



Telford & Wrekin  
COUNCIL

Addenbrooke House Ironmasters Way Telford TF3 4NT

## CABINET

Date **Thursday, 21 April 2016** Time **5.00pm**  
Venue **Meeting Room G3/G4, Addenbrooke House, Ironmasters Way, Telford, TF3 4NT**

### Enquiries Regarding this Agenda:

Democratic Services	Deborah Moseley	01952 383215
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### Cabinet Members:

Cllr K Sahota	Leader
Cllr R Overton	Deputy Leader & Housing, Public Health & Protection
Cllr L Carter	Council Finance & Service Delivery
Cllr E Clare	Leisure Services & Culture
Cllr S Davies	Business, Neighbourhood & Customer Services
Cllr A England	Adult Social Care
Cllr A McClements	Communities, Regeneration & Transport
Cllr G Reynolds	Employment & Skills
Cllr P Watling	Children, Young People & Families

### Invitees

Cllr A Eade	Leader – Conservative Group
Cllr W Tomlinson	Leader – Liberal Democrat/Independent Group

## AGENDA

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K	7.	<b>Article 4 Permitted Development Rights – Employment Areas</b>	Cllr R Overton	Appendix E	73
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## **CABINET**

**Decision Notices and Minutes of a meeting of the Cabinet held on  
Thursday, 21 April, 2016 at 5.00 p.m. at Addenbrooke House,  
Ironmasters Way, Telford**

**PUBLISHED ON WEDNESDAY, 27 APRIL, 2016**

**(DEADLINE FOR CALL-IN: TUESDAY, 3 MAY 2016)**

**PRESENT:** Councillors K S Sahota (Leader and Chair), L D Carter, E A Clare, S Davies, A R H England, A D McClements, R A Overton, G C W Reynolds and P R Watling

**ALSO PRESENT:** Councillor N Dugmore (Conservative Deputy Group Leader) and W L Tomlinson (Liberal Democrat/Independent Group Leader)

### **COUNCILLOR K S SAHOTA**

Prior to the commencement of the meeting, the Leader reported that this would be his last Cabinet meeting in the role of Leader as he was resigning from the position to spend more time with his family and was about to welcome his first grandchild. The Council would elect a new Leader at the Annual General Meeting on 23 May 2016, after which Councillor Sahota would continue to represent the Council's Malinslee and Dawley Bank Ward. He thanked past and present Cabinet Members for their support.

Members of the Cabinet paid tribute to Councillor Sahota's leadership, noting the Council's many achievements under his tenure, particularly securing the MoD Fulfilment Centre at Donnington for the Borough, together with his support for individual Cabinet Members and friendship. Councillors Tomlinson and Dugmore also shared words of tribute and wished Councillor Sahota well.

### **CB-93      APOLOGIES FOR ABSENCE**

Councillor A J Eade (Conservative Group Leader).

### **CB-94      DECLARATIONS OF INTEREST**

None.

### **CB-95      MINUTES**

**RESOLVED** – that the minutes of the meeting held on 24 March 2016 be confirmed and signed by the Chair.

**Non Key Decision**

Councillor S Davies, Cabinet Member: Business, Neighbourhood & Customer Services, presented the report of the Assistant Director: Business, Development & Employment which focussed on the successes of the Destination Telford Programme, including collaborations with the private sector and the new Telford Festival programme. The report also summarised the budget and the short and long term opportunities to generate income to sustain and grow the programme impact. The report detailed the main challenges of engaging the private sector in collaborative engagement and the potential to exploit opportunities and synergies with the business Growth Hub, Pride in Your High Street Campaign, the delivery of the new festival and events programme and the Telford Loyalty Card. The report went on to highlight activities around the newly launched Visitor Economy Forum and associated collaborations, destination promotion and packaging, the Telford Festival and harnessing the power of new creative media.

The Council had committed to support the promotion of Destination Telford with a budget approval of £250,000. The Destination Telford Programme would be overseen by the Enterprise Telford Board, established to own and direct delivery of the Enterprise Telford strategy and to monitor and manage strategic issues relating to growth and investment, in addition to monitoring and approving expenditure from the Destination Telford budget and monitoring the impact of Programme activity.

Members welcomed the report and the range of activities available across the borough to accommodate a wide range of ages and backgrounds. In response to a comment regarding the limited detail about costings for events, the Cabinet Member stated that many of the events were being run by the private sector who would take the budget risk whilst paying the Council a guaranteed income.

**RESOLVED – that**

- (a) the progress and success of the Destination Telford programme to date be noted;**
- (b) the Telford Festival programme content and delivery proposals be noted and approved;**
- (c) the monitoring and steering arrangements for the Destination Telford programme and Telford Festival through the Enterprise Telford Board be noted; and**
- (d) authority be delegated to the Assistant Director Business, Development & Employment, in consultation with the Cabinet Member for Business, Neighbourhoods & Customer Services, to approve the administration and distribution of destination funds**

**and approve public/private ventures to support the programme's objectives and create a legacy fund for future Programme activity.**

**CB-97            INTEGRATION OF HEALTH & SOCIAL CARE**

**Non-Key Decision**

Cllr Richard Overton, Cabinet Member for Housing, Public Health & Protection, presented the report of the Director of Children's & Adults Services and the Assistant Director: Health & Wellbeing which set out progress in establishing a shared narrative to underpin plans for a deeper integration of health and social care to deliver improved outcomes within available resources. This followed the report to the last Cabinet meeting which set out the Health & Wellbeing Strategy.

Greater synergies between the Council and Clinical Commissioning Group were sought through the development of a new vision - "Together we will work to enable people in Telford to enjoy healthier, happier and longer lives" – and shared narrative (set out at Annex A to the report) under a governance structure which was linked to the Health & Wellbeing Board. This also complemented the Chancellor's plans for greater integration of health and social care by 2020 as set out in the Spending Review 2015.

The new approach would be underpinned by the Council's Co-operative Council ethos and values and was in line with the 'Being the Change' strategy in terms of prevention and managing demand and challenging the way the Council carried out its functions.

Members welcomed the developing relationship with key partners which was vital to meet the demands and challenges of the approach set out in the narrative.

**RESOLVED – that the shared narrative set out in Annex A to the report be approved as a basis for developing plans for the integration of health and social care.**

**CB-98            TREE AND WOODLAND POLICY FRAMEWORK**

**Key Decision** identified as **Tree and Woodland Framework** in the Notice of Key Decisions published on 23 March 2016.

Councillor S Davies, Cabinet Member: Business, Neighbourhood & Customer presented the Tree and Woodland Framework, the governing document to support the Council's strategy to deal with a wide range of tree and woodland related customer enquiries and other related issues. The Neighbourhood & Customer Services area received the majority of tree related public enquiries due to the resource being primarily located in public open spaces and woodlands. However, there were other Council owned trees and woodlands outside the remit of Neighbourhood & Customer Services, for example trees in school grounds and the approach to dealing with risk within these other areas

would be incorporated within the emerging Corporate Tree Risk Strategy, to address managing risk on all Council owned trees.

The Framework was underpinned by twelve clear policies which set out the principles and triggers for action within those service areas involved in managing the tree and woodland resource. These policies created ground rules to enable greater consistency in tree works and an effective mechanism to manage public expectation.

The Cabinet Member thanked the Parks and Open Spaces Group Manager for her extensive work in developing the framework. Members welcomed the framework which provided direction and gave assurances to the public.

**RESOLVED that**

- (a) **the Tree and Woodland Framework for Telford & Wrekin – Connecting Communities with Trees and Woodlands 2016-2021 be approved as a document setting out a clear policy for the Borough that will enable a better communication process with customers and provide a working document to manage trees and woodlands within the Borough; and**
- (b) **the policies, findings and recommendations of the Tree and Woodland Framework for Telford & Wrekin – Connecting Communities with Trees and Woodlands 2016-2021 document be adopted.**

**CB-99      ARTICLE 4 - DIRECTION TO REMOVE PERMITTED DEVELOPMENT RIGHTS IN THE BOROUGH'S PRIMARY EMPLOYMENT AREAS**

**Key Decision** identified as **Article 4 Permitted Development Rights – Employment Areas** in the Notice of Key Decisions published on 23 March 2016.

Cllr Richard Overton, Cabinet Member for Housing, Public Health & Protection, introduced the report of the Assistant Director: Business, Development and Employment which addressed the Government's intention to make permanent measures introduced as temporary changes (to 30 May 2016) to the General Permitted Development Order which had allowed changes of use of various buildings, without the need to apply for planning permission for a period of three years. In order to address the adverse impact on the integrity of the borough's large employment areas and the Borough's economic growth strategy, it was proposed to remove permitted development rights for the conversion of offices and storage or distribution centres into residential use for the areas of Hortonwood, Stafford Park, Halesfield, Tweedale and Central Park/ Town Centre under Article 4 of the Town and Country Planning (General Permitted Development Order) 2015. This would not mean that such conversions could not happen but that they would require

planning approval, which would involve consideration of appropriate conditions, restrictions and S106 contributions.

Following questions, the Assistant Director: Business, Development and Employment confirmed that the change was part of the government's approach to streamlining the planning process and may in future be extended to land as well as existing buildings.

Members welcomed the proposals which would offer protection for the borough's industrial sites as it was anticipated that conversion of some of these sites could eventually lead to nuisance complaints.

**RESOLVED – that**

- (a) **authority be delegated to the Assistant Director: Business, Development & Employment to make a Non Immediate Direction under Article 4 (1) of the Town and Country Planning (General Permitted Development Order) 2015 to remove permitted development rights under Schedule 2 Part 3 Class (O) changes of use from offices to dwelling houses and Schedule 2 Part 3 Class (P) changes of use from storage or distribution centre to dwelling houses from the employment areas of Central Park/ Town Centre, Halesfield Hortonwood, Stafford Park, and Tweedale as identified on the attached location plans.**
- (b) **authority be delegated to the Assistant Director: Business, Development & Employment in consultation with the Lead Cabinet Member to exercise all the powers conferred on the Council regarding the making, processing and confirmation of the Direction referred to in paragraph 2.1 above.**

**CB-100      AMENDMENT AND ADDITION TO DELEGATED POWERS TO COUNCIL OFFICERS IN ACCORDANCE WITH THE LOCAL GOVERNMENT ACT 2000, LOCAL GOVERNMENT ACT 1972, SECTION 100 G (2) LIST**

**Non-Key Decision**

Cllr Richard Overton, Cabinet Member for Housing, Public Health & Protection, introduced the report of the Assistant Director: Neighbourhood & Customer Services which sought approval to delegate powers to appropriate officers in order to allow the post-holders to carry out their duties on behalf of the council following recent changes in legislation.

Customer and Neighbourhood Service Staff and other council enforcement staff had powers delegated to them in order to allow officers to deliver the Council's statutory duties at the most appropriate level. This report proposed delegations to specific posts in respect of Executive functions for the delegation of powers as outlined in the appendix attached to the report due to changes in legislation.

**RESOLVED** – that the delegation of functions as set out at Appendix 1 of the report be approved.

The meeting ended at 5.49pm

**Signed for the purposes of the Decision Notices**

**Jonathan Eatough**  
**Assistant Director: Governance, Procurement & Commissioning**  
**Date: 29 April 2016**

**Signed:** .....

**Date:** .....

## **CABINET**

**Decision Notices and Minutes of a meeting of the Cabinet held on Thursday, 24th March, 2016 at 5.00 p.m. at Addenbrooke House, Ironmasters Way, Telford**

**PUBLISHED ON FRIDAY, 1<sup>ST</sup> APRIL, 2016**

**(DEADLINE FOR CALL-IN: WEDNESDAY, 6<sup>TH</sup> APRIL, 2016)**

**PRESENT:** Councillors K.S. Sahota (Leader and Chair), L.D. Carter, E.A. Clare, S. Davies, A.R.H. England, A.D. McClements, R.A. Overton, G.C.W. Reynolds and P.R. Watling

**ALSO PRESENT:** Councillors A.J. Eade (Conservative Group Leader) and W.L. Tomlinson (Liberal Democrat/Independent Group Leader)

### **PHIL SMITH**

Prior to the commencement of the meeting, the Leader reported that this would be the last Cabinet meeting to be attended by Phil Smith, Democratic Services Team Leader, who would be leaving the Council in May. He thanked him for all his work and the support he had provided to Elected Members and the democratic process at the Council.

### **CB-82      APOLOGIES FOR ABSENCE**

None

### **CB-83      DECLARATIONS OF INTEREST**

None

### **CB-84      MINUTES**

**RESOLVED** – that the minutes of the meeting held on 25<sup>th</sup> February 2016 be confirmed and signed by the Chair.

### **CB-85      HOUSING INVESTMENT PROGRAMME UPDATE**

**Key Decision** identified as **Housing Investment Programme** in the Notice of Key Decisions published on 27 January 2016.

Councillor S. Davies, Cabinet Member: Business, Neighbourhood & Customer Services, presented the report of the Managing Director, which provided an update on progress on the Housing Investment Programme (HIP) since Nuplace Ltd, the Council's delivery vehicle for developing, managing and

maintaining the HIP rental property portfolio, had been operational, and sought approval for proposed amendments to the Business Case and Terms of Reference.

The two Phase 1 sites at Pool View, Randlay and Woodlands, Madeley were under development, with all the 31 units at Randlay being reserved shortly after availability was announced. The first tenants had moved in on 11 March. Planning applications had been submitted for two of the Phase 2 sites (Matlock Ave and Madeley Court) with imminent submissions for the sites at Newport and Hadley. However, following detailed feasibility and viability assessments of all the identified sites in the HIP Business Case, the sites at Wildwood, Woodside and Deercote, Hollinswood were not viable and had been removed from the Programme. In addition, there was a proposed reduction in the number of units at Southwater and a need for further analysis of the Business Case for the site given the untested apartment market and high build costs. A Site Assessment Summary was appended to the report, which included the potential for delivering additional units at Matlock Ave and introducing a site adjacent to the new Hadley Centre. These proposals had been included in a revised Business Case, which was appended to the report.

The current financial position of the HIP was contained in the revised Business Case. The key financial assumptions underlying the Programme had been reviewed, and it was now projected that there would be a benefit of £70m to the General Fund over 30 years – an increase of £6m from original assumptions. The revised capital costs as a result of changes to the Programme were within approved capital allowances.

Councillor A. J. Eade (Conservative Group Leader) expressed concern at the intention to build houses on the former CRC site at Newport, when there were more suitable sites elsewhere in the locality. The reduction in the number of units at Southwater was concerning, and they were probably not viable in the first place. In response, the Cabinet Member advised that the Newport site would be 100% affordable housing and had been chosen because it was on Council owned land unlike the other sites referred to by Councillor Eade. The draft Local Plan had designated a number of sites in Newport as employment land, and had been widely supported by the business community. In relation to Southwater, a more pragmatic position was being taken about the type of housing, but they would still be for rent rather than for sale.

Councillor W. L. Tomlinson (Liberal Democrat/Independent Group Leader) recognised the need to be cautious and to adapt to changing circumstances. However, the HIP involved mostly brownfield sites that commercial developers may not have been keen to develop, and it would bring in much needed income to the Council.

Other Members referred to the benefits that the HIP would bring in terms of raising standards in the private rented sector, giving tenants security and high quality homes, and bringing sites back into use that otherwise might become eyesores. The Cabinet Member also stated that other local authorities were looking at this initiative, and that this could bring in further income through advisory/consultancy fees.

## **RESOLVED –**

- (a) that the revised Business Case, as shown at Appendix 1 of the report, be approved;**
- (b) that the revised Project Board Terms of Reference, as shown at Appendix 3 of the revised Business Case, be approved;**
- (c) that authority be delegated to the Managing Director, in consultation with the Cabinet Member: Business, Neighbourhood & Customer Services and Cabinet Member: Housing, Public Health & Protection, and the Housing Investment Project Board, to execute any documents necessary to implement the revised Business Case and enter into any agreements necessary for the disposal or acquisition of land required to give effect to the resolutions above.**

## **CB-86      ANNUAL PUBLIC HEALTH REPORT 2015/16**

### **Non-Key Decision**

The statutory Director of Public Health presented her Annual Report for 2015/16 – Living Well for Longer in Telford & Wrekin, a copy of which was appended to the agenda.

The Report focussed on the health and wellbeing of people in their 50s, 60s and 70s within the following areas – Looking After Yourself – Healthier Lifestyles, Recognising and Supporting those in Difficulty, Valuing Contributions and Staying Well. There was strong evidence that improving lifestyle behaviour for people in midlife would significantly improve health and wellbeing in the Borough. Underpinning this was support within communities from family, friends and neighbours, as well as good quality employment opportunities for older people. Prevention was better than cure, and actions at a local level were needed for awareness raising and early diagnosis of health risk factors and symptoms.

The Report contained a number of recommendations that Cabinet was asked to support. These would be used to shape the Living Well and Ageing Well programme that would support the delivery of the new Health & Wellbeing Strategy.

The report was interactive in style and included a video clip and infographic links. The document and its messages had been promoted through a social media campaign.

Councillor R.A. Overton, Cabinet Member: Housing, Public Health & Protection, thanked Liz Noakes for her Report, and advised that it had been endorsed by the Health & Wellbeing Board. Councillor A.R.H. England, Cabinet Member: Adult Social Care, added that the recommendations in the Report linked to the strategy for keeping people healthy at home and away

from high cost social/health care. Councillor W. L. Tomlinson (Liberal Democrat/Independent Group Leader) referred to the Cabinet's previous decision, as a result of a reduction in the Government's Public Health Grant, to end free swimming for over 50s, and whether this could be reconsidered. Councillor E.A. Clare, Cabinet Member: Leisure Services & Culture, reported that the scheme had been successful in getting over 50s to use the Borough's swimming pools. To support the recommendations in the Annual Health Report, a reduced charge of £1 per swim (with a TLC card) would be brought in for over 50s, which was in line with the cost for over 60s.

**RESOLVED** – that the 2015/16 Annual Health Report be endorsed, and that the following recommendations be supported:

**Recommendation 1: Action should be taken by the Council and partners to encourage and support people over 50 to adopt healthy lifestyle behaviours, which incorporate opportunities to volunteer and ensure advice, signposting into services by health and social care professionals is systematic.**

**Recommendation 2: The Council's public health team should work with key partners to develop the wider public health workforce to expand our local capacity and capability to improve the health and wellbeing for our ageing population.**

**Recommendation 3: Action should be taken by the Council, NHS Telford and Wrekin Clinical Commissioning Group and partners to ensure good access to healthy lifestyle support for the most vulnerable adults, such as those with long term conditions or mental health illness.**

**Recommendation 4: The Council, its partners and communities should support and promote a range of group, one-to-one and volunteering activities that meet the needs and interests of local older people.**

**Recommendation 5: Building on work already underway, the Council and partners should take a community-centred approach to improving the health and wellbeing of our ageing population.**

**Recommendation 6: Action should be undertaken by the Council with local employers to raise awareness of the links between work, healthy lifestyles and wellbeing and the action employers can take to increasing employment opportunities and retention for older people.**

**Recommendation 7: Action should be taken, by NHS Telford & Wrekin CCG with the Council and other partners to maximise every opportunity for awareness raising and early detection of risk factors and symptoms, ensuring early diagnosis and treatment for cancer, cardiovascular disease (heart disease and stroke) and Type 2 Diabetes.**

## **CB-87      HEALTH AND WELLBEING STRATEGY**

### **Non-Key Decision**

Councillor R.A. Overton, Cabinet Member: Housing, Public Health & Protection, presented the report of the Assistant Director: Health & Wellbeing, which sought endorsement of the new Health & Wellbeing Strategy for the Borough for the period 2016 – 2019. A copy of the Strategy was appended to the report.

The new Health & Wellbeing Strategy had been developed by the Health & Wellbeing Board over the last 6 months. The purpose of the Strategy was to identify priorities against which the Board would drive delivery. The development of the Strategy had been informed by using existing information about health and wellbeing in the Borough and the results of a public consultation survey. The draft Strategy was considered by the Health & Wellbeing Board in December 2015, followed by a further period of public engagement asking the public what they would want to see change in their communities as a result of the Strategy, and how they could contribute. The draft Strategy was also sent to all organisations represented on existing partnership boards.

The Strategy set out a new vision for the Health & Wellbeing Board – “Together we will work to enable people in Telford & Wrekin to enjoy healthier, happier and longer lives”. It also incorporated three cross-cutting priorities where fastest progress was needed:

- Encourage healthier lifestyles;
- Improve mental wellbeing and mental health;
- Strengthen our communities and community based support.

**RESOLVED – that the Health & Wellbeing Strategy 2016-19 be endorsed.**

## **CB-88      GREEN GUARANTEE**

### **Non-Key Decision**

Councillor R.A. Overton, Cabinet Member: Housing, Public Health & Protection, presented the report of the Assistant Director: Business, Development & Employment, which sought approval for the protection of 104 green spaces owned by Telford & Wrekin Council as part of the Council’s Green Guarantee referred to in the Local Plan publication document.

The Green Guarantee identified a range of locally important green spaces in the ownership of the Council and which were not currently protected by other designation such as Local Nature Reserves etc. The Green Guarantee recognised the value of these areas for purposes including the provision of open space for leisure, recreation and biodiversity, and the report detailed the processes that would be followed to protect these sites and control any development.

In October 2015, Cabinet approved a list of 116 potential sites for designation under the Green Guarantee for public consultation. A total of 136 comments were received, a summary of which was appended to the report. As a result of the feedback received, six sites were removed from the initial list and a further six were combined with adjacent sites to leave a final list of 104 sites. This list was appended to the report, as was a list of sites that were removed and the reason for that removal. Extensions to the boundaries of some sites had been included where they met the criteria and were not constrained by any current planning applications, permissions or designations.

Following the publication of the Telford & Wrekin Local Plan, it was intended to consult with the public to identify a further 50 or more community green spaces. This was anticipated to commence from December 2016.

In response to questions regarding protection of land that was not in the ownership of the Council, the Development Services Manager advised that such land could be put forward for Green Network designation in the Local Plan. Some of the land transferring to the Council under the Telford Land Deal would be included within the Green Guarantee. In response to a comment about the relatively small number of respondents to the public consultation, the Cabinet Member stated that the initiative had been welcomed by the public, who had been reassured to see that the vast majority of their local green areas in Council ownership were included.

#### **RESOLVED –**

- (a) that the protection of 104 green spaces, as identified in Appendix 1 of the report, be approved, and that the current officer delegation relating to these spaces be removed so as to ensure that all decisions relating to disposals or changes of use are determined by Cabinet, as set out in paragraph 5 of the report;**
- (b) that the 104 green spaces identified in Appendix 1 of the report be protected under the Council’s Green Guarantee Land Management Commitment;**
- (c) that the intention to bring approximately 50 additional areas forward for similar protection, via a public consultation at the conclusion of the Telford & Wrekin Local Plan, be endorsed.**

#### **CB-89      COMMUNITY PRIDE FUND**

##### **Non-Key Decision**

Councillor S. Davies, Cabinet Member: Business, Neighbourhood & Customer Services, presented the report of the Managing Director, which proposed that an extension to the original deadline for the completion of a small number of projects funded by the Community Pride Fund be agreed.

The Community Pride Fund had been delivered as part of the Council’s Pride in Your Community programme, and comprised a total of £1.26m of grant

funding to support the physical, social and economic regeneration of Telford. Following a comprehensive application and evaluation process, Cabinet approved funding for 37 projects in November 2014. The deadline for completion of the projects was 31 March 2016 and, while the majority of organisations had spent their grant and completed their projects, a small number of organisations had experienced delays in delivering their projects, for a number of valid reasons. A list of the projects concerned was shown at paragraph 4.4 of the report. It was therefore proposed to give an extension to organisations to enable them to complete their projects. It was envisaged that most projects would be completed by Autumn 2016, but the final deadline would be 31 March 2017.

Appended to the report were examples of some of the projects that had benefited from Community Pride funding. A final report on the outcomes delivered would be prepared as part of the programme evaluation.

**RESOLVED – that authority be delegated to the Managing Director, in consultation with the Cabinet Member for Business, Neighbourhood & Customer Services, to extend the deadline for expenditure of Community Pride Fund grants beyond 31 March 2016, with the final deadline for completion of projects and receipt of financial and monitoring information from organisations being 31 March 2017.**

## **CB-90      TRAFFIC MANAGEMENT PERMIT SCHEME**

### **Non-Key Decision**

Councillor A.D. McClements, Cabinet Member: Communities, Regeneration & Transport, presented the report of the Assistant Director: Neighbourhood & Customer Services, which set out proposals for adopting a permit scheme to regulate works/activities on the Telford & Wrekin highways network.

At present the Council only had a limited amount of control over the way works are undertaken on the network by utility companies, developers etc, which often led to frustration for residents and businesses in terms of delays and un-coordinated works. Under a permit scheme, promoters wishing to undertake works on the highway had to 'book' their road-space and , if a permit was granted, conditions could be attached to provide more control on how and when the work was carried out. If the permit conditions were not met or work was undertaken without a permit, the Council could issue a fixed penalty notice or prosecute.

A number of neighbouring Highways Authorities had adopted the West and Shires Permit Scheme (WaSP), which had been developed in line with the requirements of the relevant legislation. Telford & Wrekin's scheme would match the WaSP scheme with the addition of an addendum which would set out how the WaSP scheme would apply to the Borough. The Council would retain full control of operating the system in the Borough. It was anticipated that adoption of the scheme would reduce disruption on the network and reduce the amount of time utility companies spend on the network. A consultation exercise with all stakeholders was currently being undertaken,

and would run until 22 April 2016. The target date for the commencement of the scheme was 1 June 2016.

Members welcomed the proposal for the introduction of the permit scheme and the benefits this would bring in terms of better planning and co-ordination of highway works, including the Council's own repairs programme. It was also hoped that it would help to improve the notifications of highways works provided to Ward Councillors.

**RESOLVED -**

- (a) that the preparation and implementation of the Borough of Telford & Wrekin Traffic Management Permit Scheme to manage activities on the Borough's road network be approved;
- (b) that authority be delegated to the Assistant Director: Neighbourhood & Customer Services (or any other officer authorised in writing by the Assistant Director), in consultation with the Cabinet Member for Communities, Regeneration & Transport, to exercise all powers under Part 3 of the Traffic Management Act 2004 and the Traffic Management Permit Scheme (England) Regulations 2007 (as amended) to enable the Traffic Management Permit Scheme for the area of the Borough of Telford & Wrekin to be prepared, processed, for all relevant matters to be considered and for an Order to be made to bring it into effect;
- (c) that authority be delegated to the Assistant Director: Neighbourhood & Customer Services (or any other officer authorised in writing by the Assistant Director), in consultation with the Cabinet Member for Communities, Regeneration & Transport, to exercise all powers under Part 3 of the Traffic Management Act 2004 and the Traffic Management Permit Scheme (England) Regulations 2007 (as amended) to apply, implement, operate and enforce all the provisions of the Borough of Telford & Wrekin's Traffic Management Permit Scheme, once the required Order has been made and come into effect.

**CB-91      WROCKWARDINE CONSERVATION AREA – APPRAISAL AND MANAGEMENT PROPOSALS**

**Non-Key Decision**

Councillor R.A. Overton, Cabinet Member: Housing, Public Health & Protection, presented the report of the Assistant Director: Business, Development & Employment, which sought approval for the adoption of an Appraisal and Management Plan for Wrockwardine Conservation Area. A copy of the proposed Plan was appended to the report.

Wrockwardine Conservation Area was adopted in 1999 as an area of special architectural and historic interest, but had not to date had an Appraisal and

Management Plan undertaken – as prescribed by the National Planning Policy Framework. A Plan had been developed, which identified and supported the conservation area designation, created a framework for the control of development, and considered and strengthened design controls. The boundary of the conservation area had been reviewed and remained as adopted. Consideration had also been given to the adoption of an Article 4 direction to remove permitted development rights to domestic properties. However, such development did not pose a potential threat and was therefore not recommended at present.

The draft proposals had been publicised in accordance with the relevant regulations, with an 8 week period of public consultation. Six comments were received, which supported the aims and objectives – and a number of minor revisions had been incorporated into the final draft as a result of these representations. A summary of the consultation responses was appended to the document.

**RESOLVED – that the Wrockwardine Conservation Area Appraisal and Management Proposals document be adopted to provide a sound basis for considering planning applications and for developing initiatives to improve the area.**

#### **CB-92        PROCUREMENT UPDATE**

**Key Decision** identified as **Procurement Update Report** in the Notice of Key Decisions published on 27 January 2016.

Councillor L.D. Carter, Cabinet Member: Council Finance & Service Delivery, presented the report of the Assistant Director: Legal, Procurement & Commissioning, which provided an update of the Council's Procurement Intentions Document and on general progress with effective procurement and contract management.

Appended to the report was a benchmarking document which showed the Council's procurement performance against the four key areas in the National Procurement Strategy. Challenges lay ahead with optimising supplier relationship management to get the most out of the Council's contracts. It was also important to ensure that all Officers were suitably trained to procure and contract manage in an efficient and effective way, and Councillors and senior management were encouraged to engage with procurement and commissioning training offered through the LGA Leadership Academy.

Also appended to the report was the updated Procurement Intentions document. To improve the efficiency of the procurement process for lower value contracts, it was proposed to lift the threshold for advertising of any procurement to £10k which would be in line with Contract Procedure Rules.

**RESOLVED –**

- (a) that the procurement updates in the report be noted, and that the proposed change to the advertising threshold be approved;**

- (b) that the Procurement Intentions Document, as shown at Appendix B of the report, be noted and, where indicated, delegations to the appropriate officers (as per the Contract Procedure Rules) to progress new procurements through the tender process to contract award be approved.

The meeting ended at 5.56 pm.

**Signed for the purposes of the Decision Notices**

**Jonathan Eatough**  
**Assistant Director: Legal, Procurement & Commissioning**  
**Date: 1 April 2016**

**Signed:** .....

**Date:** .....

## **TELFORD & WREKIN COUNCIL**

**CABINET      21 APRIL 2016**  
**DESTINATION TELFORD PROGRAMME UPDATE**

**REPORT OF ASSISTANT DIRECTOR: BUSINESS, DEVELOPMENT & EMPLOYMENT**

**LEAD CABINET MEMBER – CLLR SHAUN DAVIES**

### **PART A) – SUMMARY REPORT**

#### **1. SUMMARY OF MAIN PROPOSALS**

- 1.1 The Destination Telford Programme was established in mid 2015, in response to the transformation of Telford Town Centre with the opening of Southwater, the expansion and improvements taking place in the Town Park and shopping centre and the need to support growth in Telford's Borough Towns. The Programme will effectively utilise all of the borough's cultural, environmental and physical assets to position Telford & Wrekin as a top visitor destination.
- 1.2 The Programme is a key part of the Council's Inward Investment & Business Support activity and will contribute to and complement the Council's Enterprise Telford strategy. The visitor economy sector is one of Telford's priority growth sectors, currently generating in the region of £400m in the local economy annually and providing demand for as much as a 13% of all employment. There is considerable potential to increase Telford's penetration of the visitor market and the Programme will ensure that all communities across the Borough can contribute to and benefit from the resulting economic growth and job creation.
- 1.3 The Programme is harnessing the power of new digital technologies, creating a pioneering new business networking model to support the visitor economy sector, and is leading on collaborations with the private sector that will maximise the impact of limited resources, generating business growth and effectively marketing the Council's assets to support the Council's commercial agenda.
- 1.4 This report highlights the successes of the Programme to date, including collaborations with the private sector and the new Telford Festival programme. The report also summarises the position in relation to the Destination Telford budget and the short and long term opportunities to generate income to sustain and grow programme impact.
- 1.5 The delivery of the Destination Programme will be monitored and supported through the newly established Enterprise Telford Board.

#### **2. RECOMMENDATIONS**

- 2.1 That Cabinet notes the progress and success of the Destination Telford programme to date
- 2.2 That Cabinet notes and approves the Telford Festival programme content and delivery proposals
- 2.3 That Cabinet notes the monitoring and steering arrangements for the Destination Telford programme and Telford Festival through the Enterprise Telford Board
- 2.4 That Cabinet delegates authority to the Assistant Director Business, Development & Employment, in consultation with the Cabinet Member for Business, Neighbourhoods & Customer Services, to approve the administration and distribution of destination funds and approve public/private ventures to support the programme's objectives and create a legacy fund for future Programme activity.

### 3. SUMMARY IMPACT ASSESSMENT

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	<i>If yes, please list relevant Co-Operative Council objective(s)</i>
	The proposals in this report will contribute directly towards the following priorities: <ul style="list-style-type: none"> <li>• Protect and create jobs as a <b>Business Supporting, Business Winning Council</b></li> <li>• Support and encourage the <b>health and wellbeing</b> of our residents</li> <li>• Encourage <b>Children, Young People</b> and families to participate</li> <li>• Improvement and maximising opportunities around recent <b>regeneration</b></li> <li>• Supporting up skilling and retention of local people through <b>education and skills</b></li> </ul>	
	No	
<b>TARGET COMPLETION/DELIVERY DATE</b>	The recommendations given in this report take account for activities associated to the Destination Programme until 2018/2019. Key milestones are referenced in the report.	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	<p>The Destination Programme team are funded from within the Inward Investment &amp; Business Support Service budget and provide the support to drive the Destination Telford programme forward. The Council's medium term budget strategy includes £250k funding to support the delivery of Destination Telford programme over 3 years 2015-2018.</p> <p>The 2016/2018 Telford Festival programme will be supported by a successful Arts Council England grant bid for £50k (including £50k match funding). In addition £200k Innovation fund is available to fund community events and activities, along with budgets held within Arts &amp; Recreation and Inward Investment &amp; Business Support Service areas. The team is also seeking additional funding to support destination marketing and promotion and a bid for £60k EU funding has been sought which is being reviewed by DCLG.</p> <p>Four of the programmed events will be facilitated by working with partners and external providers. (AEM 22/03/16).</p>
<b>LEGAL ISSUES</b>	Yes/No	As this report is for noting only there are no legal implications arising from it.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	The investment will have wide economic impact and increase local and out of area participation. It will further trigger increased spend by local residents and visitors attracted to the Discover Telford

		website and functionality which will highlight opportunities.
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	The Discover Telford initiative will impact on wards where there are tourism assets and borough town high streets prioritising Ironbridge, Wellington, Newport, Madeley, Oakengates and Telford Town Centre, although the programme will have benefits across the whole Borough.

## **PART B) – ADDITIONAL INFORMATION**

### **4. INFORMATION**

#### **Background**

- 4.1 No consideration of the Borough's economic growth potential should overlook the significance of the areas heritage, leisure and cultural assets, with the World Heritage Site, green spaces such as the Town Park and Wrekin Hill, new Southwater development, expanding shopping centre and attractive borough towns, creating a strong and varied offer for the local, day, business and tourist visitor.
- 4.2 The Destination Programme aims to ensure the deployment of Telford and Wrekin's assets to maximum effect, ensuring that these are cross sold through complementary marketing and packaging to generate growth in the visitor economy sector, particularly from local and regional visitor leisure and business markets. The council owns a number of these key assets and there is the potential through the programme to increase revenue generation.
- 4.3 The programme recognises the importance of business related tourism to the Borough, a market worth in the region of £150m annually to the local economy generated by the 5,000 events that take place here annually. The programme is working with large venues, attractions and accommodation providers such as the Telford International Centre, Town Centre hotels and other partners to promote our business tourism offer and to maximise the conversion of business visitors to leisure visitors.
- 4.4 The programme team works in collaboration with a number of Council service areas to add value to activity and to improve the Borough's physical assets. This includes supporting the Council's arts and culture and leisure teams to package Council led events and exploit the venue potential of Council assets, maximising impact and income and raising the quality of life for all of our residents by creating access to cultural programmes and new wayfinding and tourist information facilities (working with Highways)

#### **Challenges**

- 4.5 In order to generate growth that will benefit all of our communities, it is vital to support our borough towns to maximise their potential. In common with high streets across the country, our borough towns need to attract the local and day visitor if they are to flourish and this requires innovation and imagination. Even our World Heritage Site, itself sitting within a very distinct community and high street, needs an innovative approach to capture the visitor and ensure they appreciate our whole visitor offer, spreading economic benefit.

- 4.6 The Council's business winning and business supporting approach means a commitment to creating the conditions and support for business to flourish to become more competitive, increase productivity and create more employment. The visitor economy sector is a significant contributor to the local economy, providing nearly 10,000 low to medium skilled jobs, essential to balance in the local economy and it is vital that it has access to appropriate and tailored business support.
- 4.7 Research has demonstrated the failure of many national tourism partnerships and programmes relates to the lack of effective private and public collaborations critical to sustain activity as public funding into tourism marketing is reduced. In Telford a 'partnership' model had been in existence for many years, however its narrow focus meant that it was failing to meet the business support needs of the sector and therefore not engaging the private sector in collaborative activity to generate growth and investment.

### **Opportunities**

- 4.8 In 2014 there were just over 5 million trips to Telford, generating expenditure of nearly £422m for our local economy. The sector supports more than 9,900 jobs or 13% of all employment in the area. Of these, the majority were day trips although there are signs of growth in the key overnight market with 871,000 overnight stay trips.
- 4.9 Visit Britain has identified significant potential for growth of 3.8% annually in the tourism sector through to 2025 (resulting in a sector worth £257bn nationally), significantly faster than the overall growth in the UK economy. This is being recognised by the emerging Midlands Engine and reflected in the Marches Local Enterprise Strategic Economic Plan.
- 4.10 The Destination Telford Programme has the potential to exploit opportunities and synergies with Telford's new business Growth Hub, the Pride in Your High Street campaign and through the delivery of the Council's new festivals and events programme (Telford Festival) and the Telford Loyalty Card. The programme team are also working closely with the Telford Business Board and sector champions and major event/conference and tourism attractions, maximising opportunities for collaboration.

### **The Visitor Economy Forum**

- 4.11 In January 2016 the Council launched the new Visitor Economy Forum. The Forum has a unique, business focused approach, dedicated to providing the sector with support that will address needs identified by businesses, but also encourages collaborative activity to market the destination and drive economic growth.
- 4.12 In just 3 months the Forum has doubled previous Telford Tourism Partnership numbers and is open to all businesses engaged in the tourism and hospitality sector and those who contribute to the visitor economy, including retailers and suppliers. It is anticipated that membership could reach more than 400 members within 12 months, with an opportunity for Forum membership to be extended to sector businesses across Shropshire.
- 4.13 The Forum has no fixed annual membership fee but is underpinned by a programme of business support activity with a range of free and paid for opportunities due to be released in the next couple of months. The Forum encourages an ethos that supports partnership working and collaboration projects that are demand driven, generate income and that support sector growth and job creation.

- 4.14 Forum members will have access to a range of sector appropriate business support that will be delivered through Telford's new Growth Hub, generating business growth and supporting the creation of new jobs.
- 4.15 Through the Forum the team will be engaging with existing groups and networks with a particular focus on addressing high street challenges, linking with the Pride in Your High Street and other local initiatives. Engagement has already started with Ironbridge groups including the Trade Consortium and World Heritage Site Steering Group and Wellington Town Council. The Forum will also be seeking engagement with Newport, Oakengates and Madeley.
- 4.16 The Forum model is already attracting attention from other Destinations across the Midlands, raising Telford's profile and creating opportunities for wider collaborations and participation in national and international marketing activity through the Midlands Engine.

#### **Visitor Economy Forum collaborations**

- 4.17 The team is already driving forward collaboration through the Forum, reaping the benefit of jointly funded marketing and promotion activity and sharing expertise between partners. Details of two major collaborations are set out in Appendix 1 attached. The Destination Programme has created a UK first with the 'Virtual Visit' which is harnessing the latest augmented reality technology to promote the destination. The Programme has also collaborated with the private sector to promote Telford to an international audience at leading trade show Confex – leading to growth in the business tourism sector. These collaborations have not only promoted the Destination to generate sector growth, but have also contributed significantly to the Council's commercial agenda, promoting the Council's assets and with a potential to generate significant revenue receipts for the Council.
- 4.18 In partnership with Forum members, the DT Programme team is identifying funding opportunities and has already submitted a bid through the current EU funding programme for finance to support destination marketing and promotion. This will include activity in three eligible Borough towns that has the potential to increase day visitor numbers by 5%, generating growth in the local economy. The bid has been approved at outline stage and has now been invited to submit a full application.

#### **Destination promotion and packaging**

- 4.19 Market intelligence is key to help the team to support event scheduling and prove best value through increasing footfall to council owned leisure and cultural attractions but also to help to support future funding bids and provide feedback to the Forum to encourage growth of this business sector.
- 4.20 An element of the work as a result with Forum members is to create unique identities for our borough towns to become visitor destinations in their own right and to create effective marketing campaigns, packaging the full range of borough assets.
- 4.21 The programme is also drawing on the results of research to develop the Telford Town Park QEII Arena's commercial proposition and market this as a venue in its own right as well as explore other opportunities to attract externally funded events and activities. The team has already linked with the National Outdoor Events Association to develop a more commercial pricing structure for the arena.

## **The Telford Festival**

- 4.22 A significant opportunity for destination promotion and packaging will be created by the Arts & Culture teams Telford Festival programme, a programme of festivals and events that will be delivered under the Discover Telford brand. This programme recognises the importance of arts and culture to health, wellbeing, wealth and education and will deliver events and cultural activities to bring people together, grow local pride and reinforce the image of the borough as a great place to live, work, visit and invest. It is part of a much wider programme of events across the Borough, including activity, local cultural and faith events.
- 4.23 The 2016/2018 Telford Festival programme will be enabled by a successful Arts Council England bid. The Programme will support local skills development, encourage active participation and provide volunteering opportunities, raising aspirations and improving the quality of life for local people. The full calendar of Telford Festival events and marketing material are detailed in Appendices 2 and 3.
- 4.24 The Telford Festival will be packaged to maximise footfall and to assess the economic impact of the programme aiming to create a sustainable, self financing model for events and cultural activity. This model will sustain the Telford Festival approach in future years, supporting a borough wide calendar of events which will capitalise on gaps in the regional events calendar and opportunities to pool resources with external providers and seek additional funding.
- 4.25 Through the Discover Telford marketing strategy, Telford Festival will be promoted borough wide and will ensure that smaller events and activities and our borough towns gain maximum exposure and are promoted at larger scale events. Existing community celebrations in key borough towns such as the Wellington Literary Festival and Newport Show will be supported and will also help to cross sell events and will support one of the Arts and Culture teams key objectives; to empower and inspire communities.
- 4.26 The calendar for 2016 does not include a Telford Concert (formerly T Live) event. The event was always dependent on the right artist at the right ticket price for our community and despite a number of offers we did not feel the choices were suitable. In coming years if the right artist for the right ticket price becomes available then we will reconsider a future event. The Arena is available for private hire and we are having ongoing discussions with interested parties about the venue being hired out. Notwithstanding local musicians will continue to play a part in our festivals and events programming. Not hosting the concert this year also provides an excellent opportunity to channel time and resource into the development of the other larger scale destination events as showcase examples for future funding opportunities which we will need to attract in order to become sustainable.

## **Harnessing the power of new creative media**

- 4.27 Cost effective and professional marketing and communication platforms are essential to position Telford and Wrekin's leisure and business offer and engage/inform residents, visitors and business investors. The improvement and development of these is a direct response to consultation with Visitor Economy Forum members all of whom rely on effective marketing to promote their individual assets and win new business.
- 4.28 Following extensive research into examples of best practice and using the latest website technology, the team has invested in a new lifestyle, visitor and event buyer's website [www.discovertelford.co.uk](http://www.discovertelford.co.uk). This website will be fully

hosted internally making significant annual savings for Telford & Wrekin Council and providing free and paid for advertisement space for Forum members and advertisers. It will feature a centralised events calendar, a 'members only' section for Forum members and will reduce officer resource and duplication of activity across service areas.

- 4.29 The Council's Volunteering programme will be incorporated into the website to support volunteering in the sector and to provide local opportunities for residents. In addition the Telford Loyalty Card will be linked to the website to increase local and visitor participation and drive footfall to Council facilities and to High Streets.
- 4.30 It is anticipated that the website will attract an annual traffic of over 333,000 visitors and visitor usage/trends of the site will be measured to shape future campaigns and events and to direct the promotion of discounts and incentives.
- 4.31 The website management system will support the new wayfinding and information points in central Telford and also the Council's channel shift agenda through a new visitor information point and ticket office in Southwater One, helping to cross sell borough wide assets and drive footfall to our borough towns. This will open a new channel for Visitor Economy Forum members to access to promote their assets.
- 4.32 A high profile example of early collaboration is with Telford digital specialists Woote. As outlined in 4.17 and in Appendix 1, this has produced the UK's first Virtual Visit using augmented reality to provide a fly through of Telford's key visitor assets. Both the website and Virtual Visit will generate revenue through commercialisation and deliver a direct increase in leisure/business tourism.

#### **Destination budget and income generation**

- 4.33 The Council has committed to support the promotion of Destination Telford with a budget approval of £250,000. It is key that the investment of this funding creates sustainable impacts in terms of growth, jobs and vitality of High Streets and Borough Towns. The investment must also establish a sustainable funding model that maximises on income generation to sustain programme and promotion.
- 4.34 The Destination Telford budget position is summarised in Appendix 4. Expenditure from the Destination budget during 2015/16 has focused on delivering pre-committed community events and creating the right media communication platform.
- 4.35 Spend for 2016/17 will prioritise match required to secure future funding bids, Inward investment activity to win new business, seed funding for new commercial/income generation ventures and research and market intelligence to support the development and delivery of the destination management plan.

#### **Measurement and monitoring**

- 4.36 The Enterprise Telford Board has been established to own and direct delivery of the Enterprise Telford strategy and to monitor and manage strategic issues relating to growth and investment. As a priority business sector for Telford, the Destination Telford Programme will be overseen by the Enterprise Telford Board, who will also monitor and approve expenditure from the Destination Telford budget and also monitor the impact of Programme activity. The Board is chaired by Richard Partington and includes lead Cabinet members and

Senior Officers responsible for business and inward investment, leisure and neighbourhoods.

- 4.37 The team will track engagement and activity through communication platforms such as the new [discovertelford.co.uk](http://discovertelford.co.uk) website which allows for online user surveys and web ID/analytics. Social media and gov delivery will also play a part in future measurement and target setting for campaigns.
- 4.38 The Destination Programme team will monitor activity and impact, in particular:
- Business secured for council owned venues in 2017/2018 through commercialising the QEII Arena for event buyers and bookers. increasing VEF membership
  - Private sector funding generated through collaboration and membership marketing opportunities. Selling advertisement space through the [discovertelford.co.uk](http://discovertelford.co.uk) website.
- 4.39 Working cross-council and through competitor research the team will feedback and make recommendations on the council and destination wider events programme to inform future investment.

5. **IMPACT ASSESSMENT – ADDITIONAL INFORMATION**

None

6. **PREVIOUS MINUTES**

None

7. **BACKGROUND PAPERS**

None

**Report prepared by Charlotte Cain, Team Leader, Destination Programme Team, Telephone: 01952 385523 and Psyche Hudson, Arts & Culture Manager, Telephone: 01952 382362**

## **Appendix 1- Cabinet – Destination Telford - Confex & Woote Virtual Visit Case Studies**

### **Telford launches UK's first Virtual Visit with Woote**

Destination Telford is developing innovative new channels of communication to increase market engagement, reach and business generation at the same time as exploring a commercial venture for the Council which will sustain its activity.

The team partnered with local company Woote following its original concept to create the UK's first Virtual Visit. The visit takes the format of a 360 degree film and headset which can be used to generate business sales leads and change perceptions of the destination. It is envisaged that this tool will also be helpful to inspire potential investors by effectively communicating the quality of life in the borough.

#### **Collaboration and commercialisation:**

The collaboration is a pilot project combining the intellectual property and skills of Woote with the creativity and marketing and sales network of Discover Telford. Together we have created a powerful marketing tool for the destination, sales managers in the destinations and Woote as a new high tech business.

**This project has attracted in-kind support from Woote to:** provide a high impact platform to launch Telford as a destination into a very competitive market place but also a marketable product.

Through the Collaborative agreement (in consultation with legal and finance), it is anticipated that the **council will generate royalties from this project.**

This VR product is now being sold to local sales managers via the Visitor Economy Forum as part of a paid for package offered via the Visitor Economy Forum.

Over 30 out of area leads have already been generated from the teams first trade show, Confex International, with other UK destinations such as Newcastle Gateshead, Belfast and Liverpool all expressing interest.

National trade publicity has hailed Telford for launch a UK first - a forward thinking destination who's destination team and Visitor Economy Forum are leading the way to shape the future of the tourism industry.



**How we engage with our audience is changing.**  
**And Discover Telford is partnering with Woote to lead this virtual reality revolution.**

**CONNECT** | VR allows you to connect with people who may not be able to access your destination, venue or event with ease.

**IMMERSE** | It gives you the chance to not just tell them but quite literally show them who you are, what you stand for, and why you're perfect.

**EMPOWER** | And thanks to the fact that they'll 'discover' you for themselves. You're assured more engagement and more loyalty.

**Within 10 years Goldman Sachs predicts that virtual reality will generate more than twice the \$99billion TV generates each year. That's by 2026!**

Discover Telford is bringing the very latest and most cutting-edge event technology available to Confex (**Stand F80**) this year, to allow you the chance to experience the UK's first ever Virtual Visit. Not only will you be able to see first-hand the benefits of the almost £1billion recent investment, but you can discover some of the jewels in the region's crown.

We invite you to join us at **Stand F80** for your chance to Discover Telford's transformation for yourself, courtesy of the event technology of tomorrow. For more information contact **Discover Telford**, Wellington Civic Centre, PO BOX 457, Wellington, Telford, TF1 3LX  
T: **01952 385523** E: [discovertelford@telford.gov.uk](mailto:discovertelford@telford.gov.uk)  
[www.discovertelford.co.uk](http://www.discovertelford.co.uk) Twitter @discovertelford

## Partnership launch for Discover Telford - Confex

2-3 March 2016

The first VEF public/private sector collaboration activity saw Destination Telford launch Telford's new business winning proposition on an international platform at leading International trade show Confex, London in March 2016.

Confex is the UK's largest trade show for the Meeting and Event Industry with the biggest population of Event Planners from the UK and Europe. **The 2 day event attracted over 14,000 buyers looking**



**to source and secure venues, suppliers and support services for their portfolio of events.** The show is a premier platform for buyers, suppliers, venues and destinations looking to meet and develop business opportunities, but it is also a source of significant business for UK and international tourism and investment destinations like Telford.

**Confex, 16 provided an opportunity to promote Council owned venue space such as the QE11 Arena, Telford Ice Rink and Oakengates Theatre.**

Partnering with Southwater Events Group, The International Centre, Ironbridge Gorge Museums Trust, The University of Wolverhampton, Q Hotels, Woote and Telford Town Park the event generated the following:

- Private Sector revenue funding of over £11,000 to support the Discover Telford stand
- Private Sector in-kind support of over £3000.00 including travel
- Investment in reusable stand graphics that can be marketed and hired to partners. A pricing model is now being generated to see these facilities hired to support VEF members who wish to lead their own trade shows in the future.

The following table provides a snap shot of results generated from Confex

Pre-show target	Detail of activity	Status and next steps
<b>SALES LEADS</b>		
5	Enquires re: Virtual Visits from attractions/venues and organisations	<b>31 leads generated</b> for follow up with Woote and the Destination Programme team.
6	Event Enquiries / Bids	<b>28 leads now being followed up</b> by Destination Programme team
<b>PROMOTION</b>		
60+	Discover Telford Social Media messages	<b>Recognised within the top 5 influential organisations</b> at the show out of over 400 stands raising Telford's profile
3	Media Advocates and interviews secured	See coverage pre and post show coverage
8	Vox Pops illustrating perception change	Secured and being edited to support VEF promotion and membership drive.
0	VEF membership increase	<b>3 new VEF members</b>

## PR coverage from Confex and VR launch:

- **Radio Shropshire:** (Adam and Vicki's show) <http://www.bbc.co.uk/programmes/p03jqh4j> - skip to 02:15 <http://www.bbc.co.uk/programmes/p03jqh5q> - skip to 01:39
- **Shropshire Star:**

<http://nativemonster.com/attractions-and-museums/virtual-shropshire-tour-will-leave-you-goggle-eyed>



## Tomorrow people

Last month we heard that Earth's technology has given us proof of gravitational waves in space and more than a vague indication of what happens when black holes collide.

What was yesterday's science fiction is now science fact.

In our industry, too, our futurologists' predictions of yesterday are now entering the tool bag for meeting planners and booking agents.

As I write this, we are set to be wowed by the biggest showcase of event tech in the UK, at International Confex. One of the show's attractions is Telford's launch of destination and venue 'Virtual Visits'. It is the latest boundary to be pushed as devices and tech we were writing about as prototypes last year are

appearing in the mainstream and being used by meeting and event planners.

'Augmented and Virtual Realities for the World of Events', was also a key topic of discussion due to take place during UK Events Week.

On the menu for 1 March at Flux London were questions around the practical implications

of incorporating augmented reality, 360-degree video and virtual content into brand experiences and live events.

The reality is that tomorrow's world has arrived.

What have you incorporated into your event to accelerate the events and meetings time/space continuum for success?

  
**What was yesterday's science fiction is now science fact** 

### AEM

We are proud to introduce a new publication to the Mash Media stable, *Association Event Manager (AEM)*, which you should find inside this month's *CN*. We hope you find it useful and we are keen for your feedback in order to build on this start and tackle the issues of real interest to you. Follow the link: [www.conference-news.co.uk/aem](http://www.conference-news.co.uk/aem) to find out more and subscribe for free.



## Telford 'first' view through VR glasses

Telford and Shropshire's destination marketers are claiming a UK 'Virtual Visit' first, using VR event tech to show off the destination and its venues on its return to International Confex. The Discover Telford team, together with partners The International Centre Telford, Q Hotels Telford Hotel & Golf Resort, Telford University Conference Centre and Ironbridge Gorge Museums Trust and QEII Arena, is offering trials at Confex of the VR experience - brought to life by local AR and VR pioneer Tim Luft from Woote.

Charlotte Cain, of Discover Telford, says: "We are hugely excited to be back, and we wanted to bring something to our stand which would get event professionals talking. We are now the first destination in the UK to give events bookers and buyers the chance to see our aspirational destination via a 'Virtual Visit' and I

can't wait for visitors to Confex to share in the experience." And Discover Telford's Sarah Bird, adds: "As home to the Industrial Revolution and the birthplace of a number of 'world-firsts', from the Ironbridge and the earliest skyscraper - we have innovation in our DNA. And this latest vision sees us pushing boundaries yet again."



Event and description – The events below are to be delivered as part of the Festival Telford programme and promoted via the central Discover Telford event’s calendar.	Anticipated footfall	Economic impact based on Visit England av spend £25 per head in 24 hours	Date of event
<b>Large scale events – Central Telford</b>			
<p><b>Spring into the Park</b> Our seasonal celebration of the great outdoors within the heart of Telford Town Park - voted UK’s best park. This year we are working in partnership with Telford Steam Railway and have lots of train themed activities running including miniature train rides*</p>	3,000	£75,000	02.04.2016  11:00am-16:00pm
<p><b>Drive in movie (Red Oak Car Park)</b> - Sit back, relax and enjoy a movie from the comfort of your own car. Films include; Despicable Me 2, Dirty Dancing and Star Wars: The Force Awakens.</p>	1,000	£25,000	30.05.2016  14:00-17:30pm and 20:00pm  £20 per car
<p><b>Shropshire Colour Run (Telford Town Park)</b> - Get your running shoes on and sign up for Shropshire’s first ever 5km colour run in aid of Severn Hospice.</p>	1,000	£25,000	12.06.2016  10:30am  £15 per adult, £35 per family
<p><b>Carnival of Giants (Southwater Square)</b> - Building on the success of last year’s carnival of giants event which gained national publicity in Waitrose Weekender. This year we are looking to increase the scale and spectacle of this event – local participation will be encouraged and creative support – a truly exciting celebration of our destination.</p> <p>Make way for a parade of GIANT creatures heading to Southwater this summer led by the leader of dinosaurs ‘Tyrannosaurs Rex’. This visual sceptical will then be followed by fun for all the family in Telford Town Park’s QEII Arena.</p>	6,000	£150,000	16.07.2016  11:00am-16:00pm  FREE entry

21.04.16 – Cabinet - Destination Telford - Appendix 2 – Destination Event Festival Programme

<p><b>World Picnic and Music Day</b> (QE11 Arena, Telford Town Park)- World Picnic will set the scene for some low cost events in the festival calendar that will support a more sustainable programme. This event will look to generate income streams from ticket sales, markets and stalls and will celebrate world food and cultures showcasing music, dance, food and smells from around the world. We aim to create a vibrant and enticing event, showcasing the culture that Telford has to offer.</p>	3,000	£75,000	<p>03.09.2016</p> <p>11:00am-21:00pm</p> <p>£3 per adult, children under 16yrs free</p>
<p><b>Kite festival</b> – pop up kite making workshops in the lead up to event. External provider – West Midlands Kite festival in partnership with Telford &amp; Wrekin Council.</p> <p>Let's go fly a kite...with all the family in Telford Town Park. Get involved and build your own kite in the build a kite workshop, enjoy a picnic or grab a bite to eat from one of our many food traders. In association with Midland Kites Fliers.</p>	4,000	£100,000	<p>04.09.2016</p> <p>11:00am-16:00pm</p> <p>Free entry</p>
<p><b>External events/inward investment won to the destination as of 31.3.16</b></p>			
<p><b>Telford Festival</b> (external provider at QE11) x2 day event</p> <p>Telford's very own Festival bringing over 130 local, home-grown exhibitors from across the region for a weekend of foodie fun.</p> <p>QE11 Arena, Telford Town Park, <b>Saturday 30</b> and <b>Sunday 31 July 2016</b>,</p>	8,000	£200,000	<p>30.07.2016 and 31.07.2016</p> <p>10am – 5pm, £6 Adult, £1 Child, Family £12.</p>
<p><b>Christmas Market and borough wide activities</b> – Working with an external provider to pilot this initiative giving opportunities to show case borough produce and create a Christmas market offer for the whole destination. Other borough wide Christmas opportunities will be promoted as part of this pilot November – December. Free entry.</p>	20,000	£500,000	01.12.2016
<p><b>Borough Town partnership examples</b>  <i>*Note: these are a few key examples of the events which are happening across the borough towns and local centres. The full list is collated and profiled on the <a href="#">Destination calendar</a></i></p>			
<p><b>St Georges Community Events</b> - Pride in Your High Street Innovation funding has supported community groups to establish a range of local events including an Easter event, Summer Festival and Christmas event.</p>	2,000	£50,000	Spring 2016-December 2016

## 21.04.16 – Cabinet - Destination Telford - Appendix 2 – Destination Event Festival Programme

<b>Oakengates Carnival</b> – the theatre and arts team will continue to support the successful carnival in Oakengates as an annual event.	8,000	£200,000	July 2016
<b>Madeley Anstice Victorian Fair</b> - Pride in Your High Street Innovation funding has supported this community group to establish a range of local events also including Music and comedy events	1,000	£25,000	July 2016
<b>Dawley BMX National Championships</b> – supporting voluntary group to deliver event and showcase a regional asset.	2,500	£62,500	August 2016
<b>Newport</b> – Newport Nocturne –bi annual flood lit town cycle race. Destination programme team will work with members of the Visitor Economy Forum and community groups to support.	6,000	150,000	September 2016
<b>River Festival and World Heritage Festival</b> - River Festival is a new exciting festival showcasing 30 years of Ironbridge Gorge being a UNESCO world heritage site using the River Severn and the celebrated world’s first Ironbridge as a focal point. The team will work with internationally recognised art companies to create a bespoke spectacle in the gorge. The promotion strategy will be agreed in consultation with Ironbridge steering groups and steak holders. It is proposed that other events such as the street party at Maws Craft Centre/Jackfield, will be promoted in line with these celebrations.	10,000	£250,000	17.09.2016
<b>Wellington Literary Festival</b> – Working with Wellington Town Council’s promotion’s committee to develop this annual event in line with promotion of Wellington’s unique borough town offer.	3,000	£75,000	October 2016
<b>Donnington Bonfire</b> – this annual large scale event is part of the heritage of the town and is supported by the Parks and Events team.	8,000	200,000	November 2016
<b>Total</b>	<b><u>40,500</u></b>	<b><u>£10,125,000.00</u></b>	

The Arts and Culture team will also prioritise support for the recently awarded **Pride in Your High Street Innovation events** which, in collaboration with local partners, will provide further activities including public art trails, music, dance and celebratory community events in our local centres and high streets encouraging new audiences and visitors.

### **Sponsorship and fundraising**

To ensure that the borough's event programme becomes sustainable and continues to offer opportunities for all, the Destination Operations group will align a programme of sponsorship opportunities associated with the delivery of Festival Telford. **Appendix 4** shows external funding grants which will support the Destination Programme and future event opportunities which will be explored as part of the Arts and Culture team's events and festival strategy **Appendix 3**. With the support of the Arts & Events team, Community Capacity building, training and development of the voluntary sector, will also enable local groups to apply for external funding not available to the local authority, in order to bring in income to support local events.

### **Community guidance and selected event programming**

To create a legacy from the the Pride Innovation Fund and to encourage community participation and ownership, the team will provide guidance via the Discover Telford website to support those looking to run events in the borough. The team will explore a future selection process which will give equal access to community groups seeking to see their event delivered in conjunction with Telford & Wrekin Council as part of its annual Festival Telford programme.



*Collaboration, continuity and consistency are the three key ingredients of successful cultural tourism.'*

# FESTIVAL TELFORD

*Creating exceptional moments*

TELFORD & WREKIN EVENTS AND FESTIVAL STRATEGY 2015 - 2020





## OUR CONTEXT

Following on from the legacy of 2012, Telford & Wrekin have, over the past three years, developed its events and festivals programme into something the people of the borough can be proud of, offering quality attractions that promote creativity, aspiration and a hunger for more.

Over the past three years we have significantly raised the attendance level of our paid for and free events and festivals, creating a buzz and anticipation of what will be next. **Our aim is to raise the game and provide new, high quality and exciting experiences that continually surprise and inspire.** The reputation of our boroughs events has grown significantly with some outstanding new experiences and we are rapidly raising the profile of the Borough of Telford as a destination.

The charts displayed on the following pages show an approximate attendance and income record of our event and festivals over the past three years. These show the significant increases in the popularity of both paid for and free events and the continuous growth in external income in grants and ticket sales.

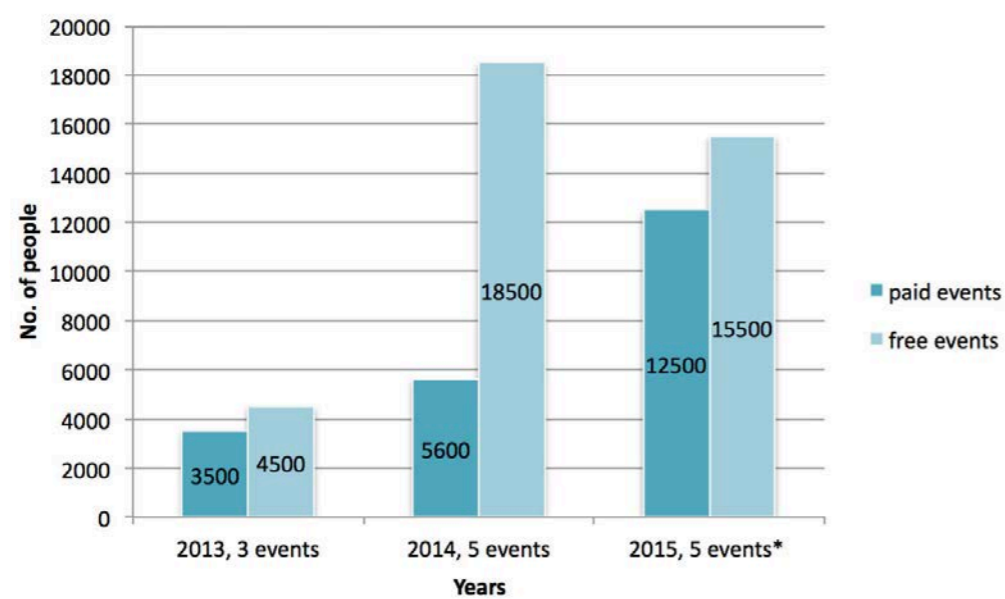


WE ARE COMMITTED TO MAKING TELFORD A DESTINATION THAT PEOPLE VISIT, LIVE AND WORK IN. THE ESTABLISHMENT OF TELFORD TOWN PARK AS A MUSIC VENUE AND THE PROXIMITY TO LEISURE ATTRACTIONS IN SOUTHWATER IS HELPING TO PUT TELFORD ON THE MAP. RICHARD PARTINGTON, MANAGING DIRECTOR



## ATTENDANCE OF EVENTS

## INCOME VERSES COUNCIL GRANTS





## WHY OUR PROGRAMME IS IMPORTANT

TO DEVELOP OUR CULTURAL IDENTITY AND CELEBRATE OUR HERITAGE THROUGH AUTHENTIC AND QUALITY EXPERIENCES. ■ TO MAKE A STRONG CONTRIBUTION TO THE IDENTITY OF OUR BOROUGH, CREATING LIFE AND INTEREST. ■ TO CREATE A SENSE OF PLACE, MAKING THE TOWN ATTRACTIVE AND ENERGISED. ■ TO GIVE THE PEOPLE WHO INHABIT THE BOROUGH, A SENSE OF BELONGING TO A VIBRANT, EXCITING AND APPEALING PLACE TO LIVE, WORK AND VISIT. ■ TO CONTRIBUTE TO THE BOROUGH'S ECONOMY, SUPPORTING GROWTH AND DIVERSITY. ■ IMPROVING COMMUNITY HEALTH AND WELLBEING, IMPACTING ON PEOPLE'S QUALITY OF LIFE. ■ TO PROVIDE ACCESSIBLE CULTURAL ACTIVITY FOR ALL.





## VISION

**Telford & Wrekin aim to create a calendar of events and festivals under a vision of Festival Telford.**

- Make more of our outdoor spaces, developing a sense of place for Telford.
- Engage and involve local people.
- Provide added value to an existing programme of community events.
- Be regionally and nationally recognised for the quality of events and festivals delivered in Telford & Wrekin.
- Provide supportive opportunities for people to engage and participate with arts and culture in Telford.
- Generate additional investment and income.
- Create opportunity and links to support council and health priorities.
- Support the local visitor economy.
- A clear vision and direction with defined outcomes.

**We seek to develop a strong and dynamic portfolio of local events that deliver sustainable impact and regional profile.**



# OUR STRATEGY

**The Events and Festival Strategy is related to the Cultural Strategy and Telford Destination Plan. The strategy aims to plan and deliver a programme of major events and festivals over the next 5 years.**

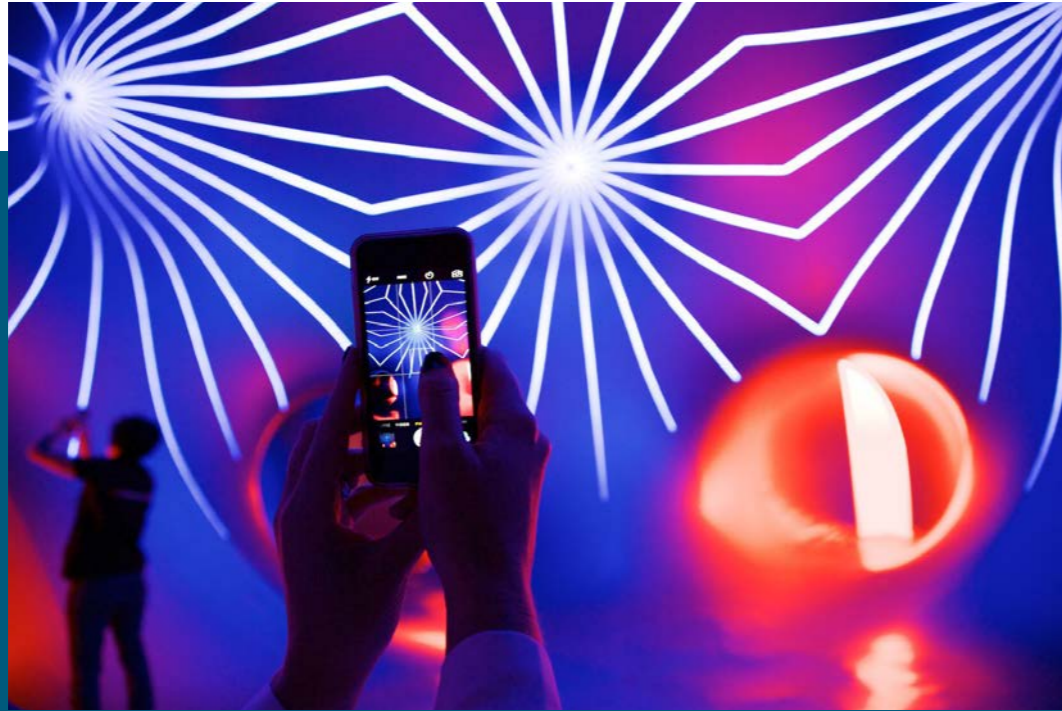
We aim to build on our success, raising our profile delivering aspirations, building on already established events and festivals. As part of the portfolio we will also seek to generate and strive to create and bring in new, emerging, unique and vibrant ideas, creating excitement and enthusiasm for the calendar.

Ensuring Festival Telford has a balanced programme throughout the year to maximise positive engagement for all.

We will provide an opportunity within the programme to develop our events and co-ordinate with providers and community groups to promote health and wellbeing outcomes. This will include increasing participation and volunteering at existing events, and developing new events that promote and support health and wellbeing outcomes.



ONE THE BEST OUTDOOR EVENTS WE HAVE ATTENDED IN A LONG TIME, WE HAD A GREAT DAY, THANK YOU. T-PARTY 2015



FANTASTIC EXPERIENCE TODAY! I WAS REALLY PROUD THAT SUCH AN EVENT WAS IN MY HOME TOWN. AMAZING TO SEE HEAR PEOPLE TALKING AROUND ME SAYING THAT THEY HAD TRAVELLED TO TELFORD FOR THE FIRST TIME. I'M SURE EVENTS LIKE THIS WILL BRING MORE PEOPLE TO TELFORD AND PUT US ON THE MAP!

ARCHITECTS OF AIR 2015



## OUR AIM

**Raising the artistic ambition of Telford & Wrekin to encourage more people to discover that the arts are for them, show the Borough in a new light and support the local visitor economy.**

- To deliver a calendar of high quality events across the year that will be packaged as Festival Telford and will provide an inclusive offer of free and paid for events for all.
- Delivering a new programme for animating our public spaces and meeting places across the borough, encouraging the public to have regular interaction with arts and culture, raising aspirations and expectations.
- New capacity building through existing activity. Support the existing community led calendar of celebration activity across the borough towns – empowering communities, increasing confidence, adding value where appropriate and increasing the overlap of product between Southwater events and our towns and parishes under the Festival Telford plan, increasing the sense of pride and ownership.
- The Festival Telford programme is about providing an accessible range of events and cultural activities to meet the wide set of requirements of people who live in and visit the borough.



## HOW WE WILL ACHIEVE OUR FESTIVAL TELFORD

- Facilitate and co-ordinate a vibrant Festival Telford programme
- Engage and involve local people
- Use market intelligence
- Build relationships and new partnerships
- Explore new sources of investment
- More coordinated social media and PR with opportunities for the smaller attractions to “coat-tail” on the larger activity.
- Co-ordinate the programme diary
- Facilitate community activities to develop their own events.
- Advise the community
- Provide professional advice and guidance

We will achieve this through measuring our success in attracting additional income and investment and the growth in numbers of people engaged in arts and culture as audiences, artists and participants.

Large Scale events ■ Small scale events and festivals ■ Commercial events and festivals ■ Civic events ■ Community events and festivals ■ Sports events and festivals.



THE ATMOSPHERE WAS SOMETHING I HAVE  
NOT WITNESSED FOR A LONG  
TIME IN THE TOWN CENTRE

SOUTHWATER OPENING 2014



## CONCLUSION

With its World Heritage Site and Museums, Southwater development, The Place Theatre, 450 acre Town Park, International Conference Centre and growing business economy, Telford as a destination is now poised to develop its visitor economy through a managed series of shared priority actions for future success by maximising cultural opportunities using its multiple cultural assets.

Festival Telford will deliver a culturally diverse range of community and commercial events and festivals, and cultural activities that bring the following benefits:

- Produce vibrant creative ideas and stimulate knowledge.
- Enrich the local communities.
- Bring economic growth and investment to our local communities.
- Promote destination image and increase tourism.
- Provide a 'stage' for communities and local performance groups.

In 5 years' time Festival Telford will aim to be commercially viable, delivering and supporting events and festivals to more than 100,000 people per year locally.



## FOR MORE INFORMATION

EVENTS AND FESTIVALS TEAM ■ THE PLACE ■ OAKENGATES

TELFORD ■ TF2 6EP telephone: 01952 384996

email: [ARTSANDCULTURE@TELFORD.GOV.UK](mailto:ARTSANDCULTURE@TELFORD.GOV.UK)



**21.04.16 – Cabinet – Destination Telford - Appendix 4 - Destination Budget Summary**

<b>2015/2016</b>	<b>Value</b>	<b>Description</b>
Bought Forward	£250,000.00	
Annual spend	£79,888.00	<ul style="list-style-type: none"> <li>• Pre-committed community events</li> <li>• Website infrastructure</li> <li>• West midlands engine contributions</li> </ul>
Remainder to carry forwards	£ 170,112.00	
<b>2016/2017</b>	<b>Value</b>	<b>Description</b>
Annual forecast of spend	£141,000.00	<ul style="list-style-type: none"> <li>• Match funding to draw down a further £107,000 (RDPE and Arts Council)</li> <li>• Market research and promotion activity</li> <li>• Trade visits and investor targeting</li> <li>• Product development and improved infrastructure projects</li> </ul>
<b>2017/2018</b>	<b>Value</b>	<b>Description</b>
Remainder to carry forward for 2017/2018	£29,112.00 – annual programme to be approved via Enterprise Telford board plus £107,000 income from funding bids.	Activity to be determined and approved through Enterprise Telford Board.

**TELFORD & WREKIN COUNCIL**

**CABINET – 21 APRIL 2016**

**HEALTH & WELLBEING BOARD – 15 JUNE 2016**

**TITLE: INTEGRATION OF HEALTH & SOCIAL CARE**

**REPORT OF DIRECTOR OF CHILDREN'S & ADULT SERVICES & ASSISTANT  
DIRECTOR: HEALTH & WELLBEING**

**LEAD CABINET MEMBERS – CLLR RICHARD OVERTON**

**PART A) – SUMMARY REPORT**

**1. SUMMARY OF MAIN PROPOSALS**

- 1.1 This report has been written to inform the relevant Boards about the progress in establishing a shared narrative which will underpin plans for a deeper integration of health and social care which will deliver improved outcomes within available resources.
- 1.2 The Chancellor George Osborne set out plans for greater integration in the Spending Review 2015. The Government announced plans for the integration of health and social care by 2020, with local areas coming up with a plan by 2017. The process will be driven in part by the Better Care Fund
- 1.3 The NHS in Delivery the Forward View: NHS planning guidance 2016/17 – 2020/21 sets a requirement for the NHS to produce a five year Sustainability and Transformation Plan (STP). The STP must cover better integration with local authority services, including, but not limited to, prevention and social care, reflecting our agreed health and wellbeing strategy.

**2. RECOMMENDATIONS**

- 2.1 That Cabinet approves the shared narrative set out in Annex A below as a basis for developing plans for the integration of health and social care.

**3. SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	Put our children and young people first, protect and support our vulnerable children and adults, improve health and wellbeing of our communities and address health inequalities.
	Will the proposals impact on specific groups of people?	
	Yes	Children and adults across the Borough.
<b>TARGET</b>	Plan for integration of health and social care to be in place by	

<b>COMPLETION/DELIVERY DATE</b>	2017. The narrative will also inform work on other plans including The Shropshire & Telford & Wrekin Sustainability & Transformation Plan	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	<p>Existing health and social care integrated working through the Better Care Plan is underpinned by a Section 75 Pooled Budget agreement in 2015/16 at a value of £12.5m. Proposals for the 2016/17 pooled budget are currently being considered ready for final submission to the Department of Health as part of the national requirements. The BCF plan and budget will need to be approved by the Health &amp; Wellbeing Board prior to the final submission on 25th April. Current proposals include additional allocations from the CCG and the Council in relation to grants and service level agreements with voluntary organisation, a national increase in the Disabled Facilities grant and schemes to support discharge from hospital.</p> <p>Careful consideration will need to be given to the financial implications for the Council of any plans to further integrate health and social care, including a robust assessment of all financial risks which may arise. The development of any plans will need to be considered in the context of the need to deliver further budget savings in the medium term.</p> <p>TAS 22.3.16</p>
<b>LEGAL ISSUES</b>	Yes	<p>The government has announced a requirement that all local areas integrate health and care services by 2020. This policy builds on the development of the Better Care Fund. The Health and Social Care Act 2012 sets out different integration duties for councils and health bodies. A statutory mechanism around joint agreement and working is set out in the National Health Service Act 2006 as amended (NHSA). It enables Councils and health authorities such as the CCG to enter into shared arrangements for the delivery of integrated services. Such arrangements can cover pooled budgets, joint commissioning and integrated provision. The current Section 75 between this Council and the CCG commenced on 01.04.2015 and there are discussions for a new Section 75 to cover 2016 and 2017 between the parties. In addition use may be made of the section 256 provisions which enable the CCG to provide money to the Council for carrying out of certain functions.</p> <p>H Dean 16.03.16</p>
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	By working together with a shared narrative we will be focussed on solving problems and promoting

		social responsibility and action to appropriately manage and reduce demand for services.
<b>IMPACT ON SPECIFIC WARDS</b>	No	Borough-wide impact

#### **4. INFORMATION**

- 4.1 The Council and the Clinical Commissioning Group, as members of the Health & Wellbeing Board, have established a new vision “Together we will work to enable people in Telford to enjoy healthier, happier and longer lives”.
- 4.2 Further work has been undertaken to develop a shared narrative (See Annex A below) and a governance structure which is linked to The Health & Wellbeing Board.
- 4.3 The new Stronger Communities Board will bring together strategic health and social care partners to oversee delivery of this shared set of aims. This Board will replace the Better Care Partnership and Community Fit. It should be noted that Community Fit will still exist but will focus on matters relating to Shropshire-wide health economy.
- 4.4 These arrangements effectively establish a ‘One Health and Social Care Approach’ for Telford, by using a shared set of priorities and values we can start (building upon work already underway) to make a real difference by:
- Attacking cost, reducing duplication and overlaps and identifying further opportunities for genuine integrated working practice
  - Securing economies of scale and concentrating/pooling expertise and procedures
  - Reducing unnecessary bureaucracy – de-cluttering processes and procedures
  - Establishing a streamlined more flexible partnership that can act faster
  - Promoting collaborative working, maximising the synergies between services and reducing silo-working
  - Taking a strategic and comprehensive approach to organisational development and change management to transform the way we work
- 4.5 The Chancellor George Osborne set out plans for greater integration in the Spending Review 2015. The Government announced plans for the integration of health and social care by 2020, with local areas coming up with a plan by 2017. The process will be driven in part by the Better Care Fund. It is anticipated that the Stronger Communities Board will be responsible for overseeing the development of this plan.
- 4.6 The new approach will be underpinned by our Co-operative Council ethos and values and is in line with our ‘Being the Change’ strategy in terms of prevention and managing demand and challenging the way we do things.

#### **5. PREVIOUS MINUTES**

5.1 None

**6. BACKGROUND PAPERS**

**Report prepared:** Clive Jones, Director of Children's & Adult Services and Liz Noakes  
Assistant Director: Health & Wellbeing

**Telephone:** 01952 385100

**Email:** [clive.jones@telford.gov.uk](mailto:clive.jones@telford.gov.uk)

## Annex A

### **Narrative – Right Help, Right Time to Promote Independence The Need to Change – Our new approach**

Increasing demands on public services at a time of significantly reducing resources means that we must look for a new model for delivering services which continues to safeguard our most vulnerable children, young people and adults. We know that the existing model can actually create new demand and dependency and we are not always improving outcomes that matter most to people. This is no longer affordable and doesn't necessarily benefit people. In addition, we are seeing increasing need with an ageing population and ever growing expectations of public sector services. These challenges are being faced locally and mirrored nationally.

We cannot continue to work as we have and we need to work together. Change is the only option. We have reached a point where our existing preventative interventions are simply no longer going to create significant future benefits and we must reassess what we deliver public service for and to whom we deliver them. This will involve developing a closer working relationship and shared narrative across public sector partners and with our communities. There are already some transformational change programmes in train which we need to build upon, one of the more significant local developments being 'Future Fit'.

The Government has reinforced the need to think differently and provided some mechanisms to support that change. This includes the 'Devolution Bill', the Better Care Fund and incentives to fill the gaps associated with cuts in Local Authority funding and the impact of increasing demands for other public sector services. We need to utilise these mechanisms to take control, moving from reactive to much more proactive leadership and defining our own future together with our population.

This effective leadership will recognise the need to build alliances and collaborations in working towards a better future. Our leaders and workforce will learn to work across organisational boundaries through networks and bring together services around the needs of populations and people who use these services. This collective leadership means everyone taking responsibility for the success of the organisations and systems in which they work, with a focus on learning, enabling and improving quality of care delivered to service users. We need to speak and act as one, and not be constrained by who we work for. Instead we need to concentrate on doing the right thing.

Our approach will be underpinned by our values of Openness and Honesty, coproduction, ownership, fairness and respect and involvement. The Think Local Act Personal (TLAP) commitment in Making It Real provides a useful set of statements that can be embedded into the way we work. These include:

- Information and advice – “having the information I need, when I need it”
- Community based solutions – “keeping friends, family and place”
- Flexible resources focussed on need – “my support, my own way”
- Empowering Risk Management & Safeguarding – “feeling in control and safe”
- Spending Public Money Wisely – “My money”
- Knowledgeable and Informed Workforce – “My support staff”

Together the Council and the Clinical Commissioning Group have established a new vision: *“Together we will work to enable people in Telford to enjoy healthier, happier and longer lives”*. We have agreed a set of principles underpinning this approach which include:

- Empowering people to take control of their own health
- Supporting communities to grow, so that they can support people better
- Creating a place that enables people to make healthier choices
- Adopting the principle that home is normal
- Promoting wellbeing and independence across all communities whatever their level of need
- Working in a systemic way to manage demand away from high cost health and social care, promoting independence
- Making good use of resources across the whole system
- Using outcome based commissioning

### **The Golden Thread – Developing Community Centred Approaches**

If we are to successfully reduce the present dependency on public services we must build resilient communities. We know that when people are connected and contributing to their communities, both communities and individuals are stronger and more resilient which leads to better outcomes. We will not eradicate the need for services. There will always be times when people need to access public services. In some cases we need to promote easy, early access to that support or treatment to achieve better clinical and personal outcomes. However, there is also strong evidence to say we can reduce the need for these services by preventing poor health developing in the first place and promoting recovery to reduce future reliance on statutory services and our communities can have a massive role to play. We must mobilise assets within communities, promoting equity and increasing peoples control over their own health and lives. The different approaches can be usefully categorised into four areas. These are outlined below with an overview of how they work and common models:

1	<b>Strengthening communities</b>	Build community capacity to take action on the health and social determinants of health. People come together to identify local issues, solutions and build social action	E.g. Community development, asset based methods
2	<b>Volunteer and peer roles</b>	Enhance individuals’ capabilities to provide advice, information and support/organise activities in communities.	E.g. Peer support, peer education, health champions, befriending.
3	<b>Collaborations and partnerships</b>	Involve communities and local services working together at any stage of the planning cycle from identifying need through to the evaluation of activities.	E.g. Area based initiatives, co-production projects, Healthy Towns/Cities.
4	<b>Access to community resources</b>	Connect individuals/families to community resources, practical help, volunteering opportunities (consider links to primary care and community organisations)	E.g. Community hubs in libraries/faith settings, social prescribing, and healthy living centres.

We will need to adopt a different approach and organisational response to make this whole system transition. An approach based upon integrated working practice across children, young people and adult (social care, health and other public sector) services. Our approach will involve developing a new approach “Community Connect” with our communities.

## Our Starting Point

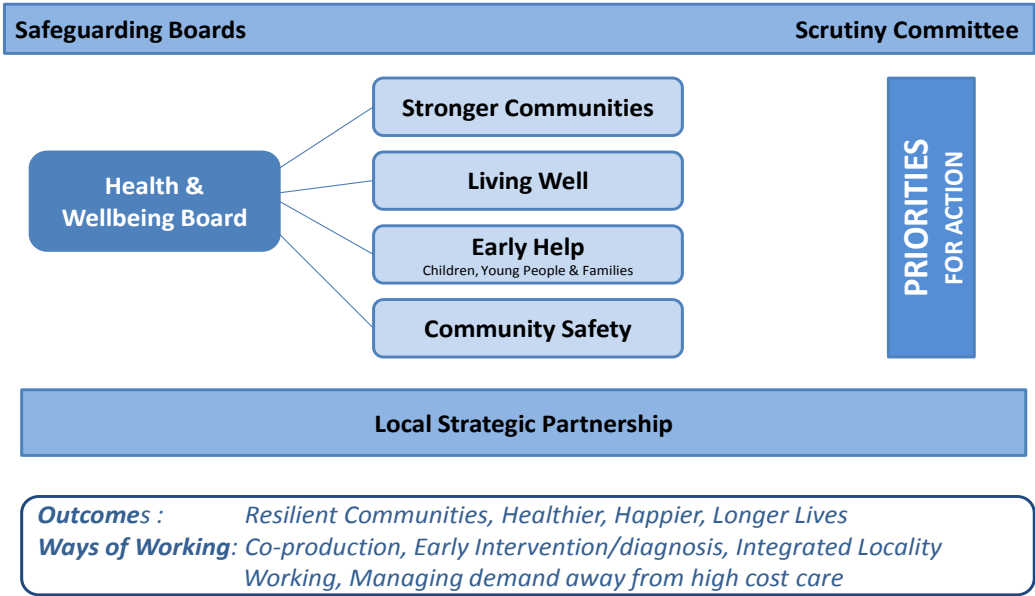
‘Community Connect’ represents more of a movement, rather than a traditional approach of doing things to or for our communities. It will require a different way of working/thinking from our leaders as well as our front line staff. The progression of this movement needs to be enshrined within a set of principles and a programme of work that covers ‘Telford’, rather than any individual organisation. The full change will take years and we need to make a start now. The following table presents a few practical steps the statutory organisations can take to promote this movement.

1	Adopt the four pillars of strengthening communities. Produce a compelling communication which can be accessed by the public..
2	Encourage our staff to get to know our communities. Include practical examples of how this can be achieved
3	Together, continue and share the asset mapping exercise initiated by Council officers. This needs to include the articulation of hospitals as key community assets.
4	Consider one workforce whose job it is to help us know our communities. By investing our time in getting to know our communities they can guide us and shape their own future. They will also help us to seek out those needing support who often don't access our services until it is too late “the hard to find”.
5	Utilise the non-recurrent CCG grants funding available during 2015/16 to promote sustainable community resilience related projects. Part of this funding could be used to promote a better infrastructure to support the third sector (NB TBC by the CCG)
6	Identify community leaders (who aren't the usual suspects!)
7	Build in social value as a requirement to any new procurement activity
8	Integrated working to be a primary consideration of any new development. In turn, any new interventions need to seek sustainable solutions by challenging a culture of dependency by providing the right help, at the right time to promote independence.
9	The CCGs Health Roundtable to organise an event to consider social isolation and how the community can actively build greater resilience in this area.

In order to support this change we must also establish an effective governance structure capable of making significant cultural change. Our governance structures will establish the

best possible proportionate process for making and implementing decisions. We propose to set up a new 'Stronger Communities' Board to report into the Health & Wellbeing Board. The Board's draft Health & Wellbeing Strategy 2016-19 has selected three cross cutting priorities: encourage healthier lifestyles, improve mental wellbeing and mental health and strengthen our communities and community based support. The proposed governance structure is shown below.

## Better Together



Whilst governance is important - it is our own behaviour and leadership that will make this happen. Collectively working with our communities and with partners will create the cultural change necessary to promote this way of working; promoting independence.

Clive Jones & Anna Hammond  
 December 2015

**TELFORD & WREKIN COUNCIL**

**CABINET 21<sup>st</sup> April 2016**

**TREE AND WOODLAND POLICY FRAMEWORK**

**REPORT OF ASSISTANT DIRECTOR OF HEALTH AND WELLBEING  
CABINET MEMBER CLLR SHAUN DAVIES CABINET MEMBER FOR BUSINESS,  
NEIGHBOURHOOD & CUSTOMER SERVICES**

**(PART A) – SUMMARY REPORT**

**1. SUMMARY OF MAIN PROPOSALS**

- 1.1 The Tree and Woodland Framework will support Neighbourhood and Customer Services' going forward as a governing document that informs our strategy for dealing with a wide range of tree and woodland related customer enquiries and other issues. The framework provides a basis to deliver the Council's priorities, a direction for allocating tight resources within the Service area and prioritising work streams whilst continuing to meet the needs of the local community – it is very much focused on achieving Right Tree – Right Place.
- 1.2 Based upon three key themes: 1. Trees Policy & Plans; 2. Communities and Trees; and 3. Risk Management, the framework provides a set of aims and policies which will help develop a sustainably managed tree and woodlands resource, providing an accessible, healthy attractive and high quality environment for people and wildlife.
- 1.3 There are 12 policies providing clear parameters to work within (Appendix 1).

**2 RECOMMENDATIONS  
That Cabinet**

- 2.1 **Approve The Tree and Woodland Framework for Telford & Wrekin – Connecting Communities with Trees and Woodlands 2016-2021 as a document setting out a clear policy for the Borough that will enable a better communication process with customers and provide a working document to manage trees and woodlands within the Borough.**
- 2.2 **Formally adopt the policies, findings and recommendations of the Tree and Woodland Framework for Telford & Wrekin – Connecting Communities with Trees and Woodlands 2016-2021 document.**

**3 SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	<i>As a Co-operative Council, we will work with our communities to:</i> <ul style="list-style-type: none"><li>• <i>ensure that neighbourhoods are safe, clean and well maintained</i></li></ul>
	Will the proposals impact on specific groups of people?	
	Yes	<i>The strategy provides guidelines and actions which will provide clear communication for residents and manage expectations more effectively.</i>
<b>TARGET COMPLETION/DELIVERY DATE</b>	<i>Formal adoption of the Strategy is required by end of March 2016. Actions to be progressed as a result of the Strategy will be delivered from April 2016 onwards.</i>	
<b>FINANCIAL/VALUE FOR</b>	Yes	Implementation and adoption of the Tree Policies 1-12 will be

<b>MONEY IMPACT</b>		met from within current resources across Arts & Recreation and Neighbourhood Management. TWS are contracted to provide this service within the additional works budget managed by Highways & Neighbourhood Management Services. (AM 23.02.16)
<b>LEGAL ISSUES</b>	Yes	<p>The Council is a significant landowner in the Borough and, as a consequence, owns and manages many trees and woodlands. In addition, it has a number of statutory powers and responsibilities which relate to trees and woodlands. These powers are outlined in The Tree and Woodland Framework for Telford &amp; Wrekin – Connecting Communities with Trees and Woodlands 2016-2021 document.</p> <p>In particular, the Council as local planning authority can make and enforce Tree Preservation Orders (TPO's) and designate Conservation areas (CA's) within which certain established trees are protected. The local planning authority powers relating to the preservation of trees are not an executive function i.e. they cannot be exercised by Cabinet. However, Cabinet can encourage the exercise of these powers as set out in the Framework.</p> <p>The recommended Framework document is a response to these powers, duties and responsibilities. (IR – 23.03.16)</p>
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>		
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	Borough wide

#### **4. (PART B) – ADDITIONAL INFORMATION**

##### **4.1 Background**

4.1.1. This Framework provides Neighbourhood & Customer Services with a way forward for dealing with a wide range of tree and woodland issues within the Service Areas responsibility. This resource is located primarily in public open spaces and forms the majority ownership of Council trees and woodlands, and therefore this Service Area receives the majority of tree related public enquiries.

However, there are other Council owned trees and woodlands which fall outside the remit of Neighbourhood & Customer Services, for example trees in school grounds. The approach to dealing with risk within these other areas will be incorporated within the emerging Corporate Tree Risk Strategy, which will address managing risk on all Council owned trees.

4.1.2. Trees and woodlands within the borough are a huge asset. The trees, woodlands and other natural 'greenspace' have contributed hugely to the development of the borough. This local significance is recognised in the Council's land management commitment to protect a number of green spaces from development under a Green Guarantee. These sites are within the Council's ownership and are managed for biodiversity, leisure and recreation and are valued by local communities. Trees and woodlands are significant features in the value of these sites.

The Council also strategically recognises the importance of trees and woodlands and this framework links to the publicising version of the Telford & Wrekin Local Plan and

particularly relates to policy NE2 Trees, Hedgerows & Woodlands and to policies NE3, NE4 and NE5 on Public Open Space.

It is also nationally recognised that trees and woodlands make a wide-ranging and positive contribution to the quality of modern life. They make a tremendous impact on visitors and residents alike, providing significant environmental, social, economic and health benefits.

#### 4.1.3. **Environmental benefits include –**

Improving the air quality by trapping particulate pollution and absorbing noxious gases and by taking carbon dioxide out of the air and 'locking it up' in their timber and acting as carbon stores. The woodland canopy intercepts rainfall and can slow down storm water run-off, reducing the risk of flooding. Tree belts enhance the built environment by screening intrusive developments and reducing the impact of noise from roads and factories. Trees and woodland are fascinating living laboratories that can make inspiring outdoor classrooms, and increase the biodiversity of an area.

#### 4.1.4. **Social benefits include -**

People want to live and work in healthy, attractive, comfortable surroundings, and trees, woodlands and accessible greenspace are acknowledged by residents as indicators of a quality environment.

They reinforce local character and can create a positive sense of place and create a sense of scale. Mature trees also provide a direct link with the past – the history of the landscape is revealed in their large age and location.

#### 4.1.5. **Economic benefits include -**

A tree-rich urban landscape is recognised as an important attraction for new businesses which, in turn, create employment. Several studies have shown that house prices are higher in a 'well-treed' residential neighbourhood. The Borough's tree stock has potential to produce timber and fuel wood for local markets when managed as a renewable source.

#### 4.1.6. **Health benefits include-**

Trees trap air pollutants which can affect the lungs and can exacerbate respiratory and heart diseases and patient recovery rates improve when they can view trees from their hospital window.

Woods are a great places to exercise which reduces heart disease, strokes and some cancers.

Trees and woodlands also provide a good setting for sociable recreational activities which can complement community cohesion.

#### 4.1.7 However, the benefits of trees and woodland need to be balanced with the impact upon people's lives. People often live in close proximity to trees, particularly in an urban area. These trees are either their own, their neighbours or may belong to the council or be on private land. A dilemma often occurs when the tree makes an important contribution to the local environment but also causes inconvenience to those living nearby.

Within the older estates of Telford, for instance, this can be significant to residents as trees mature and become more prominent in their settings and environs. There is then a balance to be struck in terms of perceived nuisance and the benefits they provide.

The Council should work towards creating places and spaces in the community where tree species can thrive and deliver their full range of benefits without causing harmful nuisance – **"Right place – Right tree"**. This framework will work towards achieving this balance by balancing policy with a common sense approach.

## 4.2 **Key themes addressed within the framework.**

Our vision for trees and woodlands to acheive “ **Right Tree Right Place**” is:

“A landscape rich in trees and woodlands,diverse in age range and species, managed sustainably to provide an accessible,safe attractive and high quality environment for the people and wildlife of the borough.”

This vision can be addressed through 3 key themes:

4.2.1 **Tree policy and plans** - improved policies and forward planning should reduce issues for the future. The ‘Right Tree Right Place’ concept is consistent with the policy approach in the Local Plan and will be carried forward into any accompanying Supplementary Planning Documents.

4.2.2 **Communties and trees** - providing clear information and guidelines for the community and a framework to deal with enquiries in a fair and reasonable way.

4.2.3 **Risk management** –contributing towards a corporate Health and Safety of tree risk management policy, and dealing with insurance and subsidence claims in a proactive manner.

**4.3 Policies and communication process**

There are 12 very clear policies within the framework which will set out the principles and triggers for action within those service areas involved in managing the tree and woodland resource (Appendix 1). The policies create ground rules which enables greater consistency in tree works and an effective mechanism to manage public expectations. The framework policies, and accompanying communication process, will help create tree friendly places, where trees can thrive and deliver their full range of benefits without causing nuisance or harm.

**5. IMPACT ASSESSMENT – ADDITIONAL INFORMATION**

Not applicable.

**6. PREVIOUS MINUTES**

Not applicable.

# **A Tree and Woodland Framework for Telford and Wrekin**

## **Connecting Communities with Trees and Woodlands**

**2016 – 2021**

Customer, Neighbourhood and Well-Being

March 2016

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# 1. Introduction

## 1.1 The need for a framework

This framework sets out guidelines for tree management in line with national legislation, the National Planning Policy Framework, national best practice and Telford and Wrekin Council local planning policy and other relevant council strategies. The Framework provides direction to Telford and Wrekin Council Neighbourhood Services -managed trees and woodlands in open spaces wherever they may be found throughout the borough. The framework also provides direction on working with other Service Areas within the Council to provide a coherent approach to tree and woodland management.

Proper care and management of Telford's urban forest requires a long-term vision and planned approach, in order to maximise its current values and future potential. A coherent framework, with balanced aims and policies will help to achieve this.

The great majority of the Council's trees and woodland are located within the built environments of Telford and, to a lesser extent, Newport. These trees, hedgerows and woodlands, together with the open 'greenspace' with which they are often associated, collectively constitute the design concept of an "urban forest". Within this urban forest, communities live, and work, and therefore the framework addresses the issue that managing Telford and Wrekin Council's trees and woodlands is as much about people and communities as it is about trees.

Trees growing within the borough are vital and important, yet at the same time can be seen as being highly emotive, both in terms of perceived nuisance and of the benefit they provide. The Council should work towards creating places where tree species can thrive and deliver their full range of benefits without causing harmful nuisance – "Right place – Right tree".

Trees are arguably the least transitory natural feature of a landscape scene and are dynamic and subject to constant change at an ever-increasing pace. They make a tremendous impact on visitors and residents alike, providing significant aesthetic, amenity and ecology benefits, and help to contribute to a healthier environment and healthy population. The Council takes great pride in ensuring the quality of our Arboricultural (tree) and Silviculture (woodland) heritage not only to enjoy the benefits now, but also help to pass on these benefits to future generations.

Many of the trees and woodlands in the borough are under public ownership, which are managed and cared for by the Council for the people of the locality. As a Council we are constantly dealing with tree and woodland related issues that can have either minor or more significant impacts on members of the general public.

The **Aims** of this framework are to:

- Set out a strategic vision that aims to ensure that trees and woodlands are maintained as an attractive, safe, healthy, community resource for future generations.
- Set out policies and standards to deliver a consistent approach, enabling the Council to care and manage the trees and woodland resource in a timely and efficient way.
- Ensures that clear information and coherent pathways are identified to support demand management from customers.

## **1.2 The Value of Trees and Woodland**

Trees and woodlands within the borough are a huge asset; without doubt the trees, woodlands and other natural 'greenspace' have contributed hugely to the development of the borough.

It is nationally recognised that trees and woodland make a wide-ranging and positive contribution to the quality of modern life.

These are some of the diverse benefits that the trees and woodlands bring to the borough:

### **1.2.1 Environmental**

As trees grow they make a local contribution to the world-wide problem of global warming, by taking carbon dioxide out of the air and 'locking it up' in their timber and acting as carbon stores.

Much of Britain's wildlife is derived from woodland and the borough's tree-rich landscape enhances biodiversity. The urban forest thus provides an opportunity for people to enjoy nature on their doorstep.

Summer shade and shelter from winter winds help reduce energy consumption in adjacent buildings. A woodland canopy intercepts rainfall and can slow down storm water run-off, reducing the risk of flooding. These contributions are likely to become more significant as global warming leads to more extreme weather patterns.

Tree belts enhance the built environment by screening intrusive developments and reducing the impact of noise from roads and factories.

### **1.2.2 Health**

It is widely recognised that trees and woodlands can improve the health of communities notably by:

- Improving air quality

By absorbing pollutants, such as nitrogen dioxide, sulphur dioxide and ozone and cleaning and releasing oxygen into the air we breathe. These pollutants all affect the lungs and can exacerbate respiratory and heart diseases. Research has shown a clear correlation

between asthma and the levels of nitrogen oxide (NO<sub>2</sub>) in air pollution caused by traffic near the home, which results in repeated hospital encounters.

The House of Commons Environmental Audit Committee (2010) identified that the largest cost associated with poor air quality is the adverse affect on human health. A study in East London in 2009, measured the effect of trees specifically within the East London green grid (now All London Green Grid). It showed that trees reduced hospital admissions each year.

- Making us physically fitter and healthier

Woods are a great place to exercise which reduces heart disease, strokes and some cancers. Woodland with public access can increase the opportunities for people to engage in physical activity. A variety of research has shown that exercise in woodlands is actually of greater benefit than in other locations.

- Making our minds happy and healthier

Patient recovery rates improve when they can view trees from their hospital window. We get better faster, are less stressed and trees and woodlands can help with long term disorders. The evidence is so strong that hospitals and residential homes actively plant trees to green their estates.

It is often the emotional and mental well being conferred by the setting that has the greatest effect rather than the physical activity itself. In a study from 2011 called Mappiness, respondents were asked to report how happy they were at a given moment. The information was relayed via smart phone and their location pin pointed that woodland locations were the top 3 places where happiness scores increased.

- Social

People want to live and work in healthy, attractive, comfortable surroundings and trees, woodland and accessible greenspace are acknowledged by residents as indicators of a quality environment. Trees can help make a neighbourhood distinctive. They reinforce local character and can create a positive sense of place and create a sense of scale. Mature trees also provide a direct link with the past – the history of the landscape is revealed in their age and location.

Trees and woodlands provide a good setting for sociable recreational activities and this can complement community cohesion.

Trees and woodland are fascinating living laboratories and can make inspiring outdoor classrooms. Most of Telford's schools are within easy reach of nearby woodland and are frequently used to facilitate Woodland School Projects.

This link between woodlands and child development is very important and the focus on children and their loss of nature and its effects was subject of an influential book in 2005 by Richard Louv called "Last Child in the Woods". The book linked the lack of nature in the lives of children today to some of the most disturbing childhood trends such as rise in obesity; attention disorders; and depression. Louv outlined a body of research which

indicated that direct exposure to nature is essential for healthy childhood development and for the physical and emotional health of children and adults.

- Economic

A tree-rich urban landscape is recognised as an important attraction for new businesses which, in turn, create employment. Research by The Woodland Trust showed that the benefits from accessible woodland in Great Britain were estimated to be £392m per year in 2003. Trees do not just attract tourists, people are willing to travel further, visit more frequently and pay, on average, 12% more for goods and services in commercial districts with trees.

Several studies have shown that house prices are higher in a 'well-treed' residential neighbourhood. In fact since the 1970s studies have found that trees can add between 4% and 7% to House Prices (Woodland Trust).

The borough's tree stock also has potential to produce timber and fuel wood for local markets when managed as a renewable resource.

Research carried out by the Woodland Trust in 2011 also shows that woodland is cheaper to maintain than amenity grassland.

### **1.3 The Policy Framework**

It is important to be aware of the strategic context in which care and management of Trees and Woodlands operates. Maintenance of the Council's trees and woodland contributes to, or is affected by, a host of relevant strategies, policies and good practice documents.

These range from international commitments on global issues such as reduction of greenhouse gases determined by the UN Framework Convention on Climate Change – The Kyoto Protocol, 1997 updated in 2012-Doho Amendment and again amended in Paris 2015, and sustainable development discussed at the UNCED conference, Rio 1992 – The Earth Summit and Rio + 20 in 2012.

Government Policy is also important in framing work priorities as set out in such documents as the Government's policy paper, Forest and Woodlands 2010-2015, updated in May 2015, and the Natural Environment and Biodiversity White Paper.

Of course, the Council is also empowered by a number of Acts of Parliament and operates within the law relating to trees and woodland.

#### **1.3.1 Legislation relating to Trees**

Telford and Wrekin Council has a number of statutory duties and powers, both as a Local Authority and as owner and manager of trees and woodlands. A representative, but not exhaustive summary of tree and woodland related legislation is given below.

Under the Town and Country Planning Act (1990) the Council has powers to make and enforce Tree Preservation Orders (TPO's) and designate Conservation areas (CA's) within which all established trees are protected.

The Council also has to consider from time to time the use of the Local Government Miscellaneous Provisions Act. Within this act, the Council is entitled to make safe any tree it considers is sufficiently hazardous to warrant immediate attention, and charge back to the land owners the full cost of the operation.

The Highways Act (1980), Section 96 empowers the Highways Authority to plant and maintain trees on the highway.

The Health and Safety at Work Act (1974) places a duty on every employer to conduct his undertaking in such a way as to ensure, as far as is reasonably practicable, that persons not in his employment who may be affected thereby, are not exposed to risks to their health and Safety.

Occupiers Liability Act (1957 and 1984) imposes a duty to take such care, as in all the circumstances of the case, as is reasonable to see that a visitor will be reasonably safe in using the premises for the purpose he is invited or permitted by the occupier to be there.

The Wildlife and Countryside Act (1981), the Conservation of Habitats & Species Regulations (2010), the Hedgerow Regulations (1997) and Protection of Badgers Act (1992) provide orders and guidance relating to management of wildlife and species associated with trees hedgerows and woodlands.

## **1.4 Defining our Vision**

The borough's urban forest is a dynamic, living resource and it is approaching a pivotal stage in its development. Much of the massed structural planting undertaken by the Telford Development Corporation has reached 30-40 years of age. This is the phase at which a tree grows most rapidly and consequently the borough's trees and plantations are becoming ever more obvious to the public eye. This is particularly so within the built environment of Telford, and along the main transport corridors. Conversely, the older pit-mound plantings are slowing down in terms of growth rate and, in some cases, showing the early stages of decline.

The coming few years and decades are critical if the younger tree stock is to be effectively and properly managed, so as to maintain its health and vitality and allow it to fulfil its potential in the future. At the same time, steps must be taken to replenish the older tree stock by carefully phased felling and re-stocking. The approach is to sustainably manage the tree and woodland resource, maintaining and enhancing it for the benefit of current and future generations by developing the character and appearance of both the natural and built environments.

### **1.4.1 Current management and maintenance situation**

Currently throughout the borough, Neighbourhood Services are responsible for street trees, trees and woodland on highway verges and in public open space. This tree and woodland resources covers in excess of 500 hectares.

Other significant landholdings containing trees are managed by different services areas, for example the trees located on school and academy grounds, which have their own guidelines in managing those assets.

In addition, there are other service areas within the Council who should be considered stakeholders in the urban forest, in that, whilst they do not have a landholding, their policies and activities have an impact on the borough's trees and woodlands. Chief amongst these are the service areas sitting within the -Business, Development & Employment section of the Council. There is also considerable amount of land owned by the Council, currently not actively managed by a designated Service Area.

In the longer term therefore, as an authority, a more comprehensive approach to tree and woodland management could be explored.

There are 2 Tree and Woodland Officers within the Neighbourhood Services who currently manage the tree and woodland resource with a budget in the region of 178k. This budget is part of the Environmental Services generic grounds maintenance and cleansing contract which was awarded to Telford & Wrekin Services (TWS).

TWS provide teams of fully trained operatives who are properly equipped to carry out Arboriculture (i.e. tree) and Silviculture (i.e. woodland) work. All tree and woodland maintenance is outside the generic grounds maintenance and cleansing contract and is carried out as additional works, under instruction from the Tree and Woodland Officers and following the guidance in BS 3998: *'2010 Tree work –Recommendations.'*

This 178k 'additional work' budget within Neighbourhood Services covers:

- Re-active Tree works
- Re-active Woodland works
- Proactive woodland works
- Proactive Tree works
- Traffic Management
- Street Lighting and Trees
- Proactive Tree Safety Survey
- Telford & Wrekin Council emergency call outs
- Non- Telford & Wrekin Council emergency call outs
- Parks trees

Much of the work of the Tree and Woodland Officers is carried out in response to the customer enquiries logged each year on the computerised customer enquiry system. On average over 160 tree enquiries are received every month. The volume of these enquiries and the amount of money available within the budget means that priorities are given to health and safety issues and tree welfare issues. However, where possible the Service is moving towards achieving a diverse, healthy population of trees of mixed age and species across the borough and ensuring appropriate canopy cover.

In terms of more proactive works a number of Woodlands within Telford and Wrekin have management plans (2012) which informs proactive woodland work covering 378 hectares of

woodland. Generally, the principles of continuous cover forestry, undertaking thinning and phased felling and restocking (through natural regeneration where feasible) of woodland is undertaken. Pit-mounds sites however are dominated by mature conifers and have cultural associations that require retention of exotic species. The Council will pursue multiple objectives in woodland management for the benefit of people, the environment, recreation, economy, heritage, wildlife and education and encourage the development of native broadleaves.

The Woodland Management Plans have been written to deliver four key objectives:

- Maintain and or improve amenity and biological value of woodlands
- Minimise cost and maximise revenues from work carried out.
- Maximise financial opportunity by production of quality timber and or by maximising potential volume production through species selection.
- Maintain or improve diversity in age and species.

### **1.4.2 A Co-operative Approach**

A significant influence on how we will manage the tree and woodland resource is very much a co-operative approach. Being a Co-operative Council is about the Council working together with our residents, partners and local organisations to collectively deliver the best we can for Telford and Wrekin. The Council believes that how services are delivered is just as important as what the Council delivers - that is why the Council have adopted Cooperative Values.

These Values were developed by the Co-operative Commission and are based on what residents and Council employees told the Commission about the sort of Council and borough they would like to see in Telford and Wrekin.

The Council has adopted Cooperative Values at the heart of the organisation.

Openness & Honesty: To be open and honest in the way we work and make decisions and communicate in a clear, simple and timely way to – take action and responsibility for themselves and their community to the best of their abilities

Ownership: To be accountable for our own actions and empower people with the skills to help themselves to – take action and responsibility for themselves and their community to the best of their abilities

Fairness & Respect: To respond to people's needs in a fair and consistent way to – respect and care for themselves and others, value the different ideas and skills that people bring and treat each other as equals

Involvement: To work together with the community, involve people in decisions that affect their lives and be prepared to listen and take on new ideas. We would like everyone to – work with and support others, get involved and share their views.

As people and budgets are limited and the majority of officer time is spent dealing with re-active issues; in order to achieve the aims of delivering a diverse tree and woodland resource this co-operative approach must be adopted to work with partners and the

community. The Council will, therefore, actively encourage community involvement and partnership working in tree and woodland management which is discussed under **Communities and Trees** theme. The Council will also actively work in partnerships to create external funding opportunities, to add value to the existing woodland budgets, to enable more pro-active tree and woodland management to be undertaken.

### 1.4.3 Moving Forward

Even though we have made considerable progress as a co-operative council we now need to take another big step in our transformation. We have adopted four core elements.

For our medium-term service and financial strategy to take the organisation forward and help to deliver the budget savings which are currently projected to be required over the medium term. These are:

- Focussing on solving problems and promoting social responsibility and action to manage and reduce demand for services
- Challenging and changing reviewing and re-imagining the way we do things
- Reducing our dependency on Government grants
- Being a modern organisation with modern practices and where we always get the basics right.

### 1.5 Vision and Themes

Our vision for our Tree and Woodlands:

**A landscape rich in trees and woodland, diverse in age range and species, managed sustainably to provide an accessible, safe, attractive and high quality environment for the people and wildlife of the borough.**

This vision will be achieved through 3 key themes:

- **Trees, Policy and Plans** –This theme looks at all aspects relating to trees and woodlands, in the planning system, and key corporate policy and investment documents.
- **Communities and Trees** – This theme considers the interface between the urban forest and the people of the borough.
- **Risk Management** –This theme outlines our legal obligations relating to Health & Safety, the Highways Act and the Council's Duty of Care.

Each theme has a set of Aims associated with them from which develop a set of policies and operational tree standards, which will enable services to achieve the vision for the borough's tree and woodland resource.

## 2 Key Themes, Aims and Policies.

### 2.1 Trees, Policy and Plans

#### Aims

- *To adopt clear policies for the protection, care and planting of trees in the new Telford & Wrekin Local Plan (due for adoption in late 2016) and the Local Green Infrastructure Needs Study and the Green Infrastructure Framework.*
- *To create places where tree species can thrive and deliver their full range of benefits without causing harmful nuisance.*
- *To embed tree and woodland policies within key corporate policies and plans relating to health and economic growth.*

The social and environmental benefits of trees and woodlands (1.2) are detailed in the Local Plan as a key element of public open space and are also protected through the Trees, Hedgerows & Woodlands Policy NE2 in the publication version of the Local Plan. However, as trees grow and plantations mature they become more obvious to the public eye. Instances of direct conflict between people and trees are increasing and will continue to do so – issues of light, leaf-fall, TV reception, Solar Panels and other such matters will come to the fore. Also, risk management factors such as highway verge tree safety, root-induced building subsidence and footpath disruption are becoming increasingly important issues.

Many of these problems could have been avoided by greater attention to detail at the design and planning stage, particularly in terms of species choice and planting location. Therefore significant involvement is required in the Planning process, including embedding standards for trees and woodlands in strategic corporate documents.

In reviewing the planning strategies it is important to maintain policies which underpin robust landscape and design principles to achieve “Right place – Right tree”.

Currently planning policy OL11 provides an opportunity to assess the implications on existing trees, and the potential for new planting in connection with sites proposed for development. Once a Planning Application has been submitted comments on planting schemes should be made to ensure a sustainable planting scheme is implemented.

The publicising version of the new Telford & Wrekin Local Plan contains specific policies relating to the protection of trees, hedgerows and woodlands (NE2) and gives particular weight to irreplaceable habitats including veteran trees and ancient woodlands. The expectation is that trees are protected and retained in most circumstances and that loss of trees, with appropriate replacement, may be considered where the wider benefits of the proposed development outweighs the loss. The next step is for the Local Plan to be submitted to a Planning Inspector and to undergo an Examination in Public. This is expected to occur in summer/autumn 2016 and following that, provided that the plan is found ‘sound’, the plan will be formally adopted by the Council.

The Council has also made a land management commitment to protect a number of green spaces from development under a Green Guarantee. These sites are within the Council's ownership and are managed for biodiversity, leisure and recreation and are valued by local communities. Trees and woodlands are significant features in the value of these sites and management of Green Guarantee sites will be aimed at maintaining and improving their value for biodiversity, recreation and local communities while maintaining appropriate safety standards.

As the Local Planning Authority, the Council has a statutory duty to take steps to protect trees, which it believes makes an important contribution to the amenity of the area.

Even before a Planning Application is submitted potential development land can be surveyed and should any vegetation found be worthy of protection under the TPO legislation it can be protected well in advance of any development proposals being sought.

Currently Neighbourhood Services do not actively protect trees on Council land because they are regarded as not at risk. The Council is committed to green open space and there is an understanding that the Council should be custodians of the tree resource for future generations. As such there is a commitment from the Council's Estates & Investment Team to agree to notify the tree officers of any marketing of Council owned land i.e. any land which the Council proposes to sell and not undertake any tree works on Council owned land (including any highway land) without first notifying the tree officers and allowing them time to respond, and not to undertake any tree works until the tree officers have confirmed in writing that they do not want to protect the tree.

If the tree needs protecting Estates and Investment will allow that to take place and then comply with the consent-rules relating to protected trees. The planning process can ultimately override the protection of a tree if that is what the balance of planning considerations determines.

The Council will use its enforcement powers by bringing prosecutions against contraventions of Tree Preservation Orders and controls over trees in Conservation Areas in appropriate cases.

The Council will also monitor compliance with the requirements of planning conditions and Tree Preservation Orders during construction and after completion of development.

Under the Town and Country Planning Act (1990), the Council will use its statutory enforcement powers, when appropriate, including dealing with illegal felling of council owned trees and prosecuting people who wilfully damage or remove Council owned trees.

## **Policies**

TP1 The Council will require the standard of information relating to tree, woodlands and hedgerows, on and adjacent to development sites, together with the appropriate protection measures as set out in detail in the current BS: 5837 or relevant national planning policies. These recommendations need to be submitted, at initial planning application stage.

TP2 The Council will promote and encourage the making of Tree Preservation Orders in order to secure the retention of existing trees, groups of trees or woodlands in the Borough where they are assessed to have amenity value and/or recognised potential amenity value, and Tree Preservation Orders will be made as a matter of urgency where the trees, groups of trees or woodlands are considered to be under threat

TP3 The Council will recognise the significance of Ancient and Veteran trees in the historical landscape and apply a recognised evaluation method to trees.

## 2.2 Communities and Trees

### Aims:

- *To create an approach in managing trees and woodlands which addresses the community's relationship with trees*
- *To provide information and explain a rationale for our tree and woodland management decisions and actions.*

An intrinsic part of the management of trees and woodlands within the borough is the process through which the public is informed and engaged in this management. As previously mentioned the tree resource within Telford is at a crucial stage of management, and the number and age of trees located in heavily populated areas brings with it unique challenges.

Within many parts of Telford people often live in close proximity to trees, these trees are either their own, their neighbours or may belong to the Council, and when they grow near their dwellings can cause inconvenience. There are a number of common sources of complaint received by Council's nationwide, including overhanging branches, shade, leaf, fruit fall, obstruction and interference to TV/satellite aerials, which can be highly emotive and upsetting for members of the public.

A dilemma often occurs when the tree makes an important contribution to the local environment but also causes inconvenience to those living nearby.

The Tree and Woodland Officers spend the majority of their time dealing with such re-active enquiries, over 160 enquiries a month, which reduces their time dealing with pro-active management of the tree and woodland resource. The number of these enquiries could be reduced by providing better information and guidelines, and having a process to deal with issues in a coherent and balanced manner.

In order to try and address the above, and target resources, clear policies have been developed in line with many other local authorities, and a suggested process for dealing with enquiries which will enable informed, consistent, and inclusive decision making.

For example, the Council will not undertake tree pruning or tree removal in direct response to any natural or seasonal phenomena for example:

- Falling leaves
- Sap exudation (honeydew)

- Falling fruits, nuts
- Bird droppings
- Blossom fall
- Shading and blocking daylight
- Overhanging branches

The above are generally considered minor inconveniences, as opposed to legally defined nuisance issues, over which the Council, or any tree manager, has little, if any, control over.

The Council will not remove trees that affect solar panel performance, as it is the installers' responsibility to assess the surrounding area before installing the solar panels. Tree pruning for loss or interference with TV or satellite signal reception will not be carried out either

The Council cannot get involved in private trees in neighbourhood disputes.

It is accepted that there may be circumstances on a local level regarding the extent to which people's health and well being are being affected, balanced against the health, well being and community value of the tree. At certain times when dealing with enquiries, based upon the above topics, a wider discussion around the issues sometimes needs to occur within this decision making process as to what works are undertaken upon the tree.

This wider stakeholder consultation needs to consider a variety of available information relating to the area within which the tree/woodland is located to inform the decision making process.

The following suggested criteria, can be followed to assess how trees can be treated within a wider context.

- History of Enquiries / Historical Spend

Historical spend needs to be considered based upon the enquiry system. Areas that have had historically high spend on particular tree issues, may be of lower priority to areas where little tree work has been undertaken.

- Tree Survey / Safety Survey Links

Trees within the geographical area may have been subject to a tree survey / safety survey. This information should inform a decision about what trees works could be undertaken, balanced against the amenity value of trees with risk, suitability of species for a specific area, the trees potential to create future insurance claims e.g. structural damage to buildings, and the longevity of the tree by undertaking a valuation of the tree.

- Managed Trees Next to Buildings

There are significant ongoing problems associated with Council trees next to private dwellings. The majority of the problems arise from the wrong tree species planted in close proximity to the property or inappropriate buildings being constructed.

- Key Priority Sites

Key Priority Work areas will vary ward by ward. High risk areas are where a significant number of vulnerable members of the community are affected e.g. sheltered housing.

The use of crime statistics should be fully considered when evaluating trees or groups of trees, and where hot spots are found, thinning, crown lifting or complete removal should be considered as a practical way of reducing crime or the fear of crime. A full assessment of the impact of trees canopies on the effectiveness of street lighting will be undertaken as part of the evaluation process for both Council trees and private trees, under the Highways Act.

- Bus Routes / Safe Routes to Schools

Liaison with Council Highways Team to identify problem trees or groups of trees along bus routes or safe routes to schools will be undertaken to encourage full use of these facilities e.g. fear of crime issues near bus stops etc.

- Car parking

On areas of communal parking where there are significant tree enquiries remedial action may be considered dependent upon tree species and available budget.

- Root Disruption

It is the owners' responsibility to deal with root disruption on their land, however on public land such as footpaths, curb edges and retaining walls, root disruption will be considered.

- Community Views

In some cases the tree issue may become a wider community issue. In these cases, gathering local parish council and ward member view, and local people views become part of the decision making process and, maybe the solution to the problem. The work may be appropriate; however no resources are available to undertake the works. In such examples, the local community could contribute/ fund the works.

### **2.2.1 Communication and information**

It is important that policies and process for dealing with tree enquires are communicated to residents, to develop an understanding about how and why tree and woodland work is being undertaken; and also why some residents requests for tree works aren't carried out.

With a view to improving demand management and managing enquiries effectively and efficiently the Council, has a key role to inform the residents of the Council's policies and working practices. A suggested communication process has been devised to pro-actively deal with enquiries, policies and information.

We will give our local community access to information and support needed to address trees on private land in their community and the Council's approach to tree and woodland management.

It has also been acknowledged that trees and woodlands can provide a great educational and healthy resource for communities, local organisations and schools. Working with local schools and conservation organisations, the Council will maximise the educational and healthy benefits of woodlands.

The Council will also proactively work with local people and organisations to undertake projects such as tree planting schemes, and encourage them to become involved in managing our woodlands.

## **POLICIES**

TP4 The Council will develop and deliver a pro-active communication process and systems that address customer expectations.

TP5 Removal of any apparently healthy tree, or tree branches which are subject to a complaint, will be investigated and assessed for suitability and retained where appropriate.

TP6 Tree pruning, height reduction or removal of trees in direct response to any natural or seasonal phenomena will not be undertaken.

TP7 Tree pruning, height reduction or removal of trees directly attributable to: Loss or interference with TV or satellite signal reception will not be undertaken, or if attributable to efficiency of solar panels will not be undertaken.

## **2.3 Risk Management**

### **Aims**

- *To provide a safe tree and woodland environment for the people of the Borough.*
- *To have a consistent approach in dealing with insurance and subsidence claims.*
- *To ensure the Council meets it's legal and health and Safety duties in respect of tree and woodland management.*

Like all living organisms, trees are subject to decline, collapse and they can be damaged physically or invaded by pathogenic organisms. As trees deteriorate so they are increasingly likely to shed limbs or fall in strong winds and the potential to cause harm increases. Ancient and decaying trees are often beautiful and uniquely valuable as habitat for wildlife and, however poor the physical condition of a tree, remedial action is only necessary where there is clearly unquantifiable risk to life or property. This might mean removing the whole tree, part of the tree, or reducing the level of public access in the vicinity.

The Health and Safety Executive (HSE) acknowledge that the overall risk to the public from falling trees and branches is low. However when injury occurs it is likely to result in a significant or serious injury. Considerable concern and uncertainty about managing trees for safety has risen in the last few years. This has largely been stimulated by a number of court

cases and other responses to rare incidents where falling trees or branches has killed or injured a person.

Addressing these concerns requires information about the real risk involved and the level of public concern. These can both be achieved by adopting a proactive approach to tree risk management. This approach involves basic elements of:

- Capturing baseline information (the survey) and storing on a specific tree risk management data programme
- Undertaking tree work as on the high risks
- Establishing a routine inspection programme and;
- Delivering remedial action.

To try and develop a proactive approach to tree risk management, in August 2009, Neighbourhood and Leisure Services undertook a pilot study in the Nedge ward of Telford. This area was chosen as it held a good cross section of land uses within the Borough. The survey was carried out by an independent consultant who completed a walk over, identified only those trees that posed an unreasonable threat to public health and safety, categorised each route using a traffic light system red, amber, green based upon target value.

The main strengths of this system were that it was very quick and easy to use. The level of data collected allows for management decisions to be made and identified work prioritised. It only took 5 days to walk the area.

It was suggested in 2009 to try and prioritise risks within an area and so reduce time, high priority routes could be recorded as red, for example winter maintenance routes, gritting routes and very busy roads, and should be reviewed every 12 to 18 months. Amber sites of high usage, e.g. parks cemeteries etc, should be reviewed every 5 years and green sites with very low risks, every 7 years. Since 2009 survey work has been undertaken, however this has been very localised, and has an updated risk rating and survey techniques.

Currently the Council are working on a corporate Tree Safety Management Policy, addressing all the trees and woodlands managed by various Service Areas within the Council. This policy is looking at zoning the areas into high medium and low risks, how this zones will then be surveyed, how the data is then stored, and how the council delivers this programme. Neighbourhood and Leisure Services are an active Service Area involved in producing this Tree Safety Policy and delivery programme.

Above and beyond a proactive tree risk survey, the Council has a legal obligation to clear a public highway immediately if blocked by a fallen tree. Currently, during times of high winds, excessive rain etc dealing with such blockages becomes a priority whether the tree is Council owned or privately owned. If privately owned, the Council will make the highway accessible and invoice the owner of the tree where work has been undertaken, to cover the costs of the contractor and cover the costs for Officer time in dealing with the incident. The Council needs to review this charge and the information communicated to residents.

### **2.3.1 Subsidence and Insurance claims.**

There are a variety of factors involved that could be responsible for subsidence to a building: Inadequate foundation design; major works to adjacent properties; general

structure failure, previous internal alterations; nearby excavations; mineshafts, re-profiled ground, climatic changes; different foundations between buildings and extensions; land slip; change in building use, use of mortar without lime, change in surface material in close proximity to trees and buildings, seepage from broken or poorly maintained water pipes and drains.

The relationship between trees and buildings is a very complex one. Trees can damage buildings when their roots extract moisture from the clay sub-soil on which the buildings foundations are laid, and the footprint of the building. When this clay shrinks, movement can occur in the building which can then produces visible signs of cracking through brickwork and internal plaster. Different trees remove water at different rates.

In recent years, local authorities have come under increasing pressure insurance claims.

With the variable information outlined above it is important that each subsidence case is treated individually, with a consistent approach adopted in the type of information gathered, and identification of responsible parties for gathering all the evidence. In addition, the Local Planning Authority needs to ensure sufficient foundations are in place as per Chapter 4.2, NHBC guidelines.

### **2.3.2 Disease of Trees**

When trees become diseased, various risks are created including- greater potential for the tree to have a structural failure and possible elimination of a species of tree. To mitigate these risks and to try and ensure a healthy, safe tree and woodland resource the Authority is in regularly contact with the Forestry Authorities Advice service regarding tree diseases. This information and advice service was established as part of the Governments Tree Health Management Plan (2014) and the Plant Bio Security Strategy. The aim is to build resilience of the country's tree population and tackle such diseases as Chalara, Phytophthora ramoura and Oak Processionary moth – pests and diseases which have devastated tree populations in certain parts of the Country.

### **Policies**

- TP8 To follow the Council's tree safety policy and guidance in order to ensure the elimination of high risk trees, and that a sustainable approach is developed to ensure a healthy tree stock is maintained.
- TP9 The Council will foremost consider its obligation to ensure the health and safety of both people and property when undertaking management decisions in relation to trees and encourage other landowners to do the same.
- TP10 In times of high winds and storms, the Council will make safe as soon as possible any dangerous trees on public land, and also privately owned trees, where these are endangering highways. Costs will be recovered from the landowner.
- TP11 Under the Miscellaneous Provisions Act, where an immediately dangerous tree is present on private land and landowners cannot be immediately traced, work will be undertaken by the Council on that tree and costs recovered from the landowner.

TP12 Has clear procedures for dealing with insurance and subsidence claims.

### **3. Monitoring and review of the Framework**

#### **3.1 Monitoring**

Some of the policies within this Framework stand alone and which Customer, Neighbourhood and Wellbeing Services will adopt, whereas others require action plans for their delivery. If the framework is to be successfully implemented, then the action plans must be carried out within an appropriate timescale. Periodic monitoring is therefore required to check progress against targets.

It is therefore proposed to produce an Action Plan as a supporting document to this framework which will be updated annually.

#### **3.2 Review**

There is also a need to review the framework itself, to check that the policies and standards it contains are still relevant and consistent, in light of any new legislation or changes to government, regional, or corporate strategies and priorities.

It is therefore proposed that this framework be reviewed in 5 years time.

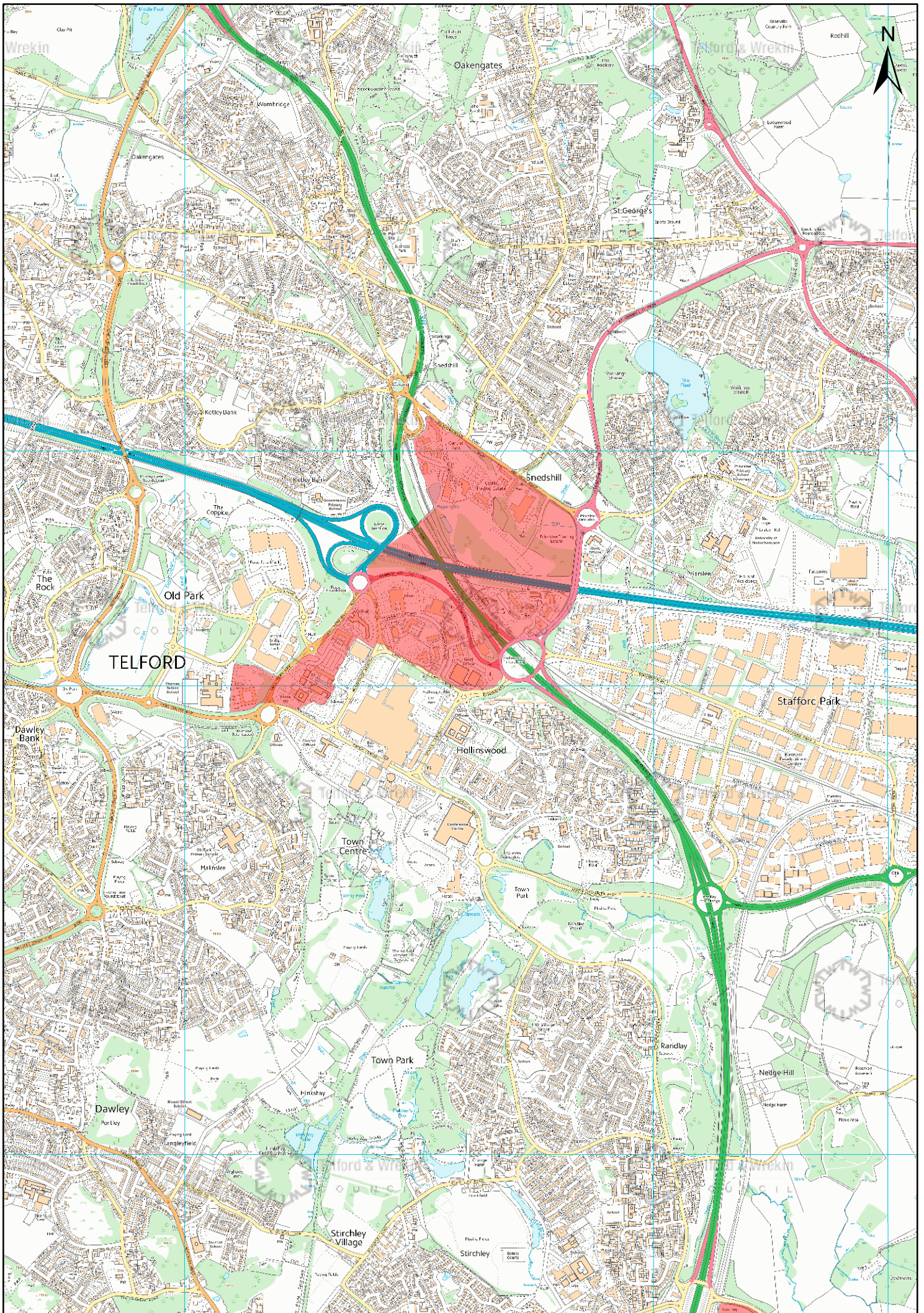
## APPENDIX 1

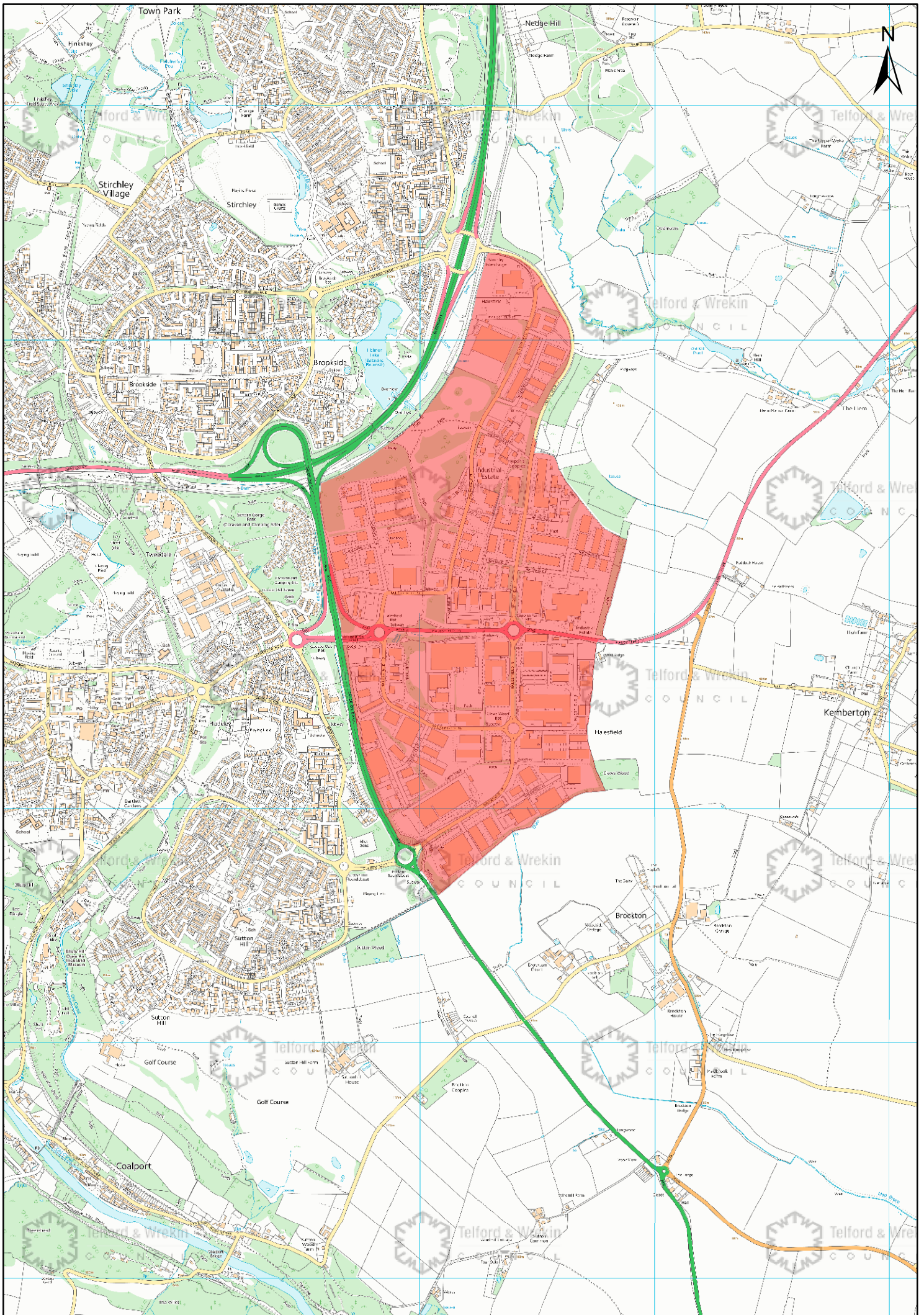
### Policies

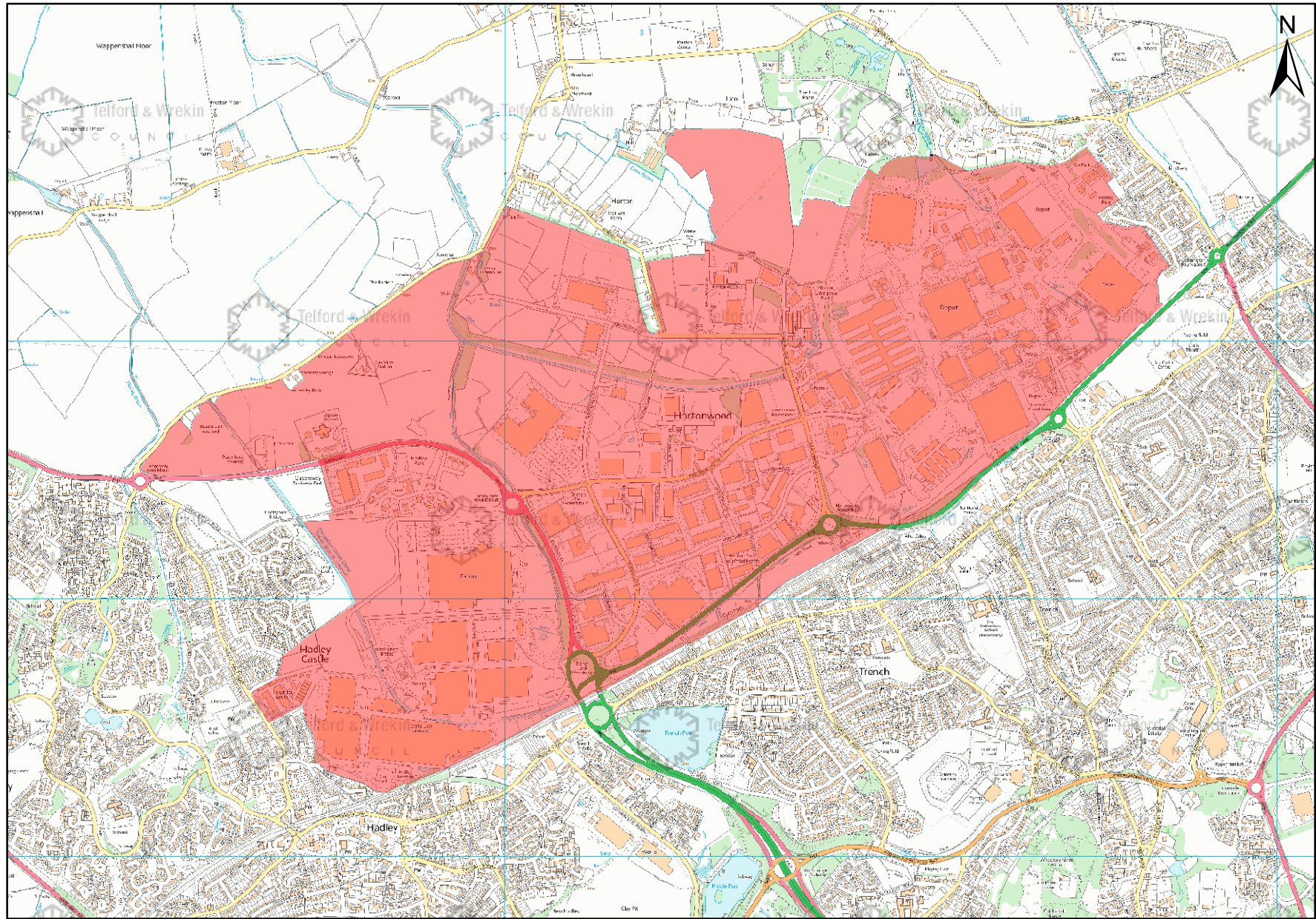
- TP1 The Council will require the standard of information relating to tree, woodlands and hedgerows, on and adjacent to development sites, together with the appropriate protection measures as set out in detail in the current BS: 5837 or relevant national planning policies. These recommendations need to be submitted, at initial planning application stage.
- TP2 The Council will promote and encourage the making of Tree Preservation Orders in order to secure the retention of existing trees, groups of trees or woodlands in the Borough where they are assessed to have amenity value and/or recognised potential amenity value, and Tree Preservation Orders will be made as a matter of urgency where the trees, groups of trees or woodlands are considered to be under threat
- TP3 The Council will recognise the significance of Ancient and Veteran trees in the historical landscape and apply a recognised evaluation method to trees.
- TP4 The Council will develop and deliver a pro-active communication process and systems that address customer expectations.
- TP5 Removal of any apparently healthy tree, or tree branches which are subject to a complaint, will be investigated and assessed for suitability and retained where appropriate.
- TP6 Tree pruning, height reduction or removal of trees in direct response to any natural or seasonal phenomena will not be undertaken.
- TP7 Tree pruning, height reduction or removal of trees directly attributable to: Loss or interference with TV or satellite signal reception will not be undertaken, or if attributable to efficiency of solar panels will not be undertaken.
- TP8 To follow the Council's Tree Safety policy and guidance in order to ensure the elimination of high risk trees, and that a sustainable approach is developed to ensure a healthy tree stock is maintained.
- TP9 The Council will foremost consider its obligation to ensure the health and safety of both people and property when undertaking management decisions in relation to trees and encourage other landowners to do the same.
- TP10 In times of high winds and storms, the Council will make safe as soon as possible any dangerous trees on public land, and also privately owned trees, where these are endangering highways. Costs will be recovered from the landowner.
- TP11 Under the Miscellaneous Provisions Act, where an immediately dangerous tree is present on private land and landowners cannot be immediately traced,

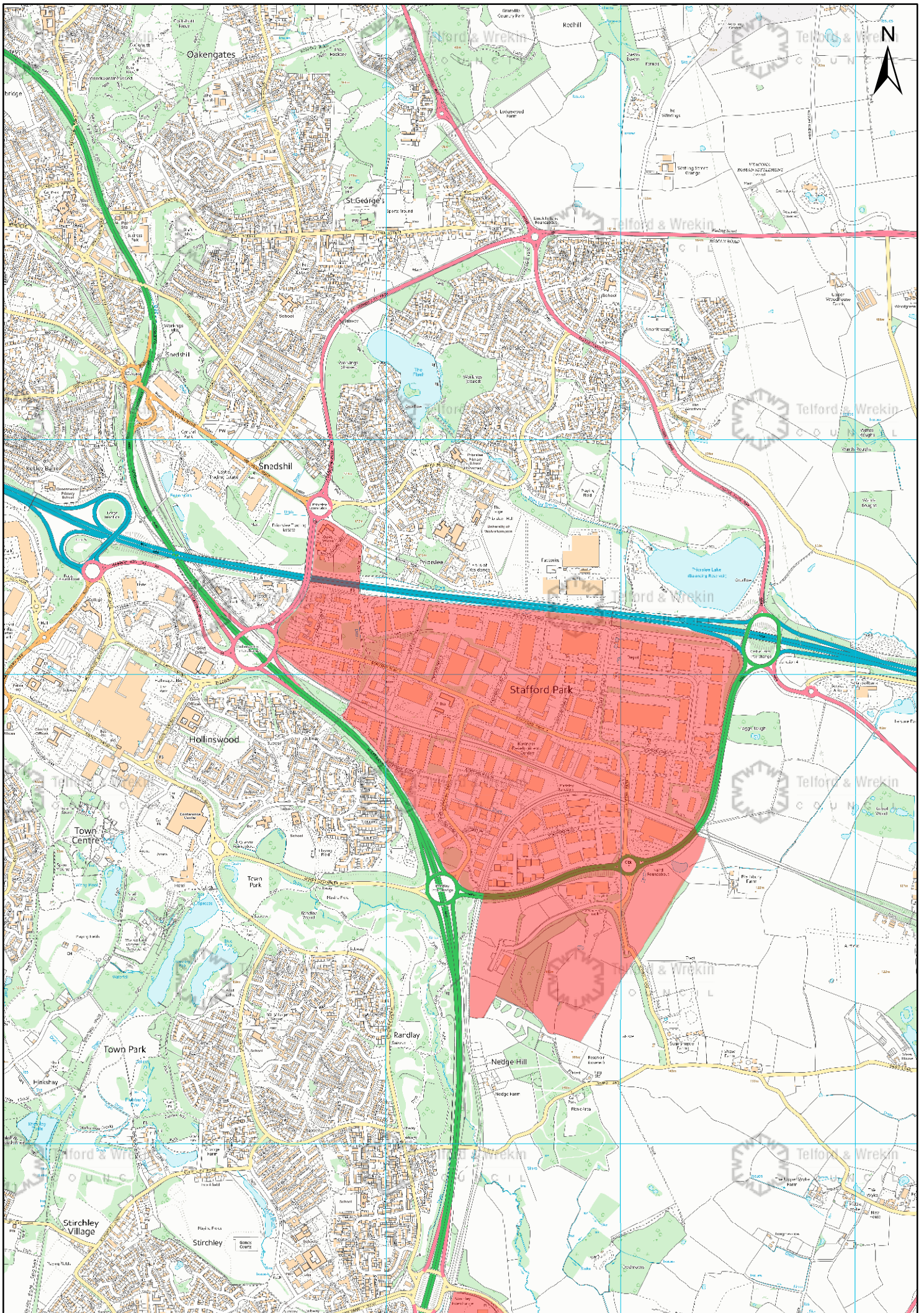
work will be undertaken by the Council on that tree and costs recovered from the landowner.

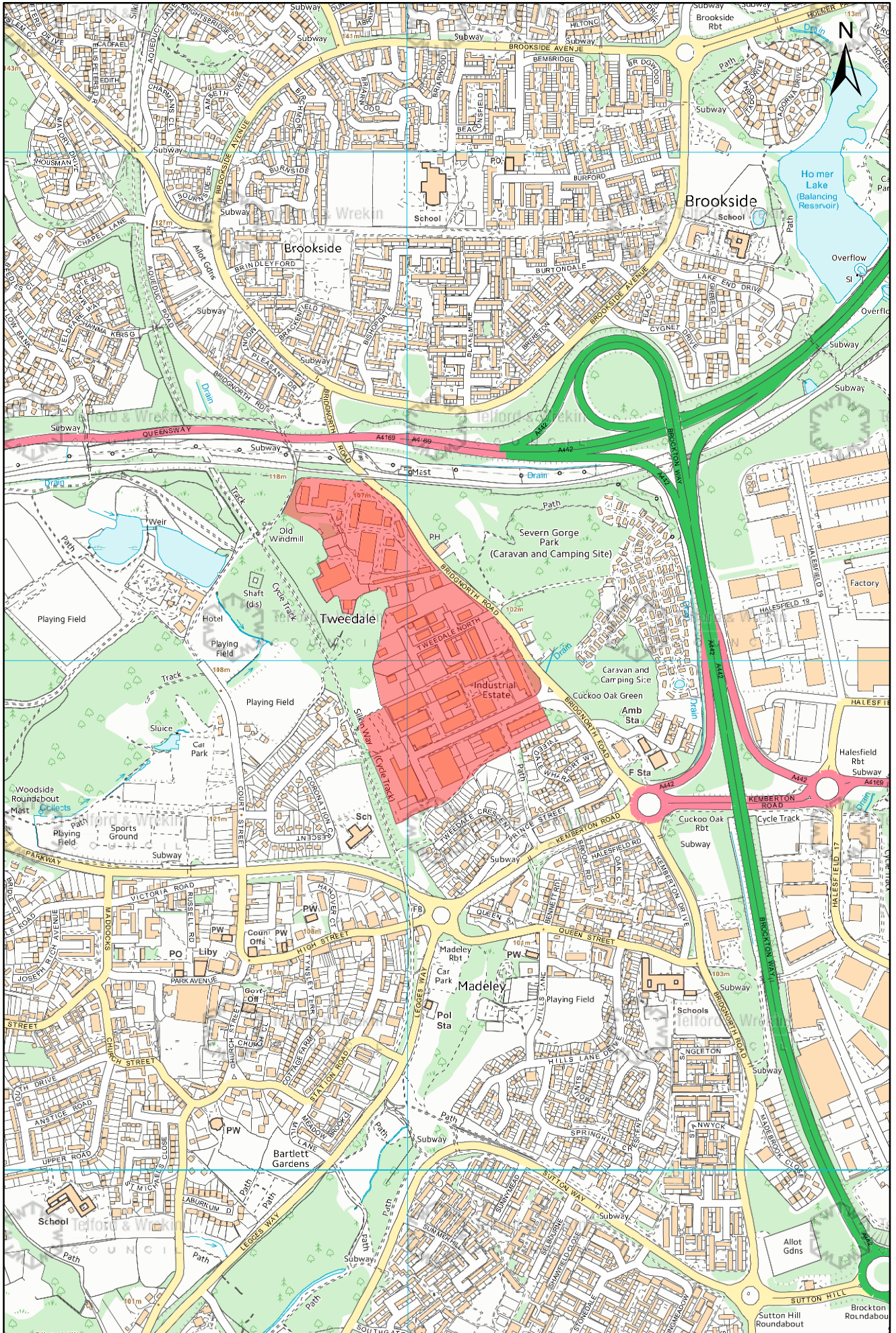
TP12 Has clear procedures for dealing with insurance and subsidence claims.











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**TELFORD & WREKIN COUNCIL**

**CABINET            21 APRIL 2016**

**ARTICLE 4 - DIRECTION TO REMOVE PERMITTED DEVELOPMENT RIGHTS IN THE BOROUGH'S PRIMARY EMPLOYMENT AREAS**

**REPORT OF KATHERINE KYNASTON – ASSISTANT DIRECTOR BUSINESS, DEVELOPMENT AND EMPLOYMENT**

**LEAD CABINET MEMBER – CLLR RICHARD OVERTON**

**PART A) – SUMMARY REPORT**

**1.        SUMMARY OF MAIN PROPOSALS**

- 1.1        For a period up to 30 May 2016 the Government has stated that a change of use of an office building and land within its curtilage or storage or distribution centres to a residential use falling within the Class C3 dwelling houses Use Class (which includes flats and houses) will be permitted development (i.e. the change of use will not require planning permission). The government is now intending to make this permanent, which will have implications for the integrity of these large employment areas and for the Borough's economic growth strategy.
- 1.2        Following these changes under the Town and Country Planning (General Permitted Development) (England) Order 2015, Schedule 2, part 3, Class O changes of use from office (Use Class B1(a) to dwelling house (Use Class C3) will be permitted subject to 'prior approval'.
- 1.3        Similarly under the Town and Country Planning (General Permitted Development) (England) Order 2015, Schedule 2, part 3, Class P changes of use from a storage or distribution centre (Use Class B8) to dwelling house (Use Class C3) will be permitted subject to 'prior approval'.
- 1.4        'Prior approval' involves the developer applying to the local planning authority for a determination as to whether the prior approval of the local planning authority will be required e.g. due to transport and highways impacts of the development, contamination risks on the site and flooding risks on the site. If none of these are impacted upon, planning permission is not required and the change of use can proceed without conditions, restrictions or any s106 financial contributions.
- 1.5        Our large employment areas are a key component of our Enterprise Telford offer. In order to help retain the integrity of existing large employment areas, encourage investment, business expansion and job creation and safeguard the living conditions of residential occupiers, it is recommended that the Council removes permitted development rights for the conversion of offices and storage or distribution centres into residential use for the areas of Hortonwood, Stafford Park, Halesfield, Tweedale and Central Park/ Town Centre under Article 4 of the Town and Country Planning (General Permitted Development Order) 2015. This does not mean that such conversions cannot happen but they would require planning approval which would involve consideration of appropriate conditions, restrictions and S106 contributions.

<b>2. RECOMMENDATIONS</b>
2.1 That Cabinet delegate authority to the Assistant Director: Business, Development & Employment to make a Non Immediate Direction under Article 4 (1) of the Town and Country Planning (General Permitted Development Order) 2015 to remove permitted development rights under Schedule 2 Part 3 Class (O) changes of use from offices to dwelling houses and Schedule 2 Part 3 Class (P) changes of use from storage or distribution centre to dwelling houses from the employment areas of Central Park/ Town Centre, Halesfield Hortonwood, Stafford Park, and Tweedale as identified on the attached location plans.
2.2 That Cabinet delegate authority to Assistant Director: Business, Development & Employment in consultation with the Lead Cabinet Member to exercise all the powers conferred on the Council regarding the making, processing and confirmation of the Direction referred to in paragraph 2.1 above.

### 3.0 SUMMARY IMPACT ASSESSMENT

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Co-operative Council priorities?	
	Yes	<i>'Business Winning, Business Supporting'</i>
	Will the proposals impact on specific groups of people?	
	No	<i>Existing businesses and proposed new residents.</i>
<b>TARGET COMPLETION/DELIVERY DATE</b>	Consultation required to enact the non immediate direction will begin in May 2016 with a target date of July 2017 for the Article 4 direction to come into force	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	Failure to implement an Article 4 direction may have the financial impact as outlined in section 3.5 (e) of the report. The recommended non-immediate Article 4 direction will require a public consultation exercise. Estimated costs of the consultation are c£2k, and these will be met from existing budgets. Compensation is not payable under a non-immediate Article 4 direction. JAC 090316
<b>LEGAL ISSUES</b>	Yes	Cabinet has the power to authorise the making of the Article 4 Direction as mentioned in this report. The Direction can be made with or without immediate effect. Given the size of some of the developments and the considerable difference between land values for commercial and residential uses, the compensation could be considerable. Therefore a Non-Immediate Article 4 Direction is recommended. A Non-Immediate direction will remove the permitted development rights after a consultation has taken place. Compensation is not payable. It will be Telford & Wrekin Council's

		decision to make and confirm the Article 4 Direction. However the Secretary of State has residual power to intervene and prevent the proposed Article 4 Direction taking effect.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes/No	The risk to this project is that the Secretary of State would not allow the Council to enact an Article 4 Direction. This risk is being mitigated by proposing to apply the Direction to strategic industrial areas.
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	Central Park / Town centre: Ketley and Overdale, Oakengates and Ketley Bank Halesfield: Madeley & Sutton Hill Hortonwood: Wrockwardine Wood & Trench, Hadley & Leegomery, Donnington Stafford Park: The Nedge Tweedale: Madeley & Sutton Hill

#### **4.0 PLANNING CONSIDERATIONS AND JUSTIFICATION FOR THE ARTICLE 4(1) Direction**

- 4.1 In 2013 the Government introduced a number of temporary changes to the General Permitted Development Order to allow changes of use of various buildings, without the need to apply for planning permission for a period of three years. The changes included permitting changes from office and distribution use to residential use.
- 4.2 Under the prescribed legislation, a number of criteria must be met, and in some cases an application for prior approval must be made to the local authority. However, the prior approval procedure is very limited in terms of what can be considered and excludes the normal planning considerations that would apply if a formal planning application was made. Under the prior approval procedure, the local planning authority is only able to assess the highway impacts of the development, the flooding risks on the site; and the risks through contamination of the land. Development must then be substantially completed within three years. The local authority is unable to consider any other matters, including the local plan, the standard of living accommodation, the impact on surrounding uses or proposed occupiers. Assuming a development meets the limited prior approval tests there is no application of conditions or S106 contributions.
- 4.3 The temporary period for these permitted development rights comes to an end on the 30 May 2016. However the Government has announced its intention to make these measures permanent; and to allow those that already have consent a further three years to complete the development. In addition these rights will also allow the demolition of office buildings and the erection of new buildings specifically for residential use. Additional uses will also be added enabling the change of use of light industrial buildings and launderettes to dwellings.

- 4.4 Telford's background is as a New Town with specifically planned large areas for employment across the borough; these are identified as Central Park/Town Centre, Halesfield, Hortonwood, Stafford Park and Tweedale. This has effectively created zones of employment that have a variety of uses within them; this includes uses that are considered incompatible with residential neighbours due to contamination, noise, dust, odour, vibration, traffic impacts, and unneighbourly hours of operation. Specifically new uses that have such implications are also directed to these areas for future investment, whether by extension to existing facilities or new development.

Within these designated areas, businesses can expand or new ones be created with relative freedom knowing there are limited constraints. These areas have been provided with good road infrastructure to accommodate the volumes and types of traffic movements, including HGVs, associated with such employment areas. These areas are also located on the edge of Telford's urban area away from local facilities and services, such as shops. Public transport services are not equivalent to those provided to residential areas. These employment locations are however easily accessible to a good primary road network and to the M54 and the regional/national motorway network, which adds to the attraction to business and investors. These factors and the extensions to a number of these sites e.g. Hortonwood and T54 is a key element of the Council's Enterprise Telford pledge to investors and attraction as an inward investment destination.

- 4.5 To allow offices and storage or distribution buildings to be converted to residential houses or flats under permitted development, would present several problems:

a) It would create conflicts of use

To locate new residents in areas surrounded by industrial uses or storage/distribution centres, that by their very nature could cause noise and disturbance to residents, could adversely impact on the amenity of new residents and on how those businesses operate, thus creating potential conflict of uses for both existing and new business and residents. At a worse scenario it would be the business that may be the statutory nuisance and as such be forced to close, change its operations or relocate. This would adversely impact on the Borough's economic strengths of being able to attract big businesses with relatively few constraints. It could also impact on other Council services, such as Environmental Health who monitor statutory nuisances.

b) It would displace business activities

If existing industrial/business buildings are allowed to convert to residential under permitted development the process would lead to businesses being displaced to other areas of the Borough that may be more difficult to accommodate large businesses. Telford benefits from a vast supply of quality plots, vacant land or opportunities for businesses to extend for economic growth on these industrial estates. To have to find alternative locations for new or expanding business in locations not designed for them would restrain the borough's economic potential, in addition to constraining land that is owned/managed by the HCA and/or the Council. Furthermore it may deter businesses from coming to Telford.

- c) Unsustainable locations  
The scale of these existing employment areas means that residential use within them is inappropriate. Allowing the permitted development change of use will result in residents living in areas that are not highly sustainable, that lack local facilities and services and often lack public transport so residents would be reliant on the car. In addition, in the evenings residents would be marooned on an industrial estate with no night time activities and no sense of community.
- d) Inadequate parking  
Often parking provision required for houses/flats would exceed the parking provision provided for an office or storage/distribution centre. Whilst this can be a consideration when assessing whether to grant Prior Approval there could be inadequate parking provision with a knock-on effect on the surrounding roads. Furthermore there may be an impact to safety, from the conflict between the two types of traffic, taking account of residential uses that will see children walking to the family car, and the presence of the regular HGV movements within the same car park may prejudice this safety.
- e) Pressure on Council Services and finances  
Development coming forward from the permitted development rights would be exempt from consideration to the impact on existing infrastructure, and as such there would be no conditions or obligations through S106 agreements towards education/ leisure /community facilities/ or highways infrastructure. As a consequence the Council would be forced to meet its statutory duties such as providing education facilities, without any additional resources that are normally funded through the planning system. And other facilities which are not statutory would not be provided to the detriment of the new residents.

4.6 The Council is also aware that the prior approval process is being used across the country to:-

- a) Terminate offices leases or invoking break closures in order to convert offices into flats as there is a certainty that redevelopment can take place
- b) Force the renegotiation of higher rents
- c) Allow former offices that have been granted permission for residential, but not yet built, to reapply for prior approval thus avoiding planning conditions, S106 obligations or other improvements required normally through planning permission.

4.7 In considering the problems posed by the permitted development rights, officers have considered the options to address this:

- a) Do nothing:  
Whilst this would be the cheapest option in the short term, in the long term there would be an impact on the Council to retain businesses, and provide appropriate facilities such as classrooms, pedestrian crossings, outdoor play space would be required to be provided through the Council's budgets, impacting on those services directly and wider areas indirectly.
- b) A whole borough wide Article 4 direction or an area based approach:  
Government is clear that for applications to be exempt from permitted development rights to convert to residential, they should be as focused on small areas as the impacts are deemed to less effect, and not for large areas where impacts are not clearly defined. As set out above,

allowing the historically planned large employment areas of Telford (namely Halesfield, Hortonwood, Stafford Park, Central Park/ Town Centre and Tweedale) to change to residential will bring significant issues to both the existing business and the proposed residents.

Other industrial premises or sites elsewhere in the borough would not be subject to this Article 4. These are of a much smaller scale and are often located as part of mixed development, where conflicts and impact on the Borough's economy will be less marked.

Therefore it is recommended to remove permitted development rights from the employment areas of Hortonwood, Stafford Park, Halesfield, Tweedale and Central Park/ Town Centre.

c) An immediate Article 4 direction:

This removes the permitted development rights with immediate effect but must be confirmed by the local planning authority following local consultation within six months or the direction will lapse. Compensation is payable for the loss of permitted development rights.

d) A Non-Immediate Article 4 direction:

This removes the permitted development rights after public consultation has taken place. Compensation is not payable. It is therefore recommended that this approach is adopted

4.8 It is therefore proposed to apply for a Non- Immediate Article 4 direction for the employment areas of Hortonwood, Stafford Park, Halesfield, Tweedale and Central Park/ Town centre.

4.9 In making the recommendation for the Article 4 direction to these employment areas, the Council is obliged to undertake a public consultation for a period of 6 weeks. All premises within the areas must be contacted as part of this process. Consultation will also involve notifying the Secretary of State who has the right to prevent the Council from implementing an Article 4 direction.

4.10 The period of producing the Article 4 direction is set out in the table below. A Non-Immediate Article 4 direction takes 1 year and 8 weeks to be introduced. The time scale is dictated by the consultation period and also the 12 month gap between the Order being confirmed and the Order taking effect to ensure that compensation is not an issue.

<b>Time</b>	<b>Action</b>
Following Cabinet approval	<b>Make the Article 4 Direction</b>
Following Cabinet approval	Notify Secretary of State regarding introductions of an Article 4 Direction (by email)
May 2016	Notify residents and businesses of consultation regarding introduction of an Article 4 Direction by newspaper advertisement, area notices and letters.
+6 weeks minimum	Consultation closes
+ 2weeks after consultation closes	Council consider consultation responses. Any material changes to the draft Article 4 will require re-consultation
<b>+8weeks</b>	<b>Confirm the Article 4 Direction</b>
<b>0</b>	Notify residents and businesses of direction coming into force a year hence
0	Notify Secretary of State of direction coming into force a year hence
<b>+1 year and 8 weeks</b>	<b>Article 4 Direction comes into force</b>

**5.0 IMPACT ASSESSMENT – ADDITIONAL INFORMATION**

5.1 Under the proposals to remove permitted development rights the impact of conversions on specific wards would be fully considered and respective Ward Members and Town /Parish Councils would be able to consider the implications of the development, and ensure appropriate contributions and/ infrastructure is sought within the immediate areas to mitigate against any additional pressures.

**6.0 PREVIOUS MINUTES**

None

**7.0 BACKGROUND PAPERS**

None

**Report prepared by David Fletcher, Development Management Service Delivery Manager. Telephone: 01952 384133**

## TELFORD & WREKIN COUNCIL

CABINET – 21 APRIL 2016

### AMENDMENT AND ADDITION TO DELEGATED POWERS TO COUNCIL OFFICERS IN ACCORDANCE WITH THE LOCAL GOVERNMENT ACT 2000, LOCAL GOVERNMENT ACT 1972, SECTION 100 G (2) LIST

REPORT OF: ASSISTANT DIRECTOR - NEIGHBOURHOOD & CUSTOMER  
SERVICES

#### 1. SUMMARY OF MAIN PROPOSALS

- 1.1 To seek approval to delegate powers as described at Appendix 1 to appropriate officers within the Council who carry out the enforcement of legislation vested in the local authority. This is required to enable the post holders to carry out their duties on behalf of the council following recent changes in legislation.

#### 2. RECOMMENDATIONS

- 2.1 That Cabinet approve the delegation of functions as set out at Appendix 1

#### 3. SUMMARY IMPACT ASSESSMENT

<b>Community Impact</b>	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	Protect and support our vulnerable children and adults Ensure that neighbourhoods are safe, clean and well maintained. Improve the health and wellbeing of our communities and address health inequalities
	Will the proposals impact on specific groups of people?	
	No	
<b>Target Completion/ Delivery Date</b>	Compliance and enforcement will be a statutory duty of the Council for the duration that the legislation found in Appendix 1 is current law. Enforcement will be carried out in accordance with Council enforcement policies	
<b>Financial/ Value for Money Impact</b>	No	There are no financial implications from granting the delegated powers contained within this report.  Any training requirements will be funded from existing resources.  ER 23/02/16

<b>Legal Issues</b>	Yes	<p>Such delegations are made from time to time as new or amended legislation comes into force to ensure that enforcement officers have appropriate powers to properly and efficiently enforce various statutory provisions vested in the local authority. Without these powers officers will be unable to carry out basic enforcement tasks such as enter premises, serve statutory notices or pursue prosecution of offenders in appropriate circumstances.</p> <p>Any actions taken by officers without the appropriate delegation would be ultra vires and therefore unenforceable, therefore the delegation of the powers specified will allow the Council to continue to carry out day to day enforcement duties in order to protect the residents of the Borough.</p>
<b>Other Impacts, Risks &amp; Opportunities</b>	Yes	<p>A failure to delegate the relevant enforcement powers under the Act to appropriate officers will prevent the Council from carrying out duties under the various pieces of legislation listed which seek to protect consumers, the environment and the public at large.</p> <p>This will not only prevent the adequate protection of residents within the Borough but also place the Council at a risk of challenge if it cannot perform statutory duties.</p>
<b>Impact on Specific Wards</b>	Yes	This report has Borough wide Implications.

## **PART B – ADDITIONAL INFORMATION**

- 3.1 Customer and Neighbourhood Service Staff and other council enforcement staff require delegated authority to act on behalf of the Council.
- 3.2 The power to carry out certain duties is delegated to the post and the individual officers are authorised to carry out the duties.
- 3.3 The powers allow officers to enter premises and to carry out enforcement action such as the serving of enforcement notices and the prosecution of offenders for breaches of the legislation or enforcement notices.

## **4. INFORMATION**

- 4.1 All enforcement officers in Telford & Wrekin have powers delegated to them by Council, Cabinet or appropriate Committee according to which body is responsible for the function. The delegated powers are noted in the constitution in the Local Government Act 2000, Local Government Act 1972, section 100 g (2) list – Responsibility for Functions List of Powers Exercisable by Officers of the Borough of Telford and Wrekin under Council Functions or Cabinet Functions.
- 4.2 Powers under the relevant Acts are delegated to the appropriate post or posts.

4.3 Individual officers are authorised, by the council, to carry out the delegated powers. The process allows the officers to deliver the councils statutory duties at the most appropriate level.

4.4 The delegations deal with such matters as:

- Power to seek information
- Power of entry
- Power to take samples
- Power to serve legal notices
- Power to authorise works carried out in default of notices and to
- Approve permits and authorisations
- Powers to approve prosecution

4.5 Delegation of such powers to existing and any new posts requires approval. In addition there is a need to accommodate the requirements of new or amended legislation.

4.6 This report seeks Cabinet approval in respect of Executive functions for the delegation of powers to posts as outlined in the attached appendix due to changes in legislation.

## **5. IMPACT ASSESSMENT – ADDITIONAL INFORMATION**

Particular difficulties exist around the current officer scheme of delegation which is overly prescriptive, contains omissions, and as service structures change does not always direct powers to the correct or appropriate officer(s). As a result there has been a need for a complex myriad of bespoke confirmatory, lateral and sub delegations to pass powers to the most appropriate officer(s) to maintain day to day business. This does not lend itself to clarity, certainty, or ease of operation. It is therefore proposed to bring forward in the near future as part of a revised Constitution a 'delegation by exception' approach for consideration by the Constitution Working Group.

Such a scheme would operate on the basis that everything which is not specifically reserved to Members would stand delegated to officers. This operates on the basis that powers would cascade down through the officer management structure stopping where they need for officers to carry out their day to day functions. This will do away with the need to continue to maintain an extensive list of powers and delegations. Necessary provisions would be made for clarification, checks and balances.

## **6. PREVIOUS MINUTES**

No Previous Minutes.

Report prepared by Nicky Minshall Service Delivery Manager, Public Protection supported by Paul Martin, Legal Services

## Appendix 1

<b>TITLE: Anti-Social Behaviour, Crime and Policing Act 2014</b>	<b>Delegation</b>
Authority to make an application for injunctions under Part 1 of the Anti- Social Behaviour Crime and Policing Act 2014	Cohesion Service Delivery Manager Cohesion Locality Managers Public Protection Service Delivery Manager Highways and Neighbourhood Services - Service Delivery Manager Public Protection Manager Group Manager - Neighbourhoods & Environment Assistant Director Customer & Neighbourhood Service
Authority to make an application for Criminal Behaviour Orders under Part 2 of the Anti- Social Behaviour Crime and Policing Act 2014 – except authority to authorise proceedings for breach of a Criminal Behaviour Order	Cohesion Service Delivery Manager Cohesion Locality Managers Public Protection Service Delivery Manager Public Protection Manager Highways and Neighbourhood Services - Service Delivery Manager Group Manager - Neighbourhoods & Environment Assistant Director Customer & Neighbourhood Service
Authority to authorise proceedings for breach of a Criminal Behaviour Order	Cohesion Service Delivery Manager Public Protection Service Delivery Manager Highways and Neighbourhood Services - Service Delivery Manager Assistant Director Customer & Neighbourhood Service
All powers and duties under Part 4 Chapter 1 the Anti- Social Behaviour Crime and Policing Act 2014 relating to the issue of a Community Protection Notice – except authority to authorise proceedings for the offence of failing to comply with a Community Protection Notice	Cohesion Service Delivery Manager Cohesion Locality Managers Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Service Public Protection Manager Environmental Health Officer Trading Standards Officer District Officer Scientific Officer Compliance Officer (Food Safety) Compliance Officer (Environment) Compliance Officer (Trading Standards) Night Time Economy Officer Community Safety Officer Community Safety Worker Highways and Neighbourhood Services - Service Delivery Manager Group Manager - Neighbourhoods & Environment Neighbourhood & Environment Team Leader Environmental Enforcement Officer Public Realm Officer
Authority to authorise proceedings for the offence of failing to comply with a Community Protection Notice	Cohesion Service Delivery Manager Public Protection Service Delivery Manager Highways and Neighbourhood Services - Service Delivery Manager Assistant Director Customer & Neighbourhood Service

<p>All powers and duties under Part 4 Chapter 2 the Anti- Social Behaviour Crime and Policing Act 2014 relating to the issue of a Public Spaces Protection Order - except authority to authorise proceedings for the offence of failing to comply with a Public Spaces Protection Order</p>	<p>Cohesion Service Delivery Manager Cohesion Locality Managers Public Protection Service Delivery Manager Highways and Neighbourhood Services - Service Delivery Manager Public Protection Manager Assistant Director Customer &amp; Neighbourhood Service</p>
<p>Authority to authorise proceedings for the offence of failing to comply with a Public Spaces Protection Order</p>	<p>Cohesion Service Delivery Manager Public Protection Service Delivery Manager Highways and Neighbourhood Services - Service Delivery Manager Assistant Director Customer &amp; Neighbourhood Service</p>
<p>All powers and duties under Part 4 Chapter 3 the Anti- Social Behaviour Crime and Policing Act 2014 relating to the issue of a Closure Notice in respect of premises associated with nuisance and disorder – except authority to authorise proceedings for breach of a Closure Notice</p>	<p>Cohesion Service Delivery Manager Cohesion Locality Managers Public Protection Service Delivery Manager Assistant Director Customer &amp; Neighbourhood Service Public Protection Manager Environmental Health Officer Trading Standards Officer District Officer Scientific Officer Compliance Officer (Food Safety) Compliance Officer (Environment) Compliance Officer (Trading Standards) Night Time Economy Officer Principal Licensing Officer Licensing Technical Officer Community Safety Officer Community Safety Worker Highways and Neighbourhood Services - Service Delivery Manager Group Manager - Neighbourhoods &amp; Environment Neighbourhood &amp; Environment Team Leader Environmental Enforcement Officer Public Realm Officer</p>
<p>Authority to authorise proceedings for breach of a Closure Notice</p>	<p>Cohesion Service Delivery Manager Public Protection Service Delivery Manager Highways and Neighbourhood Services - Service Delivery Manager Assistant Director Customer &amp; Neighbourhood Service</p>

<p><b>TITLE: The Food Safety and Hygiene(England) Regulations 2013 ( These replace the Food Hygiene (England) Regulations 2006</b></p>	<p><b>Delegation</b></p>
<p>All powers and duties under The Food Safety and Hygiene(England) Regulations 2013 except authority to prosecute</p>	<p>Public Protection Service Delivery Manager Public Protection Manager Environmental Health Officer District Officer Compliance Officer (Food safety) Trading Standards Officer Compliance Officer (Trading Standards)</p>

Authority to prosecute under the Provisions of The Food Safety and Hygiene (England) Regulation 2013	Public Protection Service Delivery Manager Assistant Director Customer & neighbourhood Services.
<b>TITLE: The Animals and Animal Products (Examination for Residues and Maximum Residue Limits) (England and Scotland) Regulations 2015</b>	<b>Delegation</b>
All powers and duties under The Animals and Animal Products (Examination for Residues and Maximum Residue Limits) (England and Scotland) Regulations 2015 except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Compliance Officer (Trading Standards) Trading Standards Officer
Authority to prosecute under the animals and Animal Products (Examination for Residues and Maximum Residue Limited) (England and Scotland Regulations 2015).	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Animal By-Products (Enforcement) (England) Regulations 2013</b>	<b>Delegation</b>
All powers and duties under the Animal By-Products (Enforcement) (England) Regulations 2013 except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Compliance Officer (Trading Standards) Trading Standards Officer Environmental Health Officer District Officer Compliance Officer (Food Safety)
Authority to prosecute under the Animal By-Products (Enforcement) (England) Regulations 2013	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services

<b>TITLE: Animal Feed (Hygiene, Sampling etc and Enforcement) (England) Regulations 2015</b>	<b>Delegation</b>
All Powers and duties under the Animal Feed (Hygiene, Sampling etc and Enforcement) (England) Regulations 2015 except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Compliance Officer (Trading Standards) Trading Standards Officer Environmental Health Officer District Officer Compliance Officer (Food Safety)
Authority to prosecute under the Animal Feed (Hygiene Sampling etc and Enforcement) (England) Regulations 2015	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Avian Influenza (Preventative Measures) (England) Regulations 2006</b>	<b>Delegation</b>
All Powers and duties under the Avian Influenza (Preventative Measures)	Public Protection Service Delivery Manager Public Protection Manager

(England) Regulations 2006 except authority to prosecute	Trading Standards Officer Environmental Health Officer Trading Standards Officer District Officer Scientific Officer Compliance Officer (Food Safety) Compliance Officer (Environment) Compliance Officer (Trading Standards) Night Time Economy Officer Principal Licensing Officer Licensing Technical Officer Health and Safety Advisor
Authority to prosecute under the Avian Influenza (Preventative Measures) (England) Regulations 2006	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Beef and Veal Labelling Regulations 2010</b>	<b>Delegation</b>
All Powers and duties under the Beef and Veal Labelling Regulations 2010 except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Compliance Officer (Trading Standards) Trading Standards Officer Environmental Health Officer District Officer Compliance Officer (Food Safety)
Authority to prosecute under the Beef and Veal Labelling Regulations 2010	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services

<b>TITLE: Business Protection from Misleading Marketing Regulations 2008</b>	<b>Delegation</b>
All Powers and duties under the Business Protection from Misleading Marketing Regulations 2008 except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Compliance Officer Trading Standards Officer
Authority to prosecute under the Business Protection from Misleading Marketing Regulations 2008	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Cattle Identification Regulations 2007</b>	<b>Delegation</b>
All Powers and duties under the Cattle Identification Regulations 2007 except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Compliance Officer Trading Standards Officer
Authority to prosecute under the Cattle Identification Regulations 2007	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Consumer Protection from Unfair Trading Regulations 2008</b>	<b>Delegation</b>
All Powers and duties under the Consumer Protection from Unfair Trading Regulations	Public Protection Service Delivery Manager Public Protection Manager

2008 except authority to prosecute	Compliance Officer Trading Standards Officer
Authority to prosecute under the Consumer Protection from Unfair Trading Regulations 2008	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Horse Passport Regulations 2009</b>	<b>Delegation</b>
All Powers and duties under the Horse Passport Regulations 2009 except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Compliance Officer (Trading Standards) Trading Standards Officer
Authority to prosecute under the Horse passport Regulations 2009	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Highways Act 1980</b>	<b>Delegation</b>
Authority to prosecute under section 155 of the Highways Act 1980 in respect to animals on the highway	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services

<b>TITLE: Official Feed and Food Controls (England) Regulations 2009</b>	<b>Delegation</b>
All Powers and duties under the Official Feed and Food Controls (England) Regulations 2009 except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Compliance Officer (Trading Standards) Trading Standards Officer Environmental Health Officer District Officer Compliance Officer (Food Safety)
Authority to prosecute under the Official Feed and Food Controls (England) Regulations 2009	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Organic Products Regulations 2009</b>	<b>Delegation</b>
All Powers and duties under the Organic Products Regulations 2009 except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Compliance Officer (Trading Standards) Trading Standards Officer Environmental Health Officer District Officer Compliance Officer (Food Safety)
Authority to prosecute under the Organic Products Regulations 2009	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Products of Animal Origin (Disease Control) (England) Regulations</b>	<b>Delegation</b>

<b>2008</b>	
All Powers and duties under the Products of Animal Origin (Disease Control) (England) Regulations 2008 except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Environmental Health Officer Trading Standards Officer District Officer Scientific Officer Compliance Officer (Food Safety) Compliance Officer (Environment) Compliance Officer (Trading Standards) Night Time Economy Officer Principal Licensing Officer Licensing Technical Officer Health and Safety Advisor
Authority to prosecute under the Products of Animal Origin (Disease Control) (England) Regulations 2008	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services

<b>TITLE: Transmissible Spongiform Encephalopathies (England) Regulations 2010</b>	<b>Delegation</b>
All Powers and duties under the Transmissible Spongiform Encephalopathies (England) Regulations 2010 except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Compliance Officer (Trading Standards) Trading Standards Officer Environmental Health Officer District Officer Compliance Officer (Food Safety)
Authority to prosecute under the Transmissible Spongiform Encephalopathies (England) Regulations 2010	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Caravan Sites Act 1968</b>	<b>Delegation</b>
Authority to prosecute under the Caravan Sites Act 1968	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Caravan Sites and Control of Development Act 1960</b>	<b>Delegation</b>
All Powers and duties under the Caravan Sites and Control of Development Act 1960 except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Environmental Health Officer Compliance Officer (Environment)
Authority to prosecute under the Caravan Sites and Control of Development Act 1960	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Housing Act 2004 and all Regulations made thereunder</b>	<b>Delegation</b>

All Powers and duties under the Housing Act 2004 and all Regulations made thereunder except authority to prosecute	Public Protection Service Delivery Manager Public Protection Manager Environmental Health Officer
Authority to prosecute under the Housing Act 2004 and all Regulations made thereunder	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Registration of Establishments (Laying Hens) (England) Regulations 2003</b>	<b>Delegation</b>
All Powers and duties under the Registration of Establishments(Laying Hens) (England) Regulations 2003	Public Protection Service Delivery Manager Public Protection Manager Trading Standards Officer Compliance Officer (Trading Standards)
Authority to prosecute under the Registration of Establishments(Laying Hens) (England) Regulations 2003	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services

<b>TITLE : Bluetongue Regulations 2008</b>	<b>Delegation</b>
All Powers and duties under the Bluetongue Regulations 2008	Public Protection Service Delivery Manager Public Protection Manager Trading Standards Officer Environmental Health Officer Trading Standards Officer District Officer Scientific Officer Compliance Officer (Food Safety) Compliance Officer (Environment) Compliance Officer (Trading Standards) Night Time Economy Officer Principal Licensing Officer Licensing Technical Officer Health and Safety Advisor
Authority to prosecute under the Bluetongue Regulations 2008	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Sheep and Goats ( Records, Identification &amp; Movement Order)(England) Order 2009 and Amendment Order 2016</b>	<b>Delegation</b>
All Powers and duties under the Sheep and Goats ( Records, Identification & Movement Order)(England) Order 2009 and Amendment Order 2016	Public Protection Service Delivery Manager Public Protection Manager Trading Standards Officer Compliance Officer (Trading Standards)
Authority to prosecute under the Sheep and Goats ( Records, Identification & Movement Order)(England) Order 2009 and Amendment Order 2016	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Trade in Animals and Related Products Regulations 2011</b>	<b>Delegation</b>
All Powers and duties under the Trade in	Public Protection Service Delivery Manager

Animals and Related Products Regulations 2011	Public Protection Manager Trading Standards Officer Compliance Officer (Trading Standards)
Authority to prosecute under the Trade in Animals and Related Products Regulations 2011	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Zoonoses ( Monitoring) (England) Regulations 2007</b>	<b>Delegation</b>
All Powers and duties under the Zoonoses (Monitoring) (England) Regulations 2007	Public Protection Service Delivery Manager Public Protection Manager Trading Standards Officer Compliance Officer (Trading Standards)
Authority to prosecute under the Zoonoses (Monitoring) (England) Regulations 2007	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services

<b>TITLE: Food Safety Act 1990 Section 9</b>	<b>Delegation</b>
All Powers and duties under the Food Safety Act 1990 Section 9 this replaces existing delegations completely	Public Protection Service Delivery Manager Public Protection Manager Environmental Health Officer
<b>TITLE: Local Government Act 1972 section 223</b>	<b>Delegation</b>
All powers and duties under the Local Government Act 1972 section 223	Public Protection Service Delivery Manager Public Protection Manager Trading Standards Officer Environmental Health Officer Trading Standards Officer District Officer Scientific Officer Compliance Officer (Food Safety) Compliance Officer (Environment) Compliance Officer (Trading Standards) Night Time Economy Officer Principal Licensing Officer Licensing Technical Officer
<b>TITLE: Regulation (EC) No1169/2011</b>	<b>Delegations</b>
All powers and duties under Regulation (EC) No1169/2011	Public Protection Service Delivery Manager Public Protection Manager Trading Standards Officer Environmental Health Officer Trading Standards Officer District Officer Compliance Officer (Food Safety) Compliance Officer (Trading Standards)
<b>TITLE: The Wildlife and Countryside Act 1981 Part 1</b>	<b>Delegation</b>
All powers and duties under Part 1 of The Wildlife and Countryside Act 1981	Public Protection Service Delivery Manager Public Protection Manager Trading Standards Officer Environmental Health Officer Trading Standards Officer District Officer

	Scientific Officer Compliance Officer (Food Safety) Compliance Officer (Environment) Compliance Officer (Trading Standards) Night Time Economy Officer
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<b>TITLE: The Animals Act 1971</b>	<b>Delegation</b>
All powers and duties under sections 7A and 7C of the Animals Act 1971 relating to the detention of a horse in a public place	Public Protection Service Delivery Manager Public Protection Manager Compliance Officer (Trading Standards) Trading Standards Officer Highways Officer (including out of Hours) Highways and Neighbourhood Services - Service Delivery Manager Group Manager - Neighbourhoods & Environment Neighbourhood & Environment Team Leader Environmental Enforcement Officer Public Realm Officer
<b>TITLE: The Microchipping of Dogs (England) Regulations 2014</b>	<b>Delegation</b>
All powers and duties under the Microchipping of Dogs (England) Regulations 2014 – except authority to authorise prosecution proceedings	Highways and Neighbourhood Services - Service Delivery Manager Group Manager - Neighbourhoods & Environment Neighbourhood & Environment Team Leader Environmental Enforcement Officer Dog Warden Public Protection Service Delivery Manager Public Protection Manager Principal Licensing Officer Licensing Technical Officer
Authority to authorise prosecution proceedings under The Microchipping of Dogs (England) Regulations 2014	Highways and Neighbourhood Services - Service Delivery Manager Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Land Drainage Act 1991</b>	<b>Delegation</b>
All Powers and duties under the Land Drainage Act 1991 except authority to prosecute	Highways and Neighbourhood Services - Service Delivery Manager Group Manager, Engineering Services Flood Risk Officer Assistant Flood Risk Officer Public Protection Service Delivery Manager Public Protection Manager Environmental Health Officer Compliance Officer (Environment)
Authority to prosecute under the Land Drainage Act 1991	Highways and Neighbourhood Services - Service Delivery Manager

	Public Protection Service Delivery Manager Assistant Director Customer & Neighbourhood Services
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<b>TITLE: Flood and Water Management Act 2010</b>	<b>Delegation</b>
All Powers and duties under the Flood and Water Management Act 2010 and all Regulations and Orders made thereunder except authority to prosecute	Highways and Neighbourhood Services - Service Delivery Manager Group Manager, Engineering Services Flood Risk Officer Assistant Flood Risk Officer
Authority to prosecute under the Flood and Water Management Act 2010 and all Regulations and Orders made thereunder	Highways and Neighbourhood Services - Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: The Traffic Management Act 2004 section 2</b>	<b>Delegation</b>
Authority to designate individuals as Traffic Officers for the purposes of carrying out functions under Part 1 of the Traffic Management Act 2004	Service Delivery Manager - Transport & Highways Development Assistant Director Customer & Neighbourhood Services
<b>TITLE: Environmental Protection Act 1990 Part II</b>	<b>Delegation</b>
All powers and duties under Part II of the Environmental Protection Act 1990 in respect of waste on land – except authority to authorise prosecution proceedings	Group Manager - Neighbourhoods & Environment Neighbourhood & Environment Team Leader Environmental Enforcement Officer Public Realm Officer
Authority to authorise prosecution proceedings under Part II of the Environmental Protection Act 1990 in respect of waste on land	Highways and Neighbourhood Services - Service Delivery Manager Assistant Director Customer & Neighbourhood Services
<b>TITLE: Environmental Protection Act 1990 Part IV</b>	<b>Delegation</b>
All powers and duties under Part IV of the Environmental Protection Act 1990 in respect of litter, etc – except authority to authorise prosecution proceedings	Group Manager - Neighbourhoods & Environment Neighbourhood & Environment Team Leader Environmental Enforcement Officer Public Realm Officer
Authority to authorise prosecution proceedings under Part IV of the Environmental Protection Act 1990 in respect of litter, etc	Highways and Neighbourhood Services - Service Delivery Manager Assistant Director Customer & Neighbourhood Services