



Regeneration & Planning Policy

Deputy Leader's Statement

2021/22



INTRODUCTION

East Staffordshire Borough Council has three Corporate Priorities:

- **Value for Money Council**
- **Community Regeneration**
- **Environment and Health & Wellbeing**

The following statement sets out how the Deputy Leader for Regeneration & Planning Policy and officers within this portfolio area will contribute to achieving these priorities, as well highlighting key achievements from 2020/21.

However the activities outlined in the statement are often cross-cutting themes with overlaps into other areas, and throughout the statement there may be examples of joint delivery with other Executive Members as well as managers from other sections.

Each of the statements made by the individual portfolio holders will then be collated to form the basis of East Staffordshire Borough Council's Corporate Plan for 2021/22.

ACHIEVEMENTS IN 2020/21

Over the past 12 months, the Council has been working hard to deliver the objectives set out in the Corporate Plan and to continue to improve its services, whilst at the same time adapting and responding to the unprecedented challenges resulting from the Coronavirus pandemic.

The Regeneration & Planning Policy portfolio is currently on track to achieve 100% of the milestones set for 2020/21 by the end of this financial year.

Some of these achievements are highlighted in the following section.

Continued to Work Smarter in Planning

We maintained top quartile performance and continued to improve our overall planning processes with new procedures and practices. We also introduced improvements and new ways of working and evaluated the benefits of an integrated document management system within the Planning section. We responded to national consultation and also informed Elected Members of new Planning legislation and local and national developments through a series of targeted briefings.

New and Refreshed Planning Policies

We published the Authority Monitoring Report, the Brownfield Register and the Infrastructure Funding Statement as legislatively required. We also revised and republished our Statement of Community Involvement, we finalised and adopted the Brewery Building Conversion Design Guidance SPD and we also revised and adopted the Car Parking SPD.

Monitoring Local Plan Performance

We carried out an in-depth review of the Council's Local Plan to examine how it was performing. The conclusions were that the Council has maintained a strong 5 year land supply position and performed well at appeal; the policies in the existing Plan are still relevant and robust; housing delivery performance has

been effective and there is still a good supply of sites to be delivered. A thorough review of all policies in the plan has been undertaken in terms of delivery and compliance with national policy, which has not indicated that there is an urgent or essential need to update the policies in the immediate short term.

Regeneration

During 2020/21, the Council continued to progress its partnership working with the Burton upon Trent Town Deal Board, chaired by Ben Robinson MBE, to create a Town Investment Plan that was submitted to Government on 11th December 2020. The plan is being assessed by Government during early in 2021.

Alongside the Towns Fund work, the Council has taken forward the first phase of the Washlands Enhancement Project, laying the foundations for improvements to be delivered during 2021/22, utilising £1m of external funding. Adjacent the Washlands, the Enterprise team has worked closely with Jessups to support them in submitting a new mixed used planning application for Bargates to delivery uses that includes a full application for residential and office units and an outline application for uses that could include hotel, apartments, and public houses/drink establishments. This application is currently being reviewed by the Local Planning Authority.

In October 2020, the Station Street regeneration project completed, which completely transformed the look and function of the pedestrianised area of Burton town centre. From this, work commenced in January 2021 to deliver further public realm improvements to the adjoining High Street. The Uttoxeter Masterplan was also approved by Council in December 2020, which identifies options for regenerating the town to improve its potential for economic growth and prosperity in the future.

OBJECTIVES FOR 2021/22

The Council is determined to continue to build on its successes during 2020/21 as it moves forward into the 2021/22 financial year. It will continue to improve performance, service delivery and value for money through delivery of the Council's three Corporate Priorities. Achievement of these priorities will be supported by the Regeneration & Planning Policy portfolio through delivery of the objectives detailed in the following section. The specific performance indicators identified to measure these objectives are referenced in the paragraphs below.

SMARTER Planning improvements (Target Ref No. RPP01, RPP02, RPP03, RPP04)

We will continue to deliver excellent services and maintain top quartile performance. We will build on the previous year's investigation into a document management system and work towards the migration of the Planning M3 System to the Assure platform. We will also look into making improvements to online mapping by replacing the current system to meet website standards, accessibility guidelines and provide more reliable data retrieval. We will continue to inform Elected Members of new Planning legislation, our Planning Enforcement activities and local and national developments through a series of targeted briefings.

Streamlining the Section 106 Process (Target Ref No. RPP09, RPP10)

We will prepare a guide which will set out the approach to prioritising S106 contributions where there is limited viability. In addition we will also investigate whether a monitoring fee could be sought for S106. This will help ensure S106 funds are spent on services and enhancements which are most needed first.

New and Refreshed Planning Policies & Technical Guidance (Target Ref No. RPP15, RPP30, RPP31)

We will develop a Tourism Technical Guide which will provide consistency and guidance for applicants, elected members and Planners. Biodiversity loss is a global problem and so we will also provide guidance on how we will strive to

achieve biodiversity net gains when assessing applications. In addition to this, we will also look to develop a Local Sustainable Development (Climate Change) SPD which will include guidance on a number of topical areas.

Monitor the Performance of the Local Plan (Target Ref No. RPP05, RPP06)

We will review the Council's Local Plan again to examine how it is performing against the Plan objectives and assess its compliance to national planning policies. We will conduct a Strategic Housing Land Availability Assessment to which will identify sites which have the potential for future housing development and we will continue to calculate our Five Year Housing Land Supply position and performance against the national housing and delivery test.

Supporting Neighbourhood Plans (Target Ref No. RPP14)

The Council will continue to support neighbourhoods with the development and review of their Neighbourhood Plans, including the Rolleston on Dove Neighbourhood Plan referenda which is scheduled to take place in May 2021.

Deliver transformative regeneration for Burton upon Trent through the Towns Fund (Target Ref No. RPP16, RPP17, RPP18, RPP19)

Following the submission of the Town Investment Plan for Burton in December 2020, 2021/22 will see the approved intervention projects go through a business case development process prior to being implemented. This will include initially agreed Heads of Terms with Government and confirming the final projects, during which time any 'shovel ready' interventions that could be delivered quickly will be identified.

Once these have been agreed in the first quarter of 2021/22, the Council will work with the Town Deal Board and lead partners for projects to support the development of business cases for each project. The Council will lead on the business case for the High Street Property Intervention project, with others being led by the organisations that proposed the projects. These business cases will be reviewed through an internal, but independent, process, which will be agreed with Government in the Heads of Terms, after which the final

summary documents for each project will be submitted to Government at the end of the year. As such, the focus of 2021/22 for the Towns Fund programme will be on developing each project prior to implementation.

Support the regeneration of Uttoxeter through the Uttoxeter Masterplan (Target Ref No. RPP20, RPP21)

In recognition of the strength of public feeling regarding the regeneration of Uttoxeter, the Council will bring forward the next round of consultation on the key sites identified in the Uttoxeter Masterplan, and commence face to face consultation with residents as soon as is practically achievable. Following the outcome of the consultation, we will look to work with landowners in Uttoxeter to bring forward regeneration interventions in the town. As part of this, the Council will work with Staffordshire County Council to create a sustainable bus and parking strategy for Uttoxeter, which will address the current and future needs of the town, this will ensure access to Bus services and town centre parking provision are not compromised as the town begins a programme of regeneration and investment.

Support the delivery of affordable housing on brownfield land through the utilisation of S106 commuted sums (Target Ref No. RPP22)

The Council's Brownfield and Infill Regeneration Strategy is a key enabler of delivering affordable housing on difficult brownfield sites, utilising ring-fenced funding from Section 106 agreements. Whilst the outcome of the recent Planning White Paper has not been confirmed, the consultation proposed changes to the way in which affordable housing, infrastructure, and obligations are achieved. As such, it will be appropriate to review the existing strategy and consider if there are any proposed changes to the planning process that should be reflected within it.

Improve the Washlands as a regional attraction (Target Ref No. RPP23, RPP24)

During 2020/21, the Council took forward the first phase of the Washlands Enhancement Project whilst it worked in partnership with the Environment Agency to support the completion of their Flood Defence project in Burton upon

Trent. Whilst the first phase of the enhancement project focused on preparatory work, such as ground investigations and a planning application, the second phase will involve significant on-site works to realise the vision for the Washlands central area. Over 2021/22, the Council will deliver these works with a view to practically complete the enhancement project by March 2022.

Complementing this project, we will undertake a feasibility study looking at the appropriateness of creating a visitor centre for the Washlands, which will support the enhancement of the area as a regional attraction.

Support economic growth in East Staffordshire (*Target Ref No. RPP24, RPP25, RPP26, RPP27, RPP28, RPP29*)

To support economic growth in the Borough we will continue some of our existing, strong partnership working, such as with the Worklessness Action Group to delivery job fairs throughout the year, as well as undertake some new initiatives. This year, the Council will look to implement its Small Business Fund to support new and emerging businesses in the Borough.

Particularly with the challenges that the Covid-19 pandemic has presented local businesses with over the last year, we want to ensure that town centre retailers are engaged on a regular basis through 4 engagement events during 2021/22 so that they can be kept updated on the regeneration activities of the Council. We will also look to specifically engage businesses in Uttoxeter to discuss the feasibility of supporting a Business Improvement District in the town, to further drive its prosperity. Similarly, in Burton, the Council will look at commissioning consultative place making support to look at how the town can be marketed in a way that will promote inward investment.

MEASURES AND TARGETS FOR 2021/22

The Regeneration and Planning Policy portfolio has identified a number of measures and targets for 2021/22 which will contribute to the delivery of the objectives detailed above. These are set out in the following tables.

Value for Money Council

Reference Number	Measures	Target 2020/21	Target Date
RPP01	Continue to develop SMARTER working practices for Planning	Prepare the 'Assure' Migration Project Plan	June 2021
RPP02	Continue to develop SMARTER working practices for Planning	Implement new Online Mapping System Improvements	March 2022
RPP03	Continuing to inform and improve Planning awareness with Members	At least 2 briefings delivered to elected members during the year	March 2022
RPP04	Continuing to inform and improve Planning awareness with Members	Targeted Planning Committee Briefings - 10 throughout the year	March 2022
RPP05	Monitor Local Plan Performance	Authority Monitoring Report Prepared	December 2021
RPP06	Monitor Local Plan Performance	SHLAA completed	September 2021
RPP07	Monitor Local Plan Performance	Consider review of the Local Plan	October 2021

Reference Number	Measures	Target 2020/21	Target Date
RPP08	New and Refreshed Planning Policies	Publish Infrastructure Funding Statement	January 2022
RPP09	New and Refreshed Planning Policies	S106 Prioritisation Report Approved	August 2021
RPP10	New and Refreshed Planning Policies	S106 Monitoring Fee Report Approved	August 2021

Community Regeneration

Reference Number	Measures	Target 2020/21	Target Date
RPP11	Major Planning Applications Determined Within 13 Weeks	Top Quartile as measured against relevant MHCLG figures	
RPP12	Minor Planning Applications Determined Within 8 Weeks	Top Quartile as measured against relevant MHCLG figures	
RPP13	Other Planning Applications Determined in 8 Weeks	Top Quartile as measured against relevant MHCLG figures	
RPP14	Supporting Neighbourhood Plans	Rolleston Neighbourhood Plan Made	May 2021 (unless Elections are postponed)

Reference Number	Measures	Target 2020/21	Target Date
RPP15	New and Refreshed Planning Policies	Tourism Technical Guide Finalised	December 2021
RPP16	Deliver transformative regeneration for Burton upon Trent working in partnership with the Burton Towns Fund board	Agree the Heads of Terms with MHCLG for Burton's Towns Fund bid	April 2021
RPP17	Deliver transformative regeneration for Burton upon Trent working in partnership with the Burton Towns Fund board	Submit project confirmations and up to 2 shovel ready proposals to MHCLG	June 2021
RPP18	Deliver transformative regeneration for Burton upon Trent working in partnership with the Burton Towns Fund board	Develop a business case for the High Street Property Intervention project and support strategic partners in developing business cases for the remaining Towns Fund projects	December 2021
RPP19	Deliver transformative regeneration for Burton upon Trent working in partnership with the Burton Towns Fund board	Submit the Summary Documents for all the Burton Towns Fund projects to MHCLG	March 2022
RPP20	Support the regeneration of Uttoxeter through the Uttoxeter Masterplan	Following consultation brought forward, review progress against the implementation of the Uttoxeter Masterplan – explore and bid for monies from the levelling up fund	October 2021

Reference Number	Measures	Target 2020/21	Target Date
RPP21	Support the regeneration of Uttoxeter through the Uttoxeter Masterplan	Work with Staffordshire County Council to develop a sustainable bus and parking strategy for Uttoxeter	March 2022
RPP22	Support the delivery of affordable housing on brownfield land through the utilisation of S106 commuted sums	Review and update the Brownfield and Infill Regeneration Strategy in line with new Government guidance and policy	March 2022
RPP23	Improve the Washlands as a regional attraction	Undertake a feasibility study to inform the development of a Washlands Visitor Centre	December 2021
RPP24	Improve the Washlands as a regional attraction	Complete the delivery of the Washlands Enhancement Project	March 2022
RPP25	Support economic growth in East Staffordshire	Working with the Worklessness Action Group and local MP, as appropriate, support the delivery of three physical or virtual job fairs	March 2022
RPP26	Support economic growth in East Staffordshire	Administer the Small Business Fund grant scheme to support the growth of small businesses and start-ups	March 2022
RPP27	Support economic growth in East Staffordshire	Hold 4 engagement events with Town Centre retailers	March 2022

Reference Number	Measures	Target 2020/21	Target Date
RPP28	Support economic growth in East Staffordshire	Consider creating a Business Improvement District in Uttoxeter	March 2022
RPP29	Support economic growth in East Staffordshire	Commission inward investment consultants to drive private investment in Burton	July 2022

Environment and Health & Wellbeing

Reference Number	Measures	Target 2020/21	Target Date
RPP30	New and Refreshed Planning Policies	Produce Guidance on achieving Biodiversity net gains through Planning	March 2022
RPP31	New and Refreshed Planning Policies	Draft Local Sustainable Development (Climate Change SPD)	March 2022