



# CABINET

25 January 2012

**A Meeting of the CABINET will be held on Wednesday, 1st February, 2012, 6.00 pm  
in Committee Room 1 Marmion House, Lichfield Street, Tamworth**

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## A G E N D A

### NON CONFIDENTIAL

**1 Apologies for Absence**

**2 Corporate Update**

Title: Scrutiny/Standards

Presenter: Jane Hackett

**3 Minutes of the Previous Meeting (Pages 1 - 2)**

**4 Declarations of Interest**

*To receive any declarations of Members' interests (personal and/or personal and prejudicial) in any matters which are to be considered at this meeting.*

*When Members are declaring a personal interest or personal and prejudicial interest in respect of which they have dispensation, they should specify the nature of such interest. Members should leave the room if they have a personal and prejudicial interest in respect of which they do not have a dispensation.*

**5 Matters Referred to the Cabinet in Accordance with the Overview and Scrutiny Procedure Rules**

Update from the Chair of Community & Wellbeing Scrutiny following the meeting of 18/01/12

**6 Tamworth Core Strategy/Local Plan (Pages 3 - 248)**

(Report of the Portfolio Holder for Economic Development and Enterprise)

- 7 Tamworth Local Development Scheme** (Pages 249 - 268)  
(Report of the Portfolio Holder for Economic Development and Enterprise)
- 8 Staffordshire Hoard Ongoing Exhibition Development** (Pages 269 - 332)  
(Report of the Portfolio Holder for Economic Development and Enterprise)
- 9 Dog Fouling Campaign Branding and Communications** (Pages 333 - 344)  
(Report of the Portfolio Holder for Environment and Waste Management)
- 10 WRITE OFFS 01/04/2011 – 31/12/2011** (Pages 345 - 350)  
(Report of the Portfolio Holder for Corporate Services and Assets)

Yours faithfully



**Chief Executive**

*People who have a disability and who would like to attend the meeting should contact Democratic Services on 01827 709264 or e-mail [committees@tamworth.gov.uk](mailto:committees@tamworth.gov.uk) preferably 24 hours prior to the meeting. We can then endeavour to ensure that any particular requirements you may have are catered for.*

To Councillors: D Cook, R Pritchard, S Claymore, J Garner, M Greatorex and M Oates



## **MINUTES OF A MEETING OF THE CABINET HELD ON 11th JANUARY 2012**

**PRESENT:** Councillor D Cook (Chair), Councillors R Pritchard, S Claymore, J Garner, M Greatorex and M Oates

The following officers were present: Anthony E Goodwin (Chief Executive), John Wheatley (Deputy Chief Executive and Corporate Director (Resources)), Stefan Garner (Deputy Director (Finance Exchequer and Revenues)), Matthew Bowers (Head of Strategic Planning and Development) and Stacy Birt (Tourism and Town Centre Development Officer)

### **109 APOLOGIES FOR ABSENCE**

None.

### **110 CORPORATE UPDATE**

The Head of Strategic Planning and Development and the Tourism and Town Centre Development Officer presented an overview and update on Place Strategy.

### **111 MINUTES OF THE PREVIOUS MEETING**

The minutes of the meeting held on 14 December 2011 were approved and signed as a correct record.

*(Moved by Councillor M Oates and seconded by Councillor J Garner)*

### **112 DECLARATIONS OF INTEREST**

There were no Declarations of Interest.

### **113 MATTERS REFERRED TO THE CABINET IN ACCORDANCE WITH THE OVERVIEW AND SCRUTINY PROCEDURE RULES**

None

**114 DRAFT BUDGET & MEDIUM TERM FINANCIAL STRATEGY 2012/13**

The report of the Leader of the Council seeking approval for the draft package of budget proposals to consult with the Joint Scrutiny Committee (Budget) on 24 January 2012 and receive their feedback on the General Services Revenue budget and council tax for 2012/13; Housing Revenue Account budget for 2012/13; Capital Programme; and Medium Term Financial Strategy was considered.

- RESOLVED:** That:
- 1 The draft package of budget proposals including the proposed policy changes, as detailed at Appendix B be approved, and;
  - 2 As required by the Constitution of the Council, the Joint Scrutiny Committee (Budget) be asked to consider the budget proposals contained within the report on 24 January 2012.

*(Moved by Councillor D Cook and seconded by Councillor R Pritchard)*

**115 SCHEME OF DELEGATION DECISIONS REPORT**

The contents of the report were recorded.

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Leader



1<sup>st</sup> February 2012**REPORT OF THE PORTFOLIO HOLDER  
ECONOMIC DEVELOPMENT AND ENTERPRISE****TAMWORTH CORE STRATEGY/LOCAL PLAN****EXEMPT INFORMATION**

N/A

**PURPOSE**

To seek Cabinet's recommendation to Council that the Publication Draft Core Strategy be approved and published, in accordance with Regulations 27 & 28 of the Town and Country Planning (Local Development) (Amendment) Regulations 2008. The report also seeks authorisation for officers to make minor changes to the Publication Draft Core Strategy and carry out any necessary further consultations with key stakeholders, prior to submitting it to the Government for Public Examination, in order to ensure a sound Core Strategy.

**RECOMMENDATIONS**

**1) That the Core Strategy is recommended to Council for approval for Pre-Submission Publication and following consultation on soundness for Submission to the Secretary of State, in accordance with Regulations 27 & 28 of the Town and Country Planning (Local Development) (Amendment) Regulations 2008 (subject to recommendation (1a) )**

**(a) Subject to no fundamental objections to the soundness of the Core Strategy being made during the Pre-Submission Publication Stage, the Core Strategy is approved for Submission; and**

**2) Authority is delegated to the Head of Strategic Planning and Development Plan Manager, in consultation with the Portfolio Holder for Economic Development & Enterprise, to make any typographical and formatting (including the insertion of photographs) amendments to the Core Strategy prior to the Submission.**

**EXECUTIVE SUMMARY**

The Local Development Framework or LDF is a collection of documents which collectively deliver the spatial planning strategy for an area. The key document in Tamworth's LDF is the Core Strategy, which is a Borough wide plan that identifies the key strategies and policies for its future development. Following adoption by the Council, it will replace the Tamworth Local Plan, which was adopted in 2006.

The Borough Council has been working on the Core Strategy since 2006 and has produced a number of consultation documents, including the Issues and Options in 2008, an Option report in 2009 and most recently the specific Housing Policy document during early 2011.

During this period the council has undertaken a number of consultation exercises with the communities of Tamworth, along with other stakeholders including developers, landowners, infrastructure providers to identify and agree a series of issues and options for delivering future development within the borough. This has influenced the current version- the pre-submission publication Core Strategy.

In addition to the consultation responses, the Core Strategy is required to be based on

evidence. Specialist studies and existing and developing strategies have together built a comprehensive evidence base. Throughout the production process, the Council has created and updated evidence covering a range of topics including employment land availability, strategic housing land availability and needs, linkages between the town centre and Ventura/Jolly Sailor Retail Parks, open space, water infrastructure, flooding, retail, renewables and affordable housing viability. These have been used to justify the approach taken by the Core Strategy.

The Core Strategy is considered 'sound' to progress to the next stage in the regulatory process. The next stage is the Pre-Submission Publication (Regulation 27). This involves publishing all the Core Strategy documentation that the Council intends to formally submit to the Government for a six week period on the Council's website, sending the documents to specified statutory bodies, depositing the documents at the council offices and libraries and writing to consultees and everyone else who has written in about the Core Strategy to inform them of the availability of the documents. The Publication Draft Core Strategy agreed by the Council should be the document that, if there were no representations to it, the Council would be happy to adopt as its finalised Core Strategy.

The six week Pre-Submission Publication period is an opportunity to comment only on the soundness of the Core Strategy. Soundness is the basis of the Local Development Framework (LDF) system and is defined as meaning that a plan must be justified, effective and consistent with national policy. It must also satisfy the legal procedural requirements and, looking to the future, conform to the government's proposed 'Duty to co-operate' requirements. Meeting these requirements will be the Planning Inspector's main consideration when examining the Core Strategy.

Once the six week Pre-Submission Publication period is completed then the comments need to be summarised as part of the submission arrangements. If any fundamental issue of soundness is identified then further consideration to the progress of the Core Strategy will be made with the advice of the Planning Inspectorate (PINS). If, as anticipated, no fundamental soundness concerns are raised then the Core Strategy documentation will be formally submitted to Government during the summer.

Following formal submission an Inspector from PINS will be allocated to hold a public examination into the soundness of the Core Strategy. It is programmed that the examination will take place during Autumn 2012. Subject to the Inspector finding the Core Strategy sound then it is programmed to be adopted in February 2013 and will then be used to determine all planning applications in the borough.

## **RESOURCE IMPLICATIONS**

There are no financial implications arising from this report. A budget already exists for the production of the Core Strategy/Local Plan and, as part of a separate report; members will be asked to approve the creation of a Temporary Reserve to be used during 2012/2013 to ensure sufficient resources are available to cover the costs associated with finalising its production including the examination costs.

## **LEGAL/RISK IMPLICATIONS BACKGROUND**

The statutory procedure governing the preparation and adoption of Development Plan Documents is contained in the Planning and Compensation Act 2004 and Part 6 of the Town and Country Planning (Local Development) (England) Regulations 2008. Failing to adhere to these requirements could result in the Core Strategy being found 'unsound' at examination. This could result in previous stages of the Core Strategy's production having to be repeated.

It is critical that the procedural progress of the Core Strategy is maintained both in order to comply with the requirements of the statutory Local Development Scheme (the LDF programme plan) and the development and regeneration aspirations of the borough.

The most substantial risk identified relates to the fact that the strategy for delivering Tamworth's future growth relies on neighbouring local authorities to deliver without a formal agreement currently being in place. Officers and members have attended several

meetings with counterparts from adjoining authorities and, whilst there is agreement to explore issues, a formal agreement to meet Tamworth's needs has not yet been reached. Officers will continue to push for a formal agreement but are of the opinion that Tamworth has done all it can to secure agreement and feel that that strategy is in accordance with evidence and therefore the risk of being found unsound on this basis is reduced.

There is a considerable risk that not having an up to date Core Strategy in place, planning decisions in Tamworth will be assessed against the government's emerging National Planning Policy Framework leading to 'loss of control' over development and impinging on the Council's ability to deliver key spatial objectives.

### **SUSTAINABILITY IMPLICATIONS**

The Core Strategy policies have been subject to a Sustainability Appraisal/Strategic Environmental Assessment. This has ensured that sustainability issues are given full consideration in the preparation and adoption of refining policies. The Sustainability Report will be published alongside the Core Strategy.

A Draft Sustainability Appraisal Report was published alongside the Preferred Options document. In addition, the Housing Policies Consultation Document was also subjected to an appraisal. Further appraisal work has been undertaken during and to inform the process of finalising policies for the Publication Draft Core Strategy, so that the policies that appear in Appendix 1 have taken account of the findings of the Sustainability Appraisal.

A separate Equalities Impact Assessment will accompany the Core Strategy Pre-Submission Publication accompanied by a Health Impact Assessment. The latter will appraise the impact of delivery of Core Strategy policies on delivering borough specific health objectives.

### **BACKGROUND INFORMATION**

This is included on the following page.

### **REPORT AUTHOR**

Jon Lord

### **LIST OF BACKGROUND PAPERS**

N/A

### **APPENDICES**

Appendix 1: The Tamworth Core Strategy for Pre-Submission Publication

Appendix 2: Sustainability Appraisal, incorporating Strategic Environmental Assessment Report

## **Core Strategy Background Paper**

### **1. Scope of Core Strategy**

- 1.1 The Borough Council has been working on the Core Strategy since 2006 and has produced a number of consultation documents, including the Issues and Options Report in 2008, a Proposed Spatial Strategy in late 2009 and most recently, a Housing Policy Paper in 2011.
- 1.2 The Core Strategy sets out the basic principles and policy direction for planning and development in Tamworth up to 2028 and which will be locally distinctive. It is part of a portfolio of documents that together will form the Local Development Framework for Tamworth. It covers a range of topic areas, including housing, employment, green spaces, biodiversity, leisure and retail. It is considered that it represents the most appropriate way of achieving the spatial vision and objectives for the borough whilst delivering identified future development needs in the most appropriate and sustainable way.
- 1.3 The current Publication Pre-submission document represents the latest iteration of the Core Strategy and has evolved in response to consultation responses and an updated evidence base. The latter includes an updated Housing Needs Study to ascertain the number and type of housing required for the borough along with Retail Study to identify the amount of future retail floor space, an updated employment land review, Water Cycle study, Habitat Regulations Assessment and the continuing Sustainability Appraisal.
- 1.4 In addition, a change to the scope and content of the Core Strategy has arisen in response to government amendments to the proposed scope of Local Development Frameworks. Previous guidance recommended Local Development Frameworks to consist of a suite of documents including a Core Strategy, Site Allocations Document and a Development Management Document. The government now expects LPAs to produce one over-arching planning document-The Core Strategy/Local Plan. Consequently, the Core Strategy's remit has been broadened to include site allocations, and policies have been revised to increase their usability by development management officers.

### **2. Format of Core Strategy Document**

- 2.1 The Core Strategy is divided into a number of chapters. The first of which includes a spatial portrait and vision for the borough. It sets out the key characteristics of Tamworth and identifies the key issues and challenges facing the borough that the Core Strategy seeks to address. The vision sets out the type of place Tamworth should become by 2028. It takes into account existing plans and strategies produced by both the council and its partners. The vision results in a set of 12 strategic objectives which are set out in relation to the key themes to which they relate.
- 2.2 The policy chapters include policies to guide how the spatial vision and strategic objectives; summarised in 4 over-arching chapters: a prosperous borough, stronger neighbourhoods, a better connected borough and improved environmental quality, will be achieved in practical terms. The spatial strategy policies set out how much development there will be, broadly where it will go, when it will take place and who will deliver it. The Core Policies contained within each theme chapter seek to deliver the vision and strategic objectives and should be interpreted within the context of the spatial strategy policies.

- 2.3 The Monitoring and Delivery chapter sets out how the policies will be monitored and delivered. It contains a Monitoring Framework which includes setting out a series of monitoring indicators and targets against each policy to measure their delivery. The indicators will be monitored regularly and if it is shown that targets are not being achieved then contingency measures, also set out in the framework, will be implemented.
- 2.4 The Core Strategy's success will depend on effective implementation of the policies. Whilst the council will play a main role in implementing the policies, through its statutory planning functions, implementation will also rely on a range of partner organisations including the Tamworth Strategic Partnership, County Council, statutory service providers, developers, Registered Social Landlords and infrastructure providers amongst others. As such, an Infrastructure Delivery Plan is included setting out what infrastructure is required, when, how it is going to be delivered and by whom.

### **3. Summary of Key Headlines**

- 3.1 The revised evidence base proposes that Tamworth, through the Core Strategy, should seek to accommodate at least 5500 new dwellings, 36 hectares of employment land, 20,000sqm of office floorspace and 31,000 sqm of comparison retail floorspace up to 2028.
- 3.2 The proposed spatial strategy remains broadly similar to the approach set out in previous consultation versions of The Core Strategy. The one strategic housing site-the Anker Valley Sustainable Urban Neighbourhood remains albeit with an extended site boundary. The Strategic employment sites previously identified are also carried forward along with the existing network of local and neighbourhood centres. The existing green belt boundaries, together with designated biodiversity sites are retained.
- 3.3 Tamworth Town Centre is reinforced as the focus for new retail, leisure, tourism and cultural, office and high density residential development resulting in a number of strategic development sites being allocated to accommodate future growth. These include the Gungate proposal, Arriva Bus Station, Jewsons amongst others. This is supported by a proposed restriction on further floorspace expansion at the out of centre retail areas. In addition to new development proposed, the town centre linkage proposals are supported along with a number of environmental enhancements to the town centre.
- 3.4 Whilst the spatial strategy seeks to accommodate as much development within Tamworth's boundaries, not all of it is capable of being accommodated without impacting negatively on the quality of life of Tamworth's communities. The scarcity of developable land within the borough (as a result of constraints such as flood risk areas, biodiversity designated sites, greenbelt designation and a general lack of brownfield land) restricts the amount of new dwellings that Tamworth is capable of delivering within its boundary to 4500. This results in land outside the borough's boundary, to the north of the borough in Lichfield district and to the east in North Warwickshire being identified for up to 1000 dwellings; based on the Joint Infrastructure Study previously commissioned by the three authorities. An agreement is currently being sought between the 3 authorities on an agreed approach to delivering this need.
- 3.5 The reliance on one Greenfield strategic housing site-Anker Valley Sustainable Urban Extension has resulted in a number of sustainability related disadvantages. To overcome these; and to ensure that the borough makes the most efficient use of land, a series of regeneration priority areas are now proposed. These include The Wilnecote Regeneration Corridor; focusing on a comprehensive approach to housing and employment led regeneration and in the Post War Social Housing Estates. The latter builds on the current Locality Working initiative to support housing led regeneration within some of the borough's most deprived neighbourhoods.

- 3.6 With the overall goal of reducing the need to travel by locating transport generating development in sustainable locations and/or supporting a measures to encourage sustainable modes of transport, the transport policy aims to deliver priorities to tackle congestion hot spots contained within the Local Transport Plan (namely the respective Upper Gungate-Anker Valley and Ventura Park-Town Centre Transportation Packages) and junction improvements along the A5. Other key objectives relate to supporting the cycle and pedestrian cycleways across the borough and expansions to the capacity and appearance of the two railway stations.
- 3.7 Existing high quality open space is retained; to deliver the character of the borough as 'Urban Green'. Green and blue (rivers and canal) linkages are emphasised to both project a positive image of the town and deliver health related benefits.
- 3.8 Existing historic assets remain protected and a policy requiring high quality design of new development is included.
- 3.9 The previously proposed strategic allocation of a new leisure centre either within the east of the borough or within the town centre's leisure zone is removed as a result of uncertainties surrounding its delivery. Wording has been amended to allow a future proposal to be located in a sustainable location within the borough.
- 3.10 The policies are summarised as below:

<b>Policy Description</b>	<b>Remit</b>
SP1: Spatial Strategy for Tamworth	Provides a guide to how the spatial vision and strategic objectives will be achieved in practical terms. The role of the spatial strategy is to set out how much development there will be, broadly where it will go, when it will take place and who will deliver it. It emphasises the 'centres first' objective, spatial direction for delivering housing and employment needs whilst identifying key spatial priorities for infrastructure and environmental improvements.
SP2: Supporting investment in Tamworth Town Centre	Identifies strategic sites and opportunities for retail, leisure, culture/tourism & office development along with encouraging higher density residential and improved linkages within the town centre and to the out of centre retail areas. It also identifies the key gateway sites and introduces design and conservation principles.
SP3: Supporting investment in local & neighbourhood centres	Sets out guidance for achieving environmental and accessibility improvements and where applicable linked to delivering community regeneration objectives.
SP4: Sustainable economic growth	Identifies the employment land requirement along with main employment sites, and introduces a proposed two tiered approach; 'strategic sites' and 'local sites' to ensure Tamworth has sufficient capacity to serve need whilst offering a degree of flexibility over allowing future housing development in the more poorly performing local sites. The policy also sets out environmental and accessibility related improvements required to regenerate and enhance employment sites.
SP5: Housing delivery	This policy will set out the overall future housing need release of land to achieve a balanced delivery over the plan period to meet identified housing need including the criteria for achieving high quality development in sustainable locations.
SP6: Anker Valley Sustainable Urban Neighbourhood	Includes a criteria based policy for delivering the proposed strategic housing site including the housing numbers and associated infrastructure required to deliver a new sustainable neighbourhood.
SP7: Regeneration Priority Areas	Identifies Regeneration Priority Areas: Post War Social Housing areas, and the Wilnecote Corridor as a result of them demonstrating high levels of deprivation and/or a poor quality environment. Sets out a series of priorities to address in each area and commits the council and its partners to work in partnership to deliver spatial interventions to improve the physical environment and deliver social and economic renewal.
SP8: Environmental Assets	Maps green and blue infrastructure and identifies a series of priority areas and schemes and policy principles to deliver enhancements and improvements. These include improving and enhancing the network of green linear linkages across the town, and to the, canal and river network.
SP9: Sustainable	Identifies key strategic locations for transport improvements

transport	including to A5 junctions, Anker Valley Linkages, Tamworth & Wilnecote stations, cycle and pedestrian routes along with general principles for improving accessibility and sustainability.
CP1: Hierarchy of centres	Reinforces the 'centre first' approach to delivering identified future convenience and comparison retail need and defines the hierarchy of centres and sets out acceptable uses in each tier of centre. Sets out the approach to retail & leisure proposals outside of centres including floor space thresholds as a basis to undertake impact assessments. Sets out restrictions on future retail/leisure expansion at out of town retail parks.
CP2: Economic Growth & Enterprise	This policy defines the acceptable uses within the employment areas- B1 (b,c), B2 & B8. Provides detail of environmental and accessibility improvements. Promotes preferred location for offices as being the town centre and edge of centre locations and refers to identified strategic sites. Also introduces Local Development Orders as potential delivery mechanisms for strategic sites.
CP3: Supporting growth in culture & tourism	Sets out support for tourism and culture led development; in particular related to the town centre and its proposed leisure zone. Identified supporting infrastructure including hotels and accessibility improvements including to Drayton Manor
CP4: Affordable Housing	This policy will establish thresholds and the level of developer contribution towards the provision of affordable housing target.
CP5: Housing needs	The policy will establish standards for new housing development including the size and type of units, specific types based on evidence arising from the ongoing update of the Housing Needs Study.
CP6: Housing density	This will contain a banded density target for particular borough wide locations including a higher density target for centres, transport nodes and a lower target for elsewhere whilst respecting the local context
CP7: Gyosy & Traveller provision	Whilst not allocating specific sites, this policy establishes criteria for assessing applications for site proposals.
CP8: Sport & Recreation	This provides and promotes a network of high quality sport and recreation facilities across the borough to meet needs. whilst aiming to protect existing facilities..
CP9 Open Space	This seeks to protect the existing network of high quality open space across the borough and sets out criteria for assessing proposals which involve a loss of open space.
CP10: Design of new development	This policy introduces a number of principles to achieve high quality buildings and places.
CP11: Protecting historic Assets	This includes a list of principles to be considered when proposing development which impacts on the historic environment including listed buildings, Conservation Area & scheduled monuments.
CP12: Protecting and enhancing biodiversity	This aims to preserve sites and species, reinforce links between habitats and ensure appropriate consideration to development depending on status of sites i.e. national and local. It also encourages habitat restoration and creation, with emphasis on community led initiatives and list priority schemes.
CP13: Sustainable Development & Mitigating the effects of climate change	This supports measures to achieve carbon zero development including renewable energy proposals and resource management.
CP14: Water management	This policy requires new development to consider areas susceptible to fluvial and pluvial flooding including the application of SUDs and sustainable urban design
CP15: New development to be accessible by sustainable transport modes	The policy sets out priority measures for improving accessibility and linkages, particularly by public transport, walking and cycling on a borough wide basis and to/from strategic development sites. and sets out the criteria for the requirement for transport assessments and travel plans.
CP16: Providing and protecting community infrastructure	This sets out support for community facilities and infrastructure to be located in accessible locations and encourages dual use to be considered where appropriate in sustainable locations.
CP17 Infrastructure & Developer Contributions	This policy includes the key infrastructure required to deliver the strategy and introduces the Infrastructure Delivery Plan

4. The evidence base for the Core Strategy

4.1 The evidence base to date is set out below:

<b><u>Southern Staffordshire Districts Housing Needs Study and SHMA Update</u></b> (January 2012)
<b><u>Strategic Housing Land Availability Assessment Part 1 with Appendix A, Appendix B, Appendix C, Appendix D1, Appendix D2, Appendix D3</u></b> (September 2011)
<b><u>Tamworth Town Centre and Retail Study Part 1, Town Centre and Retail Study Part 2 Maps</u></b> (July 2011) & <b><u>Update Addendum</u></b> (December 2011)
<b><u>Town Centre Links Project</u></b> to support Core Strategy and SPD (February 2011)
<b><u>Green Infrastructure Background Paper</u></b> (March 2010)
<b><u>Staffordshire County-wide Renewable/Low Carbon Energy Study</u></b> (September 2010)
<b><u>Outline Water Cycle Study</u></b> (July 2010), <b><u>Outline Water Cycle Study Addendum</u></b> (April 2011)
<b><u>Phase 1 Surface Water Management Plan</u></b> (July 2010), <b><u>Phase 1 Surface Water Management Plan Addendum</u></b> (April 2011), <b><u>Phase 2 Surface Water Management Plan</u></b> (July 2011)
<b><u>Affordable Housing Viability and Policy Study</u></b> (February 2010)
<b><u>Offices Background Paper</u></b> (December 2009)
<b><u>Employment Land Review Part 1, Review Part 2, Review Part 3</u></b> (August 2009)
<b><u>Tamworth Infrastructure Study Part 1, Study Part 2, Study Part 3, Study Part 4, Study Part 5, Study Part 6, Study Part 7, Study Part 8</u></b> (July 2009)
<b><u>Joint Sports Strategy Part 1, Part 2, Part 3</u></b> (May 2009)
<b><u>Local and Neighbourhood Centres Healthcheck</u></b> (2008)
<b><u>Tamworth Town Centre Healthcheck</u></b> (2008)
<b><u>Strategic Housing Market Assessment</u></b> (December 2008)
<b><u>Phase 1 Habitat Survey Part 1, Survey Part 2</u></b> (September 2008)
<b><u>Strategic Housing Land Availability Assessment, Part 1, Part 2</u></b> (February 2008)
<b><u>Gypsy and Traveller Accommodation Assessment</u></b> (February 2008)
Strategic Flood Risk Assessment (January 2008, updated in September 2009) <b><u>September 2009 update, north east update map, north west update map, south update map, climate change update map</u></b>
<b><u>Employment Land Study</u></b> (2008)
<b><u>Open Space Position Statement</u></b> (July 2007)

In addition the following pieces of evidence are currently being finalised:

**Open Space Review, Habitat Regulations Assessment**



TAMWORTH BOROUGH COUNCIL CORE STRATEGY  
PRE-SUBMISSION PUBLICATION DOCUMENT

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## CHAPTER 1- INTRODUCTION

### What is the Tamworth Local Development Framework?

The local development framework, or LDF, is a collection of documents which collectively deliver the spatial planning strategy for an area. In addition to setting out how much new development is required and where it should be located, the LDF will be used as the starting point to assess planning applications and appeals within Tamworth.

The Council has been working to produce the Core Strategy, the over-arching spatial document for Tamworth. It will guide other Local Development Framework (LDF) documents, which will set out more detailed policies and strategies. The Core Strategy aims to be sufficiently flexible to allow for future uncertainty, whilst making the key spatial decisions for Tamworth to 2028. On adoption by the Council (anticipated early 2013), it will replace the Tamworth Local Plan, which itself was adopted in 2006. Any outstanding policies not covered by the Core Strategy will be included within SPDs. The table in appendix 9 sets out which saved policies have been replaced and the policies to be covered by forthcoming SPDs.

The Core Strategy includes:

1. An overall Vision which sets out how the Borough will develop;
2. Strategic Spatial Objectives that focus on addressing the key issues identified;
3. A delivery strategy for achieving the Objectives;
4. Clear arrangements for managing and monitoring the delivery of the strategy.

The Vision has been informed by an analysis of the characteristics of the Borough (the spatial portrait) and the key issues that were identified in earlier consultation stages.

The Core Strategy is consistent with national planning policy (currently contained within a series of national Planning Policy Statements/Guidance which the government anticipates replacing with one overall national planning guidance document-the (draft) National Planning Policy Framework) and until formally revoked by the government (anticipated in early 2012), in general conformity with the West Midlands Regional Spatial Strategy. Together, these have influenced the council's consideration of the most appropriate spatial strategy for Tamworth when considered against reasonable alternatives

It is closely related to the Tamworth Sustainable Community Strategy and associated strategic objectives which were produced by the Tamworth Strategic Partnership, a multi-agency partnership committed to improving the quality of life of local people.<sup>11</sup> strategic objectives have been defined, which concentrate the Vision into key specific issues that need to be addressed. A key element of the Core Strategy is how it will be delivered.

The Tamworth Sustainable Community Strategy is focussed on delivering specific strategic priorities-see below. One of its key challenges is to deliver sustainable growth in Tamworth's local economy and promote Tamworth as a Place.

**Its vision is of:**            **“One Tamworth, Perfectly Placed”**  
                                          (The people)            (The place)

Below this sit 2 strategic priorities:

### **Strategic Priority 1**

To Aspire and Prosper in Tamworth

#### **Primary Outcome**

To create and sustain a thriving local economy and make Tamworth a more inspirational and competitive place to do business through:

- Raising the aspiration and attainment levels of young people
- Creating opportunities for business growth through developing and using skills and talent
- Promoting private sector growth and create quality employment locally
- Branding and marketing “Tamworth” as a great place to “live life to the full”
- Creating the physical and technological infrastructure necessary to support the achievement of this primary outcome.

### **Strategic Priority 2**

To be healthier and safer in Tamworth

#### **Primary Outcome**

To create a safe environment in which local people can reach their full potential and live longer, healthier lives through;

- Addressing the causes of poor health in children and young people;
- Improving the health and well being of older people by supporting them to live active, independent lives;
- Reducing the harm and wider consequences of alcohol abuse on individuals, families and society;
- Implementing ‘Total Place’ solutions to tackling crime and ASB in designated localities;
- Developing innovative early interventions to tackle youth crime and ASB; and
- Creating an integrated approach to protecting those most vulnerable in our local communities

Tamworth Strategic partnership has identified a number of causal factors, which may require targeting to achieve these strategic priorities;

- Reduce the levels of unemployment by reducing the number of jobseeker allowance claimants and in particular youth unemployment;
- Reduce alcohol misuse by tackling both the inappropriate availability and consumption of alcohol;
- Improve the location, quality, quantity, type of Housing;
- Reduce the numbers of residents who live significantly more time in ill or poor health to national average;

- Improve quality, quantity and stock of suitable land and premises for economic development (enable expansion, start-ups and inward investment);
- Develop a modern, future proofed infrastructure for residents and visitors;
- Improve the capacity and generic skills and awareness of parents;
- Reduce harm and inequalities caused by tobacco consumption;
- Increase aspiration levels;
- Increase the levels of physical activity;
- Provide flexible, integrated and effective public services that meet the needs of Tamworth Communities;
- Improve positive nutrition choices and promote health eating;
- Increase self esteem levels particularly in vulnerable groups.

The Core Strategy's spatial vision will be closely aligned to Tamworth's Sustainable Community Strategy's vision/priorities. While the Core Strategy policies/proposals will help deliver the spatial elements of the above strategic priorities.

For example, the Core Strategy will aim to identify sufficient suitable/adequate levels of employment sites which will attract economic investment and increase employment opportunities in the area. While the built environment design policies will help reduce crime, encourage more active healthy life styles. Further, housing policies will help increase the delivery of and the right types housing and ensure local communities are able to meet their aspirations.

### **SA/Combined Assessments**

A Sustainability Appraisal (SA), which includes a Strategic Environmental Assessment (SEA) has been undertaken during the production of the Core Strategy. This considers the social, economic and environmental effects (including impact on natural resources) of the strategy and ensures it accords with the principles of sustainable development. Each of the draft policies was developed, refined and assessed against sustainability criteria throughout the preparation of the Core Strategy. The Sustainability Appraisal Report was published alongside this document.

Under the Habitats Regulations, the council has undertaken with Lichfield District Council and in consultation with Natural England, a Habitats Regulations Assessments (HRA) to ensure that the policies in the Core Strategy do not harm sites designated as being of European importance for biodiversity.

In addition to the assessments described above, the policies contained within this version of the Core Strategy have been subjected to both a Health Impact Assessment and Equalities Impact Assessment.

### **The Core Strategy production process to date**

Work commenced on the Core Strategy in 2006. Since then the council has undertaken a number of consultation exercises with the communities of Tamworth, along with other stakeholders during 2007-08, to identify and agree a series of issues and options for delivering future development within the borough. This influenced the production, in 2009, of a preferred spatial strategy for the borough and a subsequent Housing Policies consultation in 2011. The consultation responses to these two documents, has in turn, influenced the current version; the pre-submission publication Core Strategy.

In addition to the consultation responses, the Core Strategy is required to be based on evidence. Specialist studies and existing and developing strategies have together built a comprehensive evidence base. Throughout the production process, the Council has created and updated evidence covering a range of topics including employment land availability, strategic housing land availability and needs, linkages between the town centre and Ventura/Jolly Sailor Retail Parks, open space, water infrastructure, flooding, retail, renewables and affordable housing viability to name but a few. These have been used to justify the approach taken by the Core Strategy.

An essential part of the process is community engagement and we have set out our approach to involving the community in the LDF through the Statement of Community Involvement which was adopted in June 2006. It is important that at all stages the process is transparent and accessible to all and is continuous. This is crucial to ensuring that the outcome leads to a sense of community ownership of local policy decisions.

### **The Publication Pre-submission Core Strategy (this document)**

The Core Strategy is considered to be 'sound' and complies with the Pre-Submission Publication stage in the regulatory production process.

The Core Strategy has been published for a 6 week consultation between xxxx and is the version that the Council intends to formally submit to the Government for examination.

The 6 week Pre-Submission Publication period is an opportunity to comment only on the soundness of the Core Strategy. Soundness is the basis of the Local Development Framework (LDF) system and is defined as meaning that a plan must be justified, effective and consistent with national policy. It must also satisfy the legal procedural requirements for its production and, looking to the future, conform to the government's proposed 'Duty to co-operate' requirements. Meeting these requirements will be the Planning Inspector's main consideration when examining the Core Strategy.

Copies have been made available to download from the Council's website and physical copies have been distributed to the council office and libraries.

- Tamworth Borough Council, Marmion House, Lichfield Street, Tamworth B79 7BZ
- (Monday to Thursday, 0845–1710, Friday 0845-1705)
  
- Tamworth Library, Corporation Street, Tamworth, B79 7DN (Monday to Tuesday, 0830-1900, Wednesday and Friday 0830-1800, Thursday 1000-1800, Saturday 0900-1600)
  
- Wilnecote Library, Wilnecote High School, Tinkers Green Road, Wilnecote, Tamworth, B77
- 5LF (Monday 0900-1200 and 1415-1700, Wednesday 0900-1200 and 1415-1900, Friday 1415-1900, Saturday 0930-1600)
  
- Glascote Library Caledonian, Glascote, Tamworth, B77 2ED (Monday, Thursday, Friday 0900-1700, Tuesday 1400-1700, Saturday 0930-1300)

Copies have also been sent to specified statutory bodies and consultees and a press notice has been published in xxxx. In addition, anyone who has previously submitted comments on the Core Strategy have been informed about the availability of the documents

Further details on the tests of soundness and guidance on how to comment on the Core Strategy, including a representation form, can be downloaded from: xxxx

Your views are important so please do not hesitate to contact the Development Plan Team if you have difficulty in understanding any part of the document or submitting your comments. Please contact:

Jon Lord 01827 709279

Tom James 01827 709384

Mohammed Azram 01827 709278

## **Next Steps**

Once the six week Pre-Submission Publication period is completed then the comments need to be summarised as part of the submission arrangements. If any fundamental issue of soundness is identified then further consideration to the progress of the Core Strategy will be made with the advice of the Planning Inspectorate (PINS). Providing no fundamental soundness concerns are raised then the Core Strategy documentation will be formally submitted to Government during the summer 2012.

Following formal submission a public examination into the soundness of the Core Strategy will take place. It is expected that the examination will take place during Autumn 2012. Subject to the Inspector finding the Core Strategy sound then it is programmed to be adopted in February 2013 and will then be used to determine all planning applications in the borough

## **How to read this Document**

The Core Strategy is divided into a number of chapters. The first of which includes a spatial portrait and vision for the borough. It sets out the key characteristics of Tamworth and identifies the key issues and challenges facing the borough that the Core Strategy seeks to address. The vision sets out the type of place Tamworth should become by 2028. It takes into account existing plans and strategies produced by both the council and its partners. The vision results in a set of 12 strategic objectives which are set out in relation to the key themes to which they relate.

The policy chapters include policies to guide how the spatial vision and strategic spatial objectives; summarised in 4 over-arching chapters: a prosperous borough, stronger neighbourhoods, a better connected borough and improved environmental quality, will be achieved in practical terms. The spatial strategy policies set out how much development there will be, broadly where it will go, when it will take place and who will deliver it. The Core Policies contained within each theme chapter seek to deliver the vision and strategic objectives and should be interpreted within the context of the spatial strategy policies.

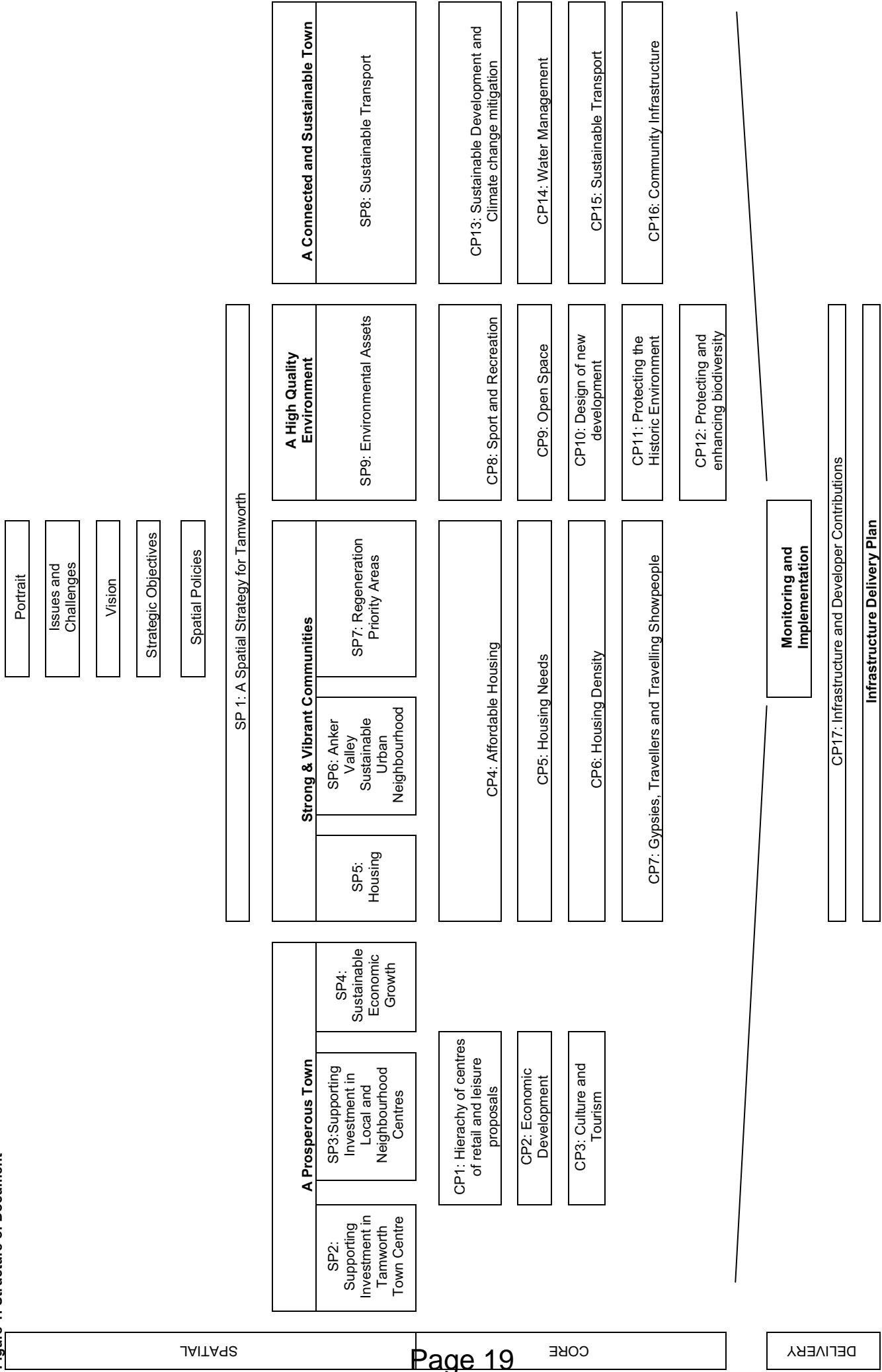
The Monitoring and Delivery chapter sets out how the policies will be monitored and delivered. It contains a Monitoring Framework which includes setting out a series of monitoring indicators and targets against each policy to measure their delivery. The indicators will be monitored regularly and if it is shown that targets are not being achieved then contingency measures, also set out in the framework, will be implemented.

The Core Strategy's success will depend on effective implementation of the policies. Whilst the council will play a main role in implementing the policies, through its statutory planning functions, implementation will also rely on a range of partner organisations including the Tamworth Strategic Partnership, County Council, statutory service providers, developers, Registered Social Landlords and infrastructure providers amongst others. As such, an Infrastructure Delivery Plan is included setting out what infrastructure is required, when, how it is going to be delivered and by whom.

The following chart outlines the overall structure of the document and shows how each core policy fits within the spatial policy which in turn delivers the overall spatial strategy.



Figure 1: Structure of Document



## CHAPTER 2: BACKGROUND AND VISION

### Spatial Portrait

Tamworth is an ancient borough; established as the Saxon Mercian Capital. It is located in the south-eastern corner of Staffordshire bordered by Warwickshire to the South and East. Situated 18 miles from the Birmingham conurbation and on the edge of the West Midlands greenbelt, Tamworth Borough is only 12 square miles in extent making it one of the smallest in England. Geographically the Borough is related to the neighbouring districts of North Warwickshire and Lichfield, socially Tamworth has many links with Birmingham having received overspill in the 1960s and 1970s which resulted in the development of a series of planned housing estates with associated centres, green spaces and community facilities.

Consequently, the population of Tamworth has tripled since the post-war years due to the relocation of inner-city Birmingham residents. The overspill development raises challenges for the Borough, in particular the preservation of Tamworth's history, historic core and identity, which has become overpowered by the 1960s and 1970s planned housing estates. Many areas, in particular the social housing area, contain housing stock which is showing signs of stress, whilst being dated in design and uniform in appearance. The planned nature of these areas makes it difficult to develop further with any new housing. As Tamworth has grown from its original historic core, surrounding rural hamlets and villages such as Wilnecote and Amington have been enveloped into the urban structure of Tamworth. This means that the town, which was largely confined to the historic core and river system, now spreads out into what was the rural hinterland. Absorbing various hamlets and villages has created small pockets of historical interest amongst the newer housing and industrial development, the most important of which have been recognised by various Conservation Area designations. Tamworth's urban area is continuous with Fazeley and Mile Oak, both of which are situated outside the Borough in Lichfield District.

Tamworth Borough is almost exclusively urban with only a tight circle of countryside around its edges. The close proximity of Tamworth to the countryside provides residents and visitors with recreational opportunities, and employers and inward investors with a quality environment. However, the circle of countryside is under pressure due to the lack of development opportunities within the urban area. The post war development of the borough, combined with natural features, including rivers and flood plains has resulted in a borough that appears 'urban-green' in character with the urban area softened by a network of green linkages and spaces.

The population of Tamworth in 2010<sup>1</sup> was 75,700 and projected figure suggest Tamworth will experience a population growth of 5.4% by 2026, a total of 4,100 people. However, numbers are set to reduce in the number of young adults and growth will be concentrated in the older age groups. Retired people, will increase by 61% (8,600) by 2026. An ageing population requiring increasing care and support will need to be accommodated. Additionally house price inflation has led to a housing market that first time buyers find difficult to access. Affordable housing is also an issue that needs to be addressed to ensure that the young are retained within the Town. Tamworth's housing stock is skewed towards semi-detached and detached housing, which does not necessarily reflect the needs of both younger and older groups.

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<sup>1</sup> Table 2b 2010 based subnational population projections by sex and quinary age. Published, May, 2011.

Tamworth's housing market is relatively self contained, however, there are strong ties with settlements surrounding Tamworth but within other Local Authority areas. Tamworth loses population to Lichfield District and North Warwickshire but gains considerable population from Birmingham, demonstrating the historical links with the city. To a lesser extent there are also links beyond the West Midlands to South Derbyshire and North West Leicestershire.

Part of a network of strategic centres encircling Birmingham, Tamworth is the focus of development that meets the needs of the town and provides for the immediate rural catchment. This extends into Lichfield District, North Warwickshire and up to South Derbyshire and includes a network of villages which rely on the borough for their services and facilities. It is traditionally a working class town with its roots in manufacturing until the late 1990s when the town experienced decline in what was a vibrant and buoyant employment sector. Employment restructuring is underway to diversify the employment offer and move away from the dependency on manufacturing. Whilst manufacturing is still important, the majority of jobs are now in the service industry.

The Council is a key partner in emerging sub-regional enterprise partnerships, and works closely with businesses and neighbouring authorities to capitalise on Tamworth's strengths to promote and deliver local economic development

Within the town there are both significant pockets of affluence and deprivation combined with low aspiration levels especially in Glascote, Amington, Belgrave and Stonydelph. There are concentrations of unemployment, poor health, poor literacy and numeracy, anti-social behaviour and poverty. According to the "Index of Multiple Deprivation", 18.1% of the population live in areas that are amongst the most deprived in England. The Glascote ward of Tamworth has the highest level of income deprivation in Staffordshire, where 45% of the adult population is living in an income deprived family. Clean, safe and attractive neighbourhoods are important issues for Tamworth residents. The Council is working to foster strong relationships with the community, and develop a long term programme of community engagement and participation, offering support and advice on education, training and funding for community projects. The health of people in Tamworth is varied compared to the England average. Whilst life expectancy for both men and women is similar to the England average, it is 8 years lower for men and 7 years lower for women in the most deprived areas of Tamworth than in the least deprived areas. Estimated adult healthy eating and obesity levels are worse than the England average. Levels of teenage pregnancy and GCSE attainment are worse than the England average.

Tamworth's compact urban form provides good opportunities for transport accessibility, particularly to and from the town centre where the town's retail and leisure services are predominantly located. Tamworth's close proximity to the national motorway network and to Birmingham makes it an accessible place to live and work. However, it is estimated that around 50% of the adult population out-commute each day to work which does not contribute to a sustainable lifestyle where services, facilities, jobs and housing are all accessible without having to use the car for long journeys. Despite this, evidence suggests that Tamworth's transport related carbon emissions are one of the lowest per population in England which may be a result of its compact form and sustainable development pattern focused around connected neighbourhoods and centres. This poses a challenge for future development to ensure this trend continues.

The location of the Norman Castle at the point where the Rivers Tame and Anker meet in the centre of Tamworth is a focal point for the town. The Castle Grounds are

a well-used and highly valued area of recreation, open space and sports facilities for residents and visitors that compliment other important facilities in the town. The historic core of Tamworth surrounds the Castle, set out along a Medieval street pattern. Much of the town centre is covered by conservation area designations.

The town centre performs relatively well but could improve with better representation from multiple retailers and leisure operators and a more attractive environment to enhance its role as a service hub and a focus for independent, specialist retailers. An improved town centre offer, particularly focussing on specialist retail and restaurants, combined with its status as a tourism and cultural hub is required to counter-balance the attractions of the out of town shopping areas. These retail parks are predominantly travelled to by car causing congestion and an unpleasant pedestrian environment. As such, the Council is working to bring forward key development opportunities within the town centre together with proposals to improve the linkages between the town centre and the out of town retail areas to attract more people to visit the town centres.

### **Issues & Challenges**

Tamworth's is expected to experience a high level of housing/economic growth in order to meet its needs/aspirations of the town and create sustainable communities. However, opportunities for expansion of the town are constrained by a tight administrative boundary and environmental constraints (i.e. the flood plain, the Green Belt, etc). With the exception of the Anker Valley sustainable urban extension, a significant proportion of Tamworth's housing and employment opportunities will come forward within the existing settlement boundary (i.e. previously developed land) and some needs being met elsewhere

Based upon the evidence base that has been collected and the characteristics of the area, the key issues/challenges that need to be addressed through the implementation of the Core Strategy are outlined below:

#### **Housing**

Tamworth is projected to experience a significant level of population growth and likely to result in a higher proportion of an elderly population residing in the town.

Further, the supply of new housing has failed to keep up with rising demand which has an imbalance in the market. This has resulted in creating affordability problems for first time buyers who have been priced out of the housing market, as well as has helped increase the demographic imbalance in the area.

The Core Strategy has set a housing target of 5000 homes (X of which will be affordable) during the life of the plan to address these issues. The key challenge for the strategy will be to increase the delivery of and the right type of housing, in order to create sustainable/mixed communities in the area.

Key evidence:

- Southern Staffordshire Districts Housing Needs Study and SHMA Update (2012)
- Strategic Housing Land Availability Assessment (2011)

## **Economic**

The local economy of the Tamworth is relatively stable and is expected to experience growth during the life of the plan. It is currently diversifying from its traditional reliance on manufacturing to other employment sectors like business/financial services. It is relatively affluent with a low unemployment rate.

However, this masks the fact that employment is largely low-paid, unskilled and requiring few qualifications in the town. To some extent these factors also explain the housing affordability problems in the area (AMR 2010/11). There are pockets of deprivation that exist (i.e. low income & poor qualification levels and poor health) within the town—mostly within the post war planned estates, some of which are among the most deprived in England.

To address these issues, the Core Strategy has set a target of providing a minimum of 36 hectares from 2006 to 2028, and providing 20,000 sqm of office floorspace. The key challenge will be to ensure that the right types/quantity/locations of employment land are allocated in order to attract employers/investment and help the town to fulfil its true economic potential.

There is also a need to regenerate the town centre and ensure it retains its role as the borough's retail and leisure centre whilst capitalising on its historic and cultural offer—meeting the day to day needs of Tamworth's residents. To overcome this challenge, the Core Strategy is seeking to increase the delivery of convenience (1,100 sqm post 2016) and comparison goods floor space (18,000 sqm up to 2028) new homes, jobs and retail development, together and other infrastructure. This will help to create a sustainable and prosperous future for Tamworth. An additional challenge is to ensure that a successful mix of uses can be achieved which is fit for the future in terms of its quality and sustainable use of resources.

Another key challenge is to ensure development delivers benefits to all of Tamworth's communities to deliver strong and vibrant communities. Therefore tackling deprivation and social exclusion through improving health and educational attainment and access to employment is a key corporate objective.

Key evidence:

- Tamworth Town Centre and Retail Study (2011)
- Employment Land Review (2012)

## **Environmental**

Tamworth is expected to experience high levels of development /growth. This is constrained by the scarcity of development land due to policy restrictions such as the Green Belt and administrative constraints arising from Tamworth's tightly drawn boundaries and planned neighbourhoods as a consequence of its status as an expanded town. There are also extensive areas of flood plain, particularly around the town centre and centre of the borough, areas of nature conservation importance and the historic nature of most of the town centre.

The key challenge will be the need to balance growth with the protection of natural/built assets and ensure it will not have detrimental impact on the quality of life for Tamworth's communities. Further, it will important to ensure that the policies within the strategy do not contribute to, or increase the effects of climate change (i.e. Flood Risk, Global Warming, loss of biodiversity, etc)

Key evidence:

- PPG17 Open Space Review (2012)
- Joint Indoor and Outdoor Sports Strategy (2009)

## **Infrastructure**

The expected growth of the town is likely to increase pressure on, and increase the demand for investment in additional infrastructure (i.e. Physical- transport, Green-open spaces, and social infrastructure- community facilities). This could potentially have a detrimental impact on the well being of existing future communities living within the town. For instance, this is an issue for the transport infrastructure which is unable to cope with the high levels of car usage during certain times of the day and experiences congestion hot spots across the borough, particularly within the town centre, the out of town shopping areas and at junctions along the A5.

Therefore, the key challenge for the Core Strategy will be to ensure that the existing infrastructure is utilised efficiently and it is secured/delivered in locations where there is demand, in order to support the creation of sustainable communities and growth of the town.

This could be achieved through incorporating measures in Core Strategy Policies, such as ensuring (movement) generating uses are placed in accessible locations to reduce the need to travel and carbon emissions. Also delivering growth and future development will require the delivery of adequate (transport) links within and out of the borough; between homes to employment activity, town and local centres, community facilities and to centres and facilities in neighbouring towns, villages and beyond. Linked to this is the need to exploit the underused green and blue corridors that connect different neighbourhoods to each other and the town centre. These both add to Tamworth's identity as 'urban green' whilst offering environmental and health benefits to communities and fostering local identity and inclusiveness as a connected town.

Key evidence:

- Infrastructure Delivery Plan (2011)

## **Vision- One Tamworth, Perfectly Placed**

By 2028 Tamworth will have a thriving town centre comprising of a retail and leisure offer supported by local town centre community which complements its role as a sub regional tourism hub. It will have a strong, distinctive identity equally known for its historic assets and history as the Mercian Capital as for its safe and thriving neighbourhoods. The green and blue linkages which connect the town centre with its neighbourhoods and employment areas will assist to project an image of the borough as 'urban green'

Its economy will be thriving as a result of improved communication links with the Greater Birmingham area. Investment in accessible employment areas will have provided an environment that encourages new and existing businesses to remain and locate in Tamworth. Job opportunities and employment growth in business and professional services as well as environmental and building technologies and general manufacturing will have helped to build on the town's employment strengths and minimised outward commuting. The tourism and leisure sectors will have continued to prosper.

Investment in health and education facilities and improvements to open spaces and leisure/sports facilities, combined with greater outdoor opportunities and ensuring development is located in sustainable locations, will have helped make the town healthier and safer whilst improving qualification and aspiration levels.

A total place approach to regeneration in those areas of most need will have tackled pockets of deprivation by improving access to both employment and housing whilst improving the general environment. Other vulnerable neighbourhoods will have received housing led regeneration to improve the quality of the stock and support the vitality of exiting local/neighbourhood centres.

New house building will have responded to local need by increasing the supply of affordable housing, widening housing choice and preventing homelessness. Appropriate housing will have been built to meet the needs of an ageing population requiring specialist needs and support or care. Adaptations, renovations and general repairs to the housing stock will have created safer, greener and accessible living conditions in both the public and private sector.

The Anker Valley Sustainable Urban Neighbourhood will have created a sustainable extension to the town with a mix of housing and community facilities with excellent connectivity to the town centre and beyond.

Together, this will have created Tamworth as a place which projects a positive image as a place where people want to live, work and invest.

The vision will be delivered by the following strategic spatial objectives.



## Strategic Spatial Objectives

Reference	Strategic Spatial Objectives
SO1	Making the most efficient and sustainable use of the Borough's limited supply of land and recognising that delivery will require the co-operation of neighbouring authorities.
SO2	To make Tamworth town centre a priority for regeneration to create a safe and attractive place for residents, businesses and visitors by strengthening and diversifying the town centre offer, optimising development opportunities and increasing its liveability and by making the most of the town's tourism and cultural offer, thus creating a positive image for the borough.
SO3	To create a diverse local economy, including regeneration of employment areas and provide appropriate education and training that will provide local job opportunities and will reduce the need for residents to travel outside of the Borough.
SO4	To facilitate the provision of convenient and accessible services and community infrastructure across the Borough, particularly in the most deprived neighbourhoods where initiatives that provide additional support, information and services to residents will be encouraged and supported.
SO5	To provide a range of affordable, adaptable and high quality housing that meets the needs of Tamworth residents
SO6	To ensure that appropriate infrastructure, including ICT, is in place to support the delivery of development across the borough.
SO7	To encourage active and healthier lifestyles by providing a network of high quality, accessible green and blue linkages and open spaces and formal indoor and outdoor recreation facilities that meet identified need and link neighbourhoods to each other and the wider countryside.
SO8	To protect and enhance statutory and non-statutory areas of nature conservation and landscape value on the doorstep of Tamworth residents, for their biodiversity, geological, historical and visual value and for the opportunities they provide for education and leisure.
SO9	To protect and enhance historic assets by ensuring that proposals for change respect the historic character of the borough including street layout, surviving historic buildings and street furniture, archaeology and open spaces.
SO10	To create safe, high quality places that reflect Tamworth's small-scale and domestic character using a blend of traditional and innovative design and techniques.
SO11	To minimise the causes and adapt to the effects of climate change by encouraging high standards of energy efficiency, sustainable use of resources and use of low carbon/renewable energy technologies.
SO12	To promote sustainable transport modes for all journeys by improving walking, cycling and public transport facilities throughout the Borough and to neighbouring areas and beyond.



### **CHAPTER 3: A SPATIAL STRATEGY FOR TAMWORTH**

The spatial strategy is central to the Core Strategy. It provides a guide to how the spatial vision and strategic objectives; namely how a prosperous Tamworth, strong and vibrant communities and a connected borough will be achieved in practical terms. The role of the spatial strategy is to set out how much development there will be, broadly where it will go, when it will take place and who will deliver it. A diagrammatic interpretation of the strategy is shown overleaf in the spatial diagram (Figure 2).

Figure 2: Spatial Diagram

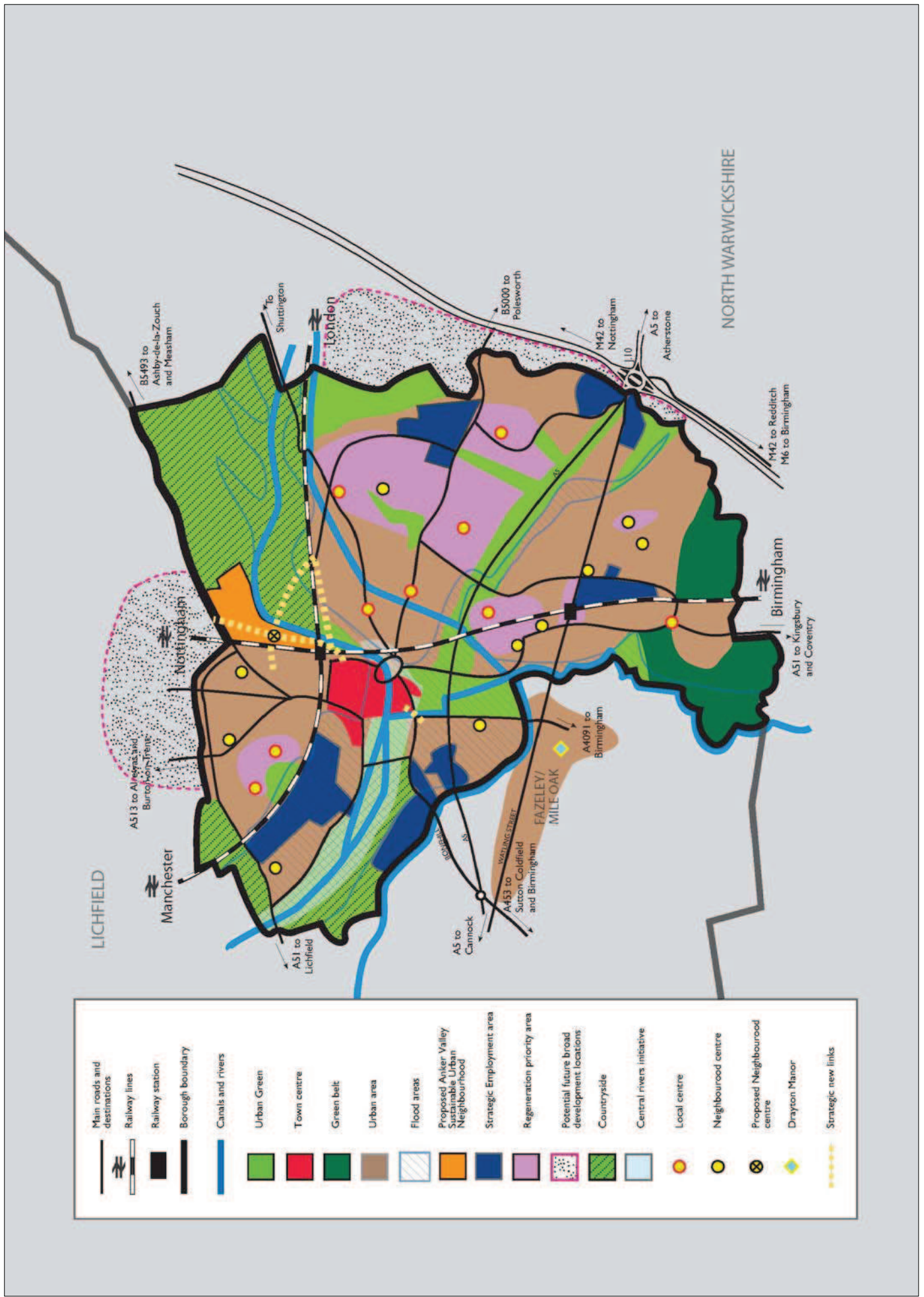
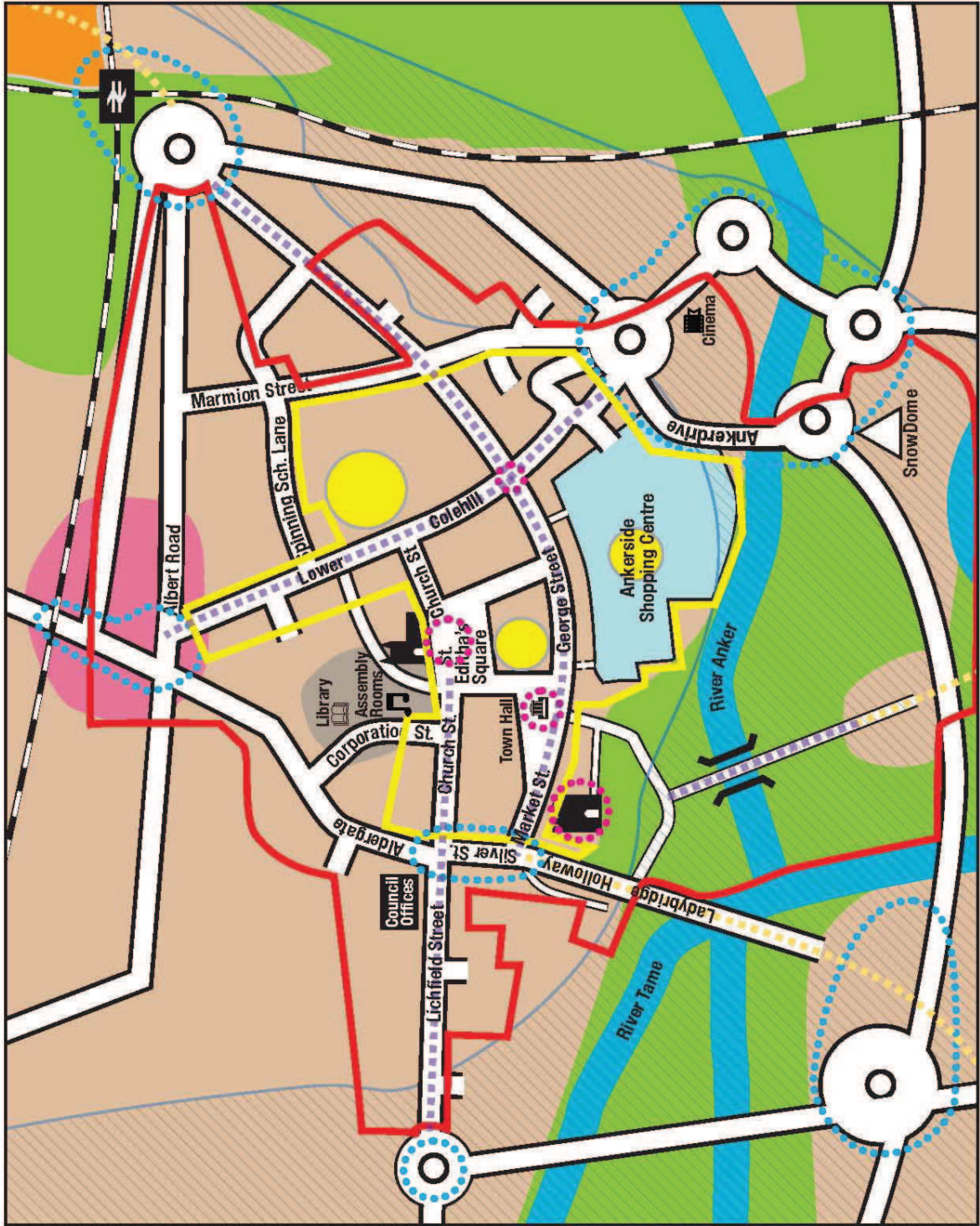




Figure 3: Town Centre Spatial Diagram



**This policy aims to address all strategic spatial objectives**

**SP1-A Spatial Strategy for Tamworth**

The Council's spatial strategy is to provide development in the most accessible and sustainable locations, including within and around the town centre, within the network of local and neighbourhood centres, regeneration priority areas and employment sites. This will meet most of the borough's housing and employment needs whilst safeguarding natural and built assets and addressing social and economic deprivation and exclusion.

Outside of these specified areas, the majority of the borough will not experience significant change during the lifetime of the plan. The focus for these areas will be on protecting and enhancing environmental and historic assets whilst ensuring that development has a positive impact on local amenity and character.

Within the Anker Valley Sustainable Urban Neighbourhood and at smaller sustainable sites within the urban area up to 4500 new dwellings will be delivered. As a result of a shortage of developable land, at least 1000 new homes will be required outside of the borough within locations which assist the delivery of Tamworth's strategy and those of its neighbours.

Locations, containing a minimum of 36 ha employment land, will be promoted to support the delivery of sustainable economic growth whilst Tamworth Town Centre will become the primary focus for new retail, leisure and tourism focussed development complimented by appropriate residential development to create a vibrant town centre neighbourhood.

Investment in local and neighbourhood centres will enable local needs to be met in a sustainable way whilst strengthening their role as community hubs. Regeneration will be focussed in the most deprived 'post war planned neighbourhoods' and the Wilnecote Corridor, along Watling Street with an emphasis on improving the quality of the physical environment, housing provision, employment and health facilities and the availability of community facilities and services.

Existing green belt, countryside, high quality open spaces and sport and leisure facilities will be retained, and wherever possible, enhanced. This will help to project a positive image of the borough as being 'urban green' and to provide opportunities for improving biodiversity and recreation thus improving health and wellbeing. The existing network of green and blue linkages will be enhanced through the provision of environmental and access improvements to provide safe linkages between Tamworth's neighbourhoods, employment sites and to the town centre.

All development proposals will be of a high design quality and contribute to creating safe and welcoming places whilst making efficient use of Tamworth's limited supply of land. Proposals will promote sustainability by minimising and/or mitigating pressure on the natural, built and historic environment, natural resources, utilities and infrastructure whilst also mitigating and adapting to climate change and reducing pollution. Tamworth has a significant amount of land identified as being at risk of flooding, and as such development in flood risk areas will be resisted.

Accessibility to and through the borough will be delivered through

**improvements to the road, walking and cycling networks and public transport. Infrastructure improvements to increase the frequency of the train service to Birmingham and beyond at both Tamworth and Wilnecote Railway Stations will also be promoted along with improvements to the fabric of both Tamworth & Wilnecote Railway Stations.**

## CHAPTER 4: A PROSPEROUS TOWN

**Delivering a prosperous Tamworth involves planning positively to focus investment in the town centre and in the network of defined local and neighbourhood centres. Ensuring there is a sufficient amount and type of employment land in accessible locations will ensure jobs are retained and attracted to the borough to reduce the high levels of out-commuting. Focusing investment in existing centres and accessible employment sites will reduce the need to travel and make the most effective use of Tamworth's limited land supply.**

Tamworth town centre is the focus for large scale future development and investment and is the preferred location for uses that attract a large number of people. Below this level, there is a need to provide for people's day to day needs in locations close to where they live. Local centres play a vital role, not only as places to shop but because they provide the opportunity for a wide range of services to be delivered locally in places that are accessible by a choice of means of transport. They are particularly important in deprived neighbourhoods and areas with low levels of car ownership as residents can access basic services within walking or cycling distance or by public transport.

Tamworth has a widespread network of shops and facilities outside the town centre, which are well distributed throughout the Borough. Some are isolated but others cluster together, either in purpose built shopping centres or parades, many of which are located within the 1960's and 1970's overspill neighbourhoods, or they have evolved over time along main roads in the traditional housing areas. The Council has made a distinction between local and neighbourhood centres, depending on the range of services and catchment area served.

Tamworth is unusual in having such a large amount of retail floorspace outside the town centre in a location that is relatively close to the town centre-at Ventura-Jolly Sailor-Cardinal Point. In addition, Tame Valley Retail Park exists to the east of the town and includes large superstores and a smaller number of bulky goods retailers. Figure 5 identifies the boundary of the out of centre retail areas. To some extent the development of the retail parks has provided the opportunity for Tamworth to meet the needs of major retailers that have not been able to find suitable sites and premises in the town centre. This has been of benefit to shoppers in the town and it has enabled the town to develop a strong retail offer for a town of its size. They also offer a generally better quality of shopping provision than the town centre. However, it is clear that the retail parks have become too dominant compared to the town centre and the balance needs to be redressed.

In view of the limited capacity for additional retail development in Tamworth beyond present commitments within and outside the town centre, it is not considered necessary or appropriate to identify further sites that could be capable of accommodating larger format developments. The focus for future development in the out of centre retail parks will be on improving the general environment as part of improving the linkages to the town centre, improving access by means other than the private car as part of congestion reducing measures and retro fitting of renewable/low carbon technologies.

There is a significant amount of commercial leisure provision in the borough; mostly located within the town centre including the Odeon multiplex cinema, the Snowdome, bowling alley and a range of other facilities.



## **-Tamworth Town Centre**

The town centre boundary is shown in Figure 5 where main town centre uses and other uses, including those which contribute directly to the town centre, predominate.

Tamworth has a long history as a successful market town and experienced high levels of prosperity in the 18<sup>th</sup> Century when a considerable number of Georgian buildings were constructed including the Town Hall and Almshouses built by Sir Thomas Guy. Many of the buildings built during this time remain intact and contribute to the strong character of the town. From the 1960's through to the 1990's, in conjunction with the increase in population as a result of the overspill designation, major redevelopments in the town centre took place such as the square next to St Editha's Church, the Middle Entry Shopping Centre, the former Gungate Precinct and Ankerside Shopping Centre. Despite these recent interventions and some sporadic infill development, much of the historic fabric of the town centre remains intact including the medieval street pattern. Protecting and enhancing the historic assets of the town will assist in defining Tamworth's unique streetscape, fostering local distinctiveness and preserving local character. The recent discovery of the Staffordshire Hoard near Tamworth has created an opportunity for the borough to exploit its connection to Mercian history and increase its tourism role

The town centre remains a place where people want to visit, live, work, shop and spend time at leisure activities and visiting the cultural and tourism offer. It functions as a service hub for the borough; offering a range of services including banks, building societies, estate agents and health services and a focus for arts and culture based events. It also contains a significant number of independent, specialist retailers and leisure operators, which together create a distinct 'Tamworth' offer. However, it faces a number of threats to its vitality arising from the nature of the town centre-its historic layout and issues around environmental quality together with the changing nature of shopping and the proximity of large out of centre retail areas including Ventura, Jolly Sailor and Cardinal Point, along with Tame Valley in the east of the borough.

The rise in the popularity of internet shopping, together with the preference of national retailers for larger, purpose built stores and the recent economic climate which has depressed consumer expenditure poses challenges for traditional town centres such as Tamworth's. In particular, the tendency for town centre units to be smaller, as a result of restrictions created by the historic street patterns and buildings, creates both challenges and opportunities which requires a co-ordinated approach between the council and its partners. This is a key role for the newly formed Tamworth Place Group. Organisations from across Tamworth and from private, public and voluntary sectors have come together to form the group as they were concerned about the image and reputation of Tamworth and wish to work together to understand these perceptions and address issues and seek solutions. The group is private sector led and its aim is to promote a new strategic view of the distinctiveness of Tamworth and to influence developments, communications and actions across the borough.

Whilst recent health checks of the town centre have shown the centre to be performing relatively well in terms of shopper numbers, vacancy rates and rental values, concerns have been identified regarding the quality and range of the retail and leisure offer; in particular the emphasis on low value retail and a narrow leisure offer. Other issues include the lack of national retailer representation (and lack of demand identified for future representation) and the tendency for a significant number of the remaining national retailers to be either actively looking to dispose of their units or facing an uncertain future as an operator.

The popularity of the out of centre retail areas has increased to such an extent that Tamworth is one of the few towns where comparison expenditure in its out of centre retail areas is double that of the town centre- with the town centre only attracting 28% of comparison goods spending by Tamworth residents in contrast with the out of centre retail areas receiving 58%. It is predicted that this market share will increase at least in the short term as a result of recent development in the out of centre retail parks and the lack of new development in the town centre.

The regeneration and economic development of the town centre is seen as a key council objective and driver to the wider regeneration of Tamworth. The town centre should offer a distinctive environment and offer that compliments and not conflicts with the out of centre retail areas and is related more effectively through improvements to the physical linkages to take advantage of the higher expenditure levels of shoppers visiting these areas. This will require improving the physical linkages between the out of centre retail areas and to and within the town centre whilst diversifying the town centre's offer, including attracting new developments, and improving the quality of its environment to increase its overall attractiveness and image.

A Cultural Quarter is proposed, focused around public realm enhancement and structural improvements to and expansion of the Assembly Rooms building. In addition, to significant public realm enhancements around both the building and the existing library, key linkages will be created between the Cultural Quarter and the Town Centre, specifically the Gungate re-development.

In terms of strengths and opportunities, the town centre is an accessible and sustainable location, particularly by public transport and benefits from established walking and cycling links to Tamworth's neighbourhoods which makes it a sustainable location for development. However, there are barriers to pedestrian movement and the quality of the public realm is poor in places with extensive signage, guard railing and poor quality street furniture. Proposals to address these issues will be supported by the Town Centre & Place Making SPDs where appropriate.

A report entitled 'Tamworth Town Centre and Out of Town Linkage Proposals' was prepared for the council in December 2010 to assess the linkages between the town centre and the out of centre retail areas and leisure offer. The report considers linkages between the town centre and Ventura Retail Park and the Snowdome in particular. The report concludes that significant potential exists to enhance the route along Fazeley Road by creating a unified character, improving the quality of the public realm, upgrading crossings and introducing wider connectivity. The report proposes the use of Fazeley Road as the main link with a Shuttle Bus operating along it on a circular route taking in Ventura Park Road, Bitterscote Drive and Bonehill Road, with bus stops providing direct access between shops in the town centre, Ventura Retail Park and Jolly Sailor Retail Park. A new pedestrian crossing at the River Drive / Fazeley Road junction could be integrated into proposed highway works to this junction. A stronger emphasis could be placed upon the pedestrian north-south linear axis linking the town centre to the retail parks.

Improved linkages from town centre to other areas on the edge of the town centre such as the train station, and the Leisure Zone will also allow greater accessibility through sustainable modes of transport and will encourage increased movement to and from the town centre. This will help to reduce congestion in and around the town centre; improving the image of the town centre and helping to reduce pollution.



The perception of the town centre as a destination of choice will be addressed as a result of improvements to the retail, leisure and service offer along with expansion of its tourism and cultural role. A key element of this will involve enhancing the role of the Castle Pleasure Grounds as a valuable sport, recreational, open space, and leisure asset for the town- reinforcing it as an important link to the out of centre retail areas. The town centre's role as a leisure hub will be promoted; making the most of its existing leisure facilities whilst encouraging a wider night time economy offer particularly focusing on family restaurants and cultural activities. The Retail Study identified a significant opportunity for the restaurant and bar market in the town centre; to capitalise on the current low proportion of expenditure in restaurants and pubs in the town centre by residents within the Tamworth study area. Together with the lower than average proportion of such uses within the town centre, this market represents a key opportunity to exploit and widen the town centre's attractiveness.

Concentrating new retail, leisure, service tourism/cultural and office development in the town centre is the best way to ensure that preference is given to sites that best serve the needs of deprived areas. It is also the location which best satisfies the sequential approach to site selection, giving preference to sites within centres to achieve a more sustainable pattern of development helping to combat climate change. It will provide the opportunity to increase accessibility by pedestrians, cyclists and public transport therefore maximising opportunities for improving the environment and the overall image of the town. Allocating sites for development within the town centre has further benefits in terms of developing on previously developed sites and maximising investment in a location that offers the greatest spin-off benefits for all town centre uses.

Residential development, in particular that of a higher density will be encouraged within the town centre. This will help deliver benefits associated with making the most of the borough's limited supply of land through maximising developing on brownfield sites whilst increasing the demand for town centre services and increasing natural surveillance therefore delivering a safer environment.

A series of 'gateway development sites' situated at key entrances to the town centre' have been identified which have the opportunity to create welcoming gateways to the town centre through improving legibility, promoting pedestrian and cycle priority access to key linkages and assisting the delivery of town centre regeneration.

A range of sites in Tamworth town centre has been identified to meet the identified capacity for 11,000 sq.m. gross floorspace of comparison goods retail and other town centre uses. The sites considered to be most appropriate to meet retail development needs are Gungate, Middle Entry and a partial expansion / re-configuration of the Ankerside Centre. The Gungate development in particular should attract retailers who are seeking accommodation in Tamworth but are unable to find suitable premises within the town centre. Its development is seen as critical to delivering the regeneration of the town centre in terms of improving its offer to complement that of the out of town retail parks. The compact nature of its development of high quality design will link it into the historic network of existing streets and although predominantly retail led, there may be opportunities to incorporate a mixture of uses including residential, leisure and offices. Gungate will therefore be a key catalyst for bringing forward further investment in surrounding areas; increasing the town centre's attractiveness and overall vitality and viability.

Where development is proposed which results in a loss of existing car parking provision, the council will assess proposals on a site-by-site basis to ensure that suitable alternative car parking is provided. This will ensure that a satisfactory level

of car parking is provided within the town centre to protect its vitality and viability. Appendix 1 provides additional detail on each of the sites.

**This policy aims to address Strategic Spatial Objectives SO2, SO3, SO4, SO9, SO12**

**SP2: Supporting investment in Tamworth Town Centre**

**The Council will work in partnership with businesses and landowners to revitalise Tamworth Town Centre and attract visitors. In accordance with the council and its partners' key objectives, the town centre (as defined by the town centre boundary in Figure 5) will be promoted as the borough's preferred location for development containing town centre uses along with higher density, high quality residential developments. In particular, planning permission will be granted for development such as retail, leisure, tourism-cultural and office development that support and enhances its dual function as both the borough's town centre and growing status as a sub regional tourism and leisure hub. As such, strategically important sites which the council will support to deliver these objectives are identified in figure 5.**

**The shopping area, defined in figure 5, contains the primary and secondary frontages areas. Within the primary frontages area, the council will expect 75% of uses to fall within the A1 retail use whilst the secondary frontages uses that result in active ground floors and promote the evening economy will be encouraged.**

**Development within the town centre and in appropriate edge of centre locations for development will be expected to protect and enhance its historic character.**

**Key historic landmarks such as the castle, church and town hall define Tamworth's identity as a historic market town. Development should respect and enhance these assets in terms of use, design, appearance, and interpretation.**

**Tamworth Town Centre will benefit from improved connectivity, in terms of cycling, walking and public transport, to and from the existing out of town retail areas and the railway station, and leisure zone. Development will be expected to contribute to enhancing the town centre's open spaces and linkages including iconic gateway developments at strategic entrances to the town centre.**

### **-Local Centres**

The Tamworth Town Centre & Retail Study (July 2011) defined eight local centres within the borough. These tend to provide a convenience food store plus a range of other services such as a post office, hot food takeaway, newsagent, library, pharmacy, community centre or doctor's surgery. Their size means that they serve a wider area than neighbourhood centres.

The Council will also help to strengthen local centres by supporting proposals for uses and facilities that would remedy deficiencies and help to address social exclusion. In the most deprived neighbourhoods of Amington, Belgrave, Glascote and Stonydelph, the Council is delivering a Locality Working initiative that will bring together a number of public service and voluntary organisations to provide advice

where it is most needed. The aim is to locate these 'community hubs' in the existing local centres.

The local centres will continue to complement the town centre by providing retail and community facilities for their local population. Due to the limited role and function of the defined Local Centres in Tamworth in the retail hierarchy, it is not considered that any allowance should be made for expansion of any of the Local Centres. However, they are also the focus for many social, community and cultural activities, and as such, their role will be supported. Local centres may also be suitable for other uses such as employment and leisure, and residential use-particularly medium to high density potentially including flexi care accommodation.

In its assessment of their vitality and viability, The Retail Study rated 7 of the 8 local centres as being good with the remaining one as fair. Whilst the local centres, in the main, enjoy generally good accessibility by modes of transport other than the car, there are opportunities for further improvements to support their vitality. These include improving their connectivity, particularly through bus connections and walking and cycling facilities, to surrounding residential neighbourhoods, the town centre and employment areas. Public realm enhancements would improve the quality of the environment and help make the centres safer and easier for pedestrians to use.

### **Neighbourhood centres**

The Tamworth Town Centre and Retail Study defined seventeen neighbourhood centres within the borough. These comprise smaller clusters of shops, one of which is a convenience food store, with a limited range of associated shops or services. They are important in meeting the day to day needs of the local residential areas. As such, their roles will be protected.

The Retail Study identified as only 6 of these centres as having a good level of vitality and viability and 2 are considered to be poor.

Most of the centres are serviceable rather than attractive and due to the age of a number of the neighbourhoods some of the local centres are now in need of enhancement. Exley has been identified as being in particular need of physical improvements to the buildings and environment. There was a general lack of secure cycle stores and access difficulties for people with disabilities. The Council will therefore encourage better access and additional secure cycle stores. A summary of each centre is set out in Appendix 1.

The Anker Valley has been identified as a strategic housing allocation, which is essential to meet the identified housing needs set out in the Updated Revised Housing Needs Study (2012). A new neighbourhood centre alongside other community facilities, will be essential to create a sustainable neighbourhood that will reduce the need to travel whilst helping to create a sustainable community

**This policy aims to address Strategic Spatial Objective SO4**

**Policy SP3: Supporting investment in local and neighbourhood centres**

**Both Local and neighbourhood centres offer the potential to be a focus for the regeneration of surrounding communities and proposals which enhance their vitality and viability will be supported. These include higher density residential development and improvements to existing housing provision; particularly in those centres located within regeneration priority areas-see Policy SP7.**

**Environmental enhancements, including improvements to green links and spaces, will be supported to improve their overall attractiveness and help design out crime. Transport improvements, particularly in relation to the frequency and quality of public transport provision will be encouraged to enhance the accessibility of centres.**

- a) Local centres are suitable for retail, leisure, employment and community uses serving local needs. Planning permission will be granted for such development provided it is of an appropriate scale and design and maintains or enhances the mix of uses available. Local centres are suitable locations for medium-higher density development including residential to support local services**
- b) Neighbourhood centres are suitable for retail and other 'A' class uses, particularly convenience retail, services and community facilities that meet the day-to-day needs of their immediate catchment. Planning permission will be granted for such development provided it is of an appropriate scale and design, and maintains or enhances the mix of uses available.**

**Notwithstanding the proposed Anker Valley Neighbourhood Centre, proposals for retail and leisure uses not in centres identified above will be assessed in accordance with CP2.**

A significant contribution to the Local Development Framework which helps to create a diverse local economy and achieve economic prosperity in the Borough is to ensure that sufficient employment land is available in the right locations in order to support local businesses, encourage expansion of small business and attract inward investment, in accordance with national and regional guidance.

Tamworth is strategically located at the heart of the motorway network with links to both the M42 and M6 toll and the A5 which runs through the Borough.

In recent years there has been an increase in investment from the logistics and high skilled manufacturing sectors. However Tamworths amount of employment land has declined in the last decade with significant redevelopment of a number of sites for residential purposes, including Tame Valley Alloys, Metrocab, Doultons and Smurfits. This has left a network of strategic employment areas distributed throughout the Borough which will be required to meet future employment needs.

Delivering economic growth will be crucial to ensure that Tamworth has a robust and growing economy in the future, to raise prosperity for its residents and businesses and to enable it to continue to play a key role within established spatial economic partnerships. However Tamworths economy does not sit in isolation. There are a range of areas where people currently work outside of the Borough such as the West Midlands conurbation and Birch Coppice in North Warwickshire alongside potential

future locations such as Whittington Barracks in Lichfield. To assist with delivering a growing, prosperous economy partnership working across Tamworths functioning economic geography will be essential, particularly if it is proven as a result of monitoring that Tamworth is failing to meet its needs within its boundaries.

The evidence base set out in the 2011 Employment Land Review identifies a broad range of employment land requirements for Tamworth up to 2028, the network of strategic employment areas will play a significant role in meeting this requirement.

The Employment Land Review looked at the existing portfolio of employment land and identifies potential supply. None of the existing employment areas were considered to be performing poorly as a whole, although some parts of the employment estates did have high vacancy levels. The market view confirmed that there was demand for units at each of the employment areas and that they all had relative strengths and weaknesses for businesses of different types looking to locate there and that they supported a diverse Tamworth market. Consequently the review highlighted that the network of strategic employment areas should be retained in employment use although some parts may need modernisation and environmental enhancements.

In relation to future supply, the review identified a portfolio of sites, including key strategic sites around Bitterscote and the M42 Junction. It also highlighted the important role of regenerating existing strategic employment areas, Lichfield Road, Amington and Tame Valley. The table set out in Appendix 1 provides a description of each employment area.

To ensure that the Town Centre is the key driver in delivering a prosperous Tamworth it will be important to have a suitable portfolio of Office space. Increasing the number of people who work within the Town Centre has numerous 'spin-off' benefits, not only is it the most sustainable location, accessible by a variety of transport modes, office development will also increase the number of people using associated services and facilities and thus improve the vitality and viability to help regenerate the Town Centre.

However as a result of limited land supply and the need to focus a variety of uses, including retail, leisure and residential, in the context of constraints related to the historic fabric and need to protect and enhance the Conservation Areas it is considered that office space will be delivered in the form of mixed-use development.

As part of this approach it will be important to maximise the role of the train station, in particular with its excellent links to London, Birmingham, Manchester and Nottingham.

Up to 20,000 sq.m of new office floorspace will be delivered within the town centre and on edge of centre sites. The most suitable locations include the redevelopment of the existing Arriva Bus Depot, Upper Gungate, Jewsons site, Saxon Drive, as well as conversion of upper floors of buildings within the town centre. Specific sites identified for redevelopment are set out in Appendix 1.

Should it be demonstrated that the level of office provision cannot be met within or on the edge of the town centre, strategic employment sites could be considered for office development, providing this helps deliver the overall strategy and is not in locations that would be considered detrimental to the future viability and viability of the town centre.

The government supports the creation of Local Enterprise Partnerships (LEPs) to promote local economic development. LEPs are joint local authority-business bodies that will assume a strategic leadership role in economic renewal for a defined and agreed functional economic area. Tamworth is part of the Greater Birmingham and Solihull LEP. The LEP's emerging Economic Strategy; in particular its focus on job creation will be supported through ensuring sufficient land is identified for delivery.

**This policy aims to address Strategic Spatial Objectives SO2 and SO3**

**SP4 Sustainable Economic Growth**

**Sustainable economic growth will be delivered through; providing a minimum of 36 hectares of employment land up to 2028 and providing 20,000 sq.m of office floorspace. This will be achieved through protecting and enhancing the network of strategic employment areas and promoting the role of the Town Centre.**

**The Strategic Employment Areas (identified on figure 2 & 4) comprise the following;**

- **Bitterscote (Bonehill Road, Cardinal Point, Bitterscote South)**
- **Tame Valley Employment Area (Hedging Lane, Two Gates, Tame Valley Industrial Estate)**
- **Amington Employment Area**
- **Lichfield Road Employment Area**
- **Centurion Park Employment Area**
- **Relay Park Employment Area**

**Whilst not considered to be a strategic employment area, appropriate employment generating uses will be promoted as part of the Wilnecote Regeneration Corridor proposal (SP5)**

**The preferred locations for offices in and on the edge of the town centre are identified on figure 5. These will deliver the requirement of up to 20,000 sq.m**

**The Council will encourage the comprehensive release of Beauchamp Employment Area and Kettlebrook Road Industrial Estates for residential use provided that this supports the overall spatial strategy.**

The need for additional floorspace for retail uses up to 2028, having regard to relevant market information and economic data, was assessed in 2011 by The Tamworth Town Centre & Retail Study. In the quantitative need assessment, a capacity analysis for convenience (food) and comparison (non food) goods was undertaken in the Tamworth study area. This assessed the capacity for additional floorspace in Tamworth using a market-share approach. The capacity analysis shows:

-No capacity for additional convenience retail floorspace until 2016 and a small capacity by 2021 and 2028. By 2026 the capacity identified would support in the order of 1,100 sq. m. net (1,600 sq.m gross) floorspace if it was developed for one of the leading food retailers or more if it was developed for discount food retailing.

-In comparison goods, after allowing for commitments (in Ventura Park/Cardinal Point of 20,400 and Gungate development 20,700) there is no capacity for additional retail



floorspace in 2016 or 2021 but there is significant capacity in 2028 to support in the order of 18,000 sq m additional floorspace.

Whilst the study identified an adequate overall level of existing leisure provision in Tamworth, a need was identified to improve the provision of cafes and restaurants in the town centre. Increasing the offer of these operators, particularly aiming at family focussed providers will be key to increasing the overall attractiveness of the town centre; particularly in terms of helping to deliver linked trips between the out of centre retail areas and the town centre.

### **-Tamworth Town Centre**

All the available capacity will be met within Tamworth Town centre in order to deliver the key spatial objective of regenerating and focussing investment within the town centre.

Whilst there is limited opportunity to expand the town centre due to physical constraints and the centre's historic environment, there is significant potential to consolidate the town centre through a number of redevelopment opportunities within the town centre boundary. These are set out in Policy SP2.

Focussing retail and leisure investment in Tamworth Town Centre will shift the balance of attraction from the retail parks more towards the town centre. However, this will also require restricting further growth of out-of-centre shopping development in the retail parks that could weaken the attraction of the town centre, especially until the Gungate redevelopment scheme becomes established. Whilst proposals to refurbish existing units and environmental and accessibility improvements will be encouraged, development which results in the creation of additional retail and/or leisure floorspace at the existing out of centre retail parks at Ventura, Jolly Sailor, Cardinal Point & Tame Valley will therefore not be supported.

### **-Local & neighbourhood centres**

Due to the focus on delivering future retail growth in the town centre, together with the limited role and function of the local and neighbourhood centres, no quantitative expansion is proposed. Likewise, the Retail Study did not identify a need for any additional designations apart from to support major new residential development at Anker Valley.

Local and neighbourhood centres have a complementary role as part of the established retail hierarchy, serving the local community. The existing centres ensure a sustainable focus and pattern for development with each having its own distinctive character and mix of uses, including shops, services and community facilities. The mix of uses will be carefully managed, with an emphasis on protecting facilities that provide for people's day to day needs and community facilities unless it can be demonstrated that they are no longer required to serve local needs. Loss of A1 class uses at ground floor level should be resisted to retain accessible local shops and a lively and viable centre, particularly where they occupy large units or frontages.

Small scale offices offering professional advice such as solicitors or financial services are also appropriate uses in local centres, particularly for the less mobile who cannot access the town centre easily. They would be suitable for smaller ground floor units or upper floors. Some of the centres provide residential accommodation above ground floor, in purpose built flats or converted floorspace. Higher density residential schemes within local and neighbourhood centres, including using upper floors above

commercial uses, will be supported because they are sustainable locations with generally good access to public transport.

The distinctive characteristics of each centre will be protected and promoted and there is scope for making improvements to the public realm and shopping environment, linked to other key objectives of increasing their accessibility; particularly by public transport, walking and cycling. Their potential to become community regeneration hubs; particularly in the regeneration priority areas will be supported particularly where this involves delivering education-training and health related facilities of an appropriate scale.

Whilst the need for additional convenience provision is deemed to be marginal, until at least 2021, qualitative issues should be taken into account. In particular, a possible qualitative need for additional convenience goods shopping in Tamworth Town Centre has been identified to enhance the vitality and viability of the town centre. Proposals for any additional food shops of appropriate size within the town centre, local or neighbourhood centres should be assessed in relation to the extra benefits to maintain or enhance the centre. Any proposal should provide detailed supporting information to assess the impact on existing nearby centres.

<b>This policy aims to address Strategic Spatial Objective SO2, SO3</b>
<b>CP1 Hierarchy of centres for retail &amp; leisure proposals</b>
<b>Tamworth's retail and leisure hierarchy is defined as follows:</b>  <b>First - Tamworth Town Centre</b> <b>Second - edge of town centre</b> <b>Third - local centres</b> <b>Fourth - neighbourhood centres</b>  <b>Planning permission will be granted for development that is appropriate in relation to the role and function of each centre. If proposed outside of the town centre, local and/or neighbourhood centres, new retail development must demonstrate need, compliance with the sequential test, good accessibility by walking, cycling and public transport, and that there will be no adverse impact on the vitality and viability of other existing centres.</b>  <b>For retail and leisure development proposed outside of the defined hierarchy of centres, an impact assessment would need to be provided (to accompany planning applications) based on the following floorspace thresholds at the locations listed below:</b>  <b>a) Outside of the town centre primary shopping area, for proposed retail and leisure developments of more than 1000 sq.m gross floorspace.</b> <b>b) Within 800 metres of the boundaries of the local centres, for proposed retail and leisure developments of more than 500 sq.m gross floorspace.</b> <b>c) In the defined out of centre retail parks, for proposed retail and leisure developments of more than 500 sq.m gross floorspace</b>  <b>In addition, the impact assessment would need to assess the impact of the proposal on the Gungate redevelopment, Middle Entry redevelopment and Ankerside Shopping Centre redevelopment schemes.</b>



**In assessing the impact of a proposal, consideration will be given of the cumulative effects of the proposal, recently completed retail developments and outstanding planning permissions for retail development, where appropriate.**

**Development proposals deemed by the Council to have a significant impact on an existing centre that fall below the above thresholds will require an impact assessment proportionate to the scale of the proposed development.**

Having a suitable, well performing network of employment areas alongside a sufficient supply of offices is crucial to promoting economic growth and enterprise as set in Spatial Policy 4.

The 2011 Employment Land Review focused on the existing network of employment areas, estimated future employment land requirements and looked at potential supply.

Appendix 1 provides an overview of the employment areas of which the strategic network of employment areas identified on Figure 2 & 4 are considered to be performing relatively well. However it is evident that there needs to be improvements to these areas, including making improvements to the environmental quality and transport network e.g. road surfacing. Furthermore there is significant potential for the employment areas to deliver the provision of renewable and low carbon energy initiatives through the retrofitting of renewable energy techniques, such as photovoltaics and green roofs. In addition the layout of existing employment areas could increase the possibility of using combined heat and power.

Moreover there has increasing pressure for alternative Town Centre uses on existing employment areas. However there is a risk that this could be to the detriment of the function of the employment areas and also that of the Town Centre. It is therefore important that the B class uses remain at the employment areas. Any change of use to alternative uses would have to demonstrate need, compliance with the sequential test and the accessibility of the proposal by a variety of sustainable transport modes.

The 2009 Offices paper looked at the office market in Tamworth and identified locations for future provision. It identified that there is a viable market for office provision in and at the edge of the town centre, with its excellent sustainable transport links and sufficient provision of services. However this is reliant on the development of new office stock to meet modern business requirements, this would attract new development and occupiers which in turn will further improve perceptions of the town centre and make it more attractive to businesses. It subsequently identified viable locations for office development within and at the edge of the town centre, these are set out in SP3.

Increasing skills and training is an important element to promoting economic growth and enterprise and it is a key target of enterprise partnerships to create an appropriately skilled workforce to support their own development and the needs of the local business community. It is important to facilitate the creation of strong links between skills, training providers and businesses to ensure that existing and new businesses alongside Tamworths residents maximise their potential and help to deliver a growing, sustainable economy. Therefore it is important to focus training in the appropriate sectors and utilise and promote existing vocational centres at TORC, South Staffordshire College and Landau Forte academy alongside the wider education facilities within Tamworth.

**This policy aims to address Strategic Spatial Objectives SO2 and SO3**

**CP2 Economic Development**

**Planning permission on the network of strategic employment areas identified in SP3 will be granted for B1(b,c), B2 and B8 uses. The expansion of any existing business within these use classes will be supported provided it promotes and supports the strategic economic objectives of the plan and the wider objectives of sub-regional economic partnerships.**

**Where planning permission is proposed for alternative uses within existing employment areas, the development will be required to demonstrate need, compliance with the sequential test (see Glossary), good accessibility by walking, cycling and public transport, and that there will be no adverse impact on the vitality and viability of existing employment areas and other existing centres.**

**Planning permission for Office use B1 (a) will be supported within or on allocated edge of town centre sites as shown plan XX. Where this is part of a mixed use scheme within the Town Centre the development will need to comply with guidance set out in the Place Making SPD.**

**To ensure improvements to the overall sustainability and viability of the employment areas, the following measures will be required:**

- a) Accessibility by all means of transport in particular public transport, cycling and walking**
- b) Appropriate soft and hard landscaping, permeable surfaces, signage and lighting**

**The provision of renewable and low carbon energy initiatives including, combined heat and power, photovoltaics, green roofs, grey water harvesting, ground source heat pumps will be promoted appropriate to the location.**

Tourism is one of the largest and fastest growing industries in the country. It is the largest growth industry in Staffordshire, generating £987 million per annum and employing over 40,000 full time equivalents. The total expenditure generated by visitor trips to Tamworth in 2010 is estimated to be £50 million with the major receiving sectors of all tourism spend are retail £19 million (35%) and catering £17 million (31%) It is estimated that from the tourism expenditure in Tamworth of £50 million, a total of 1,362 jobs are supported by tourism spend, although these jobs are not all provided to residents of the local authority.

Tamworth's many tourism and cultural strengths and potential owe much to its history and setting, which is focussed on the town centre. It has a strong historic centre with a number of landmark buildings located in the town centre which are open to the public, Tamworth Castle and St. Editha's Church being the most visited.

The town centre is the most visited part of the borough and the majority of its attractions are located within the centre. However, Tamworth suffers from a poor image within the region, which reflects its recent history as a post war expanded town and the resulting urban form. A main contributing factor is the town centre's comparative weakness in respect of the quality of the retail and leisure offer with a shortfall of family orientated food and drink outlets and a predominance of pubs results in a narrow evening economy. In addition, aspects of the built environment are

considered to be poor which is compounded by poor physical linkages with the out of town retail parks which discourages linked trips.

Overnight visits boost spend in the local economy, however, there has traditionally been a lack of good quality accredited accommodation. Tourism spend is not restricted to the attractions themselves, a range of other local businesses benefit and increasing the number of overnight stays would increase spend in related services such as restaurants and shops. The situation has been helped by the recently completed hotels on the edge of the town centre. This may help to attract recreational as opposed to business tourists which is seen as a potential market to exploit, as a result of Tamworth's excellent connectivity and location.

In addition to the town centre, a unique cluster of sport and leisure facilities is located immediately south and east of the town centre with the Castle Grounds, forming a focus for events and activities. Tamworth also has the benefit of the extensive green linkages that runs through the borough and out to the countryside beyond. Proximity to the river and canal networks also form a unique recreation and under-used tourist resource which will form the basis of projects promoted through the Central Rivers Initiative. Linked to this is the RSPB nature reserve at Middleton Lakes, which is located just outside the borough boundary in Lichfield District and is expected to attract significant numbers of visitors. It is expected to become the most important site for breeding birds in the West Midlands. Other attractions outside the borough but on Tamworth's doorstep include Drayton Manor Theme Park, Kingsbury Water Park, The Belfry and the National Memorial Arboretum at Alrewas. Improving the access; particularly via public transport, to these attractions from the borough is seen as a key objective to increase the overall attractiveness of Tamworth as a tourism destination.

The Council and its partners' overall vision is to raise the profile of Tamworth within the Heart of England, promoting it as 'A Market Town for the 21<sup>st</sup> Century'. A key component of this is partnership working with tourism organisations and neighbouring local authorities to promote Tamworth as a visitor destination.

The recent discovery of the Staffordshire Hoard represents an opportunity for the borough to exploit its connection to Mercian history and increase its tourism role. As the Ancient Capital of Mercia, Tamworth is hugely significant in the Saxon story. The Hoard has resulted in the Mercian Trail being developed with the major partners, Birmingham, Stoke on Trent, Lichfield and Tamworth. Each area will focus on a different aspect of the Saxon era. Tamworth will focus on the Royal and Military stories, Lichfield, the religious aspect, Stoke the actual find and archaeology of the hoard and Birmingham the trading links and craftsmanship. Stoke on Trent and Birmingham will continue to house the majority of the find, Lichfield and Tamworth will hopefully have a permanent exhibition with some of the items. Tamworth Castle will look to find funds to redevelop the top floor of the Castle to house such an exhibition that will attract visitors to the town.

An attractive town centre is a key element of the tourism offer. Much of Tamworth's future success depends on regenerating the town centre in order to improve the perception and image of the town as a destination for retail and leisure. Major redevelopment schemes such as the Gungate redevelopment site provide the opportunity to provide a development built to a high standard of design that complements the historic centre. Investment in major schemes should generate a knock on effect to stimulate wider regeneration. Public realm improvements through high quality paving and street furniture would enhance the visitor experience.

The Improvements to the physical linkages and signage between the town centre and the out of town retail parks, leisure zone and railway station will make them more convenient and attractive to use.

It is recognised that to expand the offer of Tamworth town centre to local residents and visitors alike, cultural development is seen as a key catalyst, in conjunction with other local investment. It is recognised that the current focus for a lot of cultural related events, the Assembly rooms is limited in its ability to deliver further events, due to its age, historic grade II listing and its overall quality as a venue. Significant improvements and extensions to the existing Assembly Rooms building are therefore proposed to cater for events and activities which at the current time cannot be met, primarily due to current building limitations. It is envisaged that the Assembly Rooms will form the focal point of a cultural quarter for the town.

**This policy aims to address Strategic Spatial Objectives SO2 and SO9**

**CP3 Culture and Tourism**

**To deliver a vibrant cultural and tourism economy which will help improve the quality of life of residents and visitors, the Council will work with partner agencies and organisations to:**

- a) Safeguard existing cultural facilities that are viable and support the expansion of the Assembly Rooms as the centrepiece of the emerging Cultural Quarter**
- b) Promote, protect and enhance the borough's landscape and historic character**
- c) Encourage provision of a diverse range of cultural facilities including leisure and conference facilities within Tamworth Town Centre**
- d) Encourage leisure and cultural facilities as part of mixed use development schemes within Tamworth Town Centre and of an appropriate scale in local and neighbourhood centres**
- e) Support appropriate proposals for re-use of historic buildings**
- f) Promote existing tourist attractions such as Tamworth Castle and awareness of and interest in heritage assets such as mining, pottery and the borough's Mercian heritage**
- g) Encourage developments which results in additional tourist attractions within Tamworth Town centre including a Heritage Centre as well as appropriate infrastructure such as hotel accommodation, public transport, improved walking and cycling routes and facilities, signposting/interpretation and information centres**
- h) Promote a family focussed evening economy within Tamworth Town Centre by expanding the restaurant and leisure offer**
- i) Deliver improved physical linkages between the out of centre retail parks, the railway station and leisure facilities to the town centre**
- j) Encourage the regeneration and restoration of the rivers and the Coventry Canal through the borough as an important tourism resource**
- k) Improve the transport connections and physical routes to visitor attractions outside of the borough; particularly to Drayton Manor and Kingsbury Waterpark and the National Memorial Arboretum**

## CHAPTER 5: STRONG AND VIBRANT NEIGHBOURHOODS

**Together with strong centres and sufficient employment opportunities, delivering sufficient new housing, of the appropriate type, tenure and cost and in accessible, sustainable locations together with focussing on areas requiring regeneration will deliver strong and vibrant neighbourhoods.**

The Southern Staffordshire Districts Housing Needs Study (January 2012), which covered the areas of Tamworth, Cannock and Lichfield set out the potential scale of future housing requirements in the three districts based upon a range of housing, economic and demographic factors, trends and forecasts, established 12 scenarios. These scenarios are set out in the housing needs and supply background paper.

The scenarios identified a variety of figures for Tamworth, ranging from 4,400 dwellings to 11,150 dwellings. However the latter figure is economic led, based on past employment trends and predicts a significant amount of in-migration to counter a predicted ageing workforce. However this approach is not considered appropriate because it would result in an over-development pressure on Tamworth which would have a detrimental impact on infrastructure and the network of 'urban green'. Aside from the figure of 11,150 dwellings the remaining figures range from the aforementioned 4,400 to 6,231 dwellings. These figures all have strengths and weaknesses and it is not considered appropriate to use a single figure when establishing an overall target for the Borough. The study also analysed the core constraints on delivery and the environmental and infrastructure capacity and concluded that the dwellings requirements for Tamworth range between 240-265 dwellings per annum. Taking a mid-point of these figures annualised over the course of the plan period equates to an overall need of 5,500 dwellings.

Focusing on supply, in the period 2006-2011, 1179 (gross), 1144 dwellings (net), have been completed and there are a further 476 dwellings either under construction (114) or with planning permission (362).

A Strategic Housing Land Availability Assessment has identified that 3690 dwellings could come forward in the next 15 years. 1071 dwellings have been identified as deliverable and are considered to come forward in the next 5 years, a further 2619 dwellings have been identified as developable, of which it is considered 1358 dwellings will come forward in 6-10 years and 1261 dwellings in 11-15 years, this supply includes 1150 dwellings at the Anker Valley being developed during the course of the plan period.

It is evident therefore that in establishing an overall supply for the duration of the plan period (i.e. 2006-2028). 1,144 completed dwellings (net) alongside a supply of 3,690 dwellings provide a maximum possible supply of 4,834 dwellings up to 2028. However as stated in the SHLAA, it is important to consider the potential for sites to lapse, which based on historic trends is considered to be at least 180 dwellings over the plan period. Taking this into consideration, together with an optimistic approach to site viability and the potential for lower density development on some sites, a reduced figure of 4,500 dwellings is considered to be a realistic figure to be delivered over the course of the plan period, this equates to 205 units per annum and is illustrated in the indicative housing trajectory set out in figure 6, appendix 2.

A significant proportion of these sites are situated within the urban area, and the supply predicts the proportion of future completions as being 47% on brownfield land and 53% on greenfield land. This supply, based on the latest definition (2010) of brownfield/greenfield land which classifies garden land as greenfield, predicts a



reduced proportion of completions on brownfield sites compared to previous completions. In the period 2006 to 2011, 1144 (net) dwellings have been completed, 91% of which were on brownfield sites. However, this uses the definition in PPS3 prior to the revisions in June 2010 and therefore results in a higher proportion as a result of previous approvals for 'backland development'. This identified reduction is a consequence of the Anker Valley (greenfield site) and a limited supply of large brownfield sites, in terms of sites the SHLAA identifies that 87.68% of sites are brownfield compared to 12.32% of greenfield sites. A number of large brownfield sites completed previously were on employment land, such as Tame Valley Alloys, the Former Doulton Works and the Metrocab site. However it is considered that a significant release of employment areas would not allow for an appropriate amount of employment land to support future economic growth. Furthermore all of the deliverable and developable sites identified in the SHLAA are within sustainable locations and are considered to contribute to the creation of sustainable communities.

Aside from Anker Valley there is a limited supply of large sites over 14 dwellings. The supply of 3,690 dwellings consists of 214 sites, of which 164 sites are 14 dwellings or below and only 12 sites have a capacity of 50 or more dwellings (not including Anker Valley). The reliance on small sites leads to some uncertainty over deliverability due to issues such as viability. Furthermore some of these sites, particularly in the town centre or in the Wilnecote Regeneration corridor, may come forward for other uses or as part of a mixed use development which may result in fewer dwellings being delivered. For this reason, the Anker Valley allocation should be seen as a minimum to allow for flexibility. The Tamworth Future Development and Infrastructure Study highlighted that the site could accommodate potentially in excess of 1400 units if employment was not allocated on the site, so there is flexibility to accommodate further growth if required and capacity for further growth beyond the plan period.

The considered uncertainty over the outlined supply has implications for the ability of Tamworth to meet its identified needs within its boundary. This is highlighted in the revised SHMA and in the figures identified above. With a potential supply of 4,500 dwellings against a need of 5,500 dwellings it is evident that a 1,000 dwellings need to be accommodated outside the Borough to meet the needs of Tamworth.

The identified need to accommodate growth outside the boundary as a result of Tamworth's constrained land supply is well established. The proposed revision to the West Midlands RSS, in identifying housing requirements recognised the need to deliver 1000 dwellings outside the borough's boundary in addition to the then identified need of 2,900. The updated housing needs study, whilst confirming this has stated that this is a minimum requirement. The Tamworth Future Development and Infrastructure Study (2009), carried out jointly with Lichfield District and North Warwickshire Borough Councils, examined options for delivering the need.

Two of the options identified were within the Borough boundary, the remainder were outside. It was considered that the Anker Valley option was the most sustainable option within the Borough boundary to deliver the Spatial Objectives for the town.

Of the other options identified in the study, land to the East of Tamworth Urban area and West of the M42 was considered to be the most sustainable location to meet Tamworth's needs. Land east of the M42 was also considered to have sustainability benefits as was land at Mile Oak and land North of the Anker Valley which all scored closely. However, land at Mile Oak is within the Green Belt and Lichfield District Council has indicated that this would not be a preferred option. Lichfield District Council has indicated that 400 houses could be built in Fazeley, which is part of the Tamworth Housing Market Area and could further meet Tamworth's needs. If further

land is required to meet Tamworth's needs the most appropriate locations would either be to the East of Tamworth or to the North, particularly if the appropriate links to Anker Valley were made.

<b>This policy aims to address Strategic Spatial Objective SO5</b>
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<b>SP5 Housing</b>
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<p><b>Within the Borough of Tamworth a net increase of up to 4500 dwellings will be delivered in the period 2006 – 2028 at an average of 205 units per annum. At least 1150 dwellings will be provided for at a sustainable urban neighbourhood to the north east of the town centre in the Anker Valley. The remaining will be provided within the existing urban area taking the opportunity to maximise the effective use of land in sustainable locations.</b></p>
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<p><b>Through working with adjoining authorities, a minimum of 1000 dwellings will be provided to meet Tamworth's needs. These will be delivered in the most sustainable locations to ensure infrastructure needs arising from development are identified and provided for. Development to meet Tamworth's needs in neighbouring authorities could be met in the broad locations identified on figure 2. Development outside of Tamworth's boundary will be not be supported if it is shown to prejudice the delivery of Anker Valley and the overall strategy.</b></p>
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<p><b>Housing development will be expected to contribute to the achievement of sustainable communities. Priority will be given to locations with good accessibility by means other than the private car in close proximity to existing or planned community services and facilities. The Council will secure high quality well designed housing development, that contributes to creating inclusive and safe mixed communities and reduce health inequalities. This will be achieved by providing a mix of dwellings of the right size, type, affordability and tenure to meet community needs.</b></p>
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Taking into account the lack of developable land within the borough and the need to accommodate future housing needs, Anker Valley has been identified as the only strategic site capable of delivering a substantial proportion of the identified future housing need for the borough. Moreover, the size of the site and its location adjacent to both the town centre and public transport facilities creates an opportunity to develop a sustainable urban neighbourhood to assist the delivery of the overall spatial strategy for the borough; addressing housing need, supporting regeneration of the town centre, improving connectivity and mitigating against the effects of climate change.

It is recognised that a sustainable neighbourhood is more than just housing. Anker Valley Sustainable Urban Extension will require the delivery of the necessary supporting infrastructure to create a sustainable, inclusive community including a neighbourhood centre, community facilities, including the provision of a primary school with linkages and access to open space in a high quality, well designed environment.

Improved linkages to the town centre will be a critical component of the proposal, along with access improvements to employment areas and Tamworth Railway Station. Internal trips will be maximised through the provision of services and facilities on site and by having a high degree of public transport accessibility will reduce the need to travel by private car therefore minimising congestion on the local road network.



Its sensitive location, requires careful mitigation measures to be put into place including less intensive development around the boundaries and appropriate landscaping on the edge of both the open countryside to the east of the site and the Amington Hall Conservation Area to the north east of the site. The character appraisal for Amington Hall Estate Conservation Area identifies its principal feature as being the setting of open countryside and woodland and the long distance open rural and semi rural views available from within its boundaries. The Anker Valley strategic housing allocation is located approximately 90 metres from the western boundary and in developing this site, it is important to maintain the physical separation from the urban area. In addition to the effect of physical proximity, noise and light pollution from the development could also impact on the special character. Developers will need to have regard to maintaining the setting of the conservation area through careful design, layout and landscaping

To reduce the risk of flooding and to contribute towards water management objectives, opportunities for the inclusion of SUDs will be sought whilst biodiversity opportunity areas will also be encouraged.

The Council will work with developers of the Anker Valley Sustainable Urban Neighbourhood to produce a detailed masterplan for the site to accompany the first planning application prior to submission. This will consider the wider context of development to the north of Tamworth in Lichfield District if it is proposed.

<b>This policy aims to address Strategic Spatial Objectives SO2, SO4 and SO5</b>
<b>SP6: Anker Valley Sustainable Urban Neighbourhood</b>
<p><b>The Anker Valley Sustainable Urban Neighbourhood, as identified in figure 2 &amp; 4, will provide at least 1150 new dwellings and associated infrastructure as detailed below. Anker Valley will be well connected internally to the neighbourhood centre, as well as to Tamworth Town Centre, Tamworth Railway Station and to employment areas and countryside beyond. A detailed master plan for the development will be produced to guide the following objectives:</b></p> <ul style="list-style-type: none"> <li><b>a) The creation of an integrated, distinctive neighbourhood to meet the needs of the community including young and older persons and families to ensure social cohesion.</b></li> <li><b>b) Provision of public transport with new footpaths, cycleways, and green linkages to help maximise both internal trips and sustainable travel whilst mitigating the traffic impacts of the proposal on the strategic and local road network. These include delivering: <ul style="list-style-type: none"> <li><b>i. the Anker Valley Local Transport Package and further car parking capacity and access improvements at Tamworth rail station</b></li> <li><b>ii. improvement and management of Ashby Road and associated highways</b></li> <li><b>iii. proposals for the provision of the Anker Valley Link Road and Amington Link in accordance with Policy SP8</b></li> <li><b>iv. Pedestrian linkages to the town centre, surrounding areas and the railway station will be sought including consideration of the construction of a foot &amp; cycle bridge over the railway line at Tamworth Rail Station.</b></li> </ul> </b></li> <li><b>c) A new neighbourhood centre, with a range of shopping facilities to meet locally-generated needs, school facilities, and health facilities, community centre (designed to allow range of indoor sports if applicable), located centrally and should be easily accessible by foot, cycle and other sustainable modes of transport. Proposals for the co-</b></li> </ul>

- location of facilities will be encouraged; where appropriate.
- d) A new primary / junior school or contribution towards existing and a contribution to secondary school facilities to serve the area as required by Staffordshire County Council.
  - e) High quality sustainable, inclusive design and layout that reflect the requirements of Policy CP13 whilst providing an appropriate buffer zone to reduce any visual impact on the nearby Amington Hall Estate Conservation Area.
  - f) Provision or contribution towards indoor and outdoor sports and open spaces, in accordance with identified need.
  - g) Protect, utilise and enhance existing and provide additional green and blue infrastructure linkages to the adjacent countryside, surrounding green space and waterscape networks and the urban area.
  - h) Creation of appropriate new habitats and linkages to existing sites of high biodiversity value.
  - i) To take into account of and ensure any proposals for neighbouring development in Lichfield District.

**The southern most part of the site, adjacent to Tamworth Railway Station, is considered to be a suitable site for new office development. The sensitive nature of the site requires development to be of an exceptional design quality which creates a landmark for the town whilst respecting its wider context.**

The Council's priorities for regeneration focus on neighbourhoods with high levels of deprivation, and where there may be a need to redevelop some housing stock that is coming to an end of its useful life. In addition, the Wilnecote corridor has been identified as an area requiring a comprehensive approach to regenerating the housing and employment offer and improving the immediate environment to enhance this important transport corridor.

### **The post war social housing areas**

Tamworth has a good record of neighbourhood regeneration through focusing interventions in the borough's most deprived neighbourhoods. Within Tamworth there are 4 distinct neighbourhoods which have been identified as Council priority areas called 'locality working initiatives'. These are Amington, Belgrave, Glascote, and Stonydelph. Locality Working is aimed at addressing disadvantage within these defined communities and involves a neighbourhood level multi-agency activity to focus resources upon a defined community to address issues of local needs. This has resulted in the provision of community hubs in the local or neighbourhood centre within each locality providing accommodation for local services and support initiatives for local people along with a community space.

In addition there are areas outside of these localities that display similar attributes concerning housing and health. These also all share common physical characteristics; namely being located within the post war planned neighbourhoods consisting of predominantly social housing which is either currently, or predicted to require investment and regeneration during the lifetime of the Core Strategy.

On this basis, the neighbourhoods listed below have been identified as regeneration priority areas, as a result of demonstrating high levels of deprivation and/or a poor quality environment. The regeneration priority areas are identified in figure 2 and listed in Appendix 4.

Within these areas, a partnership approach between the council's housing team, RSLs and other service providers will need to ensure the housing stock is refreshed to meet changing needs in the context of ensuring access to jobs and services, protecting local character and sense of community whilst improving and enhancing the natural environment and mitigating the impacts of climate change. Key to achieving this will be promoting and protecting the role of local and neighbourhood centres which lie within and/or adjacent to these neighbourhoods to ensure services and facilities, including retail, remains accessible particularly to those without access to a car. Specific area boundaries will be established through the production of area based master plans, where appropriate.

### **The Wilnecote Regeneration Corridor**

The Wilnecote Regeneration corridor (shown on figure 2 and allocated in figure 4) runs along Watling Street (the former A5) starting at the crossroads at Two Gates, spanning from the Watling Street-Dosthill Road/Tamworth Road junction for almost half a mile to the roundabout that intersects Watling street and the B5440 Marlborough Way / Ninian Way.

It is a well used stretch of road linking key residential areas together and providing access to a significant employment area in the borough, Tame Valley industrial estate and out of town retail areas and access to the nationally significant theme Park, Drayton Manor.

The corridor suffers from a number of issues, including derelict and empty plots of land that have not been developed, sporadic residential units mixed in between dated industrial estates. Additionally the corridor is intersected by a railway track and local station, which is no more than a platform with a car park. Due to varied land ownership and existing development there is not a unified strategic approach to improving the area, which has become run down and could suffer from ad hoc individual developments that do not improve the corridor as a whole. As such this well travelled route, projects a poor image for the Borough.

The corridor has numerous sites which have been identified for redevelopment through the SHLAA and the ELR. It is evident that either side of the railway line the area is split into 2 distinct characters, predominantly commercial to the East with a number of car dealerships and Beauchamp Trading Estate in close proximity to Tame Valley Industrial Estate. To the West, the character is more residential in nature, featuring Cottage Farm Road (within Dosthill) to the South and a number of residential properties within Two Gates to the North. Consequently, whilst it is considered that it will be important to achieve a mixed-use development in close proximity to Wilnecote Railway Station, it will be still important that the main uses should reflect their local context.

Delivering the Wilnecote Regeneration Corridor creates an opportunity to align with the Fazeley component of Lichfield District's Rural Planning Project. This approach to Rural Masterplanning results in a set of guiding principles relating to improvements in relation to the environment, traffic management, housing and social well-being. Work to date has identified the need to address the environment along the former A5. Accordingly, environmental improvements delivered through the Wilnecote Regeneration Corridor should aim to align with the objectives of the Fazeley Rural Planning project.

**This policy aims to address Strategic Spatial Objectives SO3, SO4, SO5, SO7, SO10 and SO12**

**Policy SP7 Regeneration Priority Areas**

**In the following areas the focus for regeneration will be on improving the physical environment and delivering social and economic renewal.**

**1. Post war planned neighbourhoods**

**These areas shown on Figure 2 are identified for regeneration with the purpose of revitalising the housing areas and building cohesive and sustainable communities. Development will be supported and promoted in these areas that:**

- a) improves the quality of the existing housing stock, including retro-fitting existing properties with renewable and low carbon technologies.**
- b) enhances the mix of housing within the area that meets local needs**
- c) improves or provides local community facilities and services**
- d) protects and enhances the network of high quality open space**
- e) supports the vitality and viability of existing local and neighbourhood centres**
- f) increases integration of the areas with surrounding areas and improves accessibility to employment, key services and the town centre by walking, cycling and public transport**
- g) is of a high quality design which contributes towards designing out crime**

**2. Wilnecote Regeneration Corridor**

**This corridor as defined in Figure 2 & allocated in Figure 4 would benefit from a comprehensive and co-ordinated approach to improving its existing employment and housing offer, supplemented by proposals to enhance the roadside environment and access to and the fabric of Wilnecote Railway Station. Planning permission will be supported for refurbishments to existing and new B1 (b,c), B2 & B8 uses along with new housing and environmental improvements and investment in Wilnecote Railway Station and walking, cycling and public transport provision.**

**Delivery of the Wilnecote Regeneration corridor will be taken forward through a future SPD.**

In the period 2006 to 2011, 304 gross Affordable Housing units were completed, on average 61 affordable dwellings a year. As at the 31<sup>st</sup> March 2011 there were a further 58 units committed. Although Tamworth is more affordable than other parts of the sub region, the updated Strategic Housing Market Assessment (SHMA) indicates a net housing need of 173 dwellings per annum, the equivalent of 84% of units against the overall requirement of 205 units per annum. Delivering 84% of all dwellings as affordable is clearly unrealistic. Furthermore within Tamworth there are differences in terms of house type and house price. The SHMA also highlights that there is an undersupply of smaller properties.

The Council has undertaken an Affordable Housing Viability Assessment to establish the appropriate thresholds for delivering affordable housing. The study tested numerous variances, including land values, affordable housing thresholds, the impact of increased developer profit, code for sustainable homes and different social housing grants. The study concluded that for sites over 15 dwellings a target of 30% affordable housing. Considering that there is a significant supply below this threshold the study identified different options for sites below this threshold and in order to provide sufficient flexibility whilst enabling a deliverable supply a combined approach featuring financial contributions and on-site affordable housing provision was considered to be the most appropriate. This was set at a 10% affordable housing equivalent financial contribution from sites of 1 to 4 units and 20% on-site affordable housing target from 5 to 14 units. A financial contribution can play an important role in improving existing housing stock and bringing empty properties back into use.

However whilst this sliding scale provides a greater degree of flexibility in the process and is considered to be deliverable it is recognised that there may still be factors which make a site unviable and the Council will need to be flexible on a site by site basis whilst still seeking to maximise the proportion of affordable housing.

Furthermore the study recognised that the delivery of affordable housing can not rely on market driven residential schemes and other key organisations including the Council have a role to play in increasing the supply of affordable units.

To establish a deliverable annual requirement the thresholds set out above have been applied to the supply of sites identified in the SHLAA. These have only been applied to sites that fall outside the planning process (it is not considered appropriate to apply thresholds to sites that have already received planning permission as the supply of affordable dwellings has already been determined through the planning process) to derive a total supply of affordable housing over the plan period. When applying thresholds of 30% of affordable housing on sites of 15 or more dwellings and 20% on sites of 5-14 dwellings the total supply is identified as 880 dwellings.

The total supply should also consider existing completions of affordable dwellings to establish a total supply over the course of the plan period. In total 307 units have been completed and 58 units are committed. Taking all of the above into account a total of 1,245 affordable dwellings are considered to come forward between 2006 and 2028, 57 dwellings per annum. This supply should be considered to be a minimum figure as there is the potential for some sites to provide a greater proportion of affordable housing and as stated above there remains a significant need beyond this figure therefore wherever possible it will be important to maximise the delivery of affordable housing.

The updated SHMA identified that the split of affordable housing tenure should be 40% Social Rented and 60% Intermediate Tenure.

<b>This policy aims to address Strategic Spatial Objective SO5</b>
<b>CP4 Affordable Housing</b>
<b>The provision of at least 57 affordable housing units per annum will be sought. The provision of affordable housing to meet local needs will be maximised through working in partnership with relevant organisations. Where viable and appropriate the Council will require:</b>
<ul style="list-style-type: none"> <li>a) new residential development involving 15 or more dwellings (gross) to provide a target of 30% affordable dwellings on site;</li> <li>b) new residential development involving 5 – 14 dwellings (gross) to provide a target of 20% affordable dwellings on site;</li> <li>c) new residential development involving 1 – 4 dwellings (gross) to provide a financial contribution equivalent to a target of 10% affordable</li> </ul>



- dwelling;
- d) for on site provision 40% of units as social rented and 60% of units as intermediate rent ;
  - e) the release and development for affordable housing of Council, Registered Social Landlords and other public bodies surplus land holdings;
  - f) a range of sizes of residential dwellings to be provided to meet local requirements;
  - g) a range of housing to meet the needs of older persons, persons with disabilities and those with special needs where there is a proven need and demand.

**The Council will monitor development activity and land values to ensure it adopts a flexible approach to negotiations to achieve the above targets. This monitoring will inform discussions over viability, the overall planning obligation requirements, local needs and where appropriate lead to a review of targets to ensure the overall requirement is met during the plan period. A Planning Obligations Supplementary Planning Document will be produced to outline the framework for negotiations, how the targets will be applied to developments with a construction programme over 2 years long and the role of the Council in assisting to secure finance or land to ensure development remains viable.**

In 2001 over 75% of the housing stock in Tamworth was 3 or more bedrooms. By 2012 this percentage was estimated to have remained fairly static at 74%. In planning the provision of a housing stock that meets the need of all households in the future we need to consider changes which are taking place in both demographic structure and household formation and preferences. The data in relation to household formation is extremely important as those households requiring smaller units are those which are growing most significantly.

In March 2009, Communities and Local Government published updated household projections to 2031 to take account of revisions to the Office for National Statistics 2006-based population projections, published by the Office for National Statistics in June 2008. These estimate that in 2006 the number of households in Tamworth was 31,000 and by 2028 this will increase to 37,000. It is also estimated that the average household size is getting smaller. Nationally one-person households are projected to grow by 52.2%, but this differs considerably between age bands. Households consisting of 55-64 year olds (growth of 80.2%) and 45-54 (up 66.1%) will grow the most. Also older single person households (65+) will also grow by more than younger households.

The significant growth in one person households and the age of these new one person households suggests an increased requirement for smaller properties, but not so small that they cannot accommodate overnight guests or space to work at home; in other words at least two bedrooms will be needed.

In Tamworth the Housing Needs Survey concludes that 42% of all households need two bedroomed units and 39% of all new forming households need three bedroomed units. This takes into consideration need and also aspirations and viability.

The following table shows the existing mix of units size. It is evident that although there is a significant supply of 3 bed properties, 56% of the total stock, there remains a relatively low supply of 2 bed properties, 15%, where there is the highest proportion

of need. Therefore it is proposed to focus future building on smaller unit sizes focusing on 2 bedroom units.

	1 bed	2 bed	3 bed	4+ bed	Total
Stock in 2001:	2556	4554	16482	5788	29380
	8.7%	15.5%	56.1%	19.7%	
Units built since 2001	184	853	633	400	2070
Estimated total stock 2010	2740	5407	17115	6188	31450
% of total stock	8.7%	17.2%	54.4%	19.7%	

Staffordshire County Council Flexi Care Strategy estimates that the growth in population of those aged 65 and over between 2010 and 2030 will be 72% in Tamworth, the largest growth in Staffordshire. Flexi Care Housing provides an opportunity for people to live in their own accommodation with the security of care and support being available when needed. The Strategy identifies the level of units required to meet demand in Tamworth (823) and how many need to be available for rent or purchase. At the 1<sup>st</sup> April 2010, 118 Flexi Care Housing units were already available for rent. It is expected that Flexi Care Housing will lead to a diversion from residential placements reducing the number of residential care beds required and limiting the growth in nursing beds. It will be important to meet the identified need of flexi care accommodation to meet the following identified needs;

	To 2010	2010-2015	2015-2020	2020-2030	Total
Owned	213	39	57	152	461
Rented	168	30	45	119	362
Total	381	69	102	271	823

**This policy aims to address Strategic Spatial Objective SO5**

**CP5 Housing Needs**

**Housing of the right size, type and mix will be secured to reflect local needs, based upon the evidence set out in the latest Housing Needs Survey. Where viable and appropriate the following mix of units will be achieved;**

- 4% of new housing will be 1 bedroom sized units
- 42% of new housing will be 2 bedroom sized units
- 39% of new housing will be 3 bedroom sized units
- 15% of new housing will be 4 bedroom or more sized units

**The Council will monitor the delivery of housing, market and household trends and where necessary revise the targets for unit size to ensure the development of sustainable mixed communities.**

**All proposals for housing development should ensure that they meet the requirements of different groups within the population, where there is a proven need and demand and provide an appraisal of the local community context and housing need of that community.**

In the context of Tamworth housing, a limited supply of unconstrained available land that is suitable for development and in contrast to a growing need for development. Therefore it is imperative to make the most effective and efficient use of the land resources in the Borough. The SHLAA (2008) included 6 sample schemes based on actual sites in Tamworth to reflect the variety of sites found in Tamworth. These sites had densities ranging from 43 dph to 133 dph. The SHLAA also identified a range of typical urban areas (TUA's) reflecting different building phases in Tamworth's history. There were 136 identified TUA's totalling 1171.95ha and containing approximately 30459 units, an average of 26 dwellings per hectare. The revised SHLAA (2011), after consultation with the SHLAA panel and using the data from the TUA's established and applied the following densities;

- 30dph applied in urban locations
- 35dph applied for sites within the Town Centre and in close proximity to public transport nodes.

This also took into account the local context based on the TUA data and a sensitivity allowance for certain sites e.g. within a conservation area.

The SHLAA also adopted a net developable area approach for each site to take into account open space, community facilities and associated infrastructure, these are calculated as follows;

<b>Site Size</b>	<b>Gross net ratio standard</b>
Up to 0.4 hectares	100%
0.4 to 2 hectares	80%
2 hectares and above	60%

If these net developable areas are applied to the TUA's then the average dwellings per hectare in Tamworth is 39.45, with the majority of homes (17,346, 57%) being in a TUA with a dwelling per hectare ratio between 30 and 50. 15% of all units were in TUA's with a density of below 30 dwellings per hectare, and 28% of all units were in TUAs with a density ratio of over 50.

It has been established that after completions have been taken into account, 3,356 additional units are required to deliver the 4,500 houses within Tamworth. The SHLAA, using the densities established above and the gross net ratios identified and applying these to sites that do not benefit from planning permission, identified that there is sufficient supply to meet this figure.

However, as identified in the SHLAA, it will be important to consider the local context in particular the proximity to sustainable transport hubs to maximise the effective and efficient use of land to ensure sustainable patterns of development going forward.



**This policy aims to address Strategic Spatial Objective SO5**

**CP6 Housing Density**

**New residential development whilst making the efficient and effective use of land will enhance the character and quality of the area it is located in. Therefore where viable and appropriate to the local context and character it will be expected to achieve the following densities:**

- a) Within or in close proximity to the Town Centre, Local and Neighbourhood centres and at sustainable transport hubs a density of at least 40dph**
- b) Away from these locations but within the urban area, a density of between 30 and 40 dph.**

**Net developable areas (as defined above) will be applied as follows:**

<b>Site size</b>	<b>Net developable area</b>
<b>Up to 0.4 ha</b>	<b>100%</b>
<b>0.4 – 2 ha</b>	<b>80%</b>
<b>2 ha and above</b>	<b>60%</b>

A sub-regional Gypsy and Traveller Accommodation Needs Assessment (GTAA) has been undertaken with local authorities from across the southern Staffordshire and northern Warwickshire area. These figures are based on a 'need where it arises' methodology, it does not take account of opportunities or constraints within each local authority area. The report suggests that following this methodology Tamworth should provide 9 additional residential pitches. However, the report recognises that it should not necessarily be assumed to imply that those needs should actually be met in that specific locality. Decisions about where need should be met should be strategic, taken in partnership with local authorities, the County Council and the Regional Bodies involving consultation with Gypsies and Travellers and other interested parties which will take into account wider social and economic planning considerations such as equality, choice and sustainability.

Proposals for pitches and sites will be subject to the same criteria as any other type of development. This will mean that sites should be located in suitable and sustainable locations, that are well connected to services and facilities and minimise potential impacts. Tamworth has a limited supply of unconstrained suitable land and as such opportunities in neighbouring Districts to accommodate development to meet Tamworth's needs will be sought.

**This policy aims to address Strategic Spatial Objective SO5**

**CP7 Gypsies, Travellers and Travelling Showpeople**

**The Council will work with surrounding Local Authorities, the County Council, landowners, Gypsies, Travellers and Travelling Showpeople communities and other interested parties to enable the development of pitches in accordance with the sub regional Gypsy and Traveller Accommodation Needs Assessment (GTAA) as below:**

	<b>2007-2012</b>	<b>2012-2016</b>	<b>2016-2021</b>	<b>2021-2028</b>	<b>2007-2028</b>
<b>Residential pitches</b>	6	1	1	1	9
<b>Transit Pitches</b>	5				5
<b>Travelling Showpeople</b>					0

**Proposals will be expected to contribute to the creation of sustainable mixed communities and have regard to the existing levels of provision and identified need. In addition to the relevant national guidance, the following considerations will be taken into account in the determination of locations for Gypsy and Traveller sites:**

- a) There should be safe and convenient vehicular and pedestrian access to the site;**
- b) The site must be large enough to provide for adequate on site facilities for parking, storage, play and residential amenity dependent on the number of pitches;**
- c) The development should provide the appropriate infrastructure required, both on and off site.**
- d) There should be convenient access to schools, shops and other local facilities, preferably pedestrian, cycle or by public transport;**
- e) The site should be able to be landscaped and screened to provide privacy for occupiers and maintain visual amenity; and**
- f) It should have no significant detrimental impact upon the residential amenity of adjoining properties or neighbouring land.**

## CHAPTER 6: A HIGH QUALITY ENVIRONMENT

**Delivering a high quality environment involves the protection and enhancement of Tamworths network of 'urban green' which will provide sufficient opportunities for sport and recreation and improve and encourage biodiversity. Through positive planning development will achieve high quality design that preserves and enhances Tamworths historic character.**

Despite being a predominantly urban authority, the planned layout of Tamworth has resulted in a unique legacy in the form of a network of urban green and blue infrastructure which runs east-west and north-south through the centre of the Borough. These main corridors follow the lines of the Rivers Tame and Anker and the Kettlebrook, with more local links extending into the housing and employment areas. These links offer significant benefits, acting as a sustainable transport network for walking and cycling which is accessible to all residents. Furthermore they play a key role in delivering benefits around increased community cohesion, education, regeneration and improving health and wellbeing

With the exception of the Anker Valley sustainable urban neighbourhood, the limited supply of suitable large sites that could feasibly accommodate new open space means that there are few opportunities to create new open space as part of development. It will be critical that the Anker Valley development has a well designed, useable network of open space and that it makes the most of its immediate links with the Countryside.

Beyond the Anker Valley sustainable urban neighbourhood, it will be crucial to make the most efficient use of Tamworths network of environmental assets, including the quality of existing open space through management and developer contributions. Furthermore there are a number of projects which can be implemented which make use of the existing network and address certain deficiencies, including; combining the green network between Glascote Heath and Stonydelph to create a linear Urban Park. Also restoring the Broad Meadow SBI and increasing the level of semi-natural space at Wigginton Park. Furthermore it will be important to maintain the existing biodiversity habitats and improving the links to them.

Delivery of the Central Rivers Initiative has the potential to be an important element of Green Infrastructure, both as a multifunctional green space and an important component of social infrastructure. The Central Rivers Initiative is a broadly based partnership working together to shape and guide the progressive restoration and revitalisation of the river valley between Burton on Trent, Lichfield and Tamworth.. The overall objective is to create a landscape linking Burton with Tamworth that people are proud of and enjoy, with healthy rivers, lakes and valleys attracting wildlife and a thriving, sustainable, economy. It covers a key swathe of land alongside the river network within the borough and as such offers a significant contribution to the delivery of the urban green network.

20.5% of the borough is designated as countryside. It offers a varied landscape and acts as an important buffer between the urban area and its rural hinterland. The vast majority forms part of the flood plain of the Anker and Tame Rivers. In addition to the nature designated sites; the countryside offers a variety of recreational opportunities for the borough's residents. The strategy seeks to improve access to the countryside; and in particular the Anker Valley Sustainable Urban Neighbourhood will incorporate linkage improvements between the town centre and countryside.

The 201ha of Green Belt boundary to the South of the Borough forms 6.5% of the Borough. Most of the Green Belt land within Tamworth's boundary has some protection because it is part of the Tame river corridor including Middleton Lakes or is designated for its nature-conservation value, including Dosthill Quarry. Protection of the Green Belt therefore helps to retain these important features in Tamworth and such land is generally unsuitable for development. A review of sites has been carried out through the SHLAA's which did not identify any sites that would be suitable for large-scale strategic development. The green belt boundary will only change through a subsequent review of the Core Strategy.

<p><b>This policy aims to address Strategic Spatial Objectives SO7 and SO8</b></p>
<p><b>SP8 Environmental Assets</b></p>
<p><b>Tamworth's network of green and blue infrastructure will be protected, managed and enhanced. The emphasis will be on making the best use of existing open space through enhancement and appropriate management.</b></p> <p><b>Priority will be given to:</b></p> <ul style="list-style-type: none"> <li><b>a) Maintaining the Green Belt boundary during the lifetime of the Local Plan and allowing uses in accordance with national planning policy</b></li> <li><b>b) Designation of an urban park for the eastern side of the Borough</b></li> <li><b>c) Restoration of the Broad Meadow SBI primarily for biodiversity but also to incorporate opportunities for public access</b></li> <li><b>d) Reinforcing links between green spaces and habitats, particularly where there are gaps and the wider green infrastructure network beyond the borough boundary</b></li> <li><b>e) Increasing the amount of semi-natural green space at Wigginton Park</b></li> <li><b>f) Enhancing the quality and accessibility of the canal corridor and rivers, particularly in the town centre</b></li> <li><b>g) Creation of a new open space network in the Anker Valley sustainable urban neighbourhood</b></li> <li><b>h) Delivering initiatives associated with The Central Rivers Initiative; the extent of which is shown in Figure 2.</b></li> <li><b>i) Conservation areas: Historic assets and the character and setting of areas acknowledged importance, including statutory and locally listed buildings, conservation areas (as identified in figure 4), schedule ancient monuments and archaeological remains will be safeguarded and enhanced.</b></li> </ul>

A key strategic priority related to improving the quality of life is to make Tamworth a healthier and safer place with an environment where local people can reach their full potential and live longer, healthier lives.

There is clear evidence that an individual's level of participation corresponds with their health. Tamworth, in conjunction with Sport Across Staffordshire aims to increase participation by 1% per year. Tamworth has consistently met this target and to ensure it continues to do in the future the provision of both sports and recreation facilities and an appropriate and accessible network of open space is considered to be a key factor in achieving this.

Within the context of improving health and increasing participation as indicated related to improving the quality of life of Tamworth residents the Joint Indoor and Outdoor Sports Strategy (2009) identifies local need, audits local provision, sets and applies local standards and develops and overall strategy for Tamworth Borough.

The strategy recommends that there is a need to increase access to a range of 'core' facilities including swimming pools, sport halls and health and fitness facilities with a key recommendation relating to the need for a new multi-purpose community-use leisure centre in an accessible location with associated facilities, to potentially include:

- A 25 x 12 metre swimming pool with a teaching pool
- A minimum of a 4 court sports hall
- An ancillary hall/studio
- A health and fitness studio with a minimum of 70 stations

The strategy highlights the need to protect the existing network sport and recreation facilities (including playing pitches) alongside improving their quality. It therefore recommends that any additional development which results in loss or displacement to other uses provides adequate compensatory provision, of equal accessibility and available prior to the loss of existing facilities.

The quality, quantity and accessibility of new and existing sports recreation facilities is a key focus in ensuring and excellent sport and recreation infrastructure for Tamworths neighbourhoods and is integral to ensure that the associated health and social benefits of increased physical activity and participation are achieved. Tamworth Borough Council will seek to set standards for new development through a Planning Obligations SPD. In terms of improvements to existing provision, these are outlined in the Sport and Recreation Action Plan. This highlights contributions from various partners to assist in the delivery of these improvements.

To ensure sufficient access to sport and recreation facilities in a sustainable manner throughout Tamworths neighbourhoods, particularly those that are more deprived, the Strategy gives recommendations for the use of existing community centres for physical activities. New facilities should be capable of flexible use and include the provision of changing and storage facilities.

The strategy recognises that there is a significant amount of sport and recreation infrastructure already in place on school sites and examples where improvements have been made in both quantitative and qualitative terms. In the context of a constrained environment of Tamworth Borough such facilities can play an important role in providing accessible sports and recreation facilities. Subsequently a key recommendation of the Strategy is promoting the dual use of school sites and improving the quality of such sports provision, setting out a range of criteria to ensure that this is done in the most appropriate way to ensure that quality, quantity and accessibility of overall provision is enhanced. This includes the introduction of formal maintenance agreements between users to ensure the quality is maintained, provision of separate reception and changing facilities and accessible opening hours.

**This policy aims to address Strategic Spatial Objective SO7**

**CP8 Sport and Recreation**

**A network of good quality sport and recreation facilities will be provided that meet the needs of Tamworth's current and future population. This will be achieved by:**

- a) Ensuring all new facilities are in locations accessible by a range of transport modes including walking, cycling and public transport.**
- b) Allocating a site for a new multi-purpose community sports centre in a highly accessible location, with appropriate facilities to meet identified need.**
- c) Protecting and enhancing all existing sport and recreational facilities. Loss will only be acceptable where:
  - i. Compensatory provision of an equal or higher standard is provided in an accessible location and provided prior to the existing facilities being lost.****
- d) Promoting the dual use of existing school sites in accordance with the following criteria;
  - i. Where there is a proven need and would not be detrimental to existing and proposed facilities.**
  - ii. Designed to enable convenient public access**
  - iii. Provides separate reception and changing facilities from the school**
  - iv. Accessible opening hours**
  - v. Introduces formal maintenance agreements between users to maintain quality****

**The Planning Obligations SPD will set out quantity, quality and accessibility standards for a range of sport and recreation types.**

The provision of a good quality, easily accessible network of open space in an Urban Borough like Tamworth plays a key role in improving the quality of life for residents through promoting healthier lifestyles alongside helping to define local identity and promote economic and social regeneration. Furthermore maintaining and increasing green and blue linkages contributes to wider sustainability aims of modal shift by performing a dual function of a sustainable transport network.

Tamworth has an extensive network of 'Urban Green' which will play an important role in delivering improvements to health and additional regeneration benefits. The 'Urban Green' network contains a significant amount of multi-purpose, publicly accessible open space, covering a range of typologies from Urban Parks and amenity open space with play provision to semi-natural space. All of these spaces contribute to the overall provision in Tamworth and each play an important role in delivering an improved quality of life, for example Semi-natural space can contribute to play provision through natural features such as woodland.

The 2010 Open Space review assessed all publicly accessible open space in terms of quantity, quality, value and accessibility. The study identifies that when applying a 400m buffer there is no overall shortage of open space. Whilst accepting that there will be requirements for additional open space in the future, the study identifies that improving access to 'good' quality open space is a key area of focus. The study sets out what constitutes a 'good' quality open space which varies by typology. However in general terms it relates to a site which is clean, appropriately maintained, containing

sufficient ancillary accommodation (including, benches, bins etc). The study recommends that, with the assistance of developer contributions, the existing network of open spaces are improved. This is important in the context of constrained land supply, with a limited number of strategic residential sites that would qualify for on-site provision.

The study identified the importance of taking a neighbourhood approach to address local issues. It also identified a number of specific projects and the important role of partners in their delivery. Highlighting the potential to utilise the existing network of open space in between Glascote Heath and Stonydelph to form an Urban Park, where there is currently a deficiency in this location in the East of the Borough. Further recommendations include increasing the provision of semi-natural space at Wiggington Park and increasing the provision of play space.

Tamworth's surrounding countryside can play an important role in providing alternative spaces for activity such as cycling and walking and can contribute to improved health and wellbeing. It is important to maintain and improve the physical links with the countryside.

<b>This policy aims to address Strategic Spatial Objective SO7</b>
<b>CP9 Open Space</b>
<p><b>A multi-functional and diverse network of accessible open space as indicated on figure 2 and 4 will be protected and enhanced by;</b></p> <ul style="list-style-type: none"> <li><b>a) Seeking developer contributions towards improving the quality and accessibility of open space including the delivery of the linear Urban Park to the East of the Borough as shown in figure 4</b></li> <li><b>b) Requiring new development to create sustainable links with the green space network and wider countryside via existing or new green and blue infrastructure where appropriate</b></li> <li><b>c) Including standards for quantity, quality and accessibility for a range of open space types in the Place Making and Planning Obligations SPDs.</b></li> </ul> <p><b>Proposals for development that would result in either loss of open space or which would adversely affect open spaces will not be permitted unless it can be demonstrated that;</b></p> <ul style="list-style-type: none"> <li><b>e) The integrity of the open space network and in particular its role as green linkages are maintained</b></li> <li><b>f) There remains access to good quality publicly accessible open space in accordance with standards set out in the Place Making and Planning Obligations SPDs. Where alternative sites are not of good quality contributions to improving their quality will be expected.</b></li> <li><b>g) The supply of open space remains at the quantitative standard set out in the Place Making and Planning Obligations SPDs.</b></li> </ul>

Until the 1950's Tamworth was a modest sized town that was tightly focussed on the historic town centre and connected to small villages by linear developments along arterial routes like Comberford Road, Amington Road and Dosthill Road. In the 1950's the town started to take 'overspill' population from Birmingham and this process was accelerated in 1965 when it was designated as an 'Expanding Town' Its



history as a post war expanded town defines its image and urban form and it is recognised as much for its castle as for the estates of modern post war houses.

The best of the historic areas are recognised as conservation areas that vary in size and character. Outside the conservation areas, there are areas of medieval, Victorian and Georgian development, but it is difficult to define a distinct 'Tamworth character' other than local red brick, slate or tiled roofs and domestic scale architecture. Much of the architecture and layouts in the post war neighbourhoods were related to the rapid expansion and reflect the need to be functional and built quickly. In more recent years a more sensitive approach has been to encourage developers to create places where residents are happy to live.

The town centre is the public face of the Borough and has retained much of the medieval street pattern and a high proportion of historic buildings, some of which are key landmarks, but they are interspersed with unsympathetic infill development and cleared sites which now function as surface car parks.

It is essential to raise standards of design in all parts of the Borough to create more attractive inclusive developments and mixed communities that will improve the image of the town. Not only will it provide better living and working environments for local residents, but it will also help to attract investment and increase its potential for tourism.

Well designed buildings and environments are fundamental to the way we live our lives. Design is not just about individual buildings, the spaces around them and the relationship between buildings and their wider surroundings are equally important. Developers should consider the characteristics of an area to inform a development proposal. It is important for developments to have a distinctive character and to exhibit a high standard of urban design, architecture and landscaping.

In a Borough with areas of historic townscape, new development should protect and enhance the best of the Borough's built and historic assets. The use of contemporary designs and materials alongside more traditional designs throughout the Borough will be promoted, providing the design is appropriate to its setting.

Places also need to function efficiently and to be truly sustainable they should be of durable construction and capable of adaptation to accommodate users' changing requirements. This might include layouts that lend themselves to adaptation and ensuring that wireless and broadband connections are supplied at the outset.

It is important to consider the social and environmental aspects of development and how it integrates with its surroundings. The Borough's neighbourhoods should be comfortable, feel safe and be easy to move around. New development should create and contribute to a sense of place and be well connected to the surrounding neighbourhood and its facilities, including shops, schools and public transport, through physical and visual links. Sustainable modes of transport will be promoted, whilst recognising the need to accommodate cars. However, the building layout should take priority over road layout, which should integrate with the street scene and not dominate it. Through high quality design it is also important to mitigate any negative impacts on the environment.

There are a number of significant long distance views, both within and beyond the Borough. These include views of key landmark buildings such as the Castle, St. Editha's Church, Town Hall and Moat House, which are located in and around the

town centre. Important longer distance views include the Amington Hall Estate, Fazeley Mill and the Hopwas ridgeline.

<b>This policy aims to address Strategic Spatial Objectives SO2, SO9 and SO10</b>
<b>CP10 Design of new development</b>
<b>Well designed buildings and high quality places will be achieved across the borough, particularly to support the enhancement of the town centre, conservation areas and priority regeneration areas.</b>
<b>New development will be required to:</b>
<b>a) respect existing architectural and historic character, the built and natural environment and other valued characteristics of areas by having regard to the appearance, landscaping, boundary treatments, layout and scale, and detailing appropriate to the local context as well as the amenity, privacy and security of nearby properties.</b>
<b>b) have a design and layout which has regard to impacts including noise, and pollution from the surrounding environment on existing and prospective occupants.</b>
<b>c) enhance the existing character of the area; where the area is not considered to be of a high quality, new development should actively aim to enhance the area.</b>
<b>d) physically and visually link to its surroundings and be outward facing with active frontages in order to create public interest on all public facing elevations. Places should be legible and easy to navigate</b>
<b>e) take into account local and long distance views of key landmark buildings and landscapes, both within and outside the borough to ensure that new development does not have a detrimental impact.</b>
<b>Further detailed design guidance will be set out within the Place Making SPD.</b>

Despite being a town that experienced substantial development and change in the second part of the twentieth century, Tamworth has retained many heritage assets, historic buildings, areas of wider historic importance and archaeological assets that define its overall character and form. Heritage assets are either designated or non-designated. Designated conservation areas, listed buildings and scheduled monuments are protected by legislation and as sites and areas of significant heritage value, they are a priority for safeguarding for the future and enhancing where possible. Assets of local significance do not benefit from the same protection although the features that make them significant will be taken into consideration when dealing with development that affects them.

The majority of the borough's heritage assets are concentrated within the town centre, which is the focus of the Council's regeneration programme. It is based around a medieval street pattern and contains a cluster of listed buildings, many of which are key local landmarks. This area has undergone significant change and experiences the greatest pressure for development. Six of the conservation areas are located within the urban area, either within the town centre or the small former village cores that have been absorbed into the built up area as the town has expanded.

Amington Hall Estate is the only semi-rural conservation area, located to the north east of the urban area and separated from Amington by open parkland and countryside.

Various studies have appraised the borough to identify features that are of importance and significance, including the conservation area character appraisals which examined each of the seven conservation areas and the Extensive Urban Survey which took a wider perspective of the whole borough. These studies provide an understanding of the special character of these areas, which include listed and key non listed buildings, above and below ground archaeology, important views and open spaces, negative features and opportunities for improvement.

Even minor changes can have a cumulative impact on the character of a building or area so it is important that all development is carried out in a manner that is sympathetic to the setting. Even in sensitive locations there is scope to use sustainable and innovative designs to create new modern landmarks. The Council will take specialist advice from South Staffordshire Partnership and MADE on planning proposals.

The Council will co-ordinate enhancement of the conservation areas through the production of management plans, which will be based on recommendations from the character appraisals and the County Council's Extensive Urban Survey. These will include public realm and open space improvements, targeting of buildings for enhancement and interpretation of the historic environment. The management plans will be subject to widespread community involvement and will have the status of SPD. The management plans for the town centre conservation areas will form part of the wider comprehensive Town Centre SPD.

There are a number of vacant and under-used buildings which have been identified as being in poor condition through the buildings at risk survey. The key to their long term survival is to bring them back into productive use. The Council operates a scheme of grant assistance to historic buildings and will be proactive in engaging with owners to secure improvements.

The local list comprises buildings or structures that are not of sufficient merit to be statutorily listed, but are regarded as being of local historic or architectural significance. The Council is responsible for maintaining the local list, which was most recently updated in 2008. The Council encourages their protection and enhancement. The Council intends to review the local list and will develop criteria for additions. Their presence on the local list and the features that make them significant will be material when considering development that affects them.

The canal network in the Borough consists of the Coventry Canal which runs through Amington, Glascote, Bolehall and Kettlebrook to Fazeley where it joins the Birmingham and Fazeley Canal, which lies in Lichfield District. There are a number of original features, including canal bridges, locks and other structures, many of which are already statutory or locally listed and as a collective group, form a close knit assemblage of late 18<sup>th</sup> and early 19<sup>th</sup> century structures. The Council will consider the designation of a conservation area which will extend the length of the Coventry Canal within the Borough. The designation will be undertaken jointly with Lichfield District Council and has the support of British Waterways.

<b>This policy aims to address Strategic Spatial Objective SO9</b>
<b>CP11 Protecting the historic environment</b>
<p>Development proposals should assess and clearly demonstrate how the existing character, appearance and setting of heritage assets will be conserved and where possible enhanced through the use of sensitive design, scale and materials.</p> <p>Proposals that promote greater use of vacant, under-used listed and locally listed buildings, particularly those located in the town centre will be supported, including necessary and appropriate minor changes that involve sensitive adaptation and minimal disturbance will be supported.</p> <p>Development affecting conservation areas and/or listed buildings will be required to assess how proposals impact on the historic environment. Proposals will be required to pay particular attention to:</p> <ul style="list-style-type: none"> <li>a) historically significant boundaries, street layouts, open spaces, landscape features and structures identified in the character appraisals including walls, railings, street furniture and paved surfaces.</li> <li>b) important views of significant listed buildings and townscape identified in the conservation area character appraisals should be preserved.</li> <li>c) evaluation and/or mitigation of surviving below ground archaeological deposits</li> </ul> <p>Where practical and viable, development should address issues identified in the conservation area character appraisals, buildings at risk survey and emerging management plans.</p> <p>Local listing will be a material consideration in determining planning applications, with weight given to the contribution of locally listed assets to their environment. The Council will support the conservation and enhancement of locally listed properties and review the local list as necessary.</p> <p>The heritage and tourism contribution of the Borough's canal network will be strengthened and promoted through the consideration of a joint designation of a canal based conservation area in conjunction with Lichfield District Council.</p>

The Borough's network of natural assets is a valuable resource and as a consequence requires sensitive management and in some cases a high degree of protection. These assets contribute significantly to Tamworth's distinctive local identity and support a wide range of local, regional and national areas of biodiversity. They further provide an attractive environment for existing and new residents and play a key role in the Sustainable Community Strategies Vision for Tamworth to be renowned regionally for its exceptional natural environment.

The most biologically rich parts of the borough are linked to the Rivers Anker and Tame and a varied range of natural assets exist in the Borough of national and local value. These include one Site of Special Scientific Interest (SSSI's) at Alvecote Pools, three Local Nature Reserves (LNR's) all within the urban area, seventeen Sites of County Biological Importance (SBI's) and six Biodiversity Alert Sites (BAS). The Alvecote Pools SSSI is of national importance and benefits from statutory protection. All other sites in Tamworth are non-statutory and of local importance with SBI's and BAS's designated at county level and the LNR's designated by the Borough Council.

Important water based habitats including Amington Hall Fishponds, Tameside Nature Reserve, Fazeley, Dosthill Quarries and Egg Meadow, Dosthill Church Quarry, Warwickshire Moor, The Decoy, Dosthill Park.

None of the local designations have any legal protection and it is the local authority's responsibility to give them appropriate protection.

It is crucial that new development does not lead to the permanent loss of irreplaceable natural assets and that it avoids the adverse impact on habitats and biodiversity. New development which leads to a loss should result in a net gain and will be expected to provide compensatory provision at both designated and non-designated sites, such as previously developed land. Compensatory provision can include measures such as green and brown roofs.

The UK Biodiversity Action Plan, the Staffordshire Biodiversity Action Plan and the Staffordshire Geodiversity Action Plan set out specific targets for natural habitats and biodiversity. The Tamworth Phase One Habitat Survey highlights the importance of meeting these targets by working closely with Staffordshire Wildlife Trust, Natural England, the Environment Agency, Staffordshire County Council, Wild About Tamworth, neighbouring authorities and other partners.

Increasing the accessibility to priority habitats not only contributes to a more attractive environment for Tamworth's residents it also serves an education purpose. This will benefit the wider-community and other natural assets such as those on non-designated sites with greater public awareness of the importance of the environment. Initiatives such as the Central Rivers Initiative represent an opportunity to create an enhanced visitor experience due to the wildlife, landscape and recreation opportunities provided by improvements to access through the restoration of the river valley.

Landscape features including trees, woodlands, hedgerows and ponds often contribute significantly to the character of the landscape or its surroundings. In certain locations the planting of new native broad-leaved trees would make a positive contribution to the natural environment and local landscape of the Borough.

The Tamworth Phase One Habitat Survey highlights the importance of linking habitats and creating buffer zones around sites of biodiversity importance. Linking habitats through the implementation of wildlife corridors decreases the division of habitats caused by human development and enables the movements of species occurring as a consequence of climate change. In addition, buffer zones can provide wildlife habitats, increase biodiversity and protect habitats by intercepting or moderating adverse pressures and minimising disturbance.

There are opportunities to enhance biodiversity and habitat creation across the borough. The Tamworth Borough Biodiversity Opportunity Mapping Study divided the borough into discreet habitat areas based on local knowledge and habitat and species data. This provides the opportunity for localised habitat work throughout the borough based around identifying potential new locations for the development of habitat types, softening existing areas of open space through the introduction of nature areas, management of existing resources such as hedgerows and ditches, creating links and connectivity between habitat locations and encouraging diverse vegetation structures alongside key transport corridors across the borough. Under the Habitats Regulations, the council has undertaken with Lichfield District Council and in consultation with Natural England, a Habitats Regulations Assessments (HRA) to ensure that the policies in the Core Strategy do not harm sites designated as being of European importance for biodiversity.



The report concluded that for most of the sites the Core Strategy will result in no significant effects and no in-combination effects on sites identified. However, the report considered the impact of policies on the Cannock Chase Special Area of Conservation (SAC) which lies within the report's area of search.

The Evidence Base relating to Cannock Chase SAC and the Appropriate Assessment of Local Authority Core Strategies and accompanying Visitor Mitigation Report, carried out by Footprint Ecology, has concluded that the impact from the pressures of the surrounding Core Strategies can be mitigated. Further visitor surveys have been identified by the Cannock Chase SAC Partnership and are currently being commissioned to be carried out over a 12 month period. The Footprint Ecology report has recommended that policies are incorporated within the Core Strategies of local authorities within the 19.3km/12mile zone of influence of the SAC in order to support this, and strategic allocations beyond this distance will have to demonstrate they will have no adverse effect on the integrity of the SAC.

The results of the Appropriate Assessment for Cannock Chase SAC will require the local authorities to consider the inclusion of a policy to require financial contributions or other mitigation measures, including the provision of Suitable Alternative Natural Greenspace to alleviate impact on the SAC from the impacts of the Core Strategies. As parts of Tamworth Borough are beyond the 19.3km/12mile zone of influence this will only apply to large scale developments i.e those of over 100 dwellings, which will then have to be assessed on an individual basis.

Broad Meadow is one of the most important sites of nature conservation in the borough, recognised as an SBI due to its Lowland Meadow habitat. It is therefore a key target for restoration to increase its biodiversity and the opportunity exists, through promoting its importance and potential, for it to be a Suitable Alternative Natural Greenspace (SANG) for Cannock Chase SAC..

<b>This policy aims to address Strategic Spatial Objective SO8</b>
<b>CP 12 Protecting and enhancing biodiversity</b>
<p><b>Development will be supported that preserves sites and species of biodiversity value, incorporates existing biodiversity features and creates and reinforces links between semi-natural habitats. Proposals which result in a detrimental impact on biodiversity will be refused unless adequate mitigation can be demonstrated.</b></p> <p><b>When dealing with an application that impacts on a site of biodiversity value, a distinction will be made between statutory and non-statutory sites (as identified on Figure 4) as follows:</b></p> <ul style="list-style-type: none"> <li>• <b>Statutory sites (SSSI): will be protected from any development that would have an adverse impact.</b></li> <li>• <b>Non-statutory sites (SBIs, RIGS, LNR and BAS): no development should have an adverse impact on a site that is designated as having local importance for nature conservation or as a wildlife corridor except in exceptional circumstances where the importance of the development outweighs the harm. In these circumstances, the opportunity should be taken to create compensatory habitat of equivalent type and standard in appropriate location.</b></li> <li>• <b>Non-designated sites that provide the opportunity for habitat enrichment to create more robust and functional ecological units will be safeguarded, particularly if they form part of a wildlife corridor or green link, including links</b></li> </ul>

to the wider network outside the borough.

The opportunity will be taken through planning conditions, obligations and community engagement to enhance the biodiversity resource through habitat creation and restoration, particularly where it comprises Biodiversity Action Plan habitats.

The Council will support habitat restoration proposals on existing and future sites of biodiversity importance using biodiversity opportunity mapping as a guide to restoration. Support will be given to proposals that would provide appropriately managed high quality habitats and visitor experiences as alternative destinations to the Cannock Chase Special Area for Conservation. The Broad Meadow Site of Biological Importance will be a priority for restoration to fulfil this requirement.

The Anker Valley Sustainable Urban Neighbourhood will be expected to generate features beneficial to biodiversity, promote habitat creation and connectivity to existing biodiversity sites.

Development will not be permitted that has a negative impact on the water quality of the Alvecote Pool SSSI, River Mease SAC and other important water based habitats.

Development that would involve the removal of any tree, woodland or hedgerow, which contributes significantly to the character of the landscape or its surroundings, will be resisted unless the need for development is sufficient to warrant the loss and loss cannot be avoided by appropriate siting or design. Where loss occurs a suitable replacement will be required.

Development will not be permitted where it can be demonstrated that it will lead directly or indirectly to an adverse effect upon the integrity of the Cannock Chase Special Area of Conservation (SAC).

Developments of over 100 dwellings will be required to submit an assessment that details how the likely recreation and visitor pressures on the SAC, as identified by ongoing work, from the development are mitigated.

This may include contributions to habitat management, access management and visitor infrastructure, publicity, education and awareness raising; and provision of suitable alternative natural green recreational space within development sites where they can be accommodated and where they cannot by contribution to off site alternative green space.



## CHAPTER 7: A CONNECTED AND SUSTAINABLE TOWN

**Ensuring a combination of strong retail centres, accessible employment and housing sites and the regeneration of existing developed sites lays the foundation to deliver a connected town. A combination of making the most of existing transport links, including green and blue linear links and addressing congestion and improving public transport will ensure Tamworth's centres, employment sites and housing sites are accessible by different methods of transport and reduce reliance on the private car.**

Tamworth has good connections to the national transport network. The A5(T) provides links to Nuneaton, Cannock, the M42 and the M6 Toll. The A51, A513 and A4091 local primary routes also run north-south through the Borough. It is estimated that 50% of the working population out-commute each day to work and 69% of employed residents drive to work. Around 6% travel by bus which is higher than most other Districts in Staffordshire and walk and cycling levels are similar to national averages.

Tamworth is served by a local bus network and has hourly or more frequent daytime bus services to Lichfield and the West Midlands conurbation. Bus services are supported by the Tamworth Community Transport scheme which operates mini buses and cars. Tamworth rail station is located on the edge of the town centre, whilst Wilnecote station is to the south of the town centre near Two Gates. Both stations are located on the Cross Country line between Birmingham / Tamworth / Burton-upon-Trent and Tamworth station is also located on the West Coast Mainline with frequent services to both London and the North West. There is significant passenger and freight demand on both corridors, although there is no dedicated local service on the Cross Country line so demand is catered for by less frequent stops of longer distance services. The rail industry has plans to improve capacity on the Cross Country line to help cater for this existing and future demand.

Getting to and from Tamworth is relatively easy but there are areas where congestion is experienced, particularly at the Ventura and Jolly Sailor Retail Parks, in and around the town centre and north of the town centre. Improving the accessibility of locations such as the town centre, employment areas and places for leisure is important as it can make Tamworth more sustainable by reducing the need to travel and shortening the distances travelled and where travel is necessary by providing alternatives to the private car. Good transport connections and accessibility also help the town's economy to develop as it becomes a more attractive location to do business. Any development will need to ensure that it contributes to improving sustainable transport infrastructure and accessibility within the town. The successful delivery of new housing, employment and leisure development will only be possible if it is planned in a way that brings jobs, services and facilities closer to existing and new residents and workers.

Drayton Manor Park is a major tourist attraction on the edge of Tamworth, in Lichfield District. During peak visiting times congestion in and around the site occurs impacting on people living and working in Tamworth. There are opportunities to reduce this congestion by providing sustainable travel choices from Tamworth. This will have the added benefit of providing greater opportunity for visitors to the park to visit and use services and facilities within Tamworth itself, adding to the economy.

The County Council in partnership with Network Rail is seeking to develop a joint vision for railway services and infrastructure provision in Tamworth that will include

the alignment of investment programmes. During the Plan period, improvements to rail services will be identified through Network Rail's Route Utilisation Strategies. An identified project in the West Midlands Region Rail Development Plan is improvements to rail services between Tamworth and Birmingham through a dedicated service. At present passengers travelling to and from Tamworth and Birmingham use the cross country through services. These improvements may also provide opportunities to increase the number of services from Wilnecote station which will improve accessibility for residents in the south of the town. It is hoped, through partnership working with local authorities, that the West Coast Main Line RUS will take into account the scale of housing growth forecast for Tamworth. In addition to rail service improvements funded by Network Rail, the level of housing growth in Tamworth may trigger additional contributions from developers for further improvements to railway station facilities.

To date, the main transport achievements in Tamworth relate to meeting Local Transport Plan targets to reduce all road casualties through education, enforcement and engineering measures. A number of local safety schemes that reduce vehicle conflict and help manage capacity have been completed, including roundabout improvements at the A51 Lichfield Road/B5493 Lichfield Street and B5404 Watling Street/B5400 Marlborough Way junctions. Vehicle speeds and safety have also been addressed on the A453 Sutton Road.

Improvements to the local cycle network have enhanced safety and accessibility to local facilities and schools. Additional car parking capacity has been provided at Tamworth rail station to supply approximately 300 spaces encouraging increased patronage and promoting sustainable commuting. In terms of bus travel, in excess of 90% of residents in the Borough now live within 350m of a bus stop with a better than half-hourly weekday service.

However, it is expected that there will be a significant reduction in the amount of public money available for transport in the future. With this in mind, a key priority going forward in the next three years, and in the longer term up to 2028, is to make the best use of the existing highway network by focusing on maintaining its condition and ensuring that road casualties are reduced. Transport improvements funded through both public and private sector funding streams will also focus on encouraging commuting by public transport rather than car and supporting the Borough Council's plans to regenerate the town centre and accommodate proposed housing development in the Anker Valley sustainable neighbourhood.

Staffordshire County Council's Integrated Transport Strategy for Tamworth (November 2011) is based around delivering the following key strategic issues:

- Accommodate development at Anker Valley
- Manage congestion, particularly at Ventura Park
- Support investment in the town centre that complements Ventura Park
- Improve public transport provision to the West Midlands
- Support A5(T) junction capacity and safety improvements
- Encourage sustainable travel

As such, the following transport related priorities have been agreed to deliver the spatial strategy:

-The Ventura Park to Town Centre Local Transport Package to compliment The Council's Town Centre proposals/masterplan. It supports the need to improve

walking, cycling and public transport links between key attractions and the town centre, and manage the highway network to reduce congestion. The first phase of delivery will focus on implementing new traffic signals, pedestrian facilities and improved public transport links funded using a combination of private and public sector monies. Further phased measures will be delivered as resources permit.-

-Town Centre linkages. There are a number of barriers to pedestrian and cycle access to and within the town centre. A package of improvements has been identified including new bridges, public realm improvements and highway remodelling.

-The Anker Valley Local Transport Package. This will focus on linking traffic signals in the Aldergate / Upper Gungate corridor in order to improve journey time reliability and reduce vehicle delays, and accommodating development of a new Post 16 Academy building at Queen Elizabeth's Mercian School. Facilities at the Academy will include walking and cycling links and vehicular access, accompanied by a comprehensive School Travel Plan. Longer term development traffic in the Anker Valley will be accommodated through capacity improvements at the A513/B5493 Fountains junction, sustainable transport provision and further car parking capacity and access improvements at Tamworth rail station. The provision of both the Anker Valley and Amington Link Roads will also be considered in any Transport Assessment produced by potential developers of the Anker Valley Sustainable Neighbourhood.

-Tamworth – Birmingham Rail Service. The West Midlands Rail Development Plan identified that significant travel flows take place between Tamworth corridor and Birmingham but rail is not well placed to accommodate these at present. The route is on a major regeneration corridor and there is significant opportunity for a better rail service to act as a catalyst for development. The West Midlands & Chilterns RUS proposes a half-hourly dedicated Tamworth to Birmingham service. This is likely to require investment in a turnback facility at Tamworth, improvements to Wilnecote Station, and the possible improvements to the Camp Hill ChordA dedicated Service would improve the attractiveness of Tamworth to future employers and help reduce congestion on the M42. It would also assist in providing a quick link to the proposed HS2.

Linked to this is the Tamworth Rail Station improvements. This would include forecourt improvements and links to the town centre to compliment improvements to the station building currently being undertaken by London Midland. It also has the potential for a further park and ride at the station located in the Anker Valley with a direct link to the adjacent station.

- Cycle links

Tamworth benefits from a good cycle network although there are a small number of gaps in provision which reduce the links to the town centre and employment areas from residential areas.

- A5 junction improvements

The Highways Agency have undertaken modelling work to examine the impact of development on the A5 and have indicated that some improvements may be required, in terms of junction improvement and highway safety at Stonydelph, Mile Oak (within Lichfield District) and Bitterscote South. This could impact on the viability of development and therefore additional investment could be needed.

The council is working with adjoining authorities to deliver a strategy for the A5. This aims to identify the priority improvements along the A5 corridor that are needed to facilitate growth, reduce congestion, improve air quality and deliver a lower carbon

transport system. The central theme of the strategy is to ensure that the corridor functions efficiently to allow safe, ease of movement, facilitates and supports economic growth and tourism, preserves its cultural heritage and plays its full and proper role in delivering future housing and employment growth. The priority improvements identified for the Tamworth section of the A5 closely align with those identified by the Highways Agency in their modelling work.

<p><b>This policy aims to address Strategic Spatial Objectives SO6 and SO12</b></p>
<p><b>SP9 Sustainable Transport</b></p>
<p>Investment will be focussed on Tamworth’s transportation network and facilities to deliver a sustainable pattern of growth whilst delivering healthier lifestyles, reducing the impact on the environment and addressing congestion and capacity issues. The strategic transport network and core public transport network for Tamworth are shown on the key diagram, figure 2.</p> <p>The ease and quality of access to and between the town centre and local and neighbourhood centres, employment sites, Anker Valley Sustainable Urban extension and other key internal and external destinations will be improved by:</p> <ul style="list-style-type: none"> <li>a) Promoting sustainable transport and access to strategic employment areas within the borough and Birch Coppice in North Warwickshire.</li> <li>b) Supporting proposals which improve both the attractiveness and passenger capacity of both Tamworth &amp; Wilnecote Railway Stations. Proposals which increase the frequency of services to Birmingham, London &amp; the North West will be actively encouraged.</li> <li>c) Providing new and supporting existing dedicated bus links to and from the out of town shopping areas to the town centre and improved pedestrian linkages between the out of town shopping areas to the town centre</li> <li>d) Delivering junction improvement and highway safety at Stonydelph, Mile Oak (within Lichfield District) and Bitterscote South junctions on the A5</li> <li>e) Integrating the Anker Valley Sustainable urban extension with the town centre, Tamworth Railway Station and Ashby Road through providing improved pedestrian linkages, cycle routes and potentially a bus link to the development from Ashby Road. The need for a linkage route to be provided to access Anker valley from Amington will be considered as part of the Upper Gungate-Anker Valley transport package</li> <li>f) Work towards providing, by addressing barriers and missing links, a joined up, Tamworth wide cycle and pedestrian network which exploits the existing green linkages to and from the town centre and between local and neighbourhood centres, railway stations and to employment site. This includes delivering priority measures to improve accessibility, create safer roads, and reduce the impact of traffic</li> </ul> <p>Providing improved public transport links from the town centre to Drayton Manor Leisure Park</p>

Whilst it is not possible to resolve all the issues of climate change through the planning system the government views effective spatial planning as one of the many elements required for a successful response to tackling climate change.

The strategic planning system can provide guidance as to how the Borough will contribute towards objectives aimed at reducing carbon emissions, which are identified as the main cause of global warming. It can also help to deal with the effects of climate change through adaptation and mitigation.

The changing weather patterns of warmer and drier summers and increased rainfall with risk of flooding in the United Kingdom look set to continue and in Tamworth the main effects are felt through increased flood water levels in the Rivers Tame and Anker.

The Department of Energy and Climate Change (DECC) produced a report in November 2010 which estimates the carbon emissions output per person for each year from 2005 to 2008. These estimate figures attempt to help us understand what the current emission levels are at a regional, county and local level. They are estimates and use domestic, industrial use and transport data. According to recent government estimates, Tamworth appears to score well.

Whilst the Climate Change Strategy does not specifically set a carbon target for Tamworth (as the Climate Change Act has a clear national target we all need to work to), the strategy sets out a number of ambitious targets and actions for the council and its partners to deliver. These include an increase in public transport use, completion of a Tamworth cycling network, and the widespread installation of photovoltaic panels on all public buildings.

Addressing climate change is based on the following four levels:

- promoting sustainable use of resources,
- energy and water efficiency,
- a sustainable approach to waste
- alleviating flooding problems.

Linked to this is ensuring new development is located in sustainable locations i.e that are well served by public transport, cycling and walking and close to existing homes and services.

The choice of construction materials has potential impacts on energy efficiency during manufacture and in application. The Council will promote the use of local materials in order to reduce travel distances and the re-use and recycling of materials to prevent waste, reduce the consumption of raw materials, landfill and energy usage. The use of local labour will assist the local economy and reduce travel distances.

The Staffordshire County-wide Renewable/Low Carbon Energy Study has estimated that the authority is only capable of meeting a small proportion of its energy demand through renewable energy sources by 2020. The study identifies where the greatest opportunities lie. Proposals will be supported providing they comply with the criteria set out in the policy below.

The results indicate that Tamworth demonstrate one of the lowest emission rates in the UK. However Tamworth has a small, limited industrial base and there are no major motorways within its geographical boundary which will have impacted on these figures.



The main producers of UK carbon emissions are from energy (through burning of fossil fuels), 39%, buildings, 34% and transport and travel, 24%.

Whilst it is important not to be complacent, the existing pattern of development in Tamworth appears to generate less carbon emissions than its neighbours and therefore emphasises the need for future development to be carefully managed to continue to deliver this trend whilst identifying opportunities for improvements.

Although Tamworth can only make a small impact on reducing the level of global greenhouse gases, it should not be deterred from pursuing a climate change strategy based on management of its own business activities, long term strategic planning and community engagement. The Council is committed to tackling climate change through implementing its recently produced Climate Change Strategy, which provides a framework for adapting to the effects of climate change, reducing energy consumption and managing the use of resources.

Where demonstrated to be viable, Tamworth will meet a realistic proportion of its future energy demand through renewable or low carbon energy sources using a variety of suitable micro and larger stand-alone technologies, which could include the retro-fitting of existing development. Large scale development and area based regeneration initiatives may offer opportunities to incorporate large scale or area wide renewable energy or low carbon technologies including community heating, biomass heating, CHP and utilising surplus heat. Proposals within the town centre, regeneration priority areas, Anker Valley Sustainable Urban Neighbourhood and other areas with high heat density including employment sites will be explored through pre-application discussions and/or masterplanning activity, where appropriate.

The Council will consider a potential carbon investment fund to deliver borough-wide and local schemes. Where meeting the Zero Carbon target is demonstrated to be unviable the Council will accept a contribution towards this. Details will be set out in forthcoming Developer Contributions SPD.

There is a recognition at all levels that relying on landfill for waste disposal is unsustainable and is a waste of scarce resources. There has been a gradual acceptance of the need to give much higher priority to waste minimisation, recycling, composting and recovery (such as energy from waste), making disposal in landfill sites the last resort. The Tamworth Waste Strategy was adopted in 2007 to tackle the increasing amount of waste being produced by households both nationally and in Tamworth. Three key objectives of the Strategy are to reduce the amount of waste produced in Tamworth, to increase the rate of recycling and composting of household waste and to reduce to zero the amount of waste that the Borough sends to landfill by 2020. The Core Strategy will support the Waste Strategy and the move towards a more sustainable approach to waste management.

<b>This policy aims to address Strategic Spatial Objective SO11</b>
<b>CP13 Sustainable Development and Climate Change mitigation</b>
<b>Development will be required to address the effects of climate change, and where viable achieve zero carbon development through:</b> a) maximising energy and water efficiency b) supporting opportunities for renewable and low carbon energy generation

- c) **promoting efficient and effective use of land**
- d) **ensuring development is located in accessible locations which promote the use of sustainable modes of transport**
- e) **appropriate sustainable design, layout, orientation and use of construction materials/methods**
- f) **encouraging the retrofitting of the existing building stock**

**Proposals for energy from waste, combined heat and power and district heating schemes will be supported subject to appropriate measures to mitigate any environmental, social and economic impacts.**

**Development will be required to contribute towards the Tamworth Waste Strategy, providing site waste management plans as appropriate and incorporating suitably located on-site facilities. The Council will work with neighbouring authorities to identify and promote the provision of appropriate waste management, treatment and disposal sites.**

**The Council will consult with the Minerals Planning Authority and Coal Authority on the existence and extent of mineral and coal reserves when dealing with applications within or in proximity to strategic mineral allocations, mineral safeguarding areas and mineral consultation areas. This will avoid sterilisation of these resources. Consideration will be given to mineral and coal reserves with cross boundary implications.**

Having developed alongside the confluence of two rivers, Tamworth has significant amount of floodplain, 25% of Borough. Tamworth has been affected in the past by flooding, most recently in the summer of 2007. It is important to have strong policies to try to reduce the risk of flooding in the area to all properties in the area.

Overall the current risk (accounting for probability and consequence) from surface water flooding within Tamworth town is relatively low, especially for the higher probability (more frequent) flood events. However, as witnessed in numerous recent flood events and within the historic flooding record, Tamworth is at risk of fluvial flooding and, where this interacts with the surface water depths are likely to increase dramatically.

Flooding across Tamworth stems from overland runoff originating both from rural areas upstream of the town and from within the urban area. Potential measures to address this include the retrofitting of Sustainable Urban Drainage Systems (SUDS) in existing developments, where feasible and investigating the potential to install storage ponds/utilise the existing and naturally occurring storage areas to accommodate surface water runoff upstream of residential areas and flow constrictions, perhaps through dual use of parkland or playing fields.

A Strategic Flood Risk Assessment (SFRA) has been prepared for Tamworth to refine flood risk areas, identify areas likely to be at most risk of flooding and consider likely impacts of climate change. The probability of flooding is likely to worsen according to the prediction for the effects of Climate Change

Development in the floodplain will be discouraged. A flood risk assessment will be required for all development in Flood Zones 2, 3a or 3b.

Development can lead to an increase in the amount of impermeable land, which can increase the risk and impact of flooding. Traditional drainage systems can be harmful to the environment by increasing the risk of flooding downstream, contamination and



depletion of groundwater and watercourse supplies. The Environment Agency promotes the use of Sustainable Drainage Systems (SuDS) as a way of managing surface and groundwater regimes

SuDS use a wide range of drainage techniques such as grassed channels, retention ponds, soakaways and permeable pavements. Infiltration and soakaways of surface water must be investigated as the first and primary means of draining surface water from a site.

In addition to reducing flood risk and risk of pollution, SUDS can have wider amenity benefits where they are incorporated into the green infrastructure network and can result in improvements in biodiversity value. It is important to take opportunities to improve access to the riverside to promote healthy and active lifestyles and improved awareness and education of the river environment. A balance will need to be struck between formalising access to the riverside, maintaining a natural character to the river and safeguarding sensitive sections of the river. Initiatives such as the Central Rivers Initiative have the potential to support this objective.

The River Tame has been identified as having a 'poor' ecological status. In addition, it has been assigned protected status under the Freshwater Fish, Nitrates and Urban Wastewater Treatment Directives. The River Anker currently has a 'moderate' ecological status, but has also been assigned protected status under all the directives listed above, whereas the Bourne Brook has a 'poor' ecological status and protected designation under the Freshwater Fish and Nitrates Directives.

As a result, improvement is necessary to meet the required 'good' ecological status required under the Water Framework Directive (WFD) by 2015 and a reduction in pollution entering the watercourse from its tributaries will be essential.

As such, appropriate SuDS schemes to reduce surface water discharge and cease the connection of surface water discharges into the combined sewer network will be required.

<b>This policy aims to address Strategic Spatial Objective SO11</b>
<b>CP14 Water Management</b>
<b>A sequential approach will be applied to all proposals for development in order to direct all development to areas at the lowest risk of flooding unless it has met the requirements of the sequential test and exceptions test as set out in current and any amended government guidance..</b>
<b>All new development including regeneration proposals will need to demonstrate that there is no increased risk of flooding to existing properties and shall seek to improve existing flood risk management. All proposals for development in Flood Zone 2, 3A or 3B must be accompanied by a Flood Risk Assessment that sets out the mitigation measures for the site and agreed with relevant authority.</b>
<b>In order to meet the exceptions test development must:-</b>
<b>a. Demonstrate that the development provides wider sustainability benefits to the community that outweigh the flood risk;</b>
<b>b. Be located on previously developed land; and</b>
<b>c. Be accompanied by A Flood risk assessment that demonstrates that the development will be safe without increasing flood risk elsewhere</b>

**and where possible, reduce flood risk overall**

**Developers should consult the Environment Agency's flood maps for surface water to ascertain the effects of surface water flooding on potential development sites. Where necessary, proposals will be expected to contribute towards building and maintaining any necessary defences.**

**All developments will be expected to incorporate appropriate SuDS techniques that will limit or reduce surface water run off. Sustainable drainage should be considered at an early stage of the design process.**

**Development will be permitted where proposals do not have a negative impact on water quality, either directly through pollution of surface or ground water or indirectly through overloading of Wastewater Treatment Works .**

### **Sustainable Transport**

Delivering the spatial strategy will involve reducing the need to travel, promoting the use of sustainable modes of transport such as walking, cycling and public transport. It is also important to manage the impact of the remaining residual traffic, avoiding where possible unnecessary physical highway improvements.

Research indicates that significant reductions in car trips could potentially be achieved by modal shift supported by appropriate transport improvements and traffic restraint measures. Achieving a reduction in traffic levels will depend on the level of commitment and resources made available.

It is expected that to deliver these objectives will require funding through developer contributions, Staffordshire County Council Local Transport Plan capital funds and other resources such as The Council, public transport operators and Sustrans. The level of contributions will be set out in the Planning Obligations SPD and are included in the accompanying Infrastructure Delivery Plan.

In addition to these 'soft' initiatives a key part of the strategy is the provision of improved linkages between the Anker Valley and the rest of the Borough. Not only will these will enable improved accessibility and opportunities to switch to sustainable modes of transport for new residents of the Anker Valley Sustainable Urban Extension but also for the existing residents in other areas of the town. They will provide links to the town centre, the railway station and employment sites. In delivering the broad locations identified to accommodate for growth beyond the Borough's boundary it will be important to consider the capacity of existing infrastructure to identify measures to mitigate any anticipated impacts.

These measures will help to reduce congestion which will both improve air quality and the overall image of the town thus making it a more attractive place for residents and businesses.

It is therefore essential that effective improvements to all the town's transportation networks, including infrastructure and facilities are achieved. The will be required to ensure that housing and jobs growth can be successfully met in a balanced and sustainable way to achieve the regeneration of Tamworth. Without such improvements the economic potential of the town cannot be realised and the development of sustainable communities achieved. Improving the transport infrastructure will be particularly crucial to unlocking the full development potential of the town centre and the Anker Valley.

Streets have a wide range of functions as key features of the public realm. They have a social function as places in their own right where people shop, relax, eat and drink and walk through. They are hubs for the community to enjoy. Street environments need to be managed so that excessive traffic and poor design does not suppress these other street activities.

Best practice, as reflected in the Government's Manual for Streets, is increasingly moving away from strictly demarcated spaces for pedestrians and vehicles to design solutions that involve sharing public spaces which not only improves the attractiveness of the street but also makes it a safe place. This can be achieved by the removal of barriers and fences, placing the right amount and type of benches, bins, lighting and other street furniture in the right places together with traffic calming measures.

Many public and private organisations have an impact on the appearance and management of the street environment. To deliver improvements organisations will need to work together in partnership. Any new development will be expected to demonstrate how it will deliver these improvements and in some cases may be expected to contribute to the improvements whether through direct works or as a financial contribution.

Appendix 3 includes the borough's car parking standards to guide the amount of car parking that new development should provide, seeking to maximize the potential for the use of sustainable transport and seeking to agree management and pricing regimes with developers to ensure that all parking is operated in a manner which benefits the town as a whole.

Appendix 6 sets out the thresholds and requirements for Travel Plans.

<b>This policy aims to address Strategic Spatial Objective SO12</b>
<b>CP15 Sustainable Transport</b>
<p><b>Planning permission will only be granted for development that provides measures to:</b></p> <ul style="list-style-type: none"> <li><b>a) Prioritise access by walking, cycling and public transport,</b></li> <li><b>b) Improve highway safety and reduces the impact of travel upon the environment in particular reducing carbon emissions that contribute to climate change .</b></li> </ul> <p><b>Transport Assessment and comprehensive Travel Plan must accompany all major development proposals as set out in Appendix 6.</b></p> <p><b>Appropriate provision will be required for off street parking in development proposals in accordance with adopted parking standards. In considering the level of provision regard will be had to:</b></p> <ul style="list-style-type: none"> <li><b>c) the anticipated demand for parking arising from the use proposed, or other uses to which the development may be put without needing planning permission;</b></li> <li><b>d) the scope for encouraging alternative means of travel to the development that would reduce the need for on-site parking. This will be particularly relevant in areas well-served by public transport;</b></li> <li><b>e) the impact on highway safety from potential on-street parking and the scope for measures to overcome any problems; and</b></li> </ul>

**f) the need to make adequate and convenient parking provision for disabled people.**

**The Council's parking standards are set out in Appendix 3**

**The Council will require the provision of sufficient, safe, weatherproof, convenient and secure cycle parking within developments to assist in promoting cycle use where viable and appropriate.**

**Low parking development may be acceptable in locations highly accessible by walking, cycling and public transport, including Tamworth's network of centres.**

**New developments will be required to contribute towards public realm improvements. They should also provide active street frontages to create attractive and safe street environments. New roads, both public and private, should be designed to meet Manual for Streets specifications and local design guidance.**

Education and health care are fundamental to achieving sustainable communities and economic prosperity. The provision of a sustainable network of education and health care facilities is a critical component of delivering spatial objectives 3 and 4 to address the socio-economic inequalities which exist within Tamworth. Such uses, along with other community infrastructure including places of worship and community centres are particularly suitable to be located within the existing network of centres as a result of their proximity to both local communities and facilities including public transport, walking and cycling links and related facilities such as retail and services, . Proposals for facilities which combine a mix of community uses on a single site will be encouraged as these have the potential to reduce the need to travel whilst generating associated linked benefits. Where education and health facilities are proposed outside of centres, locations should be selected on the basis of addressing accessibility gaps in accordance with supporting evidence.

Improved access to education, training and support facilities is seen as a key objective for the borough, particularly important within the most deprived neighbourhoods. The council's Locality Working initiative has encouraged the use of neighbourhood based multi use and agency spaces which are particularly suited to being located in local and neighbourhood centres due to their accessibility. The council will continue work with partner agencies to improve access to training and skills development whilst identifying potential location for future provision.

Education facilities will be expected to include provision for community use, including multi use facilities open to the wider communities

It is important that residents of new housing developments have good access to facilities and that existing facilities do not become oversubscribed. It is appropriate, therefore for new residential development to contribute towards the cost of the provision of education and/or healthcare facilities. The basis for contributions will be set out in the forthcoming Planning Obligations SPD.

The most significant housing led development coming forward during the plan's period is the Anker Valley Sustainable Urban Extension. The County Council indicate that this site will require a new primary-junior school being provided onsite (or

contributions) and contributions towards secondary education provision. In addition the development will include a community facility along with health facilities.

In addition, ensuring adequate facilities for the emergency services is a key priority in order to achieve community safety objectives.

<b>This policy aims to address Strategic Spatial Objective SO4</b>
<b>CP16 Community Infrastructure</b>
<b>A network of high quality, well designed and accessible facilities across the borough will be provided to serve local identified needs. Proposals which include dual uses on a single site, in locations accessible by walking, cycling and public transport, will be encouraged.</b>
<b>Funding to enable the timely provision of necessary community facilities will be sought from developments that generate that particular need. Planning obligations or levies will be secured as detailed in the Planning Obligations SPD.</b>
<b>The Anker Valley Sustainable Urban Neighbourhood will provide for appropriate community facilities as set out in SP6.</b>
<b>The existing network of borough wide education and health care facilities will be protected and enhanced to meet local needs. Subject to it being of high quality design and having an acceptable impact on the immediate environment and amenity, the physical enhancement and expansion of higher and further educational facilities will be supported. Proposals involving the loss of a community facility will only be permitted where adequate alternative provision is available to meet the needs of the community served by the facility.</b>

## **CHAPTER 8: MONITORING AND IMPLEMENTATION**

The Core Strategy's success will depend on effective implementation of its policies. In addition to the council's statutory planning function, implementation will require working with a range of delivery partners, including Tamworth Strategic partnership as well as developers, RSLs, Staffordshire County Council and other key partners from the private, public and voluntary sector.

The Core Strategy must also show it is capable of being monitored effectively. Monitoring of specific, measurable, achievable, realistic and time based policies will enable the success of the Core Strategy to be measured during its lifetime whilst assisting the instigation of contingency plans where it is demonstrated that policies are not achieving their stated objectives.

Each policy within the Core Strategy will be monitored using specific indicators and targets. Progress against the delivery of these indicators and targets will be reported via the council's website during each year to assess how far the policies are being implemented. In some cases, where delivery is not expected in the short term, a series of milestones are included instead of annually measurable indicators.

The Sustainability Appraisal (SA) has a key influence on the Core Strategy monitoring framework. The SA Report identifies crucial monitoring requirements in relation to the predicted effects of the Core Strategy policies and strategies, which has informed the choice of Core Strategy monitoring framework indicators. This alignment will help ensure compliance with the Strategic Environmental Assessment Directive.

Infrastructure and service requirements, as identified by the Infrastructure Delivery Plan (IDP), require monitoring either through the Core Strategy monitoring framework or in close association with it. The IDP is the beginning of a process to integrate the capital investment programmes of various services with planning for new development, to align delivery of growth, especially housing and economic growth, with the necessary infrastructure to support this. The baseline position will allow the Council and its partners in the Tamworth Strategic Partnership to continue to prioritise spending and address funding gaps over the lifetime of the Core Strategy.

Monitoring may indicate that further action is required, particularly where targets are not being met and are unlikely to be met in the future. Significant variation from performance required by the policy and target may result in the need to amend the target, or ultimately to amend the policy. Such a circumstance may trigger a need to consider a review of the Core Strategy. This would be considered in light of advice sought from the Council's LDF Working Group to help determine the need for and scope of such a review.

Indicators have been selected based on their appropriateness for gauging the effectiveness of Core Strategy policies in helping to meet the Council's Core Strategy objectives. The choice of specific indicators is dependent upon the availability of data and in this respect it is possible that this could change over time. The specific indicators used will therefore be reviewed on a regular basis and where the availability of data changes then some indicators may need to be removed whilst others could potentially be added. Any change to the indicators will be shown within regular monitoring.

The monitoring table (set out in appendix 5) shows the Core Strategy's policies and respective indicators and targets for each of the sections of the document.



Developer contributions will be used to ensure that the necessary physical, social, economic and green infrastructure is in place to support development. Contributions will be used to mitigate the adverse impacts of development (including a proportional contribution to address the cumulative impact of the development proposals). The Council will, where appropriate, seek to secure such measures through planning obligations, and once adopted, through CIL. Where appropriate, pooled contributions will be used to facilitate the necessary infrastructure in line with development.

New development should not overburden existing infrastructure. New development should be adequately supported by inappropriate range and scale of infrastructure, whether existing or new. Delivering or improving infrastructure in a timely manner is extremely important to ensure roads, local services and facilities can cope with additional demand placed on them. However, there is a recognition that the viability of new development is also taken into account when agreeing the type and amount of infrastructure required.

In some cases, effective demand management and making better use of existing infrastructure will play an important role in supporting new development.

The Infrastructure Delivery Plan (IDP) set out appendix 7 will be an important element of ensuring the delivery of sustainable development, supported by the necessary services and facilities it requires. More specifically, the IDP outlines existing infrastructure provision to illustrate how well existing needs are being met; and highlights future infrastructure requirements to support population changes, housing and employment growth as detailed in the Core Strategy.

The IDP will in future also provide an indication of the potential costs and methods of funding the identified infrastructure through mainstream public funding, developer contributions and other sources. It also establishes effective working arrangements with infrastructure agencies to ensure that a dialogue is maintained beyond the scope of individual projects.

Where new development results in a need for new or improved infrastructure, contributions from developers will be sought to make the development acceptable in planning terms. In some cases the cumulative impact of individual applications may be considered when assessing infrastructure requirements. Contributions from a particular development will be fairly and reasonably related in scale and kind to the contribution to the cumulative impact arising from the applicable scheme.

The Planning Obligations SPD will provide more details on the implementation of Tamworth's obligation policies. Regular reviews of the SPD will ensure that the contributions being sought are the most appropriate.



**This policy aims to address Strategic Spatial Objective SO6**

**CP 17: Infrastructure and developer contributions**

**Planning permission for new development will only be granted if it is supported by appropriate infrastructure at a timely stage. Developer contributions will be sought where needs arise as a result of new development. The Council will work in partnership with infrastructure providers and other delivery agencies in preparing subsequent SPD's.**

**Key strategic infrastructure required to support development are:**

- a) improvements to town centre linkages, gateways, the open space network and public realm to support town centre development in accordance with the Town Centre SPD**
- b) provision of appropriate sport and recreation facilities and new and improved open space in accordance with CP8**
- c) provision of linkages, community facilities and open space to deliver the Anker Valley Sustainable Urban Neighbourhood.**
- d) improvements to transport infrastructure, in accordance with SP8 and CP16**
- e) climate change mitigation measures in accordance with CP13**
- f) water management measures where required, in accordance with CP14**

**Key service and site-specific infrastructure required to support development are:**

- g) Affordable housing, in accordance with CP4**
- h) new and expanded primary care facilities, in accordance with CP15**
- i) new and expanded school facilities, in accordance with CP15**
- j) emergency services related infrastructure, including police services, in accordance with CP15**
- k) water supply and waste water drainage**
- l) supporting service infrastructure.**

## APPENDIX 1: Key sites and desired outcomes

This table provides an outline of the key development sites and identified areas (including Employment Areas and Local/Neighbourhood Centres) which support the delivery of strategy. The reference numbers e.g. TC1 refer to the numbers identified on the allocations map and town centre inset, figures 4 and 5.

	Site Description	Desired outcomes, interventions required and estimated capacity
<b>Town Centre/Gateway Sites</b>		
Gungate Redevelopment Site TC1	The former shopping precinct has been cleared for redevelopment and is currently used as a temporary car park. The site is a strategic allocation for new retail development with Outline planning permission granted in July 2010 for 20,000 sqm gross shopping floor space. As a result of the economic downturn the site has stalled and bringing the site forward for development will be key to ensuring the vitality and viability of the town centre. This may require a larger site than that of the outline approval (0557/2008).	It is considered that the site could still provide 20,000 sqm of retail floor space. However the site is also a key gateway site and therefore it will be important to achieve improvements to the public realm to improve access to the railway station and legibility in this area of the town centre. In addition there may be scope for a mix of uses on the site alongside the retail uses, including ancillary commercial and residential uses.  The Town Centre SPD will provide further detail on this site.
Gungate Expansion TC2	Existing uses include Magistrates Court, Staffordshire CC Tamworth Youth Centre and Connexions, Staffordshire. Site may become available for redevelopment.	This site could provide an expansion to the proposed Gungate scheme. It is considered that a mixture of uses would be appropriate.  The Town Centre SPD will provide further detail on this site.
Middle Entry Redevelopment Site TC3	The site comprises existing retail units in the Middle Entry Precinct and the Town Centre Masterplan indicates that the owners wish to secure an enhanced retail offer.	In the short term it will be important to achieve environmental improvements to make the site more attractive to retailers.  In the longer term there is potential for significant redevelopment which would improve the quality of the public realm, improve the legibility between key landmarks of the town hall and St Edithas Church, and the quantity of retail floor space that is available. However this should be phased after the Gungate redevelopment.  The Town Centre SPD will provide further detail on this site.
Arriva Bus Depot, Aldergate TC4	The site is currently in use as the bus depot but not a bus station used by passengers. The Town Centre Masterplan and the Strategic Housing Land Availability Assessment has indicated that Arriva are reviewing the site with a view to a possible	It is important to establish dialogue with Arriva to find suitable alternative premises.  The SHLAA has identified a potential capacity of 40 dwellings as part of a mixed-use scheme comprising

	relocation to an edge of town location. This would release the site for redevelopment.	apartments and commercial uses. However any redevelopment would need to be of a design and scale which compliments the historic nature of the town and the conservation area.  The Town Centre SPD will provide further detail on this site.
Upper Gungate TC5	The site is a key gateway location in close proximity to the railway station. The site features a variety of uses, including a Kwik Fit, BP Connect filling station and a Morrisons supermarket with associated car parking.  The site has potential for redevelopment however this will need to be of a use compatible with the surrounding uses.	The design of any redevelopment should maximise the key gateway location of the site.  It is considered that office uses are the most appropriate.  The Town Centre SPD will provide further detail on this site.
Jewsons Site, Saxon Drive TC6	The site is in a prominent gateway location opposite the railway station.  It is currently in use as a builders' merchant site on a prominent site opposite the railway station, the site has been identified as a potential redevelopment site however this would require the relocation of Jewsons to an alternative location, possibly on an existing employment area.	It is important to establish dialogue with Jewsons to find suitable alternative premises.  The site has been identified in the SHLAA and Tamworth Town Centre and Retail Study for potential mixed-use development, consisting of residential and offices.  The Town Centre SPD will provide further detail on this site.
Expansion of Ankerside TC7	The Ankerside is the major shopping centre in the town centre. However inward facing design of the development does not maximise the potential of its location adjacent to the Castle grounds, a key cultural asset for the borough.	The Town Centre Masterplan proposed the expansion of the Ankerside Centre south with additional retail and riverside café, bars and restaurants. It also identified that reconfiguration of the centre access points including the remodelling of the south-west elevation could create a terrace of leisure uses and viewing platforms.  Potential for town centre retail and leisure uses in the longer term.  It will be important to establish dialogue with the owners and operators.  The Town Centre SPD will provide further detail on this site.
Aldergate Car Park TC8	Over ground car park situated opposite the assembly rooms and next to the tourist information centre.	Potential for redevelopment for mixed uses however this will need to consider the conservation area and respect the character of surrounding listed buildings. It is considered that

		<p>this car park could only be redeveloped if appropriate compensatory provision is made elsewhere in the town centre.</p> <p>The Town Centre SPD will provide further detail on this site.</p>
<p>Marmion Street Car Park</p> <p>TC9</p>	<p>Over ground car park situated in a prominent gateway location to the north west of the town centre.</p>	<p>Potential for redevelopment for mixed uses however this will need to consider the conservation area. It is considered that this car park could only be redeveloped if appropriate compensatory provision is made elsewhere in the town centre.</p> <p>The Town Centre SPD will provide further detail on this site.</p>
<p>Phoenix Special Purpose Machines, Marmion Street</p> <p>TC10</p>	<p>Industrial unit situated in a predominantly residential location at the edge of the town centre.</p> <p>The owner had previously expressed interest in releasing the site for redevelopment.</p>	<p>Liaise with landowners to establish potential for redevelopment and suitable alternative premises for redevelopment.</p> <p>It is considered that the site is suitable for residential purposes because of the surrounding residential uses however some alternative uses may be suitable. This would also need to respect the character of the conservation area.</p> <p>The Town Centre SPD will provide further detail on this site.</p>
<p><b>Local Centres</b></p>		
<p>Coton Green (Fontenaye Road)</p> <p>LC1</p>	<p>The local centre at Coton Green contains a row of six ground floor shops accommodated within a two-storey terraced building, below a canopy and first floor flats.</p> <p>The centre is anchored by a Co-operative supermarket, occupying two units. Other units provide clothing alterations, health &amp; beauty services, a hairdresser, hot food takeaway, and a restaurant. The centre is served by a dedicated, off-street forecourt car parking area.</p>	<p>The site does not have any vacant units and is well used based on recent survey work and therefore it has a good level of vitality and viability.</p> <p>It will be important to ensure that any development in the surrounding area does not have a detrimental impact on this centre.</p> <p>Protect centre</p>
<p>Masefield Drive</p> <p>LC2</p>	<p>The centre on Masefield Drive contains five small shops situated at the ground floor level of a three-storey maisonettes building. The centre is anchored by a Select &amp; Save convenience store accommodated</p>	<p>It is considered that the centre has good level of vitality and viability and serves a local centre role.</p> <p>It will be important to ensure that any development in the surrounding area does not have a detrimental impact on this centre.</p>

	across three units and also provides a butcher shop, a pharmacy, a betting shop and two hot food takeaways (Chinese and Fish and Chips).	<p>Furthermore the centre sits within an identified regeneration priority area and is considered to play a key role in helping to regenerate the Leys area, this may impact on the types of community uses which operate within the centre as part of ongoing social regeneration initiatives, such as training hubs.</p> <p>Protect centre</p>
Amington Road, Bolehall  LC3	The centre comprises eight interspersed shop units located on an incline at the junction of Amington Road/ Thomas Street. The centre has a Co-operative supermarket and a Premier convenience store, accompanied by a florist, Post Office, betting shop, hairdresser, public house and hot food take-away.	<p>Research has identified that the site is well used with evidence of 'drop in' customers parking in surrounding residential streets.</p> <p>The centre serves a local catchment and is considered to have a good level of vitality and viability. It will be important to ensure that any development in the surrounding area does not have a detrimental impact on this centre.</p> <p>Protect centre</p>
Caledonian  LC4	The Caledonian centre forms a shopping precinct on the ground floor of a 1960s / 1970s residential development with deck access. The centre comprises two supermarkets – a sizeable Spar shop and a 'Best One' convenience store – a Post Office, hairdresser, public house and hot food take-away.	<p>There was one vacant unit identified at the time of carrying out the latest research. The centre has good pedestrian links and its own parking area. It is considered to have a good level of vitality and viability and it will be important to ensure any development in the surrounding area does not have a detrimental impact on this centre.</p> <p>Furthermore the centre sits within an identified regeneration priority area and is considered to play a key role in helping to regenerate Glascote Heath, this may impact on the types of community uses which operate within the centre as part of ongoing social regeneration initiatives, such as training hubs.</p> <p>Protect centre.</p>
High Street Dosthill  LC5	The centre on High Street, Dosthill accommodates a newsagents, a pharmacy, a saddlery shop, a fish and chips outlet and several public houses. There is a Tesco Express store located on the northern edge of the centre within an Esso service station. It is considered that the centre serves a local catchment with some evidence of commuters using the centre en route via the A51 to small settlements to the south of the	<p>The centre has a good level of vitality and viability and it will be important to ensure that any development in the surrounding area does not have a detrimental impact on this centre.</p> <p>Protect centre.</p>

	Borough.	
Ellerbeck, Stonydelph  LC6	Situated within the former village settlement of Stonydelph, the centre is situated on the ground floor of a 1970s / 1980s housing development. The centre is anchored by a Spar supermarket and also comprises a post office, pharmacy, betting shop, hairdresser, a public house and several hot food take-aways. The centre also houses a church, medical centre and childcare facilities which serves the community in the local catchment area. The centre is served by a car park and is set within attractive landscaping.	The site is is considered to have a fair level of vitality and viability. It will be important to ensure that this remains and that any development in the surrounding area does not have a detrimental impact on this centre.  Furthermore the centre sits within an identified regeneration priority area and is considered to play a key role in helping to regenerate the Stonydelph area, this may impact on the types of community uses which operate within the centre as part of ongoing social regeneration initiatives, such as training hubs.  Protect centre
Glascote Road  LC7	The centre is located on Glascote Road, one the main east to west routes to and from Tamworth town centre. It has a good representation of retailers serving its local catchment area, including Co-operative and Costcutter convenience stores, Bargain Booze, a bridal shop, a home interiors shop, a photographers and nail bar. The centre also accommodates a public house, several hot food take-aways and a taxi rank.	Although the centre has a good overall level of vitality and viability there are issues with the provision of car parking however there are limited opportunities to increase this provision. It will be important to ensure that any development in the surrounding area does not have a detrimental impact on this centre.  Protect centre
Tamworth Road, Amington  LC8	Situated on Tamworth Road, south of the Coventry Canal, the local centre comprises Co-operative and Tesco Express convenience stores (pictured, right), as well as a Post Office, a pharmacy, a hairdressers, a public house and hot food take-away. The centre has off-street parking provision	The centre has a good level of vitality and viability and it will be important to ensure that any development in the surrounding area does not have a detrimental impact on this centre.  Protect centre
<b>Neighbourhood Centres</b>		
Chartwell  NC1	The centre at Chartwell contains two double shop units and is therefore limited in its number and range of units.	Site has a fair level of vitality and viability but only has a localised neighbourhood role.  Protect centre
Cedar Drive  NC2	The centre at Cedar Drive contains a grocery store, a bathroom store and an electrical store, as well as several small service units accommodating a dry cleaners, a hairdressers, a public house and a Chinese take-away. The centre provides eight car parking spaces, cycle racks, recycling facilities, a post box and a phone box.	The centre at Cedar Drive performs a localised shopping function and is consistent with the definition of a neighbourhood centre. It has a fair overall level of vitality and viability.  Protect centre

<p>Lakenheath NC3</p>	<p>The centre at Lakenheath provides two units – a hairdressers and an independent convenience store – and therefore it serves a neighbourhood catchment. The centre is situated below residential flats and is served by a forecourt parking area.</p>	<p>Site has a fair level vitality and viability.  Protect centre.</p>
<p>Kerria NC4</p>	<p>The centre is set within a residential development comprising three storey flats and accommodates two hot food takeaways and a community centre. It is therefore considered to serve a neighbourhood catchment area. The centre is served by car parking and has public art work on the side of the community centre.</p>	<p>Research has indicated that there are issues with vacant units in the area although the centre is considered to have a fair level of vitality and viability. It is considered that there are opportunities for redevelopment of the site to enhance its role to that of a Local Centre.  Furthermore the centre sits within an identified regeneration priority area and is considered to play a key role in helping to regenerate the Amington area, this may impact on the types of community uses which operate within the centre as part of ongoing social regeneration initiatives, such as training hubs.  Potential for redevelopment but site should remain as a neighbourhood centre.</p>
<p>Fazeley Road/Sutton Avenue NC5</p>	<p>Located on the junction of Fazeley Road and Sutton Avenue, the centre comprises a Select &amp; Save convenience store which is accommodated across three units and a hot food take-away.</p>	<p>The convenience store appears to be well-used and the centre is commensurate with serving a neighbourhood catchment. It has a good level of vitality and viability.  Protect centre.</p>
<p>Springfield Road NC6</p>	<p>The centre comprises six shops – a newsagents, a wine merchants, a café, a hot food take-away, a 'plan &amp; design' office, and a church.</p>	<p>Whilst the wine merchants and church may serve a wider catchment, the centre's size is commensurate with serving its surrounding neighbourhood. The centre's vitality and viability is considered to be fair.  Protect centre.</p>
<p>Exley NC7</p>	<p>The Exley centre comprises two shops – a Spar grocery store and a pharmacy – together with a hairdresser, fish and chip shop, a public house and a range of community facilities.</p>	<p>It is a small centre serving its surrounding residential neighbourhood. The centre's vitality and viability is considered to be good.  In addition the centre sits within an identified regeneration priority area and is considered to play a key role in helping to regenerate the Amington area, this may impact on the types of community uses which operate within the centre as part of ongoing social regeneration initiatives, such as training hubs.</p>



		Protect centre.
Park Farm NC8	The centre comprises a convenience store, a hairdresser and a hot food take-away which are located below a block of maisonettes off Park Farm Road. There is an elderly care home adjacent to the centre. The centre serves a neighbourhood catchment.	Site appears slightly run down in appearance and it has a poor level of vitality and viability. Potential for redevelopment but site should remain as a neighbourhood centre.
Pennymoor NC9	The centre at Pennymoor contains only two properties – a newsagents and a community centre.	The centre has a very limited neighbourhood role but a fair level of vitality and viability  Protect centre.
Scott Road NC10	Overlooking an attractive, landscaped public square, the Scott Road centre includes Tony's newsagents, a veterinary surgery, a hot food take-away, two hairdressers and a dental surgery.	Serving a neighbourhood catchment, the centre is well maintained and appears to have a good level of vitality and viability.  Protect centre.
Glascote Road, Basin Lane NC11	The centre on Glascote Road / Basin Lane essentially comprises an off licence, a petrol service station (incorporating a Mace convenience store) and several small units (including a hot food takeaway and a hairdresser	It serves a neighbourhood catchment and has a fair level of vitality and viability  Protect centre.
Tinkers Green NC12	Located on the ground floor level of a three storey maisonette block, the Tinkers Green centre has four units – a grocery shop, a hairdresser and two units which are vacant. The centre serves a neighbourhood catchment. It appears run down in appearance and we consider it to have a poor level of vitality and viability.	The centre serves a neighbourhood catchment of the identified regeneration priority area. The centre is run down in appearance and suffers a poor level of vitality and viability. Improving this centre is considered to play a key role in helping to regenerate the area.  Furthermore there may be scope for alternative uses to support this process.  Potential for redevelopment but site should remain as a neighbourhood centre.
Hockley Road NC13 (a&b)	This centre is in two parts and contains a Londis convenience store, a wine merchant, two take-aways, a funeral parlour and a health centre clinic with Social Services and Primary School. The shops are within a residential area and have a good appearance.	The centres have a fairly good level of vitality and viability and it will be important to ensure that any development in the surrounding area does not have a detrimental impact on this centre.  Protect centre.
Wilnecote Lane NC14	This centre contains a food store, a furniture shop, two hairdressers and a fish and chip shop. It is located within a residential area and serves a localised neighbourhood shopping role.	The site has a good level of vitality and viability however there are no parking space for visitors. There is limited scope of additional car parking at the site.

		Protect centre.
Watling Street, Wilnecote  NC15	The centre comprises two parades of shops located around the junction of Watling Street and Nine Foot Lane in Wilnecote. In addition to a newsagent, three hairdressers and a betting shop, the centre provides comparison goods retailing in the form of a clothes shop, kitchen & bathroom shop, an electrical shop, a double glazing outlet and an internet sales shop. The centre has two parking areas and one vacant unit. The limited amount of convenience shopping means the centre has a neighbourhood role. The types of comparison goods shops are also not typical of a local centre.	The centre is considered to have a fair level of vitality and viability in serving the local catchment area in Wilnecote.  Protect centre.
Bowling Green Avenue  NC16	This centre has a convenience store, bed shop, two hairdressers and a fish and chip shop. It is located within a residential area and serves a localised neighbourhood shopping role.	He site is considered to have a fair level of vitality and viability.  Protect centre.
<b>Wilnecote Regeneration Corridor</b>		
Wilnecote Regeneration Corridor East  WRC1	This area is predominantly commercial in its character including Beauchamp industrial estate and bordered to the south by Tame Valley Strategic Employment Area.	Based on the surrounding context featuring a number of commercial premises the it is considered that the sites within this area should be redeveloped for employment-led uses.  The Wilnecote Regeneration Corridor SPD will need to set out the extent of specific sites and appropriate uses/capacity.
Wilnecote Regeneration Corridor West  WRC2	This area is surrounded by uses which are predominantly of a residential nature, with Cottage Farm Road estate to the South and housing within Two Gates to the North.  The are a number of sites identified as either deliverable or development within the SHLAA for residential use.	Given the predominantly residential context it is considered that the sites within this area should be redeveloped for residential-led uses.  The Wilnecote Regeneration Corridor SPD will need to set out the extent of specific sites and appropriate uses/capacity.
Wilnecote Regeneration Corridor Central  WRC3	The Wilnecote Railway Station offers direct services to Birmingham and it is anticipated that with changes to railway network around Birmingham will lead to additional services from this station. Consequently it will be important to maximise the role and use of this transport hub.  Furthermore the highway along Watling street is of a poor environmental quality, with limited connectivity and although it offers excellent links to the wider Highway network it currently represents a	This area requires significant improvements to the highway network, the Watling street corridor and the environment around Wilnecote Railway Station. Through the formulation and delivery of the Wilnecote Regeneration Corridor SPD partnerships working will be critical.

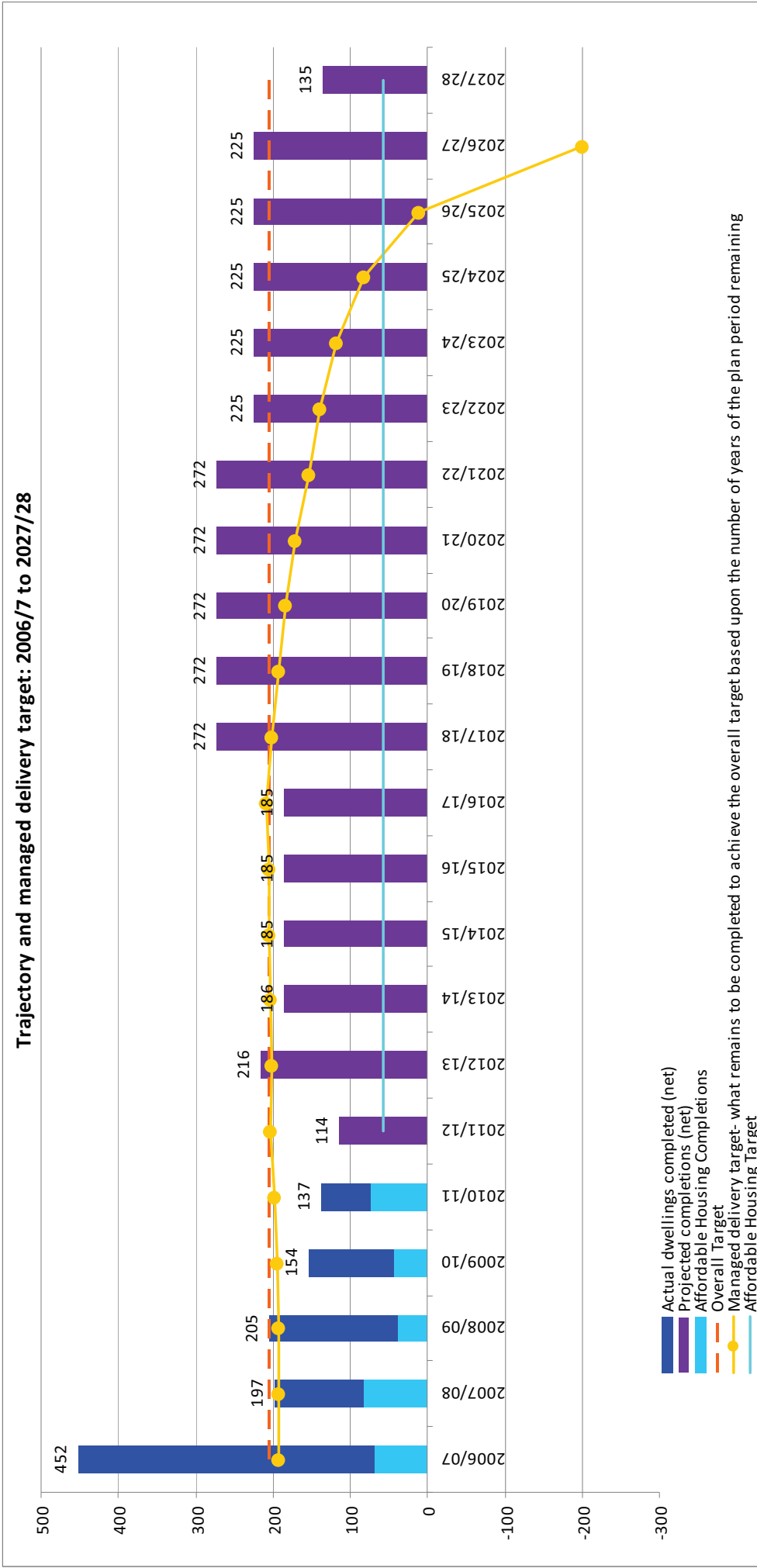
	barrier to development in this area.	
<b>Employment Areas</b>		
Lichfield Road Employment Area  EM1	<p>This strategic employment area was developed in the 1960's and is bordered by residential development, the West Coast Mainline and Coton Lane. The area remains predominantly industrial in its use, with B2 and B8 uses.</p> <p>The area suffers from poor quality road infrastructure on the main arterial road through the site and on numerous sub-estates.</p> <p>There are no designated cycle routes and no direct public transport through the employment area.</p> <p>This employment area benefits from a varied stock of building types with indirect access to the strategic highway network (the A5) via the A51.</p> <p>Although there is limited opportunity for expansion the continuing renovation of existing units and a high level of occupation demonstrates that the site is performing well and that the redevelopment of sites is deliverable.</p>	<p>The employment area should be protected from loss to non-B1, B2, B8 uses.</p> <p>It will be important to work with landowners, businesses and Staffordshire County Council to improve the highway network throughout the site.</p> <p>As a result of the sites location relative to Ventura retail park and the town centre significant office development is not considered to be appropriate.</p> <p>The employment land review has identified capacity for 6.24 ha redevelopment land suitable for B1 (a,b,c), B2 and B8 uses.</p>
Tame Valley Employment Area (Incorporating Hedging Lane and Two Gates Trading Estate)  EM2	<p>This strategic employment area also incorporates Hedging Lane (to the South) and Two Gates Trading Estate to the North.</p> <p>Developed in the 1960's Tame Valley contains pockets of commercial uses, featuring A1 retail and D2 gymnasiums.</p> <p>The area is reliant on Watling Street and Marlborough Way for indirect access to the strategic highway network, both feature a number of residential properties, although no restrictions on vehicle types this could impact on the role of logistics at this employment area.</p> <p>This employment area benefits from varied stock of building types. The environmental quality of sub-estates is generally good with appropriate landscaping. The site is in close proximity to existing bus routes on Ninian Way and Wilnecote Railway station.</p>	<p>It will be important to protect the employment area from further changes of use to non-B1, B2, B8 uses. Furthermore restricting the existing retail uses operating on the site may be necessary to ensure the integrity of the employment area remains and does not become subject to significant pressure for change of use to retail purposes in the future.</p> <p>The employment land review has identified capacity for 1.34 ha redevelopment land suitable for B1 (a,b,c), B2 and B8 uses.</p>

	There is limited opportunity for expansion.	
Amington Employment Area  EM3	<p>This strategic employment area was developed in the 1960's and is bordered by residential development and Tamworth golf course. The area contains a mix of employment uses, featuring some B2 uses but has a significant stock of small scale B1 (office) units located in clusters to the North of the employment area. There has also been relatively significant development of new offices in recent years.</p> <p>The site contains 'pockets' of very poor quality stock which have the potential to reduce the attractiveness of the employment area to new businesses, particularly start up businesses.</p> <p>The indirect access to the strategic highway network via Marlborough Way/Pennine Way is likely to limit large scale employment redevelopment however bus routes operate through the site.</p> <p>This employment area has a significant number of 'start-up' units particularly in the office cluster to the North of the site. The proximity to the golf course offers good amenity to attract head office function to the employment area.</p>	<p>Discuss with businesses and agents about possible solutions to improve existing stock of units and establish the type of units required. The site has relatively high levels of potential redevelopment land which will need to be redeveloped to meet the identified needs.</p> <p>It is considered that the site may provide a suitable location for Office use that cannot be accommodated in the town centre, utilising the areas of the estate which have a high level of environmental quality in close proximity to the golf course.</p> <p>The employment land review has identified capacity for 6.17 ha redevelopment land and 1.22 ha of new employment land suitable for B1 (a,b,c), B2 and B8 uses.</p>
Centurion Park Employment Area  EM4	<p>Strategic Employment located at Junction 10 of the M42, developed in the 1990's and features a mix of large scale B1 and B8 units.</p> <p>It features a stock of modern, purpose built units, suitable for modern business requirements. However the purpose built nature of some of the units means they are inflexible and therefore difficult to let when they become vacant.</p> <p>The site features poor public transport links linked to its peripheral location however it has excellent links to the strategic highway network.</p> <p>The employment area has suitable sites for expansion although this has implications for cross-boundary working.</p>	<p>It will be important to work closely with North Warwickshire and landowners to establish a timetable for the development of the sites outside the borough, adjacent to the employment area to the west of the M42.</p> <p>As a consequence of the sites excellent location in close proximity to the strategic highway network it is considered that the site may provide a suitable location for Office use that cannot be accommodated in the town centre.</p> <p>Work with public transport providers to establish possibilities of improved services to the site.</p> <p>The employment land review has identified capacity for 0.74 ha of new employment land suitable for B1 (a,b,c), B2 and B8 uses.</p>

<p>Relay Park Employment Area (Incorporating Relay Point)</p> <p>EM5</p>	<p>Strategic Employment Area located at Junction 10 of the M42, developed in the 1990's and features a mix of large scale B1 and B8 units.</p> <p>The site features poor public transport links as a consequence of its peripheral location but like Centurion park it has excellent links to the strategic highway network.</p> <p>It features a stock of modern, purpose built units, suitable for modern business requirements.</p> <p>The employment area has suitable sites for expansion.</p> <p>Site features bus route connecting site to Stonydelph.</p>	<p>As a consequence of the sites excellent location in close proximity to the strategic highway network it is considered that the site may provide a suitable location for Office use that cannot be accommodated in the town centre.</p> <p>Work with public transport providers to establish possibilities of improved services to the site.</p> <p>The site features a strategic site which the agent has indicated may come forward for development during the plan period, it will be important to maintain a dialogue with the agent in the future.</p> <p>The employment land review has identified capacity for 2.6 ha of new employment land suitable for B1 (a,b,c), B2 and B8 uses.</p>
<p>Bitterscote Strategic Employment Area (Incorporating Bonehill Road and Cardinal Point Employment Areas)</p> <p>EM6</p>	<p>Strategic Employment Area located in close proximity to the A5 to the West of the Borough situated adjacent to Ventura/Jolly Sailor retail parks.</p> <p>Developed in the 1990's, the site features a mix of B1 and B8 uses. In addition the site contains a number of car dealerships (Sui Generis) and has recently seen significant development of A1 (retail uses).</p> <p>The site is in close proximity to the adjacent retail park which is considered to put pressure on change of use of existing units for non B2 and B8 uses.</p> <p>The employment area features excellent transport links to the A5 and contains a number of modern units suitable for modern business requirements.</p>	<p>This employment area has a significant capacity of new employment land of which the delivery will be critical to ensure that the identified needs can be met within the borough. It will be important to discuss with landowners and the Highway Agency to establish a timetable for strategic sites to come forward as there are potential infrastructure constraints stopping sites from being developed.</p> <p>Furthermore due to the close proximity of the site to the retail parks B2 and B8 uses are considered to be more suitable, to ensure that the vitality and viability of the town centre is protected. Significant office use is not considered appropriate however this should not preclude light industry and research and development.</p> <p>The employment land review has identified capacity for 28.53 ha of new employment land suitable for B1 (b,c), B2 and B8 uses.</p>
<p>Kettlebrook Road Industrial Estate</p> <p>EM7</p>	<p>Kettlebrook road is a local industrial estate located within a residential area towards the centre of the borough in close proximity to the town centre. Developed in the 1960's it contains a stock of smaller industrial units operating in a variety of uses,</p>	<p>There is a potential for redevelopment of the site for residential purposes. It will be important to liaise with existing businesses, landowners and agents to ensure that suitable alternative premises can be found prior to any redevelopment.</p>

	<p>including B class but also some A (retail) and D (leisure) classes</p> <p>As a consequence of the A5 bypass and the residential units adjacent to the site it suffers from poor road links with the existing road network which limit the access for larger vehicles.</p> <p>Furthermore the site is constrained on all sides, by residential units, the A5 bypass/Coventry Canal and the railway line which limits the scope for expansion.</p> <p>Furthermore the narrow linear site layout of the site limits the opportunities for significant redevelopment.</p>	
<p>Beauchamp Industrial Estate</p>	<p>This small scale site is situated in the centre of the Borough, it runs adjacent to Watling Street within the Wilnecote Regeneration Corridor.</p> <p>Developed in the 1960's it contains a number of small units with a mix of uses. Recently the site has been redeveloped to the North for residential use. The site suffers from poor environmental quality and contains a number of dated small units.</p> <p>The site is in close proximity to Wilnecote railway station.</p>	<p>The site is part of the Wilnecote regeneration corridor. The forthcoming SPD will identify detailed uses for each site. Through this process it will be important to liaise with existing businesses and agents to establish suitable redevelopment options however renovation might be more appropriate on the site.</p>

APPENDIX 2: Figure 6 Indicative Housing Trajectory





## APPENDIX 3

### **Parking Standards**

#### **Introduction**

This Appendix sets down the recommended car parking standards for new developments within the District. Parking standards are an important element of the Council's land use/transportation policy.

#### **Objectives**

The objective is to ensure that sufficient space is provided for the accommodation of parked vehicles having regard to the location, layout, size, shape, access needs and design quality of the space. The parking standards are intended to ensure that parked vehicles do not become either a safety hazard or environmental nuisance. In order to achieve the objective, it is essential that a car parking policy exists in order for the negotiations to be carried out with the developer in a consistent, constructive and clearly understood manner.

The developer will normally have to provide fully for the parking demand generated on or near the site of the development, particularly when new buildings are proposed. This requirement may not however be possible or desirable where redevelopment, refurbishment or conversions are proposed within the town centres or conservation areas when conservation and transportation policies need to be taken and the availability of public parking facilities assessed. In these circumstances the standards should be used in a positive and flexible manner as an aid to development. In central areas with good public transport links users may require less parking.

Where such development proposals do not make provision to the relevant parking standard then negotiations can be entered into to see if these could be achieved or even a suitable compromise reached where public safety will not be prejudiced.

It is recognised, however, that the parking requirements are but part of the overall assessment of the planning merits of the proposal and the outcome can be a balance between all these considerations.

The practical parking requirements for any particular development are likely to reflect a combination of the criteria listed below and need to be negotiated accordingly:

1. The nature of the use/type of use (largely reflected in the car parking standards themselves)
2. Location (town centre, conservation area, urban area, rural area, green field site)
3. Development type (new development, redevelopment, refurbishment, conversion)
4. Nearness to public parking areas/availability of on-street parking
5. Accessibility (the balance between public and private transportation)
6. Number of employees
7. Assessment of use of development by local populace/work force
8. Any special operational requirements

9. Levels of car ownership

10. Multiplicity of uses proposed and degree of combined usage

As a general principle, servicing provision should be based on the maximum number of vehicles likely to serve the development at any one time being able to manoeuvre with ease and to stand for loading and unloading without inconvenience to other users of the site, so as to ensure that:

- all service vehicles are accommodated off the public highway,
- all service vehicles enter and leave the site in forward gear,
- sufficient access is provided for emergency vehicles.

The recommended standards are contained in the following schedules.

**Car Parking Standards**

<b>Development Type</b>	<b>Requirement</b>
<b>RETAIL/FOOD &amp; DRINK</b> A1. Retail *	Staff: 1 space per 100 sq.m. of gross floor space. Customers: 1 space per 20 sq.m. gross floor space
A2. Offices *	Staff & Visitors: 1 space per 20 sq.m. gross floor space
A3. Restaurants/Café *	Staff: 1 space per 100 sq.m. gross floor space Diners: 1 space per 5 sq.m. of dining area
A3. Transport Café *	Staff: 1 space per 100 sq.m. gross floor space Customers: 1 lorry space (artic) per 3 sq.m. dining area
A4. Public Houses *	Staff: 1 space per 100 sq.m. gross floor space Customers: 1 space per 5 sq.m. of public drinking area
A5. Hot Food Takeaway	1 space per 100 sq.m. 1 space per 3 sq.m. of waiting area
<b>INDUSTRIAL &amp; COMMERCIAL</b> B1. Offices *	1 space per 25 sq.m. up to 250 sq.m., then 1 space per 30 sq.m. (all gross floor space)
B2. Industry *	1 space per 25 sq.m. up to 250 sq.m., then 1 space per 50 sq.m. (all gross floor space)
B8. Warehouses *	1 space per 80 sq.m. gross floor space

<b>ACCOMMODATION/INSTITUTIONS</b> C1. Hotels	1 space per 3 employees employed at busiest time Guests: 1 space per bedroom
C1. Hostels	Staff: 1 space Residents and Visitors: 1 space for 2 residents
C2. Convalescent/nursing homes/elderly persons homes	Staff and out-patients: 1 space per 3 beds Visitors: 1 space per 2 beds
<b>RESIDENTIAL</b> C3. Traditional housing (local authority/private / Housing association)	Where all parking is provided within the curtilage: 2 and 3 bed dwellings: 2 spaces per dwelling 4 and more bedrooms: 3 spaces per dwelling Communal parking: 1 and 2 bed dwellings: 1.5 spaces per dwelling 3 and more bedrooms: 2 spaces per dwelling
C3. Sheltered housing/communal housing of elderly	Other Residents/Visitors: 1 car space per 3 dwellings/units of accommodation/bedroom Staff: 1 space per 3 staff present at busiest time
C3. Self-contained flats /apartments *	Residents: 1 space per flat Visitors: 1 space per 4 flats
<b>OTHER</b> D1. Places of worship	1 space per 5 seats
D1. Museums/public halls/libraries/ art galleries/exhibition halls	Staff: 2 spaces up to 300 sq.m. gross floor area 6 spaces above 300 sq.m. gross floor area Visitors: 1 space per 30 sq.m. gross floor area

D1. Clinics/GP Practices/Health Centres *	Staff: 1 space per GP. 1 space for each other medical member of staff employed at busiest time 1 space for each 3 non-medical member of staff employed at busiest time Visitors: 3 spaces per consulting room
D1. Day nurseries	1 space per member of teaching staff 1 drop-off space per 10 children
D1. Primary/Secondary Schools *	1 space per member of teaching staff 1 space per 3 member of non-teaching staff A suitable part of the hard play area to be allocated and suitably constructed so it can be used by cars on school open days, etc
D1. Colleges/adult training centres *	1 space per member of teaching staff 1 space per 10 full-time equivalent students
D2. Cinemas/Theatres	1 space per 5 seats
D2. Sports Centres *	Staff and visitors: 1 space per 2 persons staffing and using the premises at the busiest time
D2. Tennis, Golf, Bowling (Greens)	1 space per 3 sq.m. of indoor public floor area 2 spaces per court 1 space per lane of any driving range 2 spaces per golf hole
D2. Cricket, Football, Rugby	1 space per 3 sq.m. of public floor area of buildings 12 spaces and 1 space for a coach per pitch
Vehicle Service, Tyre, exhaust Garage *	3 car spaces per each service/repair bay 1 car space for every 40 sq.m. of gross floor area
Car sales	Staff: 1 space per 25 sq.m. Customers: 1 space per 40 sq.m. of gross sales floor area plus 1 space per 10 outside display places For ancillary workshop/storage areas and parts departments: 3 car spaces per each service/repair bay 1 car space for every 40 sq.m. of gross floor area
Car wash facilities	5 queuing spaces

Day care and adult training centres, day care centres for physically handicapped *	In particular centres for physically handicapped will require accommodation for special passenger vehicles with tail lift, etc. 1 space per member of staff at busiest time Visitors: 1 space for a unit of 5 persons
Stadia	1 space per 15 seats
Caravan sites	Occupiers: 1 space per caravan Visitors: 1 space per 5 caravans
Garden centres	Staff and customers: 1 space per 50 sq.m. sales area For café apply A3 standards
Marinas	1 space per 2 mooring berths

Sufficient manoeuvring and standing spaces is required within the site for the maximum number and size of vehicle likely to serve the development at any one time.

If areas within the facilities are convertible to another use having a higher parking standard requirement, the higher standard will be applied.

Where the use includes an element of residential use, the standards at C3 should be applied in addition to the above standards.

### **How to Use the Standards**

The standards relate, where possible, to uses defined in the Town and Country Planning Use Classes (Amendment) Order 2005. For any use not included in the standards, the number of parking spaces will be assessed and determined based on the individual merits of the scheme.

All standards are based on gross floor area by external measurements unless stated to the contrary. The term gross floorspace shall mean the total floorspace of a building, including such areas as service corridors, lifts and toilets.

Mixed uses will be assessed as a sum of the parking requirements of the individual elements of the scheme based on the standards, unless the timing of demand associated with individual uses can be shown to allow dual use of spaces. This includes ancillary uses such as office use within an industrial development or a bar open to non-residents within a hotel etc. In mixed developments where the main parking demands take place at different times eg daytime and evening, an element of dual use of parking spaces will be acceptable. Tandem spaces will only be acceptable where specifically for use by staff with similar working hours.

The standards apply to new development, extensions and changes of use. When considering an extension to an existing use, the standard will be applied only to the extension and any shortfall in parking provision for the existing building will not be required to be met. When considering a redevelopment or change of use, the level of parking provision will relate to the requirements of the development as a whole.

APPENDIX 4: REGENERATION PRIORITY AREAS (TO BE INSERTED)



APPENDIX 5: MONITORING AND IMPLEMENTATION FRAMEWORK TABLE (TO BE INSERTED)

## **APPENDIX 6: TRAVEL PLANS**

### **Aims and Objectives of a Travel Plan**

A Travel Plan is a strategy to minimise the number of single car occupancy motor vehicles visiting a development, thereby reducing congestion and mitigating the impact of travel on the environment. A main objective is therefore to achieve a modal change from the car to more sustainable forms of transport.

A Travel Plan should deliver sustainable transport objectives which seek to:

- manage the demand for travel to a site,
- improve the availability and choice of travel mode to a site,
- reduce the need to travel (to and from the site),
- reduce the number of vehicles attending the site, particularly single occupancy vehicles,
- reduce the costs associated with on-site parking provision and congestion,
- provide the absolute minimum possible car parking spaces on site,
- improve the safety and security of people who travel to the site,
- promote the increased use of cycling, walking and public transport and therefore healthier living,
- promote integration between different transport modes,
- promote co-ordination between developments on larger sites,
- make positive changes to attitudes in relation to the use of alternative transport modes,
- provide clear information to employees, customers and visitors on the alternative modes of transport to and from the site,
- improve accessibility for non-car users and the disabled,
- promote the development of a transport system which enhances the environment and supports a sustainable economy.

### **Which Developments require a Travel Plan?**

The indicative thresholds contained within Appendix B of the Guidance on Transport Assessment (GTA) published March 2007 by the DfT and DCLG will largely be used to determine whether and what type of Travel Plan will be required.

Developments falling into column headed Travel Plan Threshold will require a Travel Plan to be submitted with the applications alongside the TA. The Travel Plan will be secured by a Section 106 Agreement.

Those developments falling in column headed Minimalist Travel Plan are likely to require a Minimalist Travel Plan secured by Grampian Condition.

## **Types of Travel Plan**

The form of the Travel Plan will largely be determined by the type of development, its location and accessibility to sustainable modes of travel. Indeed, the outcome of the TA will also affect the measures and outcomes to be achieved. Much also depends on the end user and whether these are known or not. Generally, Travel Plans fall into the following categories:

### **Minimalist Travel Plans**

These are for small-scale developments where the end user is known and where the transport implications are not substantial but nevertheless important to control. The emphasis for Minimalist Plans is on encouraging and promoting travel by sustainable modes for a period of about 5 years. Minimalist Plans are usually secured by way of a Grampian planning condition. They will generally not involve modal split targets or remedies.

**Travel Plan Framework:** these are used where Outline Planning consent is being sought and where the end-users are unknown. They provide a framework for individual Travel Plans.

**Measures/Outcomes Travel Plan:** these involve more of a commitment to a travel plan and contain a range of measures or actions to be provided within an agreed timetable. In order to provide more comfort that the modal split/shift targets within the Travel Plan would be achieved the Travel Plan needs to include remedies if the targets are not met. Where Travel Plans include modal split/shift targets and/or outcome targets with remedies and there is a high degree of confidence that this will succeed in reducing car usage then it is reasonable to make an allowance for this in the trip rate used in the TA.

Physical or hard measures can be secured by way of a Grampian condition that will require a separate legal agreement with the County Council. Other measures within the Travel Plan which can include, for example, car parking management; the phasing of works; the establishment of a Travel Plan Coordinator;

Survey and monitoring arrangements including monitoring fees are better dealt with by way of a S106 Obligation. These TPs are most effective where reviews/monitoring is linked with agreed targets/outcomes and where failure to meet these is to be remedied. Remedies are also controlled by a S106 Obligation relating to further specified measures or actions that may prove to be more effective.

**Residential Travel Plan:** focus on journeys originating from home to multiple and changing destinations. They should include targets based on trip rates with remedial measures.

Land use	Use/description	Travel Plan Threshold	Minimalist Travel Plan Threshold
Food retail (A1)	Retail sale of food goods to the public - food superstores, supermarkets, convenience food stores	>800 sq m.	>250 <800 sq m.
Non-food retail (A1)	Retail sale of non-food goods to the public; but includes sandwich bars-sandwiches or other cold food purchased and consumed off the premises, internet cafes	>1000 sq m.	>500 < 1000 sq m.
Financial and professional services (A2)	Financial services - banks, building societies and professional services, estate agents and employment services, betting offices, where services are provided to visiting members of the public	>2500 sq m.	>1000 <2500 sq m.
Restaurants and cafes (A3)	Restaurants and cafes - use for the sale of food for consumption on the premises	>2500 sq m.	>300 <2500 sq m.
Drinking Establishments (A4)	Use as a public house, wine bar or other drinking establishment	>600 sq m.	>300 <600 sq m.
Hot food takeaway (A5)	Use for the consumption on or off the premises	>500 sq m.	>250 <500 sq m.
Business (B1)	Offices other than in use class A2 (financial and professional), research and development, laboratories, studios and light industry	>2500 sq m.	>1500 > 2500 sq m.

General Industry (B2)	General Industry	>4000 sq m.	>2500 <4000 sq m.
Storage and Distribution (B8)	Storage and distribution centres, wholesale warehouses, distribution centres and repositories	>5000 sq m.	>3000 <5000 sq m.
Hotels (C1)	Hotels, boarding houses and guest houses	>100 bedrooms	>75 <100 bedrooms
Residential Institutions - hospitals, nursing homes(C2)	Used for the provision of residential accommodation and care to people in need of care	>50 beds	>30 <50 beds
Residential Institutions - residential education (C2)	Boarding schools and training centres	>150 students	>50 <150 students
Residential Institutions - hostels (C2)	Homeless shelters, accommodation for people with learning difficulties and people on probation	>400 residents	>250 <400 residents
Dwelling houses (C3)	Dwellings for individuals, families or not more than six people living together as a single household. Not more than six people living together includes students or young people sharing a dwelling and small group of homes for disabled or handicapped people living together in the community	>80 units	>50 <80 units

Non residential institutions (D1)	Medical and health services (Clinics, health centres, creches, day nurseries, day centres and consulting rooms), museums, public libraries, art galleries, exhibition halls, non-residential education and training, places of worship, religious instruction and church halls	>1000 sq m.	>500 <1000 sq m.
Assembly and leisure (D2)	Cinemas, dance and concert halls, sport halls, swimming baths, skating rinks, gymnasiums, bingo halls and casinos. Other indoor and sports and leisure uses.	>1500 sq m.	>500 <1500 sq m.
Stadia		>1500 seats	>500 <1500 seats

APPENDIX 7: INFRASTRUCTURE DELIVERY PLAN

Physical Infrastructure Required	Driver	Scheme / Location	Outcome / Impact	Lead and Delivery Agencies	Cost	Phasing	Core Strategy Policy	Budget / Funding Provision	Notes
Transport – Cycling & Walking Cycle links	Encourage people to lead more sustainable lifestyles and reduce traffic congestion by addressing gaps in current provision, improvements to existing provision and new links for new development (see Neil Mason)	Town centre / retail park links	Improved surface treatment and / or lighting and / or signage, to town centre	<b>Staffordshire County Council</b> Developer Contributions	unknown	2006-2011 2011-2016	SP2 SP8 CP15 CP17	Funded through developer contributions, payable upon commencement	£116,832 has been secured through the Royal London and Aucoot developments towards enhancements to pedestrian and cycle links
		Anker Valley – Ashby Road	Links to railway station, town centre and education	<b>Staffordshire County Council</b> Developer Contributions	£1m (new foot / cycle bridges over WCML and Nottingham line)	2011-2016 2016-2021	SP5 SP6 SP8 CP15 CP17	Funded through Anker Valley development	
Pedestrian Links	Encourage people to lead more sustainable lifestyles and reduce traffic congestion by addressing gaps in current provision, improvements to existing provision and new links for new development	Post 16 Academy	Improved street lighting, cycle facilities	<b>Staffordshire County Council</b> Developer Contributions	unknown	2006-2011	SP8 CP15 CP17	Funded through developer contributions	
		Borough wide links	More comprehensive cycle network linking residential areas to the town centre and employment areas	<b>Staffordshire County Council</b> Developer Contributions	unknown		SP8 CP15 CP17	LTP and developer contributions	
		Ventura Park to Town Centre Local Transport Package:	Crossing facilities, improved pedestrian links, finger posts	<b>Staffordshire County Council</b> Developer Contributions	unknown	2006-2011 2011-2016	SP2 SP8 CP15 CP17	Funded through developer contributions, payable upon commencement	Toucan crossing installed as part of roundabout signalisation.  Necessary for the delivery of town centre regeneration.
		Improved access to River frontage in town centre	Waterside trail New paths and street furniture, signage Waterside trail	<b>Tamworth Borough Council</b> Environment Agency	£200,000	2011-2016	SP2 SP8 CP15 CP17		
		Measures relating to Post 16 Academy	Improved street lighting, pedestrian access	<b>Staffordshire County Council</b> Developer Contributions	unknown	2006-2011	SP8 CP15 CP17	Funded through developer contributions	
		Anker Valley Local Transport Package	Links to railway station, town centre	<b>Staffordshire County Council</b>	£1m (new foot / cycle	2011-2016 2016-2021	SP5 SP6	Funded through Anker Valley development	Necessary for the delivery of regeneration and housing



Physical Infrastructure Required	Driver	Scheme / Location	Outcome / Impact	Lead and Delivery Agencies	Cost	Phasing	Core Strategy Policy	Budget / Funding Provision	Notes
Transport - Rail	<p>“Significant travel flows between Tamworth corridor and Birmingham but rail is not well placed to accommodate these at present. The route is on a major regeneration corridor and there is significant opportunity for a better rail service to act as a catalyst for development” (West Midlands Rail Development Plan)</p>	<p>Dedicated local rail service to Birmingham</p> <p>Tamworth Station Car Parking capacity increases</p> <p>Platform lengthening and station improvements at Wilnecote</p> <p>Tumback siding and crossover at Tamworth</p> <p>Tamworth Station improvements</p>	<p>and education</p> <p>Diversion of private car users commuting to Birmingham to Rail use</p> <p>Diversion of private car users commuting to Birmingham to Rail use</p> <p>To enable dedicated local service, increasing the % of commuters travelling by public transport</p> <p>Increase in capacity to central Birmingham stations. Improved connectivity and new journey opportunities.</p>	<p><b>Council</b> Developer Contributions</p> <p><b>Network Rail / London Midland</b></p> <p><b>Network Rail / London Midland</b></p> <p><b>Network Rail</b></p> <p><b>Network Rail</b></p> <p><b>Network Rail / London Midland</b></p> <p><b>Network Rail</b></p>	<p>bridges over WCML and Nottingham (line)</p> <p>unknown</p> <p>unknown</p> <p>unknown</p> <p>Unknown</p> <p>Unknown</p>	<p>2011-2016</p> <p>2006 - 2011</p> <p>2006 - 2011</p> <p>2006 - 2011</p> <p>2011 - 2016</p> <p>2011 - 2016</p>	<p>SP8 CP15 CP17</p> <p>SP4 SP6 SP8 CP15 CP17</p> <p>SP4 SP6 SP8 CP15 CP17</p> <p>SP4 SP6 SP8 CP15 CP17</p> <p>SP4 SP6 SP8 CP15 CP17</p> <p>SP4 SP6 SP8 CP15 CP17</p> <p>SP4 SP6 SP8 CP15 CP17</p>	<p>growth.</p> <p>Complete</p>	
Bus Services	<p>Improving accessibility. Reducing the impact of traffic (congestion, environment)</p>	<p>Ventura Park to Town Centre Local Transport Package: New bus stops, enhanced service, enhanced bus</p>	<p>Reduce impact of new development on local and strategic highway network. Reduce congestion, improving bus</p>	<p><b>Staffordshire County Council</b> Developer Contributions</p>	<p>£200,000</p>	<p>2006-2011 2011-2016</p>	<p>SP2 SP4 SP6 SP8 CP15 CP17</p>	<p>Funding secured through developer contributions</p> <p>Necessary for the delivery of town centre regeneration.</p>	

Physical Infrastructure Required	Driver	Scheme / Location	Outcome / Impact	Lead and Delivery Agencies	Cost	Phasing	Core Strategy Policy	Budget / Funding Provision	Notes
		passenger information and infrastructure Public Transport Partnership Route improvements	journey times and reliability. Commuter routes prioritised	<b>Staffordshire County Council</b>			SP4 SP8 CP15 CP17		County Council to advise on specifics
		Anker Valley Local Transport Package	Extended Route Service to new development	<b>Staffordshire County Council</b> Developer Contributions			SP4 SP6 SP8 CP15 CP17		
		Bus Depot Relocation	Available town centre regeneration site	<b>Arriva</b>	unknown	2011-2016	SP2 SP4 SP8	Private Sector led	Arriva have confirmed desire to relocate when suitable premises become available
		Bus Station / interchange	Enhanced passenger facilities	<b>Staffordshire County Council</b> <b>Arriva</b>	unknown	2011-2016	SP2 SP4 SP8 CP15 CP17	LTP / private sector / developer contributions	
Canal	Encourage use of green and blue corridors	Enhanced management, access and interpretation	Increased use of blue corridors. Greater connectivity Improved awareness and understanding of biodiversity	<b>British Waterways</b>	Unknown	-	SP8 SP9 CP3 CP13 CP14 CP15 CP17		
Road	Reducing the impact of traffic (congestion, environment)	Ventura Park to Town Centre Local Transport Package:	Reduce impact of new development on local and strategic highway network. Reduce congestion, improving bus journey times and reliability. Roundabout junction signalisation, highway improvements, linked signals, urban traffic control	<b>Staffordshire County Council</b> Developer Contributions	Total cost of transport strategy is currently unknown. Roundabout signalisation schemes delivered via S.278 agreement	2006-2011 2011-2016	SP2 SP4 SP6 SP8 CP15 CP17	Funded through developer contributions, payable upon commencement	Roundabout signalisation complete. Necessary for the delivery of town centre regeneration.
		A5(T) Junction Improvements at Stoneydelph / Mile	Less congestion and queuing	<b>Highways Agency</b> Developer	Mile Oak: £1,349,230 Stoneydelph:	2011-2016 2016-2021	SP4 SP5 SP8	Funded through developer contributions	Development in adjoining authorities may also be required to contribute

Physical Infrastructure Required	Driver	Scheme / Location	Outcome / Impact	Lead and Delivery Agencies	Cost	Phasing	Core Strategy Policy	Budget / Funding Provision	Notes
		Oak Anker Valley Local Transport Package	Anker Valley Link Road, new highway capacity, modifications to A513/B5493 junction, Urban Traffic Control on Upper Gungate/Aldergate corridor and improved accessibility to Tamworth rail station	Staffordshire County Council, Network Rail, Developer Contributions	£973,326 £15+		CP17 SP4 SP6 SP8 CP15 CP17	Funded through developer contributions	
	Provide access	Dunstall Lane Link	Access to Employment Land achieved	Private Sector	unknown	2011-2016	SP4 CP2 CP17	Developer contributions	Planning Permission exists
Car Parking	Town Centre regeneration	Town Centre car park improvement, regeneration and rationalisation	Right type of parking available in the right places Land released for town centre uses Promotion of alternative forms of sustainable travel	Tamworth Borough Council Staffordshire County Council Private landowners	Unknown	2011-2016	SP2 SP4 SP8 CP15 CP17	Developer contributions	
	Electric charging points	Improved Signage to town centre care parks As required	Reduce congestion Town centre regeneration	Tamworth Borough Council Staffordshire County Council Private landowners	Unknown	2011-2016	SP2 SP4 SP8 CP15 CP17	Private sector Tamworth Borough Council	
Housing Regeneration Areas		Tinkers Green	Housing that better meets the needs of Tamworth residents Improved stock condition	Private sector Tamworth Borough Council Registered Providers	To be determined as part of feasibility work	2011-2016	SP4 SP5 SP7		A feasibility study will be conducted that fully explores all options for development in the Tinkers Green area. The study will look at scenarios

Physical Infrastructure Required	Driver	Scheme / Location	Outcome / Impact	Lead and Delivery Agencies	Cost	Phasing	Core Strategy Policy	Budget / Funding Provision	Notes
			Improved health and educational Improved energy efficiency Reduction in social problems (i.e. ASB) & enhanced community involvement Effective utilisation of Council assets to maximise social & economic benefits of regeneration activity	HCA					that deliver the right mix / type of housing to meet identified need, potential investment requirements & explore the wider regeneration of the area to include benefits to the local economy, improvement to the physical / social environment & improved health outcomes for residents
		Kerria	Housing that better meets the needs of Tamworth residents Improved stock condition Improved health and educational Improved energy efficiency Reduction in social problems (i.e. ASB) & enhanced community involvement Effective utilisation of Council assets to maximise social & economic benefits of regeneration activity	<b>Tamworth Borough Council</b> Registered Providers HCA	To be determined as key element of feasibility study	2011-2016	SP4 SP5 SP7		A feasibility study will be conducted that fully explores all options for development in the Tinkers Green area. The study will look at scenarios that deliver the right mix / type of housing to meet identified need, potential investment requirements & explore the wider regeneration of the area to include benefits to the local economy, improvement to the physical / social environment & improved health outcomes for residents
		Garage Sites	Increased levels of Affordable Housing Reduction in social problems (i.e. ASB) & enhanced community involvement Effective utilisation of Council assets to maximise social & economic benefits of regeneration activity	<b>Tamworth Borough Council</b> Registered Providers HCA	Investment requirement to be identified once all sites to go forward have been agreed	2011-2016	SP4 SP5 SP7 CP4		Work is currently underway to determine which sites will be developed as affordable housing. Proposed numbers are expected to decrease once relevant site investigations have been completed. HCA to be invited to support & assist in delivery on those site to go forward for development.
Town Centre	Increase vitality and	Town Centre	Increased housing	<b>Tamworth</b>		2011-2016	SP2		

Physical Infrastructure Required	Driver	Scheme / Location	Outcome / Impact	Lead and Delivery Agencies	Cost	Phasing	Core Strategy Policy	Budget / Funding Provision	Notes
housing	viability		provision to meet variety of identified need Bringing empty properties back into use / energy efficiency improvements Housing contribution to mixed use, more vibrant town centre	<b>Borough Council</b> Registered Providers HCA			SP4 SP5		
Town Centre Public Realm	Increase vitality and viability	Gateways: College Campus Train Station South East Ladybridge Lichfield Street	Improved legibility to town centre Redevelopment / Investment of public and private development sites Reconfigured Upper Gungate bridge link Reconfigured Pedestrian priority junction outside station to improve links to town centre Downgraded highways infrastructure minimised street clutter, maximised pedestrian movement and increase visibility of key strategic movement corridors	<b>Tamworth Borough Council and Staffordshire County Council</b>	To be determined as part of early design	2011-2016 2016-2021 2021-2026	SP2 SP8 CP2 CP10 CP11 CP17	LTP and developer contributions	
		Corridors: Upper Gungate Victoria Road Bolebridge Street Ladybridge Lichfield Street	Investigate widened footpaths, cycle paths, pedestrian priority crossings, signage and adopting a constraint palette of materials and street furniture. Improved town centre links encouraging	<b>Tamworth Borough Council and Staffordshire County Council</b>	To be determined as part of early design	2011-2016 2016-2021 2021-2026	SP2 SP8 CP2 CP10 CP11 CP17	LTP and developer contributions	

Physical Infrastructure Required	Driver	Scheme / Location	Outcome / Impact	Lead and Delivery Agencies	Cost	Phasing	Core Strategy Policy	Budget / Funding Provision	Notes
			increased footfall Dedicated cycle links Improved lighting Improve crossing facilities/subway potential for riverside route						
		Public realm enhancements	Flooring materials, pedestrian and vehicle signage, street furniture (bins, benches, planters, lighting etc.) coordinated, appropriate and new signage installed, including Library / Civic Space & St Editha Square	<b>Tamworth Borough Council and Staffordshire Council</b>	To be determined as part of early design	2011-2016 2016-2021 2021-2026	SP2 SP8 CP2 CP10 CP11 CP17	LTP and developer contributions	
		Enhance Market	Provision of new stalls More regular markets	<b>Tamworth Borough Council</b>	Unknown	2011-2016	SP2 SP8 CP2 CP10 CP11 CP17	Tamworth Borough Council	New stalls have been introduced by the market operator and a programme of additional markets is being considered
		Improve access to river frontage	Enhanced access to river frontage and greenspace	<b>Tamworth Borough Council</b>	unknown	2011-2016	SP2 SP8 CP2 CP3 CP10 CP17	Tamworth Borough Council	Working with partners through Central Rivers Initiative and private landowners.
Public Realm improvements	Open space study found poor quality / low value spaces	Kerria Ellerbeek Exley Calletonia	Enhanced planting, materials, lighting, street furniture leading to improved sense of place	<b>Tamworth Borough Council</b>	unknown	2011-2016 2016-2021	SP2 SP3 SP8 CP1 CP2 CP10 CP17	Tamworth Borough Council Developer contributions	
Employment Area renewal	Improve sustainability and viability	Soft and hard landscaping, surfacing, signage, lighting improvements in	Enhanced appearance and attractiveness to market	<b>BEP</b>	unknown	2011-2016 2016-2021 2021-2026	SP4 SP8 CP2 CP10 CP17	Private sector, developer contributions where appropriate, Tamworth Borough Council	

Physical Infrastructure Required	Driver	Scheme / Location	Outcome / Impact	Lead and Delivery Agencies	Cost	Phasing	Core Strategy Policy	Budget / Funding Provision	Notes
		employment areas							



## APPENDIX 8: GLOSSARY

Accessibility	The ability of everyone to conveniently go where they want.
Affordable housing	Affordable housing includes social rented and intermediate market housing for specified eligible households whose needs are not met by the market. Affordable housing should: - meet the needs of eligible households including availability at low cost enough for them to afford, determined with regard to local incomes and local house prices; and include provision for the home to be retained for future eligible households or if these restrictions are lifted for any subsidy to be recycled for alternative affordable housing provision. Affordable housing includes 'social rented' housing which is owned or managed by local authorities and Registered Social Landlords for which guideline target rents are determined through the national rent regime. Intermediate affordable housing is housing at prices and rents above those of the social rent, but below market prices and rents, and which the criteria set out above.
Annual Monitoring Report (AMR)	Sets out the Council's progress in terms of producing the Local Development Documents and in implementing policies. The monitoring period is from April to March.
Biodiversity	The whole variety of life encompassing all genetics, species and ecosystems, including plants and animals.
CABE	Commission for Architecture and the Built Environment. CABE is the government's advisor on architecture, urban design and public space.
Capacity (Retailing term)	Money available within the catchment area with which to support existing and additional floor space.
Clusters	Networks of specialised, creative, industrial or hi-tech businesses concentrated within a particular location whose co-location may enhance their competitive advantage.
Conformity	In agreement with, accords and with the principles of something.
Conservation Area	Area of special architectural or historic interest, the character, appearance or setting of which it is desirable to preserve or enhance.

Core Strategy	A development Plan Document setting out the spatial vision and objectives of the planning framework for an area, linking into the community strategy.
Density	In the case of housing development, a measurement of either the number of habitable rooms per hectare or the number of dwellings per hectare.
Development Plan Documents (DPDs)	DPDs are local development documents that have Development Plan Document Status. Once they are adopted, development control decisions must be made in accordance with them unless material considerations indicate otherwise. The DPDs that planning authorities indicated must prepare include the Core Strategy, site specific allocations of land and, where needed, action area plans.
Designated sites	Sites of conservation or landscape importance which will be protected from adverse impact of development. There are three main tiers of designated conservation sites, international, national and regional.
Employment uses	Includes any uses or development that creates jobs
Existing Employment Areas	these are the XX areas shown in the Proposal map for the Council's Local Plan (YEAR). These areas will be further defined as part of the Development Control and Site Allocations DPD.
Flood Plain	Generally flat lying areas adjacent to a watercourse, tidal lengths of a river or the sea where the water flows in times of flood or would flow but for the presence of flood defences.
Greenbelt (Not to be confused with the term greenfield)	A designation for land around certain cities and large built up areas, which aims to keep this land permanently open or largely undeveloped.
Greenfield Land	Land which has never been built on before or where the remains of any structure or activity have blended into the landscape over time
Green corridor/wildlife corridor	Green corridors can link housing areas with the national cycle network, town and city centres, places of employment and community facilities. They can help promote environmentally sustainable forms of transport such as walking and cycling within urban areas and can also act as vital linkages for wildlife dispersal between wetlands and countryside.

Housing land availability	The total amount of land reserved for residential use awaiting development.
Infill development	Building on a relatively small site between existing buildings.
Issues and options	The pre submission consultation stages on Development Plan Documents with the objective of gaining public consensus over proposals ahead of submission to Government before they are submitted for Independent Examination.
Listed building	A building of special architectural or historic interest, graded I (highest quality) II* or II.
Local Centre	includes a range of small shops and perhaps limited services of a local nature, serving a small catchment. Sometimes also referred to as a local neighbourhood centre.
Local Development Documents	These include Development Plan Documents, which will form part of the statutory development plan and Supplementary Planning Documents, which do not form part of the statutory development plan. Local Development Documents together deliver the spatial planning strategy for the local planning authority's area and they may be prepared jointly between local planning authorities.
Local Development Framework	A non statutory term used to describe a folder of documents, which includes all the local planning authority's local development documents. The Local Development Framework will also comprise the statement of community involvement, the local development scheme and the annual monitoring report.
Local Development Scheme	This is the project plan for the period of production of all documents that will comprise the Local Development Framework. It identifies each Local Development Document stating which are to be Development Plan Documents
Local Plan	An old style development plan prepared by the District Planning Authority. These plans will continue to operate for a time after the commencement of the new development plan system, by virtue of specific transitional

	provisions.
Local Transport Plan	A five year integrated transport strategy, prepared by local authorities in partnership with the community, seeking funding to help provide local transport projects. The plan sets out the resources predicted for delivery of the targets identified in the strategy. Local Transport Plans should be consistent with the policies and priorities set out in the Regional Transport Strategy.
Masterplan	A type of planning brief outlining the preferred usage of land and buildings, as a framework for planning applications.
Mixed use	Provision of a mix of complementary uses, such as residential, community and leisure uses, on a site or within a particular area.
Open space	All space is of public value, including not just land, but also areas of water, such as rivers, canals, lakes and reservoirs, which can offer opportunities for sport and recreation. They can also act as a haven for wildlife and are usually attractive.
Plan, Monitor and Manage`	Approach to housing provision involving: Plan for an overall annual rate and distribution of housing, monitor provision against targets and indicators and manage the process
Planning application	A form plus plans submitted to the Council when development is proposed.
Planning Policy Guidance	These were issued by Central Government to set out national land use policies for England on different areas of planning. PPGs are gradually being replaced by Planning Policy Statements.
Previously Developed Land	Previously developed land is that which is or was occupied by a permanent structure including the curtilage of the developed land and any associated fixed infrastructure.
Primary and secondary frontages:	Primary frontages are likely to include a high proportion of retail uses. Secondary frontages provide greater opportunities for a diversity of uses.

Primary shopping area:	Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontage).
Regional Spatial Strategy	A strategy for how a region should look in 15-20 years time and possibly longer. It identifies the scale and location of new housing in the region, shows areas for regeneration, growth and identifies smaller sub regions, specifies priorities for the environment, transport, infrastructure, economic development, agriculture, minerals and waste treatment and disposal.
Retail Floorspace	Total area of the property associated with all retail uses. Usually measure in square metres
Sequential approach	A planning principle that seeks to identify, allocate or develop certain types of land before consideration of others. For example, brownfield housing sites before greenfield sites or town centre retail sites before out of centre sites.
Sequential Test (Development)	<p>A planning principle that encourages new development to take place in the most sustainable locations in terms of accessibility and reducing the need to travel by private car. Therefore, potential proposals are assessed (or sites are allocated), in accordance with the following preferences:</p> <ol style="list-style-type: none"> <li>1. locations in appropriate existing centres where sites or buildings for conversion a. are, or are likely to become, available within the plan period</li> <li>2. edge-of-centre locations, with preference given to sites that are or will be well-b. connected to the centre</li> <li>3. out-of-centre sites, with preference given to sites which are or will be well served c. by a choice of means of transport and which are closest to the centre and have a higher likelihood of forming links with the centre.</li> </ol>
Sequential Test ( <b>Flood Risk</b> ):-	In areas at risk of flooding, applicants are

	<p>required to undertake a sequential test, as part of their Flood Risk Assessment), to demonstrate that a potential proposal is being situated on a site that has a low risk of flooding. Applications in areas at risk of flooding are assessed in accordance with the following preferences:</p> <p><b>Flood Zone 1:</b> An area with low risk of flooding. This zone comprises land assessed as having a less than 1 in 1000 annual probability of river or sea flooding.</p> <p><b>Flood Zone 2:</b> An area with a low to medium risk of flooding. This zone comprises land assessed as having between a 1 in 100 and 1 in 1000 annual probability of river flooding or between a 1 in 200 and 1 in 1000 annual probability of sea flooding.</p> <p><b>Flood Zone 3a:</b> An area with a high probability of flooding. This zone comprises land assessed as having a 1 in 100 or greater annual probability of river flooding or a 1 in 200 or greater annual probability of flooding from the sea.</p> <p><b>Flood Zone 3b:</b> This is an area within a functional floodplain. This zone comprises land where water has to flow or be stored in times of flood. (Refer to Appendix X for further details)</p>
Site allocations	The allocations of sites for specific or mixed uses of development to be contained in Development Plan Documents. Identified sites will be illustrated on the proposals map.
Site of Special Scientific Interest	A site identified under the Wildlife and Countryside Act 1981 as an area of special interest by reason of any of its flora, fauna, geological or physiographical features (basically, plants, animals and natural features relating to the Earths structure)
Spatial Planning	Spatial planning goes beyond the traditional land use planning to bring together and integrate policies for the development and use of land with other policies and programmes which influence the nature of places and how they function. That will include policies which

	can impact on land use, for example by influencing the demands on or needs for development, but which are not capable of being delivered solely or mainly through the granting or refusal of planning permission and which may be implemented by other means.
Spatial Vision	A brief description of how the area will be changed at the end of the plan period (10-15 years)
Sport England	Sport England is the government agency responsible for building the foundations of sporting success.
Staffordshire Destination Management Partnership (SDMP, 2008):	This is a public/private sector partnership that aims to promote tourism/visitor attractions, in order to regenerate and create jobs in the countywide area.
Staffordshire Local Transport Plan	The Transport Act 2000 requires all Highway Authorities to produce a five-year Local Transport Plan (LTP) which sets out a strategy and action plan for improving local transport. Staffordshire's second LTP ('LTP2') covering the period 2006/07 - 2010/11 was submitted to the Department for Transport on the 31st March 2006
Strategic Housing Land Availability Assessment (SHLAA)	A key component of the evidence base to support the delivery of sufficient land for housing to meet the community's need for more homes. These assessments are required by national planning policy, set out in Planning Policy Statement 3: Housing (PPS3).
Strategic Planning	Wider ranging and longer term planning which establishes broad goals, strategies, principles and objectives for the wider region.
Supplementary Planning Document (SPD)	An SPD is a Local Development Document that may include a range of issues, thematic or site specific, and provides further detail of policies and proposals in a 'parent' Development Plan Document.
Sustainable Communities	Places where people want to live and work, now and in the future.
Sustainable Community Strategy	A strategy prepared by local authorities to help deliver local community aspirations, under the Local Government Act 2000.
Sustainable development	A wider used definition drawn upon by the World Commission on Environment and Development in 1987 "development that meets



	the needs of the present without compromising the ability of future generations to meet their own needs"
Sustainable Drainage Systems (SUDS)	These systems endeavour to mimic the natural movement of water from a development, reducing flood risk, improving water quality and often providing attractive features that can make towns and cities more desirable places to live in and enhancing the quality of life.
Town centre uses :	According to the national Planning guidelines, the main town centre uses are: 1. retail development (including warehouse clubs and factory outlet centres) 2. leisure, entertainment facilities, and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls) 3. offices, and 4. arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).
USE Classes Order	<p>The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'.</p> <p>The following list gives an indication of some of the types of uses which may fall within each use class.</p> <p><b>A1 Shops:</b> Town and Country Planning (Use Classes) Order 1987 (as amended) includes shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafés.</p> <p><b>B1 Employment Use:</b> Offices, research and development, light industry (in the Town and Country Planning Use Classes Order 1987 and its subsequent amendments).</p> <p><b>B2 Employment Use:</b> General Industrial (in the Town and Country Planning Use</p>

	<p>Classes Order 1987 and its subsequent amendments).</p> <p><b>B8 Employment Use:</b> Storage and distribution (in the Town and Country Planning Use Classes Order 1987 and its subsequent amendments).</p> <p><b>Non B Employment Uses:</b> A use commonly defined as including retail, tourism, leisure education, and health as set out by the Town and Country Planning Use Classes Order 1987 and its subsequent amendments.</p>
Vitality	In terms of shopping, a centre that is capable of success or continuing effectiveness.
Viability	In terms of shopping, the capacity of a centre to grow or develop.
windfall Site	A site not specifically allocated for development in a development plan, but which unexpectedly becomes available for development during the lifetime of the plan. Most 'windfalls' are referred to in a housing context.

APPENDIX 9: TAMWORTH LOCAL PLAN POLICIES (TO BE INSERTED)

## **Tamworth Pre-Submission Publication Core Strategy Sustainability Appraisal, incorporating Strategic Environmental Assessment Report**

### **1. Scope of Core Strategy**

The Borough Council has been working on the Core Strategy since 2006 and has produced a number of consultation documents, including the Issues and Options Report in 2008, a Proposed Spatial Strategy in late 2009 and most recently, a Housing Policy Paper in 2011. Each of these documents has been subject to a Sustainability Appraisal which together has informed the development of the Pre-Submission Publication Core Strategy.

The Core Strategy is a key document that will set out the basic principles and policy direction for planning and development in Tamworth up to 2028 and which will be locally distinctive. It is part of a portfolio of documents that together will form the Local Development Framework for Tamworth. The Core Strategy covers a range of topic areas, including housing, employment, green spaces, biodiversity, leisure and shopping. It is considered that it is the most appropriate way of achieving the spatial Vision and Objectives for the borough whilst delivering identified future development needs in the most appropriate and sustainable way.

The Core Strategy Pre-submission Publication Document includes a spatial portrait of Tamworth; setting out the key characteristics of the borough and identifies the key issues and challenges facing the borough that the Core Strategy seeks to address. The vision sets out the type of place Tamworth should become by 2028. It takes into account existing plans and strategies produced by both the council and its partners. The vision results in a set of 12 strategic objectives which are set out in relation to the key themes to which they relate. The policy chapters include policies to guide how the spatial vision and strategic objectives; summarised in 4 over-arching chapters: a prosperous borough, stronger neighbourhoods, a better connected borough and improved environmental quality, will be achieved in practical terms. The spatial strategy policies set out how much development there will be, broadly where it will go, when it will take place and who will deliver it. The Core Policies contained within each theme chapter seek to deliver the vision and strategic objectives and should be interpreted within the context of the spatial strategy policies.

. The Monitoring and Delivery chapter sets out how the policies will be monitored and delivered. It contains a Monitoring Framework which includes setting out a series of monitoring indicators and targets against each policy to measure their delivery. The indicators will be monitored regularly and if it is shown that targets are not being achieved then contingency measures, also set out in the framework, will be implemented.

A summary of the policies contained within the Core Strategy and which have been subjected to the SA/SEA are set out below:

<b>Policy Description</b>	<b>Remit</b>
SP1: Spatial Strategy for Tamworth	Provides a guide to how the spatial vision and strategic objectives will be achieved in practical terms. The role of the spatial strategy is to set out how much development there will be, broadly where it will go, when it will take place and who will deliver it. It emphasises the 'centres first' objective, spatial direction for delivering housing and employment needs whilst identifying key spatial priorities for infrastructure and environmental improvements.
SP2: Supporting investment in Tamworth Town Centre	Identifies strategic sites and opportunities for retail, leisure, culture/tourism & office development along with encouraging higher density residential and improved linkages within the town centre and to the out of centre retail areas. It also identifies the key gateway sites and introduces design and conservation principles.
SP3: Supporting investment in local & neighbourhood centres	Sets out guidance for achieving environmental and accessibility improvements and where applicable linked to delivering community regeneration objectives.
SP4: Sustainable economic growth	Identifies the employment land requirement along with main employment sites, and introduces a proposed two tiered approach; 'strategic sites' and 'local sites' to ensure Tamworth has sufficient capacity to serve need whilst offering a degree of flexibility over allowing future housing development in the more poorly performing local sites. The policy also sets out environmental and accessibility related improvements required to regenerate and enhance employment sites.
SP5: Housing delivery	This policy will set out the overall future housing need release of land to achieve a balanced delivery over the plan period to meet identified housing need including the criteria for achieving high quality development in sustainable locations.
SP6: Anker Valley Sustainable Urban Neighbourhood	Includes a criteria based policy for delivering the proposed strategic housing site including the housing numbers and associated infrastructure required to deliver a new sustainable neighbourhood.

SP7: Regeneration Priority Areas	Identifies Regeneration Priority Areas: Post War Social Housing areas, and the Wilnecote Corridor as a result of them demonstrating high levels of deprivation and/or a poor quality environment. Sets out a series of priorities to address in each area and commits the council and its partners to work in partnership to deliver spatial interventions to improve the physical environment and deliver social and economic renewal.
SP8: Environmental Assets	Maps green and blue infrastructure and identifies a series of priority areas and schemes and policy principles to deliver enhancements and improvements. These include improving and enhancing the network of green linear linkages across the town, and to the, canal and river network.
SP9: Sustainable transport	Identifies key strategic locations for transport improvements including to A5 junctions, Anker Valley Linkages, Tamworth & Wilnecote stations, cycle and pedestrian routes along with general principles for improving accessibility and sustainability.
CP1: Hierarchy of centres	Reinforces the 'centre first' approach to delivering identified future convenience and comparison retail need and defines the hierarchy of centres and sets out acceptable uses in each tier of centre. Sets out the approach to retail & leisure proposals outside of centres including floor space thresholds as a basis to undertake impact assessments. Sets out restrictions on future retail/leisure expansion at out of town retail parks.
CP2: Economic Growth & Enterprise	This policy defines the acceptable uses within the employment areas- B1 (b,c), B2 & B8. Provides detail of environmental and accessibility improvements. Promotes preferred location for offices as being the town centre and edge of centre locations and refers to identified strategic sites. Also introduces Local Development Orders as potential delivery mechanisms for strategic sites.
CP3: Supporting growth in culture & tourism	Sets out support for tourism and culture led development; in particular related to the town centre and its proposed leisure zone. Identified supporting infrastructure including hotels and accessibility improvements including to Drayton Manor
CP4: Affordable Housing	This policy will establish thresholds and the level of developer contribution towards the provision of affordable housing target.
CP5: Housing needs	The policy will establish standards for new housing development including the size and type of units, specific types based on evidence arising from the ongoing update of the Housing Needs Study.
CP6: Housing density	This will contain a banded density target for particular borough wide locations including a higher density target for centres, transport nodes and a lower target for elsewhere whilst respecting the local context
CP7: Gypsy & Traveller provision	Whilst not allocating specific sites, this policy establishes criteria for assessing applications for site proposals.
CP8: Sport & Recreation	This provides and promotes a network of high quality sport and recreation facilities across the borough to meet needs. whilst aiming to protect existing facilities..
CP9 Open Space	This seeks to protect the existing network of high quality open space across the borough and sets out criteria for assessing

	proposals which involve a loss of open space.
CP10: Design of new development	This policy introduces a number of principles to achieve high quality buildings and places.
CP11: Protecting historic Assets	This includes a list of principles to be considered when proposing development which impacts on the historic environment including listed buildings, Conservation Area & scheduled monuments.
CP12: Protecting and enhancing biodiversity	This aims to preserve sites and species, reinforce links between habitats and ensure appropriate consideration to development depending on status of sites i.e. national and local. It also encourages habitat restoration and creation, with emphasis on community led initiatives and list priority schemes.
CP13: Sustainable Development & Mitigating the effects of climate change	This supports measures to achieve carbon zero development including renewable energy proposals and resource management.
CP14: Water management	This policy requires new development to consider areas susceptible to fluvial and pluvial flooding including the application of SUDs and sustainable urban design
CP15: New development to be accessible by sustainable transport modes	The policy sets out priority measures for improving accessibility and linkages, particularly by public transport, walking and cycling on a borough wide basis and to/from strategic development sites. and sets out the criteria for the requirement for transport assessments and travel plans.
CP16: Providing and protecting community infrastructure	This sets out support for community facilities and infrastructure to be located in accessible locations and encourages dual use to be considered where appropriate in sustainable locations.
CP17 Infrastructure & Developer Contributions	This policy includes the key infrastructure required to deliver the strategy and introduces the Infrastructure Delivery Plan



## Section 2-The requirement for Sustainability Appraisal

The Planning and Compulsory Purchase Act 2004 requires Development Plan Documents to contribute towards the achievement of more sustainable development. The Sustainability Appraisal process has a key role to play in fulfilling this requirement by ensuring that sustainability issues are given full consideration in the preparation and adoption of plans.

European Directive 2001/42/EC requires Strategic Environmental Assessment (SEA) of a wide range of plans and programmes, including Development Plan Documents. The Directive requires that authorities must describe the baseline environment and links to other relevant plans and programmes, consider alternatives to the Plans, predict and mitigate the Plan's environmental effects and integrate the results in the decision-making process.

The procedures for SEA are similar to those for Sustainability Appraisal, but the focus is solely on environmental issues. To avoid unnecessary duplication and ensure an integrated approach to the plan making process, guidance<sup>1</sup> was issued to planning authorities, confirming that it is possible to satisfy both requirements through a single appraisal process.

A key objective of the SEA Directive is 'to provide for a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation and adoption of plans and programmes with a view to promoting sustainable development'. The Directive defines 'environmental assessment' as a procedure comprising:

- preparing an Environmental Report on the likely significant effects of the draft plan or programme;
- carrying out consultation on the draft plan or programme and the accompanying Environmental Report;
- taking into account the Environmental Report and the results of consultation in decision making; and
- providing information when the plan or programme is adopted and showing how the results of the environmental assessment have been taken into account.

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<sup>1</sup> Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents (2005)

This report includes the implementation of the SA/SEA process and is published for representation alongside the Core Strategy Publication Document. The table overleaf sets out how the requirements of the SEA Directive have been met.

**Table 1 - A Checklist of the SEA Directive Requirements of the Directive where it is covered in Report**

	This Report and previous SA Reports
Preparation of an environmental report in which the likely significant effects on the environment of implementing the plan or programme, and reasonable alternatives taking into account the objectives and geographical scope of the plan or programme, are identified, described and evaluated. (The information to be given is (Art. 5 and Annex 1);	Scope of Plan Section 1 Context & links Section 3
a) <del>A</del> outline of the contents, main objectives of the plan and programme and relationship with other relevant plans and programmes;	Spatial Portrait Section xx 'Do nothing' option in Section 3
b) <del>The</del> relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme;	Spatial Portrait in Section Sustainability issues Section 3
c) The environmental characteristics of areas likely to be significantly affected;	Spatial Portrait Sustainability issues in Section 3
d) Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC;	Scoping Report with Updates in
e) The environmental protection objectives, established at international, community or national level, which are relevant	

<p>to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation</p>	<p><b>Sections 3</b></p>
<p>f) The likely significant effects on the environment, including issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors.</p>	<p><b>Sustainability issues in Section 3</b></p>
<p>g) The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme;</p>	<p><b>Table 2</b></p>
<p>h) An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know how) encountered in compiling the required information;</p>	<p><b>The SA Process Sections 3 and 4</b></p>
<p>i) A description of measures envisaged concerning monitoring in accordance with Article 10;</p>	<p><b>Monitoring Section and table 2</b></p>
<p>j) A non-technical summary of the information provided under the above headings</p>	<p><b>Summary Document</b></p>
<p>The report shall include information that may reasonably be required taking into account current knowledge and methods of assessment, the contents and level of detail in the plan or programme, its stage in the decision-making process and the extent to which certain matters are more appropriately assessed at different levels in that process to avoid duplication on the assessment (Art. 5.2);</p>	<p><b>Noted</b></p>
<p>Consultation  <input type="checkbox"/> authorities with environmental responsibilities, when deciding on the scope and level of the information to be</p>	<p><b>Tamworth Borough consulted the four</b></p>

<p>included in the environmental report (Art 5.4);</p>	<p>statutory agencies required by the Strategic Environmental Assessment; the Environment Agency, the Countryside Agency, English Heritage and Natural England. The Council also consulted with consultees from the LDF database and placed copies in public places around the town.</p>
<p><input type="checkbox"/> authorities with environmental responsibility and the public shall be given an early and effective opportunity within an appropriate time frame to express their opinion on the draft plan or programme and the accompanying environmental report before adoption of the plan or programme (Art. 6.1, 6.2);</p> <p><input type="checkbox"/> other EU Member States, where the implementation of the plan or programme is likely to have significant effects on the environment of that country (Art. 7);</p> <p>Taking the environmental and the results of the consultation</p>	<p>The SA Reports have been subject to consultation when published alongside the respective stages of the Core Strategy.</p> <p>N/A</p>
	<p>This has been</p>

into account in decision-making (Art. 8);	integral to the process of refining policy formulation.
Monitoring the significant environmental effects of the plan's or programme's implementation (Art. 10);	The Core Strategy includes monitoring indicators which have been chosen as a result of the sustainability appraisal process.
Quality assurance: environmental report should be of a sufficient standard to meet requirements of the SEA Directive (Art. 12).	This report complies with this requirement.

### Section 3: A Spatial Portrait of Tamworth

The SEA Directive requires a statement of the current state of the environment. This requirement is sufficiently covered below. However, because the report is a Sustainability Appraisal Report instead of a Strategic Environmental Appraisal, a portrait of the socio-economic situation of the Borough is also included.

Located in the south-east corner of Staffordshire, Tamworth is a large town that serves the local needs of the surrounding rural villages in the adjacent districts of Lichfield and North Warwickshire. The Borough of Tamworth is a small, urban, densely populated Town with a small amount of countryside and Green Belt encircling the built up area. These green and open spaces define and shape the way that Tamworth develops and more importantly, provides 'green lungs' amongst the built-up urban areas. The close proximity of Tamworth to the countryside provides residents and visitors with recreational opportunities, and employers and inward investors with a quality environment.

The population of Tamworth has tripled since the post war years due to the relocation of inner-city Birmingham residents to the Borough. The overspill development raises challenges for the Borough, in particular the preservation of Tamworth's history and historic core, which has become overpowered by the 1960s and 1970s housing estates. These estates are dated in their design and uniform in their appearance. Pockets of deprivation also exist amongst Tamworth's residential areas and there are issues associated with crime, anti-social behaviour and poor health. The health of people in Tamworth is varied compared to the England average. Whilst life expectancy for both men and women is similar to the England average, it is 8 years lower for men and 7 years lower for women in the most deprived areas of Tamworth than in the least deprived areas. Estimated adult healthy eating and obesity levels are worse than the England average. Levels of teenage pregnancy and GCSE attainment are worse than the England average.

Tamworth's compact urban form provides good opportunities for transport accessibility particularly to and from the Town Centre where the Town's retail and leisure services are predominantly located. Tamworth's close proximity to the national motorway network and to Birmingham makes it an accessible place to live and work, however, it is estimated that around 50% of the adult population out-commute each day to work. Tamworth itself has a low unemployment rate, but this masks the fact that employment in the Town is largely low-paid, unskilled and requiring few qualifications.

Tamworth is a town with historic and environmental assets that provide character, form and interest to an otherwise compact, urban and dense settlement. The pressure to build on the remaining open and green space increases the value of this precious resource for the Town. Further constraints to development are the extensive areas of green space that are liable to flooding.

Despite the compact nature of the Town there is still a dependence on the car to travel to work. A large proportion of the workforce commute from Tamworth to their place of work every day. Research undertaken by Tamworth Borough Council showed that 50% of all commuters travelled 10 kilometres from Tamworth. This could be a reflection of the employment on offer or the opportunities within the Town. 21.7% of households do not have access to a car however there are 23 bus routes, a rise of 5 new routes since 2006, together with river and canal paths being in good condition.

### **Summary of the Key challenges facing Tamworth until 2028 and their key Sustainability issues**

The Core Strategy deals with the broad category of issues and challenges set out below. These issues have been generally supported by the general public through the previous Issues and Options consultation, and have been influenced by both existing and emerging strategies and evidence base during its development to form the basis of the Core Strategy:

- Housing; particularly affordable housing
- Tackling pockets of deprivation within the borough
- Protecting the role of the network of centres across the borough
- Health inequalities within the borough
- Green and blue Infrastructure and the environment;
- The Economy-promoting sustainable economic growth
- Mitigating the effects of Climate Change; particularly around flood risk
- Buildings, public spaces and protecting and enhancing the historic environment;
- Infrastructure and services;
- Transport and accessibility.

Addressing these issues raises a number of key sustainability issues, which the Core Strategy has to consider. The identification of these issues is informed by:

- Issues and Options document
- Proposed Spatial Strategy Document;
- Housing Policy Consultation Document
- Review of plans and programmes;
- Review of baseline information;
- Consultation responses; and
- Evidence based studies of the Council.

The key sustainability issues are structured in the same order as the broad category of issues for the Core Strategy, except where they are either grouped together or covered elsewhere.

**A summary of the key sustainability issues are highlighted below:**

- how to provide sufficient housing to meet the needs of all sections of the community in the context of a shortage of developable land within the borough



- improving the health and wellbeing of residents;
- how to create safer communities;
- how to address pockets of socio-economic deprivation within the borough
- how to sustain a vibrant economy and communities without compromising on the quality of the environment;
- how to make efficient use of resources, including previously developed land in the context of constrained supply of developable land;
- how to improve the quality of the environment;
- how to conserve and enhance the biodiversity of the area
- how to improve accessibility to key services, facilities and features;
- how to avoid and/or reduce adverse impacts on climate change;
- how to manage waste effectively
- how to improve the water environment, including its efficient use and quality;
- how to manage efficient use of energy and encourage the use of renewable energy and reduce the use of resources;
- how to sustain and create a positive framework for economic growth;
- how to reduce pollution;
- how to improve use of public transport and tackle congestion
- reducing the risk of flooding in some areas of the town, especially in the town centre.
- how to improve the water quality in the borough.. .
- ensuring air quality remains satisfactory

Map 1 is a key diagram showing the key characteristics and sensitive designations of the Borough.

#### **Brief description of how the Borough could look without the intervention of the Core Strategy:**

This section provides a brief scenario of what the Borough could look like by 2028 without the implementation of the Core Strategy. There is no scientific basis to this predicted scenario, it rather looks at past trends and assumes they will continue in a similar manner. The assessment is grouped under socio, economic and environmental implications. Overall, without the Core Strategy, development in the Borough will have to be judged against out-of-date policies and proposals along with existing, and until superseded, national planning policies. In addition, previous

policies which have not been saved will not have been replaced. This could lead to unplanned and unmanaged forms of development across the borough. It is therefore unlikely that the future needs of the Borough will be met in a sustainable manner.

#### **Socio and economic implications without the Core Strategy –**

There is presently an unmet need for affordable housing. There is equally significant demand for general market housing and housing for specific groups including the elderly. Without the Core Strategy making provision for sufficient and suitable sites to deliver these types of housing, there is the likelihood for the housing register to continue to rise with more incidents of homelessness and people living in unsuitable accommodation. House prices could rise and exacerbate the average house prices in the area due to excessive demand, which will be unmatched by supply. First time buyers, in particular the young will be priced out of the housing market. This situation could both deter future investment and increase commuting distances thus increasing transport related carbon emissions whilst negating the ability to create sustainable neighbourhoods. Furthermore, there will not be any policy basis to introduce new standards for sustainable construction of buildings. This could have adverse consequences on climate change.

Without adequate supply of employment land businesses will find the area an unattractive location to locate and invest. This could also have implications on the unemployment rate in the area. There are potential consequential impacts such as a decline in the skill base of the area. Consequently, the economic base of the area could decline in relative terms. Investment in the town centre may not take place, hastening the relative decline of the town centre's retailing and leisure role and impinging the ability to capitalise on its historic and tourism-cultural potential. The population will continue to outgrow the necessary infrastructure to support it with the consequential lack of access to key services and facilities could lead to social exclusion. Without a focus on interventions within the regeneration priority areas, many of the underlying causes of deprivation in some areas of the Borough will continue to exist. Consequently, the wellbeing of some of the people living in these areas will decline.

#### **Environmental Implications without the Core Strategy –**

The environmental implications will be broadly negative. Traffic and car use is likely to increase due to natural population growth. The rate of growth might not be as fast as when the Core Strategy is implemented with its focus on improving accessibility by modes other than the private car and interventions to tackle congestion. However, there will be an associated increase in air pollution. This could undermine the Council's effort to mitigate against the effects of climate change. Buildings may be built without the necessary high environmental quality standards in their construction and design because there will be no policy basis to enforce the introduction of such standards.

Without a focus on ensuring development takes place in sustainable locations, pressure could increase to release countryside and green belt locations for development. This would result in less sustainable patterns of development whilst potentially impacting on important biodiversity sites and areas at high risk of flooding.

### **Links to other plans, policies and programmes**

The links to other plans, policies and programmes was assessed as part of the Scoping Report. These plans, policies and programmes never remain static, there will always be changes. During the Core Strategy's production and accompanying sustainability appraisals, regional planning guidance was subject to substantial revisions and in 2010 the government announced its intention to remove the regional tier of planning. National planning policy and associated guidance has been revised and in 2011 the government published its draft National Planning Policy Framework which it is expected to replace the current range of individual planning policy guidance and statements. The pre-submission publication Core strategy policies have tried to build in some flexibility to reflect these changes and this has been reflected in the revisions to the Sustainability Appraisal objectives and policy appraisal.

The Sustainable Community Strategy is also a document that has undergone significant review; and wherever possible revisions to objectives have been incorporated into the appraisal process.

The Core Strategy is one of a number of Council (and its partners) strategies and documents that seek to achieve a similar goal of sustainable development. In this regard, the Core Strategy does not sit in isolation but should be looked at in the wider context of the Council's overall drive to implement total place solutions to deliver thriving neighbourhoods within Tamworth. The Core Strategy has strong links with many of these documents and a number of them are listed in the delivery sections of the Core Strategy because they are identified as delivery mechanisms for the Core Strategy. Others provide appropriate mitigation to some of the concerns identified by the SA. Others such as the Sustainable Community Strategy provide a context for the preparation of the Core Strategy. A list of the relevant ones includes:

- Tamworth & Lichfield Economic Strategy 2011
- Sustainable Community Strategy, and subsequent revised strategic aims and objectives
- Housing Strategy 2007-2010 and emerging Healthier Housing strategy 2011-2014
- Tamworth Leisure Strategy
- Climate Change Strategy.
- Tamworth Open Space Strategy
- Tamworth Town Centre masterplan
- Staffordshire Local Transport Plan
- Staffordshire Destination Management Plan

#### Section 4-The Sustainability Appraisal Framework

Based on the review of plans and programmes, baseline information, other evidence base carried out by the Council and various consultation responses, key sustainability objectives are set out below:

	<b>Sustainability Appraisal Objective</b>
SA1	To meet RSS development requirements in the most appropriate and sustainable way for Tamworth.
SA2	To meet the housing needs of the whole community.
SA3	To encourage the efficient use of land.
SA4	To reduce deprivation.
SA5	To ensure equal access to community services and facilities.
SA6	To encourage equal access to education, jobs and training.
SA7	To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities.
SA8	To make communities safer by reducing crime, fear of crime and anti-social behaviour.
SA9	To encourage a diverse and competitive economy that will provide sustainable economic growth.
SA10	To protect and enhance historic assets.
SA11	To encourage high quality and locally distinct places, spaces and buildings.
SA12	To protect and enhance biodiversity and sites of nature conservation value.
SA13	Provision of accessible green space.

SA14	To minimise flood risk.
SA15	To reduce energy consumption by encouraging energy efficiency and use of renewable energy sources.
SA16	To encourage the reduction, re-use and recycling of waste and water.
SA17	To minimise pollution including air, water, land contamination and noise.
SA18	To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment.
SA19	To reduce the need to travel.
SA20	To encourage alternatives to the car.
SA21	To make best use of the existing transport infrastructure and seek improvements.

The purpose of the SA Framework is to provide a consistent basis for describing, analysing and comparing the sustainability effects of the objectives, options and various policies and proposals of the Core Strategy. The SA Framework is objective led and hence includes a set of objectives to be achieved by the various elements of the Framework. The SA Framework has been subject to consultation whilst being finalised for this purpose.

The same scoring system has been used throughout the various stages of the Core Strategy, which uses the following symbols to give a score for each option under every objective:

	Symbol	Score
<b>Major Positive</b>	++	+2
<b>Minor Positive</b>	+	+1
<b>Neutral</b>	0	0
<b>Minor Negative</b>	-	-1
<b>Major Negative</b>	--	-2
<b>Uncertain</b>	?	0

**Section 5-The Sustainability Appraisal Process-consideration of alternative options to date**

Appraisal of alternative options is an integral and an important task of both the Core Strategy and the SA processes. The policies of the Core Strategy must be justifiable. In particular, it should be the most appropriate strategy when considered against all reasonable alternatives. The assessment of these options through the SA process ensures that this is done in a consistent manner. It also ensures that the final options for the Core Strategy are those that deliver the most sustainable development for the community. The process for simultaneously developing both the Core Strategy and SA is set out below:

**(a) Sustainability Appraisal Scoping Report**

The process of preparing a Sustainability Appraisal is made up of stages and specific tasks. The first stage involved the Council preparing and consulting on a Scoping Report in December 2006 which covered the following tasks:

<b>Task A1</b>	Identifying other relevant policies, plans and programmes, and sustainability objectives
<b>Task A2</b>	Collecting baseline information
<b>Task A3</b>	Identifying sustainability issues and problems
<b>Task A4</b>	Developing the SA framework
<b>Task A5</b>	Consulting on the scope of the SA

**(b) Initial Sustainability Appraisal of Issues and Options Report**

The second stage involved the publication of the council's Issues and Options report. Whilst the report included suggestions for core policies under five thematic policy areas it did not contain any drafted policies. It did, however, put forward for consideration four spatial options to deliver future sustainable growth. The report was accompanied by an Initial Sustainability Appraisal, which covered the following tasks:

<b>Task B1</b>	Testing the DPD objectives against the SA framework
<b>Task B2</b>	Developing the DPD options
<b>Task B3</b>	Predicting the effects of the DPD
<b>Task B4</b>	Evaluating the effects of the DPD



The Initial Sustainability Appraisal scored each spatial option against the 21 sustainability appraisal objectives in order to identify the main environmental, social and economic implications of each option. The table below shows the final scores for the options:

Options	Initial Sustainability Appraisal Score
Option 1: Urban containment and regeneration	12
Option 2: Urban containment and Anker Valley intensification	10
Option 3: Greenfield urban extensions	5
Option 4: Greenfield and Green Belt urban extensions	6

The appraisal concluded that Option 1 was the most sustainable, followed by Options 2, 4 and 3. The positive features of Option 1 were the minimal urban expansion involved and the ability to use existing services and facilities. Conversely, Options 3 and 4 in particular involved more greenfield land take, were located further away from the town centre and required more additional infrastructure provision. Despite Option one scoring the highest through the appraisal process, it was expected that the final spatial option would involve elements of a number of the options.

### (c) Sustainability Appraisal of Proposed Spatial Strategy

The council's Proposed Spatial Strategy was the result of consideration of responses to the Option report consultation, understanding of the emerging evidence base and the Initial Sustainability Appraisal. It contained an updated Spatial Portrait, Vision and Strategic Objectives, a suite of core policies and one development management policy.

The appraisal of the overall spatial strategy and scored it to enable comparison with the four options from the Issues and Options report..

The framework used to assess the policy options against the sustainability objectives was established through the preparation of the Sustainability Appraisal Scoping Report. The only minor amendment at this stage was to sustainability objective SA1 which included a reference to national as well as regional policy. The objective of the appraisal is to highlight the different advantages and disadvantages of each option. The same scoring system used in the Initial Sustainability Appraisal was utilised.



The overall strategy focused on town centre and neighbourhood regeneration with housing need met in the short to medium term within the urban area and a sustainable urban extension at the Anker Valley; conforming in the main with Option 1 and elements of options 2 and 3. In the longer term, it identified the need for sustainable sites outside the borough boundary to be considered. Employment needs would be met through redevelopment of existing sites and greenfield extensions along the A5 corridor. In addition to proposing strategic allocations at the Anker Valley, Gungate Precinct and Middle Entry, the strategy identified a site for a community leisure centre in the east of the Borough. In allocating sites to meet Tamworth's needs, the Council aimed to protect as far as possible historic and natural assets and the green space network.

The strategy proposed that development would be of a high standard of design in order to create distinctive welcoming and usable places, spaces and buildings. Tamworth would also be playing its part in tackling climate change by promoting sustainable resource and waste management and energy efficiency. The transport element of the strategy aimed to improve connections within the Borough and other destinations by enhancing the availability of sustainable transport choices.

The overall strategy scored 12, which is the same score achieved by Option 1 from the Issues and Options. It scored positively on the majority of the sustainability objectives and only recorded a negative score on the factors relating to protection of historic and biodiversity assets, green space network and flood risk. This owes much to Tamworth's unique position of being a small urban authority with a limited supply of land for development, for which there will be competing land uses.

The sustainability appraisal considered all the proposed core policies with the exception of H3 relating to affordable housing. This was because the policy had not yet been developed and thresholds and targets had not been set, pending the completion of affordable housing viability work.

Whilst some policies only had one option where there were realistic alternative options, these were also considered against the sustainability criteria. The appraisal framework revealed that Option 1 –Urban containment and regeneration generally scored highest. However, the appraisal showed that the most sustainable option is not always the most deliverable because of the unique situation that Tamworth finds itself in regarding a shortage of land within a tight administrative boundary. There is competition for land from a number of uses, which puts pressure on green spaces and sensitive designations. It is important to view each policy as part of the overall strategy to achieve the Core Strategy spatial objectives and not in isolation.

#### **(d) Housing Policy Consultation**

Continuous consultation has taken place since the proposed spatial strategy was published in late 2009 to respond to the issues raised at consultation. These were considered alongside the publication of several key pieces of evidence, including the Tamworth Future Infrastructure Study. This key piece of evidence, along with the completion of the affordable housing viability work influenced the subsequent Housing Policy consultation undertaken in early 2011. This comprised the following policies:

- H1 – revised policy for housing delivery
- H2 – unchanged policy for Anker Valley site
- H3 – revised policy on affordable housing
- H4 – new policy on housing need
- H5 – new policy on housing density
- H6 – revised policy on Gypsy and Travelling Showpeople accommodation

Public consultation took place between February and April 2011, to which 134 individual comments were received from 34 respondents. The Council took the opportunity to appraise the policies in light of representations received to the consultation.

At this stage, the appraisal objectives, used to appraise the policies was modified since the Proposed Spatial Strategy to take into account the phasing out of the Regional Spatial Strategy (RSS) and the recognition that there is duplication in some of objectives. As a result, Sustainability Appraisal objective SA1 was amended to remove reference to the RSS, SA7 and SA13 were combined and SA19 and SA20 were combined. Appendix 1 contains the revised sustainability appraisal objectives used both for assessing the housing policies and the current Pre-Submission Publication version of the Core Strategy.

Each housing policy was assessed alongside one realistic alternative option. The total scores for each policy revealed that Option 1 (representing the Council's preferred policy approach) scored highest in every instance, which provides a sound endorsement that the preferred policy approach is the most appropriate for Tamworth.

The Sustainability appraisal revealed that the preferred policy option relying on Greenfield locations; most notably Anker Valley to accommodate future housing growth generated a neutral scoring on the basis that it did not achieve the objective of making the most efficient use of land.

In the context of opportunities for future expansion of the town being constrained by a tight administrative boundary and environmental constraints (i.e. the flood plain, the Green Belt, etc), the preferred option took into account the findings of the Tamworth Future Development and Infrastructure Study (2009), carried out jointly with Lichfield District and North Warwickshire Borough Councils. This examined options for

delivering future housing growth outside of Tamworth's borough boundary and assessed the suitability of a range of broad locations which included undertaking a sustainability appraisal.

Two of the options identified were within the Borough boundary, the remainder were outside. It was considered that the Anker Valley option was the most sustainable option within the Borough boundary to deliver the Spatial Objectives for the town.

Of the other options identified in the Joint Study, land to the East of Tamworth Urban area and west of the M42 was considered to be the most sustainable location to meet Tamworth's needs. Land east of the M42 was also considered to have sustainability benefits as was land at Mile Oak and land north of the Anker Valley which all scored closely.

To overcome the Sustainability Appraisal's neutral scoring, the policy has been revised to incorporate mitigation measures to increase the overall sustainability benefits of these locations. These include improving the linkages and accessibility; particularly through walking and cycling and public transport links to and from the Anker Valley Sustainable Urban Extension proposal, together with providing a neighbourhood centre with community infrastructure and the provision of biodiversity enhancing measures. It is also recognised that this represents the only strategic housing site; the size of which represents the only opportunity to potentially deliver a significant number of affordable housing and range of units to meet the needs of all the communities in Tamworth.

When the sustainability benefits in terms of supporting town centre regeneration (as a result of its location close to Tamworth Town Centre and supported by the proposed linkages improvements) are taken into account it is deemed that the proposal is able to mitigate against the sustainability disadvantages identified associated with Greenfield development.

The two options in relation to broad locations for future housing growth outside of the borough scored relatively positively within the Joint Study. It is recognised that mitigation measures will be required to overcome sustainability issues identified from the reliance on Greenfield sites. These will be considered in subsequent detailed Sustainability Appraisals to support the production of future joint authority Development Plan Documents.

### **The Pre-Submission Publication Core Strategy**

The Council considered the consultation responses received to both the Proposed Spatial Strategy and Housing Policy consultations alongside the sustainability appraisal. This resulted in the policies within the publication version of the Core Strategy being refined to make them more relevant to Tamworth and locally distinctive.

The Pre-Submission Publication Core Strategy has once again been appraised against the revised SA objectives; as in Appendix 1. Appendix 2 includes an appraisal of each policy.

The Core Strategy follows a distinct thread that links its component parts. It has a clear vision that sets out what the Borough would look like by 2028 and a set of objectives that links the overall vision to the detailed policies. It also has a set of policies to deliver the objectives and a clear path for its implementation. They collectively provide a consistent and coherent strategy to address the challenges facing Tamworth until 2028. The Core Strategy includes 25 policies. These are listed in Section 1.

The Sustainability Appraisal has been carried out as an integral part of the Core Strategy process with an in-built mechanism for informing the development and refinement of the policies. Notwithstanding the minor amendments outlined previously, the Sustainability Appraisal Framework used for the appraisal of the policies is mostly the same framework against which the various policy options were measured. The policies of the Core Strategy Pre-submission Publication Document have been developed from the preferred Spatial Strategy options and are therefore influenced by the sustainability appraisal process. This particular Sustainability Appraisal is an additional layer of scrutiny to ensure that all requirements are fully met and the principles of sustainable development are fully taken into account.

The majority of policies, albeit in their general objectives and content, remain unchanged from the previous versions of the Core Strategy. Subsequently these have not been subjected to a comparison with an alternative option as this has already occurred through their development. Where new (proposed since the Housing Policy consultation) policies are proposed these have been assessed against an alternative. These new policies include:

- SP7-Regeneration Priority Areas
- CP3-Supporting growth in culture and tourism

Other policies relating to retail, economy and transport have been divided into separate policies (based on spatial and core components in accordance with the format of the Pre-Submission Document) but their direction of travel remains consistent with previous policies appraised.

The Sustainability Appraisal revealed that most of the policies when implemented will have positive impacts on sustainable development.

Whilst the Greenfield development proposals in Anker Valley and within the broad locations for future development outside the borough are taken forward, mindful of the sustainability impact identified to date (and as a result of consultations received and evidence gathered) a Regeneration Priority Area policy is now proposed. This Identifies Regeneration Priority Areas: Post War Social Housing areas, and the Wilnecote Corridor as a result of them demonstrating high levels of deprivation and/or a poor quality environment. It contains a series of

priorities to address in each area and commits the council and its partners to work in partnership to deliver spatial interventions to improve the physical environment and deliver social and economic renewal. Delivering this policy would ensure that a balance is created between relying on Greenfield sites for development and ensuring efficient use of brownfield land through encouraging a comprehensive and co-ordinated intervention.

The policies of the Core Strategy are carefully balanced to provide adequate mitigation measures to address potential conflicts. Most of the conflicts are either medium or long term and could be resolved by appropriate mitigation measures.

### **Cumulative Impacts & Mitigation measures**

The appraisal of policies includes an assessment of the cumulative impacts of each policy. Whilst it is recognised that each individual policy might have their respective impacts; collectively they could add up to a more significant effects either positively or negatively. The assessment of the cumulative impacts looks at the overall impacts of the Publication Core Strategy on the elements of the SA Framework rather than individual impacts of each policy. Table 2 shows what the overall impacts of the implementation of the Core Strategy would be on the elements of the SA Framework. Whilst the individual policies were not appraised against how well they meet national planning policies, the cumulative impacts on these have been assessed to demonstrate the requirement to ensure that the Core Strategy is in general conformity with the provisions. The first row of the table deals with this particular matter. The appraisal of the cumulative impacts is included within the table overleaf:



**Table 2: impacts and mitigation**

Sustainability Appraisal Objective Reference	Sustainability Appraisal Objective	Cumulative Core Strategy Policy Impacts	Overall Scoring	Mitigation Measures Required	Indicators to measure impact
SA1	To meet national policy in the most appropriate and sustainable way for Tamworth	Impacts will be positive in the short, medium and long term because policies seek to meet national policy requirements. It provides sufficient land for housing and jobs and identify adequate infrastructure to support development. It seeks high standards for environmental improvements and protects sensitive sites. Most of these impacts will be permanent.	Positive	None required	Indicators for objective 2-19 contribute to this one
SA2	To meet the housing needs of the whole community	The Core Strategy makes suitable provision to meet the needs of the specific groups including the elderly, Gypsies, Travellers and Travelling Showpeople. It sets a specific target for affordable housing provision. It specifies its objectives on the mix of housing. It does so by focusing the majority of new housing within Anker Valley S.U.N and within centres and at other sustainable locations across the borough. It will therefore have a long term positive impacts of housing provision.	Positive	None required	Number and type of housing completions Number of affordable housing completions Households on the Housing Register
SA3	To encourage the efficient use of land	There will be positive impacts through focusing development within the town centre and the regeneration priority areas. However, as a result of limited supply of developable land within the urban area, there will be a substantial amount of development on Greenfield land.	Neutral	Associated negative impacts will be mitigated through sustainable transport policies and open space enhancement policies, density policy proposing higher densities on sustainable locations and sustainable development policies. The focus	Percentage of development on previously developed land Density of new housing development

				on regeneration priority areas-all sited within the urban area will contribute to ensuring the most efficient use of land is achieved through co-ordinated interventions to deliver the comprehensive redevelopment of strategic Brownfield sites.	
SA4	To reduce deprivation	The regeneration priority area policies, combined with the housing, employment, infrastructure, community facilities, centres and transport policies of the Core Strategy will combine to improve access to housing, employment and education, health facilities to improve the well being of communities and through a co-ordinated intervention tackle causal factors of deprivation. This will be a long term positive impact of the implementation of the Core Strategy As above.	Positive	None required.	Proportion of population who live in areas that rank within the most deprived 10% and 20% of areas in the country
SA5	To ensure equal access to community services and facilities	As above.	Positive	None required	Amount of new residential development within 30 minutes public transport time of: a GP, a hospital, a primary school, a secondary school, areas of employment and a major retail centre
SA6	To encourage equal access to education, jobs	As above.	Positive	None required	Unemployment rate (Job Seeker Allowance Claimant Figures)



SA7	and training To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities	Policies to enhance and protect existing green and blue linkages between neighbourhoods, facilities and the town centre, along with the protection-enhancement of existing high quality and delivery of new sport-recreation facilities will contribute towards achieving this thus delivering positive effects.	Positive	None required.	Total number of visits to the main sport and leisure facilities in Tamworth Loss of open spaces and playing pitches
SA8	To make communities safer by reducing crime, fear of crime and anti-social behaviour	The Core Strategy can enhance community safety through design. However, real gains will happen when the Council work with other agencies to ensure community safety	Positive	None required	Domestic burglaries, violent offences and vehicle crime per 1,000 population Percentage of residents feeling 'fairly safe' or 'very safe' outside during the day/after dark
SA9	To encourage a diverse and competitive economy that will provide sustainable economic growth	It provides sufficient land for and job and safeguard existing employment sites. It identifies adequate infrastructure to support development. Most of these impacts will be permanent. It seeks high standards for environmental improvements and protects sensitive sites. Most of these impacts will be permanent.	Positive	None required	Unemployment rate (Job Seeker Allowance Claimant Figure) Amount of employment development (Use Class B) completed in previous year Land available for employment development
SA10	To protect and enhance historic assets	Effects are likely to be broadly positive.	Positive	The Anker valley S.U.N and potential broad locations will be required to	Number of listed building and conservation area consent applications

				<p>incorporate mitigation measures to reduce their impact on Amington Hall Conservation Area.</p>	<p><i>approved/refused</i>  Details about conservation grants given in previous year  Number of listed buildings re-used/brought back into use  Number of enforcement cases against unauthorised work to listed buildings resolved successfully</p>
SA11	<p>To encourage high quality and locally distinct places, spaces and buildings</p>	<p>Policies seek to protect and enhance local assets including spaces and buildings resulting in a positive impact in the short, medium and long term.</p>	<p>Positive</p>	<p>None required</p>	<p>Whilst it is possible to assess aspects such as connectivity, safety, integration with surroundings, use of technologies and creation of mixed communities, the assessment of character and quality of design are very subjective.</p>
SA12	<p>To protect and enhance biodiversity and sites of nature conservation value</p>	<p>The Core Strategy seeks to protect biodiversity and sensitive sites. It allows scope to enhance the biodiversity of the area through supporting creation of alternative sites/habitats and seeks appropriate mitigation to minimise any impacts of development on sensitive sites.</p>	<p>Positive</p>	<p>None required</p>	<p>Quality of statutory and non-statutory nature conservation sites  Achievement of targets for habitats and species contained in Staffordshire (and local) Biodiversity Action Plans  Number of local nature</p>

SA13	To minimise flood risk	The overall impacts are expected to be Positive as policies direct development away from areas at substantial risk of flooding whilst encouraging water management measures such as SUDs.	Positive	None required	reserves in Tamworth Borough. Conservation and enhancement of landscape features which, by virtue of their linear and continuous structure or by their function as stepping stones, are essential for the migration, dispersal and genetic exchange of wild species Number of planning permissions granted contrary to the advice of the Environment Agency on flood defence grounds
SA14	To reduce energy consumption by encouraging energy efficiency and use of renewable energy sources	There will be significant positive impacts on energy efficiency and use of renewable energy through encouraging loww and zero rated development .	Positive	None required	Renewable energy capacity installed by type Homes improved for energy efficiency and affordable warmth
SA15	To encourage the reduction, re-use and recycling of waste and water	The Core Strategy does not include policies for the management of waste. This is the responsibility of the County Council.. This will have positive impacts. However, whilst the consumption per head might be reducing, absolute consumption might rise due to the scale of anticipated growth.	Neutral.	Tamworth Borough Council will work in partnership with the County Council to ensure effective management of	Waste collected per head of population Percentage of waste recycled, composted, used to recover heat, power and

SA16	To minimise pollution including air, water, land contamination and noise	Overall pollution could be slightly worse than the current situation in the short to medium. In the long term it is possible that the effects will be neutral when all the proposed actions are implemented. The sustainable transport policies will have positive impacts on emissions from transport.	Neutral.	Further detailed policies may be required to be produced.	Percentage of waste landfill Number of Air Quality Management Areas designated in the Borough Number of planning permissions granted contrary to the advice of the Environment Agency on water quality Number of noise complaints notified to the Council.
SA17	To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment	Policies direct new town centre uses towards the town centre and provide sufficient land for a range of town centre and edge of centre uses and jobs and identifies adequate infrastructure to support development. It recognises the changes that will occur at the town and identifies it as a centre for significant change and culture-tourism whilst restricting out of centre growth in retail and leisure floorspace.	Positive.	None required.	Number of vacant retail units in the town centre Uses within retail frontages Number of visitors to Tamworth Castle, the Assembly Rooms and the Tourist Information Centre.
SA18	To reduce the need to travel and encourage sustainable modes of transport	The Core Strategy encourages the use of public transport, walking and cycling. It also promotes Travel Plans to manage the travel needs of local businesses. Furthermore, a significant amount of new commercial development is concentrated in the town centre and other centres that are accessible by public transport with also most services and community facilities nearby. This will reduce the need to travel	Positive.	None required.	Proportion of people who travel to work by car and alternative modes

SA19	To make best use of the existing transport infrastructure and seek improvements	Policies which seek to address congestion hot spots and traffic management will ensure, particularly in the medium to long term that most appropriate use of existing networks is achieved.	Positive.	None required.	Number of new Travel Plans for significant new development secured Implementation of Travel Plans
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## **Section 7: Conclusions & Recommended Mitigation**

- Retail, leisure and office development should be located within the town centre to contribute towards delivering the regeneration of the town centre and capitalising on its existing accessibility from sustainable transport modes and the network of green and blue linkages.
- Transport policy should emphasise the use of public transport, walking and cycling. Employers should be encouraged to prepare Travel Plans to manage the travel needs of their staff; particularly in employment sites.
- Furthermore, development should be supported by adequate infrastructure to minimise the need to travel and distance travelled.
- The proposed Anker Valley Sustainable Urban Extension's low sustainability impacts should be mitigated through initiatives which deliver a sustainable neighbourhood and assist the regeneration of the town centre as a result of its location.
- The Regeneration Priority Areas represent an important measure to mitigate the impact of Greenfield development and will ensure the most efficient use of land is delivered through their focus on urban regeneration on Brownfield sites.
- Any release of Greenfield land to meet potential future development needs of The Borough should ensure that it does not undermine its overall purpose.
- Strategic Flood Risk Assessments should be a central requirement as a matter of principle to guide the allocation of sites for development.
- Development impacts on sensitive sites such as designated biodiversity sites and conservation areas should be adequately mitigated.
- There should be effective policies to minimise the impacts of development on climate change.
- Development, in particular, housing provision should be designed to meet the needs of all sections of the community when it is justified by evidence.

## **Monitoring the effects of the Core Strategy**

The Core Strategy must have clear arrangements for monitoring and reporting results of its implementation. The monitoring framework sets out how each policy of the Core Strategy includes a section that sets out how it will be monitored and reviewed. These indicators and targets will continuously be refined as new techniques and information emerges. The outcome of the monitoring will be reported in the Council's Monitoring

Reports and will be made available to the public by publishing it on the website. It will inform any future review of the Core Strategy and determine any necessary action that might be required to address any concerns.

### **Consultation**

The SEA Directive and the Planning Act both recommends public involvement in the Sustainability Appraisal process. Furthermore, they expect the outcome of public consultation be taken into account. It is also a requirement that designated consultation bodies in the UK are consulted at each relevant stage of the SA process.

These bodies are:

- English Heritage.
- Natural England.
- Environment Agency

The Council has an adopted Statement of Community Involvement that sets out how it will consult the public on planning documents. All these requirements have been followed in preparing the Sustainability Appraisal Report.

The first stage of the SA process was the preparation of the Scoping Report.

The designated consultation bodies and other relevant organisation were consulted to seek their views on:

- Whether the list of sustainability issues were sufficiently comprehensive.
- Whether there are other plans, programmes and strategies that needed to be reviewed and taken into account.
- Whether the SA Framework was adequate.
- Whether the appraisal methodology was sound.
- Whether the baseline data was comprehensive and up to date.

Comments received were analysed and taken into account. Full details can be obtained from the Planning Policy Team. A summary of some of the comments are included in the Core Strategy Consultation Document



A Draft Sustainability Appraisal Report for the Core Strategy Preferred Spatial Strategy was published for public consultation in 2009 . Comments received have been analysed with officers' responses. Where applicable, these were taken into account in preparing this Sustainability Appraisal Report.

### **Next Stages of the process**

This SA Report will be published alongside the Core Strategy Publication document for public consultation between xxx. This will be to allow the public the opportunity to comment on the SA Report and to highlight any new information that need to be taken into account. All comments will be submitted to the Inspector for Independent Examination.

When the Core Strategy is adopted, all statutory consultees and the public will be informed about how the SA has influenced the policies of the Core Strategy.

This will be set out in the form of a report that will be in the public domain.

### **Conclusion**

The SA Report is fundamental to the preparation of the Core Strategy. The Council has a statutory duty to prepare an SA of the Core Strategy. This SA has been prepared to meet the requirements of the EU Directive and the Planning and Compulsory Purchase Act. It addresses all the key stages and tasks in the Sustainability Appraisal of Regional Spatial Strategies and Local Development Framework (ODPM, November 2005). The SA has been prepared as an integral part of the Core Strategy process and its outcomes has helped define and refine the policies of the Core Strategy. The policies that formed the basis of the policies of the Core Strategy were assessed using the SA Framework. The Council is satisfied that the appraisal achieves its central goal of striking a good balance between the environmental, economic and social implications of the Core Strategy.

The outcome of the SA has demonstrated that the Core Strategy will make a positive contribution towards achieving sustainable development in the Borough. Where there are conflicts, appropriate mitigations measures are suggested, which are taken into account in developing the policies of the Core Strategy. Overall, the implementation of the Core Strategy will help deliver sustainable development in Tamworth.

**Appendix 1  
Revised Sustainability Appraisal Framework**

SA1	To meet national policy in the most appropriate and sustainable way for Tamworth
SA2	To meet the housing needs of the whole community
SA3	To encourage the efficient use of land
SA4	To reduce deprivation
SA5	To ensure equal access to community services and facilities
SA6	To encourage equal access to education, jobs and training
SA7	To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities
SA8	To make communities safer by reducing crime, fear of crime and anti-social behaviour
SA9	To encourage a diverse and competitive economy that will provide sustainable economic growth
SA10	To protect and enhance historic assets
SA11	To encourage high quality and locally distinct places, spaces and buildings
SA12	To protect and enhance biodiversity and sites of nature conservation value
SA13	To minimise flood risk
SA14	To reduce energy consumption by encouraging energy efficiency and use of renewable energy sources
SA15	To encourage the reduction, re-use and recycling of waste and water
SA16	To minimise pollution including air, water, land contamination and noise
SA17	To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment
SA18	To reduce the need to travel and encourage sustainable modes of transport
SA19	To make best use of the existing transport infrastructure and seek improvements

Appendix 2: The Sustainability Appraisal of the policies contained within the Pre-Submission Publication Core Strategy

## SP1 Spatial Strategy for Tamworth

Option 1:		Option 2: N/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national and RSS policy in the most appropriate and sustainable way for Tamworth</b>			
+	Complies with existing policies whilst recognising impact of emerging national policy and the removal of the RSS.		
<b>SA2: To meet the housing needs of the whole community</b>			
+	Policy aims to accommodate the Borough's housing needs through the allocation of a strategic site and within the urban area		
<b>SA3: To encourage the efficient use of land</b>			
+	Policy will require all developments to make efficient use of land.		
<b>SA4: To reduce deprivation</b>			
+	Policy focuses regeneration on the most deprived neighbourhoods.		
<b>SA5: To ensure equal access to community services and facilities</b>			
+	Investment in local and neighbourhood centres will improve the availability of services in the local area. Improvements to access within the town will also make it		

	easier to access local services and facilities.		
<b>SA6: To encourage equal access to education, jobs and training</b>			
0	Policy promotes sustainable economic growth, but does not refer to education or training.		
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>			
+	Retaining and enhancing green spaces and links will provide the opportunity for informal recreation.		
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>			
+	Referenced within in the green linkages paragraph.		
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>			
+	Policy positively promotes sustainable economic growth and regeneration of the town centre and employment areas.		
<b>SA10: To protect and enhance historic assets</b>			
+	The policy aims to minimise the impact of development on the historic environment.		
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>			
+	Policy requires development to be high quality.		
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>			
+	The policy aims to minimise the impact of development on the natural environment and natural resources.		
<b>SA13: To minimise flood risk</b>			
+	Areas at risk of flooding have been identified and		

	development in those areas will not be permitted.		
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>			
+	Encourages sustainable development including measures to mitigate and adapt to climate change		
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>			
+	Encourages sustainable development including minimising pressures on natural resources		
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>			
0	Not currently referred to		
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>			
+	Town centre regeneration is a key theme of the policy.		
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>			
+	Policy promotes accessibility by sustainable modes of transport.		
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>			
+	Policy refers to infrastructure improvements to all modes of transport and rail in particular.		
<b>Final Sustainability Appraisal Scores for Options</b>			
Option 1	17	Option 2	

## SP2 Investing in Tamworth Town Centre

Option 1:		Option 2: N/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
++	Focusing town centre uses within the town centre is in accordance with policies.		
<b>SA2: To meet the housing needs of the whole community</b>			
+	Policy promotes the development of high density, high quality residential uses. This will cater for a particular section of the community.		
<b>SA3: To encourage the efficient use of land</b>			
+	In promoting higher density housing development in the town centre, the policy encourages the efficient use of land.		
<b>SA4: To reduce deprivation</b>			
+	The town centre is accessible to all communities and a thriving centre will be the focus for regeneration, including improving the range of facilities and services to support employment opportunities.		
<b>SA5: To ensure equal access to community services and facilities</b>			
+	Retail, leisure and cultural uses will be focussed in the town centre, which is the borough's transport hub.		

<b>SA6: To encourage equal access to education, jobs and training</b>	
+	The town centre accommodates a wide range of higher level employment generating service and retail uses which are accessible from the rest of the borough.
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>	
+	The town centre already has good pedestrian and cycle links with the rest of the borough and the policy aims to improve links through enhancements to the walking and cycling routes.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>	
0	Not referred to
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>	
++	The town centre is the main focus for regeneration to attract investment in retail, leisure and office uses to generate economic activity.
<b>SA10: To protect and enhance historic assets</b>	
++	The town centre contains the greatest concentration of historic assets in the borough. The policy requires development to protect and enhance the town centre's historic setting and character.
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>	
++	In light of the town centre's historic setting and character, the policy requires developments to make the most of these assets by requiring high quality design solutions.



<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>	
+	Promotes the protection and enhancement of green linear links and green spaces.
<b>SA13: To minimise flood risk</b>	
0	No direct impact.
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>	
0	No direct impact.
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>	
0	No direct impact.
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>	
0	No direct impact.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>	
++	The town centre is the main priority regeneration area in the borough and the policy gives it due recognition by placing it at the top of the retail hierarchy and making it the focus for retail, leisure, cultural and office development. Encouraging housing development and more residents to live in the town centre will also add to its vibrancy.
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>	
+	The town centre already benefits from good road, cycle and footpath connections to the wider town. The policy promotes improvements to the networks, in particular to walking, cycling and public transport..

<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>		
+	The town centre already benefits from good road, cycle and footpath connections to the wider town. The policy promotes improvements to the networks, in particular to walking, cycling and public transport.	

<b>Final Sustainability Appraisal Scores for Options</b>		
Option 1	19	Option 2

**SP3 Supporting investment in the network of centres**

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Option 1:		Option 2: N/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
++	Focusing town centre uses within local/neighbourhood centres is in accordance with policies.		
<b>SA2: To meet the housing needs of the whole community</b>			
+	Policy promotes the development of high density, high quality residential uses. This will cater for a particular section of the community.		
<b>SA3: To encourage the efficient use of land</b>			
+	In promoting higher density housing development in the centres, the policy encourages the efficient use of land.		
<b>SA4: To reduce deprivation</b>			
+	The deprived neighbourhoods will be the focus for regeneration, including improving the range of facilities and services in local and neighbourhood centres.		
<b>SA5: To ensure equal access to community services and facilities</b>			
+	Retail, leisure and cultural uses will be focussed in the centres, which provide local service and facilities. All are accessible by a choice of means of transport.		
<b>SA6: To encourage equal access to education, jobs and training</b>			
+	. The local centres provide local level employment.		

<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>	
+	The centres tend to have good pedestrian and cycle links with their surrounding catchment and the policy aims to improve links through enhancements to the walking and cycling routes.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>	
0	Not referred to
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>	
++	Successful centres can be a focus for regeneration to attract investment in retail and community services to generate economic activity.
<b>SA10: To protect and enhance historic assets</b>	
0	No direct linkages
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>	
+	, the policy requires developments to make the most of these assets by requiring high quality design solutions.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>	
+	Promotes the protection and enhancement of green linear links and green spaces.
<b>SA13: To minimise flood risk</b>	
0	No direct impact.
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>	
0	No direct impact.

<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>	
0	No direct impact.
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>	
0	No direct impact.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>	
0	No direct impact
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>	
+	The centres already benefits from good road, cycle and footpath connections. The policy promotes improvements to the networks, in particular to walking, cycling and public transport..
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>	
+	The centres already benefits from good road, cycle and footpath connections to the wider town. The policy promotes improvements to the networks, in particular to walking, cycling and public transport.
<b>Final Sustainability Appraisal Scores for Options</b>	
<b>Option 1</b>	<b>14</b>
<b>Option 2</b>	<b>2</b>

## SP4 Sustainable Economic Growth

Option 1:		Option 2: N/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	Meets policy requirements to identify sufficient land /floorspaceto meet identified need		
<b>SA2: To meet the housing needs of the whole community</b>			
+	The potential long term release of some local employment sites for housing will help to meet the housing needs of the whole community.		
<b>SA3: To encourage the efficient use of land</b>			
+	The provision of employment sites will be on a combination of greenfield and brownfield land featuring the redevelopment of existing employment areas.		
<b>SA4: To reduce deprivation</b>			
+	Provision of sufficient employment sites within accessible locations will provide access to jobs which should generate greater income for individuals.		
<b>SA5: To ensure equal access to community services and facilities</b>			
0	No impact.		
<b>SA6: To encourage equal access to education, jobs and training</b>			

++	Provision of sufficient employment sites in accessible locations should provide jobs and associated training.		
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>			
0	No impact.		
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>			
0	No impact.		
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>			
++	Provision of a range of employment sites will support a diverse and competitive economy.		
<b>SA10: To protect and enhance historic assets</b>			
0	No impact.		
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>			
0	No impact.		
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>			
0	No impact.		
<b>SA13: To minimise flood risk</b>			
0	No impact.		
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>			
0	No impact.		
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>			



0	No impact.		
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>			
0	No impact.		
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>			
0	No impact.		
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>			
+	Focusing employment sites on existing employment areas which utilise existing sustainable transport links should encourage the use of sustainable modes of transport.		
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>			
++	Focusing employment sites in existing employment areas will ensure existing transport infrastructure is used and regeneration of existing employment areas is considered to lead to improvements to associated infrastructure.		
<b>Final Sustainability Appraisal Scores for Options</b>			
<b>Option 1</b>	<b>11</b>	<b>Option 2</b>	

## SP5 Housing Delivery

Option 1:		Option 2: N/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
0	Urban area and Anker Valley and broad locations outside of the borough can meet RSS requirements although relies on Greenfield land release.		
<b>SA2: To meet the housing needs of the whole community</b>			
++	Policy aims to achieve a housing mix in terms of size, type, affordability and tenure that will meet local needs.		
<b>SA3: To encourage the efficient use of land</b>			
+	Policy focuses on making the most effective use of urban brownfield sites to deliver housing growth.		
<b>SA4: To reduce deprivation</b>			
+	Policy will address deprivation by providing a mix of housing that meets local needs. High quality living conditions will also help to address deprivation.		
<b>SA5: To ensure equal access to community services and facilities</b>			
+	Policy expects new housing development to be located in sustainable locations that have good access to community services and facilities.		

<b>SA6: To encourage equal access to education, jobs and training</b>	
0	No direct impact.
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>	
0	No direct impact
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>	
0	no reference to safety.
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>	
0	No direct impact
<b>SA10: To protect and enhance historic assets</b>	
0	No direct impact
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>	
+	Policy expects new housing development to contribute towards sustainable communities and to be of high quality and design.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>	
0	No direct impact
<b>SA13: To minimise flood risk</b>	
0	No direct impact
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>	
0	No direct impact.

<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>	
0	No direct impact
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>	
0	No direct impact.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>	
++	The policy does not specifically refer to introducing housing into the town centre although it directs new housing to the urban area and locations with good public transport accessibility.
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>	
+	New housing development will be directed towards locations with good accessibility to public transport and other sustainable methods of transport.
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>	
+	New housing development will be directed towards locations with good accessibility to public transport and other sustainable methods of transport.
<b>Final Sustainability Appraisal Scores for Options</b>	
Option 1	10
Option 2	2

## SP6 Anker Valley

Option 1: Anker Valley housing plus range of community facilities and services and physical infrastructure		Option 2: Anker Valley housing with no associated facilities or infrastructure	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	Urban area and Anker Valley can meet RSS requirement, although will result in release of Greenfield land.	+	Urban area and Anker Valley can meet RSS requirement, although will result in release of Greenfield land.
<b>SA2: To meet the housing needs of the whole community</b>			
+	Combination of urban containment and a large urban extension will offer opportunities to provide mixed communities. However, provision of other infrastructure will limit the amount of affordable units.	++	Utilising the whole of the Anker Valley for housing would enable more units to be provided as part of a larger mixed community.
<b>SA3: To encourage the efficient use of land</b>			
+	A high density scheme in the Anker Valley will make efficient use of this site.	++	Utilising the whole of the Anker Valley for housing would enable more units to be provided at a higher density.
<b>SA4: To reduce deprivation</b>			
-	Development in the Anker Valley will	-	Development in the Anker Valley will not

	not specifically target the deprived neighbourhoods.		specifically target the deprived neighbourhoods.	
<b>SA5: To ensure equal access to community services and facilities</b>				
++	Anker Valley development will be supported by a range of on-site services and facilities as set out in the policy. It is also close to the town centre	--	There would be no provision of on-site facilities and services and no physical links to existing facilities although it is close to the town centre.	
<b>SA6: To encourage equal access to education, jobs and training</b>				
+	A primary school would be provided on-site. The Anker Valley is also close to the town centre, Learning Zone and employment areas in the north of the town. Physical links would be made to the Learning Zone and town centre.	-	Site is close to Learning Zone but this option would not provide any physical links. There would be no on-site jobs provided and poor links to employment areas and the town centre.	
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>				
+	The development will incorporate some open space and recreation space and also provide links to the open countryside. It is possible that the Anker Valley Link Road will result in loss of an existing playing field at Rene Road.	--	No open space provided as part of this option.	
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>				
0	Will not address the issue of community safety within existing communities. New development will be designed to create a safe environment.	0	Will not address the issue of community safety within existing communities. New development will be designed to create a safe environment.	

<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>			
+	New on-site services and facilities will provide local jobs. Proximity of the site to the town centre will support regeneration.	-	There would be no on-site jobs provided. Poor access to the town centre and employment areas.
<b>SA10: To protect and enhance historic assets</b>			
-	Potential for negative impact on character and setting of Amington Hall Estate Conservation Area and listed buildings.	-	Potential for negative impact on character and setting of Amington Hall Estate Conservation Area and listed buildings.
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>			
+	Large urban extension provides the opportunity to plan for a high quality and distinctive new community.	-	Housing development alone could be high quality but is unlikely to result in a distinctive place or community.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>			
-	Anker Valley site is in close proximity to a SBI and BAS and could potentially have an adverse impact on biodiversity.	-	Anker Valley site is in close proximity to a SBI and BAS and could potentially have an adverse impact on biodiversity.
<b>SA13: To minimise flood risk</b>			
-	Intensive development in the Anker Valley would result in an increase of impermeable surfaces in close proximity to the River Anker floodplain. However, there is scope to minimise the risk of flooding through SUDS.	--	More intensive development with limited public open space in the Anker Valley would result in an increase of impermeable surfaces in close proximity to the River Anker floodplain.



<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>			
++	Development provides the opportunity to incorporate renewable energy technology. Proximity to the town centre will cut down on travel generated energy consumption.	+	Development provides the opportunity to incorporate renewable energy technology, although there would be less scope because it would not be mixed use.
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>			
+	Development provides the opportunity to incorporate waste reduction and recycling facilities.	+	Development provides the opportunity to incorporate waste reduction and recycling facilities.
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>			
0	Proximity to the town centre should reduce car journeys. However, there is potential for water pollution into the Anker through surface water run off.	-	More intensive development without the necessary road infrastructure will lead to more car journeys using the existing road network. There is potential for water pollution into the Anker because of additional hard surfaces leading to greater volumes of run off.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>			
+	Site is close to the town centre and provide links to it and development will support regeneration.	-	Lack of links to the town centre would not assist regeneration.
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>			
++	Proximity and access to the town centre, railway station and provision of on-site facilities and services will reduce the need to travel.	--	More intensive development without on-site services and facilities, the necessary road infrastructure and links to the town centre and railway station will lead to more car journeys.

<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>		
-	Anker Valley development is a green field extension to the urban area. Substantial new infrastructure will be required, but it will use existing extensions to public transport. On-site provision of community facilities and proximity to the town centre will reduce the need to travel on shorter journeys.	-
	Anker Valley development is a green field extension to the urban area. Substantial new infrastructure will be required, but it will use existing road infrastructure and extensions to public transport.	

<b>Final Sustainability Appraisal Scores for Options</b>	
<b>Option 1</b>	<b>Option 2</b>



## SP7 Regeneration Priority Areas

Option 1: Focus a co-ordinated approach to development in areas experiencing either high levels of deprivation or a poor quality physical environment.		Option 2: Not having a co-ordinated approach to these areas in terms of future development.	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
++	National planning policy focuses development in most sustainable locations including brownfield first.	0	No focus on previously developed land.
<b>SA2: To meet the housing needs of the whole community</b>			
++	The post war neighbourhoods will be targeted for improvements to the quality and mix of the housing stock.	0	development may not come forward in a targeted manner but rather in a piecemeal approach with a risk that the mix of housing types and size may not be delivered during the plan period.
<b>SA3: To encourage the efficient use of land</b>			
++	Regeneration and redevelopment of the priority areas will make good use of brownfield sites.	0	Development may not take place in these areas which are currently unattractive to investors due to low land values and a plethora of land ownerships. A targeted, focussed approach may bring confidence to investors resulting in development being brought forward in these areas.
<b>SA4: To reduce deprivation</b>			
++	In targeting the post war planned neighbourhoods, the policy gives priority to the most deprived areas. Improvements to the quality and mix of the housing stock, public realm, local centres and services and	-	No intervention would perpetuate the existing levels of deprivation and poor quality environment.

	facilities will bring about social renewal.		
<b>SA5: To ensure equal access to community services and facilities</b>			
++	The policy targets post war planned neighbourhoods for improvements to the quality and mix of the housing stock, public realm, local centres and services and facilities.	-	No intervention and co-ordination of the delivery of services would perpetuate the existing levels of deprivation and poor quality environment
<b>SA6: To encourage equal access to education, jobs and training</b>			
++	The Waincote Corridor will be targeted for rationalisation, environmental/public realm/ improvements, to provide an improved environment for investment to occur. The post war planned neighbourhoods approach will ensure that access to education, jobs and training are addressed as a priority.	-	No intervention would perpetuate the existing levels of deprivation and poor access to education, jobs and training.
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>			
+	The policy promotes improvements to open spaces and footpaths to encourage walking and cycling.	-	No intervention would perpetuate the existing levels of deprivation and low quality physical environment.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>			
	<b>No specific reference to safety.</b>	0	No intervention would perpetuate the existing poor environment but link with crime and safety unclear.
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>			
++	Improvements to the Waincote Corridor will improve the employment offer.	-	No intervention would perpetuate the existing poor quality employment offer.
<b>SA10: To protect and enhance historic assets</b>			
0	No direct impact.	0	No direct impact

<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>	
	Not specifically referred to although the policy's regeneration intentions include the improvement of the physical environment.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>	
0	No direct impact.
<b>SA13: To minimise flood risk</b>	
0	No direct impact.
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>	
+	Opportunities to retro-fit renewables/low carbon technologies will be considered as part of the renewal of public sector housing in the post war planned neighbourhoods.
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>	
0	No direct impact.
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>	
0	No direct impact.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>	
0	No direct impact.
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>	
+	The policy aims to comprehensively improve the priority areas through measures that include increasing accessibility by sustainable forms of transport.
-	No intervention would perpetuate the existing deprivation through failing to address accessibility constraints.

<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>		
+	The policy aims to increase accessibility of the priority areas by sustainable forms of transport. In addition, the Wilneccote Corridor will be the subject of improvements to the railway station.	-
		No intervention would perpetuate the existing deprivation through failing to address accessibility constraints.

<b>Final Sustainability Appraisal Scores for Options</b>		
Option 1	18	Option 2
		-7



## SP9 Sustainable Movement

Option 1:		Option 2: N/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	Fully in accordance with policies.		
<b>SA2: To meet the housing needs of the whole community</b>			
0	No direct impact.		
<b>SA3: To encourage the efficient use of land</b>			
0	No direct impact.		
<b>SA4: To reduce deprivation</b>			
0	No direct impact.		
<b>SA5: To ensure equal access to community services and facilities</b>			
++	Improved access between neighbourhoods, employment areas and the town centre will bring facilities and services within easier reach of the borough's communities.		
<b>SA6: To encourage equal access to education, jobs and training</b>			
++	Improved access between neighbourhoods, employment areas and the town centre will bring jobs within easier reach of the borough's communities.		

<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>	
++	The policy promotes sustainable transport, including walking and cycling, using the existing networks with improvements to quality and access.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>	
	No specific reference to safety.
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>	
++	Policy promotes convenient and high quality physical access between employment areas, surrounding neighbourhoods and strategic connections outside the borough. Good connections are vital for a competitive economy.
<b>SA10: To protect and enhance historic assets</b>	
0	No direct impact.
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>	
0	No direct impact.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>	
0	No direct impact.
<b>SA13: To minimise flood risk</b>	
0	No direct impact.
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>	
0	No direct impact.

<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>	
0	No direct impact.
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>	
+	Encouraging sustainable modes of transport will reduce air and noise pollution.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>	
++	The town centre is the borough's transport hub and this policy will ensure that it is well connected to the surrounding neighbourhoods by car and sustainable forms of transport.
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>	
++	The policy strongly promotes public transport and sustainable modes of transport using a high quality pedestrian and cycle network between all parts of the borough.
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>	
++	The policy promotes sustainable transport including walking and cycling using the existing networks with improvements to quality and access.
<b>Final Sustainability Appraisal Scores for Options</b>	
<b>Option 1</b>	<b>16</b>
<b>Option 2</b>	<b>2</b>

## Policy SP8: Environmental Assets

Option 1		Option 2: N/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	In accordance as it designates and protects countryside outside of site allocations and greenbelt		
<b>SA2: To meet the housing needs of the whole community</b>			
0	Will not have any direct impact.		
<b>SA3: To encourage the efficient use of land</b>			
+	Protecting the Green Belt and countryside areas will minimise the amount of non urban Greenfield land used for development. Protecting urban open space according to its value to the local community means that spaces that are not of high value to the community could be considered for alternative uses.		
<b>SA4: To reduce deprivation</b>			
+	Provision of open spaces and green links within and linking neighbourhoods encourages exercise which will improve health.		
<b>SA5: To ensure equal access to community services and facilities</b>			
+	Green and blue links between neighbourhoods and services will enable pedestrian and cycle access.		

<b>SA6: To encourage equal access to education, jobs and training</b>	
+	Green and blue links between neighbourhoods, jobs and training establishments will enable pedestrian and cycle access.
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>	
++	Provision of high quality open spaces, recreation grounds, green and blue links within and between neighbourhoods will promote both informal and formal exercise.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>	
0	Will not have any direct impact.
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>	
0	Will not have any direct impact. However, a network of high quality spaces will help with economic growth by providing an attractive setting for business investment.
<b>SA10: To protect and enhance historic assets</b>	
0	Will not have any direct impact.
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>	
++	Provision of high quality open spaces is integral to this objective.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>	
++	Sites of biodiversity value are an integral part of the green spaces network. The aim is to protect and enhance the most valuable sites and reinforce links

	between them to enable migration.		
<b>SA13: To minimise flood risk</b>			
+	Green spaces hold surface water and reduce the runoff, which will reduce the impact of heavy rain events. Protecting the floodplains		
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>			
0	Will not have any direct impact.		
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>			
0	Will not have any direct impact.		
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>			
0	Will not have any direct impact.		
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>			
++	Green and blue spaces form an integral part of the town centre. It is important that they are of high quality in order to provide an attractive setting for the historic environment and all the activities that take place in the town centre.		
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>			
+	Footpaths and cycleways are part of the extensive network of green and blue spaces. They provide a sustainable way of moving about the borough.		
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>			
+	New development will be able to link into the extensive network of footpaths and cycleways within the green		

	and blue spaces. Improvements to access and quality of the footpaths and cycleways will be sought through developer contributions.		
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<b>Final Sustainability Appraisal Scores for Options</b>			
<b>Option 1</b>		<b>16</b>	<b>Option 2</b>



## CP2: Economic Growth & enterprise

Option 1:		Option 2: N/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	In accordance with policy as set out in SP4		
<b>SA2: To meet the housing needs of the whole community</b>			
+	The potential long term release of some local employment sites for housing will help to meet the housing needs of the whole community.		
<b>SA3: To encourage the efficient use of land</b>			
+	The provision of employment sites will be on a combination of greenfield and brownfield land featuring the redevelopment of existing employment areas.		
<b>SA4: To reduce deprivation</b>			
+	Provision of sufficient employment sites within accessible locations will provide access to jobs which should generate greater income for individuals.		
<b>SA5: To ensure equal access to community services and facilities</b>			
0	No impact.		
<b>SA6: To encourage equal access to education, jobs and training</b>			

++	Provision of sufficient employment sites in accessible locations should provide jobs and associated training.		
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>			
0	No impact.		
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>			
0	No impact.		
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>			
++	Provision of a range of employment sites will support a diverse and competitive economy.		
<b>SA10: To protect and enhance historic assets</b>			
0	No impact.		
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>			
0	No impact.		
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>			
0	No impact.		
<b>SA13: To minimise flood risk</b>			
0	No impact.		
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>			
0	No impact.		
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>			

0	No impact.		
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>			
0	No impact.		
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>			
0	No impact.		
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>			
+	Focusing employment sites on existing employment areas which utilise existing sustainable transport links should encourage the use of sustainable modes of transport.		
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>			
++	Focusing employment sites in existing employment areas will ensure existing transport infrastructure is used and regeneration of existing employment areas is considered to lead to improvements to associated infrastructure.		

**Final Sustainability Appraisal Scores for Options**

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## CP1 Retail & Leisure hierarchy

Option 1:		Option 2:	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	Hierarchy proposed is in accordance with national and regional policy		
<b>SA2: To meet the housing needs of the whole community</b>			
0	No impact.		
<b>SA3: To encourage the efficient use of land</b>			
+	Directing retail uses into the existing town, local and neighbourhood centres will make efficient use of land within the urban area and reduce development outside these centres.		
<b>SA4: To reduce deprivation</b>			
+	Directing retail uses into the existing town, local and neighbourhood centres will ensure that retail and other services are available in accessible and sustainable locations.		
<b>SA5: To ensure equal access to community services and facilities</b>			
+	Directing retail uses into the existing town, local and neighbourhood centres will ensure that retail and other services are available in accessible and sustainable		

	locations.		
<b>SA6: To encourage equal access to education, jobs and training</b>			
+	Directing retail uses into the existing town, local and neighbourhood centres will ensure that retail related jobs are available in accessible and sustainable locations.		
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>			
0	No impact.		
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>			
0	No impact.		
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>			
+	Directing retail uses into the existing town, local and neighbourhood centres will help to sustain them.		
<b>SA10: To protect and enhance historic assets</b>			
0	No impact.		
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>			
0	No impact.		
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>			
0	No impact.		
<b>SA13: To minimise flood risk</b>			
0	No impact.		
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>			

0	No impact.		
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>			
0	No impact.		
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>			
0	No impact.		
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>			
++	The town centre is a highly sustainable location and directing retailing to locate here will bring more people into the centre which will support regeneration.		
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>			
++	The town centre is a highly sustainable location and encouraging retailing and other services to locate here will reduce the need to travel.		
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>			
++	The town centre, local and neighbourhood centres are highly sustainable locations and encouraging retailing and other services to locate here will make good use of the existing infrastructure.		
<b>Final Sustainability Appraisal Scores for Options</b>			
<b>Option 1</b>	<b>12</b>	<b>Option 2</b>	

## CP3 Culture and tourism

Option 1:		Option 2: No specific policy to support growth of tourism and culture	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
0	No obvious linkages	0	No obvious linkages
<b>SA2: To meet the housing needs of the whole community</b>			
0	No impact.	0	No impact.
<b>SA3: To encourage the efficient use of land</b>			
+	Directing cultural uses into the town, local and neighbourhood centres will make efficient use of land within the urban area and reduce development outside these centres.	0	A lack of focus on the town centre could result in cultural facilities being located outside of the centre thus failing to make the most efficient use of existing brownfield urban land.
<b>SA4: To reduce deprivation</b>			
0	Promotion of cultural activities could increase the participation of Tamworth's communities.	0	Unable to ascertain impact
<b>SA5: To ensure equal access to community services and facilities</b>			
+	Directing cultural uses into the existing town will ensure that these uses are available in accessible and sustainable locations.	0	A lack of focus on the town centre could result in cultural facilities being located outside of the centre thus impacting on access to facilities.
<b>SA6: To encourage equal access to education, jobs and training</b>			



0	No impact.	0	No impact.
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>			
0	No impact.	0	No impact
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>			
0	No impact.	0	No impact
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>			
++	The cultural and tourism sector is a significant part of Tamworth's service economy and developing the sector; with its associated spin offs, will help diversity the local economy.	0	Not encouraging this sector may result in existing resources not being exploited to their potential and therefore restricting their growth and contribution to diversifying the local economy.
<b>SA10: To protect and enhance historic assets</b>			
++	The concentration of cultural and tourism facilities within the town centre will capitalise on the historic setting and character and make best use of historic assets.	0	Not encouraging growth may result in less investment in historic assets.
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>			
+	The concentration of cultural and tourism facilities within the town centre will support a locally distinct town centre.	0	Not encouraging growth may result in less investment in historic assets impacting on the creation of a locally distinct town centre.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>			
0	No impact.	0	No impact
<b>SA13: To minimise flood risk</b>			
0	No impact.	0	No impact

<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>		
0	No impact.	No impact
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>		
0	No impact.	No impact
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>		
0	No impact.	No impact
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>		
++	The concentration of cultural and tourism facilities within the town centre will bring more people into the centre which will support regeneration.	0 Not encouraging growth may result in less investment in historic town centre assets therefore reducing the potential regeneration spin offs.
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>		
++	The town centre is a highly sustainable location and encouraging cultural services and other services to locate there will reduce the need to travel.	0 A lack of focus on the town centre could result in cultural facilities being located outside of the centre thus impacting on delivering sustainable transport.
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>		
++	The town centre is a highly sustainable location and encouraging cultural services to locate there will make good use of the existing infrastructure.	0 Unable to ascertain impact.
<b>Final Sustainability Appraisal Scores for Options</b>		
Option 1	13	Option 2 0

## CP4 Affordable Housing

Option 1: Seek to provide a target of affordable housing units pa with banded delivery thresholds based on site size (number of dwellings)		Option 2: Seek to provide a target of affordable housing units pa but no specific site based thresholds	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
++	Setting an overall target and range of circumstances including minimum site size thresholds is compliant with PPS3 and is based on a robust local assessment of need.	+	Whilst setting an overall target partly complies with PPS3 guidance, the lack of site threshold may impact on delivery particularly on smaller sites.
<b>SA2: To meet the housing needs of the whole community</b>			
++	The overall target and thresholds should enable adequate level of affordable housing to be delivered across Tamworth to meet local needs.	+	Whilst the overall target should assist the delivery of affordable housing not having thresholds could potentially result in provision being on a less structured basis with an over reliance on individual negotiation.
<b>SA3: To encourage the efficient use of land</b>			
0	No impact on ensuring the efficient use of land has been identified.	0	No impact on ensuring the efficient use of land has been identified
<b>SA4: To reduce deprivation</b>			
+	Ensuring that adequate numbers of affordable housing is provided to meet local needs should ensure that communities have access to appropriate housing which is affordable thus reducing deprivation created by inappropriate housing provision.	+	The affordable housing target should ensure that needs are addressed therefore impacting positively on reducing deprivation caused by inadequate access to housing.

<b>SA5: To ensure equal access to community services and facilities</b>		
0	No direct impact has been identified.	0 No direct impact has been identified.
<b>SA6: To encourage equal access to education, jobs and training</b>		
0	No direct impact has been identified.	0 No direct impact has been identified.
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>		
0	No direct impact has been identified.	0 No direct impact has been identified.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>		
0	No direct impact has been identified.	0 No direct impact has been identified.
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>		
0	No direct impact has been identified.	0 No direct impact has been identified.
<b>SA10: To protect and enhance historic assets</b>		
0	No direct impact has been identified.	0 No direct impact has been identified.
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>		
0	No direct impact has been identified.	0 No direct impact has been identified.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>		
0	No direct impact has been identified.	0 No direct impact has been identified.
<b>SA13: To minimise flood risk</b>		
0	No direct impact has been identified.	0 No direct impact has been identified.
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>		

+	Affordable housing provided by Registered Social Landlords tend to achieve higher energy efficiency standards.	+	Affordable housing provided by Registered Social Landlords tend to achieve higher energy efficiency standards.
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>			
+	Affordable housing provided by Registered Social Landlords tend to achieve higher standards	+	Affordable housing provided by Registered Social Landlords tend to achieve higher standards
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>			
0	No direct impact has been identified	0	No direct impact has been identified
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>			
+	The spatial strategy will encourage the provision of new housing, which in accordance with the site threshold approach will deliver affordable housing in and around the town centre. This, in turn, will increase the town centre population therefore increasing demand for town centre services and contributing to its economy.	+	The spatial strategy will encourage the provision of new housing, which in accordance with affordable housing target may deliver affordable housing in and around the town centre. This, in turn, will increase the town centre population therefore increasing demand for town centre services and contributing to its economy
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>			
0	No direct impact has been identified	0	No direct impact has been identified
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>			
0	No direct impact has been identified	0	No direct impact has been identified
<b>Final Sustainability Appraisal Scores for Options</b>			
Option 1	8	Option 2	6

## CP5 Housing needs

Option 1: Provide a range of housing types and sizes and address local needs by setting proportional targets for dwelling size, with an emphasis on smaller dwellings		Option 2: Provide a range of housing types and sizes but do not specify targets for dwelling size or type	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	Providing a range of dwelling types in order to build mixed communities is in line with PPS3.	+	Providing a range of dwelling types in order to build mixed communities is in line with PPS3.
<b>SA2: To meet the housing needs of the whole community</b>			
++	Using evidence specific to Tamworth to set targets for dwelling size will address local housing needs.	+	Whilst a range of housing types and sizes will address some local needs, a lack of targets means that Tamworth's specific housing needs are not addressed.
<b>SA3: To encourage the efficient use of land</b>			
+	Smaller dwellings should occupy less land, enabling higher densities to be achieved.	0	No impact.
<b>SA4: To reduce deprivation</b>			
+	Providing a larger proportion of smaller dwellings will help address issues of affordability.	+	Providing a range of housing types should address issues of affordability.
<b>SA5: To ensure equal access to community services and facilities</b>			
0	No impact.	0	No impact.

<b>SA6: To encourage equal access to education, jobs and training</b>		
0	No impact.	0 No impact.
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>		
0	No impact.	0 No impact.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>		
0	No impact.	0 No impact.
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>		
0	No impact.	0 No impact.
<b>SA10: To protect and enhance historic assets</b>		
0	No impact.	0 No impact.
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>		
0	No impact.	0 No impact.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>		
0	No impact.	0 No impact.
<b>SA13: To minimise flood risk</b>		
0	No impact.	0 No impact.
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>		
+	Smaller dwellings will be more efficient to run.	0 No impact.
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>		



+	Smaller dwellings should reduce the amount of waste produced and water used.	0	No impact.
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>			
0	No impact.	0	No impact.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>			
+	Additional small dwellings built in the town centre will increase the population in this part of the town and create a market for a more diverse range of activities and services.	+	Additional dwellings built in the town centre will increase the population in this part of the town and create a market for a more diverse range of activities and services.
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>			
0	No impact.	0	No impact.
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>			
0	No impact.	0	No impact.
<b>Final Sustainability Appraisal Scores for Options</b>			
Option 1	Option 2		

## CP6 Density

Option 1: Average density of 40 dph, higher in intensive locations, but no specific targets		Option 2: Banded density targets for different parts of borough	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
++	Setting local density targets is in line with PPS3 and is based on a robust local assessment of need.	++	Setting local density targets is in line with PPS3. Providing evidence supports it, specifying a range of densities may be appropriate to reflect local circumstances.
<b>SA2: To meet the housing needs of the whole community</b>			
0	Setting density targets does not guarantee that housing needs will be met.	0	Setting density targets does not guarantee that housing needs will be met.
<b>SA3: To encourage the efficient use of land</b>			
++	Relatively high densities will make efficient use of land.	++	Relatively high densities will make efficient use of land.
<b>SA4: To reduce deprivation</b>			
0	Will not have any impact on deprivation.	0	Will not have any impact on deprivation.
<b>SA5: To ensure equal access to community services and facilities</b>			
+	Locating higher density housing close to existing facility hubs in the town centre and other centres will make use of those facilities and services. It could also put pressure on them but should help to sustain services.	+	Locating higher density housing close to existing facility hubs in the town centre and other centres will make use of those facilities and services. It could also put pressure on them but should help to sustain and encourage new services.

<b>SA6: To encourage equal access to education, jobs and training</b>		
+	Locating higher density housing close to existing facility and employment hubs in the town centre and other centres will improve access to jobs.	No impact.
	0	0
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>		
	0	No impact.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>		
	0	No impact.
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>		
	0	No impact.
<b>SA10: To protect and enhance historic assets</b>		
0	High density development in the town centre could have a negative impact on the historic character. However, design policies will ensure new development in sensitive locations is appropriate in scale and appearance.	High density development in the town centre could have a negative impact on the historic character. However, design policies will ensure new development in sensitive locations is appropriate in scale and appearance.
	0	0
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>		
	0	No impact.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>		
	0	No impact.
<b>SA13: To minimise flood risk</b>		
	0	No impact.
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>		

0	No impact.	0	No impact.
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>			
0	No impact.	0	No impact.
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>			
0	No impact.	0	No impact.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>			
++	Building high density dwellings in the town centre will increase the population in this part of the town and create a market for a more diverse range of activities and services.	++	Building high density dwellings in the town centre will increase the population in this part of the town and create a market for a more diverse range of activities and services. Being more prescriptive about density targets will not make any difference.
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>			
+	Requiring higher densities around intensive locations and transport routes will reduce the need to travel and encourage the use of public transport, walking and cycling.	+	Requiring higher densities around intensive locations and transport routes will reduce the need to travel and encourage the use of public transport, walking and cycling. Being more prescriptive about density targets will not make any difference.
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>			
+	Requiring higher densities around intensive locations and transport routes will make use of the existing infrastructure. It is likely that improvements will be required, which will be predominantly developer funded.	+	Requiring higher densities around intensive locations and transport routes will make use of the existing infrastructure. It is likely that improvements will be required, which will be predominantly developer funded. Being more prescriptive about density targets will not make any difference.

<b>Final Sustainability Appraisal Scores for Options</b>	
<b>Option 1</b>	<b>Option 2</b>

## CP7 Gypsies, Travellers and Travelling Showpeople

Option 1: No specifically allocated sites, policy to deal with applications		Option 2: Allocated sites	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national and RSS policy in the most appropriate and sustainable way for Tamworth</b>			
-	Not allocating specific sites is contrary to the Gypsy and Traveller Accommodation Needs Assessment (GTAA)	++	Allocating sites would be in accordance with the GTAA.
<b>SA2: To meet the housing needs of the whole community</b>			
+	Policy would allow provision to be met and would allow flexibility regarding location.	+	Allocating sites would provide greater certainty to site provision.
<b>SA3: To encourage the efficient use of land</b>			
?	Unknown because of lack of specific allocations.	?	Unknown because of lack of specific allocations.
<b>SA4: To reduce deprivation</b>			
+	Policy would require proximity to services and facilities.	?	Unknown because of lack of specific allocations.
<b>SA5: To ensure equal access to community services and facilities</b>			
+	Policy would require proximity to	?	Unknown because of lack of specific

	services and shops.			allocations.	
<b>SA6: To encourage equal access to education, jobs and training</b>					
+	Policy would require proximity to schools.	?		Unknown because of lack of specific allocations.	
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>					
?	Policy does not make reference to provision of open space.	?		Unknown because of lack of specific allocations.	
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>					
+	The intention is that any site would be integrated into the community.	?		Unknown because of lack of specific allocations.	
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>					
0	Unlikely to have any impact.	?		Unknown because of lack of specific allocations.	
<b>SA10: To protect and enhance historic assets</b>					
-	No mention of historic assets in policy.	?		Unknown because of lack of specific allocations.	
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>					
+	Could help to achieve sustainable mixed communities.	?		Unknown because of lack of specific allocations.	
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>					
+	Specific reference to consideration of impact on sites of biodiversity importance.	?		Unknown because of lack of specific allocations.	
<b>SA13: To minimise flood risk</b>					

+	Reference to avoidance of flood zones 2 and 3.	?	Unknown because of lack of specific allocations.		
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>					
?	No known impact.	?	Unknown because of lack of specific allocations.		
<b>SA15: To encourage the reduction, re-use and recycling of waste and water.</b>					
+	Policy requires provision of adequate waste facilities.	?	Unknown because of lack of specific allocations.		
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>					
0	No known impact.	?	Unknown because of lack of specific allocations.		
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>					
0	No known impact.	?	Unknown because of lack of specific allocations.		
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>					
+	Sites will be required to be located within or adjacent to the urban area and close to services and shops.	?	Unknown because of lack of specific allocations.		
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>					
+	Sites will be required to be located within or adjacent to the urban area and close to services and shops.	?	Unknown because of lack of specific allocations.		
<b>Final Sustainability Appraisal Scores for Options</b>					
Option	Option				





## CP8 Sport and Recreation

Option 1		Option 2:	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	In accordance with national planning policy		
<b>SA2: To meet the housing needs of the whole community</b>			
0	No direct impact.		
<b>SA3: To encourage the efficient use of land</b>			
+	Dual use of school facilities by the community will reduce the need to build new standalone facilities.		
<b>SA4: To reduce deprivation</b>			
+	Policy promotes a network of high quality sport and recreation facilities throughout the borough, which will help to raise standards of health in the deprived neighbourhoods.		
<b>SA5: To ensure equal access to community services and facilities</b>			
++	Policy promotes a network high quality accessible sport and recreation facilities throughout the borough.		
<b>SA6: To encourage equal access to education, jobs and training</b>			
0	No direct impact.		

<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>	
++	Policy promotes accessible sport and recreation facilities throughout the borough, which help to raise standards of health amongst the borough's residents.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>	
0	No direct impact.
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>	
0	No direct impact.
<b>SA10: To protect and enhance historic assets</b>	
0	No direct impact.
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>	
0	No direct impact.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>	
0	No direct impact.
<b>SA13: To minimise flood risk</b>	
0	No direct impact.
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>	
0	No direct impact.
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>	
0	No direct impact.

<b>SA16: To minimise pollution including air, water, land contamination and noise</b>	
0	No direct impact.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>	
0	No direct impact
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>	
+	Maintaining existing sport and recreation facilities within the neighbourhoods and locating new facilities in accessible places that can be accessed by sustainable modes of transport will reduce the need to travel.
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>	
+	Maintaining existing sport and recreation facilities within the neighbourhoods and locating new facilities in accessible places will make best use of existing infrastructure.
<b>Final Sustainability Appraisal Scores for Options</b>	
<b>Option 1</b>	<b>7</b>
<b>Option 2</b>	<b>2</b>

## CP9 Open space

Option 1:		Option 2: N/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	Protection and enhancement of open space in accordance with RSS and national policy		
<b>SA2: To meet the housing needs of the whole community</b>			
0	No impact		
<b>SA3: To encourage the efficient use of land</b>			
0	No impact		
<b>SA4: To reduce deprivation</b>			
+	Maintaining a high quality network of open spaces should encourage exercise which will improve health.		
<b>SA5: To ensure equal access to community services and facilities</b>			
+	A network of open spaces equipped with paths and cycleways will enable convenient sustainable access to community services and facilities.		
<b>SA6: To encourage equal access to education, jobs and training</b>			
+	A network of open spaces equipped with paths and cycleways will enable convenient sustainable access to community services and facilities.		

<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>	
++	Provision of a high quality network of open spaces close to where people live will encourage active and healthier lifestyles.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>	
0	No impact
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>	
0	No impact
<b>SA10: To protect and enhance historic assets</b>	
0	No impact
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>	
+	A high quality network of open spaces will provide an attractive setting for built development.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>	
++	Network of open spaces will provide suitable habitats and green links for biodiversity.
<b>SA13: To minimise flood risk</b>	
+	Network of green open spaces will soak up flood waters and slow down the rate of surface water run-off from rain.
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>	
0	No impact

<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>	
0	No impact
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>	
0	No impact
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>	
0	Location of proposed leisure centre to be determined
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>	
+	A high proportion of the open spaces in the borough have pathways and cycleways, thereby providing a sustainable way to travel.
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>	
+	
<b>Final Sustainability Appraisal Scores for Options</b>	
Option 1	12
Option 2	



## CP 10 Design of new development

Option 1: Requirement for high quality buildings and places across the borough, particularly in the town centre, conservation areas and priority regeneration areas. Respect existing character or enhance through good design.		Option 2: N/A
Rating	Commentary/Explanation	Rating Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>		
+	Policy aims to meet national and RSS policy in a way which is specific to Tamworth	
<b>SA2: To meet the housing needs of the whole community</b>		
0	No direct impact.	
<b>SA3: To encourage the efficient use of land</b>		
+	Developments can be designed and laid out in a way that makes efficient use of land.	
<b>SA4: To reduce deprivation</b>		
0	No direct impact.	
<b>SA5: To ensure equal access to community services and facilities</b>		
0	No direct impact.	
<b>SA6: To encourage equal access to education, jobs and training</b>		

0	No direct impact.		
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>			
+	Larger developments will be required to incorporate accessible open spaces and also to link to the wider green space network, which will provide the opportunity for formal and informal physical activity.		
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>			
+	Developments will be required to be designed and laid out in a way that creates safe places.		
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>			
0	No direct impact.		
<b>SA10: To protect and enhance historic assets</b>			
+	High quality and sensitive design is essential in areas with a high proportion of historic assets. The policy will ensure that the most important environments are safeguarded by insisting on high standards of design.		
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>			
++	The policy is integral to the achievement of high quality development.		
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>			
0	No direct impact.		
<b>SA13: To minimise flood risk</b>			
0	No direct impact.		

<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>	
0	No direct impact.
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>	
0	No direct impact.
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>	
0	No direct impact.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>	
++	The town centre is a priority area for regeneration. This policy will ensure that high standards of design are achieved in new development with specific reference to the town centre to reflect its importance to the Council.
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>	
0	No direct impact.
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>	
0	No direct impact.
<b>Final Sustainability Appraisal Scores for Options</b>	
<b>Option 1</b>	<b>9</b>
<b>Option 2</b>	<b>9</b>

## CP11 Protecting historic assets

Option 1: Conserve the character, appearance and significance of the Borough's heritage assets.		Option 2: N/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	Policy helps to interpret national and regional policy in a way which is specific to Tamworth		
<b>SA2: To meet the housing needs of the whole community</b>			
0	No direct impact.		
<b>SA3: To encourage the efficient use of land</b>			
0	No direct impact.		
<b>SA4: To reduce deprivation</b>			
0	No direct impact.		
<b>SA5: To ensure equal access to community services and facilities</b>			
0	No direct impact.		
<b>SA6: To encourage equal access to education, jobs and training</b>			
0	No direct impact.		
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>			

0	No direct impact.		
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>			
0	No direct impact.		
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>			
0	No direct impact.		
<b>SA10: To protect and enhance historic assets</b>			
++	This policy focuses on the protection and enhancement of historic assets, so is fully supportive of this objective.		
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>			
++	The historic environment forms some of the Borough's most valued and distinct places. The policy will support this objective by requiring protection and enhancement of the historic environment.		
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>			
0	No direct impact.		
<b>SA13: To minimise flood risk</b>			
0	No direct impact.		
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>			
0	No direct impact.		
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>			
0	No direct impact.		

<b>SA16: To minimise pollution including air, water, land contamination and noise</b>	
0	No direct impact.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>	
++	The town centre contains the highest proportion of surviving historic built fabric in the Borough. This policy aims to preserve and enhance historic assets, which would contribute towards the attractiveness of the town centre as a destination for workers, residents and visitors.
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>	
0	No direct impact.
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>	
0	No direct impact.
<b>Final Sustainability Appraisal Scores for Options</b>	
Option 1	7
Option 2	

## CP12 Protecting & enhancing biodiversity

Option 1: Preserve biodiversity sites and species, incorporate biodiversity into development and create/reinforce linkages. Protect sites according to their importance. Priority habitat creation and restoration projects.		Option 2: N/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
	<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>		
+	In accordance with national and regional policies.		
	<b>SA2: To meet the housing needs of the whole community</b>		
0	No direct impact.		
	<b>SA3: To encourage the efficient use of land</b>		
0	No direct impact.		
	<b>SA4: To reduce deprivation</b>		
0	No direct impact.		
	<b>SA5: To ensure equal access to community services and facilities</b>		
0	No direct impact.		
	<b>SA6: To encourage equal access to education, jobs and training</b>		
0	No direct impact.		

<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>	
+	Biodiversity sites form part of the open space network. As well as providing valued habitats they offer the opportunity for informal recreation and education.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>	
0	No direct impact.
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>	
0	No direct impact.
<b>SA10: To protect and enhance historic assets</b>	
0	No direct impact.
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>	
+	High quality biodiversity sites contribute positively to the diversity of the Borough's environment.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>	
++	The policy fully supports the objective by protecting biodiversity sites and species and promoting linkage between sites.
<b>SA13: To minimise flood risk</b>	
+	Biodiversity sites form part of the open space network. Green spaces hold water when it rains which will help in reducing the amount of run-off.
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>	
0	No direct impact.



<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>	
0	No direct impact.
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>	
0	No direct impact.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>	
+	The town centre is relatively green with networks of open space and blue infrastructure. A number of the edge of centre sites are of local importance for biodiversity.
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>	
0	No direct impact.
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>	
0	No direct impact.
<b>Final Sustainability Appraisal Scores for Options</b>	
Option 1	7 Option 2

## CP13 Sustainable development and climate change mitigation

Option 1: Tamworth will strive to meet a realistic proportion of its energy requirements through renewable or low carbon sources.		Option 2: N/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	Principles are in accordance with national and regional policy		
<b>SA2: To meet the housing needs of the whole community</b>			
0	No direct impact.		
<b>SA3: To encourage the efficient use of land</b>			
0	No direct impact.		
<b>SA4: To reduce deprivation</b>			
0	No direct impact.		
<b>SA5: To ensure equal access to community services and facilities</b>			
0	No direct impact.		
<b>SA6: To encourage equal access to education, jobs and training</b>			
0	No direct impact.		

<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>	
0	No direct impact.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>	
0	No direct impact.
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>	
++	Local mineral resources are important to the local economy by supplying construction materials and providing jobs in the extraction and building industries.
<b>SA10: To protect and enhance historic assets</b>	
0	No direct impact
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>	
0	No direct impact.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>	
0	No direct impact.
<b>SA13: To minimise flood risk</b>	
0	No direct impact.
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>	
++	Policy directly supports this objective.
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>	
+	Policy encourages waste reduction/recycling.

<b>SA16: To minimise pollution including air, water, land contamination and noise</b>	
0	No direct impact.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>	
0	No direct impact.
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>	
0	No direct impact.
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>	
0	No direct impact.
<b>Final Sustainability Appraisal Scores for Options</b>	
<b>Option 1</b>	<b>6</b>
<b>Option 2</b>	<b>2</b>

## CP14 Water management

Option 1: Reduce the impact of surface water flooding through location, design and use of SUDS.		Option 2:	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	Principles are in accordance with national planning policy		
<b>SA2: To meet the housing needs of the whole community</b>			
0	No direct impact.		
<b>SA3: To encourage the efficient use of land</b>			
0	No direct impact.		
<b>SA4: To reduce deprivation</b>			
0	No direct impact.		
<b>SA5: To ensure equal access to community services and facilities</b>			
0	No direct impact.		
<b>SA6: To encourage equal access to education, jobs and training</b>			
0	No direct impact.		
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>			

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+	SUDS will be integrated into the green space network.		
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>			
0	No direct impact.		
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>			
0	No direct impact.		
<b>SA10: To protect and enhance historic assets</b>			
0	No direct impact.		
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>			
0	No direct impact.		
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>			
0	No direct impact.		
<b>SA13: To minimise flood risk</b>			
++	The policy aims to minimise flood risk by locating development away from the floodplain and reducing the amount of rainwater run-off from development.		
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>			
0	No direct impact.		
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>			
0	No direct impact.		
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>			

0	No direct impact.		
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>			
0	No direct impact.		
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>			
0	No direct impact.		
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>			
0	No direct impact.		
<b>Final Sustainability Appraisal Scores for Options</b>			
Option 1	4	Option 2	





## CP15 New development and sustainable transport modes

Option 1: Strategy based on a range of sustainable transport initiatives		Option 2: n/A	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national and RSS policy in the most appropriate and sustainable way for Tamworth</b>			
+	Fully in accordance with policy.		
<b>SA2: To meet the housing needs of the whole community</b>			
0	No impact.		
<b>SA3: To encourage the efficient use of land</b>			
0	No impact.		
<b>SA4: To reduce deprivation</b>			
+	An efficient transport network offering a number of modes would provide choice.		
<b>SA5: To ensure equal access to community services and facilities</b>			
+	A transport network offering a number of modes would provide choice of how to access services and facilities.		
<b>SA6: To encourage equal access to education, jobs and training</b>			

+	A transport network offering a range of modes would provide choice of how to access education, jobs and training.												
<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>													
+	Promoting a range of modes, including walking and cycling would encourage healthy and active lifestyles.												
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>													
0	No impact.												
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>													
0	No impact.												
<b>SA10: To protect and enhance historic assets</b>													
0	No impact.												
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>													
0	No impact.												
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>													
0	No impact.												
<b>SA13: To minimise flood risk</b>													
0	No impact.												
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>													

0	No impact.			
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>				
0	No impact.			
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>				
+	Reducing the use of the car would reduce carbon emissions. New roads may lead to more car journeys.			
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>				
+	improved links with Ventura/Jolly Sailor retail parks will help to improve the town centre.			
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>				
0	No impact.			
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>				
+	Will use existing transport infrastructure, but need for substantial new road infrastructure related to Anker Valley.			
<b>Final Sustainability Appraisal Scores for Options</b>				
Option 1	9	Option 2		

## CP16 Community Infrastructure

Option 1:		Option 2: An unco-ordinated approach to service delivery	
Rating	Commentary/Explanation	Rating	Commentary/Explanation
<b>SA1: To meet national policy in the most appropriate and sustainable way for Tamworth</b>			
+	In accordance with national planning principles of creating sustainable communities	-	Lack of infrastructure fails to deliver sustainable communities
<b>SA2: To meet the housing needs of the whole community</b>			
0	No direct impact.	0	No direct impact.
<b>SA3: To encourage the efficient use of land</b>			
+	Facilities are encouraged to be located within the urban area within or adjacent to existing centres and dual use provision is encouraged.	-	Facilities could be located outside of existing centres and independently from other related uses resulting in less efficient land use patterns.
<b>SA4: To reduce deprivation</b>			
++	Providing services within the neighbourhoods where they are most needed will help to address deprivation.	-	Facilities could be located outside of neighbourhoods of most need which would fail to help reduce inequalities and deprivation.
<b>SA5: To ensure equal access to community services and facilities</b>			
++	Policy aims to direct service provision across the borough to serve local needs.	-	Facilities could be located outside of neighbourhoods of most need which would fail to help reduce inequalities and deprivation
<b>SA6: To encourage equal access to education, jobs and training</b>			
+	Provision of services and employment facilities within the neighbourhoods will increase access to local jobs.	-	Services and employment could be located outside of neighbourhoods of most need which would fail to help reduce access inequalities

<b>SA7: To encourage active and healthier lifestyles by providing accessible networks of paths, open spaces and formal recreation facilities</b>	0	No direct impact.
	0	No direct impact.
<b>SA8: To make communities safer by reducing crime, fear of crime and anti-social behaviour</b>	0	No direct impact.
	0	No direct impact.
<b>SA9: To encourage a diverse and competitive economy that will provide sustainable economic growth</b>	0	No direct impact.
	0	No direct impact.
<b>SA10: To protect and enhance historic assets</b>	0	No direct impact.
	0	No direct impact.
<b>SA11: To encourage high quality and locally distinct places, spaces and buildings</b>	0	No direct impact.
	0	No direct impact.
<b>SA12: To protect and enhance biodiversity and sites of nature conservation value</b>	0	No direct impact.
	0	No direct impact.
<b>SA13: To minimise flood risk</b>	0	No direct impact.
	0	No direct impact.
<b>SA14: To reduce energy consumption by encouraging energy efficiency and use of low carbon/renewable energy sources</b>	0	No direct impact.
	0	No direct impact.
<b>SA15: To encourage the reduction, re-use and recycling of waste and water</b>	0	No direct impact.
	0	No direct impact.
<b>SA16: To minimise pollution including air, water, land contamination and noise</b>	0	No direct impact.
	0	No direct impact.

0	No direct impact.	0	No direct impact.
<b>SA17: To make Tamworth town centre the heart of the borough by creating a vibrant and attractive environment</b>			
0	No direct impact.	0	No direct impact
<b>SA18: To reduce the need to travel and encourage sustainable modes of transport</b>			
++	Provision of services and facilities within the neighbourhoods and locating them in accessible places that can be accessed by sustainable modes of transport will reduce the need to travel.	-	Facilities could be located outside of existing centres and independently from other related uses resulting in unsustainable transport patterns.
<b>SA19: To make best use of the existing transport infrastructure and seek improvements</b>			
++	Provision of services and facilities within the neighbourhoods and locating them in accessible places will make best use of existing infrastructure.	0	Unable to ascertain impact.
<b>Final Sustainability Appraisal Scores for Options</b>			
Option 1	11	Option 2	-6

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1<sup>st</sup> February 2012**REPORT OF THE PORTFOLIO HOLDER FOR ECONOMIC DEVELOPMENT AND ENTERPRISE****TAMWORTH REVISED LOCAL DEVELOPMENT SCHEME****PURPOSE**

The purpose of this report is for Cabinet to approve the revised Local Development Scheme for publication. This is a public statement of the programme for the production of local development documents over the next three years, under the Planning and Compulsory Purchase Act 2004.

**RECOMMENDATIONS**

Members approve the amended Local Development Scheme for publication on the Councils website

**EXECUTIVE SUMMARY**

Tamworth Borough Council is legally required to produce a project plan, known as a 'Local Development Scheme', setting out how the Local Development Framework (LDF) will be produced and a timetable for production. The purpose is to inform the public and stakeholders, and promote effective management of the process. An important element of the Scheme is the timetable indicating the key milestones in the preparation of each document against which their production can be monitored.

The current Local Development Scheme came into effect in September 2009 prior to the decision to update both the scope of the Core Strategy/Local Plan and its timetable for production. It therefore needs to be updated to reflect this and set out revised information on the timetable and production for the production of the Core Strategy/Local Plan, and details of the other supporting documents which will form part of the Local Development Framework.

A revised Local Development Scheme is attached as Appendix 1 to this report. It builds on the timetable for the Core Strategy/Local Plan which has been endorsed by the LDF Member Working Group.

The Government is keen to reduce the amount of national policy and direction, and has recently published a consultation draft National Planning Policy Framework (NPPF) and associated draft Regulations. The draft NPPF sets out Government policy in one 60 page document – and will eventually replace the various Planning Policy Statements, Planning Policy Documents and Circulars which currently exist. One of the key proposals is that local authorities should produce one main planning document, which contains all the policies and site allocations (as this Council is doing through the publication version of the Core Strategy/Local Plan review).

Subsequently the revised Local Development Scheme proposes one over-arching planning document-The Core Strategy/Local Plan which removes the need to produce the previously proposed separate Site Allocations and Development Management Documents. The revised Local Development Scheme also contains a proposal to produce four Supplementary Planning Documents (covering The Town Centre, Place Making/Design, Planning Obligations and The Wilnecote Regeneration Corridor) to expand upon, and provide further clarity to policies and proposals set out within the Core Strategy/Local Plan as well as a review of the Council's Statement of Community Involvement.



**RESOURCE IMPLICATIONS**

There are no financial implications arising from this report. A budget already exists for the production of the Core Strategy/Local Plan and, as part of a separate report, members will be asked to approve the creation of a Temporary Reserve to be used during 2012/2013 to ensure sufficient resources are available to cover the costs associated with producing the Supplementary Planning Documents and reviewing the Statement of Community Involvement.

**LEGAL/RISK IMPLICATIONS BACKGROUND**

There are no specific legal implications arising from this report.

**SUSTAINABILITY IMPLICATIONS**

There are no direct sustainability implications arising from this report. The policy documents which will be prepared are subject to separate Sustainability Appraisals.

**BACKGROUND INFORMATION**

N/A

**REPORT AUTHOR**

Jon Lord

**LIST OF BACKGROUND PAPERS**

N/A

**APPENDICES**

Appendix 1-The revised February 2012 Local Development Scheme

**TAMWORTH BOROUGH  
COUNCIL**

**LDS6**

**Local  
Development  
Scheme  
February  
2012**



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# 1 INTRODUCTION

## Development Plans

- 1.1 All local planning authorities are required to draw up a Development Plan for their area. The Plan sets out the Authority's policies and proposals for the development and other use of land. It also provides the framework for making decisions about planning applications and conservation matters within the area.
- 1.2 Since 2004 local authorities have been working on replacing their existing development plans with **Local Development Frameworks** (LDFs). Local Development Frameworks are made up of various **Local Development Documents** (LDDs).
- 1.3 There are two types of Local Development Document: **Development Plan Documents** (DPDs), which are subject to independent examination and have development plan status, and **Supplementary Planning Documents** (SPDs), which are not subject to independent examination and do not have development plan status but will be material in respect of decision-making.

Along with the **Regional Spatial Strategy** (RSS) the DPDs, which include Mineral and Waste DPDs, will comprise the statutory development plan, which is the basis upon which all planning decisions are made. DPDs will replace the saved policies of the Tamworth Local Plan 2001-2011 which were extended by the Secretary of State in June 2009. However, The Localism Bill has now gained Royal Assent, and following secondary legislation (which, at the time of writing, was still not implemented) Regional Strategies [RSS] will no longer form part of statutory development plan.

The Staffordshire and Stoke on Trent Structure Plan 1996-2011 was replaced by RSS on the enactment of the Planning and Compulsory Purchase Act and a number of policies have been saved. The statutory development plan will also comprise the saved policies from the Staffordshire Minerals Local Plan and Waste Local Plan until they are replaced by Minerals & Waste Development Plan Documents prepared by Staffordshire County Council.

- 1.4 LDFs must be "spatial" in their approach. That is, they need to be broader based, taking into account economic, social and environmental matters as well as the physical aspects of location and land use. Tamworth's LDF will reflect - and influence - the land use requirements of all Council departments and the Council's partners in service delivery (agencies, businesses and the voluntary sector). In particular, the Council is working closely with the Tamworth Strategic Partnership - to ensure that the Sustainable Community Strategy and the LDF are co-ordinated.
- 1.5 The development plan for Tamworth currently consists of the saved policies in the adopted Tamworth Local Plan 2001-2011, the saved policies in Staffordshire and Stoke on Trent Structure Plan 1996-2011, the Regional Spatial Strategy (until it is revoked) and the saved mineral and waste policies.
- 1.6 A critical part of the LDF is the Local Development Scheme (LDS). This is a public statement setting out details of which LDDs will be produced, in what order and when. The LDS will be brought into effect by resolution of the Cabinet.

## Local Development Scheme

- 1.7 A **Local Development Scheme (LDS)** provides the starting point for the local community and other stakeholders to find out about the Borough Councils programme for the preparation of LDDs over a three-year period. It is also required to set out a longer-term programme for LDD preparation beyond three years.
- 1.8 The three-year programme includes informing the public and other stakeholders about opportunities to get involved with the plan-making process and to let them know the likely dates for involvement.
- 1.9 Tamworth Borough Council is responsible for preparing a portfolio of Local Development Documents (LDDs) that will form the authority's LDF and the milestones set out in the LDS will need to be achieved.
- 1.10 Preparation of the LDS is currently a mandatory requirement under the Planning & Compulsory Purchase Act 2004. Guidance on their preparation suggests that the LDS should have regard to:
- whether the scheme adopts a robust approach to its preparation and is 'fit for purpose';
  - that it is deliverable with realistic time-scales supported by sufficient resources in terms of manpower and funding; and
  - whether it indicates a comprehensive approach to LDD production based on sound programme management and importantly an easy to understand guide as to what LDDs are to be prepared and when.

The Localism Bill reinforces the requirement for LPAs to prepare and maintain a LDS remains along with the expectation that they publish up to date information on their progress in preparing DPDs

- 1.11 An important part of delivering a sound LDS is a robust evidence base. This version of the LDS is a revised submitted version to take account of the changes to the LDF process as a consequence of the Localism Bill and the National Planning policy Framework.
- 1.12 Stakeholder and community engagement is a fundamental requirement of the planning system. However in view of the limited production of LDDs and timescales in this LDS it is not considered necessary to formally consult on the preparation of this LDS but appropriate stakeholders will be notified of its adoption.
- 1.13 The Council is committed to the programme set out in the LDS because of the benefits that an up to date and effective development plan and supplementary policies can have, including:
- Community commitment to the future of the area;
  - Providing a means for co-ordinating the activities of different departments, agencies and organisations;
  - The role of plans in promoting regeneration and investment; by creating certainty and commitment to change and improvement;
  - The need for a clear audit trail to link bids for public funds to a coherent and

- soundly based strategy for the area; and
- Providing a strongly justified basis for successful negotiations over development proposals and for developer contributions.

## 2 PROPOSED LOCAL DEVELOPMENT DOCUMENTS AND PROGRAMME MANAGEMENT FOR PREPARATION

### Saved Plans

- 2.1 The number of policies included in the adopted Staffordshire and Stoke on Trent Structure Plan 1996-2011 have been saved but do not form part of the Local Development Framework.
- 2.2 A number of policies in the Tamworth Local Plan 2001-2011 have been saved and form part of the Local Development Framework until superseded by emerging DPDs.
- 2.3 The various Supplementary Planning Guidance notes (SPGs) prepared and consulted on alongside the Draft Deposit and the Revised Draft Deposit Tamworth Local Plan have not been adopted as the new development plan requirements only allow for the Borough Council to produce Supplementary Planning Documents (SPDs) that are supported by sustainability appraisals. Therefore the Borough Council have adopted Interim Planning Guidance based on the SPGs produced and consulted on, some of which will be replaced by SPDs. SPDs have been produced relating to Planning Obligations, Open Space and Telecommunications. Appendix D lists the Interim Planning Guidance together with the related Local Plan policies and those that may be replaced.

### New Local Development Documents (LDDs)

- 2.4 Appendix A is a simple Gantt chart providing an overview of the timetable and project management for preparing the Local Plan and SPDs.
- 2.5 Appendix B sets out a schedule of the Local Plan and SPDs to be prepared by Tamworth Borough Council, together with their roles, chains of conformity and the main milestones to adoption.
- 2.6 The **Proposals Map** (with inset maps) will be the one in the Tamworth Local Plan, but it will be replaced as soon as the Local Plan is adopted.
- 2.7 Having regard to the need to replace the Tamworth Local Plan with LDDs over the next three years it is considered that the Local Plan Development Plan Document will be the key document in this respect. This will include strategic development sites and appropriate core policies that will alleviate the need for either a Site Allocations DPD or Development Management DPD.

### Annual Monitoring Scheme

- 2.8 The Council is currently required to monitor annually how effective its policies and proposals are in meeting the vision and the Local Plan DPD (when prepared). The Localism Bill removes the requirement to publish an Annual Monitoring Report but the duty to monitor remains by requiring an 'authorities' monitoring report for local people. This will ensure monitoring information is

made available online and in council offices as soon as it is available to the council. Discussions are currently ongoing as to the format and extent of monitoring indicators as this will be dictated by the Local Plan's emerging monitoring framework.

2.9 The Council will assess:

- whether it is meeting, or is on track to meet the key milestones set out in the LDS and, if not, the reasons why;
- whether it is meeting, or is on track to meet, the targets set out in the LDDs and, if not, the reasons why;
- what impact LDD policies are having on other targets set at national, regional or local level;
- whether any policies need to be replaced to meet sustainable development objectives; and
- what action needs to be taken if policies need to be replaced.

2.10 As a result of monitoring the Council will consider what changes, if any, need to be made and will bring forward any such changes through the review of the LDS as appropriate.

### **3 SUPPORTING STATEMENT**

3.1 This statement explains and justifies the approach set out in the Local Development Scheme. In addition, it explains how resources and the evidence base will be managed across the programme.

#### **About the Area**

3.2 The Borough of Tamworth is predominantly urban in nature as a consequence of its role as an overspill town in the 1960's and '70's. The 1980's saw a consolidation of the town concentrating on natural growth, which has continued up to 2001.

3.3 The town has its focus in the town centre which has continued to provide for the town's retail activities even with the development of out of centre retail area at Ventura, Jolly Sailor and Cardinal Point.

#### **Regional & Strategic Planning Context**

3.4 Regional Planning Guidance for the West Midlands was published in June 2004 and is now the Regional Spatial Strategy. It currently identifies Tamworth as a centre for the development of office, retail and leisure related activities. The Borough Council is working with the County Council and the other District Councils in Staffordshire on sub regional issues particularly with respect to housing that will inform the partial revision of the RSS.

3.5 Until the RSS is formally revoked (anticipated Spring 2012), a LDF it will be necessary to prepare the Local Plan in general conformity with the existing RSS.

#### **Sustainable Community Strategy & Other External Strategies**

3.6 The current adopted Sustainable Community Strategy covers the period 2008 -

2021 and has been written by local people and other organisations coming together through the Tamworth Strategic Partnership (TSP). The LDDs will have regard to the SCS and ensure that land-use requirements arising from that strategy are addressed. In turn, as it is updated, the SCS is expected to address issues that arise from those development requirements driven by the RSS and ensure that partners have their plans in place to support development requirements. The TSP has agreed to take ownership of the Infrastructure Delivery Plan and will review and update annually.

- 3.7 There are economies of scale in synchronising community & stakeholder engagement for both the SCS and LDDs, providing statutory requirements for statutory LDD consultation are met. Similarly, integration with the Council's corporate communications strategy is also desirable.
- 3.8 A key objective of the new planning system is to strengthen community involvement. An integral part of the Borough's LDF is the **Statement of Community Involvement** (SCI). This sets out how communities will be engaged in the preparation and revision of LDDs and consideration of planning applications. The SCI was adopted on 14 June 2006 and will be reviewed once the Local Plan is adopted.
- 3.9 The Council has a number of strategies that have land-use implications and these will be taken into account in the preparation of LDDs insofar as the strategies accord with the Sustainable Community Strategy. These are:
- Tamworth & Lichfield Economic Strategy 2011
  - Tamworth Leisure Strategy
  - Tamworth Housing Strategy 2007-2010 and emerging Healthier Housing Strategy 2011-2014
  - Tamworth Community Safety Strategy 2002-2005
  - Tamworth Open Space Strategy
  - Tamworth Town Centre Masterplan
  - Arts Policy
- 3.10 The Tamworth Local Transport Plan will have a key influence on future development patterns and the County Transportation Group will be a key consultee and advisor in the land use planning process. The Tamworth Place Strategy and Action Plan will play an important role in aligning objectives from the LDF, in particular focusing on regenerating the town centre.
- 3.11 It is not considered necessary at present for the Council to produce joint documents with neighbouring authorities. However, it will be necessary for the Borough Council to engage with adjoining authorities and Staffordshire County Council to ensure that the LDF provides a realistic framework which is functional. It is the Borough Councils intention to continue to engage with both Lichfield and North Warwickshire to address any issues that cannot be dealt with within the Borough.
- 3.12 The Borough Council is part of The Greater Birmingham & Solihull Local Enterprise Partnership (GBSLEP). The spatial aspects of the LEP's emerging Economic Strategy; in particular its focus on job creation will be taken forward through the LDF. GBSLEP also operates as a forum of co-operation on sub regional issues. The borough council is not a formal member of the Stoke on Trent & Staffordshire LEP although due to its location within Staffordshire is working closely with the LEP.



## **Resources**

- 3.13 The following in-house resources will be made available for preparing local development documents:
- Head of Strategic Planning and Development 5%
  - Development Plans Manager 90%
  - Economic Development Service Team 5%
  - 2 x Development Plan Officers 90%
  - Development management Service team 10%
- 3.14 Consultants will be engaged on specific projects where there is a lack of expertise or capacity in house. In providing a robust evidence base to inform the work on the Local Plan it may be necessary to engage further external support.
- 3.15 The effective LDS was based on the budgetary setting process for 2011-2012 and the forward planning budgetary arrangements still hold good. The budget setting process for 2012-2013 and beyond will need to include appropriate consideration of resources to deliver the LDS programme.

## **Programme Management and Responsibilities**

- 3.16 Appendix A sets out the timetable for LDD production indicating the key milestones in accordance with PPS 12.
- 3.17 Management responsibilities for each area of work include:
- Corporate Management Team (SCI)
  - Assistant Director Strategic Planning and Development (programme overview)
  - 
  - Development Plans Manager (day to day programme, staff & resource management).
- 3.18 The LDS and preparation of LDDs is reported to the Corporate Management Team Meetings as appropriate.
- 3.19 Monthly meetings are held between the Head of Strategic Planning and Development and the Development Plans Manager to ensure lines of communication are working and to review progress.
- 3.20 E-mail and shared work directories to facilitate joint working link all officers engaged on the project and a Development Plan Team meeting is held weekly. A meeting room is permanently available to these officers as well.

## **Council Procedures and Reporting Protocols**

- 3.21 For each DPD and the SCI, the levels of political responsibility are as follows:
- Executive Decision (Cabinet) for all pre-submission stages
  - Cabinet Member will review evidence and results of consultation at each stage and make recommendation to Cabinet.
  - Council Resolution required for publication, submission and adoption stages.

3.22 For each SPD, the levels of political responsibility are as follows:

- Executive Decision (Cabinet) for all stages.
- Cabinet Member will review evidence and results of consultation at each stage and make recommendation to Cabinet.
- Cabinet resolution required for adoption stage.

3.23 The role of the Corporate Management Team will be to ensure that the evidence base is robust and that real (and audited) community & stakeholder engagement takes place. The Team will also seek to broker agreements between stakeholders using external mediation where necessary

### **Risk Assessment**

3.24 In preparing the Local Development Scheme, it is considered that the main areas of risk relate to:

- **Staff Turnover.** Having regard to the current staff levels there is a risk to the delivery of the LDF as set out in the LDS should staff leave. The Council has established good working relationships over the years with specialist consultants who have an understanding of the town but their support is subject to available budget allocations.
- **Political Conflicts.** This has been reduced by having a commitment by all parties to a process that will ensure that actions are taken through Cabinet and endorsed by Council to ensure the submission of DPDs to PINS for examination of “soundness” are to agreed time-scales. A Member led LDF Working Group of senior Members has been set up to monitor progress
- **Capacity of PINS and other agencies to cope with demand nation-wide.** This is out of our hands but we will give early warning of our programme to them.
- **“Soundness” of DPDs.** We will minimise the risk by working closely with PINS at all milestone stages and in the run up to submission of DPDs.
- **Legal Challenge.** We will minimise this by ensuring that DPDs are “sound” and founded on a robust evidence base and well-audited stakeholder & community engagement systems.
- **Programme slippage.** This will be affected if resources are not secured or they are reduced. The programme attempts to ensure that the milestones are not affected should there be a need to put contingency arrangements in place. A key element of the examination process which is dependent on the availability of a competent programme officer.

### **Evidence Base, Monitoring, Strategic Environmental Assessment (SEA) and Sustainability Appraisal (SA)**

3.25 The requirements of the Strategic Environmental Assessment (SEA) Directive have been linked with Regulations covering Sustainability Appraisals which requires authorities to take account of social, economic and environmental considerations. From this flows the need for the process of LDD preparation to:

- Identify strategic alternatives;
- Collect base-line monitoring information;
- Predict significant effects more thoroughly;
- Secure greater consultation with the public and stakeholders; and
- Address and monitor the significant effects of the plan;

3.26 As part of the process, the Council must:

- Prepare a report on the significant effects of issues and options;
- Carry out consultation on the issues and options and accompanying reports;
- Take into account those reports and the results of consultation in decision making;
- Provide information when the plan is adopted and show how the results of the SEA have been taken into account.

3.27 The Council will secure an audit trail to cover the requirements for consultation of stakeholders and the community with regard to SEA & SA requirements and the LDD processes.

3.28 In order to comply fully with Regulations, secure efficient working and provide a robust and transparent evidence base, SA & SEA will be embedded into production of LDDs at the very start of preparation and updated at each milestone change. (Options, Publication, Submission and Adoption).

3.29 The Council will ensure that an up to date audit trail exists between the Sustainable Community Strategy and the LDDs

#### **Identified Priorities**

3.30 Priorities flow from;

- Policies and proposals set out in the Tamworth Local Plan and the Structure Plan;
- The RSS (until it is formally revoked; anticipated early 2012)
- Land-use requirements arising from the Sustainable Community Strategy;
- New legislation and regulations arising from the emerging National Planning Policy Framework and changes to the regulations for plan making
- The emerging evidence base & monitoring
- Discussions stakeholders; and
- Known development interest

3.31 Priorities are:

- The adoption of a Local Plan for Tamworth
- The production of a Town Centre SPD

#### **How the Local Development Framework Fits Together**

3.32 Appendix C shows the relationship between the different documents that will comprise the Local Development Framework.

3.33 The rationale for selecting these documents for inclusion in the Council's Local Development Framework is as follows, and expands on information already given above.

- **Tamworth Local Plan** - this was adopted on 6 July 2006 and sets out the policies and proposals for the period up to 2011.

- **Statement of Community Involvement** - sets out standards and the approach to involving stakeholders and the community in the production of all LDDs and planning applications. It is the Council's service level agreement with the community and stakeholders. It was adopted on 14 June 2006.
- **Core Strategy/Local Plan Development Plan Document (DPD)** - comprising the area-specific vision, measurable objectives (linked to ongoing monitoring arrangements) and area-based local strategic policies (backed by a proposals map) to provide a coherent spatial strategy for a minimum 15 year period post adoption i.e. 2028. It will identify areas and strategic sites (rather than specific sites) where major change should take place to address development, transport and infrastructure needs. It will have regard to the Sustainable Community Strategy and the saved Structure Plan where appropriate. It is a priority because all other local development documents must be in conformity with the Local Plan.
- **Supplementary Planning Documents (SPDs)** – as referred to in Paragraph 2.3 Interim Planning Guidance has been adopted and will be replaced by Supplementary Planning Documents as appropriate. (Refer to Appendix D).



## STATEMENT OF COMMUNITY INVOLVEMENT

<b>Purpose:</b> To set out how the local community will be consulted on Local Development Documents and on all planning applications.	
<b>Status:</b> Not a Development Plan Document or Supplementary Planning Document, and now not subject to independent Examination by an Inspector.	
<b>Content</b> Strategy for Involvement Types of Consultee Methods of Involvement Consultation on Development Control decisions	
<b>Geographical Coverage:</b> Will apply to whole Borough	
<b>Relationship with other Local Development Documents (Conformity):</b> All LDDs will need to be prepared in conformity with the Statement of Community Involvement.	
<b>Relationship with partner/stakeholder documents:</b> Relationship with Sustainable Community Strategy. Local Strategic Partnership is an integral part of community involvement.	
<b>Time period:</b> Not applicable.	
<b>Review timescale:</b> Review starts after the Local Plan is adopted; in 2013.	
<b>Target milestones/completion dates</b>	
Commencement of the preparation process	May 2005
Consultation on draft SCI	September 2005
Submission to the Secretary of State	December 2005
Commencement of the examination	March 2006
Adoption & Publication	June 2006
<b>Parts of Local Plan replaced:</b> Not applicable	

## The Core Strategy/Local Plan for Tamworth

<b>Purpose:</b> A spatial strategy and vision for Tamworth Borough and the core policies for delivering them.	
<b>Status:</b> Development Plan Document	
<b>Content</b> <u>Vision:</u> the overall aim of the whole LDF. <u>Strategic Objectives:</u> the Council's long term intentions, providing the framework for developing the core policies in accordance with national and regional policy. <u>Core Policies:</u> the means for delivering the Objectives. They will be accompanied by reasoned justification. The subject areas to be covered by the Core Policies are: economic growth, housing delivery, role of the town centre & network of centres, sustainable transport, community infrastructure, design & the historic environment, the natural environment, tourism and culture, renewables and regeneration. Includes strategic allocations	
<b>Geographical Coverage:</b> Will apply to whole Borough.	
<b>Relationship with other Local Development Documents (Conformity):</b> Conforms with Regional Spatial Strategy (until revocation). Other LDDs must conform to the Core Strategy. Conformity with national Planning Policy Statements and Guidance and emerging National Planning Policy Framework.	
<b>Relationship with partner/stakeholder documents:</b> Close linkage to Sustainable Community Strategy. Linkages with spatial aspects of Council's other Strategies, including Service Plans, and with other bodies' Strategies, particularly Education Authority.	
<b>Time period:</b> To 2028	
<b>Review timescale:</b> Annual monitoring.	
<b>Target milestones/completion dates</b>	
Commencement of the preparation process	November 2006
Publication	February 2012
Submission to Secretary of State	July 2012
Pre-hearing meeting	September 2012
Commencement of the examination	October 2012
Adoption	January 2013
<b>Parts of Local Plan replaced:</b> Not known at present	

## Town Centre SPD

<b>Summary:</b> This will guide development in the town centre over the next 10 to 15 years, setting out the most appropriate options for redevelopment of key areas within the town centre along with design principles and standards.	
<b>Geographical Coverage:</b> Will apply to Tamworth Town Centre	
<b>Relationship with other Local Development Documents (Conformity):</b> Need to be in conformity with existing Local Plan and emerging Local Plan.	
<b>Relationship with partner/stakeholder documents:</b> Sustainable Community Strategy, Tamworth Place Plan, Town Centre Masterplan & Linkages Strategy	
<b>Target milestones/completion dates</b>	
Consultation on Draft SPD	May 2012
Adoption & Publication	August 2012
<b>Parts of Local Plan replaced:</b> Not applicable	

## Place Making SPD

<b>Summary:</b> This will set out key guidelines to enhance the quality and distinctiveness of places when developing in Tamworth. The document will seek to raise the quality of the built environment, including the historic environment and ensure that high standards of design are achieved throughout the borough. It will also provide guidance to assist applicants in complying with the requirements of historic environment policies set out in the Core Strategy and to provide guidance on how the Council expects the historic environment to be taken into account in the development management process	
<b>Geographical Coverage:</b> Will apply to whole borough	
<b>Relationship with other Local Development Documents (Conformity):</b> Need to be in conformity with emerging Local Plan.	
<b>Relationship with partner/stakeholder documents:</b> Sustainable Community Strategy & Town Centre SPD	
<b>Target milestones/completion dates</b>	
Consultation on Draft SPD	October 2012
Adoption & Publication	March 2013
<b>Parts of Local Plan replaced:</b> Not applicable	

## Planning Obligations SPD

<b>Summary:</b> This will give guidance on when and how the Council will enter into planning obligations and the type of facilities and other benefits, including establishing standards the Council expects developers to provide	
<b>Geographical Coverage:</b> Will apply to whole borough	
<b>Relationship with other Local Development Documents (Conformity):</b> Need to be in conformity with emerging Local Plan.	
<b>Relationship with partner/stakeholder documents:</b> Sustainable Community Strategy & Town Centre SPD	
<b>Target milestones/completion dates</b>	
Consultation on Draft SPD	January 2013
Adoption & Publication	May 2013
<b>Parts of Local Plan replaced:</b> Not applicable	

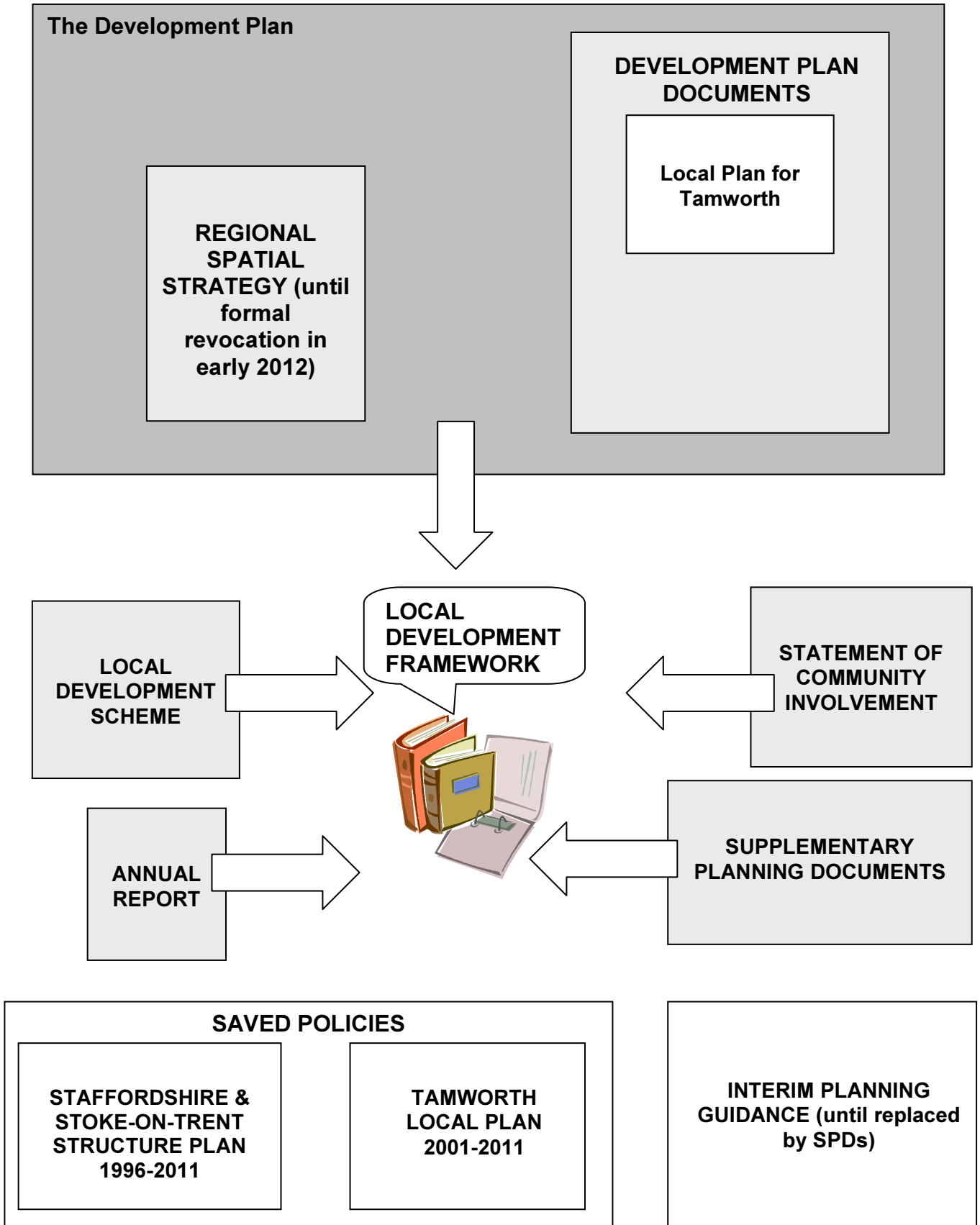
## Wilnecote Regeneration Corridor SPD

<b>Summary:</b> This will set out a comprehensive approach to the housing and employment led approach to the regeneration of the Wilnecote Corridor. It will provide details on the type and principles for certain types of development and a detailed delivery plan.	
<b>Geographical Coverage:</b> Will apply to Wilnecote Corridor (area of Watling Street), Wilnecote	
<b>Relationship with other Local Development Documents (Conformity):</b> Need to be in conformity with emerging Local Plan.	
<b>Relationship with partner/stakeholder documents:</b> Sustainable Community Strategy & Town Centre SPD	
<b>Target milestones/completion dates</b>	

Consultation on Draft SPD	July 2013
Adoption & Publication	January 2014
<b>Parts of Local Plan replaced:</b> Not applicable	



# THE LOCAL DEVELOPMENT FRAMEWORK



<b>Interim Planning Guidance ( Will be replaced by SPDs in accordance with paragraph 2.3 indicated by **)</b>	<b>Related Saved Policy Tamworth Local Plan 2001-2011</b>
Open Space & Play Areas** (Replaced May 2007)	ENV11: Protection Open Space ENV12: Open Space for New Developments ENV14: Loss of Playing Fields & Sports Pitches
Green Travel Plans	TRA5: Green Travel Plans
Employment - Bonehill Road Extension	TRA7: Car Parking Standards EMP2[c]: Provision of Employment Land - Allocated Sites
Employment - Hedging Lane	TRA7: Car Parking Standards EMP2[j]: Provision of Employment Land - Allocated Sites
Employment - Coton Lane	TRA7: Car Parking Standards EMP2[g]: Provision of Employment Land - Allocated Sites
Telecommunications Development** (Replaced May 2007)	EMP11: Telecommunications Masts
Residential - Glascote Farm	ENV12: Open Space for New Developments TRA7: Car Parking Standards HSG2[b]: Housing Proposal Sites HSG5A: Phasing of Housing Proposal Sites HSG10: Affordable Housing
Residential - Land South of St Peters Close	ENV12: Open Space for New Developments TRA7: Car Parking Standards HSG2[b]: Housing Proposal Sites HSG5A: Phasing of Housing Proposal Sites HSG10: Affordable Housing
Residential - Parkfield House, Two Gates	ENV12: Open Space for New Developments TRA7: Car Parking Standards HSG2[b]: Housing Proposal Sites HSG5A: Phasing of Housing Proposal Sites
Residential - Cottage Farm Road	ENV12: Open Space for New Developments TRA7: Car Parking Standards HSG2[b]: Housing Proposal Sites HSG5A: Phasing of Housing Proposal Sites HSG10: Affordable Housing
Comprehensive Development Anker Valley	ENV12: Open Space for New Developments TRA7: Car Parking Standards TRA8[c]: Anker Valley Link EMP2[a]: Provision of Employment Land - Allocated Sites HSG3: Anker Valley - Strategic Housing Proposals HSG5A: Phasing of Housing Proposal Sites HSG5B: Amending the Order of Release HSG10: Affordable Housing
Affordable Housing**	HSG10: Affordable Housing
Houses in Multiple Occupation	HSG16: Houses in Multiple Occupation
Redevelopment of Gungate Precinct & Adjacent Car Park	TCR2: Shopping Proposals
Planning Obligations** (Replaced July 2007)	HSG9: Planning Obligations
<b>Built Environment**</b> <ul style="list-style-type: none"> <li>• Amington Green Conservation Area</li> <li>• Amington Hall Estate Conservation Area</li> <li>• Dosthill Conservation Area</li> <li>• Town Centre Conservation Area</li> </ul>	ENV17: High Quality Design ENV18: Protection of the Built Environment ENV19: Development within or affecting Conservation Areas ENV19A: Demolition of Unlisted Buildings within Conservation Areas ENV20: Preservation of Listed Buildings

<ul style="list-style-type: none"> <li>• Victoria Road/Albert Road Conservation Area</li> <li>• Hospital Street Conservation Area</li> <li>• Wilnecote Conservation Area</li> <li>• Conservation Strategy for Tamworth</li> <li>• Conservation Areas, Listed Buildings and the Local List</li> <li>• Listed Building Consent and Conservation Area Consent</li> <li>• Living in a Conservation Area</li> <li>• Repairing and Restoring Historic Buildings</li> </ul>	<p>ENV20A: Alteration, Extension or Change of Use of Listed Buildings  ENV20B: Demolition of Listed Buildings  ENV21: Development Affecting Locally Listed Buildings  ENV24: Archaeology</p>
<p><b>Shopping Frontages**</b></p> <ul style="list-style-type: none"> <li>• Shop Front Design within the Town Centre</li> <li>• Shop Front Security within the Town Centre</li> <li>• Shop Front Signs and their Illumination</li> </ul>	<p>TCR4: Shopping Frontages</p>
<p><b>Development Control**</b></p>	

1<sup>st</sup> February 2012**REPORT OF THE PORTFOLIO HOLDER FOR ECONOMIC DEVELOPMENT AND ENTERPRISE****Staffordshire Hoard: Ongoing Exhibition Development at Tamworth Castle****EXEMPT INFORMATION**

None

**PURPOSE**

To seek endorsement from members for the evaluation of the 2011 Staffordshire Hoard Touring Exhibition and recognise its success; to endorse the use of funds remaining from the 2011 Touring exhibition to establish an interim display of Hoard items within Tamworth Castle; and support in principle the further development of the Tamworth Story to showcase Tamworth's Mercian Heritage including the display of items from the Staffordshire Hoard.

**RECOMMENDATIONS**

- 1) Members endorse the evaluation of the 2011 Staffordshire Hoard Touring Exhibition, and note its success against the original objectives.**
- 2) Endorse use of funds remaining from the 2011 Staffordshire Hoard Touring Exhibition (£15k) to establish an interim exhibition from April 2012**
- 3) Support in principle, (subject to external funding), the re-development of the Tamworth Story exhibition, within Tamworth Castle, to house the Staffordshire Hoard and showcase Tamworth's Mercian Heritage.**

**EXECUTIVE SUMMARY**

The Staffordshire Hoard on Tour Exhibition 2011 was very successful and resulted in a larger number of local people and visitors enjoying a high quality, professional display at Tamworth Castle. The Exhibition also contributed to the local economy with survey data showing that over £300k was contributed to the local economy as a consequence of the Exhibition. To build on this success and maintain momentum locally, as well as with partner agencies, the Castle will develop an interim display using £15k of funding remaining from the Tour. The Interim display will provide an improved display of our Saxon history at the Castle as part of the existing Tamworth Story Gallery and include items from the Hoard in a new security case.

The final section of the report provides a quick overview of plans for the future redevelopment of the Tamworth Story Gallery to provide a new visitor attraction at the Castle focusing on our Saxon heritage and displaying several cases of Hoard items.

**RESOURCE IMPLICATIONS**

The cost of the interim hoard exhibition will be met from funds remaining from the Staffordshire Hoard On Tour Exhibition 2011 (£15k). This £15k is the remainder of a contingency fund specifically set aside for the Staffordshire Hoard, that drew on the Castle's Reserve fund for events and existing revenue budgets. It is anticipated that this budget will fund all the costs of the interim exhibition. Should additional funds be required they will be

met from existing revenue budgets.

No additional staffing or on going revenue costs will be incurred by establishing the interim exhibition.

## **LEGAL/RISK IMPLICATIONS BACKGROUND**

There are no risks or legal implications arising directly from this report. The delivery of the interim exhibition however, does involve some minor risks and legal issues which have been worked through with the partners involved. These are the same risks and legal issues that were factors in the Hoard Touring Exhibition but have now been resolved to a very minor level in light of Tamworth being part of the Board membership for the Mercian Trail Partnership, and the security measures that were implemented as a necessary requirement for venues hosting pieces from the Staffordshire Hoard.

Specific risk assessments relating to security of the hoard items have been conducted and form part of the day to day operations of the Castle. The fully upgraded intruder alarm and CCTV system complies with the terms of the loan of items of the Staffordshire Hoard, being a European Grade 3 throughout the building. Advice was taken from William Brown, Museum National Security Advisor, who recommended that the Tamworth Story would be adequate for the display of items of the Staffordshire Hoard, as long as the relevant security grade display case was used and that it be individually alarmed within our intruder alarm system.

Grant of Government Indemnity would not apply to the Tamworth Story area due to access issues, therefore commercial insurance would be required for the Hoard items on display within the Tamworth Story.

Legal Agreements which directly affect the interim exhibition:

- Loan Agreement between Birmingham Museum and Art Gallery (BMAG), Potteries Museum and Art Gallery (PMAG) and Tamworth Borough Council
- Heritage Commercial Insurance Policy

## **SUSTAINABILITY IMPLICATIONS**

By supporting in principle the ongoing development of an interim display of the Staffordshire Hoard and authorising the use of money to complete the work in the Tamworth Story, Tamworth Castle will have a security grade display case of the type required for the display of Hoard items. This alone will ensure the ongoing viability to host exhibitions of the Staffordshire Hoard, within Tamworth Castle. It makes any displays of the Staffordshire Hoard in Tamworth, sustainable over time. This is a positive implication for the history and heritage of Tamworth.

## **BACKGROUND INFORMATION**

### **Introduction**

The Staffordshire Hoard on Tour 2011 exhibition was a huge success. Over 14,000 people came through the doors of Tamworth Castle in a three week period. The same high visitor figures were also repeated at both Stafford and Lichfield. The desire to see the gold in key Mercian localities was tremendous, highlighting the public's deep feelings of pride and connection to this unique archaeological find. Maintaining the presence of the hoard at the local sites is important and fundamental to the development of the Mercian Trail across the West Midlands. We now have the perfect opportunity to harness the momentum of the Hoard on Tour and take the public with us on the journey that is Saxon Mercia, delivered via the Mercian Trail.

## 1. Evaluation

Evaluation of the Staffordshire Hoard on Tour Exhibition, took the form of both an economic impact assessment across the 3 venues and analysis of visitor questionnaires. At Tamworth Castle 14,853 visitors saw the exhibition; £17850.21 was taken in the Castle shop on both Hoard and Castle merchandise; £5311.28 was donated to the fundraising campaign for the ongoing conservation of the Hoard; 89% of visitors were from the local area (under 30 minutes drive) and of those local people 57% were from Tamworth; 10% of visitors were day trippers and 1% were on an overnight stay. Car park revenue increased by 11% for the period and the Castle increased volunteers by 78% for the exhibition. The overall economic impact of the exhibition for the local economy in the Tamworth area alone, was £358,669.15.

The Touring exhibition met all of its original objectives:

- Thanking local people for their generous donations - 57% of visitors were from Tamworth
- A chance to display and interpret newly conserved and cleaned items - surveys show appreciation of the items and ability to see both conserved and unconserved items
- An opportunity to test the Mercian Trail Partnerships ability and commitment - all 3 venues delivered the exhibition within budget, on time, and to a high standard, all decisions were made collaboratively, all marketing was delivered collaboratively, all financial commitments and pay-back's were met.
- An opportunity to test the venue's planning and capacity for longer term exhibitions - all venues met the challenge of handling high volumes of visitors in a short space of time, all venues proved they could cope with this type of delivery. Tamworth Castle Survey feedback praised venue staff, the timing, ticketing and handling of the volume of people. Tamworth received much praise for the venue layout and atmosphere; the Great Hall was found to lend itself to such exhibitions. Commitment to upgrading the security meant all venues have potential to secure further exhibitions of the hoard.
- Opportunity to maintain public interest while conservation and research continues on the hoard - the visitors figures speak for themselves, public interest was very high and this interest was met by the exhibition.
- Opportunity to bring in visitors to support the local economy - £358,669.00 was the value to the economy in Tamworth alone.
- Opportunity to raise the profile and reputation of the towns and region - overseas visitors and out of region visitors indicates that the marketing worked to draw people into the region.

Our challenge is now to maintain this interest and momentum of the Staffordshire Hoard and develop the story of Mercian Staffordshire and Tamworth's place within it.

Please see the attached background paper for the full economic impact assessment of Tamworth Castle.

## 2. Interim display of the Staffordshire Hoard

Following the success of the Staffordshire Hoard on Tour the Castle is seeking to develop an interim display within an existing gallery space at the Castle, known as the Tamworth Story.

The Tamworth Story already provides an overview of the development of the town including a section on our Saxon origins, and specifically looks at the Saxon Buhr, Watermill, and mint. It includes relevant collections including the mill stones, the Glascote torc and early coins. The idea would be to refresh the section on the Saxons, updating the information, re-displaying some of the objects, and introducing information on the Staffordshire Hoard. While we would want to seamlessly integrate any new information into the gallery space, we also feel that the incorporation of Mercian Trail branding would be useful to highlight to visitors the new developments in the Mercian Trail Partnership and the ongoing development of Staffordshire Hoard exhibitions. We would also like the opportunity to display some items from the Staffordshire Hoard in one single display cabinet. It is anticipated that this single case would be a cabinet commissioned by the Castle, to the same specification as those purchased for the Touring exhibition.

Like Lichfield Cathedral, we recognise that the display of all the Hoard iconic items was a special feature of the touring exhibition, and that the expectation would be that only selected items of the Hoard would be available on a more permanent basis. We too would anticipate that any permanent displays would include a mixture of conserved and unconserved items of which there are multiple examples.

In Tamworth, the focus of the story of Saxon Mercia would be on Tamworth as the administrative and political capital; the seat of kings and the warrior society that existed on tribute. We intend to highlight the arms and armour of the time, and we already have a number of high quality armour replicas, as well as other warrior "battle kit" which is used as part of our education programme and living history events. These replicas will be used within the interim displays to enable visitors to handle, see and clearly understand for example, what the parts of a sword are; what is a pommel? what is a hilt collar? This will then allow them to make the connection to the items found in the Staffordshire Hoard, and the fact that these individual components of a sword were potentially "ripped" from the warriors armour before being hidden and buried.

Within this interim project we would wish to display hoard pieces that are solely related to armour. In fact we would like to display multiple examples of single items e.g. pommel caps to allow audiences to appreciate the sheer quantities of armour pieces that were found. We consider that we could display up to around 14 items - 7 pommel caps, 4 hilt collars, 3 hilt plates, together in one case. Within these categories, we would love to show pieces that highlight a range of craftsmanship, thus the pommel caps would include some with filigree work, some with garnet decoration and some with zoomorphic decoration. However like Lichfield Cathedral this would be a wish-list of wants and would clearly depend on what items have been conserved, as well as what items are on display at other venues. We expect to be flexible on what can be shown and that be guided by advice from BMAG and PMAG on any chosen items.

Our initial list of hoard items would be as follows:

294	Sword Pommel	679	Hilt Collar
286	Sword Pommel	660	Hilt Collar

284	Sword Pommel	278	Hilt Collar
554	Sword Pommel	688	Hilt Collar
553	Sword Pommel	271	Hilt Collar
558	Sword Pommel	691	Hilt Collar
664	Sword Pommel	570	Hilt Collar
669	Sword Pommel	690	Hilt Collar/loop
666	Sword Pommel		
697	Sword Pommel		

Alternatives if others not available

290	Sword Pommel	307	Sword Pommel
292	Sword Pommel	722	Broken hilt collar
674	Sword Pommel	276	Pommel
680	Sword Pommel	702	Hilt Plate
689	Sword Pommel	282	Hilt Plate
693	Sword Pommel crushed	698	Hilt Collar mangled
701	Sword Pommel	544	Hilt Collar mangled
		568	Broken Hilt Collar

### Timescale

It is anticipated that the interim display would be ready for completion within 6 months, with an opening date in May 2012. Therefore any loan arrangement for hoard items would need to be in place by May 2012.

### 3. Permanent display of the Staffordshire Hoard.

Tamworth's longer term ambition is to have a permanent display of selected Hoard items at the Castle. This would require the redevelopment of the whole of the Tamworth Story gallery space within the Castle. Again, the focus of the story of Saxon Mercia would be on Tamworth as the administrative and political capital; the seat of kings and the warrior society that existed on tribute. A more detailed exploration of Saxon life, Royalty, Battles and Tribute, Aethelflaeda and the decline of Mercia would be covered through a mixture of information, hands-on activities and object collections, for a family audience. We have commissioned an initial design proposal which makes provision for a maximum of four display cabinets in which to have a permanent display of items from the Staffordshire Hoard. We would suggest at this stage that each display cabinet could show 15-20 Staffordshire Hoard items per case. Our ambition would also be to agree a minimum number of items that we could permanently display within Tamworth Castle and agree with all partners the rotation of some of the "star items" and minimum periods of time that these "star items" could be on display. We realise that existing contracts with National Geographic and the Art Fund may have some impact on this.

### Timescale

Early design and costings for our proposals suggest that we would need to consider external funding opportunities. One option is to make an application to the Heritage Lottery Fund in order to raise funds to realise the full refurbishment of the gallery. The refurbishment would be delivered in line with a detailed timetable, however the following is an outline timescale for the application to the HLF and redevelopment of the gallery:



- Discussion with HLF and submit pre-application proposal December 2011
- Submit application for First Round Heritage Grant March 2011
- Six -month Development Phase July to Dec 2012
- Submit Application for Second Round Heritage Grant March 2012
- Deliver Second Round Heritage Grant Jun 2013 to Jun2014
- Opening of Gallery July 2014

#### **4. Conclusion**

Tamworth Castle is working towards both a short term (within 6 months) and longer term (within 3 years) display of items of the Staffordshire hoard, within the Castle. We are looking forward to being part of the Mercian Trail Partnership to deliver the Mercian Trail along with the partner venues, Birmingham Museum and Art Gallery, Potteries Museum and Art Gallery, Staffordshire Museum Service and Lichfield Cathedral. We will work with all the partners to ensure we can display hoard items securely and appropriately and within exciting exhibitions that complement the Mercian Trail venues.

#### **REPORT AUTHOR**

Louise Troman - Heritage and Visitor Services Manager

Robert Mitchell - Deputy Director Communities Planning and Partnerships

#### **LIST OF BACKGROUND PAPERS**

Mercian Trail Draft Strategy (November 2011)

Mercian Trail Partnership - Long Term Loan of Hoard Items at Tamworth Castle (November 2011)

Mercian Power and Influence - The Staffordshire Hoard Gallery at Tamworth Castle (December 2010)

Staffordshire Hoard on Tour 2011 - Economic Impact Assessment (December 2011)

#### **APPENDICES**

- A) Mercian Power and Influence
- B) Draft Mercian Trail Strategy

# Displays and Interpretation

The Staffordshire Hoard Gallery  
at Tamworth Castle

## 'Mercian Power and Influence'



*museum exhibitions and learning materials*



Used courtesy of the Staffordshire hoard website

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## Introduction

Button is a small consultancy based in Staffordshire, specialising in the design of information and displays for museums, heritage sites and visitor centres, and educational publishing.

We have worked on a range of projects working with historically sensitive artefacts, buildings and environments, for clients as diverse as local visitor centres to Manchester Museum, the Bodleian Library, Cambridge University, the National Trust and Buckingham Palace. We have included a copy of our portfolio with this submission, which includes more detail on past projects.

In December 2010 we were invited to propose a concept for a permanent exhibition about the Staffordshire Hoard at Tamworth Castle, to promote discussion and advocacy.

### The Staffordshire Hoard

The Staffordshire Hoard, which was found using a metal detector in 2009, contains more than 1500 objects and was made from almost four times as much precious metal as the 1939 discovery of Saxon items at Sutton Hoo. Although such finds are clearly very rare, the Staffordshire Hoard is even more so, because it is composed almost entirely of objects relating to war, and particularly sword fittings.

The extraordinary quality of the workmanship shows the items were originally owned by people at the very highest levels of Saxon society. The proximity of the find location to Tamworth, the Mercian capital, indicates a very strong connection between the stories of both.

The huge amount of material in the hoard means that our understanding of Saxon history and its bias towards East Anglia and Kent will have to be rethought. Tamworth, at the heart of the 'militarily aggressive and expansionist'<sup>1</sup> Kingdom of Mercia, will surely have a central role to play in the new understanding of Saxon society that will be found through research on these remarkable items.

### Tamworth Castle and the Staffordshire Hoard Partnership

Tamworth Castle is part of the Staffordshire Hoard Mercian Trail Partnership, which includes Tamworth Castle, Lichfield Cathedral, and Stafford in a consortium with Birmingham Museums and Art Gallery and the Potteries Museum and Art Gallery.

The Staffordshire Hoard is joint-owned by Birmingham Museums and Art Gallery and the Potteries

<sup>1</sup> Staffordshire Hoard website

Museum and Art Gallery. The two have a bilateral management agreement, which extends to the Mercian Trail Partnership, and this has resulted in a Staffordshire Hoard travelling exhibition as well as plans for potential permanent exhibitions at the partner sites.

The touring exhibition, which features star items from the Staffordshire Hoard will travel to Stafford's Shire Hall and Lichfield Cathedral and will come to Tamworth Castle from Saturday 27 August to Sunday 18 September 2011. The hoard items then go on tour in the United States of America.

When the hoard display first opened at the Birmingham Museum and Art Gallery, people queued outside for tickets in a line that stretched back to the Gas Hall. Interest in the touring exhibition in Tamworth is strong. 'This is Tamworth' reported on Friday 18 February that staff were handling "an influx of more than 100 calls a day" for tickets to the hoard touring exhibition at Tamworth.

The first picture in the Portable Antiquities Scheme Staffordshire Hoard series on photographic resource Flickr has received over 26,000 hits from web users.

A new permanent exhibition about the Staffordshire Hoard would increase dwell time and visitor numbers to Tamworth Castle and has the potential to drive increased destination visits to the town and area as a whole, with associated benefits to local businesses.

# Outline design concept - 'Mercian Power and Influence'

The purpose of the exhibition would be to interpret pieces of the Staffordshire Hoard in relation to Tamworth as the capital of Mercia and seat of the Mercian Kings, looking at the hoard's Royal and battle connections, Kings and tribute. This approach complements the themes of displays at other locations in the Mercian Trail Partnership. Partner sites are focusing on other aspects such as the hoard's ecclesiastical connections (Lichfield Cathedral) and craftsmanship and international connections (Birmingham Museum and Art Gallery).

Tamworth's themes of Royalty, battles, Kings and tribute are dynamic subjects with mass appeal.

Showcasing Hoard items by displaying local and regional views on Saxon life, the new gallery would appeal to local visitors as well as attracting visitors from further afield, offering new ways to engage with the history of Tamworth and the wider area.

The proposed gallery space is presently the location of the 'Tamworth Story'.

The outline design concept for the new displays is 'Mercian Power and Influence'. The themes covered in the displays have been specified in Tamworth Castle's exhibition synopsis as:

- **Introduction to Saxon society:** the invasion, the set-up of the kingdoms, who was in charge and the hierarchy of society.
- **The Kingdom of Mercia:** the individual kings, what we know about Tamworth in Saxon times, the setup of the burh/defensive enclosure. What the archaeological excavations in Tamworth can tell us about the settlement, the area of the enclosure and links to the existing bailey area. How the king travelled around.
- **Kingdom as a society based on tribute, military aggression and defence.** How armies were set up, clothes warrior would wear, military gifts to win rank and standing with the King and Overlord. Mercian including one at Wall.
- **Anglo Saxon Tamworth:** the Saxon mill, trade including trade Offa undertook with Charlemagne, Tamworth as an important site at Christmas and Easter according to archive evidence and the existence of Offa's palace, the royal mint. Show links to Glascote Torc and other local Torc found in Tamworth.
- **Exploration of the hoard pieces and their possible links to the Capital of Mercia:** militaristic, royal, evidence of pieces coming from various military campaigns as trophies. If Tamworth was

the favoured royal capital then surely there is a strong suggestion that the items may have been on their way from here, or stolen from here. Items had potential to be gathered by the resident King. Whose military career does the hoard represent, was it one of the Kings or Overlords?

- **The end of the period and the role of Aethelflaeda**, women in society, Aethelflaeda's refortifying the key Mercian towns.

# Approach

For a permanent exhibition of Staffordshire Hoard items, the interpretation should combine artefacts, information, hands-on activities, and selected audio visual content. Using a variety of multi-sensory formats to suit visitors of different ages, backgrounds and learning styles the exhibition should provide a strong visitor draw and a powerful new addition to the existing attractions at Tamworth Castle.

## Security

The selected gallery is a secure location for displaying the hoard. British Museum compliance standard, dual locked display cases would be used. Aside from the physical protection afforded by British Museum-standard cases, an alarm system meeting Grade 2 European Standards for intruder alarms would be specified. Each case would contain individual alarm sensors with a radio relay to the existing alarm system or an independent alert mechanism such as a bleep. In addition case lighting should be situated above the cases rather than within, so that it can be accessed for maintenance without needing to enter the space in which the objects are enclosed.

## Conservation

Display cases would contain appropriate environmental monitoring and control devices. Expert advice, specific to these objects, will be sought and followed.

Tamworth Castle is a Scheduled Ancient Monument, and all planned interpretation will be sensitive to the requirements of working with such an important historic building, dealing with Scheduled Monument Consents; ensuring the protection of, and minimum intervention to, the fabric of the Castle and offering information and promoting visitor engagement in a sympathetic manner without interrupting the views of the historic fabric of the buildings.

Within the current Tamworth Story exhibition, the walls are of new material, the floor carpeted and the ceiling a mixture of original exposed timber beams and more recent panel infill. All fixtures, fittings and fixing points should be into new material, for instance using split battens to secure wall-mounted panels and activities.

The gallery space gives room for a mixture of immersive experience, activities, displays and information to provide the setting for items from the hoard itself.



## Visitor Flow

Unusually, the physical gallery space lends itself well to displays set out as a consecutive story where there will be an obvious and intuitive path to follow. If the staff want to guide tour visitors directly to the display cases containing the Staffordshire Hoard objects or if visitors would like to head straight for this part of the display, there is a short cut for them to take, and the display would work well for people who only see this. The display will also work for learners who order information randomly rather than in linear progression.

# Display concepts

## Visitor Preparation

As visitors come up the stairwell from the historic room displays, an illustrated graphic panel prepares them for the change of pace from the series of historic room settings to the special exhibition about the Saxon history of Tamworth and the Staffordshire Hoard.

On entry to the gallery, a curved wall would display a dramatic full-scale graphic, welcoming people to the exhibition and directing them to the left. The wall fades into the curved backdrop of the first part of the gallery - the Burh.

## Introduction to Saxon Society

### The Burh



The first displays in the gallery set the scene on Saxon society and provide a launching point for the remainder of the exhibition. Explaining when the Saxon period was, where the Saxons came from, and challenging visitor's perceptions of the time gives a foundation on which to build the story of Tamworth and the Staffordshire Hoard.

As visitors enter the gallery, they come into the Burh and join the market stalls displaying local wares. Saxon traders and visitors to the Burh go about their daily lives. A soundscape, activated on entry using passive infra-red (PIR) sensors plays the voices of traders, shoppers and soldiers, mingling with the noise of the busy life of the settlement. The visual display will be a compatible and suitable backdrop for live costumed guides to interact with the visitors, and the audio sound track can be turned off if desirable for live interpretation or specialist talks. In the same way as a picture tells a thousand words, the immersive experience draws the visitor into the gallery, conveying multiple messages about time, place and society.

## **Explore the Burh – touch screen**

The surface of one of the market stalls is adapted to take an inset touch screen.

Visitors are encouraged to find out more about the Burh using an interactive illustration with animation similar to the Anglo Saxon Village of West Mucking currently shown on the Staffordshire Hoard website.

Visitors can hover over different aspects of the illustration. As they do, objects or features of the settlement are highlighted and a fact about them is shown.



## **What we know about Tamworth in Saxon Times**

On the left hand wall, an illustrated graphic panel considers what we know of Tamworth's early history, from the first official mention of the settlement in 781.

The panel sets out Tamworth's role as administrative capital, whilst Lichfield was the Mercian centre for religious worship. Some of the major sites, characters and events are mentioned, such as Offa's palace and Aethelflaeda's fortification of the settlement in 913.

## **Who was in charge?**

Running throughout the gallery, audio listening points would be used to look at the hierarchy of the society, who was in charge, and the detail of people's everyday lives.

Listening points will follow the stories of Saxon characters through the gallery, interspersed with activities throughout so that the character's personal histories can be picked up at different points throughout the exhibition. The characters should represent a range of age, wealth and gender roles such as female peasant, male soldier, male and female traders and Royalty.

The characters speak about topics from their point of view, and their personal story and opinions are picked out in relation to different subjects, or at different historical stages. Visitors can follow the characters thoughts on battle, tribute, trade, women's roles, etc.

The first listening point would be offered in the Burh.

## Wifs and Peaceweavers

Further along, an illustrated information panel considers women in Saxon society. What was their power and influence? What could women expect in terms of culture, education and marriage?

The interpretation looks at women's roles and terminology for their roles (such as alewif or henwif). It also considers women who had more unusual roles as gardeners or entertainers, or who lived a life of power, diplomacy and military might, such as Aethelflaeda. It asks visitors to think about which wif they might be in Saxon times or today (Designwif? Housewif?)

In wills, the male line was called the wæpnedhealf or sperehealf (weapon half or spear half) and the female was wifhealf or spinelhealf (wife half or spindle half). Cloth making and embroidery were important tasks, so this would be a good point to introduce Saxon clothes and offer visitors a dressing up area, with tunics, belts and overdresses.

## Archaeology and Tamworth

For the display explaining what archaeological excavations in Tamworth can tell us about the settlement, the areas of the Saxon enclosure and how the archaeology relates to the Bailey, we suggest a large table top map with inset puzzle pieces.

Each puzzle piece would have a stand up illustration of the feature question, and would fit into a shaped recess on the board. When visitors lift up the piece, they would find a fact about the archaeological feature written beneath it. This can be used to relate features that people might recognise today to the archaeological finds that





were made beneath them, or to illustrate what an historical feature looked like and explain what the archaeological evidence for it was.

This display would be situated at the end of the Burh, opposite the women's roles and dressing up area.

### **Mercia and Tamworth as the seat of Kings**

As the gallery widens out beyond the central dividing wall, we propose to site the 'Power and influence' collaborative digital game, which draws information from all the other areas of the gallery.

Using an interactive multi-touch table or a touch table with overhead projection, this activity uses a quiz about Saxon life to encourage visitors to interact and learn more about the kingdom of Mercia. The quiz would show a series of questions, and visitors can collaborate to answer blocks of questions correctly. Each block causes a new element to be added to the central projection area, building an historical map of the Kingdom.



The game would be accompanied with context sounds (celebration, battle etc.) and images (kings, booty, new settlements, rivers, landmarks, Burhs, watermills, battle sites, etc.) when correct answers are input. The map gradually changes and builds through history as information is gathered from around the gallery.

Each 'block' of 4 correct answers entitles moves you forward in time, and gains power and influence, and the chance of becoming the next king. The game considers all the rulers including Offa and finishes with Alfred the Great, Edward & Aethelflaeda. Visitors work together or independently to answer questions, win elements and build the kingdom. The game resets automatically on completion.

The touch table integrates all the graphics of the activity in a single surface, on which questions and answers are displayed, and where illustrations and graphics form the elements of the kingdom. The touch table surface also incorporates the area which players touch or press to submit their answers. 4-6 players can play at the same time.

This impressive, cutting edge technology combines a powerful computer, bespoke software and a strong touch screen surface, designed specially to be used as a table. This sort of game is recommended with the deliberate intention of encouraging visitors to collaborate and interact but will also work for the lone visitor. It is designed to appeal and be accessible to all but it will particularly enhance the museum experience for teenagers.

Two sophisticated examples can be seen by logging on to:

<http://www.youtube.com/watch?v=HAMkVViP38o>

[http://www.snibbeinteractive.com/platforms/socialtable/products/galapagos/tech\\_spec/](http://www.snibbeinteractive.com/platforms/socialtable/products/galapagos/tech_spec/)

## **Travel in Saxon Times**

An illustrated graphic panel would consider travel in Saxon Times, noting that people in rural settlements might never travel very far, the roads were few and in a poor state and that travel by sea was often much easier than travel by land.

The panel introduces the next area by showing that even the potential power of rulers with many soldiers at their disposal could be restricted by simple geography.

## **The individual Kings**

The far end of the gallery groups together information and activities about Royalty, and prepares the visitor for the following area where displays concentrate on battle, war, warriors and tribute.

The Memory King activity gives visitors information about the individual Saxon Kings and the date they ruled. The game shows questions about Saxon rulers, accompanied by a panel of nine buttons (3 rows of 3) that light up in random order. Three light up at first, associated with three historical facts about early Saxon rulers.

With each turn, more lights show and players have to remember the gradually increasing sequence. The memory game involved in remembering and following the light sequence helps people remember the Kings and the royal facts that go with them.

A full correct sequence of lights causes all the portraits of the Saxon Kings to be backlit and the game resets for the next person, or after a period of inactivity.

Next to the game, we would propose a plinth for storing/displaying the King Offa costume, which we understand has been commissioned as part of an earlier phase of work. The plinth could be moved to any convenient location in the end of the gallery, and would be used to store the costume when not being worn by a live interpreter.



## Saxon Christmas and Easter

The royal family often spent Christmas and Easter at Tamworth as shown by dated royal charters. An illustrated graphic panel would look at the Saxon celebrations and the use of charters granting gifts of land and writs giving instructions from the King. A number of Saxon charters survive to this day; images of them could be used to show the content, beautiful writing and help to introduce the next activity.

## Royal Correspondence

Offa's influence extended into international diplomacy as shown by his correspondence with Charlemagne. They wrote on many subjects and Charlemagne even referred to Offa as 'brother', the only ruler who he is known to have treated in this way.

Diplomatic relations were put in jeopardy and correspondence stopped for a time after Charlemagne suggested that his son Charles should marry one of Offa's daughters, and Offa

countered with the suggestion that his son Ecgfrith should also marry Charlemagne's daughter Bertha. Charlemagne did not mind allegiance strengthening his own influence over Mercia, but he did not want the same to be true in reverse!

This would be shown on a graphic information panel accompanied by a simple jigsaw representing a torn up letter discussing this proposed family alliance. People could then find out for themselves which piece of contentious correspondence caused the international diplomatic incident.

### **The Saxon Watermill**

The next area of the gallery looks at the strategic importance of Tamworth and the presence of its watermill, used for grinding grain. At the time, most people would have ground grain at home using small-scale quern stones. Mills would have been much more unusual than they became in later years and the presence of one in Tamworth is a mark of the importance of the settlement. This is shown by the correspondence between Offa and Charlemagne in which mill stones were traded for English woollen cloaks.

A 3-dimensional model would be used to show the construction of the watermill and allow visitors to explore how it worked.

### **Coinage and the Royal Mint**

An information panel showing Saxon coins and talking about the importance of the mint that was established at Tamworth.

### **Warriors and Ranks**

Exploring Saxon Society continues by looking at Saxon armies. A dressing-up area with Saxon clothes including soldiers clothes would be provided here for visitors to try on. The panel alongside would give people a chance to find out what Saxon soldiers wore and the ranks and types of Saxon soldiers.

### **Local Battles**

The next panel looks at what we know about local battles and gives context to the activities opposite.



## Battle Tactics

An activity panel with lift up/swinging flaps exploring Saxon battle tactics such as shield walls and javelin throwers. There was no automatic right for a King's son to inherit his throne; King's often had to fight their kingdoms and Kings rarely live to see a peaceful old age are examples of the types of information that can be discovered under the flaps.

The activity also looks forward to the Staffordshire Hoard items on display by introducing the importance of swords at that time; that honour was sworn on a sword, and the practice of retrieving treasures from the slain on the battlefield which could be such a key factor in thinking about how the hoard came to be and explain probable links to Tamworth.

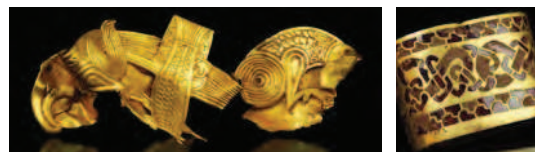
## Tribute, Military Aggression and Defence

The next activity looks at how success in Saxon society was based on tribute where military gifts were used to win rank and standing with the King and overlord. The success of the soldier's career or the fortunes of his family might depend on whether he could offer what was expected in order to maintain and improve his own power and influence.

Two large bespoke dice would be supplied, each with pictures on the sides depicting components of tribute, such as the valuables that might be given, or the pitfalls of not being able to make a gift to the King. Tokens representing wealth/power or poverty would be allocated depending on the roll of the dice, and the tokens will be placed on a simple set of scales (one side wealth and one side poverty). Players will be asked to consider the effect on their military career of a certain number of throws; can they tip the balance of power in their favour and improve their standing? Have they pleased the King enough to be given a gift of land?

An accompanying graphic information panel looks at tribute as the forerunner of both modern taxation systems and protection rackets. It considers the pros and cons of payment systems to support society, and looks at different systems based on currying favour and whether they can ever be fair. The panel could be used to prompt visitors to think about challenging modern topics such as bullying and gang culture.

## Introducing the Hoard



There is a wealth of documentary coverage about the Staffordshire Hoard, and no gallery dedicated to the find would be complete without showing some of the film footage.

Edited highlights of the story with a voice over could be stored on a solid-state video store and shown on an LCD screen in an area with seating for visitors.

As the hoard comprises mostly valuable military trophies there is a strong suggestion that the items may have been on their way to Tamworth, or stolen from the royal capital. The film should show the story of the hoard and consider these links, leading people to the next section where the hoard objects are actually displayed.

The screen will be inset into the dividing wall of the gallery; the whole dividing wall will be covered with images and information. The section to the left of the screen will introduce the Staffordshire Hoard.

### The Hoard Display

Visitors emerge from the film and introductory space into the dark-walled collection display area, where an information panel will support the case containing specially selected artefacts from the Staffordshire Hoard.



As far as possible the cases would be placed to enable an all-round view of the objects, or a mirror would be placed at the back of the inside of the case. Suitable strategically placed magnifying glasses might also be used within cases or offered to visitors so they could look at the objects in more detail.

### How dark were the Dark Ages?

A graphic information panel challenges people's perception of Saxon Society, showing that archaeological finds such as the Glascote Torc, Sutton Hoo and the Staffordshire Hoard have

changed our understanding of their culture and craftsmanship. Those with great wealth had access to the finest craftsmen who made objects of great beauty and sophistication. To possess such objects was a display of power and influence.

The replica of the Glascote Torc, currently on show in the Tamworth Story exhibition, could be displayed at this point, housed in a small case inset to the panel.

### **Hoard Memento**

After people have had a chance to have a closer look at the artefacts, they will be struck by the detail and superb craftsmanship of the items.

To accompany the 'How Dark is the Dark Ages' panel and the hoard collection a simple activity looking at the pattern and the detail of one or two specific objects is proposed. Engraved plates for rubbing or embossing presses will enable visitors to reproduce an impression of some of the 3D patterns from the hoard pieces.

The panel would explore Anglo Saxon pattern and relate the patterned fragments that visitors can see to whole military objects.

### **What is your Greatest Treasure?**

This activity encourages visitors to think about what we really value. They are prompted to think about the different meanings of treasure, and what is important to them. They are asked to contribute a postcard to a board saying/drawing what they treasure the most in their lives.

We anticipate that some people will mention valuable items but a greater number will record things of sentimental value, or mention people who are important in their lives.

This activity, where the volume of responses will grow over time, provides a touching counterpoint to the hoard items, showing that the important things in people's lives are not always measured in terms of wealth.

### **Tinies Treasure Trail**

We recognise that every gallery can benefit from an activity dedicated to its youngest visitors. In this instance we suggest that a tinies treasure trail could be used, with up to ten themed images hidden around the gallery at toddler height. The character could be a magpie with a jewel in his beak or a treasure-hoarding squirrel.

## The Hoard's link to Tamworth/Best Guess

The exhibition is drawn to a close by looking at where the hoard came from and what happened at the end of the Saxon period. We propose that visitors direct input is sought at this point.

### **The Hoard's link to Tamworth**

A graphic information panel looks at the militaristic and royal evidence, showing that the pieces probably came from various military campaigns as trophies. It considers whose military career the hoard represents and who might have belonged to, as well as asking how it came to the left where it was. Was it stolen? Hidden for safekeeping? An offering? Was the treasure owned by the King or on its way to or from Tamworth?

### **Best guess**

Visitors are given an opportunity to say why they think the hoard was buried. Tall, clear acrylic columns, individually labelled with the most plausible explanations for why the hoard was buried, will be used to collect visitors' votes. Visitors can add a token to the column of their choice. Tokens can be left available in the gallery or given out at reception.

A graphic information panel and news 'corkboard' with this activity will show copies of articles discussing the origins of the treasure. As the articles on the news board can be updated with contemporary academic thinking, the more recent articles may contrast with earlier reports about the origins of the hoard as time passes.

## Aethelflaeda

The final area in the gallery looks at Aethelflaeda, the Lady of the Mercians. Aethelflaeda's remarkable career of diplomacy, defence and military aggression is explored using a table-based board game. On a map of the Midlands the game board follows Aethelflaeda's historical and geographical route from town to town as she set up burhs and finally invaded Leicester and Derby to drive back the Danes. Each player follows the challenges and successes of the Lady of the Mercians, and moves forward along her journey according to the turns indicated on a numbered acrylic spinner and instructions on the game board.

A plinth would be provided here on which the Lady of the Mercians costume (commissioned during an earlier phase of work) can be stored when not in use.

An accompanying graphic information panel looks at life at the end of the Saxon period, the Viking invasion, war and the end of Mercian power and influence.

## Other display Considerations

### Temporary Displays/repeat visits

Temporary displays can be an excellent way to encourage return visits and involve the local community. If the Tamworth Castle staff wished to have an area where local groups can display relevant materials, suitable areas could be made in the gallery to the left of the film on the central dividing wall or by moving the local battles panel over above the battle tactics activity.

### Access

#### Mobility access

There is a serious problem with physical access to this gallery, which is on the second floor accessible only by stairs. There has been a proposal to install a lift that would come out on the parapet wall outside the gallery. The gallery concept and activity designs take the needs of wheelchair users into account in the hope that they will be able to access the gallery in the future.

Until the lift is funded and built, we would strongly recommend the inclusion of a (warm ground floor) touch-screen access point for visitors with mobility constraints. This includes wheelchair users and visitors who have difficulty with stairs as well as families who don't wish to leave buggies or prams unattended downstairs.

The access point would summarise the upstairs gallery using a virtual gallery tour; the film, the interactive 'Explore the Burh' game and features on selected items from the hoard. The access point is an option, extra to the attached budget. It has not been priced in detail but we estimate that it would cost an additional £12,000 - £15,000.

#### Sight and hearing access

There are many activities proposed that have audio content, some touch content for those with sight impairment and plenty of visual material for those with hearing impairments. DDA guidelines will be followed for graphic and audio materials. The film would have subtitling.

#### Intellectual access

Information will be layered to ease access for those with special educational needs and the very young. The interactive AV activities will particularly suit all levels of intellectual access, as will dressing-up and the Burh market stalls. Jigsaws and the Memory King will work on many levels, as will the dice

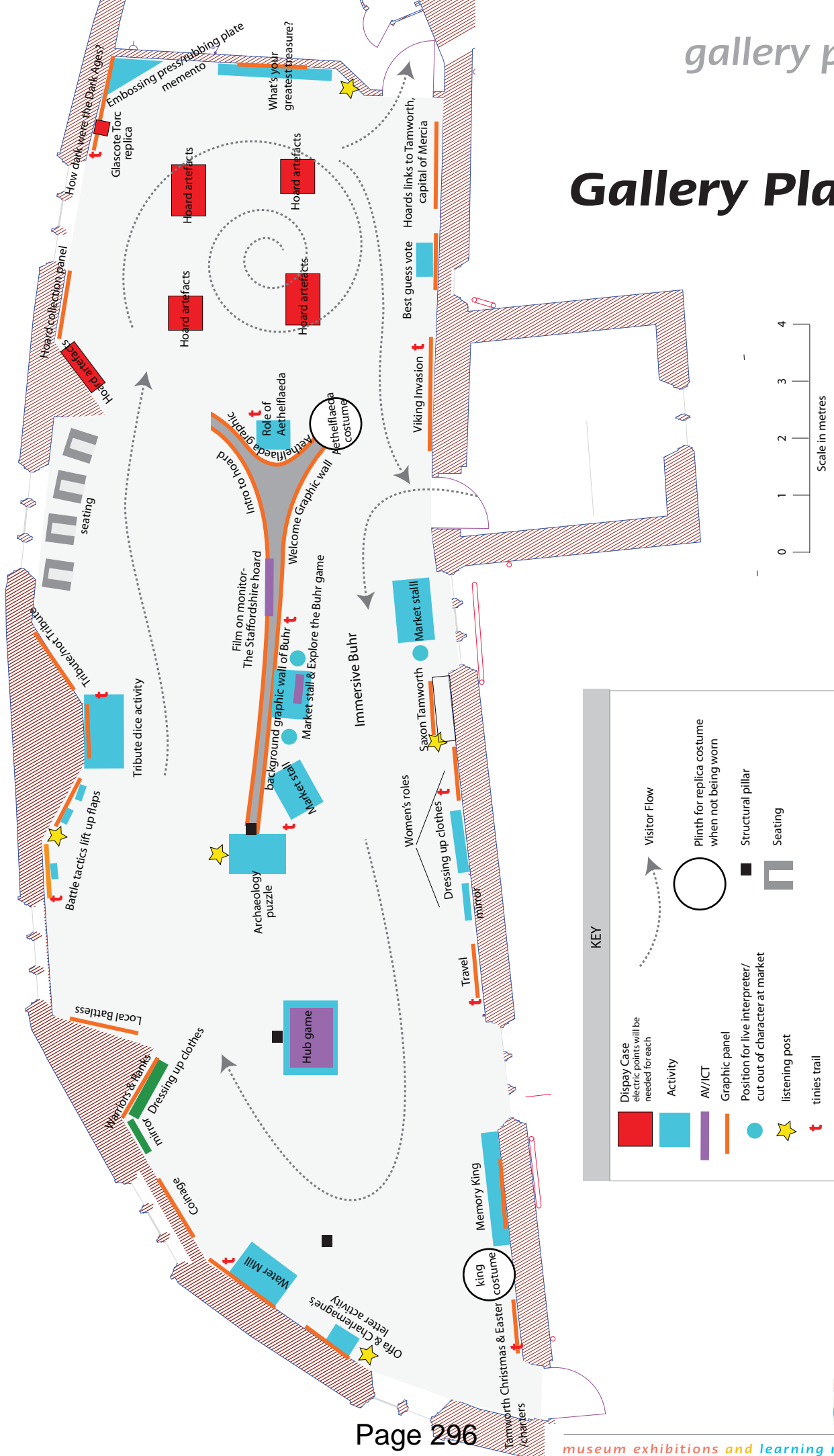
activity and flap quiz questions. The hub in particular will encourage collaboration and conversation between visitors and they include some intellectual and some physical components so that everyone can contribute and learn at their own level.

## **Formal Educational visits**

The gallery is aimed at a family audience, but the displays would also be appropriate to formal learning groups. The further development of the gallery content should bear in mind the opportunities that exist to link to many areas of the curriculum and benefit school and other formal learning groups. Examples of curriculum links include studies of local history and the local area, significant people, events and places, reasons for settlement, Tamworth in the context of the wider region, and the Viking invasion and its effect on Anglo Saxon society, through to looking at citizenship and personal wellbeing, systems of government and issues such as discrimination, coercion and gang culture.



# Gallery Plan



# Project methodology

## Project undertakings

We would recommend that:

- A simple contract is set up with undertakings and delivery dates from both sides, with costed solutions agreed to for contingencies.
- There are clear lines of communication between team members, with main contacts nominated. Regular face-to-face meetings take place, particularly for design presentations.
- Responsibilities for different project areas are clearly allocated, for example, responsibility for producing final text.
- There is a clear programme set out, with defined sign-off stages from the client and consultant stage payments are linked to pre-agreed production stages.
- A procurement system is agreed and purchasing stage payments are made so that the design consultants can purchase and commission agreed gallery items
- A quality assurance strategy is in place.
- A budget-monitoring document is updated at all times and shared between parties.

## Subcontractors

In any project of this nature, work would be subcontracted to specialists such as graphic designers, illustrators, printers, panel makers, lighting and audiovisual specialists, software writers, historical specialists, model makers and exhibit fabricators and installers.

Consultants should be able to provide the names of suggested specialist subcontractors on request, and give guarantees that the development, production and installation work would be closely supervised by the consultancy.



# Project Programme

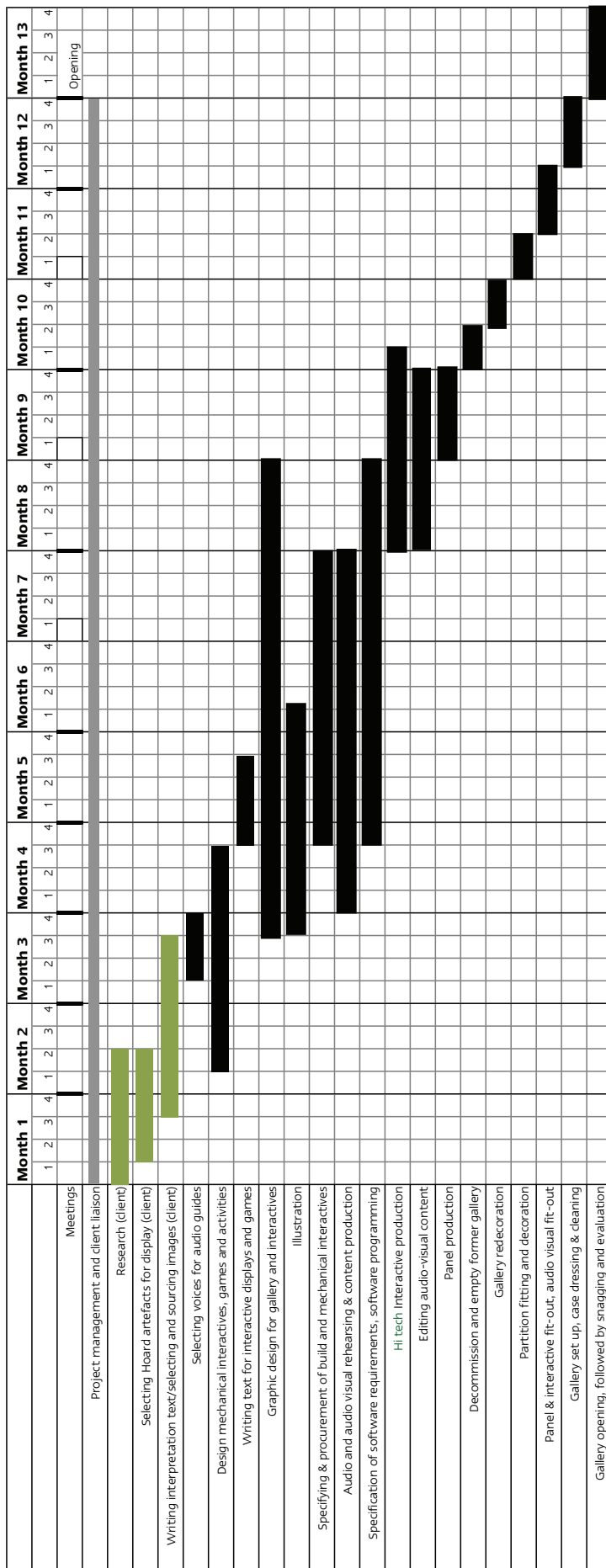
We have included a sample programme summary showing indicative stages in a project of this nature. A detailed programme should be drawn up, showing project tasks, timing, duration and who is responsible for different items.

Typical stages include:

- Community/Interested party consultancy if desired
- Finalising proposals and interpretation options
- Selecting objects and proposing replicas
- Finalising gallery design and layout
- Applying for necessary Scheduled Monument consents
- Writing interpretation
- Selecting or commissioning images / seeking copyright permission
- Storyboarding AV/software content
- 3D Design & any necessary prototyping
- Formative evaluation of interactives
- Designing activities and interactives
- Designing graphic elements such as panels and interactive instructions
- Specifying procurement for build / procurement
- Activity and interactive production
- AV/software content production and editing
- Graphics production
- Renovation or redecoration of display areas
- Interactive, AV and panel fit-out
- Case dressing & finalising displays
- Handover of maintenance and service agreements
- Snagging
- Summative Evaluation

programme overleaf ...

# Project Programme



# Budget

Professional fees have been included in the budget at a rate of 18% of the overall budget, which is typical for projects of this size. The budget also includes a recommended 10% contingency.

## Costs have been budgeted to cover:

- Overall project and production management to an agreed timescale
- Further development of design specifications; discussion and revision of brief, style agreement, general layout
- Commissioning illustrations /paying for image copyright
- Design research, production, construction, delivery and installation of exhibition including 2nd fix electrical works, dividing wall, ICT / AV hardware supply, graphics and interactives
- Redecoration and connection of new displays to the existing adjacent power supply, and provision and wiring in of new lighting track in the gallery.
- Prototypes for formative evaluation for the activities that are not already tried and tested
- Details and discussion of maintenance and service agreements

## Our budget excludes:

- Structural and refurbishment works to the fabric of the building
- Laying in first fix for additional electrical supply points if necessary
- Historical research or advice including pictorial reference material to help illustrator compose historically accurate drawings for panels and software.
- Text research and writing for information panels
- Picture research to find suitable high resolution images for use in panels where necessary (copyright fees for using the images however are included)
- Copyright or reproduction fees for film or documentary material
- Summative evaluation
- Downstairs access point for people with mobility impairments

# Budget

Subject	Description	Total
Preparation for the gallery	Graphic design for 2 illustrated graphic panels for stairwell leading to gallery, and one in next stairwell leading from it	£600
	Production for 2 illustrated graphic panels	£300
	Illustration and image copyright for 2 graphic panels (est. one image on each)	£500
<b>Preparation Total</b>		<b>£1,400</b>
Entry - Inside the Burh and marketplace	PIR activated sound equipment to embed in scene for immersive audio experience, PIR activated voice over tells info/sounds of market/battle/animals.	£2,000
	Scene set with marketplace - set building - surface wall outer shell of market stall in Burh. Replica items on stalls, figures, clothing, or 2-d figures	£12,000
	Sound recording - sound track with voices and alternative sound track with no voices for live interpreters	£5,000
<b>Entry - Inside the Burh and marketplace Total</b>		<b>£19,000</b>
Tamworth in Saxon times panel	Graphic design for illustrated graphic panel about Tamworth in Saxon times	£300
	Illustration and image copyright for 3 images	£750
	Production for illustrated graphic panel / backdrop	£300
<b>Tamworth in Saxon times panel Total</b>		<b>£1,350</b>
The set up of the burh touch screen quiz	Illustration for touch screen Burh and life inside it	£4,000
	Software programming for touch screen	£6,000
	Touch screen station set into a market stall / table surround	£4,000
<b>The set up of the burh touch screen quiz. Total</b>		<b>£14,000</b>
Women in society - wifs and peaceweavers	Graphic design for illustrated graphic panel about hierarchy of society and women in Saxon society	£300
	Illustration and image copyright for 3 images	£750
	Production for illustrated graphic panel / backdrop	£300
	Clothes for dressing up area - Saxon society and women's clothes, rail, mirror	£2,000
<b>Women in society - wifs and peaceweavers Total</b>		<b>£3,350</b>
Archaeology and Tamworth	Jigsaw for 'Found' archaeology puzzle with map base and stand-up pieces showing finds in and around Tamworth. What the archaeological excavations in Tamworth can tell us about the settlement, the area of the enclosure and links to the existing bailey area.	£6,000
<b>Archaeology and Tamworth Total</b>		<b>£6,000</b>
Mercia and Tamworth as the seat of Kings	AV kit for digital projection with interactive touch table or central projection and touch screens	£18,000
	Software programming for collaborative hub game with accompanying sounds and images, and illustration. Map gradually changes and builds through Saxon history. Approximately 15 stages, 60 trivia questions.	£10,000
	Graphic design for collaborative hub game	£12,000
<b>Mercia and Tamworth as the seat of Kings Total</b>		<b>£40,000</b>
How the king travelled around	Graphic design for illustrated graphic panel about how the King travelled around	£300
	Production for illustrated graphic panel	£300
	Illustration and image copyright for 2 images	£500
<b>How the king travelled around Total</b>		<b>£1,100</b>
The individual kings	Memory king interactive game with light and sound to learn the names of the Saxon kings including integral graphic panel	£9,000
<b>The individual kings Total</b>		<b>£9,000</b>
King Offa	Plinth to store King Offa costume when not being worn	£1,000
<b>King Offa Total</b>		<b>£1,000</b>
Tamworth at Christmas and Easter / Charters	Graphic design for illustrated graphic panel about Saxon Christmas, Royal Christmas & Easter at Tamworth, and Charters	£300
	Illustration and image copyright for 3 images	£750
	Production for illustrated graphic panel / backdrop	£300
<b>Tamworth at Christmas and Easter / Charters Total</b>		<b>£1,350</b>
Correspondence between Offa and Charlemagne	Letters between Offa and Charlemagne - puzzle to piece a letter together	£4,000
	Graphic design for panel backdrop to letter interactive	£300
	Production for panel backdrop	£300
	Illustration and image copyright for panel	£500
<b>Correspondence between Offa and Charlemagne Total</b>		<b>£5,100</b>
The Saxon mill	Graphic design for illustrated graphic panel of water mill	£300
	Illustration and image copyright for complex illustration of the mill	£750
	Working or take-apart model	£6,000
	Production for illustrated graphic panel	£300
<b>The Saxon mill Total</b>		<b>£7,350</b>

# Budget *continued*

Subject	Description	Total
Coinage, Offa's palace, the Royal Mint	Graphic design for illustrated graphic panel for Mint / coin panel	£300
	Illustration and image copyright for 3 images	£750
	Production for illustrated graphic panel	£300
<b>Coinage, Offa's palace, the Royal Mint Total</b>		<b>£1,350</b>
Warriors & ranks	Graphic design for illustrated graphic panel 'Saxon soldiers' - types of Saxon soldier with dressing up area	£300
	Production for illustrated graphic panel 'Saxon soldiers'	£300
	Illustration and image copyright for illustrated graphic panel	£750
	Clothes for dressing up area, rail and mirror	£2,000
<b>Warriors &amp; ranks Total</b>		<b>£3,350</b>
Local battles	Graphic design for illustrated graphic panel 'local battles'	£300
	Production of illustrated graphic panel	£300
	Illustration and image copyright	£750
<b>Local battles Total</b>		<b>£1,350</b>
Battle tactics	Graphic design for spinners or lift flaps for quiz wall	£300
	Production for lift the flap or spinners	£500
	Frame construction addition for this area to support lift the flaps or spinner quiz	£1,000
	Illustration and image copyright for 5 small images	£500
	Graphic design for illustrated graphic panel 'Military aggression and defence' - Kings & primogeniture, battle tactics, treasure from the slain, etc.	£300
	Production for illustrated graphic panel	£300
	Illustration and image copyright for 3 images	£750
<b>Battle tactics Total</b>		<b>£3,650</b>
Tribute or not tribute?	Graphic design for illustrated graphic panel about Tribute, taxes and protection rackets with timeline relating to present day	£300
	Production for illustrated graphic panel	£300
	Illustration or image copyright for illustrated graphic panel	£750
<b>Tribute or not tribute? Total</b>		<b>£1,350</b>
Tribute game	Game with pictures, dice, tokens and balance. Could you pay what was expected to improve your rank? Power / poverty tokens for each answer, place in scales.	£8,000
<b>Tribute game Total</b>		<b>£8,000</b>
Intro to the Hoard - film	Film production - edited from existing materials	£3,000
	Film projection area - LCD screen, video store, seating	£2,500
<b>Intro to the Hoard - film Total</b>		<b>£5,500</b>
Introduction to the Hoard	Full-height dramatic graphic - wallpaper on central dividing framework (costed within general gallery costs)	£0
<b>Introduction to the Hoard Total</b>		<b>£0</b>
Exploration of the hoard pieces	Case labelling	£2,000
	Display case labelling (templates for labels for other display cases included)	£500
	Display case security system for five cases with radio link to staff	£6,000
	Main display case area with hoard items - display cases (assume five display cases from standard Click Netherfield range, constructed to British Museum standard with locks and additional shelves)	£47,500
	Magnifying glasses	£400
	Graphic design for information panel to accompany the hoard collection	£300
	Production for information panel	£300
	Illustration or image copyright	£250
	Possible replica hoard items & case furniture	£6,000
	<b>Exploration of the hoard pieces Total</b>	
How dark were the Dark Ages?	Glascote Torc replica - re-use the replica from the current display (no cost)	£0
	Graphic design for illustrated graphic panel about archaeological finds and Saxon craftsmanship	£300
	Illustration and image copyright for 3 images	£750
	Production for illustrated graphic panel / backdrop	£300
	Acrylic case inset to panel to house Torc	£500
<b>How dark were the Dark Ages? Total</b>		<b>£1,850</b>
Exploration of the hoard pieces	Form and function - rubbing plate or embossing press with hoard patterns for visitors to take home (instructions included on 'How Dark were the Dark Ages?' panel)	£2,500
<b>Exploration of the hoard pieces Total</b>		<b>£2,500</b>

# Budget *continued*

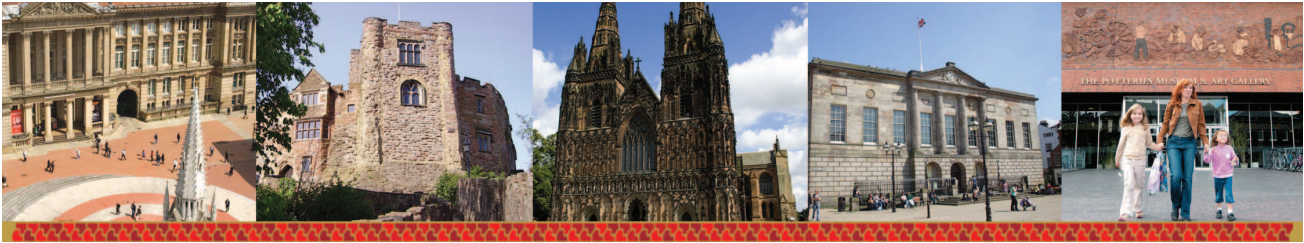
Subject	Description	Total
Greatest treasure	What is your own greatest treasure? Visitor contribution interactive board	£3,000
	Graphic design for illustrated graphic panel to go with What's your greatest treasure?	£300
	Production for illustrated graphic panel to go with What's your greatest treasure?	£300
	Illustration and image copyright for 2 images to go with What's your greatest treasure?	£500
<b>Greatest treasure Total</b>		<b>£4,100</b>
The hoard's possible links to the Capital of Mercia	Graphic design for news board and graphic information panel - the evidence for hoard and Tamworth	£300
	Production for news board and graphic information panel	£300
	Illustration or image copyright for news board and graphic information panel	£500
<b>The hoard's possible links to the Capital of Mercia Total</b>		<b>£1,100</b>
Best guess vote	Voting station - columns and tokens	£3,000
	Graphic design of panel to go with voting columns - what do visitors think?	£300
	Production of panel	£300
	Illustration or image copyright	£750
<b>Best guess vote Total</b>		<b>£4,350</b>
The end of the period and Viking invasion	Graphic design for illustrated graphic panel about the end of the period and the Viking invasion	£300
	Illustration and image copyright for 3 images	£750
	Production for illustrated graphic panel / backdrop	£300
<b>The end of the period and Viking invasion Total</b>		<b>£1,350</b>
The role of Aethelflaeda	Lady of the Mercians Game - Graphic design, illustration, and production of game board and construction of interactive	£6,100
	Plinth to store Lady of the Mercians costume when not being worn	£1,000
<b>The role of Aethelflaeda Total</b>		<b>£7,100</b>
Listening stations	Characters stories (picked up at different stages around the gallery). Scripting and recording sound tracks, voice actors, post production	£5,000
	Personal histories - 4 characters, five listening stations, two handsets per station, stainless steel buttons, sound stores.	£5,000
<b>Listening stations Total</b>		<b>£10,000</b>
Tinies treasure trail	Graphic design for tinies treasure trail	£150
	Production of small panel for tinies treasure trail on thick Foamex, 10 to collect	£150
	Wooden slotted stands for images	£200
	Single illustration used on each of the ten	£150
<b>Tinies treasure trail Total</b>		<b>£650</b>
General costs	Gallery wallpaper	£2,880
	Graphic design for gallery wallpaper	£2,000
	Illustration or image copyright for gallery wallpaper	£3,000
	Gallery dividing walls - framework (timber and ply)	£5,500
	Gallery decoration, painting of display walls including materials	£4,000
<b>General costs Total</b>		<b>£17,380</b>
General costs	Second fix electrics for lighting across gallery	£2,250
	Installing graphics panels and interactives (20 man days)	£3,000
	Cost of purchasing lighting tracks and suitable gallery lighting	£4,000
	Materials for split battens and mounting of interpretation panels	£2,000
<b>General costs Total</b>		<b>£11,250</b>
General costs	House graphic style and sample panels and labels	£1,600
	Interactive formative evaluation	£1,500
	Travel and subsistence, 1 or 2 people to 12 steering group meetings (travel £40/d & subsistence £5 pp per day)	£600
<b>General costs Total</b>		<b>£3,700</b>
Contingency	Contingency 10% of budget	£36,546
<b>Contingency Total</b>		<b>£36,546</b>
Professional fees	Professional Fees 18% of budget	£65,783
<b>Professional fees Total</b>		<b>£65,783</b>
<b>Total estimated costs</b>		<b>£365,458</b>

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Following the successful Staffordshire Hoard on Tour 2011, local and regional partners are committed to developing a permanent Mercian Trail across the region to help bring the story of ancient Mercia and the Staffordshire Hoard to life for residents, school children, students and tourists alike.

**The proposed trail will take visitors on a voyage of Anglo-Saxon discovery by highlighting and elevating the region's existing Anglo Saxon treasures, stories, linked venues and specialities.**

In the north, the Staffordshire Hoard Mercian Trail will uncover Staffordshire's Anglo-Saxon heritage and explore the history and politics of ancient Mercia at The Potteries Museum and Art Gallery in Stoke on Trent. Initially this will take the form of a Cultural Olympiad temporary gallery, and longer-term a newly developed Staffordshire Hoard Gallery, displaying the hoard alongside other Anglo Saxon Staffordshire treasures.

Then at Lichfield Cathedral, the Staffordshire Hoard's links to early Christendom, the Lichfield Angel and the St Chad Gospels will be explored. A display of hoard items and replicas will be housed in the Chapter House of the Cathedral, alongside the newly redisplayed Angel and Gospels and linked interpretation.

The trail will then move to Tamworth Castle, where the bloody battles and the history of the King's Seat will come to life. Tamworth's own geographical importance, on the border of Offa's Dyke, and the home of an Anglo Saxon mint will also be explored. Initially this will take the form of interpretation, replicas and a small display of hoard items. Longer-term a newly refurbished display in the top floor of the castle, with a larger display of hoard items, will be developed.

The trail's most southerly point will be in Birmingham, where Britain's international significance as an Anglo Saxon trading hub and early jewellery making will be examined at Birmingham Museum & Art Gallery. Initially this will be in Gallery 12 of the museum and longer-term in a newly developed Staffordshire Hoard Gallery.

The outreach ambitions of the permanent venues will be supported by a touring exhibition, led by Staffordshire County Council. Containing interpretation, replicas and handling items, along with a wealth of educational material, the exhibition will tell the story of the Staffordshire Hoard's discovery through the archaeologist's eye and help spread the story of ancient Mercia, across the region and further afield. It will be a modular system and will tour schools, colleges, community venues, smaller museums and more.



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## Section 1

# Why the Staffordshire Hoard Mercian Trail?

The Staffordshire Hoard has the potential to shine a light on our rich Mercian heritage and expose our regionally significant stories in a linked and meaningful way. The development of the Staffordshire Hoard Mercian Trail also honours donations by people across the region, and their desire to see aspects of the treasure close to home. It also underpins the partners' ambition to generate a wide sense of civic pride and maximise economic regeneration through the discovery of the Staffordshire Hoard.

The wider stories of Anglo Saxon Staffordshire, the international trade routes, and the craftsmanship involved in creating the hoard need to be told. The historical links with the find site and regionally important historic locations and treasures such as Lichfield Cathedral, the St Chad Gospels, the Lichfield Angel and Tamworth Castle also need to be elevated and strengthened as part of the trail.

Long-term the partnership is also keen to follow the story of the hoard where it leads, and potentially link into and elevate other regional stories, from the graves of Anglo Saxon kings in Repton to the stories of Wulfruna in Wolverhampton.

In terms of economic impact, the Staffordshire Hoard Mercian Trail will enable local sites to generate increased visitor levels and open up business opportunities through the presence of hoard displays, which will both have a direct impact on the local economy. In terms of community engagement and education, the wider spread of local sites will enable more members of the community to become involved, and therefore feel connected to the future of the hoard story and the region's Anglo Saxon heritage.

With the hoard now owned by our two regional museums (Birmingham Museum & Art Gallery and The Potteries Museum & Art Gallery), the partnership believes the visitor and community offer will be strengthened through the creation of the Staffordshire Hoard Mercian Trail, featuring four different displays, each focusing on different elements of the story, supported by a touring exhibition.

## Section 2

### Key aims of the trail

The Staffordshire Hoard Mercian Trail will work to tell the story of the region's rich Anglo Saxon history and, in particular, the histories of the venues on the trail by linking them to the story of the Staffordshire Hoard. The key aims of the partnership include:

- Position the region as 'the nation's home' of Anglo Saxon history.
- Raise the profile of the region, internationally, nationally and regionally through the story of the Staffordshire Hoard and our linked artefacts and history.
- Raise the profile and continually promote the Staffordshire Hoard and thereby underpin the fundraising efforts to conserve and research the treasure.
- To develop a wider understanding of the region's Anglo Saxon heritage through a programme of displays, exhibitions, academic study and debate.
- Drive visitors between the galleries and venues on the trail, and increase the visitor and economic impact of the Staffordshire Hoard.
- Spread the educational benefits of the Staffordshire Hoard and linked Mercian Trail heritage as wide as possible, through a displays, events, a touring exhibition and programme of outreach activities.
- To take the story of the hoard to as wide an audience as possible through a touring exhibition, living history events and programme of outreach activities.
- To have a positive community, economic and education impact in all the host cities and towns.

## Section 3 Staffordshire Hoard Mercian Trail governance

In order to achieve the key aims of the partnership a more robust governance arrangement is necessary to underpin future activity. This will be achieved in two stages:

### Priority one Memorandum of understanding

Delivery partner	All partners, according to local need
Timeframe	December 2011

In the short term a Memorandum of Understanding (MOU) will be created to confirm the commitment of the partners to the creation and development of the Staffordshire Hoard Mercian Trail.

The Memorandum of Understanding will detail:

- in principle commitment to loans to Staffordshire Hoard Mercian Trail Partnership venues – exact details of loans will be formalised in individual venue arrangements (see page 7)
- partners' joint commitment to developing the Staffordshire Hoard Mercian Trail
- agreed partnership activity – short term and long term
- immediate funding and management of funds
- governance arrangements – format of meetings and groups
- agreement on investigation into longer-term governance arrangements
- use and management of funds
- administrative support
- re-use of Staffordshire Hoard on Tour 2011 assets
- quality mark – and what venues need to achieve to be incorporated into the Staffordshire Hoard Mercian Trail

The memorandum of understanding will not detail the loans agreements between the Staffordshire Hoard owners (BMAG & PMAG) and the Mercian Trail venues. These will be drawn up and managed separately.

### Priority two Governance structure development

Delivery partner	TBC
Funding	TBC
Timeframe	TBC

Long-term a more formal arrangement may be drawn up to support the ongoing development of the Staffordshire Hoard Mercian Trail Partnership. Legal advice and guidance will be sought by the partnership as to the most appropriate structure and benefits of different approaches.

The partnership will work together to drive any future development forwards through the governance arrangements agreed as part of the Memorandum of Understanding.

## Section 4

# Governance of Staffordshire Hoard Mercian Trail galleries/displays

The galleries/displays within the Staffordshire Hoard Mercian Trail will be managed and governed by the individual venues. In order to become a Staffordshire Hoard Mercian Trail gallery/display and retain this status, venues will agree to:

### **Deliver and maintain displays to an agreed quality measure**

The displays at each venue will have to attain an agreed quality/ be approved by the partnership and detailed in the Memorandum of Understanding/ future governance arrangements.

As joint owners of the Staffordshire Hoard and lead bodies in the conservation and research programmes, displays at BMAG and PMAG will follow the Staffordshire Hoard guidelines and be approved by the museums according to the existing Joint Venture agreement.

As local venues, the interpretation developed for Lichfield Cathedral, Tamworth Castle, the touring exhibition (and any sister venues – page 7) will follow the Staffordshire Hoard Mercian Trail style guidelines and be reviewed by the Staffordshire Hoard Mercian Trail Partnership, through the governance arrangements in place at the time, and possibly linked bodies such as the Research Advisory Panel and Conservation Advisory Panel, at the guidance of the partnership.

In addition, the displays within the Mercian Trail will be reviewed annually by the Staffordshire Hoard Mercian Trail Partnership governance structure to ensure they attain and promote the required quality of the Staffordshire Hoard Mercian Trail.

### **Staffordshire Hoard loans**

The joint owners of the Staffordshire Hoard (BMAG and PMAG) will commit to providing Staffordshire Hoard Mercian Trail venues with a set number of types of items on a long-term basis. They will also commit to some rotation of 'star items' to ensure that each of the venues has the opportunity to promote visiting pieces and raise the impact of the displays. Due to the competing demands on the Staffordshire Hoard, they will not however commit to specific pieces remaining within the Mercian Trail displays on a long-term basis. This is so the museums can allow for flexibility/movement of items to support the ongoing conservation and research programme, as well as the demand on key items from other exhibitions

As the owners, BMAG & PMAG will devise and lead on loans rotation schedule. This schedule will be led by the research and conservation timetable, and also take into consideration the competing demands on the hoard from the Mercian Trail venues as well as other potential displays – both national and international.

Any changes to the loan items will be communicated directly to the Mercian Trail venues, giving adequate notice (where possible) of rotations and movements. The schedule will also be regularly presented to the Staffordshire Hoard Mercian Trail Partnership governance structure for information. This will be detailed in principle in the Memorandum of Understanding (see page 5) and any future governance arrangements. It will be formalised and set out in detail in individual loan arrangements between Staffordshire Hoard Mercian Trail venues and the joint owners (BMAG & PMAG). Loans will only be offered if the venues achieve the required security/insurance etc standards, as set out in the loan agreements.

## Section 5

# Staffordshire Hoard Mercian Trail Partnership action plan

The Staffordshire Hoard Mercian Trail partnership will deliver the following activities. Activities are listed as either Priority one or Priority two.

### Priority one activities Pages 7 - 9

These activities are considered urgent and need to be progressed as soon as possible to ensure that the marketing momentum and awareness of the Staffordshire Hoard and the Mercian Trail generated as part of the Staffordshire Hoard on Tour 2011 exhibition is maintained and developed.

### Priority two activities Pages 10 & 11

These activities will be considered for delivery when the governance arrangements and funding of Staffordshire Hoard Mercian Trail Partnership are better established.

## Priority one Brand development

<b>Delivery partner</b>	Lichfield District Council
<b>Funding</b>	Lichfield District Council currently holds the required funds to complete the work on the development of the Staffordshire Hoard brand and guidelines.
<b>Timeframe</b>	December 11/January 12
<b>Appendices</b>	The Staffordshire Hoard Mercian Trail brand will be owned and governed by the Staffordshire Hoard Mercian Trail Partnership. The partnership will enter into an agreement with Lichfield Cathedral to use the St Chad Font as part of the Staffordshire Hoard Mercian Trail logo. For details see Appendix 1

The brand of the Staffordshire Hoard Mercian Trail has been partially developed as part of the development of its parent brand – the Staffordshire Hoard.

In order to develop the Staffordshire Hoard Mercian Trail brand and effectively market it to visitors, the brand development needs to be completed, together with the development of a style guide, brand management solution, and image and logo library.

This activity was delivered for the Staffordshire Hoard by Lichfield District Council, in partnership with the chosen design agency, and it is recommended that this format is replicated to take forward the development of the Staffordshire Hoard Mercian Trail brand.



## Priority one **Re-use of tour assets and immediate interpretation strategy**

Delivery partner	TBC
Funding	TBC
Timeframe	TBC
Linked work	Section 6 – Venues actions – developing local displays
Appendices	TBC

A vast amount of work was invested in developing interpretation for the Staffordshire Hoard on Tour 2011. A wide range of assets were created – from physical items such as benches through to digital assets that can be reused in many ways.

A full inventory of assets will be drawn up. The physical assets will be shared to support forthcoming exhibitions, and agreed by the Staffordshire Hoard Mercian Trail Partnership. Digital assets will be distributed freely amongst the partners for re-use in the creation of venue displays.

As local venues, the interpretation developed for Lichfield Cathedral, Tamworth Castle, the touring exhibition (and any sister venues – page 7) will follow the Staffordshire Hoard Mercian Trail style guidelines and be agreed by the Staffordshire Hoard Mercian Trail Partnership, through the governance arrangements in place at the time, and possibly linked bodies such as the Research Advisory Panel and Conservation Advisory Panel, at the guidance of the partnership.

Venues will be free to display other linked treasures and assets as part of Mercian Trail displays, however any direct references to the Staffordshire Hoard will need to be reviewed by the Staffordshire Hoard Mercian Trail Partnership to ensure they do not conflict with developing learning and study.

## Priority one **Short term marketing development and delivery**

Delivery partner	Lichfield District Council
Funding	TBC
Timeframe	December 11/January 12
Appendices	Draft Mercian Trail leaflet – appendix 3

In order to protect the brand, whilst also achieve maximum exposure, it is propose that a suite of central marketing tools are developed, which can then be adapted and localised, in line with the brand guidelines, by each venue. This approach worked well for the Staffordshire Hoard and the Hoard on Tour 2011 exhibition, where the brand toolkit was distributed and updated through a shared web resource.

It is proposed this model is adopted in the immediate term to establish the following tools, in the short-term.

- A central leaflet (see appendix 3).
- A suite of adaptable adverts (suitable for local guides and publications).
- Monthly Mercian Trail website updates / e-newsletters.
- A suite of online adverts for websites.
- Agreed central texts.



## Priority one Short term website development

Delivery partner	Lichfield District Council, in partnership with BMAG & PMAG
Timeframe	Lichfield District Council can deliver this work cost free, in partnership/agreement with the web master from Birmingham Museum & Art Gallery.
Funding	December 11/January 12

Lichfield District Council developed [www.staffordshirehoard.org.uk](http://www.staffordshirehoard.org.uk) on behalf of the hoard owners (BMAG & PMAG). In the short-term the website will be updated to include:

- A Staffordshire Hoard Mercian Trail section – linked from the top navigation bar
- Separate pages for each venue – linked to some hotel and restaurant offers in each location
- External links to other tourism sites

This work can be delivered within existing resources.

## Priority one Academic research on the history of Mercia

Delivery partner	TBC
Funding	TBC
Timeframe	TBC

In order to succeed in positioning the Mercian region as ‘the nation’s home’ of Anglo Saxon history, the partnership needs to invest in building this profile through a programme of academic research and discovery.

A constant feed of news stories about the region’s rich Anglo Saxon heritage and emerging research/findings will help to further cement the credibility of the region’s place in the story of the Hoard and the story of Anglo Saxon Britain.

As a priority, the partnership will commission a programme of academic research centred on the history of the Mercian region, aligned to the work already being undertaken by the Research Advisory Panel and the Conservation Advisory Panel.

## Approved priority two Long term website development

Delivery body	Lichfield District Council
Funding	Quote to be created. Bid to be put to Staffordshire Hoard Central Funds pot.
Timeframe	Mid – late 2012

Long term the partnership will develop a separate website for the Mercian Trail, which will offer wider scope for tourism related activities and independent development activity.

This will be delivered by Lichfield district Council and could include:

- Google mapping
- Twitter feed
- Facebook links and other social network plug-ins
- Newsletter sign-up functionality
- Academic research section
- Advertising opportunities for local businesses

The URLs [www.themerciantrail.org](http://www.themerciantrail.org) (.co.uk and .com) and [www.merciantrail.org](http://www.merciantrail.org) (.co.uk and .com) have been acquired. These are temporarily in ownership of Lichfield District Council, but will pass to the Staffordshire Hoard Mercian Trail governance structure as part of the Memorandum of Understanding (page 5).

➡ The following activities will be considered for delivery when the governance arrangements and funding of Staffordshire Hoard Mercian Trail Partnership are better established.

### Priority two for consideration **Centralised partnership fundraising**

Delivery body	TBC
Funding	TBC
Timeframe	TBC
Linked work	To see how venues will raise money to create their exhibitions/galleries, and their funding targets – see appendix 2

Long term, the partnership may want to raise funds to deliver core activity across all partners such as:

- academic research
- educational programme
- central marketing and website development

This could either be delivered through a more robust central arrangement underpinned by core funding, or by an appointed partner/agency. The decision will be influenced by funding levels.

### Priority two for consideration **Centralised press and media**

Delivery body	TBC
Funding	TBC
Timeframe	TBC
Linked work	To see how press and media will be handled in the short-term – see venue actions (pages 11 & 12)

Long term the partnership may want to review how the press activity is delivered, so that maximum results can be achieved – from securing articles in trade publications to targeting key travel trade and visitor publications both in the UK and overseas.

The service may also include a clipping and press monitoring service. This could either be delivered through a more robust central arrangement underpinned by core funding, or by an appointed partner/agency. The decision will be influenced by funding levels.

## Priority two for consideration **Centralised marketing**

Delivery partner	TBC
Funding	TBC
Timeframe	TBC
Linked work	To see how marketing will be handled in the short-term – see venue actions (pages 11 & 12)

Long term the partnership may want to review how the marketing activity is delivered. This could either be delivered through a more robust central arrangement underpinned by core funding, or by an appointed partner/agency. The decision will be influenced by funding levels.

- Annual planned advertising campaign, underpinned by central budget – allows for strategic targeting internationally, nationally and locally.
- Annual updates to central Staffordshire Hoard Mercian Trail leaflet/guide.
- Direct marketing and customer database management.
- Group travel programme development and travel trade promotion – trade fairs etc
- Visitor initiatives – a Mercian Trail pass.
- Arrival signage and cross marketing signage – to promote other venues on the trail.
- Impact surveys and customer monitoring.

## Priority two for consideration

### **Mercian Trail merchandising development**

Delivery body	TBC
Funding	TBC
Timeframe	TBC
Linked work	To see how venues will be able to stock/sell linked merchandise in the short-term – see venue actions (pages 11 & 12)

Long-term the partnership may want to consider creating a range of Mercian Trail merchandise. This could either be delivered through a more robust central arrangement underpinned by core funding, or by an appointed partner/agency. The decision will be influenced by funding levels.

## Priority two for consideration **Educational resource development**

Delivery body	TBC
Funding	TBC
Timeframe	TBC
Linked work	To see how venues will provide local educational resources – see venue actions (pages 11 & 12)

Long-term the partnership may want to consider creating centralised suite of Staffordshire Hoard Mercian Trail education resources. This could either be delivered through a more robust central arrangement underpinned by core funding, or by an appointed partner/agency. The decision will be influenced by funding levels.

## Section 6

### Venue actions

Venues on the Staffordshire Hoard Mercian Trail will come ‘on stream’ as Staffordshire Hoard venues at different times. In advance of this, they may be marketed as Mercian Trail venues. To develop displays, Staffordshire Hoard Mercian Trail partners will deliver some/all of the following activities, depending on local need.

### Developing local displays

Delivery partner	All partners, as necessary
Funding	TBC
Timeframe	Varied, depending on venue targets
Linked work	Section 5 – Staffordshire Hoard Mercian Trail Partnership action plan - Re-use of tour assets and immediate interpretation strategy .
Appendices	Draft Mercian Trail leaflet – appendix 3

The timing of venues coming ‘on stream’ as Staffordshire Hoard venues will depend on a wide variety of factors – ranging from venues attaining the relevant funding and achieving the right security standards, through to purchasing the correct display cases and finalising loan documents with BMAG & PMAG. In advance of displaying hoard items, and in recognition of their historical and regional significance, venues will still be marketed as part of the developing Mercian Trail, provided they carry an element of Mercian Trail interpretation. Where a venue is displaying the Staffordshire Hoard, it will be clearly marketed as such. Where a venue does not contain the Staffordshire Hoard, but has linked Mercian Trail interpretation and treasures, the venue will be clearly marketed as such.

When developing displays venues will be able to access and reuse digital assets created as part of the Staffordshire Hoard on Tour 2011. Venues may also be able to access some physical assets as part of the re-use of the 2011 tour assets. The distribution of assets will be agreed by the Staffordshire Hoard Mercian Trail partnership. As local venues, the interpretation developed for Lichfield Cathedral, Tamworth Castle, the touring exhibition (and any sister venues – page 7) will follow the Staffordshire Hoard Mercian Trail style guidelines and be agreed by the Staffordshire Hoard Mercian Trail Partnership, through the governance arrangements in place at the time, and possibly linked bodies such as the Research Advisory Panel and Conservation Advisory Panel, at the guidance of the partnership.

### Venue fundraising

Delivery partners	All partners, as necessary
Linked work	For central fundraising – see partnership action plan (pages 7 – 11)
Appendices	For details of the fundraising targets and plans at each venue, see appendix 2

In the short term venues will be continue to raise the funds they require to deliver their displays/set-ups in line with local need. The partners will commit to keeping each other informed of fundraising activity, so that approaches to core funders (such as the HLF) are streamlined and cross reference each other as appropriate. This activity will be documented as part of regular updates at Staffordshire Hoard Mercian Trail partnership meetings.

## Replicas

Delivery partners	All venues, as necessary
Funding	TBC

**Anglo Saxon replicas** Each venue will be able to create its own Anglo Saxon replicas to complement their displays.

**Exact Staffordshire Hoard replicas** Each venue will also be able to work with PMAG and BMAG to commission replicas that are modelled on the Staffordshire Hoard, provided this work is approved on a case by case basis with the joint owners.

## Educational resources

Delivery partners	All venues, as necessary
Funding	December 11/January 12
Linked work	For details of a centralised approach to educational resources – see partnership action plan (pages 7 – 11).

Each venue will be able to create its own education resources that are branded part of the Staffordshire Hoard Mercian Trail.

New material that references the Staffordshire Hoard needs to be reviewed by the Staffordshire Hoard Mercian Trail Partnership.

## Merchandising purchasing

Delivery partners	All venues as necessary
Linked work	For details of centralised approach to Staffordshire Hoard Mercian Trail merchandise development – see partnership action plan (pages 7 – 11).

Short-term the partners will have access to the Staffordshire Hoard merchandising agreements arranged by the owners (BMAG and PMAG). Each venue will be responsible for stocking their own shops and purchasing directly from the approved suppliers.

Partners also have access to the Mercian Trail logo, and low-cost Staffordshire Hoard Mercian Trail merchandise could also be created by partners (e.g. rubbers, pencils, rulers etc) to sell locally.

## Press and media

Delivery partners	All partners & Lichfield District Council as central reference
Funding	TBC
Linked work	For details of a centralised approach to press and media – see partnership action plan (pages 7 – 11).

In the short term, the press and media will continue to be delivered by local venues, with all press releases linked to the development of the Staffordshire Hoard Mercian Trail, being passed by Lichfield District Council's press team, for a quick message check.

Any strategic messages referencing the future of the hoard will need to be approved by PMAG and BMAGs press office functions, as per the existing protocol.

## Gathering and recording statistics

Delivery partners	All partners & Lichfield District Council as central reference
Funding	TBC
Linked work	For details of a centralised approach to statistics gathering – see partnership action plan (pages 7 – 11).
Appendices	To see details of statistics gathered to date as part of the 2011 Staffordshire Hoard on tour, see appendix 4 – economic impact survey results

In order to assess the success of the Staffordshire Hoard Mercian Trail, and underpin future funding approaches, a series of key performance indicators will be agreed by the Mercian Trail governance structure in the short-term. Each partner venue will record the agreed statistics and provide to a central point to collate and distribute. The proposed statistics that will be collected are:

- Visitor numbers
- Consumer spend, via economic impact surveys
- Venue fundraising successes
- Website hits
- Merchandise sales
- Generic learning outcomes

Long term the partnership may want to review how the statistics are collated and distributed. This could either be delivered through a more robust central arrangement, underpinned by core funding, or by an appointed agency/body.

## Linked loans

Delivery partners	All venues, as necessary
Funding	TBC

Venues may enter into supplementary loans with other organisations (British Museum for example) to enhance their displays with linked Anglo-Saxon material. Such loan agreements will be managed directly by the venue and loaning body.



STAFFORDSHIRE HOARD  
**MERCIAN  
TRAIL**  
STOKE-ON-TRENT | BIRMINGHAM  
STAFFORD | LICHFIELD | TAMWORTH

## Section 7

# Widening the Staffordshire Hoard Mercian Trail, with sister venues

Long-term, as the story of the Staffordshire Hoard Mercian Trail unfolds, it is possible that the option to develop additional Staffordshire Hoard Mercian Trail venues, or add sister venues may arise. Already St. Wystan's Church at Repton has expressed a desire to be marketed and included within the Mercian Trail.

**Definition of a Mercian Trail sister venue** A venue that has historical links to Anglo-Saxon history, or the hoard, and will benefit from promotion as part of the Mercian Trail ('If you are interested in the Staffordshire Hoard and Anglo Saxon history, why not also visit ....').

Sister venues will not house part of the collection, but may house some temporary or permanent Mercian Trail interpretation – from leaflets, to small information displays.

The Staffordshire Hoard Mercian Trail Partnership will assess the benefits of all proposals, and oversee the development of both additional Mercian Trail venues and sister venues.



## Appendix 1 Governance and ownership of the Staffordshire Hoard & Staffordshire Hoard Brand

The Staffordshire Hoard and the Staffordshire Hoard brand is owned and managed by Birmingham Museum & Art Gallery and The Potteries Museum & Art Gallery in Stoke-on-Trent through a Joint Venture Agreement.

The proposed Memorandum of Understanding for the Staffordshire Hoard Mercian Trail Partnership sits below this Joint Venture Agreement.

<p><b>Use of Staffordshire Hoard Logo</b></p>	<p>The Memorandum of Understanding (see page 5) will detail that the venues carrying items from the Staffordshire Hoard will be allowed to use the Staffordshire Hoard logo within their displays and publicity, in line with design guidelines. It</p> <p>All use of the logo will be governed by the Staffordshire Hoard Brand guidelines and approved by the joint owners – BMAG &amp; PMAG.</p>
<p><b>Ability to purchase Staffordshire Hoard Branded Merchandise to sell at venues.</b></p>	<p>Staffordshire Hoard Mercian Trail partners will be able to buy Staffordshire Hoard Mercian Trail merchandise to sell at their venues – through licensing agreements set up by the two museums with suppliers, or through sale or return agreements directly with the museums.</p> <p>Staffordshire Hoard Mercian Trail Partners may not produce Staffordshire Hoard branded items themselves.</p>
<p><b>Use of St Chad Font</b></p>	<p>The owners have entered into an agreement with Lichfield Cathedral to use the St Chad Font as part of the Staffordshire Hoard logo.</p>
<p><b>Loans of the Staffordshire Hoard artefacts</b></p>	<p>Any venue on the Mercian Trail wishing to borrow items of the Staffordshire Hoard will need to enter into a loan agreement with the two museums.</p> <p>The venues will need to meet certain criteria ranging from security and insurance to climate conditions.</p> <p>These individual loan agreements will be underpinned and guided by the Memorandum of Understanding between the two museums and the Staffordshire Hoard Mercian Trail Partnership. This will state that the museums will loan a set number of items across the entire partnership, for an agreed length of time.</p> <p>The agreement will specify categories and numbers of items, but not specific items. This is so the museums can allow for flexibility/movement of items to support the ongoing conservation and research programme, as well as the demand on key items from other exhibitions</p> <p>Loan conditions will be checked regularly, in line with the loan agreements, and loans may be recalled at any points should the required conditions not be maintained.</p>





STAFFORDSHIRE HOARD  
**MERCIAN  
TRAIL**

STOKE-ON-TRENT | BIRMINGHAM  
STAFFORD | LICHFIELD | TAMWORTH

Appendix 2  
**Venue plans, timelines and  
fundraising targets**  
Pages 16 - 22



## Birmingham Museum & Art Gallery: regional gallery

The long-term ambition is to create a Staffordshire Hoard Gallery that includes a wide collection of hoard artefacts, handling items and interpretation. In particular Britain's international significance as an Anglo Saxon trading hub, international politics and the exquisite craftsmanship of the goldsmiths who fashioned the hoard, linked to the skills and learning at the Jewellery Quarter, will be examined.

<b>A staged approach</b>	The creation of the Staffordshire Hoard Gallery will be subject to considerable fundraising, as part of a Heritage Lottery Fund -Heritage Grant application. In advance of this, a new temporary gallery will be created, to ensure that items from the Staffordshire Hoard are permanently accessible to the public.
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<b>Stage 1: Gallery 12 Display</b>	This will be in Gallery 12 of the museum. The gallery is being launched in October/November 2011.
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<b>Funding required</b>	This will be delivered within existing museum funds.
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<b>Stage 2: Staffordshire Hoard Gallery</b>	This will be housed in a new purpose built gallery in Birmingham Museum & Art Gallery. It will cover approximately xx sq ft. It will include a wide range of hoard display cases, electronic and print interpretation, together with digitisation, replicas, handling items and linked artefacts.
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<b>Funding required</b>	£xxxx
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<b>Fundraising strategy</b>	Birmingham Museum & Art Gallery is leading on the fundraising efforts to secure this permanent Staffordshire Hoard Gallery. Primary funding is likely to come from the Heritage Lottery Fund – Heritage Grant. The first-round application has been submitted and approved and the team is working on the second-stage application. The team is hoping for confirmation of funding in xxx. Thereafter a development phase of xx weeks will be required, with a possible launch of the gallery in xxx.
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<b>Conservation programme</b>	The team at Birmingham Museum & Art Gallery is leading on the conservation programme and heading up the conservation advisory panel.
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<b>Funding required</b>	£xxxx
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<b>Fundraising strategy</b>	Birmingham Museum & Art Gallery, together with The Potteries Museum & Art Gallery, are leading on the fundraising efforts to support the conservation and research programme. In addition, the regional Mercian Trail venues will contribute to this programme (if the principle is agreed) as part of the loans agreement that will support the displays.
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## Potteries Museum & Art Gallery, Stoke-on-Trent: regional gallery

The long-term ambition is to create a Staffordshire Hoard Gallery that includes a wide collection of Staffordshire Anglo Saxon artefacts and finds, handling items and interpretation. In particular the displays will uncover what Staffordshire's Anglo-Saxon life was like, as well as explore the history and politics of ancient Mercia.

### A staged approach

The creation of the Staffordshire Hoard Gallery will be subject to considerable fundraising, as part of a Heritage Lottery Fund – Heritage Grant application. In advance of this, the existing hoard display will remain in place, until a temporary 2012 gallery is opened in spring 2012 to celebrate the Olympics.

### Stage 1: 2012 exhibition

When the Staffordshire Hoard returns from America in March 2012, a temporary Staffordshire Hoard 2012 Gallery will be created at The Potteries Museum & Art Gallery. The display will re-use much of the materials created for the Staffordshire Hoard on Tour 2012 exhibition.

### Funding required

It is hoped that this will be delivered within existing museum/council funds at The Potteries Museum & Art Gallery.

### Stage 2: Staffordshire Hoard Gallery

This will be housed in The Potteries Museum & Art Gallery. It will cover approximately xx sq ft. It will include a wide range of hoard display cases, electronic and print interpretation, together with digitisation, replicas, handling items and linked artefacts.

### Funding required

£xxxx

### Fundraising strategy

The Potteries Museum & Art Gallery is leading on the fundraising efforts to secure this permanent Staffordshire Hoard Gallery. Primary funding is likely to come from the Heritage Lottery Fund. The process has not formally begun and timelines are not yet set.

### Research programme

The team at The Potteries Museum & Art Gallery is leading on the research programme and heading up the research advisory panel.

### Funding required

£xxxx

### Fundraising strategy

The Potteries Museum & Art Gallery, together with Birmingham Museum & Art Gallery, are leading on the fundraising efforts to support the research and conservation programme. In addition, the regional Mercian Trail venues will contribute (if the principle is agreed) to this programme as part of the loans agreement that will support the displays.



## Lichfield Cathedral: local destination

The short-term ambition is to create a Staffordshire Hoard display in the Chapter House that includes hoard items, replicas and interpretation, displayed and interpreted alongside the cathedral's own treasures – the Lichfield Angel and St Chad Gospels.

<p><b>A staged approach</b></p>	<p>Lichfield Cathedral raised more than £50,000 to purchase cases and armatures for all venues on the Staffordshire Hoard on Tour exhibition, as well as additional funding to upgrade the Chapter House security. As part of the funding agreement with the Heritage Lottery Fund, the cases have returned to Lichfield Cathedral. Two of them are now already available within the Chapter House to display items of the hoard. Effectively Lichfield Cathedral is staged and ready to become the first local destination to open its doors as a fully functioning Mercian Trail venue.</p>
<p><b>Stage 1: Mercian Trail Display</b></p>	<p>This stage of work is already complete. The preparatory steps for the temporary exhibition have rendered the Cathedral fit for purpose as a venue of the Mercian Trail.</p>
<p><b>Funding required</b></p>	<p>No funding is required to create the display, other than confirmation of any contribution to the conservation and research costs for the number of items the cathedral hopes to display. Replicas and interpretation have already been funded through the HLF.</p>
<p><b>Loans required (see appendix 1)</b></p>	<p>The cathedral would like to borrow 20-25 items across a variety of categories including ecclesiastical items, craftwork, military items, and non-specific items. The cathedral recognises that the loans would be subject to rotation and replacement of pieces to support other tours and exhibitions. See appendix 1. Since arrangements are now in place, the Cathedral would prefer to have such a display on site from 1 January 2012.</p>
<p><b>Contribution to conservation &amp; research</b></p>	<p>Following the success of the donation-mechanism at the Cathedral during the temporary exhibition (at close to £1 a head), the Cathedral is ready to consider a similar scheme on a long-term basis, through which visitors to the Chapter House might be invited to contribute to the ongoing fundraising towards conservation and research. This represents the Cathedral's most convenient way to offset costs associated with its loan of hoard items.</p>
<p><b>Education and outreach</b></p>	<p>The cathedral team will include the hoard in their education and outreach programmes, and will develop a selection of education resources that can be shared across the venues.</p>



## Tamworth Castle: local destination

The long-term ambition is to create a Staffordshire Hoard display on the top floor of the castle. The display will explore Tamworth's position at the administrative and political heart of Mercia, the story of its kings, its warrior society and the battles that ensued. The displays will also highlight the arms and armour of the time, through both hoard items and quality replicas, as well as other warrior battle kit on display at and living history events.

<b>A staged approach</b>	As part of the Staffordshire Hoard on Tour exhibition, Tamworth upgraded its intruder alarm to European Grade 3 standards and improved its CCTV system. In the short-term, the castle would like to develop a small interim display of hoard items to display alongside their existing replicas, Anglo-Saxon artefacts and interpretation. Long-term the team at the castle will be staging a major fundraising campaign to improve access up to, and the internal layout of, the top floor of the castle, so that it can receive a more detailed Staffordshire Hoard display.
<b>Stage 1: Temporary Mercian Trail Display</b>	By April 2012, the team at Tamworth Castle is hoping to commission a single case (modelled on the Lichfield Cathedral cases) to house small number of Staffordshire Hoard items.
<b>Funding required</b>	Approximately £6,000 to cover the cost of the case. In addition, the team is keen to discuss the principle, and confirm any necessary financial contribution, to the conservation and research costs for the number of items it hopes to display as part of Stage 1. The costs of temporary related interpretation will be met by the castle.
<b>Loans required (see appendix 2)</b>	The castle would like to borrow 14 items across a variety of categories, with a heavy focus on military items. The castle recognises that the loans would be subject to rotation and replacement of pieces to support other tours and exhibitions. See appendix 2 for full details.
<b>Contribution to conservation &amp; research</b>	Given that the team at the castle will not be fundraising to deliver the stage 1 display, they are keen to understand whether the contribution towards the conservation/research costs (if the principle is agreed) of the temporary loaned hoard items could be covered as part of the Stage 2 permanent display works.



<b>Stage 2: Mercian Trail Display</b>	The display will build on the temporary exhibition and include up to four hoard cases, together with a more detailed exploration of Anglo Saxon life, royalty, battles and tribute, Aethelflaeda, as well as the decline of Mercia. This will be delivered through a mixture of information, hands-on activities and object collections, tailored for a family audience.
<b>Funding required</b>	The sum required for the planned gallery redevelopment is £300 – £350,000. In addition, the team is keen to understand the necessary financial contribution to the conservation & research costs for the number of items it hopes to display as part of Stage 2.
<b>Fundraising strategy</b>	The team at the castle will be applying to the Heritage Lottery Fund – Heritage Grant to realise the full refurbishment of the gallery. The current timescale for this includes pre-application submission in December 2011, first-round submission in March 2011, second-round submission in March 2012, with gallery development/ opening in summer July 2014.
<b>Loans required (see appendix 3)</b>	The castle would like to borrow up to 60/80 items across a variety of categories, with a heavy focus on military items. The castle recognises that the loans would be subject to rotation and replacement of pieces to support other tours and exhibitions. See appendix 3 for full details.
<b>Contribution to conservation &amp; research</b>	If the principle is agreed, the team will include a sum to cover the contribution towards the conservation and research costs of in their bid.
<b>Education and outreach</b>	The castle team will include the hoard in their education and outreach programmes, and will develop a selection of education items that can be shared across the venues.



## A touring exhibition: a regional resource

The long-term ambition is to create a modular touring exhibition containing interpretation, replica items, handling items, education resources and outreach materials that can be delivered through Staffordshire County Council’s museums and education services. The exhibition would not include any items of the Staffordshire Hoard.

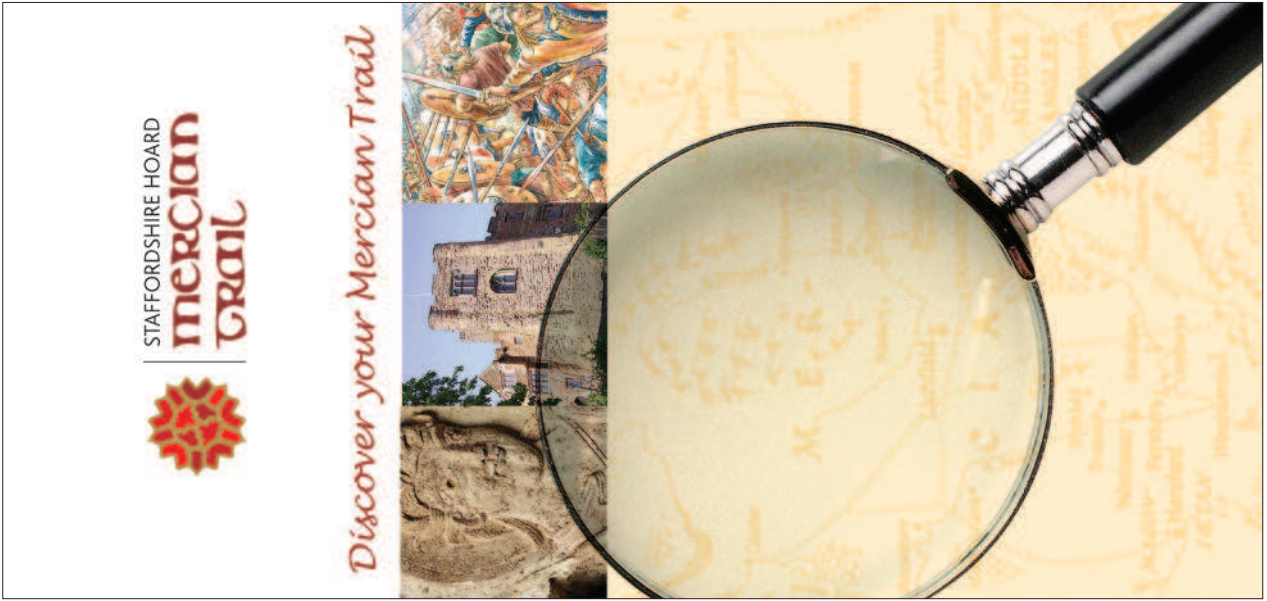
<b>Stage 1: Touring exhibition</b>	The team is keen to apply for funding to realise the touring exhibition during late 2011/early 2012, with the exhibition being developed and launched during 2012/early 2013.
<b>Funding required</b>	£xxx
<b>Fundraising strategy</b>	The team will be applying to the Your Heritage (under £50,000) Heritage Lottery Fund to deliver the modular display.

<b>Education and outreach</b>	<p>The county team will develop extensive educational resources as part of the touring exhibition that could be shared across the venues.</p> <p>In addition, the county council has an ambition to extend the story of the discovery of the hoard through a programme talks and events.</p> <p>The proceeds of these events will help to raise funds towards the development of the touring exhibition, and possibly the conservation and research works.</p>
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<b>Temporary displays</b>	<p>As the county council has no ambitions at the current time to permanently host items of the hoard collection, it is keen to explore the possibility of hosting temporary displays in the future, perhaps in conjunction with displays of the Anglo Saxon Charters which are housed in the William Salt Library.</p> <p>Funding for appropriate cases and interpretation would need to be identified as part of future works.</p>
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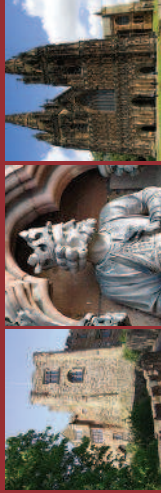






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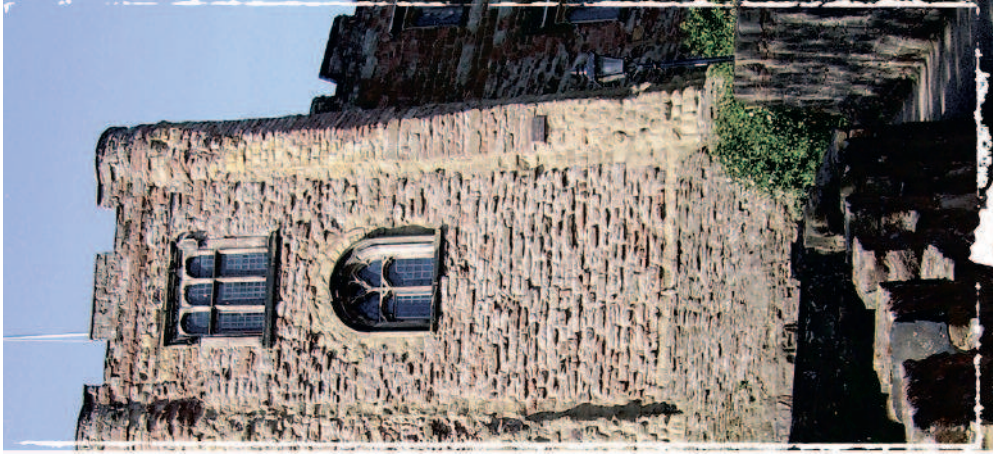
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Discover your Mercian Trail



This summer, discover the secrets of the largest collection of Anglo-Saxon gold ever found, at free exhibitions across Staffordshire. The touring exhibition, which will feature more than 40 star items from the Staffordshire Hoard, will transport you back 1,300 years on a voyage of Anglo-Saxon discovery...



## Lichfield Cathedral

**FREE entry**

The origins of Lichfield Cathedral are rooted in the time scholars believe the hoard was buried. Discover the Lichfield Cathedral story and learn about the 'Christianisation' of Mercia and the heroic figure of St Chad. Marvel at the exquisite Anglo-Saxon treasures – the St Chad Gospels and the Lichfield Angel.

**Call 01543 412121 to book guided and group tours.**

Plan your visit at

[www.visitlichfield.co.uk](http://www.visitlichfield.co.uk)

or call **01543 412112**



## Tamworth Castle

**FREE entry**

As the ancient capital of Mercia, and once home to the King of Mercia's palace, Tamworth's history is crammed with stories of intrigue and warfare. Explore the power struggles of the Anglo-Saxon era, the battles, the blows and the bloodshed.

**Call 01827 709581 or 01827 709618 to book tickets, exclusive guided, group and school tours.**

Plan your visit at [www.whatsontamworth.co.uk](http://www.whatsontamworth.co.uk)

or call **01827 709581**



## Shire Hall Gallery, Stafford

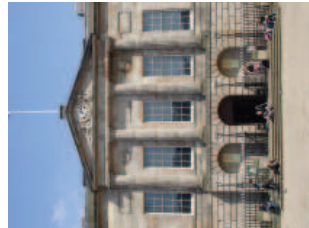
**FREE entry**

Find out how the hoard was found, what archaeological methods were used, and how the soil revealed untold mysteries and stories.

Plan your visit at

[www.enjoystaffordshire.com](http://www.enjoystaffordshire.com)

or call **01785 619619**



STAFFORDSHIRE HOARD

**mercian**  
**Trail**

STOKE-ON-TRENT | BIRMINGHAM  
STAFFORD | LICHFIELD | TAMWORTH

2 FEBRUARY 2012

**REPORT OF THE PORTFOLIO HOLDER FOR ENVIRONMENT AND WASTE  
MANAGEMENT****Campaign to Raise Awareness, Understanding, and to achieve a Reduction in  
incidents of Dog Fouling across the Borough of Tamworth.****EXEMPT INFORMATION****PURPOSE**

To seek Cabinet approval:

- A) for the branding and proposal for an anti-dog fouling education and awareness campaign.
- B) to further raise awareness of the impact of dog fouling on the environment.

**RECOMMENDATIONS**

**That Cabinet approve the branding and proposal for the Mucky Pup- Clean it Up concept and related educational anti-fouling campaigns.**

**EXECUTIVE SUMMARY**

At their meeting of 14 December 2011 approval for the consultation phase for the introduction of Dog Control orders in Tamworth was granted (Minute 104 refers) The process is set to continue until 28 February 2012.

As a further step to improving our local environmental quality, it is proposed that an ongoing educational and awareness campaign is introduced, initially at local hot spots in a focussed effort to reduce the incidents of dog fouling.

Dog fouling issues continue to be a major topic of complaint from the public both via Customer Services, Environmental Management Business Support, the Council website 'Report it', anecdotally and as a re-occurring raised at Community PACT meetings. Citizens Panel's reports have indicated a high level of perception that dog fouling is a concern, with 70.5% of people questioned (Citizens Panel Feb 2011) supporting powers for Street Wardens to deal with litter and dog fouling issues. CRM requests for clean up during the last quarter (Oct-Dec 2011) represented 13% of complaints received by Street Scene. In order to assist with other measures already in place to reduce incidents of dog fouling and improve perception it is proposed to introduce an easily identifiable branded campaign entitled 'Mucky Pup Clean it Up' beginning in March 2012.

It is proposed the campaign will be a series of focussed effort in identified hotspots (for dog fouling) across the Borough each lasting 3 weeks per location, with adhoc unannounced patrols thereafter. The campaign is intended to start in March 2012. Sample poster design attached as Appendix 02.

It is further proposed that all dog related campaigns will be spearheaded by the "hero" dog 'SAXON HOUND' (Appendix 01) as instantly identifiable branding.

The aims of the campaign are;

- To increase awareness of the issues associated with dog fouling.
- To increase awareness of the penalties associated with dog fouling.
- To highlight that public litter bins can be used to dispose of bagged dog faeces.
- To increase the number of 'intelligent' dog fouling reports received by the council.
- To reduce the number of complaints received by the council with regard to dog fouling.
- Engage with dog walkers and promote responsible ownership
- 

A series of notices and information, featuring Saxon Hound will also be made to promote dog welfare issues, entrance signs to parks etc. (Sample attached as Appendix 03)

To promote the campaigns, the Community Safety Partnership, the Police, Housing officers and other Registered Social Landlords will be encouraged to assist in the promotion of the messages. Street Wardens will also hand out cards and posters at PACT meetings and other residents groups.

Full media releases and information will be made on the Council's website and a specific email address created to report in dog fouling.

At the end of the first year, the results of the campaign will be reviewed for effectiveness.

As part of the overall monitoring for local environmental quality indicators (formally NI195) an additional indicator has been created to include fouling incidents. This will initially give a baseline to use to identify improvements in the measured area. Resident's satisfaction surveys will also inform this review.

### **RESOURCE IMPLICATIONS**

The costs of the campaign to be met from existing education and campaign budgets as follows:-

Posters design and production - £500

2 x 6 foot Saxon Dog Mascots - £300

Report it cards for handing to dog owners and other members of the public featuring Saxon - £350

20 x Temporary re-useable 'tri sign' lamppost signage branded to Saxon Hound - £500  
(Sample sign type Appendix 04)

Soluble paint spray - £80

Magnetic vehicle stickers for warden's vehicle (£300)

Street Wardens will deliver these campaigns into existing workplans, consisting of early and late patrols, based on intelligence received.

### **LEGAL/RISK IMPLICATIONS BACKGROUND**

Risk assessments will be as per patrolling officers

Ongoing programme will be dependent on available revenue budgets

### **SUSTAINABILITY IMPLICATIONS**

The Saxon can be used year on year to promote the dog fouling and dog education message. On-going funding will be dependent on future budgets currently contained within the Neighbourhood Services revenue budget.

Hotspot areas will form part of Neighbourhood Services annual team plans for educational and enforcement campaigns.

## **BACKGROUND INFORMATION**

Most dog owners are very responsible , but a small group of people choose to ignore the rules. Dog owners are encouraged to bag their dogs' mess and get rid of it safely. However, for those who continue to ignore the rules, a Fixed Penalty Notice may be issued by a Street Warden, Clean Neighbourhood Enforcement Officer or other authorised staff.

Often dog fouling is caused by people not watching their dog and not realising that it has fouled. Dog owners (or persons in charge of the dog) are responsible for their dogs, whether it's on or off the lead and this will be the key feature of the campaign.

In direct response to complaints from the community, a campaign to tackle dog fouling in Tamworth entitled MUCKY PUP – CLEAN IT UP is proposed, using an identifiable mascot to promote this and other dog related messages.

The aim of the campaign is to seek to reduce the amount of dog faeces in public spaces and raise awareness for the public to report in problem areas for action.

### **MUCKY PUP – CLEAN IT UP CAMPAIGN**

It is proposed that an identified hotspot area will receive an initial visit and accumulations of dog fouling will be sprayed bright pink or orange with soluble paint, left for 24 hours to raise awareness of the problem and then cleaned away. During the first week the street wardens will engage with members of the public regarding the issue and explain how to report. Offenders caught will receive penalty notices.

During the second week, any further mess will be sprayed and noted with a clean up the following day with adhoc patrols undertaken.

All temporary signage will be left in situ for two weeks during the campaign and then removed for use at other locations.

During the third weeks, patrols will continue on a rota basis and at the end of the week accumulations will then be sprayed again to monitor any improvement.

The campaigns will then move on to another location over the next 6 months, with records kept. In areas where the campaign has been done, records will be kept of issues. It is intended that without warning, a further intensive week of activity will be undertaken without notice no later than 3 months after the first campaign in an area.

### **GENERAL DOG WELFARE**

Saxon Hound will be used to promote a wide range of dog related messages including signage to parks and responsible dog ownership including all matters relating to dog control orders.

The Dogs Trust, as a consultee on the dog control orders have indicated that they are willing to assist with any community events to promote the care and welfare of pets. It is the intention also to promote all message at Council and other events.

Feedback received from the Dog Control orders consultation will also seek to ensure that the dog owners are fully aware of the implications of fouling, where to get doggy poop bags from (consultation is underway with a major local supplier) and to ensure that available bins are sited correctly within resources available.

**REPORT AUTHOR**

Jo Sands, Neighbourhood Services Manager

**LIST OF BACKGROUND PAPERS****APPENDICES**

APP 01 – Saxon Hound Design

APP 02 – Mucky Pup proposed poster design

APP 03 – Sample Lamp post sign





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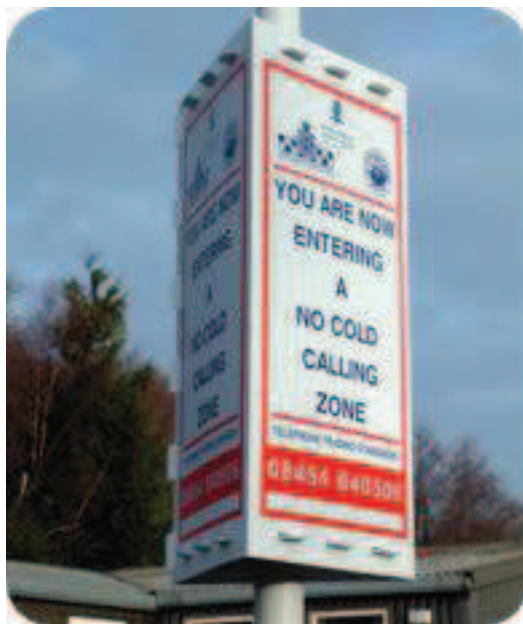


*Saxon says...*

*Dogs not allowed in  
this play area!*

*Tamworth*  
Borough Council

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01 February 2012

**REPORT OF THE PORTFOLIO HOLDER CORPORATE SERVICES & ASSETS****WRITE OFFS 01/04/2011 – 31/12/2011****EXEMPT INFORMATION**

Not exempt

**PURPOSE**

To provide Members with details of write offs from 01 April 2011 to 31 December 2011.

**RECOMMENDATIONS**

That Members endorse the amount of debt written off.

**EXECUTIVE SUMMARY**

The Heads of Service are responsible for the regular review of debts and consider the need for write off and authorise where necessary appropriate write offs in line with the Corporate Credit Policy. This report shows the position for the current financial year. Further updates will continue to be produced on a quarterly basis.

<b>Type</b>	<b>01/04/11-31/12/11</b>
Council Tax	(£6.09)
Business Rates	£186,717.02
Sundry Income	£34,048.62
Housing Benefit Overpayments	£15,026.39

Recovered Write-off ()

**RESOURCE IMPLICATIONS**

There are no new financial implications arising from this report. As the write offs detailed have already been approved in line with the Corporate Credit Policy/Financial Regulations and have been reported to members where appropriate.

Members should note that NNDR write offs are covered by amending the Council's contribution to the Non Domestic Rating Pool.

**LEGAL/RISK IMPLICATIONS BACKGROUND**

Not applicable.

**SUSTAINABILITY IMPLICATIONS**

Not applicable.

**CONCLUSIONS**

That the amounts written off be endorsed.

## BACKGROUND INFORMATION

This forms part of the Council's Corporate Credit Policy and effective management of debt.

The Council is committed to ensuring that debt write offs are kept to a minimum by taking all reasonable steps to collect monies due. There will be situations where the debt recovery process fails to recover some or all of the debt and will need to be considered for write off in accordance with the schemes of delegation prescribed in the Corporate Credit Policy.

The Council views such cases very much as exceptions. Before writing off debt, the Council will satisfy itself that all reasonable steps have been taken to collect it and that no further recovery action is possible or practicable. It will take into account the age, size and types of debt together with any factors that it feels are relevant to the individual case.

### Debt Write Off

Authorisations are needed to write off debt:

<b>Authority</b>	<b>Account Value</b>
Chief Officer (or authorised delegated officer)	up to £5,000
Corporate Director (Resources)	£5,001 - £10,000
Cabinet	over £10,000

These limits apply to each transaction.

All write offs are completed in accordance with the Accounts and Audit Regulations 2003.

### Bad Debt Provision

The level of the provision must be reviewed jointly by the unit and accountancy on at least a quarterly basis as part of the management performance review, and the table below gives the mandatory calculation.

Where the debt is less than 6 months old it will be written back to the service unit.

<b>Debt Outstanding</b>	<b>Provision (net of VAT)</b>
Between 6 and 12 months old	50%
Between 12 and 24 months old	75%
Over 24 months old	100%

The financial effects of providing for Bad Debts will be reflected in the Council's accounts at Service Unit level.

## REPORT AUTHOR

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## LIST OF BACKGROUND PAPERS

Corporate Credit Policy- effective management of debt.

## APPENDICES

Appendices A to D give details of write offs completed for the Revenues and Benefits Service.

## Appendix A- Council Tax

Approval Date	(£0.00-£75.00)	Deputy Director Finance Exchequer & Revenues (£500.01-£1,000.00)	(£1,000.01-£5,000)	Corporate Director Of Resources (£5,000.01-£10,000)	Cabinet (£10,000.01 and over)	Remitted	No. of accounts	Reason(s)
29/11/2011	(£0.01)						1	Reversal- Benefit adjustment
<b>Totals</b>	<b>(£0.01)</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>1</b>	
<b>Q1 totals</b>	<b>(£5.46)</b>						<b>(£0.01)</b>	<b>Quarter 3 Overall Total</b>
<b>Q2 totals</b>	<b>(£0.62)</b>						<b>(£5.46)</b>	
							<b>(£0.62)</b>	
<b>Overall</b>	<b>(£6.09)</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>(£6.09)</b>	<b>Grand Total</b>

## Appendix B- Business Rates

Approval Date	(£0.00-£75.00)	Deputy Director Finance Exchequer & Revenues (£75.01-£500.00)	(£500.01-£1,000.00)	(£1,000.01-£5,000)	Corporate Director Of Resources (£5,000.01-£10,000)	Cabinet (£10,000.01 and over)	Remitted	No. of accounts	Reason(s)
20/10/2011				(£1,631.50)					
21/10/2011				(£2,002.10)					1 Reversal- dividend received
04/11/2011		(£159.62)							1 Reversal- RV reduction
									1 Reversal- dividend received
<b>Totals</b>	<b>£0.00</b>	<b>(£159.62)</b>	<b>£0.00</b>	<b>(£3,633.60)</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>3</b>	
<b>Q1 totals</b>				(£3,847.55)	£136,080.50				Quarter 3 Overall Total
<b>Q2 totals</b>	£136.19	£1,144.36	£2,588.86	£55,407.86					£131,232.95
									£59,277.29
<b>Overall</b>	£136.19	£984.76	£2,588.86	£47,926.71	£136,080.50	£0.00	£0.00	<b>£186,717.02</b>	<b>Grand Total</b>

### Appendix C- Miscellaneous Income

Date	Deputy Director Assets & Environment (£1,000.01-£5,000)	Deputy Director Finance, Exchequer & Revenues (£5,000.01-£10,000)	Environmental & Reg Services	Cabinet	Housing	Communities, Planning & Partnership	No. of accounts	Reason(s)
07/10/2011		£232.58					2	Uneconomic to collect
25/11/2011	£25.00						1	Incorrect amount invoiced
25/11/2011	£3,081.63						1	Statute barred
15/12/2011				£1,840.51			9	Uneconomic to collect
<b>Totals</b>	<b>£25.00</b>	<b>£232.58</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1,840.51</b>	<b>£0.00</b>	<b>13</b>	
<b>Q1 totals</b>	<b>£2,513.31</b>	<b>£3,393.75</b>			<b>£7,784.41</b>	<b>£4,434.51</b>		<b>£5,179.72 Q3 Overall Total</b>
<b>Q2 totals</b>	<b>£1,293.95</b>	<b>£0.00</b>			<b>£349.52</b>	<b>£10,742.92</b>		
<b>Overall</b>	<b>£3,832.26</b>	<b>£6,475.38</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£9,974.44</b>	<b>£4,434.51</b>		<b>£34,048.62 Grand Total</b>

## Appendix D- Housing Benefit Overpayments

Approval Date	Head of Benefits						Corporate Director Of Resources (£2,000.01-£10,000)	Cabinet (£10,000.01 and over)	No. of accounts	Reason(s)
	(£0.00-£75.00)	(£75.01-£500.00)	(£501.00 - £1,000)	(£1,000.01-£2,000)	(£2,000.01-£10,000)	(£10,000.01 and over)				
31/10/2011	£30.28							15	uneconomical to pursue	
	£309.22	£277.85						8	not financially viable	
	£312.54	£75.60						6	less than 2 wks	
	£205.00							5	court costs	
	£107.43	£379.07						4	absconded	
	£44.33		£1,286.18					3	statute barred	
	£129.04							7	less than £35	
	£57.62	£209.37						1	deceased	
		£519.64						4	made unrecoverable by BA	
30/11/2011	£68.76	£101.46						2	less than 2 weeks	
	£58.30							4	less than £35	
	£89.80	£75.78						4	not financially viable	
	£24.02							15	uneconomical to pursue	
		£481.94						1	absconded	
		£614.33						2	deceased	
31/12/2011	£22.78							8	uneconomical to pursue	
	£28.91	£421.76						6	made unrecoverable by BA	
<b>Q2 totals</b>	<b>£1,486.03</b>	<b>£3,156.80</b>	<b>£1,286.18</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>		<b>95</b>		
								<b>£5,931.01</b>	<b>Q3 Overall Total</b>	
Q1 totals	£604.15	£1,859.33	£831.27					£3,294.75		
Q2 totals	£815.23	£2,307.76	£2,677.64					£5,800.63		
<b>Overall</b>	<b>£2,907.41</b>	<b>£7,323.89</b>	<b>£4,795.09</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£15,026.39</b>	<b>Grand Total</b>	