4.3 As set out in paragraph 2.3, any proposals or actions emanating from the Study will need to be delivered by a range of stakeholders to achieve positive outcomes for the residents of Hawtonville. The Council, therefore, will have influence over some of the proposed actions and other actions will be the responsibility of other stakeholders to address. Partnership working will be key to the Study’s success, which as the Committee will note is already an integral part of the Study.
- 4.4 In this respect, and further to the Committee meeting, wider engagement will be held with the range of stakeholders involved in the Study to discuss resources, capacity for delivery and ownership of the proposals set out.
- 4.5 When reading through the following paragraphs and considering the options/proposals suggested, taken together with the detail provided within the Interim Report, the Committee will need to consider the following (such questions will be posed to all stakeholders):
- **Viability:** How socially, environmentally and economically viable is a proposal?
 - **Delivery:** What role will the Council play in delivery of a proposal?
 - **Equality:** Are any groups of residents likely to be left out or benefit more than others from an option?
 - **Vision:** What is the vision for Hawtonville and how do the proposals support it?

Summary of consultation responses

- 4.6 A number of themes emerged from the consultation. The greatest numbers related to Environment and Open Spaces (356 responses) and Activities (258 responses):



- 4.7 Responses were also analysed by location, i.e. where residents wanted an investment to take place. Suggestions were categorised as ‘general’ when a resident felt the suggestions or concern applied to the whole area or were unsure about where to place their suggestion:



- 4.8 The responses were then prioritised by residents and themed according to the ‘People’ and ‘Place’ categories, as identified in the Baseline Report. There was widespread recognition by both residents and local stakeholders that for many of the proposals to be actioned this would require time and significant resources.
- 4.9 A summary in tabular format of the key points arising from the consultation process, split between ‘People’ and ‘Place’ can be found at **Appendix C**, the top resident priorities listed by ‘Theme’ are identified in the tables below:

People

Theme	Top Priorities Identified by Residents
Activities	Activities during school holidays
	Activities for parents and children needed
	Need for an Outreach/ Youth Support Officer
Facilities and Services	Young People’s Centre – More Open Days needed
	Community Notice Boards
	Community Hub with access to computers needed
Community Safety	Drug taking problem
	Safe place I can go (young person)
Employment and Training	Local residents need access to employment opportunities
Health and Well Being	New health provision needed
	Support for young mums needed
	Addiction advice service
	Hospital car service needed

Place

Theme	Top Priorities Identified by Residents
Environment and Open Space	Litter/ Broken Glass/ Dumping/ Waste
	Appearance of area – front gardens, grass
	Improved play equipment/ better provision
	Parks and activity areas needed
	Footpath/jitty issues
Housing	Build new homes, especially for older people
	Some tenants need help with their gardens
Traffic and Transport	Bus stops to have digital signs not paper ones

4.10 As the consultation work has progressed it has also become evident that capacity within the community of Hawtonville itself, for leadership, is weak and currently limits the capacity of local people to drive through change.

4.11 In recognition of the above, in the Interim Report PFR have put forward a range of possible options and proposals that could meet the identified resident priorities under the 'Place' and 'People' themes:

People Theme

Short Term

Proposal	Outcomes
<ul style="list-style-type: none"> • Appointment of Community Development Co-ordinator/Enabler (<i>fixed term – possible partnership arrangement?</i>) • Provision of single point of signposting service • Continuation of Positive Futures role • Set up legal status community orientated body to lead local delivery 	<ul style="list-style-type: none"> • Improved awareness/information programme • Extend opportunities for local participation – build “capacity” within the community • Anti-speeding programme • Clean up programme • Connecting Leisure Centre programme with Hawtonville residents

4.12 By delivering the above proposals it is anticipated that this will help build local capacity to address a number of suggested outcomes:

Medium Term

People Category	Outcomes
Activities.	Build confidence with community members and support increasing capacity for participation.
Employment and Training	Increase the number of people from Hawtonville of economic age to access further education and/or employment opportunities and in particular those employment opportunities flowing from the development of land to the south of Newark.

Community Safety	Improve community safety with an initial focus on substantially reducing the impact of drug related issues.
Health and Well Being	Improve Health and Wellbeing for all whilst responding positively to the community expressed priority for young people i.e. use of sport to engage with young people.

Place Theme

- 4.13 PFR have also undertaken an appraisal of the built environment and set out a number of possible developments responding to local/ stakeholder need and those potentially viable sites. A description and illustration of options can be found in **Appendix D** and to summarise these are:

Short Term

Proposal	Outcomes
<ul style="list-style-type: none"> • Adaption works to Hawtonville Community Centre • Develop Meldrum Crescent garage site (<i>this development has already been identified within the Council's housing growth programme.</i>) 	<ul style="list-style-type: none"> • Facilitate short term socio-economic actions • Provide additional housing choice

Medium Term

Place Category	Potential Projects
Works to improve and enhance green space/public realm	<ul style="list-style-type: none"> • Meldrum Crescent – works to existing central island to improve car parking and play space • Improvements to open space around Hawtonville Community Centre • Improvements to St Mary's Garden central green space • Improvements to public realm outside Co-operative Retail store on Churchill Drive • Improve outdoor play opportunities at Young People's Centre off Windsor Road • Improve play facilities and park at Cherry Holt • Improve open space and play facilities at Cleveland Square • Improve/review footpath links for community safety
New build housing	<ul style="list-style-type: none"> • Redevelopment of former NHS clinic site at St Mary's Gardens • Possible new housing on young people's centre site off Windsor Road • Potential of new housing on Devon Road back field

	<ul style="list-style-type: none"> • Potential housing at Cherry Holt • Use of new build to enhance green space/play equipment
Works to existing housing in order to make better use of the existing asset.	<ul style="list-style-type: none"> • Potential remodelling or new build to Windsor Court properties • Potential remodelling to St Mary's Garden flats • Potential remodelling to Grange Road flats and development of the garage site behind the flats.

4.14 Through considering the responses to the engagement process and suggested proposals for action, PFR have also set out an emerging vision for Hawtonville, reflecting the need for partnership in delivery:

Hawtonville: A Partnership for Progress and Prosperity

- *An Active Hawtonville*
- *A Vibrant Hawtonville*
- *A Joyful Hawtonville*

5.0 Resource

5.1 Public funding constraints remain a considerable challenge for all public agencies and therefore it is recognised that the some of the proposals may not be deliverable or innovative solutions will be required, most probably through a partnership approach. PFR set out in detail the delivery challenges in the Interim Report.

5.2 Through the engagement process there was recognition from local people that many activities and initiatives will have a cost attached to them and their concern was whether they could be afforded.

5.3 In considering a future funding strategy, it will be important to consider the social benefit as well as a purely economic benefit. Capital and/or revenue investment today may reduce or prevent costs in the future as local people and local organisations become more able to do things for themselves without, or with reduced, public sector support.

5.4 In terms of possible available District Council financial resources, which are primarily capital, the following mechanisms could be considered:

- Use of Section 106 monies
C. £23,625 has been earmarked for improvements to the Hawtonville Community Centre (pending planning consent).
- General Fund Support
Some proposals are traditionally associated with GF functions, e.g. resourcing the Hawtonville Community Centre, community safety, the enabling role. Members will be well aware of the constraints on financial resources, particularly in the General Fund as government grant continues to reduce and limits are placed on Council Tax levels.
- Housing Revenue Account
A significant proportion of the housing within the area of the Study is Council owned and sits within the Housing Revenue Account (HRA). Newark & Sherwood Homes could be commissioned to undertake works and activities through their annual Delivery Plan

(N.B. would potentially impact upon the management fee) and via the the annual asset management programme, e.g. environmental works. It is important to maintain the viability of the HRA business plan and members should note the recent changes to rent setting, Right to Buy and other proposals announced in the summer budget and their impact on the business plan.

- Housing Growth Strategy
The HRA housing growth programme has already identified Meldrum Crescent for development. Housing growth activities could also facilitate enhanced provision on the estate, e.g. play and open space.
- Grant funding applications
For example applying to the Wren Landfill trust for new play equipment

Hawtonville Community Centre

- 5.5 The Committee should note that the Hawtonville Community Centre was excluded from the initial devolution scope with the Town Council pending the outcome of this Study. Members will note that, as evidenced through the engagement process, local residents value the Centre, although this is currently much under used. The Centre has the potential to be a community access point to provide information and advice to meet the socio-economics actions although should this be progressed a different model of delivery will be required.

Next Steps

- 5.6 Following Committee and further stakeholder consideration on the proposals emanating from the Interim Report a detailed viability appraisal of the priority options will be completed by PFR.
- 5.7 PFR will explore the potential sources of funding, overall resourcing and capacity, timeframe, what partnerships will be required and what is the appropriate delivery body for each of the stated actions in order to meet the desired outcomes. This will then form the basis of the Final Report, which will be presented to Committee in early 2016.

6.0 Equalities Implications

- 6.1 The Devon Ward and Hawtonville area profile shows a relatively homogenous community (94% of residents were born in the UK) albeit with a significant distribution of ages, from a mean of 46 in the Bellmont Road/ Bailey Close area compared to a mean age of 29 in the Staunton Road/ Montgomery Rd area. The Interim Study has been compiled in order to ensure that the needs of any groups within the community with protected characteristics are properly reflected.
- 6.2 Any proposals emanating from the Study will be subject to further equalities reviews, including any necessary equality impact assessments, preferably undertaken with the local community.
- 6.3 When reviewing the possible proposals and options readers of the Interim Report are asked to consider the equalities implications.

7.0 Impact on Budget/Policy Framework

- 7.1 The Hawtonville Neighbourhood Study will be formulated set against the Council's and other statutory stakeholder's policy framework, along with considering relevant national/local policies and guidance.
- 7.2 Resources to undertake this Study were identified and approved at the Committee meeting on 26th March 2014, with a proportion of the funding coming from the Housing Revenue Account (HRA) linked to the significant HRA asset base in this locality.
- 7.3 Any District Council led capital or revenue projects that emerge as a recommendation from the Final Study will be appraised in full to assess their priority, viability and deliverability set against all other schemes.

8.0 Comments of Director - Resources

- 8.1 Funding has been made available to carry out the Neighbourhood study in Hawtonville.
- 8.2 Members will need to consider the recommendations of the Study when it is produced and look at the financial implications alongside other priorities and financial demands facing the Council. Members will need to consider both capital and revenue implications of proposals, and specific sources of funding will be considered as part of that process.

9.0 RECOMMENDATION

That the Committee consider the priorities and proposals as set out in the interim report of the Hawtonville Neighbourhood Study (specifically as set out in sections 3 and 4 of the above report) and comment on these to enable PFR to take these comments into account when formulating the final report – in particular, the Committee's views on what the Council's role and available resources might be in assisting to deliver the relevant proposals.

Reason for Recommendation

To guide the development of the final report for the Hawtonville Neighbourhood Study, in order to inform current and future policy development for the Study area to the benefit and prosperity of its residential and business community.

Background Papers

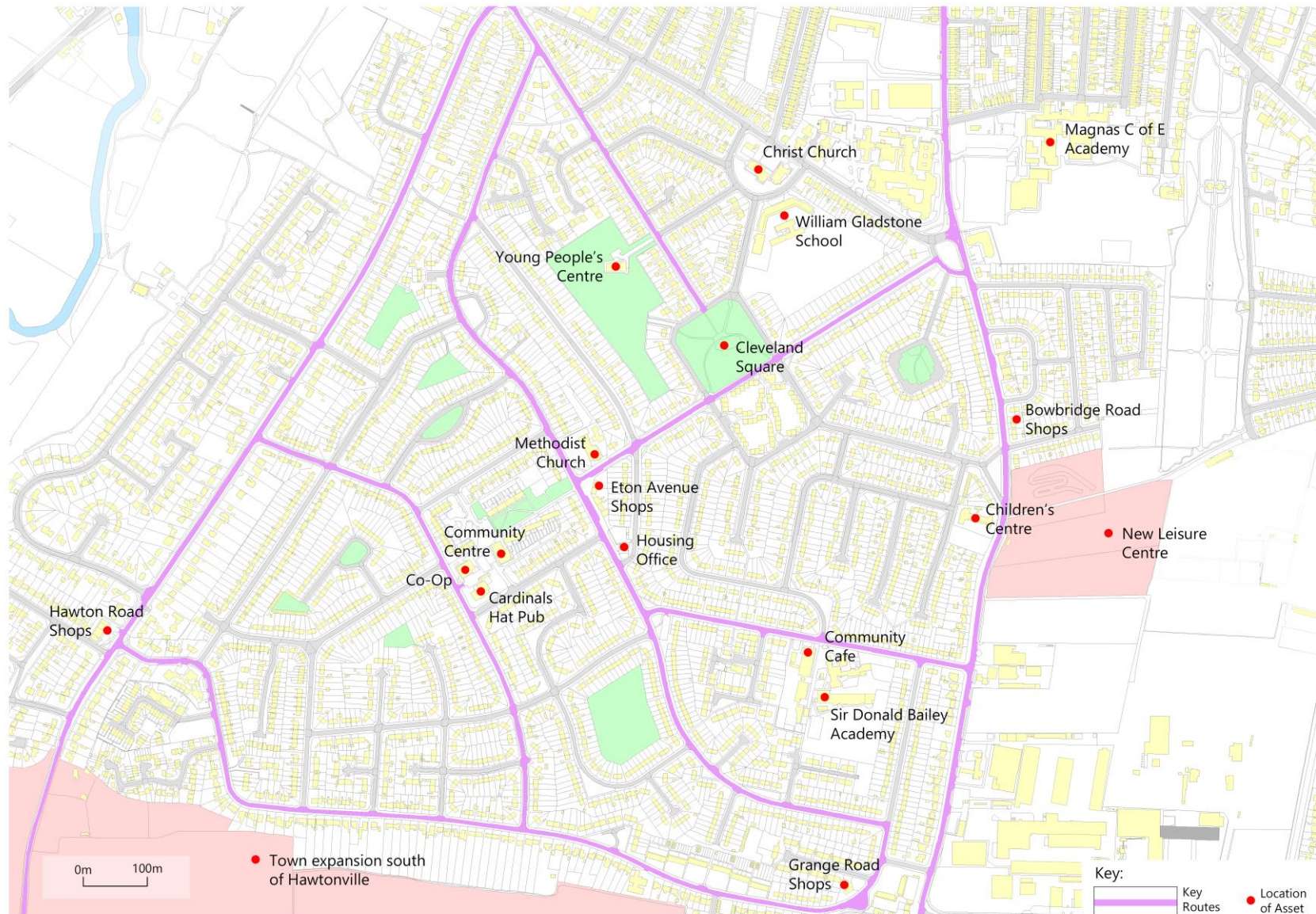
Hawtonville Neighbourhood Study Interim Report available in the Members Room

Keep up to date with the latest news from the Hawtonville Neighbourhood Study:
<https://www.facebook.com/hawtonvilleneighbourhoodstudy>

For further information please contact Rob Main, Strategic Housing – Business Unit on 01636 655930.

Karen White
Director – Safety

Hawtonville: Location of Key Facilities



Planning for Real: Programme of Consultation Events

Date	Location	Estimate of Participants	Target Age Group
27 th April	Safer Neighbourhood Partnership meeting	7	Mixed / all ages
8 th May	Methodist Church – Lunch Club	18	Elderly
12 th May	Methodist Church – Toddle & Toast Session	5	Young parents
15 th May	Children’s Centre – Baby Clinic	7	Young parents
18 th May	William Gladstone School – morning session	18	Mixed / all ages
18 th May	Cleveland Square Community Centre – Coffee Morning	6	Elderly
18 th May	William Gladstone School – afternoon session	20	Mixed / all ages
19 th May	Federation Offices on Bailey Road – outdoors	26	Mixed / all ages
19 th May	Young People’s Centre – Junior Session	32	Youngsters
20 th May	Devon Road – morning – outdoors	10	Mixed / all ages
20 th May	St. Mary’s Gardens – afternoon – outdoors	18	Mixed / all ages
21 st May	Children’s Centre – Stay and Play session	4	Young parents
21 st May	Eton Avenue in front of the shops – outdoors	35	Mixed / all ages
22 nd May	Cleveland Square open space – outdoors	30	Mixed / all ages
22 nd May	Vale View – tea and cakes	24	Elderly
22 nd May	Young People’s Centre – Seniors session	18	Youngsters
23 rd May (Saturday)	Cherry Holt open space – morning – outdoors	7	Residents living around Cherry Holt open space
23 rd May (Saturday)	Meldrum Crescent – afternoon – outdoors	14	Residents of Meldrum Crescent
28 th May	Play in the Park event at Sconce Park – outdoors	30	Mixed / all ages

Place” and “People” – Summary in table format of Key points arising from community consultation stage of process:

PLACE	PEOPLE
<p>About the area in general:</p> <ul style="list-style-type: none"> • Many residents spoke of their concern about the appearance of the area and how they wanted the area to be improved through: <ul style="list-style-type: none"> ○ Residents / tenants looking after their front gardens and their properties. Tenants / residents to be offered help to do this. ○ Boundaries to properties to be smartened up – residents / tenants to be helped ○ Cleaner streets ○ Broken glass and litter cleaned up ○ Dumping tackled ○ Grass areas maintained better ○ Footpaths improved ○ More frequent visits by road sweepers ○ More litter bins / dog waste bins <p>Open spaces:</p> <ul style="list-style-type: none"> • The 3 largest open spaces, Cherry Holt, Cleveland Square and the “back field” associated with the Young People’s Centre and behind Devon Road, were the locations which received the most suggestions. • Repeated requests included: <ul style="list-style-type: none"> ○ Proper parks ○ A football pitch / kick about area ○ Play park facilities for children of all ages ○ Updated / better / more challenging play equipment ○ Where a play area for younger children exists (which young people / teenagers use to hang about on) provision should be made for young people / teenagers as well. ○ Benches / seating, particularly associated with play areas ○ A skate park ○ Basketball court / MUGA “the courts” ○ BMX track ○ Motorbike track ○ Grazing land for horses <p>Hawtonville Community Centre:</p> <ul style="list-style-type: none"> • Key message was that residents felt it was not used enough and many remembered how busy it used to be when it was run by the community. 	<p>Activities:</p> <ul style="list-style-type: none"> • The strong message from residents for more activities for their young people / older children including activities during School holidays, weekday evenings and weekends. • Outdoor activities are identified under “Place – Open Spaces” • Indoor activities suggested included: youth clubs; activities for the elderly; dance clubs, toddlers group, and parent and children activities. • Young people need somewhere else to go on the nights when they could not attend the Young People’s Centre. • Lack of information / knowledge of what is on offer through the various venues. <p>Facilities and Services:</p> <ul style="list-style-type: none"> • Better promotion of what’s on / where. Need central information point. • Hawtonville Community Centre – see comments under “Place” • Young People’s Centre – need provision during school holidays. • Advice and information point • Community notice boards • Signposts to local facilities <p>Community Safety:</p> <ul style="list-style-type: none"> • ASB a problem (Eton Avenue shops, Cherry Holt open space / play area, St. Mary’s Gardens) • MUGA (“the courts”) causes problems for residents in Winston Court – damage to property; and other residents find the young people “intimidating”. • Drugs are an issue and concern for residents – both taking and dealing. Cannabis mentioned most frequently although also mention of discarded needles at various locations. • More Police / PCSO presence wanted • Young people / teenagers hanging around children’s play areas means they cannot be used by younger children. • CCTV cameras – do they work? <p>Employment and Skills:</p> <ul style="list-style-type: none"> • Suggestions included: a job search club; job notice boards; local training courses / practical

PLACE	PEOPLE
<ul style="list-style-type: none"> • Reasons given were: <ul style="list-style-type: none"> ○ Hire costs could be too high ○ Not knowing who to contact ○ Not knowing what is happening there in terms of activities already being provided • Suggestions for activities included: <ul style="list-style-type: none"> ○ Activities during the school holidays ○ Activities for children all age ranges after school, evenings and weekends ○ Various clubs including dance, music, toddlers, drop in for elderly, adult classes e.g. Zumba. ○ Alternative provision for teenagers when Young People’s Centre not open or no activities for their age group. • Seen as a potential access point for: information and advice; community notice boards; job search club; and job notice boards. • Environment around the Community Centre causes neighbouring residents in St. Mary’s Gardens problems e.g. drug taking is taking place around the side of the Centre between the Centre and the St. Mary’s Gardens properties; the planting around the centre is overgrown. <p>MUGA (“the Courts”) / empty space adjacent:</p> <ul style="list-style-type: none"> • MUGA (known by the young people as “the courts”) is a valued facility but does create a number of issues for other residents: <ul style="list-style-type: none"> ○ Night noise ○ Ball hitting windows of properties in Winston Court ○ Damage to property e.g. fencing (Winston Court) ○ Intimidating when large numbers of young people gathered there • Young people highlighted the need for resurfacing the area as it is cracked. • They also highlighted the problem of broken glass and rubbish. • For younger children the issue was that the MUGA was taken over by older children which stopped them using it. • There were requests for another MUGA elsewhere in Hawtonville e.g. the “back field” by the Young People’s Centre. • There were requests for the empty space next to the MUGA to be made use of e.g. a play area. <p>Housing: St. Mary’s Gardens</p> <ul style="list-style-type: none"> • Poor design of flats and access • Unsuitable accommodation for young single mums 	<p>workshops / training relevant to individual’s aspirations.</p> <ul style="list-style-type: none"> • Reading and writing classes • A skills and training centre. <p>Health & Well Being:</p> <ul style="list-style-type: none"> • Most frequently suggested - new health provision / GP surgery

PLACE	PEOPLE
<ul style="list-style-type: none"> • Problem tenants: alcohol and drug use • Ground floor flats vulnerable to break ins <p>New housing:</p> <ul style="list-style-type: none"> • Housing for the elderly including bungalows • General housing • Housing for young people / starter homes <p>Housing – general:</p> <ul style="list-style-type: none"> • Reputation of certain areas e.g. St. Mary’s Gardens and Winston Court means people don’t want to swap properties. • Housing Management / tenancy issues • Property (including gardens) appearance <p>Streetscape / roads:</p> <ul style="list-style-type: none"> • Improved footpaths • Better use of large space in front of shops Eton Avenue / Beech Avenue • Creation of cycle routes • Traffic calming to address problem of speeding cars • Creation of parking spaces • Parking problems created by school runs (William Gladstone and Magnus) and by parking related to people using the hospital. • Pedestrian safety – children and elderly crossing Bowbridge Road by Magnus School and by Hospital. <p>Meldrum Crescent:</p> <ul style="list-style-type: none"> • Green space: opportunity to create parking spaces around this space plus providing a play park on the green. • Garage site: site for housing for elderly; retention of some or all of existing garages. 	

Extract from the Interim Report on proposals for physical change (all commentary is made by the consultant, Planning for Real.)

Proposals for physical change are limited to a number of locations: primarily what is termed ‘inner Hawtonville’, around St Mary’s Gardens, and other public spaces which are under-invested in and under-used. These are scheduled here, and the proposals summarised. The descriptions should be read in conjunction with the drawings which illustrate the proposals.



St. Marys Gardens Flats (Housing Revenue Account):

St. Mary’s Gardens and the surrounds are the location for many of the proposed physical changes:



Issues

- Poor reputation
- Location for anti-social behaviour, drug abuse and bad neighbourliness
- Access to upper floor flats is by staircase only making them unsuitable for residents with small children and pushchairs
- Fronts to both lower and upper flats are on the side of the building facing away from the central green space. Access and gardens are both on this side which invites or is exacerbated by poor levels of neighbourliness
- There is no direct access from the flats to the central green space

Option A: Convert flats to three storey houses.

The flats are converted to three storey houses, requiring more flats to be built elsewhere to offset the loss. The fronts of houses remain on the side of the building furthest away from the central green space but private back gardens are provided next to that space.

1:200

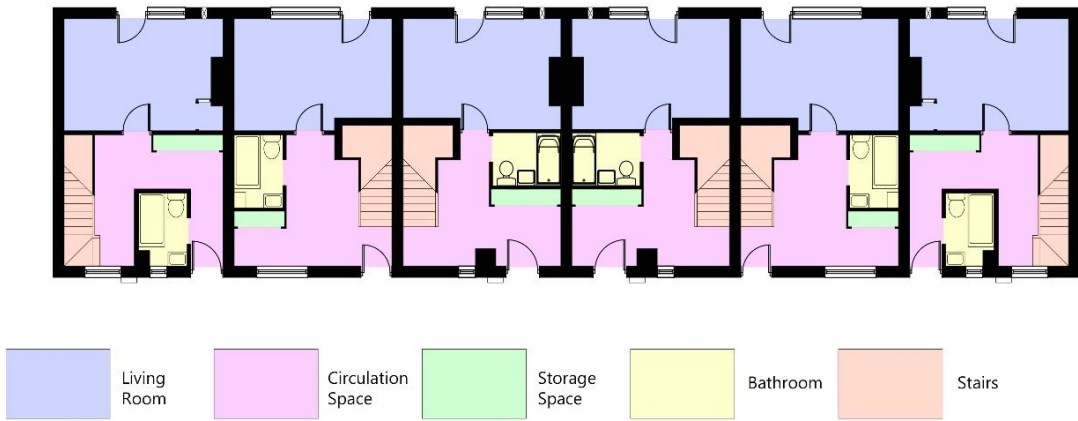
St. Mary's Gardens flats option A: Conversion to 3 storey houses



Back gardens to 3 storey houses

Front gardens to 3 storey houses

Public green space in front of houses



Ground Floor Plan of 3 Storey proposal
1:100 @ A3

Option B: Reverse front and back of the ground floor flats

In this option the ground floor flats are provided with a front door and a private garden adjacent to the central green space. There is separate access to the upper floor flats which remain on the other side of the building. The outdoor spaces are rationalised into small back yards for the ground floor flats and larger private gardens for the upper floor flats.



1:200

St. Marys Gardens option **B**: Remodelling the external space



1. Gate leading into the front gardens of the ground floor flats, accessible from the green space in front of the flats
2. Pathway leading from the gate to the front door
3. Private planting space
4. Gated gardens to the 2 storey flats

Winston Court(Housing Revenue Account):

Issues

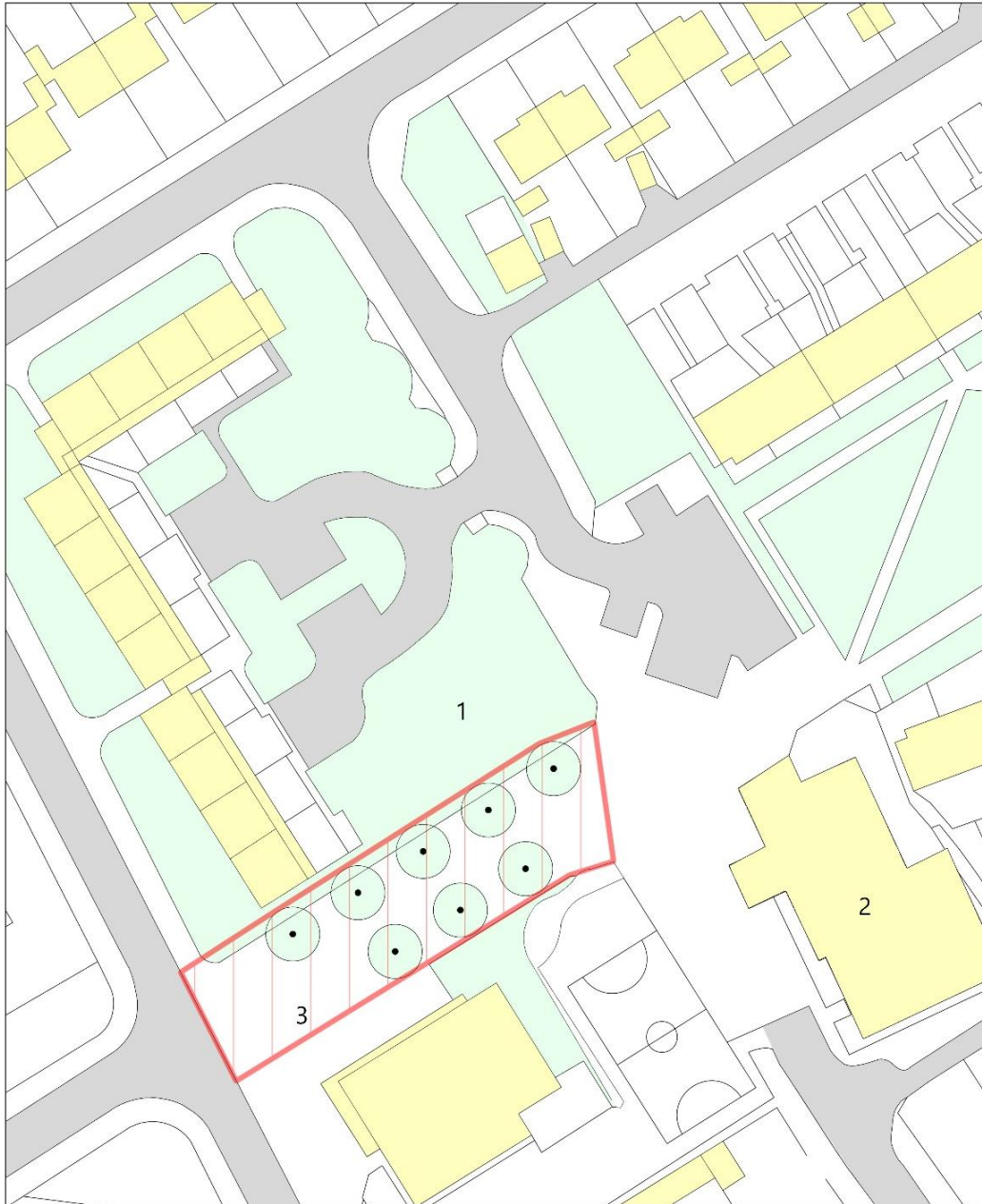
- Similar issues of dysfunctionality and poor reputation as St. Mary’s Gardens
- Noise issues from the nearby MUGA affects residents in the southern wing

Option A: Part demolition and re-planning of external space

The southern wing of flats, perpendicular to Churchill Drive is demolished. This enables the creation of an enlarged tree-lined pedestrian access route into St. Mary's Gardens from Churchill Drive and re-planning of the car parking and amenity spaces for remaining flats.

1:500

Demolition of one wing of Winston Court



1. New green space open to the public on the corner of Winston Court (gardens belonging to the demolished wing of Winston Court used to be located here)
2. New Community Centre designs featuring redesigned entrance and additional community café
3. Scenic pathway located where demolished wing was located. The existing pathway has been significantly widened with trees also being added either side

Option B: Replacement of Winston Court with eight large three-storey family houses on Churchill Drive, 18 two bedroom flats on Pierson Street and eight two storey family houses facing St. Mary's Gardens. All dwelling would have in-curtilage car parking on the perimeter of the block. It also enables the incorporation of the enlarged access route proposed in Option A.



(1:500)

Full demolition of Winston Court, replacing with houses and flats



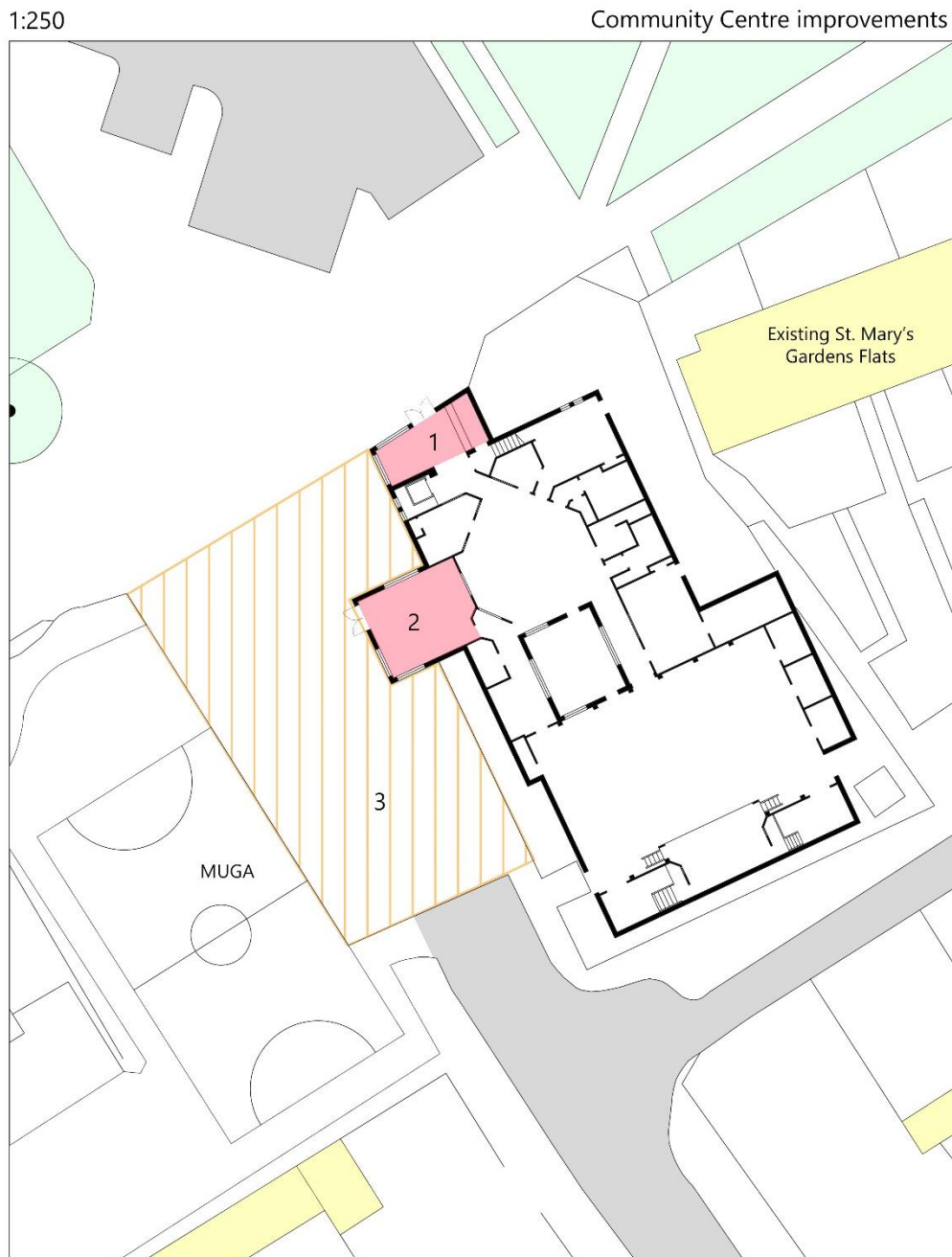
1. Entrance to flats from Jersey Street, car parking spaces are situated along Jersey Street directly in front of the flats.
2. Private open courtyard for residents of the flats.
3. Re-modelled parking/ turning space.
4. The private back gardens to the 3 storey houses are completely enclosed with the two blocks being positioned back to back.
5. The front gardens of the 3 storey houses are shown here to be accessed from Churchill Drive. Each house features a front garden (garden to allow space for car parking space for each house).
6. The public walkway has been widened and now features trees planted along each side of it.

Community Centre (General Fund)

Issues

- Widely seen as an important but underused asset with potential for creating much more benefit to the community than it presently does
- Contains a lot of usable space and is well located
- Not an inviting building, fortress like
- Removed from the Town Council devolution programme pending outcome of Study.

Proposal: Enlarge and enhance the entrance lobby to make it more transparent. Build a glazed extension to provide direct access to the smaller of the two large internal spaces which could become a community café. This is intended to become a new social focus for Hawtonville. It connects to a community garden space created from the presently neglected space between the community centre and MUGA.



1. Redesigned entrance to the community centre. The entrance is more welcoming and faces onto the open space; it also now features a reception and lobby/ waiting space.
2. Community Café extension. The existing bar inside of the community centre has been extended outwards to create a large space for the community café. It is well positioned as it is next to the existing kitchen.
3. With the addition of the community café the external space between the community centre and the café and the MUGA becomes a space in which people can relax/ eat/ drink/ watch their children play.

Site of the Former Health Centre (*Housing Revenue Account*)

Issues

- Empty site, recently returned to General Fund ownership
- Adjacent to an unused car park
- Contributes to sense of lack of enclosure

Proposal: New L-shaped terrace of eleven houses. Vehicular access will be made from Eton Avenue and back gardens join the existing back gardens of houses in Eton Avenue and Pierson Street. A shared courtyard in front of the houses would provide car parking space. It would be possible to build flats instead of houses.




Meldrum Crescent (Housing Revenue Account)

Issues

- Two underutilised spaces at each end of the street; a grassed area at the northern end often used for casual parking and a large concrete surfaced garage court.

Proposal: Grassed area is reduced in size with parallel parking spaces made around the perimeter. The central space redesigned as a miniature park, with children’s play area. The garage court is replaced with nine older person’s single storey bungalows built around the perimeter, each with a small courtyard garden. Access would be from a central courtyard with parking spaces for residents and visitors. These proposals were put to residents during the consultation period and received strong support.

 Elderly bungalows (9 total)

(1:1000) Proposal for regeneration of Meldrum Crescent, including elderly bungalows at existing garage court



1. Public open space surrounded by newly planted trees.
2. Children’s play area.
3. Number of new parking bays organised around the island.
4. Entrance to elderly housing, also featuring parking bays (one bay per bungalow) as well as newly planted trees.

Backfield at the Young People's Centre (General Fund)

Issues

Large area of green space enclosed by back gardens of houses on all sides. The Young People's Centre (owned by the Nottinghamshire County Council) is accessed from Windsor Road and is enclosed by its own perimeter fence. The rest of the space is largely vacant and unused, including an ex-football pitch.

Proposal: New housing, with access from Cleveland Square to be built at the narrow end of the field. Family houses can be built addressing the remaining field to the north (improving surveillance). Small single storey houses for single/ elderly people are proposed for the narrowest part of the site. The remainder of the field can be designated a public park with improved access from Devon Road and improved football pitch.



1. Backfield public green space, featuring Young People's Centre to the north
2. Proposed new housing accessed via Cleveland Square
3. Cleveland Square

Cherry Holt Field (Housing Revenue Account)

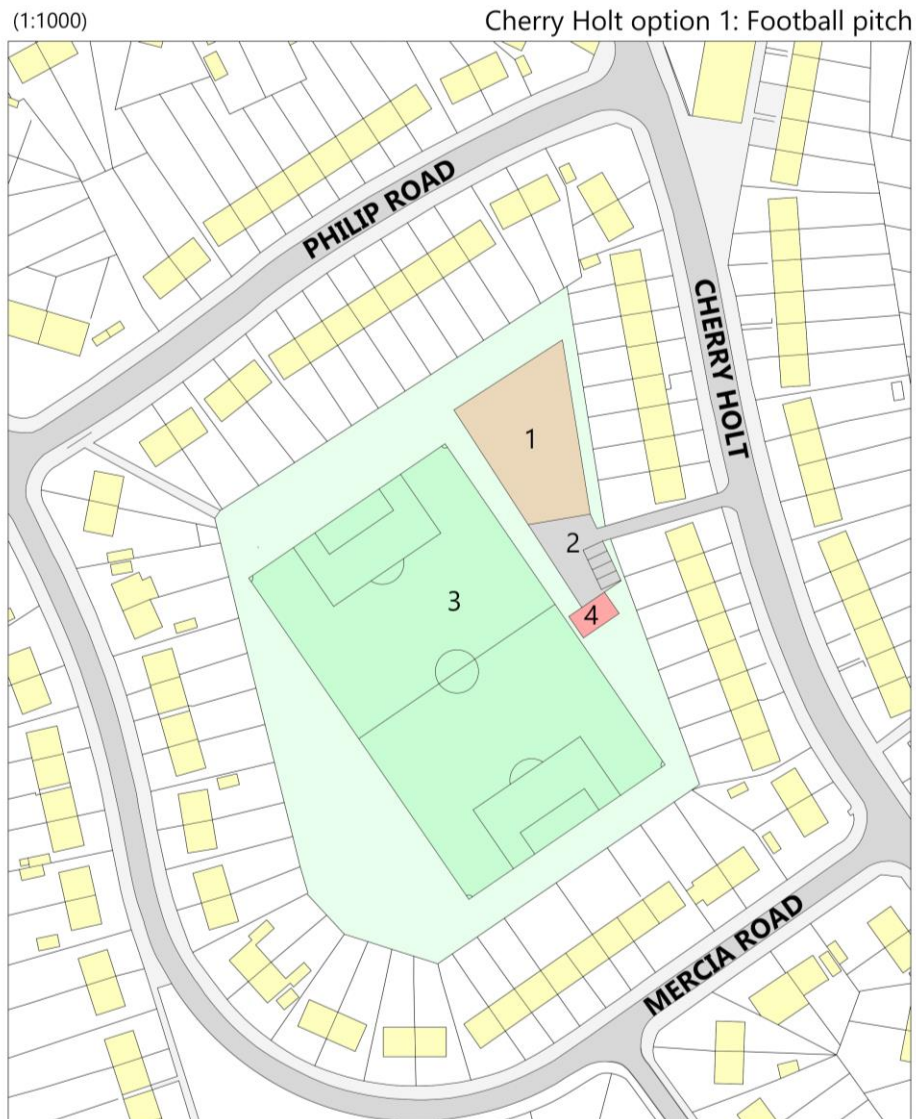
Issues:

- Limited access to large green space
- Some play equipment for small children in one corner but no other facilities

Proposals

Option A: Enhance the green space

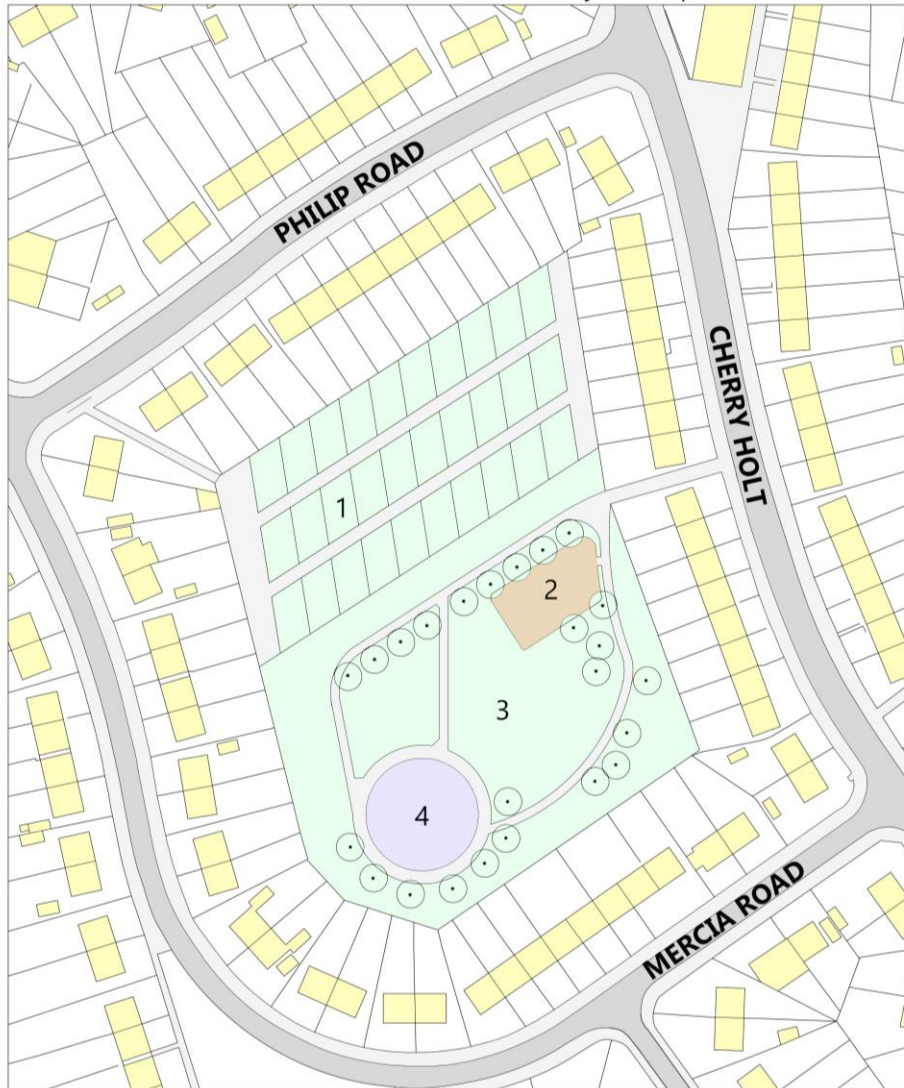
Addressing the lack of play facilities it is possible to enhance the existing Cherry Holt field by introducing a full sized football pitch, changing rooms and new children's play area.



1. Children's play area
2. Drop off area, featuring car parking spaces and turning space
3. Full size football pitch
4. Changing rooms

Option B: Allotments and Park

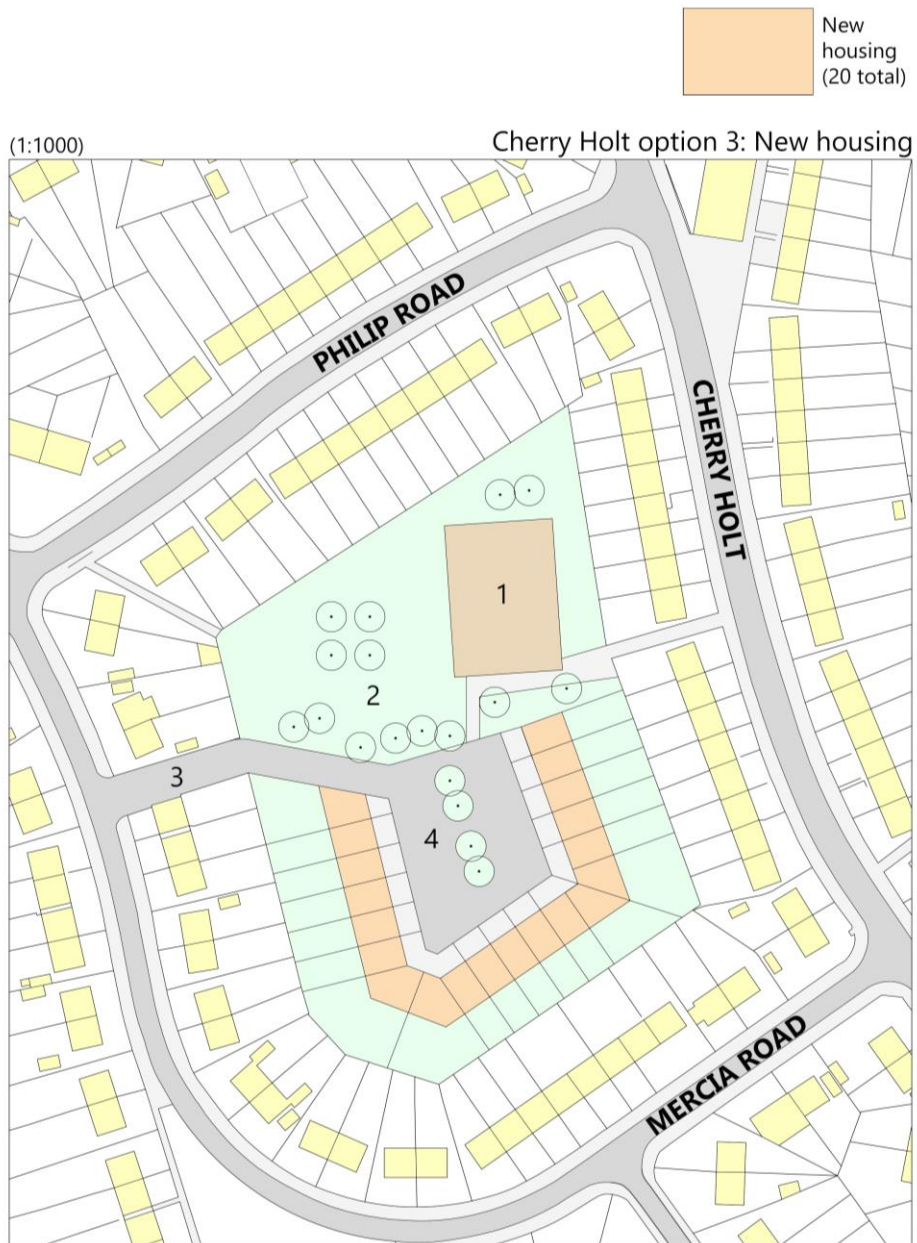
Responding to shortfall in allotments for the neighbourhood it would be possible to create thirty allotments and a landscaped park. It was noted during the consultation that many residents enjoy Queen's Scone where the earthworks stand in contrast to how flat Hawtonville is. It would be possible to make a new version at Cherry Holt.



1. Allotments (30 total)
2. Children's play area
3. Landscaped park
4. Pond

Option C: Housing and landscaped park

The site is large enough to accommodate twenty new houses around a courtyard on half of the site. The houses back gardens would back onto existing back gardens around the perimeter. This scheme would require the demolition of at least one existing house on one of the surrounding streets in order to gain vehicular access.



1. Existing children's play area
2. Landscaped park
3. Possible demolition of one house to make new access road
4. Courtyard

Grange Road Flats (Housing Revenue Account)

Issues

Consultation with residents was undertaken in 2011 and during the Neighbourhood Study. This has identified:

- Resident desires for privacy, particularly in relation to their gardens
- Deck access is creating a space for ASB, in particular young people banging metal railings and running bikes into the gates
- There is poor visibility of the flats from Grange Road

Grange Road flats are made up of 6 similar blocks, each containing 10 dwellings each (six, 2 storey dwellings and four, 1 storey dwellings). The land on the south side of the flats parallel to Grange road is currently public open green space whilst the area to the North of the flats is split into 2 rows of Gardens (one row for the ground floor flats and one for the 2 storey flats). Access to the ground floor flats is via a pathway running to the north of the flats, whilst access to the 2 storey flats is via stairway at ground level at each end of the block leading up to a deck that spans the entire length of the block connecting all six 2 storey flats. The main complaint of residents is of anti-social behaviour on the deck itself, "kids" bang on the metal railings along the 1st floor deck as well as run their bikes into the gates at either end causing loud noises to shake through the entire building. The use of metal along the deck for use as railing is what generates such a loud and disturbing noise. Due to the entrances to the flats being on the South side of the building there is poor visibility of the flats from Grange Road.

Option A: Rebuild of deck out of different material e.g. concrete and brick and replacement of existing metal gates with wooden gates to diminish the noise.

Option B: Demolish the deck and convert the building into three storey housing. The public green space to the south of the blocks could be split so that the south side of the block could be used for access with front gardens. Combining the two rows of gardens to the north of the blocks would create larger, longer, private back gardens to the houses.





(1:200) Grange Road Flats option **A**: Conversion to 3 storey houses



1. The removal of the gardens to the existing 2 storey flats would mean space in front of the proposed houses that could instead be used for parking
2. The open, public green spaces to the south of the flats that exists could be split to provide private gardens to the proposed 3 storey houses

Option C: Elephant Trunks.

Demolition of the decking access to the 2 storey flats, replacing them with private staircases to each individual 2 storey flat with the staircases appearing on the North side of the block. Access to the Ground floor flats could be changed to enter from the south side of the building. This creates front gardens and a pathway on the south side of the building (as proposed in Option B). The ground floor flats could also retain their existing gardens on the North side, with these now existing as fenced back gardens. The existing gardens to the 2 storey flats would remain.



1. Small area for cars to park
2. Stairs leading to the 1st floor deck
3. As in option A, the public green space to the south could be split up to accommodate private gardens to the ground floor flats

There is also a garage site to the rear of the flats which has been identified as having the potential for six single storey courtyard houses.

Drawings to accompany these options will be developed and included in the Final Report.

The Final Report will contain a larger area masterplan showing how the preferred solutions for sites work together. In addition, this masterplan will also include any additional sites proposed together with potential areas of improved community safety activity e.g. in relation to footpath links.

CAR PARKING

1.0 Purpose of Report

1.1 To inform Members of the outcome of the 6 month revised tariff trial in Newark car parks and to seek their determination regarding proposals for changes to the car, motor cycle and lorry tariffs and potential Christmas car parking charging concessions for Newark and Southwell.

2.0 General Background Information

2.1 Current and proposed tariffs for car, motorcycle and lorry parking in Newark and Southwell are shown attached in **Appendix A**.

2.2 At period 6, (end of September 2015), the income outturns for Newark car and lorry parks are above budget targets for the half year: car parking £411,805 v budget to period 6 of £379,158 and lorry parking: £156,074 v period 6 budget of £129,104.

2.3 Members will recall that the Newark car park tariff structures were changed from 1st April 2015 to support a strategy whereby encouragement by fee charging is given to drivers wishing to stay for 3 hours or more, to use the car parks north of the river in the “outer town” car parks of Riverside and Livestock Market where as the “inner town” car park tariffs encourage short stay throughput. The new tariffs in Newark, providing also for a reduction in short stay cost and simplification of charges have been well received with no adverse feedback received by the Business Manager from customers. Occupancy comparisons for the first 6 months are shown on **Appendix B** attached.

2.4 It should be noted that it is suggested that whilst the new tariffs appear to have encouraged additional use, the more favourable economic climate may also have increased visits and footfall to Newark town centre and associated car park use. Income data to date also suggests that drivers are being encouraged to park in the “Outer town” Riverside Car Parks for long stay periods.

2.5 The Council has recently received confirmation that the current partnership arrangements with Mount Street Car Park, Newark will cease in 2016 when further development is likely to take place there. This will reduce budgeted income of some £40,000 pa.

2.6 It is suggested that it is necessary to amend the cost of the car park season tickets to reflect the changes in pay and display tariffs and to again encourage people to use the long stay car “outer town” parks north of the river when intending to stay for long periods. It is suggested that the new season ticket charges apply for all new season ticket holders from 1st April 2015 and for current holders in October 2015. Outer town season ticket charges in Newark will still remain highly competitive in comparison to private parking providers.

- 2.7 Newark Lorry Park continues to be a popular facility and competitive as regards other such HGV parking facilities in the region. The facility offers secure parking with CCTV, showers and toilets and a substantial catering facility for drivers. With increased usage, there are increased maintenance costs to the lorry park surface and the facilities and the 2016/17 expenditure budgets for the lorry park will be amended to reflect this. As such it is proposed to increase lorry park fees from £12.50 to £13.00 and it is estimated this will realise some £13,000 in additional income to offset additional operational costs.
- 2.8 Given the increased demand for use of the Newark car parks, the scarcity of empty bays at peak times and increased motor cycle use of the car parks where currently one motor cycle can utilise one full bay with no fees payable, it is suggested that, as at Southwell, a dedicated and signed free motorcycle bay area, to accommodate motorcycles, is provided at all car parks. Should motorcyclists need to use a general bay, normal tariffs will apply and given the impracticability of displaying pay and display tickets on a motor cycle, arrangements will be made and advertised for the issued tickets to be marked by the customer with the registration number and placed in a secure container at the ticket machine. This will allow enforcement officers to verify payment of any motorcycle parked in a general bay.
- 2.9 In addition to the proposed provision of dedicated bays/areas in the Councils car parks, there is a dedicated motor cycle parking bay provided on Kirkgate, Newark.

3.0 Christmas Car Park Concessions

- 3.1 To assist and support the local retail economy during this important trading period, the Council has in previous years offered a concession in car parking charges in the run up to Christmas at Newark car parks north of the river at Riverside and Riverside Arena.
- 3.2 Previously, concessions were offered at the Livestock car park but it is suggested that the concessions, when applied only to the car parks north of the river, encouraged shoppers to park their vehicle free for the day and use the train at Newark Castle Station to shop in Nottingham and Lincoln.
- 3.3 There is no confirmed late night or special Christmas shopping day at Newark but the Town Council are holding their first traditional Christmas Market on the December 13th which is intended to enhance the town's Christmas offer and encourage shops in the town to remain open on that Sunday.
- 3.4 It is difficult to enforce temporary tariff changes and all tariff charges need to be part of the Councils statutory Car Parks Order. Thus on previous occasions when the Council has provided concessions at Newark we have suspended tariff charging on the agreed days by bagging the machines and used signage and pre advertising.
- 3.5 The impact on income of various concession scenarios Members may wish to consider is estimated, based on 2014 comparisons, will cost the following in lost income:

Potential Loss of Income :

1. Free Parking all Day on all Newark Car Parks for Sunday 13th December, 2015

London Road	£700
Appleton Gate	£200
Town Wharf	£400
Riverside	£100
Riverside Arena	£200
Livestock Market	£100
Mount Street	£150
	<hr/>
	£1850 Total

2. Free parking on 3 Saturdays -Riverside and Riverside Arena only for 5th, 12th, 19th December, 2015

Riverside	£ 800
Riverside Arena	<u>£1300</u>
	£2010 Total

4. Free parking on 3 Saturdays -London Rd, Riverside &Riverside Arena only for 5th, 12th, 19th December 2015

London Road	£4910	(Average £1,636 per SAT)
Riverside	£ 800	(Average£266 per SAT)
Riverside Arena	<u>£1300</u>	(Average £433 per SAT)
	£7010	Total

5. Free parking in Southwell on 3 Saturdays for 5th, 12th, 19th December, 2015

Church Street, Kings Street and Bramley Centre :	£300 Total
--	-------------------

4. Proposals

- 4.1 That the trial price tariff for vehicles is now adopted for all Newark Car and Lorry Parks and that the tariff is amended as per appendix A for 2016/17 to reflect the above proposed changes to Motor cycles and season tickets.
- 4.2 That Members determine whether Christmas parking concessions are provided, and if so, which scenario is offered at Newark and Southwell car parks.

5.0 Equalities Implications

- 5.1 There are no equality issues suggested with these proposals other than Motorcyclists at the moment have free use of general parking bays whereas disabled drivers have to pay the normal tariff when using such, when their dedicated bays are taken.
- 4.2 This proposal for fee paying for motorcyclists using general bays would remove that inconsistency.

5.0 Impact on Budget/Policy Framework

- 5.1 The impact on car parking income is as estimated in 3.5 and will be dependent on the scenario(s) determined at Newark and Southwell.
- 5.2. It is estimated that the increase in lorry parking fees by 50p will provide some additional £13,600 of income to the budgeted income for 2016/17, (£294,000). Importantly this figure is based on no loss of lorry parking spaces. If part of the lorry park is taken with the proposed new Council HQ income will reduce.
- 5.3 If general bay charging for motorcycles is agreed, it is suggested that impact on income will be largely cost neutral but it will remove the risk of significant bay scarcity and income loss should motorcycle parking continue to increase.
- 5.4 The revised charges for season tickets will increase income by £7200 including 10% multiple purchase discounts.

6.0 Comments of Director - Resources

- 6.1 The income budgets for 2016/17 have been increased to reflect improved income already being achieved and, should members agree the proposals in the report, will also be adjusted to reflect these changes.
- 6.2 Members are aware that the new offices will reduce the availability of lorry park spaces. The 2016/17 budget does not reflect any loss of income at this stage.
- 6.3 Newark car parking income is currently buoyant and at period 06 actual income is up against profiled budgeted income. The predicted loss of income due to offering free parking in the run-up to Christmas could be supported by this.

7.0 RECOMMENDATIONS that:

- (a) the Committee recommends to the Council that the car parking tariffs shown in Appendix A for 2016/17 be authorised and adopted from 1st April 2016; and**
- (b) the Committee determine whether they wish to support the local retail economy and provide appropriate car park fee concessions in Newark and Southwell in December 2015.**

Reason for Recommendations

To agree suitable car and lorry parking tariffs for Council car parks for 2016/17 and to determine whether and which car parking concessions are provided in December 2015

Background Papers - Nil

For further information please contact (Ian Harrison) on Ext 5720

Andrew Statham
Director – Community

CAR PARKS FEES AND CHARGES – ECONOMIC DEVELOPMENT COMMITTEE

NEWARK CAR PARKS	Existing 2015-16		2016-17 Proposed	
INNER TOWN London Road Balderton Gate Mount Street Town Wharf Newark Market Place (Option) Appletongate	30 min	£0.50	30 min	£0.50
	1 hour	£1.00	1 hour	£1.00
	2 hours	£1.50	2 hours	£1.50
	2-3 hours	£2.50	2-3 hours	£2.50
	3-4 hours	£4.50	3-4 hours	£4.50
	Over 4 hours	£7.50	Over 4 hours	£7.50
	After 6pm (Evening Charge)	£1.00	After 6pm (Evening Charge)	£1.00
OUTER TOWN Riverside (former Tolney Lane) Riverside Arena Livestock Market	1 hour	£1.00	1 hour	£1.00
	2 hours	£1.50	2 hours	£1.50
	2-4 hours	£2.00	2-4 hours	£2.00
	4-5 hours	£2.50	4-5 hours	£2.50
	5 hours and above	£3.00	5 hours and above	£3.00
SOUTHWELL CAR PARKS King Street Church Street Bramley Centre & Library	Up to 2 hours	FREE	Up to 2 hours	FREE
	2-3 hours	£1.60	2-3 hours	£1.60
	3-4 hours	£2.60	3-4 hours	£2.60
	4-5 hours	£3.60	4-5 hours	£3.60
	5-6 hours	£4.70	5-6 hours	£4.70
	Over 6 hours	£6.00	Over 6 hours	£6.00
Dedicated Motorcycle Bay Newark: London Road Balderton Gate, Mount Street Town Wharf Newark Market Place (Option) Appletongate Riverside (former Tolney Lane) Riverside Arena Livestock Market Southwell: King Street Church Street Bramley Centre & Library	<p>Motorcycles parking in general bays must purchase and place in the provided facility a pay and display ticket in accordance with the tariffs displayed at each car park. Motorcycles parking in general bays without following this requirement shall be liable to a Penalty Charge Notice.</p> <p>Motorcycles parked in the dedicated motorcycle bay or area will be able to park free but use of these dedicated bays and areas is limited to 8 hours in any 24hr period.</p>			

LORRY PARKING		
Lorry Parking – Fixed Charge	£12.50	£13.00
Lorry Parking (with meal voucher)	£15.50	£16.00
SEASON TICKETS		
INNER TOWN (Newark) (limited issue)	£81.60 per month £163.20 per quarter £652.80 per year*	£84.00 £193 £700 *
OUTER TOWN (Newark) (limited issue)	£45.90 per month £107.10 per quarter £428.40 per year*	£47.00 per month £123 per quarter £450 per year *
KING STREET RESIDENTS (Southwell)	One Payment £51 annual	One Payment £52 annual
CHURCH STREET and BRAMLEY CENTRE & LIBRARY (Southwell) Limited issue	£357 per year	£370 per year
CONTRACT CAR PARK RATES Fixed charge	Quarterly £204.00	£208
Cashless parking to be offered at all Newark Car Parks with transaction costs to be paid to the transaction provider by customer.		

- *Where businesses/their employees buy more than 1 season ticket a 10% discount in annual cost will apply
- Where businesses/their employees buy, more than 1 contract car parking permit in any year, a 10% discount in annual cost will apply.
- The Business Manager for Car Parking and Markets shall have the discretion, subject to confirmation by the Section 151 Officer, to negotiate and agree a discounted parking charge for multiple lorry parking by the same haulier.
- Event parking fee at any Council Car or Lorry Park shall be £5

Comparison of Newark ticket stats for April-Sept 2015 to 2014 same period
(Also showing Grand Totals on Actual Income)

APPENDIX B

Car Park								
Month	<u>London Road</u>	<u>Riverside Arena</u>	<u>Riverside</u>	<u>Livestock Market</u>	<u>Appleton Gate</u>	<u>Town Wharf</u>	<u>Mount Street</u>	
Apr-14	15939	3046	3677	2158	4315	5978	3862	
Apr-15	15864	3213	1054	2449	4133	6591	5039	
	-75	167	-2623	291	-182	613	1177	up/down
May-14	16469	2905	3234	2005	4213	6160	3560	
May-15	18090	3964	3768	2495	4393	3826	5097	
	1621	1059	534	490	180	-2334	1537	up/down
Jun-14	16327	1178	3262	2104	3759	4912	6388	
Jun-15	18625	2626	3216	2613	4200	6678	4988	
	2298	1448	-46	509	441	1766	-1400	up/down
Jul-14	17450	3414	3985	2080	3826	6588	4717	
Jul-15	19730	4120	3539	2529	3776	7714	5430	
	2280	706	-446	449	-50	1126	713	up/down
Aug-14	13945	3634	3806	2197	3527	6802	4784	
Aug-15	17640	4468	3861	2562	3436	7143	4735	
	3695	834	55	365	-91	341	-49	up/down
Sep-14	16740	3148	2848	1929	3873	6007	4719	
Sep-15	16940	3763	2749	2316	3401	6646	4761	
	200	615	-99	387	-472	639	42	up/down
Grand Totals	<u>London Road</u>	<u>Riverside Arena</u>	<u>Riverside</u>	<u>Livestock Market</u>	<u>Appleton Gate</u>	<u>Town Wharf</u>	<u>Mount Street</u>	
2014	96870	17325	20812	12473	23513	36447	28030	
2015	106889	22154	18187	14964	23339	38598	30050	
	10019	4829	-2625	2491	-174	2151	2020	up/down over 6 months period
	10.34%	27.87%	-12.61%	19.97%	-0.74%	5.90%	7.21%	tickets
Grand Totals	<u>London Road</u>	<u>Riverside Arena</u>	<u>Riverside</u>	<u>Livestock Market</u>	<u>Appleton Gate</u>	<u>Town Wharf</u>	<u>Mount Street</u>	
2014	£165,181.00	£38,543.00	£40,517.00	£29,628.00	£46,163.00	£67,874.00	£45,810.00	
2015	£177,640.12	£45,223.92	£41,374.03	£35,236.40	£43,708.30	£73,736.53	£49,467.05	
	£12,459.12	£6,680.92	£857.03	£5,608.40	-£2,454.70	£5,862.53	£3,657.05	up/down over 6 months period
	7.54%	17.33%	2.12%	18.93%	-5.32%	8.64%	7.98%	income

ECONOMIC GROWTH – REVIEW OF ACTIONS TO SUPPORT THE ECONOMIC DEVELOPMENT STRATEGY

1.0 Purpose of Report

- 1.1 To provide options for discussion regarding actions to support the Economic Growth Strategy for the district

2.0 Background Information

- 2.1 The revised strategy was confirmed on 26th March 2014 and supported by a work plan for the year ahead. The achievements during the year from April 2014 to April 2015 have been significant and are documented in previous reports to the Committee. In light of the changing economic situation; increased demand in large Inward Investment enquiries and the importance of succession planning for skills within our district, some significant proposals are detailed in this report. The proposals reflect the changing economic climate with an increase in demand for commercial properties and increased employment vacancies in the district. The proposals also allow for new opportunities to progress the prosperity agenda within the district.

2.2 The Vision and Objectives for the Strategy are:

The vision: Building a Shared Prosperity

- ❖ Objective 1: To develop and maintain an in-depth understanding of the Newark & Sherwood economies, business stock and sector strength. This will ensure that all activities and resources available to support our vision are appropriately focussed.
- ❖ Objective 2: To develop appropriate place marketing to visitors and investors. To achieve this we will work with partners such as Experience Nottinghamshire for Tourism and Invest in Nottingham and UKTI for Inward Investment opportunities
- ❖ Objective 3: To plan and support Growth for our district. This incorporates a number of areas which the Council can directly affect or can exercise influence.

- 2.3 Over the last two years, a significant amount of effort has been made to ensure that relationships are developed with the major businesses in our district and, following the restructure of the team in April 2015, a key account management framework is in place, events for businesses have taken place, a business start-up pilot is in place and we launch the vehicle for promotion of technology within our district – Silicon Forest.

- 2.4 Marketing Nottingham & Nottinghamshire (MN&N), is the new Place Marketing Organisation (PMO) created to promote inward investment, tourism and business events in Nottingham and Nottinghamshire. The new PMO will combine Experience Nottinghamshire, Invest in Nottingham and Nottingham Means Business into one company, with the objective of driving economic growth through increased inward investment and improved visitor numbers, spend and length of stay. Further detail on the progress of the organisation will be provided to the Committee when it is available. It is likely that the new organisation will become effective from April 2016.

In March 2015 the Board of Experience Nottinghamshire Ltd agreed to expand its objectives and operations and reframe its structure as a company to take on a broader remit for place marketing. Since this decision in March there have been a number of developments:

- ❖ Experience Nottinghamshire has been incorporated as Marketing Nottingham and Nottinghamshire (MN&N) with new Articles of Association, establishing it as the PMO for the County and City.
- ❖ The Company has become a local authority 'influenced' company with three local authority Directors appointed from the County, City and Newark and Sherwood District Councils. The Chair of this Committee is now a Director. Local authorities' combined voting rights as members of the company have increased from 20% to 30%, with the ability to effect changes in key positions on the board through the company's Articles of Association. The Councils now collectively exercise control over the appointment of the Chair and Directors.
- ❖ Paul Southby (formerly Chair of Nottingham Means Business and a partner at Geldards) has been appointed as interim Chair for 12 months,
- ❖ New Board members, who represent both the visitor economy and inward investment sectors, and reflect the geography of the County have been agreed
- ❖ A transition group led by the Chair is working to ensure the new organisation becomes a fit for purpose and appropriately resourced PMO. Work being undertaken includes: the development of a strategy for place marketing; a review of senior management; the transfer of the Invest in Nottingham service to MN&N; and
- ❖ the development of a future membership scheme.

2.5 D2N2 (the Local Enterprise Partnership) continues to engage with employers and stakeholders as well as developing funding proposals for the Derbyshire/Nottinghamshire region from both national and European sources. The overarching aim of the D2N2 Growth Hub is to improve the ability of businesses in the D2N2 area to value and engage appropriately with business service providers (be they public or private), and to help business service providers to improve their offer.

The well-advanced devolution deal for Nottingham, Nottinghamshire, Derby and Derbyshire would be the first that involves two 'Combined Authority' areas and two-tiers of local government under a single Local Enterprise Partnership area, so is viewed by key figures in Government as a 'scalable model' which could work in much of the rest of the UK.

The proposal would see Nottingham, Nottinghamshire, Derby and Derbyshire take control of key economic levers like jobs, skills, housing and transport, giving local people and local businesses more power to grow the local economy and make local lives better. The business community is a key partner in developing the proposals that will see 55,000 new private sector jobs created by 2023 and 77,000 affordable new homes by 2020.

All 19 local Councils in the D2N2 area are signed up to the Devolution Deal and Combined Authority proposals which provide a strong unified vision for growth and jobs in the East Midlands. The private and public sector are working together to realise this vision that will see more money and power devolved to the area that will create more jobs, improve and better join-up road and rail links, provide more affordable housing and faster, more widespread broadband connectivity.

3.0 Moving Forward

3.1 Employability, Skills and Schools (Objectives 1 and 3)

There is a forum, the quarterly Employment and Skills Group which is chaired by Economic Growth and has the aim of bringing together all those involved in this arena. All schools and colleges are invited to attend, as are Training Providers and the DWP. The focus of the meeting moving forward must be to ensure we are working to provide what employers are requesting in terms of skills and training.

Regular Jobs and Apprentice Fairs have been held in the district, which are costly in time and with unemployment now very low in the district, these events are proving difficult in the present climate as employers want to attend to recruit but the volume of those ready for employment who attend the events is very low. This then means that employers do not get value from the event and so there is a reputational risk to undertaking this activity as well as the time and resource issue. Following dialogue with secondary schools within the NSDC catchment area, most hold their own careers fairs and support sessions. Our resource may be better employed in supporting these events than in creating more events. Employers are also keen to undertake tailored events in partnership with NSDC and others as appropriate to their requirements, therefore this approach is recommended.

Moving forwards, there are a number of strands which could be implemented and these include:

- a. Providing support where it is not available from other sources to upskill those currently not in work in skill areas where there are recruitment needs. A pilot of this within the Newark area is currently being agreed. This will be for a maximum of 15 people to receive Fork Lift Truck training, funded through the NSDC Employment and Skills budget and working in partnership with DWP and a local training supplier to deliver the training and qualification. In terms of process, people are selected following attendance at a pre-recruitment selection event facilitated by Job Centre Plus (JCP) where testing for functional skills as well as a short interview takes place. The individuals then attend a one week course which covers aspects such as health and safety, communication skills and other aspects relevant to the sector. On successful completion of the one week course, the individuals then attend the Fork Lift truck training and gain the certification. Those who complete the course are guaranteed a role lasting at least 8 weeks with a local employer. The success measure will be that those attending are in work for a minimum of 8 weeks following the training.

This is a practical approach to assisting both businesses in our district and those seeking employment and is an example of the types of activity that could be expanded. The cost for this is £4650 and is being met out of the existing Employment and Skills budget. Partnership with the DWP (Job Centre Plus) means that there is no additional cost as they fund the Pre recruitment activity.

Another example of this approach could be relating to HGV Drivers – there are vacancies throughout the district for HGV Drivers and indeed a national skills shortage in this area, but the activity is not funded nationally or locally. The cost for the process for an individual is over £3,000 whereas to undertake a pilot project for up to 20 people would cost approximately £20,000 and requires co-ordination. The Committee may wish to consider supporting this activity in the new financial year 2016/17 and this activity would require additional budget.

A proposal for tailored funding to support specific skills needs is also being proposed via D2N2 (Local Enterprise Partnership) and European Funding. However the outcomes of the funding rounds are not yet known. Other agencies such as DWP and local FE Colleges have agreed to partner such a pilot where there are skills shortages in the district. Local businesses have also been approached to support this pilot both financially and in terms of providing full time employment opportunities for those successful in completing the qualification. All contributions would reduce the cost of the pilot further. The pilot process would include sifting for appropriate candidates and working closely with those businesses where there are vacancies. An outline proposal is attached at **Appendix One** as an example.

- b. Through a number of one to one meetings with senior staff in secondary schools, a number of concerns such as students being in a position to understand the journey into particular careers and understanding skill shortage areas were raised. Working with employers and secondary schools to ensure that vacancies and opportunities are clearly explained to students through a suite of activities would greatly assist both students and local employers. The activities could include workshops on careers in particular sectors and a handbook showing employers and sectors in the district where there are opportunities which would be available to students in all secondary schools. The Business Leaders' group as well as other businesses in the district are willing to work together in order to provide this support.
- c. Working with FE organisations to ensure that activity available supports the needs of the businesses in our district. Secondary schools are keen to develop relationships with our businesses. The co-ordination of this activity, which could include a programme of Industry specific one hour workshops would sit with Economic Growth as the organisation with the links between the businesses and the schools.

In summary, liaising with the relatively new Careers organisations, the FE organisations and businesses to produce a short guide on the types of roles and careers available within the district; working with local recruitment organisations and businesses to help fill recruitment needs are all activities that would assist businesses and students within our district. These activities would be additional to the work of the existing team. The current project support role is only at present allocated for 27 hours. Therefore a post of 10 hours per week on a fixed term contract would provide the resource to undertake this activity effectively at a coordinator level and within existing budget and staffing remit.

Future activity could include support for employers wishing to recruit graduates into their business and a further Apprenticeship campaign, however the areas identified for immediate focus are the priorities identified for the year ahead.

Measures of Success:

- ❖ The practical courses identified result in full time employment for a minimum of 8 weeks for 95% of those attending the course and fill a skills gap for local employers
- ❖ The vacancy rate within the businesses identified reduces
- ❖ The longer term unemployment figures do not increase
- ❖ Research with secondary schools shows an increased awareness from students regarding career options (to be assessed via a survey)

3.2.1 Transport to Work (Objectives 1 and 3)

For people living in the outlying villages of the district, transport to and from the businesses with suitable vacancies in Newark is difficult. It is proposed that a 34 seater bus is chartered for a pilot period of six months stopping in Ollerton and selected points in Newark. There are currently unfilled vacancies in some of the larger process orientated businesses in Newark and there are logistics based vacancies in Ollerton. The bus could also serve selected stops in Newark where transport links are more difficult.

At present there is a mismatch between those able to undertake the different types of employment. Providing transport between Newark and Ollerton for the 12 hour shift patterns will provide opportunities to increase employment in the district. DWP and some of the Employers involved may be able to contribute financially to the pilot of this service. If successful beyond a six month pilot, it would be expected that individuals paid for their travel costs either through their employer or directly to the transport provider. During the pilot, research into funding and longer term support will be undertaken. The cost for a six month pilot would be a maximum of £27,000.

Prior to commencement of any bus service, a full selection and recruitment process would be undertaken for identified job roles with local businesses. An agreement would also be reached with the businesses involved and partners such as DWP regarding the financial contributions to the bus service in order to ensure sustainability in the long term and reduce the reputational risk of the service not continuing beyond the pilot phase. The pilot would demonstrate the viability of the service and could be linked to the employee's probationary periods within the businesses.

Measure of success:

- ❖ Unfilled vacancies in the businesses identified reduce
- ❖ Reduction in unemployment in the Ollerton area

3.3 Support for Large Inward Investment Projects (Objective 2)

There are a number of larger inward investment enquiries being received within the Economic Growth Team and these are of course as high priority as all the activities undertaken by the team. However, it is proposed that an external consultant with property experience could be contracted with on a freelance basis in order to provide consistent and timely support for these businesses, along with the Business Manager Economic Growth. Some of the cost for this could be met from the professional services budget. However an additional £15k (for approximately 40 days consultancy) for the forthcoming year would ensure that no other activities are reduced as a result of this activity which is a positive indicator of economic growth. There has been an increased awareness of the proactive approach our district takes regarding business development with positive feedback being received by commercial journalists such as the Commercial Gazette publication. The publication wishes to profile our approach as innovative over a series of articles.

The work proposed here complements rather than duplicates the new Place Marketing Organisation. The Place Marketing organisation could be assured that once a referral is made, the potential business would receive the appropriate level of support

Measures of Success:

- ❖ Inward Investment enquiries do take a considerable amount of time to come to fruition; however an aim of locating 3 new businesses into our district each year with the creation of at least 15 fte jobs is a reasonable measure.
- ❖ Organisations expanding within the district and moving to larger premises is also an indicator of growth. It would be reasonable to again create a measure of 3 businesses expanding with the creation of an additional 15 fte jobs.

3.4 Business Advice Support

Although there are proposals within the new European Funding applications that will provide support for businesses at different stages of development, the outcome of the applications will not be known until 2016. In this time of growth within the economy, it is important the individuals do receive support and advice as to the best route to developing their business. The pilot of Pre Start activities currently in progress and the utilisation of the Think BIG Loan panel experts to fill any gaps in terms of business support and advice is invaluable. For example, the quarterly monitoring visits of the Business Analyst for the loan fund provide support to the businesses in order to ensure their progress continues.

Measures of Success:

- ❖ Monitoring of those receiving support will ensure that there is a 95% business survival rate of those assisted
- ❖ Business survival rates for the district will also be monitored in terms of identifying further trends

4.0 Equalities Implications

4.1 There are no negative equalities implications

5.0 Impact on Budget/Policy Framework

5.1 Resources currently used to support Jobs and Apprentice Fairs can be redeployed to support the other initiatives in this report, together with supporting schools' own events.

5.2 The cost of providing a pilot project to deliver Fork-Lift Truck training will be found from within the existing Economic Growth budget.

5.3 The cost of providing a pilot project to deliver HGV training is a new cost and, if this proposal is accepted, the Economic Growth budget would need to increase by £20,000 for 2016/17.

5.4 The proposed resource of 10 hours per week to provide a coordination role between schools, FE establishments and businesses is already included within the Economic Growth budget but has not been utilised in 2015/16.

5.5 The cost of providing transport to work is a new cost and, if this proposal is accepted, the Economic Growth budget would need to increase by £27,000 for 2016/17. This is the forecast cost for six months.

5.6 The cost of providing further support for Inward Investment projects is a new cost and, if this proposal is accepted, the Economic Growth budget would need to increase by £15,000 for 2016/17.

5.7 Business advice support will be found from within the existing Economic Growth budget.

6.0 Comments of Director - Resources

6.1 If the Council should decide to establish a pilot project providing transport between Newark & Ollerton, consideration would need to be given to an exit strategy at the end of the six month period. If this is not put in place, continuing funding would need to be found, and at this stage it is not clear where this would come from. Members are aware of the funding cuts facing the Council and it is not possible to say if ongoing resources could be made available in the Council's budget. The proposal in the report that employers, the DWP, or the employees using the transport should contribute to the cost, could place a considerable administrative burden on the Council. An exit strategy would need to take this into account.

6.2 The costs of these proposals is estimated based on information provided by external providers, and could vary.

6.3 It is not appropriate to included provision for one-off projects in the revenue budget. Funding for these proposals should they be agreed could be found from reserves.

7.0 RECOMMENDATIONS that:

- a) support for the proposed actions within the Economic Growth Strategy be approved;**
- b) support for the additional budget of £27,000 for a transport pilot to support businesses and job seekers in the district be approved;**
- c) support for an additional £15,000 consultancy for the Inward Investment activity be approved; and**
- d) support for an additional £20,000 for a pilot project for training of HGV Drivers.**

Reason for Recommendations

The recommendations allow the Economic Growth Team to focus on priority areas. It provides options for additional short term resource to enable the delivery of the objectives identified in the strategy agreed on 26th March 2014.

Background Papers

Economic Development Strategy presented 26th March 2014

For further information please contact Julie Reader-Sullivan on ext 5258.

Andy Statham
Director - Community

HGV Driver Outline Programme




An Outline Model

The model below has been used in a similar environment and the principle is to make the process as smooth as possible for the employer.

The offer to the employer is that of sourcing for them quality applicants for the recruitment needs. The employer must provide a guaranteed interview for all applicants that successfully complete the pre – employment programme.

As a result of a similar programme, 256 enquiries were received, of which 183 were pre-screened and from this 35 people were invited to the pre selection day. 16 of these were offered a place on the training programme and all 16 completed the programme and gained full time employment.

The Process in Outline

	Opportunity is advertised via JCP and all applicants are pre-screened	
		
	Selection on to pre-employment programme is through a recruitment day (open day) supported by JCP, Employer and NSDC/Other Agencies	
		
	Employer interviews candidates and all those suitable complete full HGV Licence with Employer and as part of the agreed programme	
		
	Pre-recruitment training takes place as programme below or similar using appropriate FE/Training Provision and employer expertise.	

Possible Driver Academy Programme

Date	Activity	Venue	Tutor
	Open Day Event Information and Selection		
	Van Driving Assessment To assess Capability		
	Job Search and Interview Skills		
	Building confidence and handling stress. Improving assertiveness and decision making		
	Valuing Customers		
	Managing Social Relationships		
	Day in the Life of a Driver		
	Driver Theory Training (bus to leave from agreed location to take candidates to the driving centre where the training will take place)		
	Day in the Life of Driver		
	Supporting the Customer Service Environment		
	First Aid		
	Job Interviews		

TOURISM REPORT

1.0 Purpose of Report

- 1.1 To provide monitoring information regarding the Tourist Information Centres (TICs), their activities and an outline plan for the coming year.

2.0 Background Information

2.1 How Each TIC Operates

There are three TICs within the district:

Newark - Keeper's Cottage, Great North Road
Sherwood - The Courtyard, Rufford Country Park
Southwell - The Minster Centre, Church Street

- 2.2 The Newark & Sherwood centres are run by eight members of part time staff, four at each location. Southwell is overseen by one part time member of staff and an ever growing team of volunteers. Brochures are available in all TICs for all aspects of tourism related information including accommodation, eating out and travel. The Newark and Sherwood centres provide ticket booking and a range of local interest books, maps and small gifts. In addition to serving tourists the centres are used by local people for keeping up to date with events in the area including concerts, theatre trips and information on clubs and societies.
- 2.3 The centres operate individually on a day to day basis but work together via Newark and Sherwood District Council (NSDC) and as part of its Service Level Agreement (SLA) with Experience Nottinghamshire (EN). Currently through the SLA, the TICs feature on the EN website enabling a broader online presence to potential visitors. News and images are shared through social media. The TICs work collectively on specific events and tourism projects which boost awareness of all the Newark and Sherwood area has to offer within Nottinghamshire. In March 2016 the SLA grant comes to an end with a new Place Marketing Organisation being developed.

Currently there is a Service Level Agreement in place with the destination management organisation – Experience Nottinghamshire. The three year agreement will complete on 31/3/16. Paul Southby has been appointed Chairman of the board of Marketing Nottingham & Nottinghamshire, the new Place Marketing Organisation (PMO) created to promote inward investment, tourism and business events in Nottingham and Nottinghamshire. The new PMO will combine Experience Nottinghamshire, Invest in Nottingham and Nottingham Means Business into one company, with the objective of driving economic growth through increased inward investment and improved visitor numbers, spend and length of stay. Further detail on the progress of the organisation will be provided to the Committee when it is available. It is likely that the new organisation will become effective from April 2016.

3.0 Information Regarding Issues and Activities

Last year's update reported on the positive and negative effects of the move to smaller venues for both Newark and Sherwood. Newark has seen a decrease in sales due to the decline in footfall, whereas Sherwood has seen a definite increase.

Visitor Activities

Sherwood TIC adds value to the offer at Rufford Country Park. It is the first point of contact for tourists and official visitors attending meetings, and by taking general telephone enquiries. The team are also responsible for the hiring of Mobility Scooters, Wheelchairs, the key for the disabled toilet and taking in lost property. First aid incidents are also dealt with by the staff on a daily basis.

In August 2014 the Bishop's Palace and the Great Hall both re-opened in Southwell which has been a great added attraction for visitors to the area.

May 2015 saw the opening of the £5.4m National Civil War Centre (£3.5m of which was from Heritage Lottery Grant and the remaining amount paid for by NSDC). The centre was officially opened by His Royal Highness the Earl of Wessex on Friday 25th September.

Visitor Figures for the National Civil War Centre

Visitor Figures	2015/2016
May	5896
June	3039
July	3263
August	5140

Figures from School Visits

Month	No of Schools	No of Pupils
May	2	80
June	2	34
July	6	225

No visits in August due to School Holidays.

These figures do not include conference, meeting or functions attendees

3.1 Visitor Numbers - TIC

The visitor numbers have been affected by the move. Newark's visitor figures have shown a steady increase for 2014/15 although these are nowhere near those in 2012/2013.

For Sherwood the visitor numbers have increased showing double and in some months treble the number of visitors from previous years. This is shown clearly in the figures for April and October 2013/14 compared with 2014/15, when special events are held in Rufford. To put this into perspective the increases based on the financial year figures are as follows:

2012/13 - Total number of visitors was 30879
2013/14 - Total number of visitors was 47315
2014/15 - Total number of visitors was 64508.

Although the majority of visitors come to visit Rufford Country Park, the local knowledge of the staff in the TIC promotes the wider area. This includes attractions shown on the maps, area guides and individual leaflets. Visitors constantly remark they “didn’t realise there was so much to do in our area” which is a testament to the staff’s dedication to their job role within the TIC.

Figures at Southwell remained fairly constant until June of this year when the figures have shown a definite increase as the day to day staffing of the TIC has undergone changes. Prior to June 2015 the daily time slots which the volunteers covered were divided into 3 sections. In June a trial began of dividing the day into 2 time slots which has proved both acceptable to the volunteers. In turn this has proved a more reliable and accurate way of recording visitor numbers as this is carried out by hand rather than an electronic footfall counter. Recorded figures for June and July 2015 rose to 1610 as opposed to 1226 in 2013 and 1183 in 2014.

ECO-GRO_LI01.1 - No. of Visitors to TIC (Newark)

	2012/2013	2013/2014	2014/2015	2015/2016
April	3,625	1,141	1,261	1252
May	4,126	1,242	1,298	1473
June	4,211	1,057	1,157	1236
July	5,303	1,209	1,400	1428
August	5,681	1,307	1,493	1558
September	3,900	916	1,204	
October	2,785	1,017	1,281	
November	2,785	883	960	
December	2,785	515	635	
January	2,175	830	872	
February	2,786	773	944	
March	2,087	893	1026	

ECO-GRO_LI01.2 -No. of Visitors to TIC (Sherwood)

	2012/2013	2013/2014	2014/2015	2015/2016
April	2,764	4,219	13,170	10,996
May	2,999	3,458	3,978	4,024
June	3,088	3,085	4,663	3,304
July	3,163	3,638	5,376	4,259
August	3,560	4,293	5,200	5,309
September	2,536	4,375	4,567	
October	1,960	8,980	11293	
November	1,960	3,450	4392	
December	1,960	3,578	4574	
January	1,455	1,919	2091	
February	1,689	2,395	2236	
March	3,745	3,925	2967	

ECO-GRO_LI01.3 - No. of Visitors to TIC (Southwell)

	2012/2013	2013/2014	2014/2015	2015/2016
April	486	508	592	569
May	692	706	630	641
June	774	699	607	830
July	537	527	576	780
August	630	657	856	929
September	563	640	700	
October	654	702	768	
November	354	401	481	
December	202	386	303	
January	336	362	444	
February	546	369	483	
March	451	465	471	

(See **Appendix 1** Pie Charts)

3.2 Income from Sales

The sales figures have altered by the relocation of the Newark and Sherwood TICs.

Newark TIC

At Newark they have fallen due to the decrease in visitor numbers meaning less demand for souvenir purchases: The figures for the Financial Year April 2014 to March 2015 for these were £1131.84 and up to the end of August 2015 £547.31 (a slight increase, if divided monthly on the previous year to this point in the year although this does not take into account the winter months and decrease in visitor numbers).

The total sales which included publications, agency sales and ticket sales April 2014 to March 2015 were £11789.31 and for the period April to August 2015 totalled £7436.22. (a slight increase, if divided monthly on the previous year to this point in the year although this does not take into account the winter months and decrease in visitor numbers).

In comparison the total sales for April 2012 to March 2013 were £18231.51 which was prior to the move to Keepers Cottage.

Sherwood TIC

At Sherwood souvenirs are no longer sold following a licence agreement with Nottinghamshire County Council. Rufford Country Park already had an established gift shop prior to the TIC's relocation.

The figures for the Financial Year April 2014 to March 2015 were £9,356.76 and up to the end of August 2015 £1,105.74. In comparison the sales for April 2012 to March 2013 were £9,509.74 which was prior to the move to Rufford Country Park.

Sold on behalf of Rufford:

Easter Trails 2014 - £3335 (inc £150 scooter hire)

Halloween Trails 2014 - £3455 (inc £150 scooter hire)

3.3 Presence at Local Events

The TICs regularly attend external events in order to promote the area as a place to both visit and stay. Local people also learn what is available in their local area. Events include the following:

Maypole Celebrations - Wellow
Patchings Art Festival –Calverton
County Show – Newark
The Woodland Festival – Sherwood Forest
Craft and Garden Fair – Mansfield
Winterfest - Thoresby Park
Folk Festival – Southwell
Poetry Festival – Southwell
Southwell Music Festival
Bramley Apple Festival – Southwell
Southwell Summer Shopping Event and
Southwell Christmas Late Night Shopping Evening

3.4 Plans for the Future

As part of NSDC, all three TICs are keen to continue to develop their existing services and promotion of the district through Economic Growth and alongside Inward Investment activity. The combination of expertise from all the areas will further enhance the visitor experience in person, on location and through online communications.

Visitor Hub - Newark

Plans to connect the Palace Theatre with the NCWC will enable the co-location of TIC services and their integration into the NCWC as the Visitor Hub which is due to open in March 2016. In order to facilitate the move to the Visitor Hub the proposal is to close the TIC on a Sunday from November 1st as footfall is so low. Footfall at Keepers Cottage on a Sunday in winter has been below 10 people for the whole day and averages 20 people during the winter months. There is room at the NCWC to provide the tourist information, as the Box Office station in the Shop and reception area at NCWC is vacant on a Sunday as the Box Office is closed. Under separate discussion, it is proposed that NCWC will remain open to the public 7 days a week for this winter in order to understand footfall and demand. This proposal to provide tourist information from NCWC each Sunday between 1st November and 1st March will allow for knowledge transfer for NCWC and Tourist Information to commence in advance of full relocation.

Both individually, collectively and currently as part of Experience Nottinghamshire there is huge scope for increasing interest in and footfall to the area resulting in creating a boost to the local economy. Equally, local residents should be encouraged to make the most of all that is available close to home.

3.5 Promotional Activity

As social media gains even more relevance and popularity the TICs have become more regularly involved in its use. This generates awareness of our centres and their services as well as information on events. The team have received training through Twitter workshops in order to ensure the best level of service is provided.

Promotion in print form continues to be an equally effective means of communication. The provision of traditional leaflets and brochures remain consistently popular with visitors wishing to pick up readily available information spontaneously, both for use during their visit or to keep as souvenirs.

Staff regularly write for local publications including:

Southwell Life, The Bramley newspaper, the Southwell Advertiser, Southwell Minster Magazine, The Roundabout (Ollerton), Edwinstowe News and Sherwood Life.

Articles also written by the TIC staff have appeared in Discover Britain Magazine, The Birmingham Mail, Around Town which although is a Barnsley and Rotherham Magazine have featured an article on the Bramley Apple. Two of the Broadsheets namely The Times and The Guardian have printed articles written by staff which is a testament to our area and what we have to offer.

General promotion of the area rests with Experience Nottinghamshire through the SLA. The Tourism team meet regularly with Experience Nottinghamshire to discuss all related matters through a working partnership to generate the best means of promoting both the area and forthcoming events.

3.5.1 Twittersphere

On 23rd September a tailored support event for Accommodation/Attraction providers in the area was held at the Aura Centre. This was to help with managing social media accounts to show the success of bringing more visitors to Newark and Sherwood. One to one sessions for one hour were provided with Social Media experts to support the individual business.

Sherwood TIC also joined the Visit England's Real Time Travel Guide Twitter campaign. The real time tweets can be viewed by anyone logging onto their site. In November the team from both the Newark and Sherwood TICs are meeting with Tracey Taylor from VisitEngland. Tracey will also meet with Accommodation/Attraction providers to explain the benefits of getting involved in the campaign via the TICs.

The free platform went live in January 2015 titled #LiveTravelGuide. This is the Hub which brings tourists and tourism information together. Incorporating a "Vocal Local" page for each TIC. VisitEngland have registered Twitter Handles for every TIC in the country @moreNewark, @moreSherwood, @moreSouthwell.

The secret to success is to have a good relationship with local businesses who can be relied upon to share information which enables Twitter to be used as regularly as possible.

4.0 Equalities Implications

4.1 The activities and issues identified have no negative equalities implications

5.0 Impact on Budget/Policy Framework

5.1 It is expected that there will be minimal impact on the Council's budget from closing the TIC at Keeper's Cottage on Sundays only from 1st November 2015 to 1st March 2016 and providing the service from the NCWC.

5.2 The income budgets for the TIC's had already been reduced in anticipation of the changes. As at the end of September 2015, the variance of income against budget for the two TIC's is £2,340 under-achieved.

5.0 RECOMMENDATION

That Committee agree to the closure of TIC Keeper's Cottage on all Sunday dates as from 1st November to 1st March 2016, with Tourist Information being provided within the National Civil War Centre by TIC staff.

Background Papers

None

For further information please contact Julie Reader-Sullivan on Ext 5258

Andy Statham
Director –Community

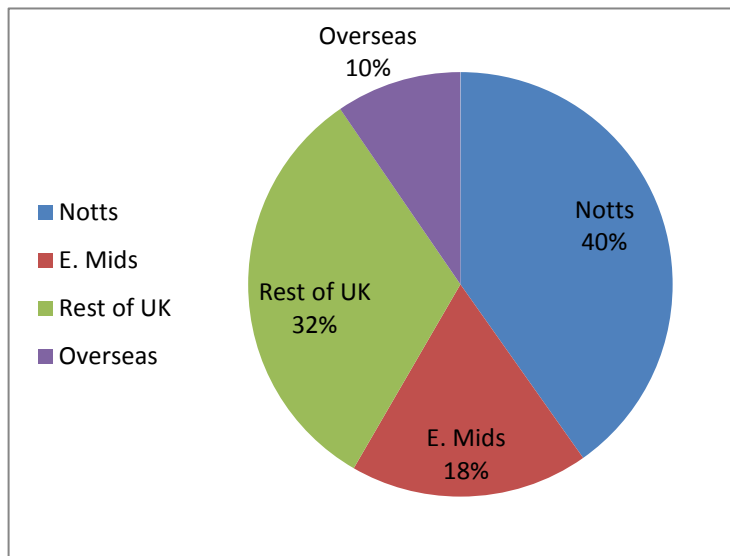
Customer Survey Documents

Visitor Survey at Newark TIC

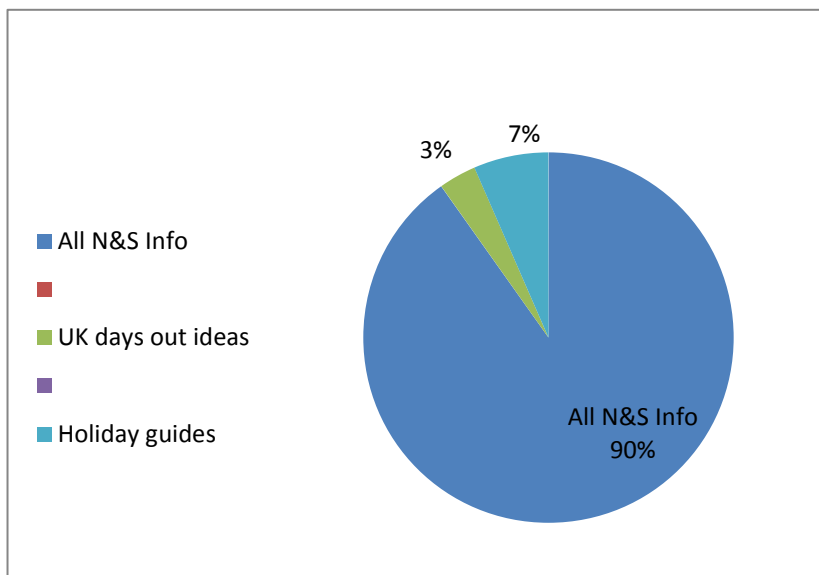
3-16 August 2015

Total Surveyed 209

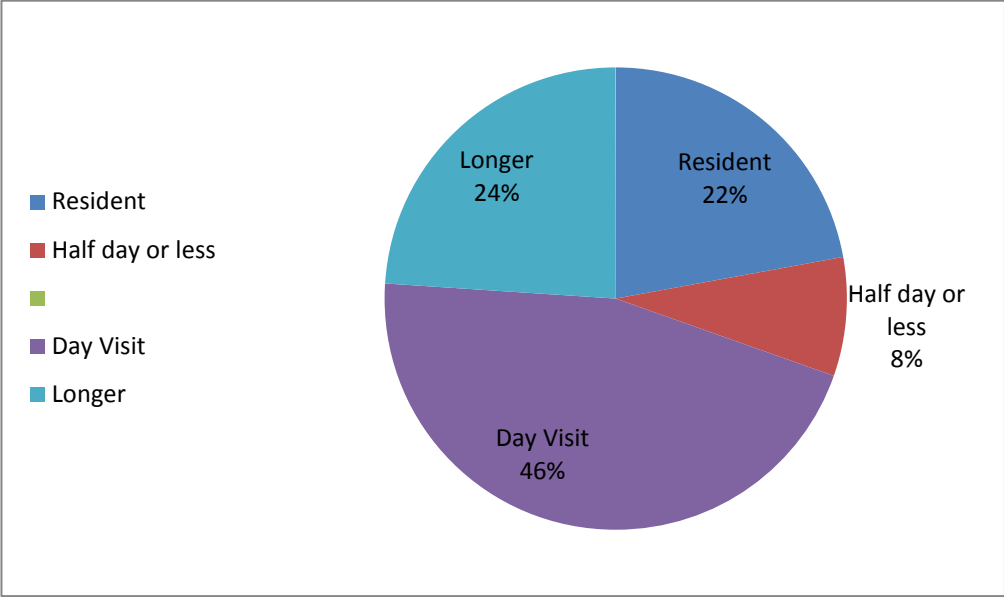
Question: County of Origin



Question: Why visiting Newark?



Question: How long are you staying?

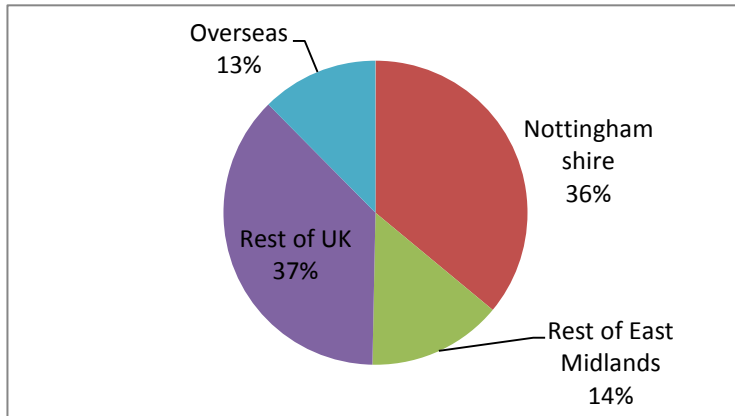


Visitor Survey at Sherwood TIC

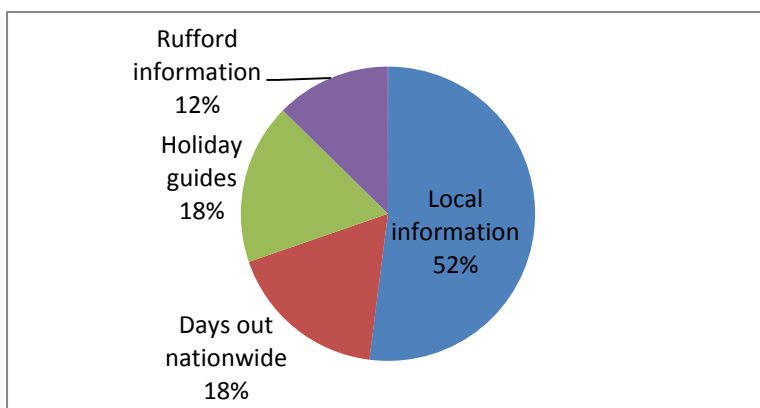
3-16 August 2015

Total Surveyed 159

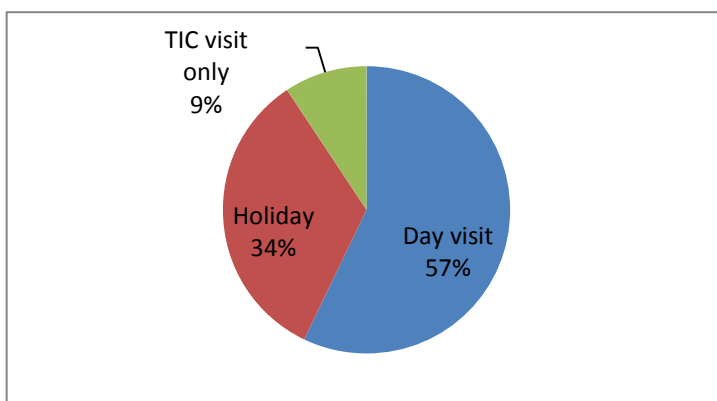
Question: Country of Origin



Question: Why visiting Sherwood?

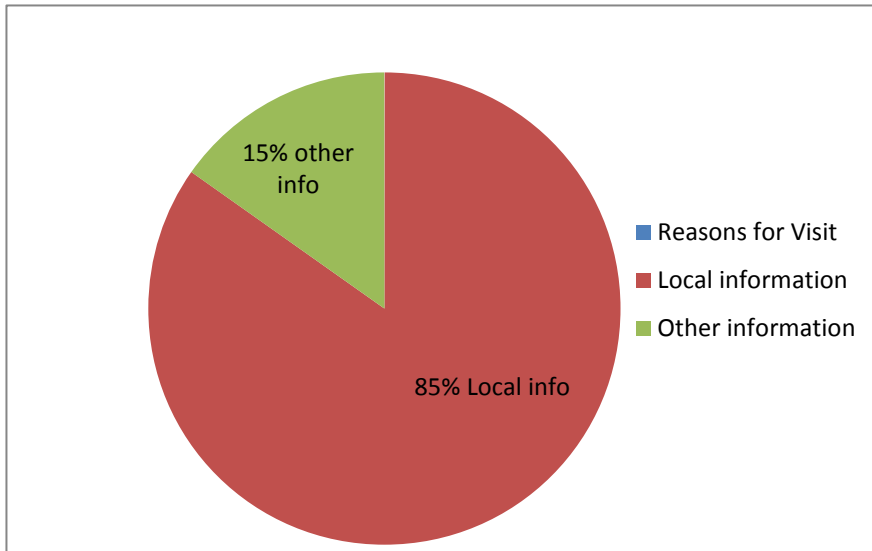


Question: How long are you staying?

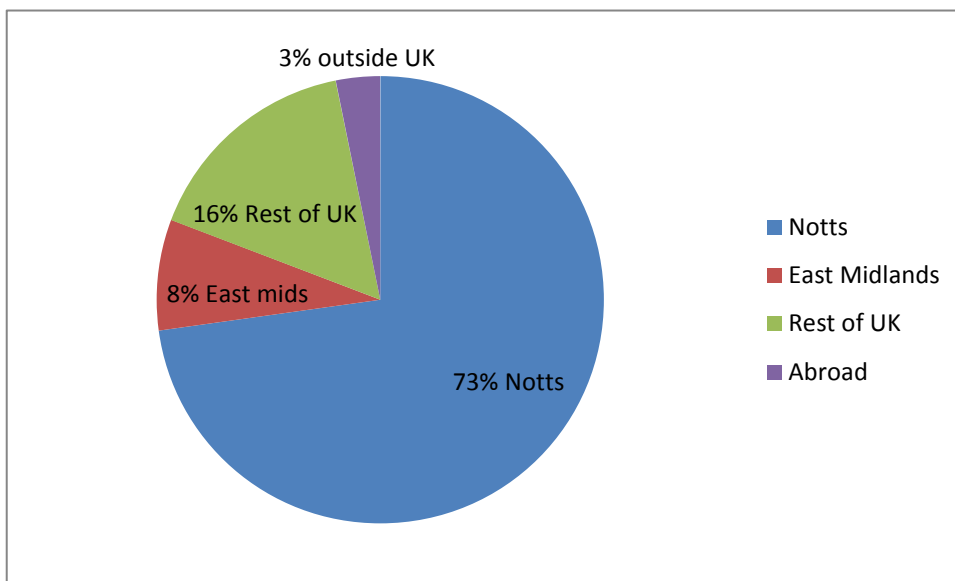


Visitor Survey at Southwell TIC
3-16 August 2015
Total Surveyed 250

Question: Reasons for Visit



Question: County of Origin



Question: Length of Visit

