

## **CABINET**

**Decision Notices and Minutes of a meeting of the Cabinet held on Thursday, 29th March, 2012 at 5.00 p.m. at the Civic Offices, Telford**

**PUBLISHED ON WEDNESDAY, 4th APRIL, 2012**

**(DEADLINE FOR CALL-IN: WEDNESDAY, 11<sup>th</sup> APRIL, 2012)**

**PRESENT:** Councillor R.A. Overton (Chair – in the absence of the Leader), E.A. Clare, S. Davies, A.R.H. England, W.A.M. McClements, H. Rhodes, C.F. Smith and P.R. Watling

**ALSO PRESENT:** Councillor A.J. Eade (Conservative Group Leader) and Councillor W.L. Tomlinson (Lib Dem/Independent Group Leader)

### **CB-106      MINUTES**

**RESOLVED** – that the minutes of the meeting of the Cabinet held on 23rd February 2012 be confirmed and signed by the Chairman.

### **CB-107      APOLOGIES FOR ABSENCE**

Councillor K.S. Sahota

### **CB-108      DECLARATIONS OF INTEREST**

Councillors H. Rhodes and C.F. Smith both declared a personal interest in Agenda item 5 – Playing Pitch Strategy 2012, as members of local bowling clubs.

### **CB-109      CO-OPERATIVE COUNCIL COMMISSIONS**

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

Councillor S. Davies, Cabinet Member: Environment, Co-operative Council & Partnership, presented a report which set out the work which both the Co-operative Commission and Employee Commission had been engaged in shaping and moving forward the delivery of the Co-operative Council.

The members of the Co-operative Commission had brought a wealth of experience and skills from all parts of the local community, and had given over 750 hours of their own time to developing this initiative. Councillor Davies welcomed one of the Co-operative Commissioners, Ian Dosser from Cap Gemini, to the meeting. Mr Dosser stated that he had found it a very rewarding process, and a good opportunity to contribute to the future direction of the Borough. The Commission brought key partners together, and there had been a clear commitment and passion to work together to agree recommendations on the way forward. The recommendations in the report

related to five main themes – Employment, Skills & the Economy; Commissioning Service & Procurement; Volunteering; Image of Telford & Wrekin; and Co-operative Values & Commissioning. Mr Dosser added that he did not see this as a short-term process, and that the Commission should reconvene in six months time to review progress etc.

The Cabinet Member then welcomed Debbie Byle from Organisational Improvement, who spoke about the work of the Employee Commission. 87 employees had joined the Commission, and had worked in sub-groups looking at each of the five main themes that had been identified – Financial Management; Skills, Planning & Development; Employee Engagement & Communication; Employee Volunteering; and Social Responsibility. Roger Lewis, a member of the Employee Commission, then spoke about his experience as a member of the Commission and how it had given him a better understanding of the Council as an organisation, and about the co-operative model.

The Cabinet Member thanked all those people who had joined or supported the Commissions, and commended the recommendations contained in the report. The challenge now was to ensure that those recommendations were implemented.

During the ensuing discussion, a number of Cabinet Members welcomed the report of the Commissions, and the opportunity this gave for new ways of working to address the enormous challenges facing the Authority. Councillor W.L. Tomlinson (Lib Dem/Independent Group Leader) particularly welcomed the focus on employee volunteering, and outlined the benefits this could bring.

**RESOLVED** – that the reports of the Co-operative Commission and the Employee Commission, and the recommendations contained within them, be endorsed and approved.

#### **CB-110      PLAYING PITCH STRATEGY 2012**

**Key Decision** identified as **Telford & Wrekin Playing Pitch Strategy (includes Telford & Wrekin Bowls Facility Strategy and QEII Fields Challenge)** in the Forward Plan published on 17<sup>th</sup> January 2012.

Councillor A.R.H. England, Cabinet Member for Leisure & Well-being, presented the report of the Assistant Director: Environmental & Leisure Services, which summarised a new and revised Playing Pitch Strategy for the Borough. A copy of the full Strategy document had been placed in the Members' Room and was available on-line.

The Strategy analysed current and future demand for grass and artificial pitches for five key sports – football, rugby union, rugby league, cricket and hockey. It also identified supply and demand for bowls greens as a key participatory and priority sport within the Borough. There were a number of key findings, strategic recommendations and actions for each key sport, and these were highlighted in the report. The Strategy aimed to provide a strategic

approach to future playing pitch provision, including support and partnership working with a range of organisations who owned and maintained pitches.

In relation to the Queen Elizabeth II Fields Challenge, a national initiative to safeguard open space and pitches for sport and recreation, the Stirchley Recreation Ground playing pitches had been nominated by the Fields in Trust organisation to become a designated area under this programme. The proposed designation was considered to be complementary to the current BSF proposals for the site and potentially afforded additional external funding opportunities.

The Council operated three 'community club' agreements with local football clubs at Ironbridge, Stirchley and Newport. A number of general issues relating to these sites had emerged from consultation with the clubs, and it was proposed to undertake a complete review of the current arrangements and redesign the agreements to include suitability of site, rental amounts, defined roles and responsibilities, community use targets and regular reviews.

Once formally adopted, the Strategy would be recognised by funding bodies such as Sport England, and would guide future decision making – particularly in respect of the impact and opportunities arising from the physical development of the Borough.

The Cabinet Member added that the new National Planning Policy Framework appeared to give additional protection to playing fields, and this was welcomed. Reference was made to the community use of school leisure and playing pitch facilities, to which Councillor P.R. Watling, Cabinet Member for Children, Young People & Families, advised that work was being undertaken with schools to encourage them to work with the Council on developing the community use of their facilities outside the school day. However, it was acknowledged that the fragmentation of some schools from the Local Authority was making this more challenging.

#### **RESOLVED –**

- (a) that the findings and recommendations of the Playing Pitch Strategy 2012 for Telford & Wrekin, including maximising community use of BSF sites, primary schools and other educational establishments, be endorsed and adopted;**
- (b) that a review be undertaken of the current arrangements for community club managed football sites in line with Co-operative Council priorities;**
- (c) that Stirchley Recreation Ground pitches be nominated as the second Council site to be put forward under the Queen Elizabeth II Fields Challenge for protection in perpetuity;**
- (d) that authority be delegated to the Assistant Director: Environmental & Leisure Services, following consultation with the Cabinet Member for Leisure and Well-being, to progress the other**

**individual recommendations and actions identified within the Strategy, seeking future Cabinet authority on individual projects as appropriate.**

**CB-111      ADOPTION OF THE WORLD HERITAGE SITE PUBLIC REALM GUIDE**

**Key Decision** identified as **World Heritage Public Realm Design Guide** in the Forward Plan published on 17<sup>th</sup> January 2012.

Councillor S. Davies, Cabinet Member: Environment, Co-operative Council & Partnership, presented the report of the Assistant Director: Planning Specialist, which sought approval for the adoption of a Public Realm Design Guide for the Ironbridge Gorge World Heritage Site. A copy of the Guide was attached to the report.

Public realm in this context was defined as all the highway and hard surfaced spaces within the World Heritage Site which were freely accessible by the public, including streets, roads, footpaths and public spaces. The purpose of the Guide was to protect and where necessary improve the quality of the public realm by helping to reduce, correct and prevent un-coordinated and inappropriate construction details and materials, as well as providing guidance to help co-ordinate the many agencies responsible for creating and maintaining the quality of street works. The quality of the public realm was an important component of the World Heritage Site.

The Guide had been developed in liaison with the local parish councils, key local stakeholders such as the Ironbridge Gorge Museum Trust, and with key council services.

**RESOLVED** – **that the World Heritage Site Public Realm Guide, as appended to the report, be approved and adopted.**

**CB - 112      AMENDMENT TO THE ARTICLE 4(2) DIRECTION IN THE IRONBRIDGE GORGE WORLD HERITAGE SITE/SEVERN GORGE CONSERVATION AREA**

**Non-Key Decision**

Councillor C.F. Smith, Cabinet Member: Housing, Regeneration & Economic Development, presented the report of the Assistant Director: Planning Specialist, which sought endorsement of changes to the Article 4(2) Direction covering the Ironbridge Gorge World Heritage Site.

The existing Article 4(2) Direction for the World Heritage Site had been in place since 1998, and had the function of withdrawing certain classes of permitted development. It was introduced to address the piecemeal, incremental damage occurring within the Site, and had been highly successful in retaining and enhancing the quality and character of the local area. It was not designed to prevent development, but to encourage better quality

development with consideration to the internationally recognised status of the Site.

Recent changes in the permitted development regulations meant that the Direction now needed updating. The additional classes of use for inclusion under the existing Article 4(2) Direction were listed in the report, and included solar panels, satellite dishes and small extensions to dwellings. The revised Direction would be subject to a period of public consultation.

**RESOLVED** – that authority be delegated to the Assistant Director: Planning Specialist, following consultation with the Cabinet Member: Housing, Regeneration & Economic Development, to amend, re-issue and confirm the Ironbridge Gorge World Heritage Site Article 4(2) Direction.

### **CB-113      CIVIC OFFICES SITE – UPDATE AND APPROPRIATION**

**Key Decision** identified as **Property Investment Portfolio** in the Forward Plan published on 15<sup>th</sup> February 2012.

Councillor W.A.M. McClements, Cabinet Member: Resources & Service Delivery, presented the report of the Assistant Director: Development, Business & Housing, which provided an update regarding the sale of the Civic Offices site and the appropriation of land for planning purposes to facilitate its redevelopment.

The report detailed the process of judicial review that had been brought by the owners of the Telford Shopping Centre to have the planning permission granted in May 2010 for an ASDA supermarket on the Civic Offices site to be quashed. Their final leave to appeal to the Court of Appeal and the Supreme Court was heard on 7 February 2012, and it had been confirmed that permission to appeal had been refused and again the Council's costs were ordered to be paid by the appellants.

Because of the delay since the original decision to sell the Civic Offices site in March 2009, it was felt appropriate to seek further Cabinet approval to:

- (i) confirm that the Civic Offices site was no longer required for purposes for which it is held because its current use as office accommodation would expire in early 2013.
- (ii) appropriate in principle the Civic Offices site for planning purposes to enable its redevelopment;
- (iii) undertake a consultation process before a final decision was made in respect of the proposed appropriation;
- (iv) bring a further report to Cabinet for a final decision on whether the land should be appropriated for planning purposes.

### **RESOLVED** –

- (a) that the recent Supreme Court decision to refuse permission to appeal be noted;

- (b) that, in accordance with section 122(1) Local Government Act 1972, the Civic Offices site is no longer required to be held by the Council for office and associated car parking purposes;
- (c) that the appropriation of the Civic Offices site, as identified on the plan attached to the report, for planning purposes be approved in principle, subject to the consideration of representations as to the effect that may have on affected landowners' interests;
- (d) that following an advertising and consultation process, a further report be brought back to Cabinet in due course.

**CB-114      NHS TRANSFORMATION - UPDATE**

**Non-Key Decision**

Councillor R.A. Overton, Cabinet Member: Borough Town Development & Policy, presented the report of the Assistant Director: Social Care Specialist, which provided a further update on the health transformation agenda for local NHS services and the implications for the Council. Details in relation to new statutory responsibilities were outlined in the three following reports on the agenda.

The Health & Social Care Bill had now passed through the Parliamentary process, and was expected to become law before the summer 2012. There were a number of implications for local NHS services and the Council. Continuing Health Care (CHC) issues had been discussed with health partners, with a recognition that the reduction in CHC spend needed to be addressed. NHS T&W would provide financial support regarding the costs transferring to the Council and would aim to increase spending in 2012/13 towards the national average. Discussions were also taking place with the local Clinical Commissioning Group around Joint Commissioning and the support arrangements that would underpin them.

**RESOLVED** – that the update on NHS Transformation, and the implications for the Council, be noted.

**CB-115      PUBLIC HEALTH UPDATE**

**Non-Key Decision**

Councillor R.A. Overton, Cabinet Member: Borough Town Development & Policy, presented the report of the Assistant Director: Social Care Specialist, which provided an update on the proposals within the health transformation agenda relating to the transfer of Public Health responsibilities from NHS T&W to the Council.

The report detailed the proposals in the Health and Social Care Bill and recent guidance for the role and duties that local authorities would have in improving the health of the people in its area. The Council would need to appoint a Director of Public Health, who would be responsible for exercising the

authority's new public health functions. A shadow public health budget of £7.773m for Telford & Wrekin had recently been announced, although there were concerns about the methodology that had been used to allocate this funding. The Council would have responsibility for commissioning a range of services, some of which were mandatory.

Work was ongoing on transition arrangements in advance of full transfer of responsibilities in April 2013. A draft Public Health Transition Plan for Telford & Wrekin had been produced with NHS T&W – the latest version of which was appended to the report. The Plan included operation of the public health system during the shadow year, key planning and assurance milestones, five key workstreams, and a Project structure.

Members welcomed the work going on locally between the Council and NHS partners to ensure that the transition would be as smooth as possible.

**RESOLVED -**

- (a) that the changes proposed in respect of Public Health responsibilities be noted;**
- (b) that the Transition Plan and the approach being taken be endorsed;**
- (c) that a further report be prepared by June 2012 to update on progress and seek approval for a local Telford & Wrekin Vision for Public Health.**

**CB-116      LINK and HEALTHWATCH TRANSITION**

**Non-Key Decision**

Councillor R.A. Overton, Cabinet Member: Borough Town Development & Policy, presented the report of the Assistant Director: Social Care Specialist, which provided information about the new responsibilities that would be placed on the Council in respect of Healthwatch.

As part of the Government's NHS Transformation, Healthwatch would be assuming responsibility for existing Local Involvement Network (LINK) functions, as well as taking on new responsibilities. They would be a community-based organisation acting as an independent consumer champion for better outcomes in health for all and in social care for adults. The Council would have a statutory responsibility for commissioning Healthwatch locally. Implementation had been put back to April 2013, and the Council, in conjunction with the local LINK, had been accepted as a Healthwatch pathfinder. There would also be a requirement for the Council to commission a NHS Complaints Advocacy Service to be operational from April 2013.

Work was already underway, as part of the Pathfinder, to develop a specification for Telford & Wrekin Healthwatch, and a draft specification was appended to the report. The specification needed to be agreed by early June

2012 to allow a procurement process to be completed by December 2012. The preferred approach was to have two quite separate procurement processes – one for Healthwatch and one for a Complaints Advocacy service – running on a parallel basis.

A number of options/models for local Healthwatch provision had been considered, as detailed in the report. The indications from the local Health & Wellbeing Board were that a Telford & Wrekin specific solution was preferred rather than a jointly commissioned service with Shropshire Council.

Due to the delay in implementation of the new arrangements, there was a need to establish new support arrangements for T&W LINK for a 12 month period following the end of the current contract with Staffordshire University on 31 March 2012. The commissioners had concluded that the best option in this interim period would be for the Council to become the host for the LINK service for the next 12 months, with a TUPE transfer of staff to the Council.

### **RESOLVED -**

- (a) that the new responsibilities that will be placed upon the Council to commission a local Healthwatch be noted;**
- (b) that the preferred option of developing a Telford & Wrekin specific Healthwatch, working closely with T&W LINK and other stakeholders, to build on the Pathfinder proposal be supported;**
- (c) that the proposed interim support arrangements for Telford & Wrekin LINK, as outlined in the report, be approved;**
- (d) that authority be delegated to the Assistant Director: Care & Support, in consultation with the Lead Cabinet member and the Assistant Director: Law, Democracy & Public Protection, to award the contract in respect of the NHS Complaints Advocacy.**

### **CB-117      SHADOW HEALTH & WELLBEING BOARD GOVERNANCE**

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

Councillor R.A. Overton, Cabinet Member: Borough Town Development & Policy, presented the report of the Assistant Director: Social Care Specialist, which outlined the proposed terms of reference, membership and governance arrangements for the Telford & Wrekin Shadow Health & Wellbeing Board.

The Health & Social Care Bill passing through Parliament would place a statutory responsibility on the Council to set up a Shadow Health and Wellbeing Board and accompanying joint health and wellbeing strategy by April 2012 to strengthen democratic legitimacy and ensure that commissioning was joined up across the NHS, social care and public health. The Board would take on its full statutory role from April 2013. It was proposed for the Shadow period that the Board operate as an “arms-length” body of the Council until it became a formal Committee in April 2013. Until that date,

formal decision-making and recommendations would be subject to ratification by the Council's Cabinet and the relevant NHS Boards.

Appended to the report was the proposed Terms of Reference for the Shadow Board, detailing the aims, objectives, membership, meetings structure and accountability. In terms of Elected Member representation, it was proposed that the Deputy Leader (with responsibility for wider health services), Cabinet Member for Adult & Social Care and Cabinet Member for Children, Young People & Families be appointed to the Shadow Board.

During the shadow year, further engagement and consultation would take place with providers, service users and stakeholders on the structure, membership and work of the Board.

### **RESOLVED –**

- (a) that the proposed Terms of Reference for the Shadow Health & Wellbeing Board be approved;**
- (b) that the proposed Membership, including Cabinet Member representation, as shown in the Terms of Reference, be approved;**
- (c) that the Shadow Health & Wellbeing Board be set up as an “arms length” body of the Local Authority, until the Board becomes a statutory committee of the Council in April 2013;**
- (d) that meetings of the Shadow Board be held in public from April 2012, although press and public may be excluded during consideration of any matter which would involve the disclosure of confidential or exempt information;**
- (e) that the proposed structure of the Shadow Board be noted, subject to further engagement and consultation with providers, service users and stakeholders.**

### **CB-118      ADULT SOCIAL CARE LOCAL ACCOUNT**

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

Councillor E.A. Clare, Cabinet Member for Adult & Social Care, presented the report of the Assistant Director: Care & Support, which presented the document 'Adult Social Care Local Account 2010/11', a draft copy of which was appended to the report.

As part of the Government's reform of the regulatory and inspection regime for adult social care, it was proposed to have a more transparent and locally accountable system. A key to the transparency to citizens was the introduction of a Local Account. This was an annual statement on outcomes and priorities that should open up information on adult social care, foster a conversation between users and providers and empower citizens to challenge or commend local services.

The Telford & Wrekin Local Account was based on these principles and aimed to tell local people what Adult Care & Support was doing to improve people's lives in the Borough. It had been endorsed by the Health & Wellbeing Board. It was proposed that the document be produced every twelve months.

**RESOLVED - that the approach and principles of the Telford & Wrekin Local Account be endorsed.**

#### **CB-119      A NEW FIRST POINT SERVICE IN LIBRARIES**

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

Councillor R.A. Overton, Cabinet Member for Borough Town Development & Policy, presented the report of the Assistant Director: Customer & People Services, which informed Cabinet of the new First Point services that would be provided at Wellington, Madeley and Newport libraries.

As part of the recent review of the Library service, it was proposed to diversify the use of library buildings to meet the needs of the community. A new First Point service, allowing residents to request a Council service, make a payment or report a problem, would be established initially in the new Wellington Library when it opened in April 2012, followed by Madeley and Newport Libraries by the summer of 2012. There would also be the opportunity to run 'surgeries' (eg CAB, benefits) from the new First Point facilities.

The previous investment into creating a single citizen record was helping to support access to a number of council services through a single point of contact, so that enquiries were dealt with wherever possible at the first point of call.

Members welcomed the proposals for residents to access Council services from libraries in their local areas, and the use of library buildings for community use.

**RESOLVED - that the delivery of First Point services from main Libraries be endorsed, and that the further deployment of the single citizen record to ensure even more services are accessible from Libraries, the corporate contact centre and new Community Hub in Southwater be supported.**

#### **CB-120      APPRENTICESHIPS AND INTERNSHIPS**

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

Cllr S Davies, Cabinet Member: Environment, Co-operative Council & Partnership, presented the report of the Assistant Director: Customer & People Services, which set out a proposed strategy to increase the number of apprenticeships and internships offered by the Council and other organisations in the Borough.

In order to improve the job opportunities for young people in the Borough, it was planned to increase the number of apprentices offered by the Council from 52 to beyond 100 by the end of March 2013, and to improve the quality of the placements through new mentoring, induction and skills development programmes. Additionally, the Council was seeking to develop a small pilot programme of four internships during 2012, offering opportunities for short-term project-based practical training for students or graduates. This would hopefully have the benefit of encouraging graduates to remain in Telford & Wrekin.

As well as its commitment as a local employer, it was proposed to work with partners across the Borough to encourage opportunities to be created in key sectors and to promote apprenticeships. Councillor P.R. Watling, Cabinet Member: Children, Young People & Families, added that the Council, in its role as Corporate Parent, would be offering additional support to Care Leavers in finding employment.

Cllr W.A.M. McClements, Cabinet Member: Resources & Service Delivery, stated that to help achieve the programme's targets, 50% of the costs of new apprenticeships would be funded corporately for the first year. It was proposed that this funding would be taken from the £600k set aside in the 100 day budget for employees facing compulsory redundancy.

#### **RESOLVED –**

- (a) that the proposed strategy for Apprenticeships and Internships, as set out in Section 4 of the report, be approved;**
- (b) that the use of £88k from the funding set aside as part of the 100 day budget to support employees facing compulsory redundancy be approved to support the new Apprentice posts.**

#### **CB-121      MOTION REFERRED FROM COUNCIL**

At the Council meeting on 1 March, it was agreed that the following motion be referred to the Cabinet for consideration:

“This Council applauds the lead taken by Shropshire Council with their adoption of the Community Infrastructure Levy (CIL) and notes the benefits that would be gained by our own Authority and local communities that include:

- delivery of additional funding for T&W to carry out a wide range of infrastructure projects that support growth and benefit the local community.
- gives the local community flexibility and freedom to set their own priorities for what the money should be spent on.
- ensures greater transparency for local people who will be able to understand how new development is contributing to their community
- enables local authorities to allocate a share of the levy raised in a neighbourhood to deliver infrastructure the neighbourhood wants.

Consequently this Council resolves to adopt the CIL as a priority and further resolves that up to and including adoption, 50% of any Section 106 monies are allocated to projects determined in conjunction with the Local community in which development takes place.”

Councillor C.F. Smith, Cabinet Member: Housing, Regeneration & Economic Development, reported that Government guidance was still awaited about the full operation of the Community Infrastructure Levy. It was therefore proposed and

**RESOLVED** – that the Motion be referred to the appropriate Scrutiny Committee to look at the potential operation of the Levy once Government guidance was available.

**CB-122      EXCLUSION OF PRESS AND PUBLIC**

**RESOLVED** - that the press and public be excluded from the meeting for the following items of business on the grounds that they involved the likely disclosure of exempt information as defined in paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

**CB - 123      BUILDING SCHOOLS FOR THE FUTURE – CONTRACTORS’  
FRAMEWORK PROCUREMENT APPROVAL**

**Key Decision** identified as **School Organisation/Capital Financing/Borough Towns Initiative/Building Schools for the Future/Planning for School Places** in the Forward Plan published on 15<sup>th</sup> February 2011.

Councillor P.R. Watling, Cabinet Member: Children, Young People & Families, presented the report of the Assistant Director: Education, Culture & Skills, concerning the procurement process for selecting a contractor from the Partnership for Schools Contractors’ Framework to undertake the remainder of the Council’s Building Schools for the Future (BSF) programme.

There were a further 9 projects in the BSF programme to be completed, with the ‘sample school’ for the contract being Ercall Wood Technology College. Outline planning permission for the development of the new Ercall Wood school had been granted, and the proposed Contractors’ Framework procurement process, as outlined in the report, could now commence. After evaluation of the submissions, one company would be selected to submit their design for the new buildings for detailed planning approval.

The report also set out the details of the funding of the sample scheme and future BSF projects. Cabinet approval for the Final Business Case would be sought prior to awarding the sample contract and the contract for each school project.

**RESOLVED –**

- (a) that authority be delegated to the Assistant Director: Development, Business & Housing, in consultation with the Cabinet Member: Children, Young People & Families, to initiate, conduct and complete the procurement process for a PFS Framework Contractor to construct schools as part of the Council's Building Schools for the Future project.
- (b) that authority be delegated to the Assistant Director: Development, Business & Housing, in consultation with the Cabinet Member: Children, Young People & Families, to initiate, progress and complete future schools' projects within the BSF programme provided they remain in line with the Council's approved plan.

**CB-124      ACCOMODATION INVESTMENT AND ACQUISITION OF PROPERTY**

**Key Decision** identified as **Acquisition of Property** published in the Forward Plan on 15<sup>th</sup> February 2012

Councillor W.A.M. McClements, Cabinet Member: Resources & Service Delivery, presented the report of the Assistant Director: Development, Business & Housing regarding investment in office accommodation and acquisition of property as part of the Council's accommodation strategy.

The report set out a revised strategy for the accommodation of the Council's staff and services in easily accessible buildings, including the opportunity to acquire Addenbrooke House, a detached office building located within Telford Business Park adjacent to the Town Centre. The report detailed all the buildings that would be retained and utilised to house the Council's staff and services, as well as listing those properties and sites that would be disposed of or have their lease terminated.

The revised budget for the Accommodation Strategy was outlined in the report, in terms of both capital allocations and the revenue impacts – which showed a cash flow benefit compared to the projections in the 100 day budget.

**RESOLVED -**

- (a) that authority be delegated to the Assistant Director: Development, Business & Housing, in consultation with the Cabinet Member for Resources & Service Delivery, to negotiate terms for the acquisition of Addenbrooke House as detailed in the report;
- (b) that the investment in all office accommodation as detailed within the report be approved;

- (c) that authority be delegated to the Assistant Director: Law, Democracy & Public Protection to execute all documentation to give effect to the recommendations above.

The meeting ended at 6.16 p.m.

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

**Jonathan Eatough  
Head of Governance  
Date: 4<sup>th</sup> April 2012**

**Signed: .....**

**Date: .....**

**TELFORD & WREKIN COUNCIL****CABINET - 26 APRIL 2012****ENCOURAGING GROWTH - A NEW WAY OF WORKING****REPORT OF ASSISTANT DIRECTOR: BUSINESS, DEVELOPMENT & HOUSING****LEAD CABINET MEMBER: Cllr C Smith – Housing, Regeneration & Economic Development****PART A) – SUMMARY REPORT****1. SUMMARY OF MAIN PROPOSALS**

- 1.1 To deliver some 'quick wins', following the implementation of the management restructure in February 2012 to commence the change process to secure inward investment and the way we work with existing businesses to make Telford & Wrekin a 'Business Winning Council'. To update on the planning process and in particular the Council's approach to development to support inward investment and economic growth. To adopt and embed a Development & Business Charter to underpin a new joined up, proactive and business focussed approach that supports the desire to drive growth and deliver jobs.

**2. RECOMMENDATIONS**

- 2.1 That Cabinet approve the Proposals and 'quick wins' set out in the report to produce greater certainty for investors and to adopt and launch the Development & Business Charter (Appendix 1).
- 2.2 That Cabinet provide delegated authority to the Assistant Director: Development, Business & Housing in consultation with Cabinet Member for Housing, Regeneration & Economic Development to amend the Development & Business Charter as included in Appendix 1 following consultation with various stakeholders.
- 2.3 That Cabinet note that the Assistant Director: Development, Business & Housing and the Assistant Director: Environment & Leisure will establish and lead a steering group to monitor approach relating to the Charter and also to coordinate management of planning obligations in line with Planning Policy and Council Priorities.
- 2.4 That Cabinet recommend that a report is taken to Plans Board and/or the Council Constitution Committee to amend the scheme of delegation for changes as suggested in this report.

**3. SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	A growing local economy to create jobs
	Will the proposals impact on specific groups of people?	
	No	
<b>TARGET COMPLETION/DELIVERY DATE</b>	Consult with Telford Business Board, Chamber of Commerce and Co-operative Commission Sub Group on Employment Skills and the Economy in May 2012. Launch Charter in June 2012 and commence delivery of related actions	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	See sections 5.2 and 5.3
<b>LEGAL ISSUES</b>	Yes	The provision of Legal advice in respect of the Council's regeneration, property and planning functions is a key part of the Legal Services workload. The new approach to development to promote investment described in this report is in accordance with current law and guidance. Legal advice will continue to be provided during the implementation of the changes on matters including any CIL proposals, the drafting of new S106 agreements, reviews of existing S106 agreements, property/commercial transactions and generally maintaining the independence of the planning process.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	See section 5.3
<b>IMPACT ON SPECIFIC WARDS</b>	No	

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

### **4. INFORMATION**

4.1 **Governments Agenda** - The new National Planning Policy Framework (NPPF) sets out the Government's priorities for planning. It states that the purpose of the planning system is to contribute to the achievement of sustainable development. Sustainable development means development that meets the needs of the present without compromising the ability of future generations to meet their own needs. This includes planning for the economic, environmental and social needs of a community and the NPPF clearly states that these three components are to be pursued in an integrated way as there is no necessary contradiction between increased development and protecting and enhancing the environment. Planning must operate to encourage sustainable growth and not act as an impediment. To achieve this the NPPF introduces a presumption in favour of sustainable development, which is defined as a golden thread running through both the plan making and decision taking carried out by Local Planning Authorities (LPAs). The LPA should plan positively for new development, and approve all individual sustainable proposals wherever possible. The NPPF states that Local planning authorities should:

- prepare plans that objectively assess how development needs should be met, and with sufficient flexibility to respond to rapid shifts in demand or other economic changes
- approve development proposals that accord with statutory plans without delay;
- grant permission where the Development Plan is absent, silent, indeterminate or where relevant policies are out of date.

All of these policies should apply unless the adverse impacts of allowing development would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

4.2 **Development Context** - Since 2008 the global recession has had a severe impact upon investment, house building rates and development in general terms. The number of planning applications received by the Council has fallen considerably, with the biggest reduction being from housing developers relating to small to medium numbers of housing sites where they have found difficulty in securing finance and in some cases have ceased trading or significantly downsized their operation. The overall effect has damaged growth, directly impacted on the economy and the companies involved as well as reducing income from both planning and building regulation applications. The level of housing completions in the Borough has continued to increase albeit at a level considerably below that anticipated under the previous Regional Spatial Strategy. This bucking of the national trend has been sustained to a large degree by delivery of the Strategic Housing Sites (Lawley, Lightmoor and Ketley) and the construction of other sites with planning permission previously secured. Being able to secure a mortgage has significantly impacted on delivery of housing with the viability of all schemes being borderline at best in the current market. In addition developers with permissions are increasingly seeking to renegotiate S106 agreements to address the viability of development.

4.3 Inward Investment opportunities have also been very limited since 2008 and nationally, Foreign Direct Investment halved in 2010 and dropped further in 2011. We have had local successes in Nom Dairies and Stadco, but it is clear that only local authorities that are responsive, proactive and well resourced will succeed in attracting these investments. Production figures in the automotive and aerospace industry is expected to increase across the UK up to 2017 and already opportunities from Jaguar Land Rover at i54 in Staffordshire and Nissan in the North East will provide supply chain inquiries for tier 1 and 2 companies. Many local businesses have expansion plans backed by healthy order books, but they need support finding suitable local premises to grow into and also in some cases financing equipment purchases with pressure on financing in the current climate being a significant challenge.

4.4 **Development Management** - The term Development Management was introduced to cover the wide range of activities and interactions with numerous stakeholders that together transform the 'control of development and the use of land'. This Development Management approach is significantly different from its previous function of Development Control. The former control approach used planning applications and planning enforcement to react to and control the effects of unrestricted development. Development Management uses the same planning applications and enforcement but as a proactive tool for managing development opportunities in order to optimise the benefits for the community of inward investment in development. Development Management should not however be seen to promote development regardless of its quality. The NPPF reinforces this and states that the primary

objective of development management is to foster the delivery of sustainable development, not to hinder or prevent development. Local planning authorities need to:

- approach development management decisions positively – looking for solutions rather than problems so that applications can be approved wherever it is practical to do so
- attach significant weight to the benefits of economic and housing growth
- influence development proposals to achieve quality outcomes; and
- enable the delivery of sustainable development proposals.

4.5 The relationship between development management and development plan-making should be seamless and both should recognise the presumption in favour of sustainable development and the positive approach to planning set out in this Framework. The application of the presumption should achieve the delivery of enhanced levels of development consistent with national, strategic and local requirements. It is also important to ensure a strong and reciprocal relationship between development policy and the Borough's economic and housing strategy. Key tools within Development Management are Section 106 agreements, a potential Community Infrastructure Levy and Pre Application discussions. (See Appendix 5).

4.6 **Co-operative Commission** - Cabinet agreed in July 2011 to establish a Co-operative Commission of partners, community groups and local leaders to help shape the Council's development as a Co-operative Council. The Commission identified and prioritised five themes to focus and review and to discuss ideas and develop proposals and recommendations. At Cabinet on 28 March 2012 recommendations were approved from the Co-operative Commission Sub Group on Employment Skills and the Economy with the most relevant to the subject of this report set out below:

That Council and its partners need to develop a more effective focus on attracting inward investment and support for existing businesses to boost the local economy by adopting a more commercial approach to economic development and promoting itself as a 'Business Winning Council'.

From the Sub Group the desired impact relating to a more commercial approach is:

- More openness, transparency and data sharing across organisations to secure inward investment and provision of support to existing businesses
- Retain and support existing businesses to grow locally
- Increase and develop understanding of Telford's 'offer'
- For Telford to be nationally recognised as a great place to do business

In relation to the recommendations for Telford to promote itself as a 'Business Winning Council', the desired impact identified by the Sub Group is:

- Attracting new businesses in to the Borough
- Securing economic growth
- Potential of attracting wealth into the area by marketing that Executive Homes are more affordable in Telford

4.7 **Challenges** - The current financial climate heightens the requirements for the public sector to assist and facilitate growth and attract inward investment, but there are a number of areas of concern with the current approach to handling development enquiries and processing planning applications. In effect, in the current economic climate investors have to work twice as hard for half or less of what was being secured in the economic climate of pre 2007. This has resulted in many schemes not being viable with the consequence of development stalling. The following is a list of items that developers, Stakeholders and planning teams nationally and locally have identified as important to deliver better outcomes:

- Provision of pre application planning advice on all schemes
- Provision of support from all teams within the Council in relation to Planning Application Workshops
- Provide clarity for investors regarding the Council's expectations
- Register Planning Applications in a timely manner
- Provision of timely consultation responses to applications and the discharge of conditions
- Early responses to any viability assessments to avoid any delay in determining applications
- Recognition that general developer contributions and Affordable housing schemes are not viable in many cases in the current economic climate

- Providing certainty about the Council's approach relating to the governance of S106 process and the obligations required
- More minor applications determined through officer delegation and fewer smaller applications determined through plans board

4.8 It is also important to respond to the new NPPF regime and support the Council's growth and inward investment agenda. It is important that internal services work with business clients in an integrated manner and ensure that decision making is responsive, efficient, transparent and coordinated to create certainty and confidence for investors. Communication with investors will be delivered through a single point of contact to ensure consistency of communication and control of the messages emanating from the Council. This new approach to delivering our business must have the customer at the heart of what we do.

4.9 **Development, Business & Housing Service response to issues** - This difficult financial climate has made the need to attract inward investment and support business growth even more important and this is amplified by the findings of the Co-operative Commission Sub Group and comments from the Telford Business Board to name only two stakeholder groups. The Council had already identified similar issues and in recognition of this as part of its senior management review the Council has created a Development, Business & Housing service area with a mandate to streamline the existing processes and deliver a commercial approach to our business to truly become a 'Business Winning Council' and to bring the customer to the heart of everything delivered within the service. The new structure will embed an approach and culture to the way we do business with investors and existing businesses and most importantly the way we support customers. Taking the best of each process, learning from the business sector and ensuring our behaviour mirrors Council values, we will improve our service, deliver new jobs, provide sustainable economic growth, regeneration and progress towards meeting housing needs.

4.10 **Early Proposals** - To underpin a new joined up approach to investment it is proposed to adopt a Development & Business charter (appendix 1). This sets out a series of pledges which will ensure a streamlined, consistent, personalised and supportive service is provided to our customers. The implementation of the Charter will require commitment by all parts of the Council, not just the teams within Development, Business & Housing and a range of partners including HCA, external consultees and Registered Providers. The result will be delivery of some 'quick wins' to establish Telford as a recognised Enterprise Area and that we are 'open for business'. The table below focuses on the planning and development management process proposing a number of changes to the service, this is in the context of 'quick wins' as part of our change process to deliver a new service. Delivery hinges not only on those working in planning service but on many other council services sharing in and supporting the proactive, business focussed approach to enable the planning system to deliver the homes, business, infrastructure and thriving local places that we need.

4.11 'Quick wins' as part of delivering the new Business & Development Service

Challenge	Proposal
Provision of pre application planning advice on all schemes	We will provide timely, appropriate and free pre planning application advice so that investors receive integrated advice promptly that supports and enables investment decisions either through written enquiries or through discussions. For a period of time we will continue to provide a reception as part of the Customer First Point in Darby House for all planning enquiries. We will explore proposals and will provide a Development & Business Customer First Point within the new Civic Offices in Wellington, with details developed and resourced in the coming months.
Provision of support from all teams within the Council in relation to Planning Application Workshops	The Strategic workshop will be replaced by all applications being able to receive support and guidance and not just an arbitrary line relating to the scale of development. The Planning team will produce written procedure notes on how this will work. For example, there will be a requirement that attendance at the meetings by empowered staff on behalf of their specialist areas to make timely and informed decisions without continual reference to colleagues. The pre application process must also include reaching agreement on the heads of terms of any S106 agreement. A group will also be set up by Assistant Director: Development, Business & Housing and Assistant Director for Environment & Leisure to monitor progress against the charter and to support the management of planning obligations in line with planning

	policy and council priorities as covered in recommendation 2.3.
Provide clarity for investors regarding the Council's expectations	We will endeavour to provide a dedicated Customer Contact as the single point of contact for all enquiries, accessible and empowered to support business from pre application through to delivery and aftercare/business support. This could be a member of staff from Planning, Economic Development, Property etc. They will not be able to cover all areas in specific detail but they will be responsible for supporting our customers and securing support from the Council to improve the investment experience. We will develop and maintain a development plan including a clear, transparent and viable tariff based system of planning obligations providing certainty and confidence to inform investment decisions. Appendix 3 details the current position for planning obligations and this report is not seeking to amend this position.
Register Planning Applications in a timely manner	Review local list of registration requirements to improve and provide certainty throughout the registration process. Amend current practice to register all applications (if pre application advice has been sought) on submission of the application and write to investor within 5 working days requesting missing information if applicable.
Provision of timely consultation responses to applications and the discharge of conditions	Need for all internal teams such as geotechnical, Environmental Health, drainage, technical support etc. to recognise the Council's growth agenda and to have a realistic approach regarding the risks associated with development proposals when responding to consultation requests. There is a need to respond to condition discharge requirements within set timeframes to ensure good quality customer service, related pledges and commitments will be developed by the Planning team.
Early responses to any viability assessments to avoid any delay in determining applications	Introduce standard model for viability that developers can use as part of their pre application discussions. Produce guidance notes clarify roles in reviewing these viability assessments.
Recognition that general developer contributions and Affordable housing schemes are not viable in many cases in the current economic climate	Recognise that the Development Manager will determine between competing priorities and make recommendations to Plans Board in line with Council priorities and supported by Assistant Directors referred to in recommendation 2.3. S106 must be negotiated and discussed as part of the pre application discussions and well in advance of the relevant plans board meeting.
Providing certainty about the Council's approach relating to the governance of S106 process and the obligations required	Recognise that the hierarchy of contributions will be based on Council Priorities when there are competing priorities and we have to choose as part of testing viability of schemes. There would always need to be a caveat by whatever would need to be done to make development acceptable in planning terms e.g. Highways Works to allow access etc. It is proposed that the Assistant Directors: Development, Business & Housing and the Assistant Director: Environment and Leisure establish a steering group to support and monitor the priorities in this regard.
More minor applications determined through officer delegation and fewer smaller applications determined through plans board	Recommend that amendments to scheme of delegation be processed to remove the need for small applications automatically needing to be presented to Plans Board. A report to Plans Board will follow as covered in recommendation 2.4.

4.12 **Action Plan** - In addition to the proposals described above an Early Action Plan (Appendix 2) has been developed as part of the Business & Development Charter. This will focus on a number of key actions which are as follows:

- Performance, behaviour and values
- Business Support & Aftercare
- Tailored Customer Management of all business and development enquiries
- Join up and coordinate responses from all in house services so advice is timely and aligned with corporate priorities
- Add value, speed up and provide specialist support
- Land and Property enquiries – One Stop Shop for development
- Housing offer
- Monitoring & Review

- 4.13 **Homes & Communities Agency (HCA) Asset Management** - The Council and HCA are establishing a protocol to enable the Council's property team to proactively promote and manage the development of HCA employment land as part of the localism agenda which will allow the council to facilitate growth and take decisions locally. With the management of HCA land together with existing Council owned land it provides in excess of 90% of all available employment land within the borough being managed and controlled through a single point of contact. This will provide investor confidence and certainty in taking investment decisions together with a single point of contact which will be another critical factor in securing growth.
- 4.14 **Monitoring & Review** - The new service area will embed a 'critical friend' approach to delivering continual improvement in the service by working with a representatives drawn from key sectors including new and long standing investors, The Co-operative Commission Sub Group, Telford Business Board and Chamber of Commerce etc. to work with officers to review service delivery, address barriers and further develop the offer.

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

- 5.1 **Financial/Value for Money Impact** - The adoption of the Development & Business Charter will impact on the working practises of a number of services across the Council. In order to deliver the service improvements and pledges as detailed within this report these services may be required to realign their budgets and staff resources. This may lead to pressures on existing staff budgets and have a detrimental effect on the income levels for trading services. In particular, the commitments regarding free pre application support to all applicants will affect those services whose income budgets reflect a time based charge out rate for officers.
- 5.2 The ability to deliver the outcomes of the Development & Business Charter within existing budgets will need to be explored with each of the affected service areas, and will depend upon a number of factors. If the Charter is adopted finance staff will work with the relevant budget officers to identify resource and budget implications. Further reports will be brought forward if budget pressures are identified which cannot be mitigated by the realignment of existing budgets. JAC 280312
- 5.3 **Risks and Opportunities** - All opportunities are detailed within the main body of this report and the risk is delay in adopting this new approach could result in potentially missing out on further opportunities.

## **6 BACKGROUND PAPERS**

- 6.1 None

**Report prepared by David Fletcher, Development Management Service Delivery Manager**

# Business & Development Charter

- We will provide a customer focused single point of contact for all investment enquiries being accessible and empowered to ensure good quality customer care and support.
- Create a 'One Stop Shop' to provide a single point of contact for customers, where we can support all business, planning and property enquiries.
- Through a joined up approach to economic development, property, regeneration and planning we will provide a delivery orientated service tailored to business needs, to enable investment and growth through a 'can do' approach.
- We will provide timely, appropriate and free pre planning application advice so that customers receive support promptly to enable investment decisions.
- We will maintain a consistent, fair and transparent approach to Business and Development.
- We will develop and maintain an up to date development plan including a clear, transparent and viable tariff based system of planning obligations.
- Statutory Agencies are key to development for example the Environment Agency and the Highways Agency. A memorandum of understanding will be developed so that working arrangements are defined to allow issues arising from proposed developments to be dealt with swiftly and constructively.
- We will monitor and review feedback on performance. We will report regularly on performance through agreed indicators.

## Appendix 2 - Business & Development Charter – Early Action Plan

- 1 The nature of traditional Local Authority structures is that internal services co-exist and work with business clients but the approach is not integrated and decision making can be slow, can lack transparency and is often uncoordinated. Communication with investors can also fail due to the number of contacts involved and the potential for variations in approach and messages which will be improved to ensure a good customer experience.
- 2 The new management structure will embed a revised approach and culture to the way we do business with investors and existing businesses. Taking the best of each process, learning from the private sector and ensuring our behaviour mirrors council values, we will improve our service deliver new jobs, economic growth, regeneration and meet housing needs.
- 3 The implementation of the Charter requires commitment by all parts of the Council and a range of partners including HCA, external consultees and registered providers. The result will be to establish Telford as a recognised Enterprise Area we are 'open for business'. To reach a truly investor friendly business and development charter we will take a number of actions which are listed as follows:
- 4 **Performance, behaviour and values**
  - Recognise the key to delivering the pledges, all staff will operate in a businesslike manner working with customers to understand their needs and constraints and to bring forward and encourage development
  - Invest in supporting staff development to ensure the good, professional and skilled approach is supported by an improved, coordinated customer service
  - Adopt a 'can do' approach and willingness to explore new ideas to encourage the delivery of sustainable development delivery in what is a challenging economic climate
- 5 **Business Support & Aftercare**
  - Provide an up to date business support service that is linked to specialist providers and funders
  - Ongoing communication of business news and information to investors
  - Support business networks to facilitate the sharing of best practise, collaboration and business growth
  - Support local businesses to maximise procurement opportunities and support collaborative partnerships
  - Support Telford Business Board and continually work with the business community to facilitate growth and development
  - Through the proposed Customer Management approach, maintain contact with businesses and regularly review their needs including expansion, relocation and skills support
  - We will provide a single point of contact through a website and phone number and we will run regular workshops and business support events
  - We will actively seek opportunities for funding, business loans and development support for local and relocating businesses
- 6 **Tailored Customer Management of all business inquiries**
  - We recognise the diversity and complexity of business enquiries and these will be managed by Customer Managers. The Customer support will act as the single point of contact for investors, offering advice and support covering the Customer's needs and ensuring a seamless and quick response. This will be far more than signposting, it will be enabling and supporting.
  - A free pre-application planning procedure which sets out a clear and consistent set of service standards and guidance, escalation procedures and contacts to resolve any issues and prevent delays before the submission of a full planning application including proactive approach to planning applications
- 7 **Join up and coordinate responses from all in house services so advice is timely and aligned with Council Priorities**
  - Clear lines of project ownership and decision making up to Plans Board led by the Planning Officer
  - Embed the Pre Planning Application team approach for all Planning Applications
  - Development Management to make decisions and recommendations in relation to S106 contributions prior to Board

- 8 **Add value, speed up and provide specialist support**
- Offer options to use in-house 'design' or master planning service and access to specialist professionals including geotechnical, ecological environmental health etc. to encourage and enable investment and speed up the planning process
  - Provide a fully e enabled planning service
- 9 **Land and Property Enquiries– One Stop Shop for development**
- Provide a single point of contact for all public sector land opportunities (HCA and T&WC)
  - To provide competitive terms for the acquisition of land and property
- 10 **Housing offer**
- Offer advice and support to new business investors to access housing options for employees moving into the borough
  - Use open book viability approach to housing obligations and cross subsidy models that are geared to meet local housing needs and encourage investment
- 11 **Monitoring & Review**
- Embed 'critical friend' approach to delivering continual improvement in service working with a representative drawn from key sectors including new and long standing investors, Business Board and Chamber of Commerce to work with officers to review service delivery, address barriers and further develop the borough offer

### Appendix 3 – Current Planning Obligations Grid

Policy	Type of obligation	Residential		Commercial		
		1-14 dwellings	15+ dwellings	Less than 100sq m	Between 100 and 1,000sq m	More than 1,000sq m
H23	Affordable Housing	X	Yes	X	X	X
H22	Education	X	Yes	X	X	X
H22	Community Facilities	X	Yes	X	X	X
T22	Highway Infrastructure works	Yes	Yes	Yes	Yes	Yes
TSS	Transport Infrastructure Improvements	Yes	Yes	Yes	Yes	Yes
OL12	Open Land and landscaping	Yes	Yes	Yes	Yes	Yes
LR4 LR6	Open Space Sport & Recreation	X	Yes	X	X	X
UD 5	Public Art	X	X	X	X	Yes

#### Appendix 4 - Current values and Planning Obligations

Type of Obligation	Core Strategy and Wrekin Local Plan Saved Policies	Central Telford Action Area Plan Policy CT23
Affordable Housing	38% on-site obligation	Calculated on a site by site basis
Education	Calculated on a site for site basis: contribution for Nursery and Primary Schools	Calculated on a site by site basis: contribution for Nursery, Primary School and Secondary School places
Economic and Community Development	Non-financial obligation	Calculated on a site by site basis
Water, Sewage and Surface Water Drainage	Calculated on a site by site basis	Calculated on a site by site basis
Highway Infrastructure Works	Calculated on a site by site basis	Calculated on a site by site basis
Transport Infrastructure	Calculated on a site by site basis per additional traffic-based trip	Calculated on a site by site basis
Site Specific Measures	Calculated on a site by site	Calculated on a site by site basis
Nature Conservation Enhancements	Calculated on a site by site basis	Calculated on a site by site basis
Nature Conservation Other	Calculated on a site by site basis	Calculated on a site by site basis
Open Space, Sport and Recreation	Calculated on a site by site basis	Calculated on a site by site basis
Environmental Protection	Calculated on a site by site basis	Calculated on a site by site basis
Historic Environment	Calculated on a site by site basis	Calculated on a site by site basis
Public Art	1% of Design and Development Costs - usually a non-financial obligation	Calculated on a site by site basis

## Appendix 5 – S106, CIL, Pre Application Discussions

### 1 Section 106 Agreements

Section 106 enables Local Planning Authorities (LPA) and developers to agree to planning obligations to require operations or activities to be carried out on land (in-kind obligations) or require payments to be made (financial obligations), to mitigate the impacts of development proposals. A planning obligation under s106 may only be demanded prior to the issue of planning permission if it is:

- necessary to make the development acceptable in planning terms;
- directly related to the development; and
- fairly and reasonably related in scale and kind to the development.

Most Local Planning Authorities (LPA) seek planning obligations in respect of the following:

- Affordable Housing
- Community Facilities
- Education Facilities
- Public Open Space/Recreational facilities
- Transport
- Public Art
- Development viability

Circular 05/2005 states in some instances it may not be possible for the proposed development to meet all the requirements set out in the local, regional and national planning policies and still be economically viable. In such cases it is for the LPA to decide what is the most appropriate balance of contributions made by developers and it should be based on negotiation over the level of contribution that can be demonstrated as reasonable to be made whilst still allowing development to take place. There will however be cases where a development may not be approved e.g. because the developer has paid too much for the land and cannot afford to meet the required S106 obligations to compensate for the harm the development will cause.

### 2 Community Infrastructure Levy

The Community Infrastructure Levy (CIL) Regulations were introduced in April 2010 and enable Local Authorities to introduce a CIL, which is a standard levy to be applied to new development. The Council is required to prepare an evidence base to inform the level of the CIL payments and this is linked to the infrastructure planning for the local area and would be a part of the Local Development Framework. In adopting a CIL it will be necessary to adopt a Charging Schedule for CIL to identify which types of infrastructure may be dealt with using a CIL approach and which may continue to be addressed through Planning Obligations. The Council's Planning Policy Team will be assessing the impact of NNPF in relation to using a CIL and will prepare a timetable for implementation by May 2012.

### 3 Pre Application Discussions – Development Team Approach

The Council has introduced a Development Team Approach to strategic application development enquiries. This begins at the pre application stage and is followed through to the complete application process. The approach seeks to provide the applicant with a clear indication at the earliest possible stage of whether the LPA are likely to support the proposal, what package of information will be required to pursue the proposal up to a planning application stage and suggested s106 contributions. The discussion takes the form of an initial submission of site details and proposals by the investor. These are circulated at least two weeks in advance of the meetings. The exact disciplines required will be determined by the nature of the proposal but could include Highways, Conservation, Urban Design, Geotechnics, Drainage, Parks and Leisure, Education, Environmental Health, Ecology, Trees, Strategic Housing, Legal, Building Control and Planning Policy. The meeting is coordinated by a Planning officer and basically comprises a presentation by the developer followed by a discussion on main issues and potential section 106 contributions. An agreement is reached on a programme of future meetings if required together with the agreed dates for a response from the LPA. The formal response is normally issued within 10 working days of the workshop and covers a summary of the issues raised, highlights whether the principal of development is supported and identifies documentation required to support the formal planning application and the Heads of terms for any section 106 agreement. The revised approach will be to support free pre application advice for all customer enquiries regardless of size of development.

**TELFORD & WREKIN COUNCIL****CABINET - 26 APRIL 2012****INWARD INVESTMENT – A BUSINESS WINNING COUNCIL****REPORT OF ASSISTANT DIRECTOR: DEVELOPMENT, BUSINESS & HOUSING****LEAD CABINET MEMBER: Cllr C Smith – Housing, Regeneration & Economic Development****PART A) – SUMMARY REPORT****1. SUMMARY OF MAIN PROPOSALS**

1.1 To develop a coordinated approach to inward investment and to respond to Jaguar Land Rover relocation in Staffordshire. To ensure Telford maximises the opportunity from the Jaguar Land Rover supply chain, making Telford the destination of choice for inward investment. To deliver quick wins in relation to our approach to inward investment as part of the major change programme towards becoming a 'Business Winning Council' as set out in the co-operative commission recommendations.

**2. RECOMMENDATIONS**

2.1 That Cabinet provide delegated authority to Assistant Director: Development, Business & Housing, in consultation with Cabinet member for Resources & Service Delivery to develop a policy regarding business rate relief as detailed in Section 5.

2.2 That Cabinet approve the early draft prospectus in Appendix 1 and provide delegated authority to Assistant Director: Development, Business & Housing, in consultation with Cabinet member for Housing, Regeneration and Prosperity to amend and complete the document before formal launch.

2.3 That Cabinet approve the use of the detailed document in Appendix 2 as briefing information for staff and partners to proactively target marketing to secure inward investment.

2.4 That Cabinet approve the allocation of funding as identified in section 5 to proactively market the Telford inward investment offer.

2.5 That Cabinet approve that the Council acts as managing agent for all HCA commercial land as detailed in section 5 of the report.

**3. SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	A growing local economy to create jobs
	Will the proposals impact on specific groups of people?	
	No	
<b>TARGET COMPLETION/DELIVERY DATE</b>	Launch prospectus in May/June 2012 following Consultation with Stakeholders.	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	There are financial implications which are detailed in full in Section 5 of this report.
<b>LEGAL ISSUES</b>	Yes	There are no direct legal implications arising from the recommendations contained within this report as full and detailed legal advice will be provided throughout the development of the policies; which will be approved by Cabinet once developed. In addition, the details regarding business rate changes post April 2013 are not yet known so this area will need to be considered further on an ongoing basis.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	Please refer to section 5
<b>IMPACT ON SPECIFIC WARDS</b>	No	

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

### **4. INFORMATION**

4.1 As a Co-operative Council, we are dedicated to working in partnership with public and private sector organisations to deliver jobs and economic activity in our Borough. We have the right mix of skills, the workforce, the land, the infrastructure, the drive and desire to be a modern centre of excellence for inward investment and in particular to develop our existing automotive sector as part of the Jaguar Land Rover relocation to i54 in Staffordshire. Telford is about growth and prosperity, creating jobs and investment opportunities; Telford, a place to visit, locate and live.

4.2 Telford & Wrekin offers a complete package for inward investors unique in the West Midlands region. A summary of our key advantages in the context of inward Investment relating to the Jaguar, Land Rover supply chain:

- Location
- The Right Business Location
  - Favoured location for Tier 1 and Tier 2 automotive suppliers
  - Business networks
- Skilled Local Workforce
- Logistics & Connectivity
- Availability of Development Land and Buildings
- The Financial Offer and incentives
- High Quality Housing
- Regional Leisure and Shopping Centre
- A 'can do', Business Winning Council

4.3 Telford is extremely good value for money for both living and working. House and land prices, rents, business rates and employment costs are all below average and regional levels. The table below compares house prices in Telford to other areas of the UK which again reinforces Telford's status as a cost effective location. 'Rightmove' national house sale agents have stated that the gulf between the average asking price for houses in the south as against the north is currently the biggest ever recorded.

<b>Location</b>	<b>Average House Prices</b>
UK	£161,588
<b>Telford</b>	<b>£126,170</b>
Shropshire	£156,146
Staffordshire	£131,419
West Midlands region	£130,323

(Average House prices in February 2012 Land Registry of England & Wales. [www.landregistry.gov.uk/houseprices](http://www.landregistry.gov.uk/houseprices))

4.4 Telford is one of the fastest growing areas in the West Midlands. Our location and accessibility provides a real opportunity for inward investment, with the Borough just 13 miles from i54 (Jaguar, Land Rover location) connected though the M54, a well connected rail freight terminal and excellent road access to all parts of the country with potential further improvements to Northbound connecting the M54 to the M6 Toll Road. Capacity on the M54 motorway, as well as on the four M54 junctions which serve Telford (Junctions 4, 5, 6 and 7), has been shown to exceed current as well as planned developments in the Borough and as such can offer uninterrupted access to all parts of Telford. The capacity of the road network in and around our major industrial estates and prime new sites is capable of accommodating increased traffic movements. As such Telford boasts a compelling strategic location with excellent connectivity to both customers and suppliers.

4.5 Telford is in the unique position of being able to offer a wealth of public owned land, primed for development and available at competitive prices (Appendix 2 briefing document). The availability of commercial land in Telford is far greater in relative terms than any of the other major employment centres in the West Midlands and with the protocol in place with the HCA the Council (see section 5.3) are now able to offer a range of flexible development packages across all public sector land, including turn key solutions (fully designed and constructed) and payment arrangements designed to deliver an environment in which companies can locate and flourish.

- 4.6 Land is available throughout Telford & Wrekin, with a net developable area of 167 hectares; the commercial sites are mostly located adjacent to adopted highway with main services and telecommunications readily available for connection, and capable of accommodating bespoke designs tailored to the specific needs of each business. 109 hectares of land is located in Hortonwood and The Nedge which are committed for employment uses as detailed in Appendix 2 of briefing document.
- 4.7 An established location to the north of Telford, Hortonwood is one of Telford's premier commercial areas. With excellent communication links to the Rail Freight Terminal and Junction 5 of the M54, Hortonwood is already the choice location of a number of high profile companies, including Heinz Single Service, Hager, Creamer, Schwabe and Golden Bear Products. Hortonwood offers 80 hectares of developable land, from a single hectare up to 32 hectares and is capable of accommodating a whole manufacturing process in a single location.
- 4.8 The Nedge is located to the south east of Telford, and accessible from Junction 4 of the M54. The location comprises four plots with infrastructure, services in place, roadside frontage and offers a net developable area of 22 hectares. The site provides a unique opportunity and the ability to join those already enjoying the benefit of an outstanding mature green environment including, Smartwater Technology, Synnex Information Technologies (UK) Ltd and Trac Measurement Systems Ltd. The availability of large sites at both locations means that Telford is very capable of meeting demand from major companies in the manufacturing and distribution sectors with space requirements exceeding 50,000sq/ft.
- 4.9 **Jaguar, Land Rover (JLR) Opportunity** - To meet the demands of high sales in Asia, JLR's new engine plant at the i54 site in Wolverhampton will create around 750 additional jobs within the company and an estimated 2,200 jobs within its supply chain. Just 13 miles from Telford, the new plant in Wolverhampton will join other Midlands based plants in Solihull and Castle Bromwich as well as the birth place of the new Range Rover Evoque in Halewood, Liverpool.
- 4.10 Sales are showing huge improvements, boosted by the various upgrades including the new Jaguar XJ and updated versions of the Land Rover Discovery and Range Rover Sport. Over the year to date, sales are up by nearly a fifth worldwide, within which Jaguar sales are up by more than 7 per cent, Land Rover by more than 25 per cent. All of this is prior to the launch of the Range Rover Evoque, which is expected to prove as popular as the Freelander.
- 4.11 JLR is already playing a central role in efforts to revive the UK's automotive components supply chain; an example of this is the £2.5bn Range Rover Evoque contracts to the supply chain. As part of the investment in India, it has taken around a year to set up the supply chain, which involves all parts being delivered to JLR's Halewood factory, packed into a container and shipped to India for assembling. Although output may be small initially, longer term, the facility could meet a significant element of the demand from India which will be a major customer base. This second phase of the JLR expansion plan with import/export anticipated via Ellesmere Port puts Telford at the heart of potential operations through the direct rail link and rail freight terminal as well as good road infrastructure connections. The investment plan does not stop at India for JLR as they sold 27,000 cars in China last year and is aiming for a significant increase in 2012.
- 4.12 The Company has relocated its 170 strong advanced research team to Warwick University to forge closer links, and plans to spend significant resource on collaborative research over the coming years. They also have an eye on opportunities to spin off technologies developed for JLR. The kinds of trends that are likely to feature in the next 10 years could include:
- Relentless pressure for lower costs and higher quality from Original Equipment Manufacturers (OEM's)
  - Automation of production lines
  - Development of 'Additive' or 'Layered' manufacturing techniques (3D Printing)
  - Move to higher-value engineering services
  - Smarter supply-chains and localised sourcing
  - Collaborative R&D between competitors

The group already spends £1bn a year on Research & Development, a budget set to increase further with the extra 1,000 engineers currently being hired for Gaydon, not to mention the 1,500-strong recruitment drive to build the Range Rover Evoque at Halewood

- 4.13 JLR will design, engineer and manufacture a completely new family of advanced low-emission, 4-cylinder petrol and diesel engines. The site will eventually produce in excess of 500,000 engines per year which create the need for world class logistics solutions and new skills in the supply chain, particularly in the area where traditional mechanical engineering meets electrical engineering and electronics, a change that has already happened in the engineering teams at the most profitable OEMs. Telford is well placed to support businesses in the JLR supply chain and wider advanced engineering business sector.
- 4.14 **The Telford offer (full details are included in the briefing document in Appendix 2)** - To support this drive Telford is developing an innovative approach to dealing with these new skills demands to both support new jobs being created at the i54 site and potential opportunities for vacancies being opened up in the local supply chain. A key partnership has formed to link the brand new Science Technology, Engineering & Manufacturing (STEM) Discovery Centre at Telford College and the automotive and aero-nautical expertise at the University of Wolverhampton. It will focus on three key areas:
- Supporting local people with the skills needed to enter this recruitment process and supporting candidates into local jobs if unsuccessful.
  - Developing the next generation of staff to fill vacancies through local staff moving to JLR
  - Creating and delivering an industry standard skills programme with Wolverhampton and Warwick Universities to offer the skills JLR demand
- 4.15 In addition to many international firms Telford is already a favoured location for a number of automotive Tier 1 and Tier 2 suppliers, this includes:
- Stadco – Automotive body-in-white products and services
  - Denso – Air Conditioning equipment and Services
  - Johnson Controls – Motor vehicle body components and seating
  - GKN Sankey - Driveline systems, chassis, engine internals and associated components.
  - Borgers - Acoustically efficient components for automobiles
  - Cobra Seats – Motorsport Seating
  - TI Automotive – Pumps, Tanks and Module Systems
  - Grainger & Worrel – Motorsport casings
  - Mahle Filter Systems – Piston, Cylinder and Valve Components

We must promote the strong foundation detailed above as part of our pitch to suppliers and to work with these existing companies to understand their business needs be that for expansion, skills development or financial incentives.

- 4.16 Telford is delivering significant investment in our secondary schools with many new schools and an overall investment in the Building Schools for the Future programme of over £150m as part of transforming the learning experience in our schools. The strong partnerships with Telford College of Arts & Technology, New College, Wolverhampton University and Harper Adams University College provides opportunities for skills to respond to the current and future markets and ensure our labour force is skilled and our young people are ready for work. We already have many major international companies in Telford and strong links in place with the automotive and advanced manufacturing sectors.
- 4.17 A key priority for the Council relates to growth, job creation and economic development and this will be further embedded through our new Council structure and operation of the organisation. Teams leading on planning, property, economic development, regeneration and housing are co-located and will work seamlessly to deliver a client focussed service to all business inquiries. All businesses seeking to locate or expand locally will have a single point of contact tasked with ensuring requirements whether in relation to identifying the right land or location, securing free planning advice to support and facilitate delivering the right solution. Once investment has been made in the Borough this custom tailored approach continues with a high quality aftercare service ensuring future requirements whether to source skilled employees, expand, relocate or looking at ways to support companies help themselves through business networks, are addressed. Underpinning the new structure will be a Development & Planning Charter which forms part of another Report on the Cabinet Agenda of 26 April 2012.
- 4.18 Telford has many selling points for inward investors but attention also needs to be paid to how the opportunities are marketed to investors and particularly relating to the JLR supply chain. The early draft Prospectus at Appendix 1 summarises the opportunities but needs to be packaged to

investors. The briefing document describing the offer in more detail in Appendix 2 to ensure a consistent and coordinated offer is taken to all investors through tracking and chasing to ensure we are proactive in our approach to secure investment rather than waiting for opportunities to be presented. We are working with a specialist marketing company who have already worked on i54 and the JLR offer as part of securing the JLR investment at i54. They also have commercial background and a number of tools including a brochure, direct marketing materials and links to the existing inward investment website allowing the Council to target messages to the right audience.

- 4.19 Through the Marches LEP, we will continue to lobby the LEP and Central Government to allocate areas in Telford as an Enterprise Zone. As part of the Marches LEP, the Government allocated a site in Hereford to be an Enterprise Zone. Recently, Central Government have suggested that further Enterprise Zones could be allocated; Telford is a prime location for Economic Investment and importantly to support the Jaguar, Land Rover Relocation.

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

- 5.1 **Finance** - Business rate options - The Government has undertaken initial consultation on proposals for a scheme of business rate retention which is expected to replace the current system of local government finance. The Business Rate Retention Scheme will operate from 2013/14 onwards and is designed to provide strong incentives for local economic growth and move towards local decision making. However, further consultation on specific proposals on details of how the scheme will actually work and the level of local discretions to be allowed is expected in late spring/early summer. Detailed regulations are not expected until the autumn and the Council will therefore need to keep this developing regulatory landscape under review in order to assess the opportunities that changes in the local government financial framework offer to enable the Council to better support local businesses and attract inward investment before finalising its offer. Changes proposed will enable Councils to keep a share of growth in business rates in their area. This will make councils more financially independent and give them strong financial incentive to promote business growth. However, the actual share of additional business rates to be retained by Councils is unknown at this stage. If the Council was able to develop a policy offering a 100% rebate for some new businesses but only a proportion of this additional rates income was retained by the Council the shortfall would increase the Council's budget gap increasing the need for savings elsewhere. However, development within the borough may attract additional New Homes Bonus grant and new jobs may reduce expenditure on benefits (under other changes the full cost of the new local council tax benefit scheme will be covered by the Council in future) and a holistic view of the likely impact, and timing, of proposals will therefore need to be taken. The Government is not proposing any changes to the way that properties are valued or how business rate levels are set, rate setting powers will remain under the control of central government and the evaluation process will remain unchanged.

- 5.2 In consideration of the proposed changes mentioned above, Telford & Wrekin have the opportunity to consider innovative ways to attract new businesses and demonstrate flexibility over business rate payment terms and the establishment of a "business rate discount" scheme may be one of the ways TWC seek to do this. Procedures could be established to offer:

- Business rate deferrals to assist with short term cash flow. Business rates are normally collected over a 10 month period. Deferrals could be offered to support business with cash flow challenges. Giving a cash flow benefit to certain business sectors that met criteria agreed by the Council would clearly have a cash flow cost to the Council which would impact on the Council's overall financial position. If business rates arrears were higher at financial year end the Council would also have to consider increasing its bad debts provision which would be a charge to the revenue account and these costs would have to be considered in finalising our proposals.
- Business rate discounts of up to a pre-determined amount per business over a pre-determined period. These discounts could be tailored towards business size, sector, and development area location within Telford and Wrekin and could apply to any new-build developments completed after April 2013.
- Government Enterprise zones attract business rate discounts of up to £275,000 per business over a 5 year period. This equates to approx £55,000 per annum. Based upon current rating values within Telford & Wrekin, this would result in the maximum discount being attracted by business units occupying more than 3,900 sqm. Business units smaller than this would not qualify for the full discount, but could qualify for it on a sliding scale. The table below demonstrates the maximum annual value of Business Rates forgone by the Authority on the

development land which could be brought forward over 5 years with first completions in 2013.

<b>Area</b>	<b>Net Developable Area Sqm</b>	<b>Max Value of Business Rates Forgone p.a</b>
Nedge West	26,750	£330,000
Hortonwood	86,600	£1,210,000
Halesfield	9,150	£110,000
Hadley	10,850	£110,000
<b>Total</b>	<b>133,350</b>	<b>£1,760,000</b>

The implementation of a sliding scale or predefined policy for the relief of business rates by the authority would limit this annual loss of income. We recommend that a policy is developed after the results of the Business Rate consultation paper are known. The bullet points and details above are for background information only.

### 5.3 **Land Disposals**

TWC and HCA are establishing a protocol to enable TWC Property Team to proactively promote the disposal of HCA employment land. This will provide an allocation of funding for the Council's Property team for staff costs which will be funded by HCA. The disposal of land is dependent upon a number of factors and the table identifies land areas which it is considered may be disposed of in the short to medium term and thereafter.

	<b>Net Area (acres)</b>
Nedge West	13.22
Nedge, future development	41.36
Hortonwood	196.51
Halesfield	7.35
Hadley	20.21
Other	134.83
<b>Total</b>	<b>413.48</b>

Ownership of land represents a combination of HCA and TWC assets, the details of which are contained in an Appendix 2. The success of this project will be dependent upon a number of factors, one of which will be accessibility to land and a simplified approach to the land disposal process. It is therefore proposed that flexible payment terms for freehold and leasehold land are available as part of this proposal. These terms will include the opportunity for deferred or staggered payment terms to potential purchasers.

5.4 £100,000 allocation of budget for is required for the development of launch information for Telford's offer and the sustained marketing throughout the short term funded from future capital receipts. A detailed marketing and inward investment strategy will be developed and regularly reassessed through the programme.

### 5.5 **Risks**

To fill the projected 750 jobs at i54, there will be many candidates that will go through the sophisticated recruitment process of Jaguar Land Rover, whilst this is a great opportunity for local residents, JLR will also recruit from Telford's local business who are worried they will lose skilled staff that will be difficult to replace. The highest demand will come for skilled workers in management, maintenance and production engineers, welders and procurement specialists.

5.6 Telford is competing with the majority of the West Midlands and NW Authorities to attract the JLR supply chain. It is also understood that many of the supply chain have contracts in place for a number of years. It is therefore important that our New Way of Working and marketing is focussed both on quick wins and on achieving over the short/medium term a sustained investment programme.

## 6. **PREVIOUS MINUTES**

6.1 None

## Appendix 2

# TELFORD AUTOMOTIVE EXCELLENCE

## TELFORD PROSPECTUS

DRAFT

April 2012

## FOREWORD

As a Co-operative Council, we are dedicated to working in partnership with public and private sector organisations to deliver jobs and economic activity in our Borough. We believe we have the right mix of skills, the workforce, the land, the infrastructure and the drive and desire to be a modern centre of excellence for inward investment relating many sectors including the automotive sector as part of the Jaguar Land Rover relocation to i54 in Staffordshire.

Telford & Wrekin Council has long had and continues to have a strong reputation as an innovative, 'can do Council' that works very effectively with public, voluntary and private sector partners. We believe with the significant investment in our secondary schools, the strong partnerships with Telford College of Arts & Technology, New College and Wolverhampton University we are providing opportunities to develop skills to respond to the current and future markets.

We feel that our location and accessibility provides a real opportunity for inward investment with the Borough being 13 miles from i54 in Staffordshire connected though the M54, a rail freight terminal with good connections as well as potential further improvements in northbound M6 toll connection to the M54.

With the investment in Telford Town Centre to create a heart to our town, a regional shopping centre and leisure offer, a nationally recognised conference venue in The International Centre together with high quality housing investment we are delivering growth and investment.

Telford is about growth and prosperity, creating jobs and investment opportunities. Telford, a place to visit, locate and live.



.....  
Cllr Kuldip Sahota  
Leader



.....  
Richard Partington  
Managing Director

## EXECUTIVE SUMMARY

In response to plans by Jaguar Land Rover (JLR) to establish a new engine plant at the i54 site in Wolverhampton just 13 miles from Telford the Council have set out in this briefing report how Telford is best placed in the Region to support businesses in the JLR supply chain and wider advanced manufacturing sector.

Telford is in the beautiful county of Shropshire in the heart of the UK, just half an hour from Birmingham on the M54 motorway, providing the best of access to both City destinations and rural countryside.

An important growth area, offering a wealth of serviced development land, Telford's population is predicted to rise by 2026 to over 200,000. This will make Telford larger than cities like Newcastle, York and Oxford are today. This step change in the growth and development of Telford is opening up many new and diverse opportunities for businesses and investors.

Telford offers a complete package for inward investment including:

- Location
- Skilled local workforce
- Availability of Development Land and Buildings
- Financial offer and incentives
- High quality housing
- Regional Leisure and Shopping Centre
- A 'Can Do' business winning Council

All of the main business locations in Telford are within 10 minutes of the motorway providing direct access to the M6 and the national road network.

The essential ingredient in any successful location is the power of people. Telford has an established, suitably skilled labour force and the proximity of many existing parts of the advanced manufacturing sector and supply chain. Telford is also rightly proud of its many networks and support organisations that add significant value to business. There is a deeply rooted culture of cooperation and partnership between public and private sectors which ensures that people receive professional support and practical advice whether they are a multinational investor or a one person business start up.

## CONTENTS

- 1.0 BACKGROUND & CONTEXT
- 2.0 JAGUAR LAND ROVER STRATEGY
- 3.0 A PROPOSAL FOR A CENTRE OF EXCELLENCE FOR ADVANCED MANUFACTURING:  
WHY CHOOSE TELFORD?
- 4.0 CONCLUSIONS & RECOMMENDATIONS

DRAFT

## APPENDICES

1.0 Market Opportunities for The Local Automotive Sector

2.0 Telford Location Plans and Travel Times

3.0 Public owned land and employment sites

4.0 The Nedge employment sites

5.0 Hortonwood employment sites

6.0 Business & Development Charter

DRAFT

## 1.0 BACKGROUND & CONTEXT

Telford is a former New Town which has matured and grown while maintaining the quality environment and historic legacy of the Ironbridge Gorge, that are part of its attraction whether for business, tourism or as a place to live. Part of the legacy of the new town is an openness to grow and change, to adapt quickly to the demands of commerce and a willingness to invest to maintain local businesses enabling them to prosper and to attract new investors. We will listen to what the market wants and through a joined up approach we will support investors and provide incentives to make Telford work for you.

We already have many major international companies and strong links with the automotive and advanced manufacturing sectors. Through the investment being made into education, the presence of the University of Wolverhampton and Harper Adams University College our labour force is skilled and our young people are prepared for work.

Telford & Wrekin offers a complete package for inward investors unique in the Region. Combining a wealth of serviced land, a pre existing manufacturing base, high quality housing ranging from attractive market towns through to modern and innovative design to affordable new build, road and rail accessibility second to none and a 'can do, open for business' culture, the Borough offers something for everyone.

The prospectus explores these Unique Selling Points (USP) and sets out the role Telford could play in supporting the development both of the automotive and advanced manufacturing sector in the Region and within the UK. The USP show an absolute fit with the requirements of Jaguar Land Rover's Phase 2 and 3 development programmes and compliment the investment being made into i54.

## 2.0 JAGUAR LAND ROVER STRATEGY

**Automotive manufacturing levels are set to grow to pre recession levels by 2014 and locally we have evidence that companies are building capacity to meet this growing demand (Appendix 1)**

**Jaguar** - To meet the demands of high sales in Asia, JLR's new engine plant at the i54 site in Wolverhampton will create around 750 additional jobs within the company and an estimated further 2,200 within the supply chain. It will be created by a significant investment by JLR.

Just 13 miles from Telford, the new plant in Wolverhampton will join other Midlands based plants in Solihull and Castle Bromwich as well as the new Range Rover Evoque in Halewood, Liverpool. However, JLR is also on the brink of opening its first non-UK plant at a refurbished former Mercedes plant in Pune in India that will start producing Freelanders during spring 2012.

Sales are showing huge improvements, boosted by many upgrades – including the new Jaguar XJ and updated versions of the Land Rover Discovery and Range Rover Sport. There were more Land Rovers sold in the UK in February 2012 than in any other month in the company's 63-year history. Over the year to date, sales are up by nearly a fifth worldwide, within which Jaguar sales are up by more than 7 per cent, Land Rover by more than 25 per cent. This is all before the launch of the Range Rover Evoque, which is expected to prove as popular as the Freelander.

**Supply Chain** - JLR is already playing a central role in efforts to revive the UK's automotive components supply chain; an example of this is the £2.5bn worth of Range Rover Evoque contracts to the supply chain. As part of the investment in India, it has taken around a year to set up the supply chain, which involves all parts being delivered to JLR's Halewood factory, packed into a container and shipped to India for assembly. Although output may be small at first, in the longer term, the facility could meet a significant element to respond to the demand from India which will be a major customer base. JLR also sold 27,000 cars in China last year and is aiming for 40,000 in 2012.

**Commitment to Research & Development** - The Company has relocated 170 staff from their advanced research team to Warwick University to forge closer links and plans to spend significant resources on collaborative research over the coming years. They also have an eye on opportunities to spin off technologies developed for JLR. The kinds of trends that are likely to feature in the next 5 – 10 years include:

- Relentless pressure for lower costs and higher quality from Original Equipment Manufacturers (OEM's)
- Automation of production lines
- Development of 'Additive' or 'Layered' manufacturing techniques (3D Printing)
- Move to higher-value engineering services
- Smarter supply-chains and localised sourcing
- Collaborative Research & Development between competitors

The group already spends £1bn a year on Research & Development, a budget set to increase further with the extra 1,000 engineers currently being hired for Gaydon, not to mention the 1,500-strong recruitment drive to build the Range Rover Evoque at Halewood

### 3.0 A PROPOSAL FOR A CENTRE OF EXCELLENCE FOR ADVANCED MANUFACTURING: WHY CHOOSE TELFORD?

JLR will design, engineer and manufacture a completely new family of advanced low-emission, 4-cylinder petrol and diesel engines. The i54 site will eventually produce in excess of 500,000 engines per year which create the need for world class logistics solutions and new skills in the supply chain, particularly in the area where traditional mechanical engineering meets electrical engineering and electronics, a change that has already happened in the engineering teams at the most profitable OEMs. Telford is foremost in the Region in its ability to meet the needs of the businesses in the JLR supply chain and wider advanced engineering business sector. Our key strategic advantages are based around:

- Location
- The Right Business Location
  - Favoured location for Tier 1 and Tier 2 automotive suppliers
  - Business networks
- Skilled Local Workforce
- Logistics & Connectivity
- Availability of Development Land
- The Financial Offer and incentives
- High Quality Housing
- Regional Leisure and Shopping Centre
- A 'can do', Business Winning Council

#### LOCATION

Telford is one of the fastest growing areas in the West Midlands, located in the heart of the UK, just half an hour from Birmingham on the M54 motorway. Telford boasts a compelling strategic location with excellent connectivity to both customers and suppliers. Telford is extremely good value for money for both living and working. House and land prices, rents, business rates and employment costs are all below UK average and regional levels. The table below compares house prices in Telford again reinforces Telford's status as a cost effective location for inward investment.

Location	Average House Prices
UK	£161,588
<b>Telford</b>	<b>£126,170</b>
Shropshire	£156,146
Staffordshire	£131,419
West Midlands region	£130,323

(Average House prices in February 2012 Land Registry of England & Wales. [www.landregistry.gov.uk/houseprices](http://www.landregistry.gov.uk/houseprices) )

## THE RIGHT BUSINESS LOCATION

Telford is a New Town with excellent schools, low crime, competitive costs and a green environment. Some 4,500 companies have chosen to locate their business in Telford including global players like Capgemini, GKN, DENSO, RICOH, Epson, Makita, AGA Rayburn, Fruit of the Loom, Heinz and Lyreco. These businesses have helped to forge a strong business culture that gives the town a unique offer and helps maintain its leading edge. The economic make up of Telford is changing and the new wave of companies include those at the forefront of technology like SmartWater, the forensic security system company and Pebblepad, producers of an ePortfolio system who are based at the £7m e-innovation centre at Wolverhampton University.

Telford is widely-recognised as a major centre for advanced manufacturing with particular strengths in the polymer sub sector. Key growth sectors for the future include the automotive supply chain, aerospace and food & drink. Telford is focused on growth and actively promotes opportunities in the JLR supply chain, raising awareness of existing locally based supplier capabilities; encouraging new entrants/re-entrants to the local area from foreign and UK opportunities especially tier 1's; and progressing OEM opportunities.

Telford is already a favoured location for a number of automotive Tier 1 and Tier 2 suppliers, these include:

- Stadco – automotive body-in-white products and services
- Denso – Air Conditioning equipment and Services
- Johnson Controls – motor vehicle body components and seating
- GKN Sankey - Driveline systems, chassis, engine internals and associated components.
- Borgers - acoustically efficient components for automobiles
- Cobra Seats – Motorsport Seating
- TI Automotive – Pumps, Tanks and Module Systems
- Grainger & Worrel – Motorsport casings
- Mahle Filter Systems – Piston, Cylinder and Valve Components

## SKILLED LOCAL WORKFORCE AND RESEARCH & DEVELOPMENT

Telford has a workforce catchment of over 326,000 people within thirty minutes drive. Current employment in the Borough stands at around 82,000. Telford's workforce is more high-tech than both regional and national averages and has an allegiance towards automotive and advanced manufacturing, logistics and engineering related activities. Telford can already offer a ready pool of skilled employees to support new jobs being created at i54 but is also developing an innovative approach through partnership with the brand new Science Engineering Technology & Manufacturing (STEM) Discovery Centre at Telford College and the automotive and aero-nautical expertise at the University of Wolverhampton to expand this potential. It will focus on three key areas:

- Supporting local people with the skills needed to enter this recruitment process and supporting candidates into local jobs if unsuccessful.
- Developing the next generation of staff to fill vacancies created by local staff moving to JLR
- Creating and delivering an industry standard modular skills programme with Wolverhampton and Warwick Universities to offer the skills JLR demand to local companies

## LOGISTICS AND CONNECTIVITY

*“Telford is highly regarded for its good communications, proximity to Liverpool, Manchester and Birmingham, and its fresh air and greenery”. Lord Digby Jones.*

Appendix 2 of this document illustrates the central location of Telford to the automotive manufacturing industry in this Region and nationally. Linked by both road and rail and with an established Rail freight Terminal linked to Ellesmere Port, the Borough offers fast, efficient, free flowing connectivity into the major motorway system.

### Road Access

Telford is served by the M54, which is just 15 minutes from the national network, joining the M6 at Junction 10a, which provides access to the M5, M42 and M1 motorways. Capacity on the M54 motorway, as well as on the four M54 junctions which serve Telford (Junctions 4, 5, 6 and 7), has been shown to exceed current as well as planned developments in the Borough and as such can offer uninterrupted access to all parts of Telford. The borough is just 13 miles west of i54. Birmingham International Airport is 45 miles. As a new town, Telford has a modern main road network with little congestion. The capacity of the road network in and around our major industrial estates and prime new sites is capable of accommodating increased traffic movements. As such Telford boasts a compelling strategic location with excellent connectivity to both customers and suppliers.

### Rail Access

In June 2009, Telford International Railfreight Park (TIRP) was opened. The site for this intermodal terminal was selected because of its excellent links to the highway network for modal interchange, its location close to Telford’s large industrial estate, Hortonwood, and its associated development opportunities. Operationally the terminal is highly versatile for the following reasons:

- TIRP’s operation is governed by The Telford Railfreight Terminal (Donnington) Order 2005 which came into force 4 May 2005
- Rights of access to the terminal are protected by the Office of Rail Regulation
- The terminal is capable of handling intermodal traffic, ISO containers, bulk freights, roll cages, wagons, forestry products, steel and fresh produce
- A combination of CCTV and high security fencing has enabled the site to be approved for channel tunnel traffic

The Railfreight terminal has a direct link to the West coast ports and good connections with Ellesmere Port. This makes Telford an ideal location to compliment JLR Phase 2 and 3 expansion plans relating to exports to India and China.

## DEVELOPMENT LAND

A key asset for Telford is the availability of serviced development land but what makes Telford unique is the vast majority of this is in public ownership managed by the Council and the attitude and approach we take to facilitate development.

## PUBLIC LAND

Telford is in the unique position of being able to offer a wealth of public owned land, primed for development and available at competitive values (Appendix 3). The availability of commercial land in Telford is far greater in relative terms than any of the other major employment centres in the West Midlands, and we are able to offer a range of flexible development packages, including turn key solutions and payment arrangements designed to deliver an environment in which companies can locate and flourish.

With a net developable area of 167 hectares the commercial sites are mostly located adjacent to adopted highway with main services and telecommunications readily available for connection, and capable of accommodating bespoke designs tailored to the specific needs of each business with 109 hectares committed for employment uses. Available throughout Telford, the sites can be grouped into four distinct categories:

1. Standard Industrial/Warehouse sites suitable for B2, B8. The sites typically benefit from excellent accessibility, are significant in size, and have similar surrounding uses.
2. Hybrid/HQ Style industrial sites suitable for B1c, B2 B8. These sites are available for high quality industrial/warehousing and will see the development of prestigious premises with which to strengthen corporate image and identity.
3. Technology Park suitable for B1 a & b. The extensive Nedge site is targeted at the technology market, and will excellent links onto the M54 is seen as containing self contained two-three storey offices as well as high technology space, likely to be a hybrid of offices and production/research/prototyping space.
4. Out of Centre offices/high tech suitable for B1 a & b. Suitable for out of town B1 space, and alternative uses (e.g. retail or roadside uses)

In addition to land, we can offer numerous choices around existing buildings which could be suitable as part of a business decision.

### Telford's Prime Sites

The Nedge is located to the south east of Telford and accessible from Junction 4 of the M54 under a mile away (Appendix 4). The location comprises four plots with infrastructure, services in place, roadside frontage and offers a net developable area of 22 hectares. The site provides a unique opportunity to be part of a Technology Park and join those already enjoying the benefit including, Smartwater Technology, Synnex Information Technologies (UK) Ltd and Trac Measurement Systems Ltd.

An established location to the north of Telford, Hortonwood is a one of Telford's premier commercial areas (Appendix 5). With excellent communication links to Telford International Rail freight Terminal and Junction 5 of the M54, Hortonwood is already the choice location of a number of high profile companies, including Heinz Single Service, Hager, Creamer, Schwable and Golden Bear Products. Hortonwood offers 80 hectares of developable land, from a single hectare or up to 32 hectares and is capable of accommodating a whole manufacturing process in a single location.

The availability of large sites at both locations means that Telford is very capable of meeting demand from major companies in the manufacturing and distribution sectors with space requirements exceeding 50,000sq/ft.

### **Successes/Demand**

Recent high profile transactions include the disposal of an 8 acre site at Halesfield to French company Saint Gobain Weber and 24 acres at Donnington Wood to Austrian firm, NOM Dairies. The former enabled construction of a brand new cement production plant extending to 8,246m<sup>2</sup>, leading to the creation of 40 new jobs, whilst the Donnington Wood construction of 10,000m<sup>2</sup> of purpose built manufacturing space associated with dairy products, delivering 340 new jobs for the Borough. Both sales reinforce Telford is very much open for business to local, regional and national companies and capable of meeting the specific production requirements of all.

### **Arrangement with The Homes & Communities Agency**

The sites available throughout Telford are being delivered to the market by Telford & Wrekin Council via a joint working arrangement with The Homes & Communities Agency (HCA). This means that there is a single point of contact and a commitment to streamline and support the acquisition and development of land in whichever public ownership.

### **Residential Development**

Within Telford, planning permission is in place for the delivery of 9,000 new homes over the next 10 years. With annual completions bucking the national trend and sites including brand new, urban extension sites accommodating over 3,500 new homes as well as development focussed in our 6 historic borough towns, there are options suiting every taste and pocket. Traditionally house prices are lower than many parts of the region and a recent report named Telford number one for its approach to enabling and facilitating new development.

## **'CAN DO' CULTURE**

### **Business & Development Charter**

The Council has recently approved a Business & Development Charter (Appendix 6). A key priority of the Council is growth, job creation and economic development and this thread runs through the structure and operation of the organisation. Teams leading on planning, property, economic development, regeneration and housing are co-located into one service area and work seamlessly to deliver a client focussed service to all customers. All businesses seeking to locate or expand will be supplied through a one stop arrangement and staff will be tasked with ensuring requirements whether in relation to identifying the right land or location, achieving planning land facilitate businesses delivering the right solution. Once investment has been made in the Borough this custom tailored approach continues with a high quality aftercare service ensuring future requirements whether to source skilled employees, expand, relocate or looking at ways to support companies help themselves through business networks, are addressed.

**How We Can Help You** - Telford & Wrekin Council is committed to economic growth and has a range of business focussed services to enable investment and jobs growth across the borough. Want to know more about Telford as the location for your business? Telford & Wrekin Council offer:

- One Stop Shop for all investment enquiries
- Assistance to define your location, expansion or investment requirements
- Comprehensive information on available commercial sites and properties
- Provision of research to support your location decision
- Help to arrange site visits or relocation tours
- Introductions to local intermediaries and advisors
- Support to understand and navigate the planning service and free pre application advice
- Information on any financial assistance that might be available

**Aftercare** – how we support existing companies:

- Practical engagement with local strategic companies to understand and work to remove local barriers to growth
- Advising employers on expansion and relocation options
- Land and commercial property search facilities
- Constructive support for companies facing structural change, downsizing or closure
- Support for staff recruitment and training
- Support to access other Council services

## FINANCIAL OFFER

We recognise that every investor is different and alongside our ability to accommodate wide ranging requirements for land and property we also offer a range of flexible innovative financial arrangements to businesses which can be tailored to suit individual business needs. These arrangements will seek to address cash flow pressures and give businesses the option to benefit from:

- Flexible payment terms for business rates
- Flexible payment terms for land and property

## 4.0 CONCLUSIONS & RECOMMENDATIONS

This briefing document sets out a business case for investment in Telford & Wrekin. To take this opportunity forward we will carry out a number of early actions:

- Establish dialogue with representatives from Jaguar Land Rover to explore in more detail the opportunities the Borough offers to compliment i54 investment and deliver on Jaguar's Phase 2 & 3 Business Plan
- Invest in the proactive targeted marketing of the combined public employment land and buildings
- Embed the Business & Development Charter, implementing the use of one stop shop for all inward investment/business customers and driving a joined up, business friendly culture of working across planning, property, economy and housing
- Explore and promote financial mechanisms including use of deferred land payments, flexible terms and business rate reductions as part of a developing policy , to maximise the attractiveness of the Borough to investors
- Progress work on Brand Telford to compliment the focus on inward investment
- Capitalise on the ready availability of a suitably skilled labour force and develop the skills agenda further working with TCAT, New College, Harper Adams, Wolverhampton University and Warwick University

DRAFT

## Appendix 1 – Market Opportunities for **The Local Automotive and Advanced Manufacturing Sector**

A Growth Plan for the Advanced Engineering & Manufacturing Sector, with a focus on the current opportunities in the automotive sector. This report will be completed June 2012 and will provide an in-depth analysis of market opportunities in the sector.

One of our major successes has been the high level of overseas investment. Many of Telford's largest employing companies are overseas owned and are in the manufacturing sector. Some 130 foreign firms are in Telford with a large proportion coming from the USA, Japan, Taiwan, Germany and France. These have helped to forge a cosmopolitan business culture that gives the town a unique flavour and helps maintain its leading edge.

Telford has a well established automotive supply chain cluster with a highly skilled workforce and a proven track record of high quality, low cost production. It is ideally located to meet the needs of original equipment manufacturers (OEMs) with its excellent road and rail links.

Among the Tier 1 and Tier 2 suppliers in the area are Borgers, Cobra Seats, DENSO, GKN, Johnson Controls Automotive, Maxell Moulding Services and Stadco.

Over one million vehicles and two million engines were produced in the UK in 2011. Automotive manufacturing levels are set grow to pre-recession levels by 2014 and locally we have evidence that companies are building capacity to meet growing demand. DENSO has secured a new contract with MINI for air conditioning equipment and Stadco has increasing sales to Jaguar Land Rover for body in white products and services.

Telford is within 3 hours journey time from 27 UK OEMs. Moreover, Jaguar Land Rover are setting up a new engine plant at the i54 Enterprise Zone.

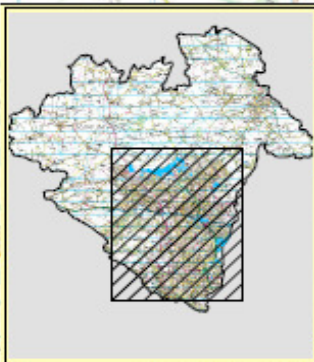
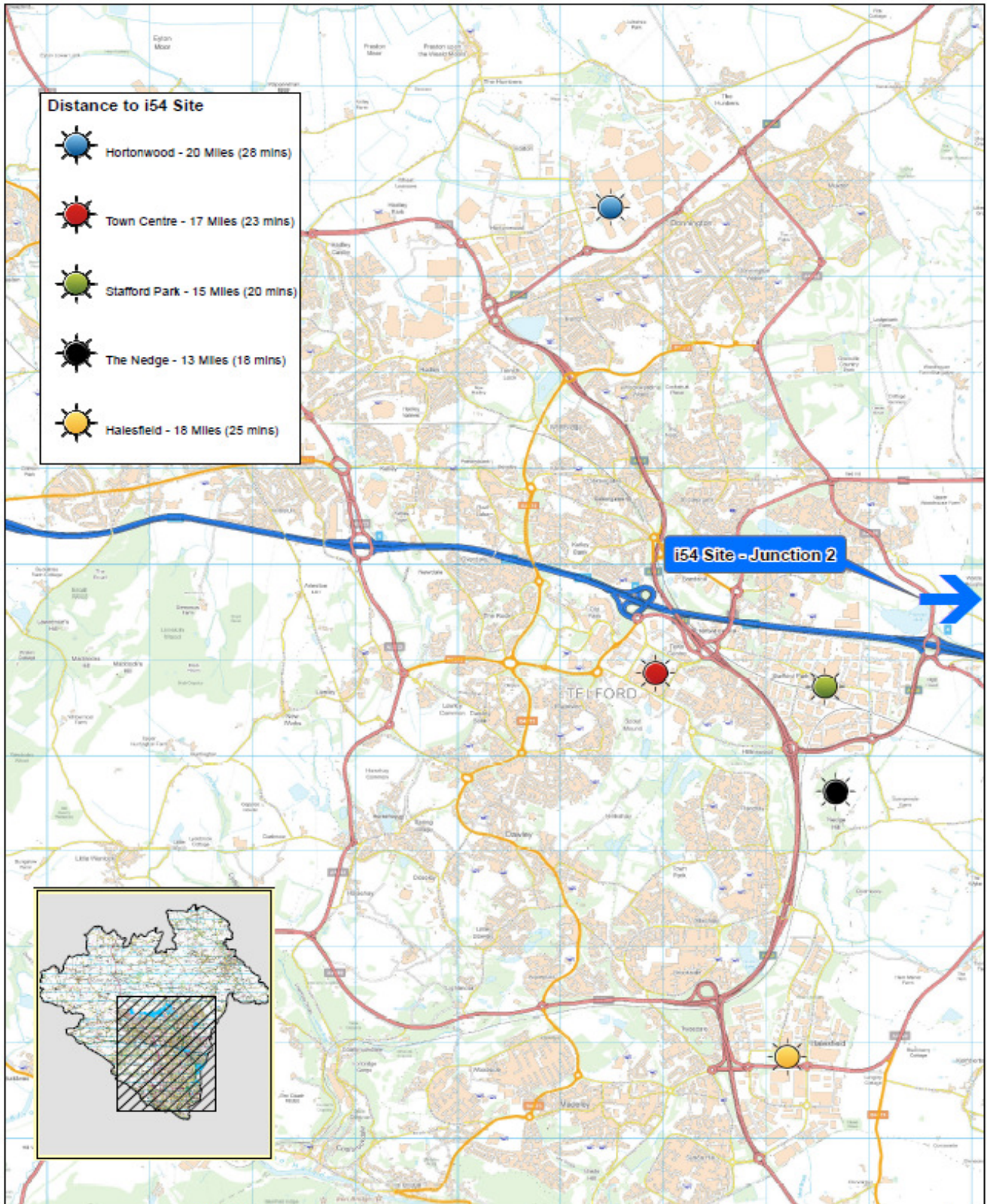
Inward investment has been a major success for Telford & Wrekin with 148 businesses providing around 20% of local jobs – approximately a third (48) of these are US-owned, followed by Germany (28), France (16) and Japan (14). Many of Telford's largest employing companies are overseas owned and are in the manufacturing sector.

Telford is a well established centre for Advanced Manufacturing with and there is the opportunity to attract further inward investment into Telford by major manufacturers to exploit the commercial opportunities which are available.

Over the years that foreign owned companies have been in Telford they have created, among local workers, a pool of knowledge of methods and working practices followed by leading manufacturing nations. As people have moved between jobs and employers they have taken this knowledge with them, spreading the culture of continuous improvement and "lean" manufacturing, encouraging a systematic approach to the elimination of waste, improving organisational quality and performance through incremental improvements and enabling organisations to react to changes in the market place.

Telford is recognised as a beacon for attracting leading edge companies in the polymer industry since the 1980s. The concentration of plastics and polymers-related businesses creates opportunities for business development and collaboration across business areas. It is home to more than 100 polymers firms plus many others using plastics within their production processes. Key polymer industry companies already in Telford include German-owned Bischof & Klein; the European market leaders in household disposables manufacture Cedo UK and Craemer Environmental Systems, one of the world's leading injection moulders.

## Travel Time to i54 Site

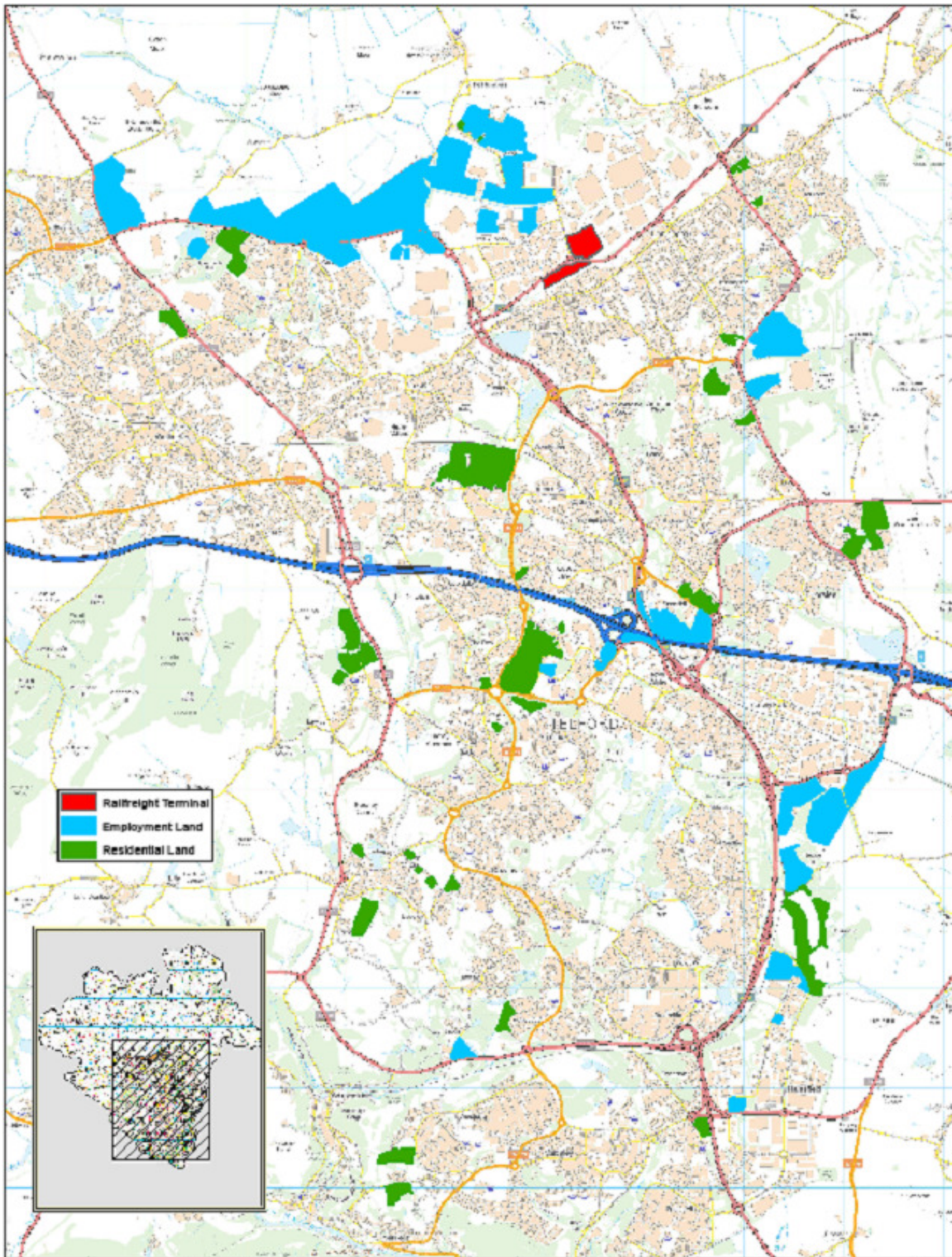


Telford and Wrekin Council  
 Civic Offices  
 Coach Central  
 Telford  
 TF3 4LF

0 0.2250.45 0.9 1.35 1.8 Miles  
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### Appendix 3 – Public Owned Land Assets

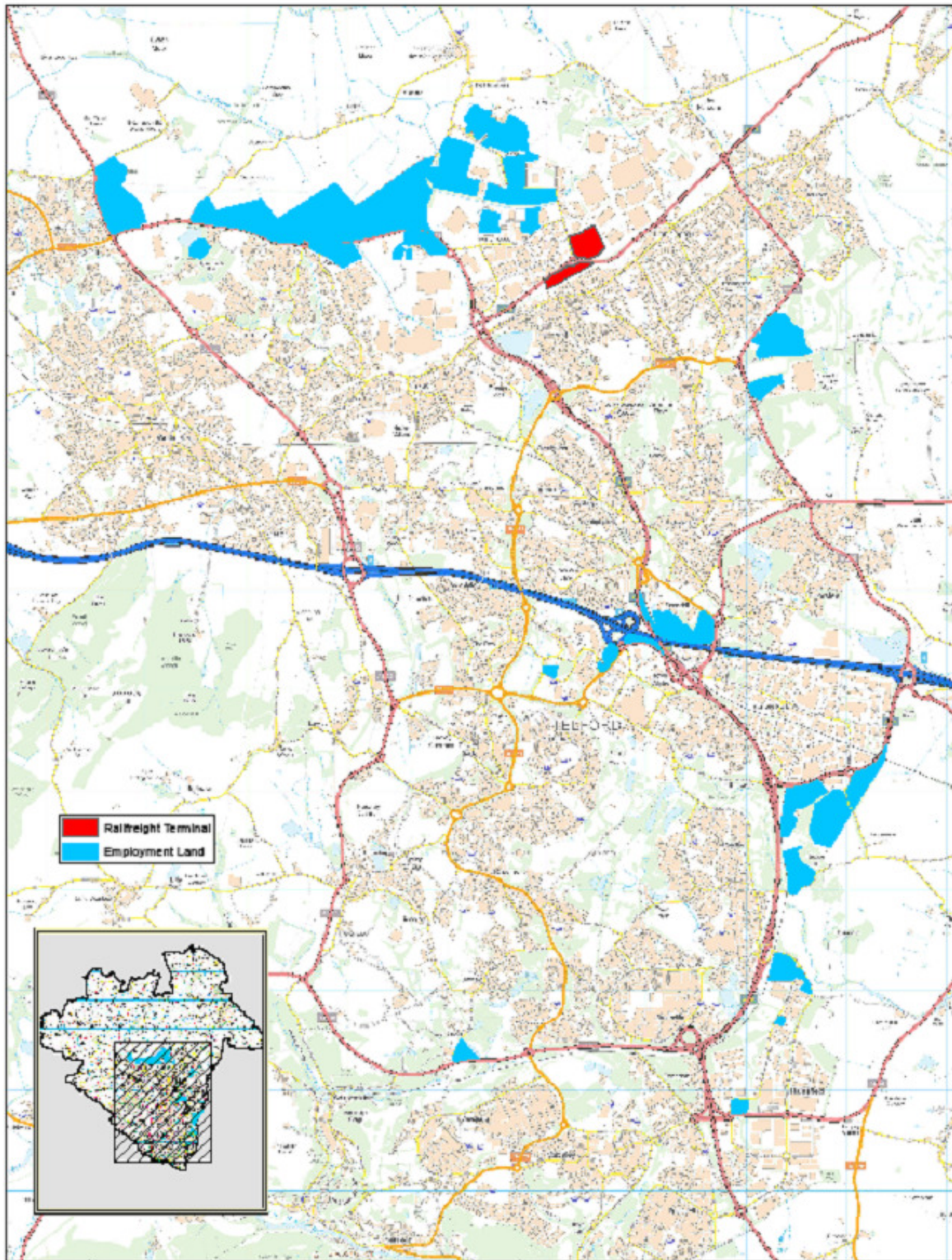


Telford and Wrekin Council  
Civic Offices  
Couch Central  
Telford  
TF9 4LP

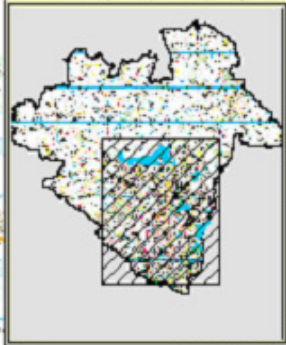
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Appendix 3 continued– Employment sites



**Railfreight Terminal**  
**Employment Land**



Telford and Wrekin Council  
Civic Offices  
Coach Central  
Telford  
TF3 6LP

0 0.2250.45 0.9 1.35 1.8 Miles

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## Appendix 3 continued – List of Employment Sites

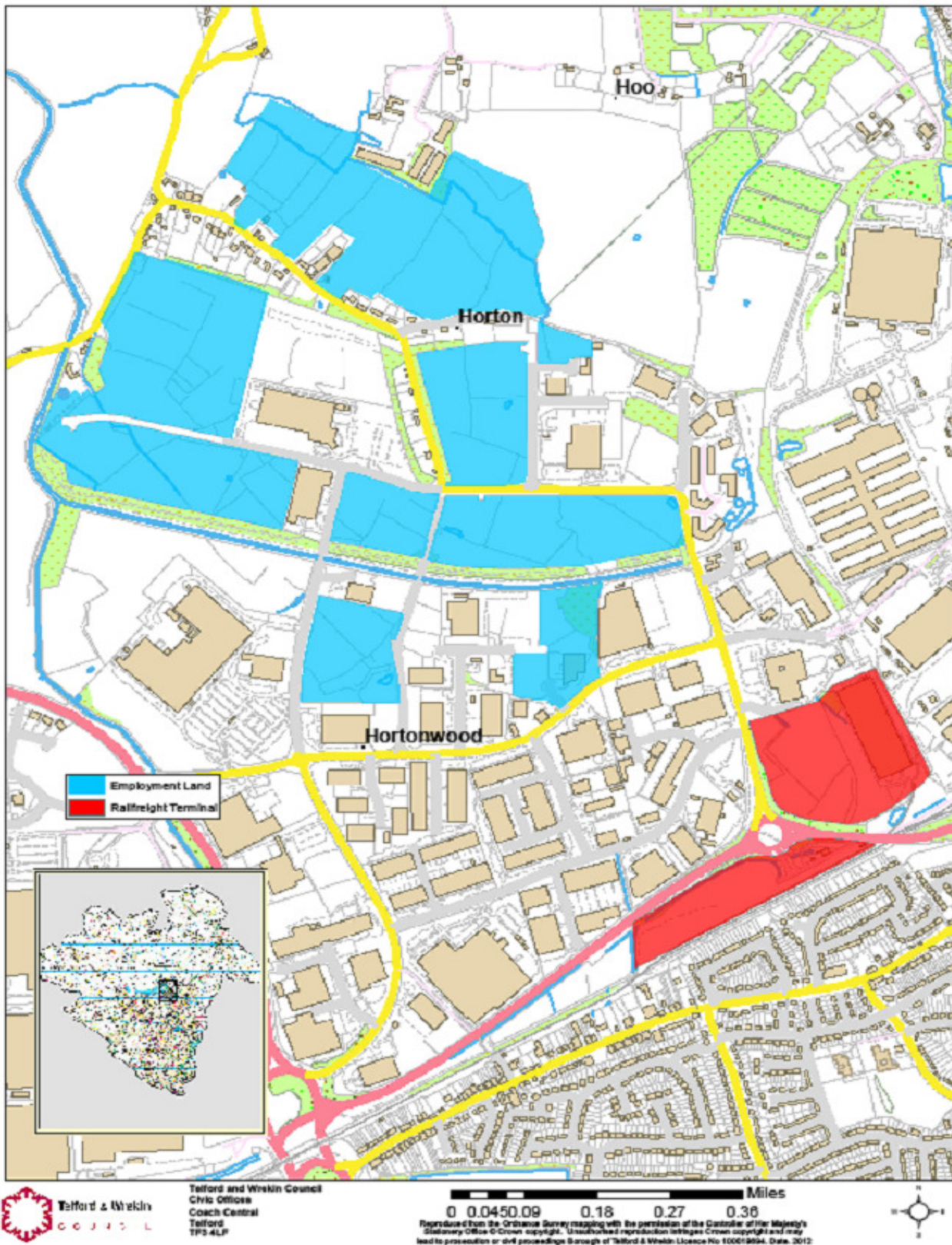
Site Location (TW REF)	Asset Ref	Gross Area (hectares)	Net Area (hectares)	Gross Area (acres)	Net Area (acres)	Net Developable Area assuming 50% coverage (m2)
Nedge	Asset Ref	Gross Area (hectares)	Net Area (hectares)	Gross Area (acres)	Net Area (acres)	Net Developable Area assuming 50% coverage (m2)
Nedge West - Plot 1	TF60061290	2.85	1.94	7.05	4.78	9,700
Nedge West - Plot 2	TF60061300	3.11	2.27	7.70	5.62	11,350
Nedge West - Plot 3	TF60061310	1.27	0.95	3.13	2.35	4,750
Nedge West - Plot 4	TF60061320	0.31	0.19	0.77	0.47	950
Nedge East Future Dev	TF60061360	14.96	11.29	36.99	27.90	56,450
Nedge West Future Dev	TF60061330	1.62	1.00	4.01	2.47	5,000
Nedge North West Future Dev	TF83390	7.47	4.45	18.46	10.99	22,250
Hortonwood	Asset Ref	Gross Area (hectares)	Net Area (hectares)	Gross Area (acres)	Net Area (acres)	Net Developable Area assuming 50% coverage (m2)
Plot 1 Hortonwood 65	TF60062070	5.53	3.64	13.66	9.00	18,200
Plot 2 Hortonwood 66	TF60062090	0.70	0.41	1.73	1.02	2,050
Plots 6 & 7 Hortonwood 60	TF60062060	6.96	5.21	17.20	12.87	26,050
Plot 12 Hortonwood 40	TF60061950	3.83	2.00	9.47	4.94	10,000
North Hortonwood, Horton Lane	TF60062200	20.11	16.00	49.69	39.54	80,000
Hortonwood West Future Dev	TF83040	32.51	32.51	80.33	80.33	16,2550
Hortonwood North Future Dev	TF83060	16.77	13.70	41.44	33.85	68,500
Railfreight 1, A518		2.23	2.23	5.50	5.50	11,150
Railfreight 2, A518 (Hortonwood 37)	TF60061850	3.83	3.83	9.46	9.46	19,150
Halesfield	Asset Ref	Gross Area (hectares)	Net Area (hectares)	Gross Area (acres)	Net Area (acres)	Net Developable Area assuming 50% coverage (m2)
Plot 1 Halesfield 18	TF60060200	2.04	1.83	5.06	4.52	9,150
Plot 2 Halesfield 24	TF60060050	0.67	0.55	1.66	1.36	2,750
Plot 3 Halesfield 23	TF60060060	0.74	0.59	1.83	1.47	2,950
Hadley	Asset Ref	Gross Area (hectares)	Net Area (hectares)	Gross Area (acres)	Net Area (acres)	Net Developable Area assuming 50% coverage (m2)
Hadley Park A (Remainder)	TF62300	0.40	0.40	1.00	1.00	2,000
Hadley Park E	TF60062340	2.26	1.77	5.59	4.38	8,850
Hadley Park West	TF60062360	6.96	6.00	17.19	14.83	30,000

Miscellaneous	Asset Ref	Gross Area (hectares)	Net Area (hectares)	Gross Area (acres)	Net Area (acres)	Net Developable Area assuming 50% coverage (m2)
Granville Rd, Donnington Wood	TF60061540	1.23	0.85	3.06	2.12	4,250
Land North of Granville Rd, Donnington Wood	TF60061560	15.13	12.15	37.4	30.3	60,750
Land & Premises, Central Park	TF60062660	1.32	1.29	3.26	3.19	6,450
SW Priorslee Roundabout	TF60061200	4.19	4.19	10.37	10.37	20,950
Land @ Priorslee Rd	TF50051100	2.21	1.99	5.46	4.92	9,950
Land @ Snedshill Rd	TF50510880	1.22	1.1	3.01	2.72	5,500
Land @ Priorslee Rd, Phase 2	TF50051111	0.9	0.76	2.22	1.88	3,800
Rampart Way West, Town Centre	TF60061100	1.7	0.65	4.19	1.60	3,250
Shawbirch East Campus Site	TF60062650	22.15	11.33	54.75	28.00	56,650
South West of Old Park Mound	TF60060864	1.15	0.93	2.84	2.3	4,650
Old Park Campus Site	TF60060850	12.8	8	31.63	19.77	40,000
Central Park B	TF80083275	0.88	0.88	2.17	2.17	4,400
Central Park C	TF80083285	0.41	0.41	1.01	1.01	2,050
Central Park F	TF80083270	3.04	3.04	7.51	7.51	15,200
Central Park A	TF80083280	4.35	2.75	10.75	6.79	13,750
Land @ Lightmoor Road (Phase 1)	TF60470	2.7	1.12	6.67	2.77	5,600
Land @ Lightmoor Road (Phase 1)	TF70671	3	3	7.41	7.41	15,000
<b>Totals</b>		<b>215.51</b>	<b>167.20</b>	<b>532.63</b>	<b>413.48</b>	<b>836,000</b>

### Appendix 4 – The Nedge Employment Sites



### Appendix 5 – Hortonwood Employment Sites



## Appendix 6 – Business &amp; Development Charter

# Business & Development Charter

- We will provide a customer focused single point of contact for all investment enquiries being accessible and empowered to ensure good quality customer care and support.
- Create a 'One Stop Shop' to provide a single point of contact for customers, where we can support all business, planning and property enquiries.
- Through a joined up approach to economic development, property, regeneration and planning we will provide a delivery orientated service tailored to business needs, to enable investment and growth through a 'can do' approach.
- We will provide timely, appropriate and free pre planning application advice so that customers receive support promptly to enable investment decisions.
- We will maintain a consistent, fair and transparent approach to Business and Development.
- We will develop and maintain an up to date development plan including a clear, transparent and viable tariff based system of planning obligations.
- Statutory Agencies are key to development for example the Environment Agency and the Highways Agency. A memorandum of understanding will be developed so that working arrangements are defined to allow issues arising from proposed developments to be dealt with swiftly and constructively.
- We will monitor and review feedback on performance. We will report regularly on performance through agreed indicators.



**TELFORD & WREKIN COUNCIL**

**CABINET – 26 APRIL 2012**

**PLANNING OF SCHOOL PLACES: REVISED PLANS FOR SECONDARY SCHOOL PROVISION UNDER BUILDING SCHOOLS FOR THE FUTURE PROGRAMME**

**REPORT OF THE ASSISTANT DIRECTOR – EDUCATION, CULTURE AND SKILLS**

**LEAD CABINET MEMBER: Cllr P Watling – Children, Young People & Families**

**PART A) – SUMMARY REPORT**

**1. SUMMARY OF MAIN PROPOSALS**

Following the formal consultation in respect of the revised Building Schools for the Future programme that was completed on 23<sup>rd</sup> December 2011, to inform Cabinet of the outcome of the consultation process, and seek a decision on whether to proceed with the plan. To delegate authority to the Assistant Director – Education, Culture and Skills, in consultation with the Cabinet Member for Children, Young People and Families, to liaise with the DfE on the final reorganisation proposals and to co-ordinate the implementation of any interim governance arrangements as may be required.

**2. RECOMMENDATIONS**

**2.1 Having taken into consideration responses to the formal consultation process detailed in this report, give approval to submit the revised plans for the Building Schools for the Future programme to PartnershipsforSchools, namely:**

- To build a new 900 place Christian faith Academy for ages 11-18 in Priorslee to replace the existing Blessed Robert Johnson Catholic College.
- To build a new 1200 place Co-operative Academy for ages 11–16 on the Oakengates Leisure Centre site.
- To relocate Lord Silkin and Grange Park Primary onto the shared site in Stirchley, to encompass an 1150 place Learning Community comprising primary, secondary and Post 16 education.
- To rebuild Charlton School as a 1200 place 11-16 school to enhance secondary provision in Wellington.

**2.2 To delegate authority to the Assistant Director – Education, Culture and Skills, in consultation with the Cabinet Member for Children, Young People and Families, to co-ordinate the implementation of any interim governance arrangements as may be required.**

A further report will be brought to Cabinet once formal approval has been received from the Dioceses of Lichfield and Shrewsbury and PartnershipsforSchools to seek permission to proceed with re-location, amalgamation or closure of schools as appropriate.

**SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	<i>Children &amp; Young People – supports cross cutting strategic priority for developing co-operative learning communities across the borough.</i>
	Will the proposals impact on specific groups of people?	
	Yes	<i>Children, young people, parents and the wider community served by each co-operative learning community.</i>
<b>TARGET COMPLETION/DELIVERY DATE</b>	<i>To make a decision on the future provision of secondary education between the academic years 2012/13 and 2015/16.</i>	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	<p>The financial implications for BSF Funding remain broadly similar to those included within the Cabinet Report of 10<sup>th</sup> November. The key financial implications and risks are detailed in Section 4. It should be noted that there has been an increase in the short term borrowing requirements since the November report which will cost an additional £333k over the programme period but with an additional cost of £713k falling against the revenue account over the next three years which is not currently built in to the budget projections and will require further savings to be identified. Any further acceleration of the programme is likely to have a further impact on borrowing requirements.</p> <p>In addition the change of status of these schools to Academies will have an impact on funding levels for the Council which will impact on the overall Council resource availability.</p> <p>The proposals for School funding reform were published on 26<sup>th</sup> March and further work needs to be undertaken to understand the full</p>

		implications of them – initial indications are that the changes in funding will increase the importance of having reasonably large secondary schools with stable or increasing pupil numbers, as the financial pressures for schools that are small/shrinking will be sharper under the revised arrangements especially as there will no facility for funding protection. TS/ER/TD 4.4.12
<b>LEGAL ISSUES</b>	Yes	<i>The Council will need to comply with the requirements of the Education and Inspections Act 2006 and related regulations as regards consultation, the publication of notices and other matters in relation to the proposed school closures and any other alterations required to implement the reorganisation. It should be noted however, under the Academies Act 2010, Governing Bodies and/or the Secretary of State have the power to initiate this process in certain circumstances.</i>
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	<i>Changes to attendance areas could impact on home to school transport costs. Changes to Legislation on school organisation (i.e. Academies and Free Schools, expansion of popular schools) could impact on the Authority's ability to regulate the number of available places within the Borough.</i>
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	<i>There is potentially Borough wide impact due to parental preference in choosing which schools children attend.</i>

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

The Council has a statutory duty to ensure that there are sufficient school places in their area, promote high educational standards, ensure fair access to educational opportunity and promote the fulfilment of every child's educational potential. It must also promote diversity and increase parental choice.

Following the Cabinet decision on 10<sup>th</sup> November 2011 to allow formal consultation to take place, a series of meetings has taken place across the Borough for those most impacted by the new proposals. The proposals were:

- To build a new ecumenical 1050 place Christian Academy for ages 11-18 on the proposed site in Priorslee which will incorporate the Blessed Robert Johnson Catholic College and will provide places for the communities of Priorslee and St Georges encompassing the primary attendance areas of Priorslee Academy and Redhill and St George's CE Primary Schools;
- To build a new 1050 place 11-16 Co-operative Academy for the communities of Donnington, Oakengates, Trench and Wrockwardine Wood which incorporates the combined success and expertise of the Sutherland Business and Enterprise College and Wrockwardine Wood Arts College;
- To build a community facility that will develop The Lakeside co-operative educational campus on the Stirchley site encompassing primary, secondary and post 16 education.
- To build a new 1200 place school on the vacated Blessed Robert Johnson site to replace the Charlton School

The consultation period ran for a 6 week period from 11 November 2011 to 23 December 2011. A series of consultation meetings was organised at each of the schools, for the student councils, the staff, the governors and an open meeting for the local community. The meetings were held at each secondary school which would be most affected by the proposals, with an additional meeting held at Redhill primary school for the Priorslee area. Invitations were sent to all parents of pupils at each of the secondary schools involved, and their feeder primary schools, as well as all statutory consultees. In total over 11,000 letters were issued. A list of the consultees for each proposal can be found at **Appendix A**.

Notes were taken in the form of questions, answers and comments at each of the meetings. Each of the open meetings was well attended by parents, staff, governors, other stakeholders and members of the community. Copies of the notes taken at these meetings can be found at **Appendix B**.

In addition to the meetings, people were invited to respond by either completing a tear off slip attached to the invitation letters sent through schools, by email to the [schoolorganisation@telford.gov.uk](mailto:schoolorganisation@telford.gov.uk) email address, or by writing to the Council directly. In addition, a number of people have written to their local Councillor and these have been included in the feedback shown in summary in the following table. This illustrates details of those responses which can be broadly construed as outright positive, outright negative or where no outright view is made, but concerns/comments have been raised about proposals:

	<b>Positive</b>	<b>Negative</b>	<b>Concerns/Comments</b>
Faith Academy at Priorslee	6	9	37
Relocation of Charlton	16	-	10
Sutherland/Wrockwardine Wood	2	1621	7
Priorslee/Sutherland/Wrockwardine Wood	1	5	6
Lord Silkin	9	-	3
Proposals as a whole	-	-	2

The large number of negative responses in relation to the Sutherland/Wrockwardine Wood proposal were mainly in the form of a standard letter from 'Wrockwardine Wood Arts College Action Group', signed and submitted by parents, students and staff. The opposition to the proposals are made on the following grounds:

- The proposals would be extremely detrimental to the well-being and educational development of all stakeholders.
- There is passion and belief in the school and its future from everyone who is linked to it.

In view of the high level of interest that the original proposals raised, Council officers have conducted a series of follow up meetings with various interest groups to further explore the potential implications of the plans. A well-attended public meeting was held on 11<sup>th</sup> January 2012 at Redhill Primary School which concentrated on the planning issues relating to the proposals. A further meeting was subsequently held on 28<sup>th</sup> February with representatives of the Priorslee Residents' Action Group to discuss the alternative sites that the Council had previously considered for the new school.

As part of the response to issues raised through this consultation the Council has re-approached the owners of two of the sites originally considered to ascertain whether there is a viable option to purchase these sites in the light of any change in circumstances since the original negotiations took place. The responses we have received to date would indicate that neither of these would be possible. The proposed site for the new school will therefore be the land adjacent to Salisbury Avenue and any outstanding concerns which the Residents' Group have will fully addressed during the planning process.

Meetings have also taken place with representatives of the Dioceses of Shrewsbury, Lichfield and Hereford to consider the further implementation plans to establish a faith based academy. Alongside this the Diocese of Shrewsbury has conducted a further consultation process with local parishioners to elicit their views. Discussions were also held with other faith schools to explore potential admissions arrangements and to consider the potential transport implications.

An analysis of current numbers of baptised catholic children and children of other Christian faiths admitted to our primary schools on faith grounds, indicates that all could be accommodated within a 900 place school without reducing the overall faith admission proportion within the Borough. The proportion of non-faith places is more than sufficient to allow children living locally and likely to opt for the school to be admitted.

The size of the proposed school has been reconsidered as part of our response to the consultation process which demonstrated that pupils attending St Georges CE Primary school had significant links with Wrockwardine Wood Arts College and a proportion of these students were likely in the future to opt to attend the new Academy on the Oakengates Leisure Centre site.

In the light of these further discussions about numbers, the Dioceses of Shrewsbury and Lichfield have indicated that will jointly act as sponsors and, subject to formal approval by their Trustees, will give permission to proceed with the plans to create a

900 place school. The Diocese of Hereford will continue to contribute to the plans for the new school but will not be a formal sponsor for the new academy.

Meetings have also taken place with the Governing Bodies of Wrockwardine Wood Arts College and Sutherland Business and Enterprise College. Strong representation was made that the proposed school on the Oakengates Leisure Centre site should be able to accommodate students from St George's C of E Primary School. This point was also communicated to the Council by the Governing Body of the primary school and, in view of the strength of feeling the proposals have been amended to increase the size of the school to 1200 places. Students attending St George's School who wish to continue their education in a faith school will still be eligible to apply to the new academy in Priorslee.

Concerns were expressed by a number of parents from both Wrockwardine Wood Arts College and Sutherland Business and Enterprise College about a perception of rivalry between the two schools which might inhibit the smooth transfer to a joint school in the future. Discussions have taken place with the head teachers and governing bodies of both schools to ensure that effective planning is developed to enable a smooth transition which builds upon the considerable strengths in each.

The Governing Bodies at both Wrockwardine Wood Arts College and Sutherland Business and Enterprise College now support the creation of a new 1200 place Co-operative Academy on the Oakengates Leisure Centre site and are committed to working together in partnership to develop plans for the new school. There is a recognition that a move to a larger school will present specific management challenges for the future and the two head teachers have worked together to create a change management plan to ensure that the lessons learned from previous school mergers are implemented.

The precise governance arrangements for the interim period have not yet been formally agreed but the Governing Bodies of both schools will continue in close dialogue to ensure that the emphasis in both schools remains firmly focussed on school improvement grounded in Co-operative values. The possibility of a federation or other joint management arrangement is being explored as an interim measure to facilitate the change management process.

Meetings have also been held with the senior staff at Lord Silkin and Grange Park Primary and both schools have expressed strong support for the plan to develop a Learning Campus in Stirchley, though they would like the Council to try to accelerate the plan in order to bring the new build forward. The Co-operative Lakeside Campus will be a community hub with schools at its heart, raising achievements, aspirations and self-esteem for all ages. Each school will have its own distinct identity, working cooperatively and collaboratively for the benefit of all students and the wider learning community. Co-location will provide the opportunity for further working in partnership to strengthen the values, visions and ethos of both schools to enable a true integration of the educational experiences of both sets of students.

The response from the Charlton School was very supportive of the plans although they also expressed the desire for the plans to be accelerated if possible and practicable, in view of some of the limitations that the current site faces. The staff and students all see the potential benefits of the plan to create another new school in

Wellington to complement the new Learning Community at Ercall Wood Technology College.

The following bodies may appeal against an LA decision on prescribed alteration proposals:

- the local Church of England diocese;
- the bishop of the local Roman Catholic diocese;
- the LSC where the school provides education for pupils aged 14 and over; and
- the governors and trustees of a foundation (including Trust) or voluntary school that is subject to the proposals.

Any appeals **must** be submitted to the LA within 4 weeks of the notification of the LA's decision. On receipt of an appeal the LA **must** then send the proposals, and the representations received, to the schools adjudicator. It is believed that with the support of the dioceses and governing bodies, for each of the proposals, as described above that there will not be any appeal lodged.

### **Changes since November 2011 Cabinet Report following Consultation**

- Reduce the size of the proposed Faith Academy in Priorslee from 1050 places to 900 places.
- Increase the size of the proposed Co-operative Academy on the Oakengates Leisure Centre Site from 1050 places to 1200 places.

Neither of these changes require the Council to undertake further consultation as they are both in direct response to outcomes of this initial consultation process.

## **3. INFORMATION**

### **Closing schools to be replaced by Academies**

Academies are publicly funded independent schools, which do not fall under School Organisation regulations. Where a maintained/VA/Trust school is proposed for closure, to be replaced by an Academy, the normal statutory process applies to the school closure proposals, but not to the new Academy. Section 1(1) of the Academies Act 2010 provides for the Secretary of State to enter into funding agreements for new Academies with sponsors.

The school closure proposals, if approved, must be conditional upon the Funding Agreement being signed, which would be explained in "Explanatory Notes" in the statutory notice along the lines of:

*Academies are publicly funded independent schools with sponsors from the private and voluntary sectors. The establishment of an Academy is subject to the agreement of the Secretary of State. It is proposed that the closure of X school(s) should be approved to take effect only if by the date of closure an agreement has been made*

*under section 482(1) of the Education Act 1996 for the establishment of an Academy to replace X school(s).*

[NOTE: The minimum amount of information about the proposed Academy **should** be included in the closure notice; the proposals are about the closure of the school(s), not the specifications of the new Academy. Because Academy proposals do not fall under School Organisation regulations, they are not considered as “related” to the school closure proposal(s).]

Steps will need to be taken to ensure that the reorganisation profile matches the capital funding approved under the Building Schools for the Future programme and has been approved by DfE for the purposes of BSF funding.

The new build work will also be dependent on the successful procurement of the Framework 2 Contractor, future schools proposals being agreed for each of the schemes with the Contractor and Final Business Case approval from DfE.

#### **4. FINANCE AND VALUE FOR MONEY**

##### **Implications for BSF Funding**

The financial implications for BSF Funding remain broadly similar to those included within the Cabinet Report of 10<sup>th</sup> November where the key financial implications and risks were as follows –

- A revenue impact saving totalling £0.76m cumulatively over the first 4 years of the programme.
- In respect of the proposals for Charlton School the financial modelling demonstrates an additional funding requirement of **£9.2m** for a new build Charlton proposal on top of the £7.0m of BSF funding allocated to the school to deliver DfE Policy following the national review of the BSF Programme. A number of other funding options totalling **£7.5m** have been identified to reduce this shortfall to **£1.7m** to be met from prudential borrowing. There are a number of financial risks which need to be taken into account when considering these funding options as follows:
  - the affordability shortfall for a new build Charlton and the proposals for the new Grange Park Primary School rely on the successful negotiation regarding a cost neutral land swap with the diocese for the BRJ site with the Catholic diocese;
  - the risk of the non approval of the DfE to the reallocation of £2.2m of funding already approved for specific schemes ;
  - use of £3.2m of programme contingency therefore reducing the level of contingency held to below that anticipated for the size of the programme (currently 3.6% of construction costs); and
  - use of £2.1m of future allocations of Modernisation Grant with the risk of current levels (or any level) of this grant not being maintained into the future.
- If there were to be any reduction in the **£7.5m** funding identified above the shortfall would have to be met from any remaining amount within the

contingency or from further prudential borrowing potentially impacting on the Council's revenue budget – every additional £1m borrowed adds £75k per annum to the Council's revenue requirement.

The reallocation of 150 places between Priorslee and Oakengates schemes and the revised construction programme associated with the Oakengates scheme have led to an overall increase in construction cost of £330k. This increase will be absorbed by the grant funded programme contingency which will reduce the overall contingency contained within the programme to £4.2m

The implication of the change in implementation dates poses further financial implications and risks. The requirement to relocate Grange Park onto a shared site in Stirchley by September 2014 as opposed to March 2016 will require short-term borrowing to be taken sooner than originally anticipated. A revised summary of borrowing has been included at Appendix C.

The current BSF Programme assumes that Charlton new build will begin once the Blessed Robert Johnson Catholic College vacate the Wellington site and the appropriate land swap agreements have taken place. This assumption has not changed from the November Cabinet Report. The acceleration of the Charlton scheme would have further financial implications.

### **Risks**

Any delay in delivering these projects by the implementation dates would increase the estimated construction costs, through the application of inflation, without there being a reciprocal increase in grant funding, in-line with standard PfS BSF funding methodology. Dependent upon the level of the cost increase this may impact on the use of BSF contingency to support the new build scheme for Charlton School.

The ability to be able to deliver the new schemes at Priorslee, Oakengates and Stirchley in-line with the implementation dates highlighted will require the Council to undertake a significant amount of work. The cost of resourcing the procurement and delivery of the remaining BSF Programme has been modelled using the latest information available. The model has established there is sufficient funding currently identified to support the delivery of the remaining schemes, however the phasing of the resources has changed. These incidences have been incorporated into Appendix B. The cost of project support will be closely monitored and reported to the BSF Project Board throughout the delivery of the programme.

It has been assumed that the existing school use of Council provided leisure facilities at Stirchley and Oakengates will continue. As part of the ongoing design and procurement process of these schemes a detailed Joint Use Agreement will need to be formulated. The financial implications of the agreement will need to be carefully considered.

The risks identified in the November Cabinet report and included above still remain.

### **Summary**

The table below summaries the increase in borrowing costs associated with the revised programme on the Lakeside scheme and the revised timings associated with the updated Project Support resource.

<b>Year</b>	<b>£000s</b>	<b>Comment</b>
2011/12	(24.9)	
2012/13	2.0	
2013/14	144.7	Impacts on medium term budget strategy
2014/15	319.7	Impacts on medium term budget strategy
2015/16	247.7	
2016/17	(77.7)	
2017/18	(87.0)	
2018/19	<u>(191.4)</u>	
<b>Total</b>	<b>333.2</b>	

### **Revenue Implications – Impact on the Council’s Funding**

The proposed conversion of Sutherland and Wrockwardine Wood schools to academies, earlier than originally planned, will lead to funds being taken from the local authority to fund the academies from the earlier date. Funds for academies are taken from both the Dedicated Schools Grant (DSG) used to fund central education services and from Formula Grant, used to fund the LA’s general budget, which includes some education services.

For DSG, the 2011/12 deduction rate was £78.45 per pupil for T&W secondary academies. The equivalent figure for 2012/13 will only be available once the section 251 budget return for the year has been completed. For Formula Grant, the 2012/13 deduction has already been announced at £378,584 and this will not increase regardless of any conversions in the financial year.

The DfE have recently announced changes to take place from 2013/14 and beyond.

For DSG, the grant will be split into 3 blocks: Schools, Early Years and High Needs. The Schools Block will be fully delegated to maintained schools. Currently some of this is held back to fund central services for schools. Therefore, regarding DSG, maintained schools will only differ from academies in that maintained schools will be able to collectively agree, via the Schools Forum, to pass some of this money back to fund central services. Any funds from academies would only be received if there was an SLA in place with each individual academy.

For Formula Grant, the DfE had previously announced a ‘minded to’ decision for deductions from 2013/14 onwards which will base each LA’s deductions on the number of pupils in academies that converted after September 2010. The latest school funding reform documents include a plan to have a separate education grant which would be paid to LAs based on the number of pupils in maintained schools, i.e. the deduction for academies would be made prior to payment to LAs. The DfE have also published national average LACSEG per pupil amounts based on 2011/12 section 251 returns. Future years are likely to be somewhat lower due to LA spending cuts and T&W’s figure will depend upon the actual level of expenditure in relevant areas in the future. However using these average figures, January 2012 pupil numbers and 2011/12 DSG LACSEG rates, indicative annual deductions for 2015/16 (when all the proposed new academies in the BSF plan are open for the full financial year) and beyond could be as follows:

	DSG Deduction	Formula Grant Deduction
3 existing post Sep 2010 academies: Priorslee Primary Newport High Adams Grammar	Primary 332 pupils x £48.45 = £16,085 Secondary 811 pupils x £78.45 = £63,623	Primary 332 pupils x £156 = £51,792 Secondary 811 pupils x £156 = £126,516
5 proposed new academies: Sutherland Wrockwardine Wood Charlton BRJ Lord Silkin	Secondary 3,482 pupils x £78.45 = £273,163	Secondary 3,488 pupils x £156 = £543,192
Total deductions	£352,871	£721,500

For Sutherland & Wrockwardine Wood, the 2 academies proposed to open in September 2012, their element of the full year figures above is £96,650 for DSG and £192,192 for Formula Grant, i.e. an annual reduction in funding of £288,842.

The conversion of these schools to Academy status will therefore have an adverse financial impact on the overall funding available to the Council.

### **Revenue Implications – Change to School Funding Arrangements**

The DfE have recently published details of revised funding arrangements for schools from 2013/14. More work will need to be carried out to understand the full implications of the changes on individual T&W schools but a significant change is a restriction in the factors that can be used to delegate funding to schools. In particular, for secondary schools, we will not be able to continue to have ‘parachute’ funding to cushion the loss of income arising from falling pupil numbers. In addition, the lump sum element of the funding formula will not be allowed to exceed £150,000, and will be possibly be as low as £100,000, whereas secondary schools currently receive lump sum allocations totalling at least £239,000 per school. The possibility is also raised of limiting the allowable ratio of secondary to primary funding per pupil from 2014/15, under T&W current arrangements this is likely to reduce the amount of funding which can be allocated to secondary schools.

However, the national Minimum Funding Guarantee (MFG) will remain for at least the next two years, at minus 1.5% in each of 2013/14 and 2014/15, the same as 2012/13. This means that whatever changes are made, schools funding will not be allowed to fall by more than 1.5% per pupil per year.

The net result of these changes is:

- Secondary schools will feel the full budgetary impact of falls in pupil numbers from 2013/14 onwards. The amount per pupil will depend upon the school, but could be around £5,000 per pupil;
- Over the next few years, the MFG will limit the impact of funding changes not linked to pupil numbers, but in the long term, the limitation of the lump sum will place more pressure on the budgets of small secondary schools, as a larger lump sum provides some compensation for lower pupil based funding.

Overall, the changes will increase the importance of having reasonably large secondary schools with stable or increasing pupil numbers, as the financial pressures for schools that are small/shrinking will be sharper under the revised arrangements.

**5. PREVIOUS MINUTES**

- Decision **CB-45** – Cabinet meeting 22<sup>nd</sup> September 2011.
- Decision **CB-69** – Cabinet meeting 10<sup>th</sup> November 2011.

**6. BACKGROUND PAPERS**

- Cabinet Paper 22<sup>nd</sup> September 2011 - Planning of School Places: Secondary School Provision. Informal consultation.
- Cabinet Paper 10th November 2011 - Planning of School Places: Secondary School Provision. Permission to start formal consultation.

**Report prepared by Kathy Swallow, Service Delivery Manager – Integrated Planning, Placements & Commissioning, Telephone: 01952 380905**

**BRJ List of Consultees**

BRJ parents  
BRJ Governing Body  
Shropshire Council  
Staffordshire County Council  
Trade Unions - ATL, NUT, NASUWT, NAHT, UNISON, GMB, Unite  
Shrewsbury Diocese  
Hereford Diocese  
Lichfield Diocese  
Parish Councils – Stirchley & Brookside, Hollinswood & Randlay  
Local MPs – David Wright, Mark Pritchard  
EYDCP  
YPLA  
TCAT  
New College  
Ercall Wood Governors  
Charlton Governors  
St Luke's Governors  
St Mary's Governors  
SS Peter & Paul's Governors  
St Patrick's Governors  
Dothill Governors  
Wrekin View Governors  
Bratton CE Governors  
Short Wood Primary Governors  
Millbrook Primary Governors  
Apley Wood Primary Governors  
St Luke's Parents  
St Patrick's Parents  
St Mary's Parents  
SS Peter & Paul's Parents  
Redhill Parents  
Priorslee Parents  
St Georges Parents

***Controlled CE Schools Governors:*** Coalbrookdale, Dawley CE, St Georges, St Lawrence, Donnington Wood Jnr, Edgmond CE, St Matthew's, John Fletcher, Newport Jnr, Tibberton, Wrockwardine Wood Jnr

## **Charlton List of Consultees**

Charlton parents  
Charlton Foundation Governing Body  
Shropshire Council  
Trade Unions - ATL, NUT, NASUWT, NAHT, UNISON, GMB, Unite  
Shrewsbury Diocese  
Hereford Diocese  
Lichfield Diocese  
Parish Councils – Wellington, Wrockwardine, Eyton upon the Wealdmoors,  
Kynnersley, Waters Upton, Preston on the Wealdmoors, Ercall Magna, Hadley &  
Leegomery  
Local MPs – David Wright, Mark Pritchard  
EYDCP  
BRJ Governors  
Ercall Wood Governors  
HLC Governors  
Dothill Governors  
Wrekin View Governors  
Bratton CE Governors  
Short Wood Primary Governors  
Apley Wood Primary Governors  
Crudgington Governors  
High Ercall Governors  
St Lawrence Governors  
St Patrick's Governors  
Dothill parents  
Wrekin View parents  
Bratton CE parents  
Apley Wood Primary parents  
Crudgington parents  
High Ercall parents  
St Lawrence parents  
St Patrick's parents

## **Lord Silkin and Grange Park Primary List of Consultees**

Lord Silkin Parents  
Grange Park Primary Parents  
LS Governing Body  
Grange Park Governing Body  
LS Trustees (Trust body)  
Shropshire Council  
Trade Unions - ATL, NUT, NASUWT, NAHT, UNISON, GMB, Unite  
Shrewsbury Diocese  
Hereford Diocese  
Lichfield Diocese  
Parish Councils – Stirchley & Brookside, Hollinswood & Randlay  
Local MPs – David Wright, Mark Pritchard  
EYDCP  
YPLA  
New College  
TCAT  
Madeley Academy Governors  
Abraham Darby Governors  
Phoenix Governors  
Windmill Governors  
Holmer Lake Governors  
Randlay Governors  
Hollinswood Infant Governors  
Hollinswood Junior Governors  
Windmill Parents  
Holmer Lake Parents  
Randlay Parents  
Hollinswood Infant Parents  
Hollinswood Junior Parents

## **Wrockwardine Wood and Sutherland List of Consultees**

WW parents  
SU Parents  
WW Governing Body  
WW Trustees (Pegasus Trust)  
SU Governing Body  
SU Trustees (Co-operative Trust)  
Shropshire Council  
Trade Unions - ATL, NUT, NASUWT, NAHT, UNISON, GMB, Unite  
Shrewsbury Diocese  
Hereford Diocese  
Lichfield Diocese  
Parish Councils – Oakengates, Wrockwardine Wood and Trench, St George's & Priorslee, Lilleshall Donnington & Muxton, Hadley & Leegomery  
Local MPs – David Wright, Mark Pritchard  
EYDCP  
YPLA  
New College  
TCAT  
HLC Governors  
Redhill Governors  
Priorslee Governors  
St Georges Governors  
Wombridge Governors  
Queenswood Governors  
Teagues Bridge Governors  
Donnington Wood Infant Governors  
Donnington Wood Junior Governors  
Wrockwardine Wood Infant Governors  
Wrockwardine Wood Junior Governors  
Muxton Governors  
Lilleshall Governors  
St Matthew's Governors  
St Luke's Governors  
St Lawrence Governors  
Redhill Parents  
Priorslee Parents  
St Georges Parents  
Wombridge Parents  
Queenswood Parents  
Teagues Bridge Parents  
Donnington Wood Infant Parents  
Donnington Wood Junior Parents  
Wrockwardine Wood Infant Parents  
Wrockwardine Wood Junior Parents  
St Matthew's Parents  
St Luke's Parents

**Blessed Robert Johnson Catholic College**

**Building Schools for the Future  
Consultation on Secondary School Provision**

**School Council Meeting – 2pm 21<sup>st</sup> November 2011**

The meeting was well attended, with 12 pupil representatives of the school from a number of year groups including the 6<sup>th</sup> Form.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background reasons for the consultation process, and presented a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: What would happen with transport arrangements?

A: A decision on transport would be part of the funding agreement with the school, which would need to involve the Diocese, Governors and school in the decision.

Q: What would happen about current feeder schools, for instance St Patrick's?

A: Jim explained that local schools in Priorslee will be feeders i.e. Priorslee, Redhill and St Georges, however the links would remain with the Catholic schools also.

Q: Will there be a new uniform?

A: This would be a decision for the governors, however it would be highly likely.

Q: What is the difference between a school and an Academy?

A: An Academy is independent of the Local Authority. The funding to run it comes directly from central government.

Q: How welcoming will the faith school be to other non-Christian faiths?

A: There would be no difference in the way the school operates now with regard to all faiths, Christian or otherwise.

Q: Will the 6<sup>th</sup> form remain?

A: Yes, but it would be larger offering 150 places, and also possibly linked to the Newport schools.

Q: Will there be a swimming pool?

A: There are no plans to incorporate a swimming pool in the design at this time.

- Q: What will happen to the current teaching staff?  
A: It will depend on what arrangements will be made by the Governing Body, but as a larger school, it is more likely that staff numbers will grow rather than not. It would be likely that the current staff would be accommodated in the new school, but this couldn't be known for certain yet.
- Q: Will the current tutor groups remain?  
A: This is unknown as of yet – Governors and staff would need to decide on the pastoral system at a later stage.
- Q: Will all current students be offered a place in the new school?  
A: Yes.
- Q: What will happen to Wrockwardine Wood?  
A: Wrockwardine Wood would no longer be moving to Priorslee, but would be incorporated into a new school with Sutherland on the Oakengates Leisure Centre site.
- Q: What would happen with those pupils half way through their GCSEs?  
A: It would be paramount that the disruption for these pupils be kept to a minimum. The provision of a new school would in many ways be better for continuity rather than refurbishment on the current site, with its associated noise and potential upheaval for lessons/exams. The relocation would operate to ensure the least disruption possible.
- Q: Will pupils be able to get involved in the design?  
A: Yes certainly. The BSF Team would seek the involvement of pupils, governors and staff.
- Q: Will there be a Library?  
A: Cannot say with any certainty that there would be a Library in the classic sense, however there would certainly be some kind of learning resource centre.
- Q: Will there be more pupils?  
A: The new school would admit 180 pupils per year, more places than BRJ currently offer. The 6<sup>th</sup> form would also be larger, able to accommodate 150 pupils.
- Q: Would there be a Sports Hall?  
A: Yes this would be included in the design.
- Q: Will there be facilities for prayer for other faiths?  
A: This would be an expectation in a multi faith school.
- Q: Will there be a Gym?  
A: Yes.
- Q: What are the timescales?

- A: These were shown on the accompanying presentation.
- Q: How likely is it that it will happen?  
A: It will depend on the feedback received from this consultation process. The Council's Cabinet will make a final decision on whether proposals are accepted taking into account the views of all stakeholders.
- Q: Will the time of the school day change?  
A: Unknown as yet, this would need to be decided by the school and governors.
- Q: Will there be Rugby/Football pitches for PE and for after school clubs?  
A: The new site is generous with playing field space. How the pitches are marked out will be a decision for staff and governors.
- Q: Can we have new PE equipment such as hockey sticks?  
A: Good question, as funding is for replacement of the buildings rather than for replacing equipment within the school. The funding available through these proposals wouldn't be for equipment.
- Q: How much would the new school cost?  
A: Approximately £15M to £20M.
- Q: Why did Telford & Wrekin remain in the BSF Programme?  
A: It is likely that it would have cost a lot more to break the framework contract at the point that the programme was halted.
- Q: Will there be astro turf pitches?  
A: It was hoped that there would be such pitches, to allow for community use and to provide a source of income out of school hours.
- Q: A better fire alarm system would be good to stop false alarms.  
A: Building regulations indicate that manual alarms are necessary in a school building.

On the whole, the discussions held during the meeting and comments received were favourable toward the proposals, and those present appeared supportive should the outcome of the consultation suggest that proposals go ahead. A show of hands indicated that 9 pupils felt the proposals were a good idea. One concern that was raised was that a larger 6<sup>th</sup> form would be undesirable. It was explained that this would make the provision more sustainable, as currently the partnership with New College meant the 6<sup>th</sup> form continued to operate at its small size, however this would not be possible to maintain in its current form should the new school go ahead.

A further list of questions not asked during the meeting were received, as follows:

- What will the layout of the school be like?
- How are we going to get there?
- Will there be school buses to get there?
- Will we get a say in the design of the uniform?
- Will we have the same amount of lessons in the day?

In response to the above, Jim explained that such decisions would need to be made by the new governing body of the school in liaison with the Diocese, staff and pupils.

With no further questions or comments, the meeting concluded at 2.45pm.

## **Blessed Robert Johnson Catholic College**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **Non-teaching Staff Meeting – 2.45pm 21<sup>st</sup> November 2011**

The meeting was held for non-teaching staff prior to the teaching staff meeting, as most of the cleaners would start work at the originally proposed time of 3.30pm for all staff. The meeting was attended by approximately 30 staff, including the Headteacher, Rob Hall.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Sue Ross, Senior Human Resources Officer
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: What would happen if the proposals were not approved?

A: The Council would go back to the original plan in all likelihood, i.e. many schools would be remodelled rather than rebuilt; although it should be noted that ministers gave their approval for this consultation to take place.

Q: LSAs that are on 12 month contracts – are they protected by TUPE?

A: This would be unknown until after the consultation process – we would be able to answer this after May 2012. A timeline would be put together by HR at that point, but it would still be two years before the potential move.

Comment: The head made the point that when you move house, you take the people with you. It was also expected that the vast majority of pupils would move, therefore linked staff would hopefully move also. Indeed there would also be growth in pupil numbers expected because of the larger size of the school.

Q: It was very positive that the move would allow the school to grow, and particularly the 6<sup>th</sup> form. However, what about the school's current learning community?

A: It is yet to be decided how the new learning community would operate, and it would need the involvement of the Dioceses and the governors to draw up the new admissions criteria. The head explained that although there will be an attendance area, the links will still remain with the Catholic primary schools. The governors had no intention of this changing.

Q: A lot of the cleaners live locally to the school and don't drive. Any suggestions?

A: There was no easy solution to this issue, unless the governors were in a position to offer support.

Q: Students who currently receive transport – would this continue?

A: The head explained that the governors would want assurances that current BRJ students would be able to access the new site.

Q: Are there any examples of CE/Catholic schools elsewhere?

A: Yes – one example being the Hope Academy which was built on the same ethos that was being proposed. Jim and Rob had visited. It was also pointed out that BRJ currently welcomes many faiths.

Q: What about students from CE schools like Bratton?

A: It will depend on the admissions criteria, which will be up to the new governing body. Primary schools or even parishes can be nominated in admission criteria.

Q: How will staffing posts be filled?

A: First thing to do is work out whether this is a new school or a relocation, which will need a legal ruling on whether BRJ is considered a predecessor school, which would affect whether TUPE applies. This was still to be determined. It wasn't possible to say whether jobs would need to be applied for at this stage, that could only be known after proposals had been decided upon after the consultation, when there was a new Governing Body established. It was expected that a final decision would be known by the very latest July 2012.

Q: Was the proposal received well by the Student Council?

A: Yes, it had been well received, with some very good questions raised.

With no further questions or comments, the meeting concluded at 2.45pm.

## **Blessed Robert Johnson Catholic College**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **Teaching Staff Meeting – 3.30pm 21<sup>st</sup> November 2011**

The meeting was attended by approximately 40 staff, including the Headteacher, Rob Hall.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Sue Ross, Senior Human Resources Officer
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: Based on projections of pupil numbers, will the current number of staff need to be retained?

A: The declining primary roll is now impacting on secondary numbers, this is set to remain the case, but it appears that the September 2012 year 7 intake is the lowest point in this trajectory. It is hard to say precisely what impact on the number of teachers this would have, but it was certainly planned that the new school would be larger and need more staff. The head also explained that the new type of school at Priorslee may help stem the flow of pupils out to Shropshire schools.

Q: What provision would be made for pupils from current feeder schools?

A: 50% of places can be determined by faith in the admissions criteria. This would allow Catholic pupils from current feeder primaries to continue to access places in the new school.

Q: How would the admissions criteria allow for baptised CE pupils?

A: This was still to be decided by the three Diocesan bodies, and would be set by the new governing body.

Q: There would be no other option in Shropshire for a catholic education.

A: The new school would become the only Christian secondary school in Shropshire.

Q: If there was a change of government, what would happen?

A: Telford & Wrekin had already entered into a framework contract, so chances are likely it would be able to continue. Most of the proposals would be very much progressed before 2015.

Q: With regard to pupils, would transport be provided?

A: This still needs to be decided – if children currently attend, we may be duty bound to transport these pupils to the new site. The decision was still to be made following discussions with the Dioceses, governing body and local authority.

Q: Bus services in Priorslee were not as good as those in Wellington.

A: We are already discussing this issue with transport colleagues with a view to finding a solution.

Q: Is the school closing or moving?

A: It is not possible to answer this yet with certainty. There could be an argument made for both. Legal advice was still being sought on the issue.

Q: Are staff more at risk if BRJ closes?

A: Technically a closure would mean new appointments would need to be made to the new school. The head explained that the Diocese had appointed solicitors to look into the issue on the schools behalf. Their initial view was that BRJ should be considered as a predecessor school.

Q: Will we know if it will be a closure or a relocation before May 2012?

A: No, it would only be definite by Summer 2012.

Q: What is the rationale behind the new school being an Academy?

A: Academies are now supported by the Diocese. Following the recent Education Bill receiving Royal Assent, where a new school is now proposed there is a presumption that it will open as an Academy.

Q: If the new school is classified as a relocation, how does that impact the governing body?

A: It would still have to be a new governing body because of the Academy status. Many current governors may still be appointed to the new governing body.

Comment: Staff may be more concerned about the new Academy status rather than the proposals for a new school, because of the impact of potential changes to terms and conditions.

Q: What is the staff's role in the consultation process? Many of their questions could not yet be answered.

A: It was crucial that staff shared their thoughts at this point. If it was generally felt that the proposals weren't a good idea, that fact should be known. The feeling of all stakeholders was important to gauge the level of support. The consultation will influence strongly how the governing body is set up. Academy governors make decisions on such things as pay and conditions,

but in Telford & Wrekin our experiences so far had been that Academies had for the most part adopted the previous pay and conditions of the LA.

Q: If governors are appointing staff, would the LA stipulate that staff at risk must be taken from existing schools in the LA?

A: If TUPE didn't apply, Telford & Wrekin would expect ring fencing and protection to apply to Telford & Wrekin staff. The head reiterated that the governing body were pursuing the case for BRJ to be a predecessor school, therefore if agreed TUPE would apply.

Comment: If the move were to happen, staff must take with them what is special about BRJ. Such considerations were important to form part of this consultation, as there would be a reliance on current staff to ensure this happened.

Q: Would there be a danger of redundancies between now and the opening in September 2014?

A: It is pupil numbers which drive the budgets of schools. It is expected that secondary numbers will decline in the intervening years. It would be crucial that BRJ plan ahead to address these issues.

Comment: The way the school currently operates as a Voluntary Aided school is very similar to the way an Academy operates, it would be likely that the staff and the ethos of the school would likely be retained because of this. The aspiration would be that the proposal would build on current strengths.

Q: Would there be any difference financially between opening a new school or being BRJ being identified as a predecessor school?

A: It was unlikely there would be much difference financially. Funding would still remain as pupil led. The advice of finance colleagues would need to be sought to identify the differences.

Q: Would the new buildings be a modular design?

A: Yes. It is a national standardised design for all new BSF schools. Linda Morley and Stephen Ashton would work with the school through the design process. A modular design would also be easily extendable due to its design.

Q: What is happening with Wrockwardine Wood and Sutherland? Are they closing or relocating?

A: There are a few options – one would be to close one school and expand the other (either school); another would be both schools to work together in tandem until they both close. They may also federate, but it would be their governors' decision.

Q: How many from Priorslee area go to Idsall currently?

A: It averages around 80 pupils per year. It would be hoped that this could be reduced with the presence of a new 11-18 school in their local area.

Q: Can the Council guarantee funding for the interim period?

A: We can give no guarantees, as the funding formula is closely regulated. What we must do is deliver a message to parents that this is a positive plan for the future. The new proposals may even improve the popularity in the short term. It was very important to work with the primary schools.

With no further questions or comments, the meeting concluded at 4.40pm.

**Blessed Robert Johnson Catholic College**

**Building Schools for the Future  
Consultation on Secondary School Provision**

**Governors Meeting – 5.30pm 21<sup>st</sup> November 2011**

The meeting was attended by 11 governors, plus the Headteacher, Rob Hall.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Steve Swain, School Organisation Admissions & Planning
- Paul Watling, Cabinet Member for Children and Families

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: Would admission be restricted to the new Priorslee attendance area?

A: No – the admissions criteria could be 50% faith places and 50% from attendance area.

Q: Does the decision on whether the school is a new school or BRJ is considered a predecessor school have implications for transport?

A: We cannot yet say whether transport will be available and in what form, those decisions were still to be made once a new governing body was formed, but we are aware it is a key aspect.

Q: Would there be a chance that good staff would be lost in the intervening period because of uncertainty?

A: We would need to give whatever reassurances we could as the proposals progressed, but a definitive position wouldn't be known until proposals had been decided.

Q: How will the make up of the new Governing Body be decided?

A: The Diocese currently appoint foundation governors. Unsure of other categories involved with an Academy, but DfE would provide advice on the constitution. Governors can also invite into another 'associated' category.

Q: Within the 50% faith places offered, would half be Catholic and half be other Christian faiths?

A: No, it was expected that it would be 50% Christian overall. The Hope Academy was a good idea of how this operates in practice. As a larger school at Priorslee, this would see higher numbers overall.

- Q: People who live locally who may not be catholic or indeed Christian, would need to know the decision as soon as possible as it would have major implications for their decision on which school their child should attend. Any doubts need to be alleviated quickly to ensure the school don't lose pupils.
- A: If it was agreed that BRJ was considered as a predecessor school, a place would be available at the new Priorslee school. Transport arrangements would still need to be decided however. As for the uncertainty, the current roll at BRJ is falling however the new school would grow in capacity to 1050.
- Q: As a Catholic school, BRJ admits pupils from all over Shropshire, in effect serving a very wide attendance area. Could the case for BRJ being a predecessor school therefore be stronger?
- A: A very good point – this may be backed up by the Dioceses recent legal advice from solicitors Browne Jacobson.
- Q: The land transaction was pivotal to the whole process, as everything hinged on it being resolved quickly. The timescale must be factored in, and the Governors and Diocese must feel comfortable with the answers they get to issues to ensure the process works in a timely manner.
- A: Certainly the Dioceses legal team need to liaise with the Council's Legal Services over such issues very quickly.
- Q: What percentage of parents currently access subsidised transport?
- A: We would need to ask transport colleagues for more detailed information on numbers of pupils. The head pointed out that many non-catholic families choose to come to BRJ from all over Telford and bear the full cost of transport themselves.
- Q: The biggest transport issue faced by parents would be those in the Wellington area.
- A: This was understood.
- Q: What is the actual size of the land at Priorslee for the new site?
- A: We would need to check with colleagues in the BSF Team to find out the exact size, but it is a large site.
- Q: What are the views of Priorslee residents? Priorslee is an affluent area and there may be strong feeling in the area with regard to the school.
- A: We are hoping it will be seen as a positive step for the Priorslee area to have a secondary school which serves local children.
- Q: Is there a Council wide strategic travel plan?
- A: Yes, and it would need to remain a co-ordinated plan so issues on public and school routes do not cause hindrance. The site itself should also have a travel plan put in place.
- Q: What about the Wellington pupils who would not qualify for subsidised transport to Priorslee?

A: There may be different ways to approach the transport issues – all possible solutions will need to be considered.

With no further questions or comments, the meeting concluded at 6.30pm.

## **Blessed Robert Johnson Catholic College**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **Parents/Open Meeting – 6.30pm 21<sup>st</sup> November 2011**

The meeting was attended by 180+ parents, and members of the community, governors and some staff and pupils, plus the Headteacher, Rob Hall,.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Paul Watling, Cabinet Member for Children and Families
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: Why not move Charlton to the Priorslee site?

A: A large number of pupils from Wellington go to Charlton – the vast majority of it's roll. The proportion of local pupils attending BRJ is much lower, and BRJ does not currently have a geographical attendance area.

Q: Are there more children coming from outside the area or from Wellington?

A: About one third of pupils at BRJ travel in by bus, a number of others are brought by their parents.

Q: BRJ has a large intake of Catholics from outside Telford & Wrekin. If BRJ loses its Catholic ethos there will be no further choice of catholic provision in the area.

A: The head responded to say the catholic ethos will not be watered down. However if there were no change to the current provision, the likelihood might be that in 10 years time there may not be viable provision at all. The head mentioned the Hope Academy and it's Christian ethos which was a tremendous facility. Any future provision had to be of high quality and sustainable.

Q: What about the attendance area? Most people are local to BRJ. How are the needs of the Wellington parents to be dealt with?

A: The new governing body for the Priorslee school would be tasked with setting the admissions criteria. The parameters may potentially mirror the current BRJ policy.

Q: How many places would be available for catholic children in the new school?

A: Current admissions rules allow for 50% of places to be offered on faith grounds. The shadow governing body will need to be in existence to set the admissions criteria. The governing body would have representatives from the catholic and Anglican Dioceses. We do not know what the demand might be for places as yet. It is likely that the new admission arrangements would continue to designate the catholic primaries as feeder schools as happens now.

Comment: The head explained the difference between a new school and a successor school (where BRJ is considered a predecessor school). The Diocese would want reassurances that the new school remained a viable choice for the current school community. BRJ must remain as a practical choice, not a theoretical one.

Q: Surely residents at Priorslee will feel that the new school is theirs?

A: Priority would still be for faith places, then to those in the locality. The new governors would be drawing up the admission arrangements.

Q: Why go for Academy status?

A: The Education Act that has just received Royal Assent states that there is a presumption that new schools will be Academies. The school wouldn't just be a new building, it would be a new school therefore a new legal entity.

Q: How would the new school being an Academy impact staff?

A: As long as it could be argued that BRJ was a predecessor school, it would mean staff would be subject to TUPE.

Q: Is it the case that a non-catholic pupil would now be further down the admission criteria?

A: It would be expected that it may take some time for the school to grow into its larger capacity. Hopefully they would still be able to accommodate all pupils wishing to attend at least in the short term. It was likely that sibling links would be included in arrangements as most schools do this.

Q: What about the suitability of the new site for access?

A: The travel plan would need to be developed by the school and certainly safe routes to school would be a major consideration. Also, the new school would be subject to the planning process.

Q: Will the design be adjusted for BRJ?

A: Yes. The old plans for Wrockwardine Wood on the site would be scrapped. The design would be from the ground up, and the visioning process would start anew.

Q: What did the Hope Academy ethos look and feel like?

A: The head explained their experiences following the visit to the Academy, and how worship was dealt with for different faiths.

Q: What about non-Christian and non-religious families?

A: It was explained where local pupils might fit into the admission arrangements, but reiterated it would be for the governors to decide on the criteria that was set. The location of the new school was explained.

Q: Will Priorslee parents still be able to express a preference for other schools?

A: Yes, the proposals did not effect parental preference.

Comment: Increasing the diversity of provision was an excellent way forward.

Q: Aren't there enough pupils from the intended feeder schools to fill the places from the attendance area alone?

A: Many parents from that area currently express a preference for other schools than their local school currently, particularly to Shropshire.

Q: What will happen to staffing, particularly where it may impact on GCSE years?

A: The school and governors will continue to push to have BRJ considered the predecessor school so that the impact on staff can be kept to a minimum.

Q: What will happen to denominational transport?

A: This is a key component of discussions with the Diocese. The Diocese want it to be maintained and there will need to be further discussions surrounding this. At no time has the plan been to remove denominational transport as part of the proposals.

Q: What would the cost be for transporting a pupil per year?

A: This could not be answered currently.

Q: Do I have to take my children out of the school if I cannot get them to Priorslee?

A: The Diocese and school would be supportive of transport being made available to current pupils who may be displaced by the move of sites. The implications were still being discussed.

Q: What about pupils attending after school clubs? Presently the availability of public transport in Wellington allowed for this. Priorslee area public transport was considered to be worse.

A: The Councils strategic transport plan would have to attempt to address any such issues. As an Academy it may also be that the additional freedoms allowed the Academy Trust to look at potential subsidies.

Comment: It was suggested that at the next stage of consultation, the Dioceses should be represented. It was also suggested that anybody interested in a good example of a joint Christian faith school could look at the website of The St Chad's School in Runcorn which had been in operation for two years. It had also been subject of a section 48 Ofsted inspection (faith based) and had come out well.

Q: How many pupils currently walked to school at BRJ?

A: The estimate was made that approximately 300 pupils walked to school.

- Q: Was there a risk that, as land for an Academy would not be owned by the Diocese, that if the Academy failed the land would be relinquished?
- A: The Diocese now feel there are sufficient safeguards to ensure a faith school would continue to exist on a site should this be the case.
- Q: Will parents be told that they are applying for a faith based school?
- A: Yes.
- Q: Would free transport be opened out to a wider group?
- A: This is what the governors and the Dioceses must consider.
- Q: Will parent governors remain on the governing body?
- A: Yes they would, however the ratio was not known.
- Q: The proposals had only presented one model. What were the alternatives?
- A: If the proposals were not accepted by Cabinet following consultation it would be expected that the previous plans would continue, i.e. remodelling on the current site.
- Q: The current site did not cater for pupils or adults with disabilities.
- A: The new Priorslee site would be 100% accessible.

The meeting was brought to a close at 8.30pm, however officers remained to field further questions. It was offered that further meetings would be held during the second consultation process in the spring. It was reiterated that views could be made via the website at [www.telford.gov.uk/bsf](http://www.telford.gov.uk/bsf) and by email or in writing before 23<sup>rd</sup> December 2011.

## **Redhill Primary School**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **Parents/Open Meeting – 6.30pm 29<sup>th</sup> November 2011**

The meeting was attended by around 100 parents and members of the community.

In attendance representing Telford & Wrekin Council were:

- Wendy Tonge, Locality Manager, North Telford (Chair)
- Jim Collins, Head of School Improvement
- Paul Watling, Cabinet Member for Children and Families
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: The intention for the Priorslee school to be a Faith Academy has come around all of a sudden. What if people don't want a faith based education for their children?

A: Already have one faith based school in the Borough, so this is why it is included in the revised proposals. It will be for parents to decide whether the new school is for them. A good example of a faith Academy operating currently was the Hope Academy in Liverpool, providing for catholic pupils, Christian pupils, other faiths and non-faith pupils. All were supported, valued and listened to. Of course it would be open to all parents to continue to express a preference for any school within, or outside of the Borough.

Q: What consideration has been given to traffic implications?

A: A strategic transport plan will be needed, to cover all aspects including public transport and pedestrian access.

Q: What other sites have been looked at in the Priorslee area?

A: It was thought that two other sites had been considered – the site adjacent Ricoh by the University (which was subsequently made unavailable) and another site to the north of the A5. It was not known at the meeting what the reasons were for not considering this site further.

Comment: If the access to the site was planned for Salisbury Avenue it would not cope with the additional traffic, particularly in winter. The increase in parents

dropping pupils off by car and people accessing community facilities would cause major disruption for residents.

Q: Will preference for admission be given to pupils of particular faiths or local pupils?

A: It was expected that the new school would offer up to 50% of places on a faith basis, and 50% for pupils in the attendance area. The criteria would have to be set by the new Governing Body, however this is what was expected.

Q: Why an Academy and how will it impact on staff?

A: Following the recent Education Bill, when proposing a new school there is now a presumption that it will open as an Academy. Staff would be fully involved in the consultation process, and if possible TUPE protection would apply (this was still to be resolved).

Q: What about car parking on the proposed site?

A: The question was noted however we wouldn't be able to provide an answer at this point. There would need to be further consultation at a later stage covering such issues.

Q: At the planning stages will there be opportunity for residents to comment on the traffic impact assessment, equalities impact assessment etc.

A: Yes, this would form part of the outline planning application process in the Spring, there would be public consultation at that point.

Q: What about families who have chosen to send their children to Idsall?

A: The desire to build a new school in Priorslee is to try and provide for those families who want to consider a local secondary school. It is hoped that the school would prove popular with parents who may previously have been considering sending their children to Idsall.

Q: Currently Wrockwardine Wood is the attendance area secondary school. What will happen in the interim period for pupils in Year 5 and Year 6 who will be transferring to secondary school in the intervening years?

A: Wrockwardine Wood will remain as the local school in the intervening period, however parents may apply for places at any school.

Comment: A parent with three children commented that they were positive about the proposal, notwithstanding the practical problems. They were glad it was to be a faith school.

Q: What about construction traffic - how would this be managed?

A: A valid point – again, it was more an issue for the planning process to resolve.

Q: Will local residents be guaranteed a place at the local school? At the BRJ meeting, the focus seemed to be on the new school keeping it's Catholic ethos. Who will set the admissions policy?

A: A new faith school can only admit 50% of its pupils on a faith basis. The remaining criteria would need to be set by the Governors. Places can never be guaranteed, but the expectancy is that 50% of available places will be for

local children. When the shadow governing body was set up the LA would champion local parents being involved as parent governors.

Comment: Shaun Tyas, Headteacher at St George's commented that a 50% intake from the attendance area resulted in 90 places being available per year. The Year 6 cohorts of the combined three primary attendance areas amounted to 180 pupils between them potentially. By redrawing the secondary attendance area to incorporate St George's, there was a danger of families not being able to access places at the new Oakengates proposed school. Also, all partners in the new Priorslee School will need to be involved in evolving the ethos of the new school, not just the Catholic Diocese.

Q: Has the land at Priorslee already been purchased? Is it a fait accompli?

A: It was believed that there was an outline agreement to purchase the land. It was agreed that at the next stage of consultation would need to involve representatives from Planning and the BSF Project Team.

The meeting was brought to a close at 7.45pm. It was reiterated that views could be made via the website at [www.telford.gov.uk/bsf](http://www.telford.gov.uk/bsf) and by email or in writing before 23<sup>rd</sup> December 2011.

## Charlton School

### Building Schools for the Future Consultation on Secondary School Provision School Council Meeting – 2.30pm 12<sup>th</sup> December 2011

The meeting was well attended by approximately 12 students.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: Will there be an all weather pitch? How about an archery range?

A: These are possibilities for the site, they would have to be agreed at the design stage, which pupils and staff will have the opportunity to feed in to.

Q: How about a swimming pool?

A: A swimming pool would not be included in the design, as they are very expensive to maintain and Wellington already has sufficient provision.

Q: Can pupils have lockers in the new school?

A: It is important that a new design looks at social spaces, but it will be important to keep a balance between practical space and social space. Lockers take up a lot of room, however again this could be looked at as part of the design stage.

Q: Would there be the same level of ICT provision, or better?

A: As a Science College, it is understandable that this would be high on pupils' agenda.

Q: Is the BRJ site bigger?

A: Yes it is. Charlton was build for up to 900 pupils, the BRJ site could accommodate 1200 pupils with the right building design.

Q: Why are there more children at Charlton?

A: It is currently very popular, a lot of this has to do with parental perception.

Q: Will the new building have additional facilities which are not available in the current building?

A: It is difficult to answer, as there will actually be less money available overall. The design will be a modular build, however would be a good deal better than now.

Q: Who would design the new school?

A: There would be an architect team appointed.

Q: What would be the effect of this on pupils' learning?

A: There isn't expected to be a detrimental effect on learning. The previous plan for refurbishment on the same site was perhaps more likely to disturb pupils.

Q: What would happen to the current Charlton site?

A: As it would no longer house a school it would be expected to be sold for redevelopment. This would be a Planning matter.

Q: Will the new site have more community use, like HLC?

A: There will hopefully be much more community use, but it wouldn't be on a par with the HLC site. It would however utilise the Sports block, pitches, Hall etc.

Q: Would the buildings be in blocks dedicated to subjects?

A: It would be for the school design team to decide such things in liaison with the school.

Q: Would the facilities be available to pupils after school?

A: Hopefully – the decision would be for school staff and governors to make.

Q: If the Charlton's current land were sold for housing, would it have other facilities built too?

A: Possibly, it is normal for the Council to expect other infrastructure and facilities to be created or improved when developers make proposals for housing development.

Q: Will Dothill Primary move to the new site too?

A: This is not part of these proposals, no. Certainly not in the short term.

Q: Will it mean the creation of a different learning community?

A: This needs to be considered, but it is not expected that the learning community relationship between Charlton and Dothill will change.

The meeting concluded at 3.05pm.

## Charlton School

### Building Schools for the Future Consultation on Secondary School Provision Staff Meeting – 3.30pm 12<sup>th</sup> December 2011

The meeting was well attended by approximately 30 staff, plus the Principal, Nick Renshaw and Headteacher Lee Tristham.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Susan Ross, Senior Human Resources Officer
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: As the school leaving age is rising, why isn't a 6<sup>th</sup> form being planned for Charlton?

A: The Wellington area already has TCAT and New College. When consulted in 2008, the figure for staying on in Post 16/Training was 67%. As at September 2011 it was 91%, so there is no need to increase capacity significantly for the remaining 9%.

Q: It has been stated that TUPE transfer of staff would not apply for Charlton, staff would simply move to the new site. Why is that the case for Charlton and not Lord Silkin?

A: The situation at Lord Silkin is being looked into, but we believe that TUPE transfer will apply there. Charlton Governors have not intimated that they are interested in pursuing Academy status.

Q: There seems to be a bias towards the creation of Academies in the plans. Does it not jeopardise the future of the Local Authority? Is this just a stealthy way to create more Academies?

A: Not all schools will be Academies under the revised plans. The Secretary of State now makes a presumption that new schools will be Academies, as this is the current Governments' push. Cabinet recognise this and it is the reason why they wish to work with the Schools Co-operative Society, who are more open to working with the LA in a co-operative way. It is important that schools are made sustainable for the future to protect, as far as possible, posts for staff.

Q: What will happen to Oakengates Leisure Centre?

A: The Centre will remain, perhaps as an integral part of the new Academy, or operating alongside. How it will operate has yet to be fully considered. These proposals for consultation are only looking at the overall Borough provision of secondary places initially.

Q: Why do some schools have to become Academies? Will the approach change for Charlton?

A: It would be a decision of the Governors whether to consider Academy status for Charlton. The only other way to become an Academy is if the school were issued a 'Notice to Improve', which was extremely unlikely. The Education Bill has made a presumption that all new schools would be Academies, but under these plans it is a relocation rather than a new school being proposed.

With no further questions or comments, the meeting concluded at 4.10pm.

## **Charlton School**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **Governors Meeting – 5.30pm 12<sup>th</sup> December 2011**

The meeting was attended by 15 governors, plus the Principal, Nick Renshaw and Headteacher Lee Tristham.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on. The following questions and comments were raised during the meeting:

Q: What will happen with the BRJ pupils in Wellington?

A: It is expected that some of them will continue to go to BRJ when it relocates. Those remaining in Wellington will be able to access spare capacity in other schools. Although Charlton is only 25 additional places, Ercall Wood is being rebuilt as a 900 place school (this was 750 under previous plans), and HLC still has capacity to take up to 1200 pupils.

Q: How confident is the Council that the funding is secure?

A: It isn't possible to give a guarantee that funding is secure, as we have been in this situation once before, but to the best of our knowledge this is committed to by central government. The real risk may have more to do with possibility of slippage in the overall programme.

Q: Dothill Primary numbers are now rising, is 1200 pupils for Charlton going to be large enough?

A: The size of the site is actually the limiting factor, however Charlton should be able to continue to provide for it's in area pupils. There will be capacity for others at Ercall Wood and HLC.

Q: It will be 5 years until 2016 – at what point does this plan become a certainty?

A: It would be certain once contracts are signed. This would be after May 2012.

Q: Could the other land the HCA currently owns behind BRJ be incorporated?

A: We are aware of the other area of land, however it's status is currently unclear, it had been proposed for housing development at some stage previously.

Q: What about the current Charlton Sports Hall?

A: Whatever happens to redevelop the current Charlton site, it may be possible for the Sports Hall to remain perhaps as a community facility.

Comment: There was a change proposed to the admissions area for Wrekin View to be redefined into Ercall Wood's area. Charlton's Admissions Committee did not feel it was in favour of the change.

Q: What if the Sutherland/Wrockwardine Wood proposals meet with a lot of negativity? Would this impact on the Charlton plans?

A: If on the whole the plans are supported, the outcome must be considered on a Borough wide basis to treat all pupils in the Borough fairly. It is important that we hear from those who may be in support also.

Comment: There is a local concern that the current Charlton site would be earmarked for housing. This would increase pupil numbers, and it would be important to keep this in mind and incorporate into future projections. Overall, very pleased that this is now proposed to be a rebuilt school rather than just remodelling.

Q: There is no 6<sup>th</sup> form proposed for the Charlton school. Why is this?

A: The Wellington area already has TCAT and New College. When consulted in 2008, the figure for staying on in Post 16/Training was 67%. As at September 2011 it was 91%, so there is no need to increase capacity significantly for the remaining 9%.

Comment: this is a brilliant opportunity for Charlton and for local pupils.

Q: Is there a risk of overspending in the intervening years meaning that by 2016 there is a lack of funding for the Charlton proposal?

A: Each of the projects will have it's own contingency built in to the budget, however such concerns are fully understood. The risks must be managed very well.

Q: Are other BSF projects coming in on budget?

A: As far as we are aware. Some matters recently such as the situation at Abraham Darby have been beyond our control, but an issue such as that are covered by Insurance rather than scheme contingencies.

Q: With regard to the BRJ proposed move to Priorslee, what will happen with transport arrangements?

A: There are no plans to change the current denominational transport arrangements. Also, the transport implications for families in Wellington with pupils currently attending the school is being considered.

Q: There is a risk that buses transporting pupils from St Patrick's to BRJ will clash with the buses arriving to drop off rural pupils at the new Charlton site.

A: This was noted. The situation would need to be carefully handled and incorporated into the transport plan.

Q: Would the Council consider funding a Project manager for the scheme, as it was felt that the Principal was already overcommitted?

A: It may be possible to consider release time or support – it would need to be considered by the BSF Team.

Q: What about the additional traffic generated to the BRJ site?

A: The new site would be subject to a full planning application and the associated consultation. Part of this would be a travel/transport plan and associated studies.

The meeting concluded at 6.45pm.

## **Charlton School**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **Parents/Open Meeting – 7pm 12<sup>th</sup> December 2011**

The meeting was attended by approximately 65 parents and members of the community, staff and governors, plus the Principal, Nick Renshaw and Headteacher Lee Tristham.

In attendance representing Telford & Wrekin Council were:

- Rachael Jones, Community Engagement Manager (Chair)
- Jim Collins, Head of School Improvement
- Paul Watling, Cabinet Member for Children and Families
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Steve Swain, School Organisation Admissions & Planning

The Chair opened the meeting and explained the intended format.

Jim Collins then began by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: As the timescale for the proposed plans extends to 2016, is the funding safe?

A: As far as we can be certain, it is. We cannot of course guarantee it as we have been in a similar position and funding has been reduced, but it is not expected to be again.

Q: Will there be 6<sup>th</sup> form provision?

A: The Wellington area already has TCAT and New College. When consulted in 2008, the figure for staying on in Post 16/Training was 67%. As at September 2011 it was 91%, so there is no need to increase capacity significantly for the remaining 9%.

Q: How definite are the opening dates listed?

A: The timescales shown are our best estimate at this point in time, but there may be some movement depending on the outcome of consultation and the appointment of a framework contractor who advises otherwise.

Q: As Charlton is a full school, could the new build happen quicker – possibly being built alongside the current BRJ?

A: The BSF team are revisiting the timetable currently. It is important that our plans disturb as few learners as possible. A framework contractor, once appointed, may have their own views on how quick the timetable can proceed.

Q: What will happen to the old Charlton land? It would generate additional children if it became a housing development.

A: It would be expected to be sold for redevelopment, however we couldn't say for sure what it would become. The projections carried out by the council take stock of records from the NHS on children aged 0-4, and future housing development. The numbers of secondary pupils looks like it will continue to fall up to 2018. The new school designs however will need to take account of the potential need for future growth, where possible.

Q: Would the future of the Charlton land be part of this consultation?

A: No it would form part of any planning consultation process at a later stage. This consultation only covers the School Organisation proposals and BSF programme.

Q: Will there be revised attendance areas for local schools?

A: We have looked at this, and are consulting with the schools about it. We have looked at the possibility of Wrekin View area becoming all within one secondary school area rather than being split, but are waiting to hear back initially from the schools. This will progress further depending on their views.

Q: Why has Dothill not been encompassed in the plan for the new school?

A: The BRJ site is suitable for up to 1200 pupils and this space is needed for Charlton pupils. Also, the Primary Capital Programme which would have been the only source of funding was withdrawn by central government. The Council is very conscious of the excellent work between the two schools however, and we wouldn't want to rule out a range of possible alternatives in the future. For now the schools would be expected to maintain their strong links.

Q: Is the £200M overall for BSF for buildings only, or for fitting out?

A: It encompasses all, so will incorporate fixed furniture and equipment. It wouldn't be expected to fund all new loose equipment however.

Q: What if the project overall has an overspend?

A: Wherever possible, each project in the programme has a contingency, but it is understandable that when a project is last in the timetable it is a cause for increased anxiety.

Comment: Very supportive of the overall plan it would be a great opportunity for children.

Q: The timetable seems very long, with a child in year 8 they won't see the benefit of the new school. Why is BRJ in 2014, but Charlton in 2016?

A: It is actually quite a tight programme – it would be agreeable all round if the programme were able to be brought forward, but many of the plans are connected, for instance BRJ must move before Charlton can be rebuilt on the site.

Comment: There has been a lot of changes to BSF over the last 5 years, there could be many more changes in the next 5 years also.

Q: What would be the wider community involvement on the new site?

A: The Council believes it is integral to the plans that whole community use of the new sites is promoted. We are very much in support of this and sure the Governors feel the same way.

Comment: BRJ occupies less than 25% of it's current site – it could be consider for Charlton to be rebuilt alongside the current BRJ prior to it's relocation.

Q: Why would there only be one contractor for the programme?

A: The framework contract we have to work with would appoint one over arching contractor, however they would likely sub contract out work for individual areas of work. It may be that they consider that the timetable can be brought forward, but wouldn't know this until the appointment process.

Q: What will be on the Charlton new site? Will it be similar provision to that offered by HLC?

A: It is not likely to be similar to the facilities at HLC, as this cost over £70M and incorporates 3 schools. For instance, there would be no plans to provide a swimming pool, or community library. The aspiration is that there will be Sports facilities and pitches available for community use however.

Comment: This is a good idea for the locality and may actually ease congestion around the current school site.

Q: wholeheartedly in support, but disappointed in the lack of a post 16 provision for Charlton.

A: It boils down to sustainability for Post 16, if it were to be provided it would dilute the offer that could be made overall, as there wouldn't be enough pupils to make a firm Post 16 offer work.

Q: What size are Abraham Darby and the Phoenix proposed to be?

A: Abraham Darby will have 1050 pupils (150 of these post 16) and Phoenix will be 900 pupils. The framework contract would be based upon modular building, which is a repeatable design solution. This would allow schools to be extended if necessary in blocks of 150 capacity.

Q: Will plans be set in stone after May 2012?

A: They will be as firm as we are able to make them at that point, yes.

The meeting was brought to a close at 8.15pm, and it was reiterated that views could be made via the website at [www.telford.gov.uk/bsf](http://www.telford.gov.uk/bsf) and by email or in writing before 23<sup>rd</sup> December 2011.

## Lord Silkin School

### Building Schools for the Future Consultation on Secondary School Provision Staff Meeting – 3.30pm 5<sup>th</sup> December 2011

The meeting was well attended by approximately 30 staff, including the Headteacher, Trevor Goddard.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Maria Haywood, Senior Human Resources Officer
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: Will all Lord Silkin staff transfer, or will they have to apply for their own jobs?

A: Not sure what the Legal process will be yet, are awaiting Legal Services advice. It is hoped that TUPE will apply.

Q: What has changed now, as previously staff were assured their jobs were safe previously?

A: The Council wanted to be able to TUPE staff across if necessary, and would support this, but it was yet to be confirmed if this would apply.

Q: It would be better for Lakeside to happen earlier as Madeley Academy and Abraham Darby will have a major impact on numbers in the meantime.

A: This was understood. The timetabling of new schools coming on stream was currently set due to a number of factors.

Q: When the guidelines on staff transfer are known, will they be available to staff?

A: Certainly.

Q: When would staff know for sure how this will impact them?

A: As this was still the first consultation stage, it wasn't possible to confirm this as yet. To know for certain the date of final decision making would be May 2012.

Q: As this is still only the consultation stage, would the date of potential completion of the new school change?

- A: The dates currently are the best estimate from the BSF team as it would be impractical to consider opening all the new schools at the same time. At this point it was important that we should be developing plans of what Lakeside Campus will be offering to students in the future.
- Q: Will the structure of the Governing Body change?
- A: This would be decided by the Trustees., but there is an expectation that the new school would be an Academy and the Governing Body would need to reflect this.
- Q: On the basis that plans have changed before, is there a point at which this becomes a certainty?
- A: It is impossible to give a guarantee, given what has gone before, but we don't expect the funding to now be withdrawn. The plans have gone back to Lord Hill who approved us moving to the consultation stage.
- Q: If the school actually closes, aren't staff then made redundant?
- A: If it closes it would be the case, but this isn't necessarily the case for Lord Silkin. It will be argued that it is a predecessor school and that TUPE is likely to apply. Still awaiting legal advice on this.
- Q: Will the Lord Silkin School, Grange Park Primary and Post 16 provision all be separate entities on the adjoined site?
- A: This is part of the consultation exercise, initially it is expected that the entities will operate separately however sharing certain facilities. There has been no move to consider Academy Status by the Trust yet, and it will depend on the sequence of events, certainly.
- Q: Will the school need to become an Academy to get the new building?
- A: This is something we are seeking clarification on. There is a presumption from central government that new schools will be academies.
- Q: The NUT feels that it is not possible to consider the proposals fully until the position for staff is known – whether it would mean closure or transfer.
- A: Understood. It will be known before February what the situation will be. It's not the intention to cause problems for staff, but we were still awaiting a definitive position.
- Q: Why is Lord Silkin later in the process than Ercall Wood?
- A: Ercall Wood project is related to a land transfer that supports the whole process as it raises capital receipts.
- Q: Isn't there a large anti-feeling towards the Ercall Wood project in that local area?
- A: Yes, but hopefully there wouldn't be delays to the process. The Council will do its utmost to stay to the timetable.
- Q: The opening of Abraham Darby and Madeley Academy before Lord Silkin means the threat of redundancy for staff because of falling rolls.

A: We are in a position where falling rolls are already being experienced. The current year 6 is the smallest for many years, and there is no easy way around it. The proposals here overall take out almost 500 places across the Borough. We also need to be aware of future growth too however. It will be important to articulate early on what the differing provisions at secondary sites will be offering pupils.

Q: Parents won't vote to send pupils to Lord Silkin if Madeley Academy and Abraham Darby are already open down the road, particularly as parents will have seen plans change before.

A: In order to help promote Lord Silkin's position it is vitally important to get the staff involved in promoting the new facility as soon as possible.

Q: (NUT) This is the 4<sup>th</sup> meeting attended, and there was real opposition to the plans at the other meetings. What will happen if there is too much negativity?

A: It will be Cabinet's decision to weigh up all the responses received, good and bad.

Q: Not opposing the plans – just want to ensure security for staff.

A: This was understood.

Q: It was important to try and protect the position of staff in the interim to 2015.

A: We will do what we can however parental preference can't be controlled, but we will give what assurances we can when possible.

Q: When would the contract actually be signed?

A: It wasn't know for sure, but we would ask the BSF Team if they could indicate.

Q: Will you share information further with staff when you know the position regarding them is known?

A: Yes absolutely, as soon as possible.

Q: Why would the governing body change?

A: If school becomes an Academy, it would have to change. Because of the governments changes in the recent Education Bill the guidance is changing across the board. The presumption from them is new schools will be Academies. The reason our Cabinet supports co-operative Academy approach is that it can work in partnership.

Q: Who would the Academy Trust be?

A: It was the intention to work with the Schools Co-operative Society.

Q: What we want is a new building to move into, as a shared campus.

A: That is what is planned under these proposals.

Q: Can't understand why this is not a straightforward transfer of staff?

A: That is what we support, and we are seeking that confirmation.

Q: Is the funding only linked to the school becoming an Academy because that's what the Government want?

A: We think the answer to this is no, but certainly what will be a factor is the timely signing up of a Framework contractor.

Q: Is the plan to bring in private business into the co-operative model of the Council?

A: The Co-operative move is to try to engage more of the local community, including local businesses, in the workings of the Council. Cabinet will remain as the decision maker overall. Cllr Shaun Davies has overall responsibility.

Q: What role does the Local Authority have if the school were to become an Academy?

A: The intention would be that we would work with the sponsors as a partner.

With no further questions or comments, the meeting concluded at 4.30pm.

## **Lord Silkin School**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **Governors Meeting – 5.30pm 5<sup>th</sup> December 2011**

The meeting was attended by 2 governors, plus the Headteacher, Trevor Goddard.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: Do you know yet how the transfer of staff may work?

A: Not yet, but awaiting legal advice on the matter.

Q: It would have been better had the school be timetabled for a 2014 opening.

A: We would feed this back to the BSF Team for them to consider in the context of the whole project. It is likely that it will be dependent on the framework contract.

Q: Can students feed into the process?

A: Yes, we would actively encourage that. It would be great to get the school council involved.

Q: Will all new schools be Academies?

A: Possibly, however still awaiting further DfE input into the potential outcome.

Q: Why go to consultation before being able to answer many of the specific questions?

A: The timetable is very tight to fit into the period up to May 2012. It was also important to let people know our proposals as soon as possible, at the earliest stage.

Q: What would be the make-up of the Governing Body?

A: It would have to be a new Governing Body, but many of the current members may remain, possibly in a new capacity.

Comment: Lord Silkin needs a new school. It would be the best thing for the community, and it should offer round the clock learning.

Q: The reputation of the school is important. The opinion of Lord Silkin in south Telford is low currently.

A: We will make enquiries to see what the possibilities of bringing forward the timetable are, but it wasn't possible to give any assurances about this yet. There are many factors we were not party to that the BSF Team may highlight as barriers to this.

Comment: Parents are starting to get excited about the proposals, including Grange Park on the same site is seen as a very positive thing.

Comment: Lord Silkin is so centrally located to its communities there should be no barriers to feeder schools coming together to the new site.

Comment: There are two separate issues – what is right for the community, which is a new school building and that is supported; the other issue is supporting the staff going forward.

Comment: Discussions have been had recently with Phoenix with regard to the Post 16 provision and that continues to go well.

With no further questions or comments received, the meeting concluded at 6.20pm.

## Lord Silkin School

### Building Schools for the Future Consultation on Secondary School Provision

#### Parents/Open Meeting – 6.30pm 5<sup>th</sup> December 2011

The meeting was attended by approximately 30 parents and members of the community, staff and governors, plus the Headteacher, Trevor Goddard.

In attendance representing Telford & Wrekin Council were:

- Andy Challenor, Community Engagement Manager (Chair)
- Jim Collins, Head of School Improvement
- Paul Watling, Cabinet Member for Children and Families
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Steve Swain, School Organisation Admissions & Planning

The Chair opened the meeting and explained the intended format.

Jim Collins then began by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

- Q: A similar plan was presented 2 years ago. The plan now was 4 years away – will it all be delayed again?
- A: We know this is a change of plans, but pleased to be able to say this is a better plan than was proposed before- incorporating a new secondary school and a solution for Grange Park Primary.
- Q: I am aware that some of the schemes in these proposals rely on other elements, i.e. BRJ moving to Priorslee. Will Lakeside be separate to these others?
- A: The financing of the plans is linked to other parts of the proposal, so it does relate to some degree.
- Q: Why are other schools planned ahead of Lord Silkin?
- A: Other areas have not been prioritised ahead of Stirchley on purpose, there are other factors that have had to be considered. We are checking with the BSF team to see what flexibility there is in the programme, but we cannot say it is possible to bring forward at this point. What is important is that people register that they are in support of the proposals if that is the case.
- Q: Will funds remain available for Lakeside after other schemes have been completed?

A: We will keep people informed of developments as things progress, but it is not expected that schemes in the interim will delay or impact on the Lakeside development.

Comment: Parents lobbying has got us to where we are now, and this is a much better position than 18 months ago. It is felt that in partnership it is possible to make this happen.

Q: Is £200M funding secure for these specific proposals?

A: The majority of it is BSF funding which we are as certain as we can be is secure. However, there is no BSF funding for primary schools. We were intending to use Primary Capital Programme to fund Grange Park, however this was withdrawn by central government. This is why the meetings took place last summer with local people to explain the position. The funding to provide for Grange Park will now come from capital receipt as part of the new revised plans and the knock on availability of land to dispose of.

Q: We need to understand why Lord Silkin isn't first school timetabled in the list of new schools.

A: We are actively seeking to find out if it is possible to accelerate the project, but it will be based on a number of factors we aren't party to. Have been in contact with the Team this afternoon to see if there is any possibility.

Q: Where would the new buildings be located on the site?

A: Still to be part of a masterplanning process. The vision has yet to be finalised but will obviously include the schools in the process.

Q: What about other entities on the site such as the day centre and library?

A: The Council will want to retain current provision wherever possible certainly. Don't want to be removing any services from the site.

Q: What is the vision for combining the schools on one site? Is it as separate entities or an all-through school?

A: Initially it is proposed that the schools operate separately with shared facilities to achieve economies of scale, however the model may change in the future.

Comment: It should be a round the clock facility for learning, used at full capacity. Currently the site closes after school and facilities are unused. It is about working together incorporating primary, secondary and Post 16 provision.

Comment: Jan Ellis, TCAT – The local community has everything to be proud of, it is understood there was a lot of disappointment when plans were changed previously. It would be great to have synergy between TCATs plans which are scheduled for 2013. It was up to the community to lobby for an earlier completion if it were possible.

Q: Part of the problem is that Sturchley leaks children in Year 6 to other schools, a later date in the timetable of proposals will not help.

A: We are looking at whether the proposal can be accelerated but can make no promises.

Comment: Paul Watling - It should also be put into context the pressures that the Council faces currently. There is a need to make 20% budget cuts and this needs to be borne in mind. It will become much harder over the next 3 years as these begin to impact on services.

Comment: Please encourage children to make their views known via the website and email address, as we want the views of as many young people as possible.

The meeting was brought to a close at 7.30pm, and it was reiterated that views could be made via the website at [www.telford.gov.uk/bsf](http://www.telford.gov.uk/bsf) and by email or in writing before 23<sup>rd</sup> December 2011.

## **Sutherland Business and Enterprise College**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **School Council Meeting – 2pm 28<sup>th</sup> November 2011**

The meeting was well attended, with approximately 30 pupil representatives of the school.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background reasons for the consultation process, and presented a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: There are tensions between the two schools since the previous amalgamation of Manor and John Hunt. It is likely that the communities will feel they don't want the schools to become one.

A: It was asked if pupils felt they didn't get on with pupils from Wrockwardine Wood – or was it an impression they had that was more historical. It was most important that the Council involved students in the proposals to ensure that the outcome works. This would need to involve pupils from both schools – possibly beginning with the student councils of both.

Q: Is there enough space in a new school to accommodate both? What is it proves very popular?

A: The LA is also proposing the new school at Priorslee, and likely some families will opt to send children there. Each school design will allow for expansion on site if necessary in future. Currently the area is experiencing lower numbers coming up from primary schools.

Q: The new site is further away for some pupils.

A: A school site will always be further away for someone, but possibly nearer for others. The location of the new school is virtually equidistant from the current schools.

Q: What will happen to the current Sutherland buildings?

A: Redevelopment of the land would be planned – this could be housing, commercial, retail etc., but it would be developed.

Q: Will the Leisure Centre land be big enough for the new school?

A: Yes the site is big enough to accommodate the proposed 1050 place school.

- Q: Will the proposals affect the grades pupils will be attaining?  
A: No it shouldn't, it would be well managed. Teachers will still be teaching to high standards, and schools will continue to recruit the best possible staff. In fact by having a new school, in many cases the previous planned refurbishments may have had more of a negative impact on daily school life.
- Q: Will the facilities be better at the new site?  
A: Yes definitely.
- Q: Will the staff be paid better?  
A: It's not expected that there will be major changes to staff terms and conditions.
- Q: Will there be a 6<sup>th</sup> form?  
A: There are no plans currently for the Oakengates site, but there will be provision at Priorslee.
- Q: Why can't BRJ and Charlton be brought together instead?  
A: The Charlton land would be too small, and the BRJ land would be limited to 1200. There are already too many pupils for such a proposal.
- Q: Sutherland is currently a small school, will a larger school mean less individuality and tailored learning?  
A: In a larger school a very important factor is the organisation. A larger establishment is more likely to be able to offer a more enriched curriculum.
- Q: Behaviour and grades have been going up at Sutherland, what about Wrockwardine Wood?  
A: Interestingly this year Wrockwardine Wood is expected to be the highest performing non-selective school in the Borough for A\* - C including English and Maths. As this was Sutherland's position last year, both schools will be in a strong position as a combined school.
- Q: Will there be community facilities?  
A: Yes there will, the intention is that each Co-operative Learning Community will operate beyond the normal school day and offer facilities for the wider neighbourhood. The site would be used to its fullest potential.
- Comment: The two schools already work together on the Business Diploma – Wrockwardine Wood pupils attend Sutherland for this currently.
- Q: What would the new schools stance be on bullying?  
A: There would be a clear anti bullying strategy for the new school. Bullying would never knowingly be ignored.
- Q: What if families have chosen to send their children to Sutherland because they don't like Wrockwardine Wood?  
A: In the preceding years prior to 2014 it will be important for the schools to work together to combine their strengths to create the best possible new school, and then building on the strengths of both. Everybody would want to see the

best elements of each school to be maintained and improved in the new proposed school.

Q: At Sutherland education is taken very seriously. It isn't taken as seriously at Wrockwardine Wood.

A: It is true to say that Wrockwardine Wood have achieved improvements as have Sutherland in recent times. In fact it is expected that Wrockwardine Wood will have the top results when they are published.

Q: There is a risk of more truancy if pupils don't like the new shared school.

A: It is hoped the schools will work together long before any move to a new site takes place. The schools have a good basis for this as they already share co-operative values.

Q: Will there be suitable equipment in the new facilities?

A: Yes, the best equipment from each establishment would move over. Of course much of the fixed equipment would be new.

Q: Are Wrockwardine Wood being asked what they think?

A: Yes there are similar meetings for Wrockwardine Wood later this week. All response will be going in a report to cabinet.

Q: Will there be new teachers?

A: Teaching staff at a school already change naturally over a three year period, but the school would seek to retain the very best staff possible.

Q: Will Sutherland and Wrockwardine Wood pupils be mixed together in classes?

A: It is expected this would happen yes. The management of this process and how it would work would need to be in place as soon as possible.

Q: Would the sporting facilities be enhanced at the Leisure Centre?

A: Although we would like to see this happen, there was no funding available as part of the BSF programme to refurbish the Leisure Centre. However, the facilities as they are were still great.

Comment: it was a good idea to have the schools collaborating – it meant the two specialisms could be offered by one school – Business and Enterprise and Performing Arts.

Q: How many pupils per class would there be?

A: Not sure of numbers per class, but some classes may be larger because it was naturally a larger school, but certainly not all.

Q: What about the new uniform?

A: It was possible that the new school may want a uniform different from both schools, or it may be preferred to have some legacy from the previous schools. It would be a matter for staff and governors to decide in consultation with pupils and parents.

Q: Wrockwardine Wood were having a new 6<sup>th</sup> form?

A: This isn't now proposed. This had been a trial period but it was not now going to happen.

With no further questions or comments, the meeting concluded at 3pm.

## **Sutherland Business and Enterprise College**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **Staff Meeting – 3.30pm 28<sup>th</sup> November 2011**

The meeting was attended by approximately 35 staff, including the Headteacher, Steve Wall.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Sue Ross, Senior Human Resources Officer
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: Would there be a new Governing Body from May 2012?

A: Yes it is likely. It was a possibility the schools could federate – and have a joint management team and governing body. They could also stay separate, but in either case there would be a temporary or shadow governing body for the co-operative academy, probably made up of governors from both current schools.

Q: Is it a new school or a merger?

A: The decision was still to be made, so it wasn't certain whether TUPE would apply or not. The LA would be taking legal advice.

Q: Earlier in the BSF programme, staff were given assurances that no staff would lose their jobs.

A: The proposals have changed, forced partly by new financial settlement due to change of Government. If a new school opens, there is a central government assumption that the new school will be an Academy. The Council would be in support of TUPE applying, however advice was still being sought.

Q: Are all new schools on the proposals now Academies?

A: No – Phoenix, Charlton are not. There is a possibility BRJ may not be depending on DfE advice and the position of the Diocese. Lord Silkin isn't certain as the school have just become a co-operative trust.

Q: Would Terms and Conditions for staff change as an Academy?

A: The Academy sponsors would be responsible for Terms and Conditions. They don't have to subscribe to the Teachers Pay and conditions document, however so far all bar one of the Borough's Academies had adopted the national agreement. We were aware that the Co-operative Society were committed to the national agreements.

Q: It was stated that Trade Unions were opposed to Academies. What would the LA's role be?

A: It was still the LA's role to oversee standards in schools. The council would want to be involved as a sponsor and to maintain involvement in the schools.

Q: Some Academies work extended days and some weekends. What was the council's stance on this?

A: We would prefer that they worked to standard national agreements.

Q: No Post 16 provision is proposed. Why is this?

A: Post 16 provision across the Borough is also being revisited. It was identified recently that the level of expansion previously thought needed was not any longer. There would be provision at Priorslee.

Q: What about support staff would there be any protection for them?

A: It was important to state that this was not a cost cutting exercise to intentionally get rid of staff. Any protection would apply to non-teaching staff as it did to teaching staff.

Q: What about catering and cleaning staff if it is a new Academy?

A: It would depend on the sponsors. There was a strong likelihood that the co-operative sponsors would want to take on Telford & Wrekin staff but it would be their decision.

Q: Will consultation take place on offering post 16 provision from the new Oakengates site?

A: There is no current proposal for this, although the provision at BRJ is proposed to relocate to Priorslee and be extended.

Q: Sutherland currently has a large site, concerned that a new school would be going from 750 to 1050. Is it big enough?

A: It was likely that the new site wouldn't perhaps give the same space per pupil, but it is big enough for 1050.

Q: In the plans for the new school originally it was felt the rooms were too small. Would staff be consulted during the design process?

A: Yes they would. The design process would start again, Linda Morley would be leading on the visioning process.

Q: When will the HR process truly start?

A: We need clarity on the form of the proposal from DfE first. The current Cabinet would want to work proactively with the Trade Unions.

- Q: What about staff at the Leisure Centre how will they be affected?  
A: The impact on staff will need careful consideration. The Abraham Darby model has the school and leisure centre operating separately. However for Oakengates this needed thinking about further.
- Q: What about the new school name?  
A: This would be up to the governing body/sponsors to consider. It could be brand new or may want to retain the identity of both schools.
- Q: Would the pupils be able to get involved in coming up with names?  
A: Definitely.
- Q: Would a joint staff meeting for both schools be a good idea?  
A: Yes certainly. Probably best to be held in January after this current round of consultation, which ended on December 23<sup>rd</sup>.

With no further questions or comments, the meeting concluded at 4.40pm.

## **Sutherland Business and Enterprise College**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **Governors Meeting – 5.30pm 28<sup>th</sup> November 2011**

The meeting was attended by 6 governors, plus the Headteacher, Steve Wall.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: Is there enough money to build all the proposed new schools?

A: Yes, there is money from potential capital receipts, as well as the BSF funding.

Q: Concerns around change management – particularly key facts around the new governing body, leadership would need to be decided upon early, in order that work with the community could begin, ideally as soon as possible in January. There was a real need to support the schools in the intervening 3 year period. It was possible that appointment and retention of staff in that period would be very difficult. Ideally it would need a project manager.

A: We wouldn't disagree – clearly the Council needs to be a partner in this, working closely with all the trust partners in both schools.

Q: When would the sponsor be brought into this, and the governing body established?

A: The Trust partners from both schools would need to meet at a very early stage. It was possible that the Trust partners may decide to federate at a very early stage and the LA would be able to support this.

Q: What would happen if one of the schools showed reluctance to enter into proper liaison over the proposals?

A: Some compromise would need to be made between the trust partners – this was essential to build upon the successes of both schools. The Council would be happy to continue to broker these discussions, and identify why there was a reluctance in moving forward.

Q: Has a meeting been held with Wrockwardine Wood's governing body?

A: Not yet – due to be held on Thursday 1<sup>st</sup> December.

Q: The Wrockwardine Wood change to Trust status had a very low profile. When Sutherland acquired Trust status it was a major event. How long has Wrockwardine Wood had a Trust?

A: It was at least 18 months maybe even 2 years. It would be important for the future that the co-operative standard had a high profile. The governing bodies would need to begin talking to each other as soon as possible, to make sure co-operative standards are at the forefront of the new Academy ethos.

Comment: There was a concern that the profile of the consultation would not be particularly high in areas like Donnington, but would perhaps be of a higher profile in areas such as Priorslee.

Q: With regard to pupil projections, what if the expected numbers proved incorrect. There was expected to be a rise because of construction i.e. at Ketley, which may initially fill HLC places. Also changes to admissions could cause problems in future i.e. Academies will be able to increase their Published Admission Numbers – what impact will there be?

A: There will be opportunity to put in additional places on some sites because of the planned modular aspect of the buildings. It was also the case that Shropshire continued to suffer from declining school roles. It was difficult to ascertain the impact of Academies and their admission arrangements at this point.

Q: there were concerns about the potential for a 3 storey building. It was believed that a two storey building plus additions would be a better way forward.

A: It was our understanding that 2 storey building was the way forward.

Q: Is there enough recreational space at the new site?

A: We are told that there is enough space for 1050 pupils and the appropriate recreational space. We would be happy to organise a walk of the new site with representatives of the governors of both schools.

Q: It was felt that the management of the Leisure Centre should potentially fall under the jurisdiction of the school – Leadership for the whole site would be key.

A: It was difficult to comment on this as the model had not been considered yet. Certainly the operation of the Abraham Darby site was separately managed.

Comment: Entrances and exits to the site would be key, the issue of parking outside of schools is a Borough wide problem. Also conflict between Sutherland and Wrockwardine Wood is of concern if the schools are to work together.

Q: Sutherland would like to have a Post 16 offer. Perhaps an alternative to straight A Levels. They were investigating level 3 qualifications not offered by TCAT e.g. fabrication and high level engineering, which could lead to apprenticeships, plus proposition for students to stay on and take subjects like maths and English.

A: Jim Collins would be happy to discuss the issues further.

With no further questions or comments, the meeting concluded at 6.30pm.

## **Sutherland Business and Enterprise College**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **Parents/Open Meeting – 6.30pm 28<sup>th</sup> November 2011**

The meeting was attended by approximately 70 parents and members of the community, governors, plus the Headteacher, Steve Wall.

In attendance representing Telford & Wrekin Council were:

- Rachael Jones, Community Engagement Manager (Chair)
- Jim Collins, Head of School Improvement
- Paul Watling, Cabinet Member for Children and Families
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Steve Swain, School Organisation Admissions & Planning

The Chair opened the meeting and invited the panel to introduce themselves.

Jim Collins then began by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

- Q: Which area of land at the Leisure Centre site was to be used for the school, and how would it be accessed?
- A: The proposal was that the school be built on land adjoining the Leisure Centre. A meeting was due to be arranged with representative governors from both schools to look at issues around access and traffic. The new site would necessitate a sustainable travel plan.
- Q: If parents wished to move their children to Priorslee, how would the admissions criteria operate?
- A: The Governors would be responsible for setting the admissions criteria for the new faith Academy. It was proposed that priority would be given to pupils from the area it served, but up to 50% of pupils would be considered on faith grounds.
- Q: How would the schools be integrated together and how would it impact on teachers?
- A: Schools of course would want to retain their staff. In the intervening period they would continue to work to do this, however there was likely to be some natural turnover as there always would be over a 3 year period.
- Q: What about the leadership of the school, will it change?

A: This will form part of the process and would follow the appointment of a new governing body.

Q: What about Post 16 provision on site?

A: There were no plans for Post 16 provision from the new site. The options would remain as TCAT or New College, however Priorslee would have new provision.

Q: Will staff be made redundant and then need to re-apply for jobs in the new Academy?

A: It was still unclear from DfE how the process would need to operate. It was hoped that there would be a TUPE process but this was yet to be clarified. It would be the responsibility of the new Governing Body to decide upon the new staffing structure.

Q: A school is not just the building pupils are in, it is the pupils the staff and everyone involved. How would the schools integrate and create their new identity?

A: The council is already engaging with both schools to work out how best to retain the best qualities of both schools and help ensure they work together.

Q: It is important that children retain their individuality, this was much harder in a larger school. Also won't a larger school result in a much busier site at the beginning and end of the school day?

A: It was agreed that it was important to maintain the individuality of pupils, and good internal organisation and leadership was paramount to this. With regard to the start and end of the school day, it would need to be very carefully planned and traffic solutions would need to be considered very early on in the process. Where there is good practice at other school sites we could learn from this.

Q: Aren't there too many pupils between the schools for one site?

A: It is proposed that the new Priorslee Academy serve some of the current Wrockwardine Wood area, plus medium term the numbers coming through from primary schools are lower.

Q: Isn't the proposal reducing parental choice in the area?

A: It will remain the case that parents can express a preference for any school within the Borough and beyond.

Q: What about school uniform changes? Some families may struggle having to afford new uniforms.

A: It would be a governors decisions on what the new uniform may look like. Possibly the Academy sponsors would have a view on affordability – an example was when Abraham Darby offered subsidies for new uniform when they converted to Academy status.

Q: How will tutor groups be organised?

A: Senior staff and governors will have to set up the new model. This would be resolved within the intervening period prior to opening.

Q: Would classes be a lot different than now i.e. larger?

A: Currently Sutherland as a small school can have smaller classes. Possibly in a new larger school this wouldn't be so likely due to it's size.

Q: Would we be able to revert to the original proposal?

A: If there was overwhelming opposition to proposals, cabinet would have to take account of it in their decision making. In theory, strong opposition would mean they would need to revisit proposals.

Q: If it didn't go ahead, is it the case that the other proposals would also not continue?

A: The proposals for the whole Borough are to some extent interrelated. The programme was on a Borough wide basis, and attempted to improve the outcomes for all children.

Q: How was it possible to build 7 new schools with less money?

A: The different design model was a more efficient process, and delivered better value for money. Also the capital receipts from land sales would be realised.

Q: What would happen to the current Sutherland site?

A: Redevelopment of the land would be planned – this could be housing, commercial, retail etc., but it would be developed.

Q: What is the framework in place to ensure a good education will result for pupils from the merging of the schools, and how will transition be managed?

A: We weren't in a position to provide detail until further into the process. Many decisions will be made by the Staff and Governors. If this proposal wasn't being pursued, the likely outcome would be that one or both schools would at some future point become unsustainable, making it much harder to maintain the current levels of attainment.

Comment: Both schools have very established communities, there are concerns that the timeframe should not be rushed. It will need lots of work to implement the bringing together of communities. It would need change management ideally starting now.

Q: Integration should start as early as September 2012. When would the details of transition be known?

A: Details would be provided through further consultation/website etc. It was the School Councils' view that transition arrangements should start now.

Comment: A pupil had returned home today very positive about the proposals. Both the current schools were decades old. It had to be a positive thing and would be a great development.

Q: Would a change in Government change any of these plans?

A: Once contract has been signed it should be guaranteed, however it was never possible to give 100% certainty.

The meeting was brought to a close at 8pm, and it was reiterated that views could be made via the website at [www.telford.gov.uk/bsf](http://www.telford.gov.uk/bsf) and by email or in writing before 23<sup>rd</sup> December 2011.

## **Wrockwardine Wood Arts College**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **School Council Meeting – 2pm 1<sup>st</sup> December 2011**

The meeting was well attended, with approximately 30 pupil representatives of the school, and the headteacher, John Jones.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background reasons for the consultation process, and presented a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: Why WWAC and Sutherland? The school communities don't get on.

A: Is it still the case schools don't get on or is this a legacy or historical opinion? If this is the case, why don't they work well together? There has been no evidence presented that this still is the case other than in the memories of some people.

Comment: Certain groups of people don't get along between the schools, not the whole of the school.

Q: Sutherland doesn't have as good a reputation, although it has been better recently.

A: Pupil behaviour at Sutherland is on a par with other schools, including WWAC. WWAC results are very good, in fact they will be the best results for non-selective schools within the Borough when results are announced soon. Last year, Sutherland had the best non-selective GCSE results for A-C including English and Maths.

Q: WWAC was originally meant to have a 6<sup>th</sup> form when it was proposed to move to Priorslee. What happened with this?

A: it is still proposed that there will be Post 16 provision at the Priorslee site, but not at the new Oakengates site. There was a trial of 6<sup>th</sup> form provision at WWAC but it was not continued. The reason it is still remaining as part of the Priorslee proposal is that BRJ currently offers 6<sup>th</sup> Form provision.

Q: What about the fact the school leaving age is moving to 18?

A: This won't mean all 16+ will be in a school based environment, some may be in training or work based training. In 2008 67% of year 11 pupils stayed on, by Sept 2011 the percentage staying on was 91%. Therefore it is only needed

to provide for an additional 9% now. So there is no need to build much additional capacity for Post 16 on this basis.

Q: WWAC pupils have never had the opportunity to sit down and discuss issues and talk together, so it could actually be a good thing, it's just never been done.

A: Excellent point. Sutherland pupils have said very much the same. It was suggested at their meeting that perhaps School Councils could get together initially.

Q: What about each schools current Specialisms?

A: Both the schools Specialisms have been highly successful – the new proposals would build on both. The decision on what the school would specialise in would be made by Governors and Trustees of the new Academy.

Q: Subjects between the schools are completely different, which may be one of the causes for their mutual dislike.

A: Both schools do the same subjects, however not to the degree that each one specialises in.

Q: How many teachers will lose their jobs?

A: Hopefully none – looking at the school serving 1050 pupils. Some may wish to go to the new Priorslee rather than Oakengates however.

Q: Will there be enough places for all pupils? What about people moving into area?

A: Yes, pupil place planning has been taking place for a long time looking at proposals. Some way down the line it may need revisiting as the area grows, but currently both schools have falling rolls, amongst others in the Borough.

Q: WWAC is getting less out of the proposals than Sutherland. There will be less space at Oakengates so what about families in St George's?

A: St George's area pupils will likely have a choice between Oakengates and Priorslee. It's not yet been agreed that St George's will be in area for Priorslee, it's still being discussed.

Q: What about the originally proposed auditorium (theatre) at Priorslee?

A: This isn't part of the proposal any longer for either site unfortunately.

Q: The new site would be small, so less opportunities.

A: There is enough room for the school and it's facilities at the new site.

Q: What about transport for pupils who live further away?

A: Transport is only available to pupils who live more than 3 miles away from their designated school.

Q: What would the new school name be?

A: This would be a decision to be made by governors.

Q: Is it true that Sutherland have a 3d theatre?

A: Not quite – they certainly have a 3d projector located in one of the Learning resource areas.

Q: As standards are good at both schools, why can't they remain as they are?

A: It is expected that the proposals will continue to make the education of both schools stronger. If they were to begin to plan to work together now, building on good practice, a lot can be achieved before 2014.

Q: Aren't there mineshafts at the Oakengates site?

A: Yes, but considerable geotechnical work has been ongoing since 2008 identifying the issues. The land will be 100% safe. It would be desirable to have the Leisure Centre facilities upgraded at the same time, however this was unlikely as it wouldn't be financed through BSF.

Q: What if Yr 11 want to go to 6<sup>th</sup> form, what is on offer?

A: There will be additional provision at Priorslee which can be applied for, and the options that are available currently. There will be 6<sup>th</sup> form provision at TCAT, New College, Priorslee, Newport, Abraham Darby, Madeley Academy, Lord Silkin. It would never have been affordable to offer 6<sup>th</sup> form provision at every school unfortunately.

Q: Won't the move to a new building affect pupils' education?

A: It would likely have had an impact if either school were refurbished on their current site, however as it is a new site it was unlikely as pupils would just move in when it was ready.

Q: Concerned that St George's children won't want to come to WWAC any longer.

A: It may be that they will want to go to Priorslee, but they could still express preference for the new Oakengates.

Q: How will the new Priorslee site cope with both the BRJ pupils and it's new attendance area?

A: Only 50% of places will be offered to faith pupils it is expected. The other 50% are expected to be from the local area.

It was reiterated that those wanting to make further comments and ask further questions could do so via the website and email address. The meeting concluded at 3.15pm.

## **Wrockwardine Wood Arts College**

### **Building Schools for the Future Consultation on Secondary School Provision Staff Meeting – 3.30pm 1<sup>st</sup> December 2011**

The meeting was well attended by approximately 40 staff, including the Headteacher, John Jones.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Steve Newell, Senior Human Resources Officer
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: Can you guarantee that no one would lose their jobs?

A: No this can't be guaranteed. There are however 2 schools both of 1050 capacity which would be opening in 2014. What the staffing structures would be like cannot be known at this point. It was to help address the problem of surplus places, not to get rid of staff.

Q: Government has recently announced 700,000 public service jobs are to go. Would it not be fairer as part of this process to carry out an appointment process which incorporated all staff across the Borough, rather than just Sutherland and Wrockwardine Wood? It is expected from own calculations that 30 jobs (teaching and non-teaching) would go.

A: Redeployment across the LA would be very difficult as schools move more and more away from authority control. There will still be needed the staff to teach the pupils, but removal of excessive surplus places is a necessity.

Q: How much sway will the Local Authority have if considering the new school to be an Academy? How 'co-operative' can it be?

A: Discussions are ongoing with the Schools Co-operative Society, who are committed to an Academy model that adopts shared values. We have a situation where recently DfE have said they expect all new schools to be Academies.

Q: There may need to be redundancies between now and 2014 as the communities feelings about the schools are deep rooted.

A: This is why it is very important that the transition period was managed well to ease potential difficulties as far as possible.

Q: Have the primary feeder schools been consulted? Many won't want to consider it because of Sutherland School.

A: The pupils won't be going on to Sutherland, it will be a brand new entity incorporating the best elements of both schools. It must have the vision early on that the proposal will succeed, and take the strengths of both co-operative schools forward.

Comment: having lived in the community, would not send own children to a combined or merged school.

Q: WWAC attainment has been growing steadily. The Sutherland has had a good year however it is not as stable.

A: The good practice of both schools would be able to be called upon under these proposals. It is not the intention of the proposals to dismantle this success.

Comment: The reward for achieving better standards seems to be that the school is closed and the staff broken up.

Q: Staff cannot sell this new model knowing that their jobs are under threat. Need to know the staffing model to be able to get this right.

A: There are inevitably staff changes in the intervening period up to 2014, this was a natural change, but it is difficult to give any clearer answers at this point, being still at the proposal stage. None of the plans have been designed to get rid of staff.

Q: Before the change in Council administration this year, Staff were selling the move to Priorslee to parents. BRJ 6<sup>th</sup> form is failing – how will this be sold to Priorslee parents? How will the perception be changed?

A: Priorslee will be a completely new school, it needs to be sold in that way. The ethos may take time to embed but working from now up to 2014 that can be achieved. Don't agree that BRJ 6<sup>th</sup> form is failing, however it is unsustainable in the longer term in its current form.

Q: What will happen to the results in a new school? Don't believe this is about children's futures, but about finance.

A: As Head of School Improvement, it is my role to raise standards across the Borough – wouldn't be promoting this if didn't genuinely feel it was the best way forward.

Q: Wrockwardine Wood is the most likely to be affected job wise. Are there only 2 models being considered under these revised plans? If so it can't really be sold to staff as it entails job losses.

A: Because of the impact of surplus places, if nothing were to be done, in a few years it may be that secondary school budgets could become unsustainably low, and we'd have to be looking at school closures rather than these current proposals.

Q: What about BRJ merging with Sutherland? Is there a third option?

A: The proposals we have now were formed from the views of the Council's Cabinet, and the decision will depend on the outcome of the whole consultation. As part of the previous BSF plans, it was the case that some families were dismayed that they may have to travel to Priorslee for instance. If people wish to propose another way, please feedback and Cabinet will consider all responses in January.

Q: Is the decision already made? Will no new models be considered?

A: All comments will be considered at the end of the consultation, and the decision made will depend on the whole of the feedback. It could be that there may be more support for the plans than opposition once the consultation is completed. Cabinet would not make a decision that was detrimental to children.

Q: Staff are passionate about their work with the children at Wrockwardine Wood, and parents know this. It's likely parents wouldn't send their children to a school which is expected to merge with another.

A: Transition is very difficult in any circumstances, but not if it is managed well. There would still be transition and upheaval for pupils, albeit in a different way, if the plan was that Wrockwardine Wood still relocated to Priorslee.

Comment: The rationale behind the proposals is probably quite good, but in the meantime there would be a lot of heartache. This is why Cabinet should look at staffing across the Borough as a whole.

Comment: I have worked at Sutherland previously and would not consider sending my own child there.

Q: Academy status would take HR out of the remit of the Local Authority. How will Teacher's Pay and Conditions be considered?

A: That would be the responsibility of the Governing Bodies of new Academies, but the LA would support their adoption of Terms and Conditions in line with national agreements. This would certainly be helped by their being Co-operative Academies.

Q: My daughter will become of secondary age in September 2013, are you suggesting she won't experience any upheaval?

A: It doesn't have to follow that due to the merger, standards will fall. With enough planning and support it can be a successful process.

Q: The LA had asked staff to help sell the vision for the former proposals to parents, but now the vision had changed. Will it change again if there were a change in Central Government?

A: Can't give any guarantees, as circumstances do change. We need to be honest with people that the rules have changed, which has prompted the revisions.

Q: Are there any examples of previous mergers that have worked to raise attainment?

A: HLC can be considered as a successful project.

Comment: There may be more positive comments across the Borough as a whole, but Sutherland and Wrockwardine Wood will be negative. It is Wrockwardine Wood which is taking the hit on the removal of places. The coverage in North East Telford for Post 16 provision will remain poor.

Q: It is the case that the school want to be the best, with the best staff, but it is more likely that the good staff will leave before the new school opens.

A: This is why we need to get staff 'on board' with the proposals to ensure it can be successful.

Comment: Previous mergers have not gone smoothly. As a new Academy it cannot be guaranteed that current terms and conditions will be adopted.

Q: Senior Management is one of the drivers for successful schools. If two sets of teachers come from separate schools, they need strong management to continue.

A: Agree 100%. It is important to start working now, to build on the combined success of both schools.

Q: It is likely pupils will have a change in their subject teachers, and this would particularly affect year 11. There is the potential for that bond to be lost and impact on grades.

A: There are certainly benefits in continuity. The September 2014 Year 11 would definitely be those that would need the most support. The new proposal would need a robust change management plan.

Comment: If there are to be job losses, it will be harder for the non-teaching staff to secure other jobs.

Q: Some parents in Donnington send their children to Wrockwardine Wood because of conflict within the local community. If Wrockwardine Wood were to move to Priorslee it would alleviate this. Why not move BRJ to Sutherland instead?

A: As BRJ is currently a faith based provision, the new proposed school must keep this status to maintain diversity of provision in the area, but Cabinet would be able to consider these comments.

Q: Over the last few years, Wrockwardine Wood has had to make a number of redundancies. If there are less children in the period up to 2014, that will continue.

A: Yes it would unfortunately. Therefore the approach the proposals needs to be in a positive way.

Q: What if the school applied for Academy status now?

A: It would not be for the LA to decide, but the risk may be that BSF funds were redirected to support other proposals if the school were to remain but as an Academy.

The meeting concluded at 5.15pm.

## **Wrockwardine Wood Arts College**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **Governors Meeting – 5.30pm 1<sup>st</sup> December 2011**

The meeting was attended by 9 governors, plus the Headteacher, John Jones.

In attendance representing Telford & Wrekin Council were:

- Jim Collins, Head of School Improvement
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Paul Watling, Cabinet Member for Children and Families
- Steve Swain, School Organisation Admissions & Planning

Jim opened the meeting by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: How can we make an informed decision, without all the information, before 3<sup>rd</sup> May?

A: The Local Authority cannot determine some matters, which would remain up to the governors of the new proposed school.

Q: The school currently has very strong English and Maths departments. It would be important to harness these strengths and retain the expertise during the potential period of uncertainty.

A: It wasn't necessary to wait until after 3<sup>rd</sup> May to begin working together, but it is understandable that some see it as a barrier at this point.

Q: This would amount to the school being split up. For instance, no longer serving the St George's area, which is around one third of the intake. The school cannot go forward as it is under these proposals.

A: The outcome for the St George's area has not been determined yet. It should be borne in mind that at the root of the decision making is the need to rationalise surplus places.

Q: Staff uncertain about their future have already been raising concerns, so it is already unsettling.

A: It was important to keep the goal in mind, but it was not possible to give staff guarantees at this point. We must reiterate that we want to take forward the best of both schools.

Q: This proposal was coming across as a 'done deal' rather than a consultation. However it appeared that the majority didn't want this to happen.

A: It was considered that this proposal was a better opportunity for children and young people. It is a genuine consultation process- ideas and concerns will be taken on board, and Cabinet will have to make decisions based on the whole proposals.

Comment: There seems little point in planning for this when the last set of plans was pulled.

Q: If proposals are Borough wide, how can it be fair if only Sutherland and Wrockwardine Wood are the schools which are merging?

A: The process has to look at the whole plan, rather than at schools in isolation. The proposals have been made as they are believed to result, if agreed, in better outcomes for children and young people. However the LA is fully aware that it is disappointing to many as it differs to the original proposals, and involves different partners.

Comment: It seems the local communities are being considered as less important than other areas in the Borough, as they do not warrant consideration for a 6<sup>th</sup> form. Under these revised proposals the school would lose the intended new auditorium. Also, Sutherland have their own Business and Enterprise specialism. The outcome of a merger will be to dilute or water down the specialisms.

Q: Very conscious that intervening 3 years will see children leave and staff find new jobs. For instance, what will happen to the attainment of pupils in Year 10?

A: How we move forward is really important – the issues need to be dealt with as early as possible. It can be made to work, and learn from the mistakes of the past. We would not countenance a plan that saw improvement fail.

Comment: The previous merger of John Hunt and the Manor was handled poorly. They were pushed together, and it wasn't managed well between the communities.

Comment: The whole Wrockwardine Wood structure has changed, built around the readiness to move to Priorslee. The structure would have to change again to build up to a Co-operative Academy. The performing arts status of the school has attracted pupils. Wouldn't want to lose this.

Q: There is a likelihood that children will leave and disenfranchise those pupils in the interim.

A: This is why it is important to move ahead positively.

The meeting concluded at 6.30pm.

## **Wrockwardine Wood Arts College**

### **Building Schools for the Future Consultation on Secondary School Provision**

#### **Parents/Open Meeting – 6.30pm 1<sup>st</sup> December 2011**

The meeting was attended by approximately 100 parents and members of the community, staff and governors, plus the Headteacher, John Jones.

In attendance representing Telford & Wrekin Council were:

- Andy Challenor, Community Engagement Manager (Chair)
- Jim Collins, Head of School Improvement
- Paul Watling, Cabinet Member for Children and Families
- Kathy Swallow, Service Delivery Manager, Integrated Planning, Placements & Commissioning
- Steve Swain, School Organisation Admissions & Planning

The Head opened the meeting and the Chair explained the format of the meeting.

Jim Collins then began by setting out the background to BSF and Telford & Wrekin's inclusion in the programme. He presented the reasons for the consultation process, and showed a series of slides detailing the proposals now being consulted on.

The following questions and comments were raised during the meeting:

Q: Now that the leaving age is going up to 18, why is the new school planned only for 11-16?

A: It actually means that children must be in education or training up to the age of 18. In 2008, 67% of year 11 pupils were staying on beyond 16. By September 2011, that figure is already 91%. Therefore it is only necessary to provide for an additional 9% of the cohort. Therefore there is no identified need at every school in the Borough.

Q: Why has the proposed plan changed? And will it change again?

A: When Labour took power locally in May, they asked officers to revisit proposals. It wasn't possible to make an announcement until after the Secretary of State had given permission to pursue revised proposals.

Q: The area will be losing 2 schools and the intended 6<sup>th</sup> form. Isn't this unfair?

A: There is still to be a 6<sup>th</sup> form for the original proposed site at Priorslee. One of the drivers for revising plans was the need for removal of surplus places.

Q: Why is BRJ moving to Priorslee rather than Wrockwardine Wood? Why can't Sutherland merge with BRJ?

A: There is a need to make schools sustainable financially. It wasn't believed that closing any school was the best way forward. By moving BRJ to Priorslee, it releases land that can be sold to support the proposals.

Q: It is a bad idea to have pupils having to change schools at year 11 to access 6<sup>th</sup> form elsewhere. Won't BRJ pupils get priority for their 6<sup>th</sup> form places?

A: The admission arrangements for the 6<sup>th</sup> form cannot yet be determined. It will be for the governors to decide, but must operate within the terms of the Admissions Code of Practice.

Q: Mergers run the risk of losing good people. Wrockwardine Wood can't afford to lose good teachers if threatened with merger.

A: Don't want to lose any teachers, the proposed plan would need to be managed to ensure it capitalises on success.

Q: Will there be selection at the new school?

A: There will be no selective criteria in the new Co-operative approach. The Council wants to see principles and values across Telford & Wrekin to apply to all schools.

Q: Isn't it the case that a new 1050 place school will not be able to accommodate all the pupils?

A: It is projected that the school will be large enough for all those wishing to attend.

Q: Parents chose the school due to the excellent standard. How can it be ensured that these standards will remain?

A: Wrockwardine Wood has achieved very good results, and will again this year. However last year Sutherland also had the best results in the Borough for non-selective schools.

Q: What about pupils who will no longer be in the attendance area?

A: Pupils who are already in the schools will not have to change schools. It is expected that the sibling criteria for younger pupils transferring would remain in the admission criteria.

Comment: 70 to 80 pupils go to Idsall currently, this is why Telford & Wrekin Schools are undersubscribed. These would come back into the Authority if Wrockwardine Wood were going to Priorslee.

Q: The status of the new Priorslee school as a Christian Faith Academy does not meet some families needs as they don't want a faith school.

A: It is believed that it would be a popular choice for local people and those wanting a faith school. This has been successful elsewhere in the Country, Hope Academy in Liverpool being a prime example.

Q: It is not the building which educates pupils, it is the staff. Staff will be lost in the short term. Grades will be affected.

A: It is important to learn from mistakes that have been made in the past with merger. As soon as there is a decision made on these proposals, and if they are agreed, there will be a need to make staff feel secure and supported immediately so that plans can move forward.

Q: The proposals don't look after the needs of people in the North East of Telford. How come Charlton for instance isn't impacted by proposals?  
A: Sutherland and Wrockwardine Wood both have surplus places, as do a number of other schools. It is important that schools are sustainable. Charlton is currently oversubscribed.

Q: What if neither school wants to merge? Is it already decide that they will?  
A: No – Cabinet must make a decision in January taking into account views from across the Borough.

Q: As this is due to take place if agreed from September 2014, what if parents want a place at BRJ? Where do they apply?  
A: About 1 year before it would be clear whether the planned school was to open on time. Transportation would need to be considered if it were to face any delays. It would be much clearer nearer the time.

Q: The pupils shouldn't be made to feel miserable, which they did currently.  
A: We met with the Student Council earlier today, and Sutherland's on Monday. There were some positive points from both meetings. Cabinet will have to consider all the points made from across the Borough.

Q: New school won't be fit for purpose, it isn't big enough, there is no 6<sup>th</sup> form. The new Priorslee school will not be part of this local community.  
A: This isn't planned to be letting the community down – the 6<sup>th</sup> form for instance was always planned to be located at Priorslee.

Q: Students are going to feel uncomfortable moving into a school with hundreds of strangers.  
A: If the proposals get the go ahead, it will be important to ensure they are not strangers by the time the changes would go ahead. The schools would begin to work together long before any physical changes in 2014.

Q: Who would actually be in charge at a new Academy?  
A: There would be a new shadow Governing Body set up for the Academy who would run the school on behalf of the Academy Trust.

Q: When the schools came together this would likely prove to be disruptive, and would make things unstable.  
A: The example of the Hope Academy in Liverpool proved it could be otherwise – the two previous schools planned together to ensure it was a success.

Q: The risk was that parental perception would be lowering during the intervening years. The number of pupils would need to be kept up to ensure the budget was there to retain the best teachers.  
A: Agreed. This would need to happen. Surplus places is the main reason for lack of funding. It was important that plans are thought of positively.

Comment: Parents could contact their Local Councillors or MPs with their views also.

The meeting was brought to a close at 8pm, and it was reiterated that views could be made via the website at [www.telford.gov.uk/bsf](http://www.telford.gov.uk/bsf) and by email or in writing before 23<sup>rd</sup> December 2011.

**BSF Capital Programme summary comparison with new build Charlton**

	Projected Expenditure 2011/12	Projected Expenditure 2012/13	Projected Expenditure 2013/14	Projected Expenditure 2014/15	Projected Expenditure 2015/16	Projected Expenditure 2016/17	Projected Expenditure 2017/18	Projected Expenditure 2018/19	Total
<b><u>Latest Capital Programme to include Charlton new build</u></b>									
Prudential Borrowing	7,133	(513)	(3,113)	166	3,557	3,261	(345)	(5,350)	4,797
Gov Grant	25,288	31,248	46,598	19,090	7,327	3,865	640	1,659	135,715
External	768	0	0	0	0	0	0	0	768
Revenue	(333)	0	0	0	0	0	0	0	(333)
Capital Receipt	0	6,000	4,780	4,970	7,900	1,250	0	4,750	29,650
Borrowing Approval	1,268	0	0	0	0	0	0	0	1,268
<b>Sub-total BSF</b>	<b>34,124</b>	<b>36,736</b>	<b>48,266</b>	<b>24,226</b>	<b>18,784</b>	<b>8,376</b>	<b>295</b>	<b>1,059</b>	<b>171,865</b>
<b><u>Base model following consultation</u></b>									
Prudential Borrowing	6,138	3,955	(131)	1,399	(6,502)	6,307	(6,058)	(44)	5,064
Gov Grant	25,288	18,718	40,256	32,130	13,417	1,788	340	1,359	133,297
External	768	0	0	0	0	0	0	0	768
Revenue	(333)	0	0	0	0	0	0	0	(333)
Capital Receipt	0	2,300	7,750	5,470	7,900	1,250	6,000	0	30,670
Borrowing Approval	1,268	0	0	0	0	0	0	0	1,268
<b>Sub-total BSF</b>	<b>33,128</b>	<b>24,973</b>	<b>47,874</b>	<b>39,000</b>	<b>14,816</b>	<b>9,345</b>	<b>282</b>	<b>1,316</b>	<b>170,734</b>
<b><u>Variance</u></b>									
Prudential Borrowing	(995)	4,468	2,981	1,233	(10,059)	3,046	(5,713)	5,306	267
Gov Grant	0	(12,530)	(6,342)	13,041	6,090	(2,076)	(300)	(300)	(2,418)
External	0	0	0	0	0	0	0	0	0
Revenue	0	0	0	0	0	0	0	0	0
Capital Receipt	0	(3,700)	2,970	500	0	0	6,000	(4,750)	1,020
Borrowing Approval	0	0	0	0	0	0	0	0	0
<b>Sub-total BSF</b>	<b>(995)</b>	<b>(11,762)</b>	<b>(391)</b>	<b>14,774</b>	<b>(3,969)</b>	<b>969</b>	<b>(13)</b>	<b>256</b>	<b>(1,131)</b>

Note - it can be expected that for every £100k borrowed to fund BSF capital expenditure, there will be a £7k per annum charge to the revenue budget for associated borrowing costs i.e. Interest and repayment

## Cost of borrowing calculation

	Projected Expenditure 2011/12	Projected Expenditure 2012/13	Projected Expenditure 2013/14	Projected Expenditure 2014/15	Projected Expenditure 2015/16	Projected Expenditure 2016/17	Projected Expenditure 2017/18	Projected Expenditure 2018/19	Total
<b>Current Programme</b>									
Interest @ revised rates	178.3	103.1	88.6	107.7	245.4	398.8	464.4	336.2	1,922.6
mrp/principal - over 60 yrs*	0.0	118.9	110.3	58.5	61.2	120.5	174.9	169.1	813.4
<b>Total cost of short term borrowing</b>	<b>178.3</b>	<b>222.0</b>	<b>199.0</b>	<b>166.2</b>	<b>306.6</b>	<b>519.3</b>	<b>639.3</b>	<b>505.4</b>	<b>2,736.0</b>
<b>Updated programme</b>									
Interest @ revised rates	153.4	121.7	175.5	319.8	364.9	360.6	366.2	228.9	2,091.0
mrp/principal - over 60 yrs*	0.0	102.3	168.2	166.0	189.3	81.0	186.1	85.1	978.1
<b>Total cost of short term borrowing</b>	<b>153.4</b>	<b>224.0</b>	<b>343.7</b>	<b>485.9</b>	<b>554.3</b>	<b>441.5</b>	<b>552.3</b>	<b>314.0</b>	<b>3,069.1</b>
<b>Variance</b>									
interest	(24.9)	18.6	86.9	212.1	119.6	(38.2)	(98.2)	(107.4)	168.5
mrp/principal	0.0	(16.6)	57.9	107.6	128.1	(39.5)	11.2	(84.0)	164.7
<b>Total cost of short term borrowing</b>	<b>(24.9)</b>	<b>2.0</b>	<b>144.7</b>	<b>319.7</b>	<b>247.7</b>	<b>(77.7)</b>	<b>(87.0)</b>	<b>(191.4)</b>	<b>333.2</b>

**Appendix C**

## **TELFORD & WREKIN COUNCIL**

**CABINET - 26<sup>th</sup> APRIL 2012**

### **OUTCOME OF THE LIBRARY SERVICE REVIEW**

**REPORT OF ASSISTANT DIRECTOR: CUSTOMER & PEOPLE SERVICES**

**LEAD CABINET MEMBER: Cllr Arnold England - Leisure and Well-being**

#### **1. PURPOSE**

- 1.1 To inform Cabinet of the outcomes of the Library Service Review and to recommend the adoption of new library opening times informed by the recent public consultation findings

#### **2. SUMMARY**

- 2.1 In order to achieve the required 20% staffing and non staffing savings target the library service has recently completed a service review to ensure that it continues to meet community need and enables the Council to fulfil its statutory obligations of the Public Libraries & Museums Act, 1964
- 2.2 A decision **not to** close any of the 9 libraries, preferring to make savings through a reduction in opening hours has been the main objective along with our co-operative values of seeking, where possible, to co-locate with other partners in order to save building related costs, prompted a service review which recommends that:-
- There should be a new approach to providing a service from our four Main busiest Libraries (Telford, Wellington, Newport, Madeley) and our 5 neighbourhood libraries (Dawley, Donnington, Hadley, Oakengates and Stirchley).
  - The introduction of a First Point Service at the 4 main busiest libraries in order to enhance access to other council services outlined in a report to Cabinet 29<sup>th</sup> March, 2012.
- 2.3 The council initially consulted with town and parish councils mostly affected by the proposed reduction in hours from October 2011 – January 2012, to explain its intention to continue funding:-

16 hours per week at each of the 5 neighbourhood libraries  
35 hours per week at Madeley and Newport Libraries  
46 hours per week at Telford and Wellington libraries

It should be noted that the 5 Neighbourhood libraries equate to 25% of all library customers with the remaining 75% accessing services at the 4 main libraries

Following this consultation Great Dawley Parish Council offered to support its local library by providing 2 year funding to 'buy back' the 5 hours per week which would have otherwise been lost at Dawley Neighbourhood Library.

Stirchley & Brookside Parish Council are actively considering co-locating with Stirchley library to share building costs with proposals being developed and plans in place to bring about the change by September 2012. The introduction of self service technology will also allow access to library stock beyond the staffed 16 hours per week by Librarians with customers serving themselves and scanning their own books in and out which would be overseen by Parish Council staff .

In respect of Oakengates Library which is already co-located at Oakengates Theatre plans are in place to introduce self-service technology which would see theatre staff able to oversee access to books over and above the 16 hours funded, similar to the approach proposed at Stirchley Library.

The library service is continuing to consult with other town and parish councils throughout this process pursuing any and all opportunities for partnership working to sustain the library offer.

2.4 Public consultation with current library users and local residents was undertaken between January – February 2012. Key questions included:-

- when people would most like the libraries to be open ?
- what books & other resources they would like to borrow ? and
- what other facilities and services they would like to access ?

2.5 The raw data is available for anyone wishing to access this however, the revised opening times below have been based on meeting the majority of residents requests and are presented below for cabinet approval. Please note where the Library has the advantage of being co-located with another partner the Library will remain open outside of the funded 16 hours of a Librarians time but with a self service option only

2.6

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Telford	10-6	10-6	10-6	10-6	10-6	10-4
Wellington	10-6	10-6	10-6	10-6	10-6	10-4
Newport	10-4	10-5	10-6	closed	9.30-5	9.30-4
Madeley	10-5	10-5	closed	10-6	10-5	10-4
Dawley	Closed	9.30-1 1.30-5	9.30-1	Closed	9.30-1 1.30-5	9.30-1
Donnington	10-2	Closed	1-5	Closed	10-2	10-2
Hadley	10-1 2-5	Closed	2-5	Closed	1-5	10-1
Oakengates	10-4				10-4	10-2
	<b>Access to the library is available at all other times when the box office at the theatre is open through use of self service technology</b>					
Stirchley	10-1	2-5	2-5		1-5	10-1
	<b>Access to the library is available at all other times when the Parish Council is open to the public through self service technology</b>					

### 3. RECOMMENDATIONS

- 3.1 Approve the new delivery model of 4 main libraries and 5 Neighbourhood Libraries**
- 3.2 Approve the new library opening times informed by a recent programme of public, partner & employee consultation which will come into effect from August 2012 and endorse the approach to self service where libraries benefit from being co-located with partner services to reduce the impact of the reduction in Librarian hours.**
- 3.3 Acknowledge the introduction and opportunities of a First Point service at the 4 main libraries following the pilot at Wellington Library which commenced on 2<sup>nd</sup> April, 2012 and reported to Cabinet in a separate report on 29<sup>th</sup> March, 2012.**

### 4. SUMMARY IMPACT ASSESSMENT

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	A co-operative council working with the community
	Will the proposals impact on specific groups of people?	
	Yes	A full community impact assessment is available
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	The 20% staffing savings target for the Library Service is £218,920. The new Library opening times were taken into account when costing up the new staffing structure for the Library Service and will therefore assist in meeting this target. Non staffing savings totalling £111,472 are also required of which £38,120 have also been put forward for 2013/14 which are to be achieved through reducing the overheads of the 5 neighbourhood Libraries following a reduction in opening hours and from any benefits arising from co-locating services.
<b>LEGAL ISSUES</b>	Yes	These proposals enable the Council to continue to meet it's statutory obligations under the Public Libraries & Museums Act 1964 as outlined in paragraph 5.1 of this report. Any impact on staffing will be addressed as part of the Council-wide restructuring programme.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	These proposals deliver a sustainable library service, providing co-operative opportunities with town and parish councils and other partners including schools as part of the BSF programme longer term
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	Residents can use any public library in the borough; proposed opening times are sustainable and have been informed by public opinion

## 5. INFORMATION

### 5.1 Background

Local councils have a statutory duty to run public library services according to the Public Libraries and Museums Act, 1964. The Act says a local authority which is a library authority must “provide a comprehensive and efficient library service for all persons . . . whose residence or place of work is within the library area of the authority or who are undergoing full-time education within that area”. Its stock . . . must be “sufficient in number, range and quality to meet the general requirements and any special requirements both of adults and children”.

In Telford & Wrekin the service is delivered via a network of 9 static and one mobile library in towns & neighbourhoods across the Borough. This core service is further enhanced with direct deliveries to housebound customers; collections in community based centres, a developing virtual library available 24/7 & free to use Internet access at all sites

### 5.2 The delivery model:

All 9 static libraries will remain open through a new delivery model of

#### 5.2.1 4 Main Libraries (Madeley, Newport, Telford and Wellington)

These libraries will be centres of excellence, providing the main focus for library services and activities and delivery of First Point services, situated in the South, West, North and Centre of the Borough which will allow customers to access a number of other council services including; **requesting a service** e.g. requesting an additional bin, **making a payment** e.g. council tax, **reporting a problem** e.g. Anti Social Behaviour. Opening times will be reconfigured to reflect traditionally busy times

#### 5.2.2 5 Neighbourhood Libraries Dawley, Donnington, Hadley, Oakengates and Stirchley

Libraries which will provide a core targeted service for the local communities in which they are located. Through listening and responding to what customers say about the books they would like to find at their local library and the times they would like the library to be open. Many of these libraries benefit from being either co-located with other services or through occupying adjacent buildings; discussions are ongoing to identify other co-operative opportunities to sustain the Library Service Offer and where possible to further share building and operating costs.

#### 5.2.3 Direct delivery

The Library Service delivers directly to priority communities, groups and individuals through a range of inventive and complimentary means and there are no proposals to make changes to any of the following services including:-

- The Mobile Library
- The Home Library Service for people who cannot get to their local library and need assistance.
- Deposit collections in community settings e.g. community centres, residential homes
- Targeted services for priority groups delivered through outreach visits and activities

- Virtual Library delivered 24/7 direct to customers' computers which we will continue to develop as demand for this delivery channel increases

### **5.3 Consultation results**

These can be found under Appendix 1

### **5.4 Community Impact Assessment**

Available in Appendix 2

### **5.5 Implementation**

The new pattern of library opening times will be introduced from August with the implementation of a new staffing structure required to meet the 20% staff savings target

#### **Report prepared by**

Sharon Smith, Library Services Manager  
01952 382881

## **TELFORD & WREKIN LIBRARY SERVICE REVIEW, 2012 (Public consultation findings)**

### **Background to the consultation**

Telford & Wrekin Council faces its most difficult financial situation ever, due to unprecedented cuts in Government grants which mean a budget saving of £40m by 2014.

To help find those savings a review of the public library service proposed that, in order to maintain the current spread of 9 libraries across the borough, there would be a need to reduce opening hours.

In providing a fair, equal, affordable and sustainable service right across the borough we are proposing that opening hours at neighbourhood libraries in Donnington, Hadley, Oakengates and Stirchley are all reduced to 16 hours per week; Great Dawley Parish Council subsequently offered funding to help maintain opening hours at Dawley library (where open hours would have also been reduced) at its present 21 hours a week

### **What customers were asked to comment on**

Library customers and local residents were invited to take part in a public consultation exercise to find out:

- When they preferred that the local library to be open
- What sort of books they would like to have available , and
- What sort of other services they would like to find at the library

The library service review also proposed that the Council's main libraries at Madeley and Wellington would increase their opening hours slightly and those at Newport would reduce a little..

### **How the consultation was carried out**

Questionnaires were available at the proposed neighbourhood libraries and at Newport Library (a main library having its hours reduced) for the 4 week period to enable both regular and less frequent customers the opportunity to share their views

Quick response sheets were also provided

The questionnaire was also available on line throughout the four weeks of the consultation. Paper questionnaires and a quick response sheet was available at Newport Library

Comments could also be made through the library enquiries email address and Facebook

### **The results**

Newport Library:

125 responses were received; 123 questionnaires, 1 email, 1 letter

Neighbourhood Libraries:

340 responses were received, 226 online and 114 paper questionnaires

133 responses did not address the opening times of specific libraries however the suggestions given will be considered in the wider context of the stock, services and facilities available from Telford & Wrekin libraries as a whole

207 responses related to the proposed reduction in opening hours at the 5 neighbourhood libraries as shown below

Branch	Questionnaires collected	Online	Total
Dawley	22	15	37
Donnington	27	21	48
Hadley	14	7	21
Oakengates	40	22	62
Stirchley	11	28	39
<b>Totals</b>	<b>114</b>	<b>93</b>	<b>207</b>

There follows a headline analysis of the findings for each of the libraries identified in the consultation programme and the raw data upon which the proposals have been based.

## Library Service Review : Proposed opening times

### Dawley Library

- 37 responses were received from customers who used Dawley Library most often
- The times that they would like the library to be open, ranked by popularity:

Time	Numbers	Percentage
Friday am	28	76%
Tuesday am	26	70%
Saturday am	25	68%
Wednesday am	23	62%
Friday pm	21	57%
Tuesday pm	20	54%
Monday am	18	48%
Thursday am	18	48%
Wednesday pm	17	46%

### Proposed opening times for Dawley Library

Monday	Closed
Tuesday	9.30-1 and 1.30-5
Wednesday	9.30-1
Thursday	Closed
Friday	9.30-1 and 1.30-5
Saturday	9.30-1

### Donnington Library

- 48 responses were received from customers who used Donnington Library most often
- The times that they would like the library to be open, ranked by popularity:

<b>Time</b>	<b>Numbers</b>	<b>Percentage</b>
Friday am	30	63%
Monday am	27	56%
Wednesday am	27	56%
Wednesday pm	25	52%
Monday pm	24	50%

### Proposed opening times for Donnington Library

Monday	10-2
Tuesday	Closed
Wednesday	1-5
Thursday	Closed
Friday	10-2
Saturday	10-2

### Hadley Learning Community Library

- 21 responses were received from customers who used Hadley Learning Community Library most often
- The times that they would like the library to be open, ranked by popularity:

<b>Time</b>	<b>Numbers</b>	<b>Percentage</b>
Saturday am	18	86%
Wednesday pm	17	81%
Monday pm	16	76%
Friday pm	16	76%
Monday am	14	67%
Wednesday am	13	62%

### Proposed opening times for Hadley Learning Community Library

Monday	10-1 and 2-5
Tuesday	Closed
Wednesday	2-5
Thursday	Closed
Friday	1-5
Saturday	10-1

## Oakengates Library

- 62 responses were received from customers who used Oakengates Library most often
- The times that they would like the library to be open, ranked by popularity:

Time	Numbers	Percentage
Saturday am	40	65%
Friday pm	38	61%
Tuesday pm	36	58%
Friday am	34	55%
Monday am	34	55%
Thursday pm	34	55%

## Proposed opening times for Oakengates Library to be confirmed

Monday	10-4
Tuesday	Self service available
Wednesday	Self service available
Thursday	Self service available
Friday	10-4
Saturday	10-2

## Stirchley Library

- 39 responses were received from customers who used Stirchley Library most often
- The times that they would like the library to be open, ranked by popularity:

Time	Numbers	Percentage
Saturday am	22	56%
Friday pm	21	54%
Tuesday pm	20	51%
Monday am	19	49%
Monday pm	19	49%
Wednesday pm	19	49%

## Proposed opening times for Stirchley Library

Monday	10-1
Tuesday	2-5
Wednesday	2-5
Thursday	closed
Friday	1-5
Saturday	10-1

## Newport Library

The library service review proposes that Newport Library should be designated a 'Main' library and, whilst not subject to the scale of reduced opening hours as neighbourhood libraries, it will reduce by 3.5 hours per week

125 responses were received from Newport Library customers who were asked whether they agreed or disagreed to the following proposed timetable

Current opening hours		Proposed opening hours	
Monday	9.30am – 5pm	Monday	10am – 5pm
Tuesday	9.30am – 5pm	Tuesday	10am – 5pm
Wednesday	9.30am – 6pm	Wednesday	10am – 6pm
Thursday	Closed	Thursday	Closed
Friday	9.30am – 5pm	Friday	10am – 5pm
Saturday	9.30am – 5pm	Saturday	10am – 4pm
Total	38.5	Total	35

## Summary

Responses received	Number	How received	%
Total	125	123 questionnaires 1 emails, 1 letter	100%
Agree	87	86 questionnaires 1 email	69.6%
Disagree	38	37 questionnaires 1 letter	30.4%

Whilst there was a majority in support of the proposed changes to the opening times there was also strong and repeated recommendation that the library should open earlier than the proposed 10 am on both Friday and Saturday and to compensate that it could close earlier on Monday at 4pm

## Proposed opening times for Newport library:

Monday	10-4
Tuesday	10-5
Wednesday	10-6
Thursday	closed
Friday	9.30-5
Saturday	9.30-4

# Community Impact Assessment

## Section 1 – Overview

1. What is the title of the policy?

<b>Telford &amp; Wrekin Library Service Review</b>
--

2. What are the objectives of the policy? For example, what are we aiming to achieve? Who does it benefit? Please provide a brief description

As part of the Council savings target, the Library Service is required to find £218,920 staff savings and £111,472 non-staff savings. The current Library Service review was carried out to investigate how these required savings could be achieved whilst still meeting the statutory duty to run a public library services according to the Public Libraries and Museums Act, 1964.

The **review of library services** is based on the following principles:

- Maintaining services across the borough but concentrating resources where they are most used.
- Delivering equity - no one community to be penalised by the removal of their local service
- A long term view that reflects a commitment to the value of library services rather than a quick fix
- Keeping the service local through working co-operatively with local people and partners
- Compliance with the statutory duty to provide a library service that is 'comprehensive and efficient' – and freely provided in most instances
- The aims of the Library service which are:
  - to ensure that people can access books and information when and how they want to
  - to support learning and wellbeing for vulnerable groups of people through collaborative working to provide a range of activity based services and opportunities
  - to provide a quality library service that is responsive to change and is relevant to people throughout their lives
  - to help people access , interact with and develop the future direction of local council and other community services

The **current library service** is made up of 9 libraries, which attract over half a million visits each year, and library services that are taken out to where people live and meet, by the Mobile Library, outreach activities, Home Library Service and small collections in residential homes and community centres. Free membership of the library service is a statutory right from cradle to grave. Everyone is welcome to use library services, and libraries are trusted neutral spaces.

Our **proposal for the library service** for implementation from 20<sup>th</sup> July 2012:

- **four centres of excellence** for library and First Point services based on the libraries at Madeley, Newport, Telford and Wellington. They will provide the core offer in depth, with individual specialisms, collections and focus, act as hubs for reading development activities, and be staffed by highly competent front facing library/customer service

assistants who will be released by self-service technology to answer enquiries and assist customers. Developments at Wellington and Telford will allow access to library resources and spaces 'out of hours' for community use. Telford and Wellington Libraries will have 46 staffed hours pw (-3.5 at Telford, +3.5 at Wellington) and Madeley and Newport will be open 35 hpw (+2 at Madeley, including lunchtimes, -3.5 at Newport).

These 4 libraries account for 75% of library activity, are located in thriving borough towns that feature good transport links and attract customers from wide catchment areas

- **five neighbourhood libraries** provided in co-operation with local partners for local people in Dawley, Donnington, Hadley, Oakengates, and Stirchley. Staffed hours of opening will be reduced to 16 hours per week but can be extended through co-operative working and self-service facilities.. Consultation with current borrowers and Telford & Wrekin residents and evidence of current usage rates will help us select the best times for library staff to be working in the libraries. Stock levels will also be reduced and concentrated on items that are popular, according to statistics for individual libraries and consultation with local borrowers - the wider range will be available via the request system. These neighbourhood libraries will be set up from July 2012 with the anticipation of achieving the transition by Summer 2015 as suitable partners and partnership arrangements are finalised.

These 5 libraries account for 25% of library activity, are located in pre-new town villages that are experiencing high levels of deprivation in surrounding communities, and attract customers from a narrow catchment area with well defined preferences for reading and library use

- **developing direct delivery of services by consulting and working with local people**
  - working with volunteers to expand the Home Library Service as the population of the borough ages
  - Creating more collections at community venues to spread the reach of free books and reading
  - Talking to local communities and individuals about the best use of the Mobile Library
  - taking outreach and development activities to priority groups and areas and deliver real outcomes for those individuals and communities

3. Who does this policy affect? (Delete as appropriate)

- Customers/service-users - yes
- Partners - yes
- Employees - yes

4. What period does the policy cover? (start date & end/review date)

30<sup>th</sup> July 2012

The new model of delivering library services will be subject to review and analysis that will guide future developments:

Annual review of opening hours based on usage statistics, customer comments and revenue in Feb/March each year for introduction in April each year

Annual review of stops/visits of Mobile Library in Feb/March each year to introduce new schedule in April each year

Annual review of library charges

Annual review of published guidelines

Annual business plan that refreshes priorities, targets and actions

5. Your contact details:

Name of person completing impact assessment and their post	Marilyn Higson Library Service Transformation Project
Telephone	382997
Date started	2 <sup>nd</sup> November 2011
Other officers/Stakeholders involved	Sharon Smith Library Service Delivery Manager

## Section 2 – Impact Assessment

1. Will this policy have a significant impact on any of the following groups of people with regard to the General Equality Duty?

Positive and negative impacts should be assessed with regard to the General Equality Duty;

- eliminate unlawful discrimination, harassment and victimisation
- advance equality of opportunity
- foster good relations between different groups

Please mark all boxes indicating whether an impact has occurred, this could be **positive** or **negative**. Mark **None** if there is no impact. Help boxes are available to assist.

- People of different ages  
[Helpbox - Age](#)
- People with ill health or people with a disability  
[Helpbox - Disability](#)
- People of different gender  
[Helpbox - Gender \(Sex\)](#)
- People who are transgender  
[Helpbox - Transgender](#)
- Different racial groups  
[Helpbox - Race](#)
- People with different religion or beliefs  
[Helpbox - Religion or Beliefs](#)
- People of different sexual orientation  
[Helpbox - Sexual Orientation](#)
- Women who are pregnant or breast-feeding  
[Helpbox - Pregnancy and Maternity](#)
- People that are married or in a civil partnership  
[Helpbox - Marriage or Civil Partnership](#)
- People affected by deprivation  
[Helpbox - people affected by deprivation](#)

Impact (X)		
Positive	Negative	None
	X	
X		
		X
		X
		X
		X
X		
		X
X		

Free membership of the library service is a statutory right from cradle to grave. Everyone is welcome to use library services, and libraries are trusted neutral spaces. The Public Libraries Act, 1964, guarantees a comprehensive and efficient library service to everyone who lives, studies or works within the library authority. The service is extended to visiting customers and a national library card is a development being actively discussed. These over-arching factors mean the proposals within our library review do not place any particular disadvantage on the 6 groups listed above.

## 2. What is the expected impact?

For each impact **positive** or **negative** please explain the reasoning and provide evidence for that response.

### **Positive Impacts**

#### **Disability**

- Maintenance of all local libraries – no libraries will close in T&W
- All libraries are DDA compliant – we also offer adaptive technology for access to public access pcs and stock books in alternative formats
- Phased roll-out of First Point services from main libraries bringing access to other council services into the community: [App 1 – First Point preliminary plan 2012](#)
- Annual review of Mobile Library stops – taking library services out to where they live: [App 2 – Mobile Library timetable 2011-12](#)
- Home Library Service ensures continued access to the Library Service for those customers who are house bound and their carers: [App 3 – HLS leaflet](#)
- Adult learners are a priority group for development activities: [App 4 - First click evaluation based on generic learning outcomes](#)
- Development of *health zones* in libraries as a one stop shop for health information: [App 5 – Health Zone leaflet](#)

#### **Pregnancy/maternity**

- Free membership
- Access to a wide range of services to support parents – Healthy children/parent's collections plus advice on line: [www.telford.gov.uk/libraries](http://www.telford.gov.uk/libraries) and click the button labelled 'children'
- Promotion of national baby lifecheck: [App 6 - Baby life check final report](#)
- Bounce 'n'rhyme sessions in libraries: [App 7 - What do you enjoy most](#)
- Baby changing and feeding facilities offered in core libraries as part of the Telford and Wrekin NHS, Community Health Services support for breastfeeding mothers and all parents and carers: [www.healthytelford.nhs.uk](http://www.healthytelford.nhs.uk)

#### **Deprivation (inc rural/urban)**

- Maintenance of local libraries in areas of deprivation: [App 8 - Libraries Services in areas of deprivation](#)
- Annual review of Mobile Library stops taking library services into rural areas, urban estates and sheltered dwellings
- The majority of our services are free including free access to the Internet
- Taking outreach and development activities to priority groups and areas, delivering real outcomes for those individuals and communities: [App 9 - Summer Reading Challenge Evaluation, 2011](#)

### **Negative impacts**

#### **People of different ages**

To meet the Council's savings target, the Library Service Review proposes a reduction in library opening hours: from the current 293.5 hpw to 242hpw, a reduction of 17.5%. The highest percentage of this reduction will apply at the 5 neighbourhood libraries where the

model allows for 16 staffed open hours per week. The proposal equates to a 38.5% reduction in staffed opening hours at these libraries (current opening hours = 130pw, proposal = 80hpw)

Reduction in opening hours will affect over 5000 active borrowers of all ages:-

	<b>Dawley</b>	<b>Donnington</b>	<b>HLC</b>	<b>Oakengates, The Place</b>	<b>Stirchley</b>	<b>Totals</b>
Active borrowers	683	761	944	1760	1358	<b>5506</b>

These active borrowers are made up from the following age groupings:-

Adult	478	539	450	1346	829	3642
Concessionary adult	41	30	26	44	70	211
Pre-school	29	50	94	82	109	364
KS1 - 2	105	136	268	232	299	1040
KS3 - 4	42	27	114	77	75	335

All figures from Library Management System, October 2011

### 3. What engagement and consultation have you already carried out?

- Who have you consulted/engaged with?

Museums, Libraries and Archives Board – Future Libraries programme – for alternative business models for managing public library services efficiently and effectively

Elected members – cabinet members and the Policy Forum

Senior officers – Senior Management Team and Heads of Service

Other teams and colleagues – eg First Point Customer Services

Local people as represented in the Community Panel 2011

Parish Councils: [App 10 - example of letter to parish councils, November 2011](#)

- What the consultation/engagement told you?

MLA/Future Libraries Programme

– We investigated the possibilities of different models of governance and examples from other library, leisure and cultural organisations across the country. This told us that Commercial or community led alternatives to managing local authority public libraries are not applicable in T&W at this time: [App 11 - Choices in outsourcing a library service](#)

Elected Members

– closing one library is not an option to avoid penalising one community

Community Panel 2011 –

-Proposed main libraries are the 4 branches most frequently visited

-Proposed neighbourhood libraries and the Mobile Library are the least frequently visited

-19% use the direct delivery services as represented by online usage

-non-users would be encouraged to use libraries if they knew more about what was on offer and a wider range of items to borrow

: [App 12 – Community Panel Summary Report, June 2011](#)

Parish Councils

-feasibility of proposals and concerns held by local councillors about parity

- What you have changed or intend to change as a result of the consultation?  
The consultation has led to the proposals which are unique to T&W and designed to meet local needs.

The feedback from the Parish Councils will be known when their budgets are set

- How and when you intend to feedback?

Recommendations will be fed back to Policy Forum and Cabinet and will form part of the Corporate Forward Plan

Remember to attach the information when you submit the Community Impact Assessment.

4. Please give brief details of any further engagement/consultation you plan to carry out with any of the above groups

**Consultation plan (DRAFT): App 13 – consultation plan (3)**

Consultation group	Question	Information needed
Current users of libraries	When do you usually visit the library?	Usage patterns to support evidence from Library Management System data
	Why do you come to the library?	What resources are needed in the library
	What sort of books do you borrow	Borrowing patterns to support Library Management System data to help us select relevant stock
Telford & Wrekin residents – made aware of consultation through media coverage and direct contact	When should the local library be open?	To help us plan a timetable that works for the local community
	What sort of books would you like to be able to borrow	Data to help us select relevant stock
	What else would you like to see in the library	What resources are needed in the library
	How else would you like to access library services	Building up other services such as Mobile Library visits, Home Library Service, Collections in community centres

## Section 3 – Mitigating Actions

1. For each significant **negative** impact identified in Section 2 (Questions 3 & 4), what action have you taken, or will you be taking, to reduce/manage these impacts?

Please bring forward any **negative** impacts identified earlier in the form and explain what action you will take to mitigate against them

### **People of different ages**

Proposed reduction in opening hours and stock levels at the 5 neighbourhood libraries will affect over 5500 active borrowers of all ages:-

	<b>Dawley</b>	<b>Donnington</b>	<b>HLC</b>	<b>Oakengates, The Place</b>	<b>Stirchley</b>	<b>Totals</b>
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KS3 - 4	42	27	114	77	75	335

All figures from Library Management System, October 2011

### **Mitigation**

#### **Consultation**

Consultation with users and non-users to ensure reduced hours open suit most people  
 Consultation with users and non-users to ensure neighbourhood libraries hold the stock and services required by that neighbourhood

Consultation about other ways to deliver Library Services

On-going consultation through the establishment of user groups – the Library Lab which involves young people in the direction and delivery of library services for their age group, and the emergent Wellington Library user group, forming from the Wellington Library Community History Centre Consultation Group

#### **Development of direct delivery of library services**

Home Library Service – through volunteer input we can advertise this service more widely to enable more frail adults and their carers to maintain independent living at home.

We are actively promoting this service within communities and investigating how it fits as an option for personalised services: [App 3 - HLS leaflet](#) [and App 14 volunteering leaflet](#)

Residential Homes – collections for residential homes throughout the borough will be reviewed and will be delivered with at least an annual visit from the Mobile Library so residents can help choose their own books: [App 15 - Adult Reading Development Team Action Plan, 2011-12](#)

Collections of books in community centres – using donations from local people we will set up collections in places where people meet – free to borrow and pass on

Virtual Library – available 24/7 from any computer providing reference materials, a gateway to the internet, book reviews, online catalogue and borrower details. The latest Community Panel survey showed that 19% of library users are accessing services via the internet: [App 12 – Community Panel Summary Report, June 2011](#)

Mobile Library – annual review of usage at stops and requests for new stops will ensure the Mobile Library is visiting places where it is most valued. The 3 week timetable provides opportunities for enhanced programmes and activities in specific communities or for specific age groups – eg the Mobile visits pre-school settings 6 times per year with selected stock for the under 5s: [App 16 – Early Years Route, 2011 -2012](#)

### **Working co-operatively**

Through shared locations, library services will be available for longer than the 16 hours pw staffed by library staff. Wellington Library will be open as long as the Leisure Centre.

Parish Councils and other partners are being invited to sponsor extra opening hours to maintain or enhance the public library service for their local communities.

Investment in self-service technology (spend to save) is being installed at the new Wellington Library and then rolled out as funding allows, to enable free use of the public library service resources. This will enable customers to issue and return their library loans independently

Volunteers – we will widen the offer for volunteers and those seeking work experience. Volunteers already help us deliver the Home Library Service and young volunteers work with us on the Summer Reading Challenge. We will recruit volunteers as IT buddies to help people get online, reading buddies for those needing help with literacy and local/family history volunteers to assist visitors in personal research. Young volunteers will become more involved in designing and running services and activities for their age group

### **Development of centres of excellent at the 4 main libraries**

First Points in libraries – beginning with the new Wellington Library, frontfacing library staff will take on the delivery of a selected customer service activities. The offer will also be rolled out to new First Points at Madeley, Newport and Telford at the Community Hub. During Phase 2 of the Library Service restructure( Jan – July 2012) the job descriptions for frontline staff and the grading have been amended to reflect this extra role: [App 1 – First Point preliminary plan 2012](#)

Changing opening hours – The opening hours at the four main libraries will be standardised at 46hpw at Telford and Wellington and 35hpw at Madeley and Newport. This allows Madeley Library to remain open throughout the day instead of closing at lunchtimes. The reduced hours at Newport (3.5 hpw = 10%) will allow the current level of staffing to provide the enhanced service to the residents of Telford & Wrekin across the borough. Analysis of usage trends at Newport Library has allowed us to identify the least busy periods for the proposed reduction – 9.30 – 10am daily and 4 – 5pm on Saturday: [App 17 - Newport Library data September 10-August 11](#)

### **Adjacencies**

Library	Developments, locations and accessibility	Adjacencies to other centres (in miles)	Adjacencies to neighbourhood libraries (in miles)
<b>Telford</b>	Southwater Square redevelopment	Madeley 4.8	Dawley 1.9
	Telford Town Centre	Wellington 4.6	Donnington 5.1
	Telford International Centre	Newport 8.6	HLC 3.7
	Bus station		Oakengates 2.3
	Railway Station		Stirchley 1.7
M54			
<b>Wellington</b>	WCLC redevelopment	Telford 4.6	Dawley 3.7
	Regeneration and tourism partnerships	Newport 8.7	Donnington 5
	Market	Madeley 6.9	HLC 1.7
	Bus station		Oakengates 3.4
	Railway Station		Stirchley 5.7
	M54		
Free parking			
<b>Newport</b>	Market town	Telford 8.6	Dawley 9.9
	Newport redevelopment	Wellington 8.7	Donnington 5
	Free parking	Madeley 13.4	HLC 7.5
	High Street location		Oakengates 7.2
			Stirchley 11.7
<b>Madeley</b>	Redeveloped district centre	Telford 4.8	Dawley 3.4
	Free parking	Wellington 6.9	Donnington 9.4
	Frequent buses to Telford Town centre and Wellington	Newport 13.4	HLC 8.5
	Adjacent to Ironbridge Gorge World Heritage Site		Oakengates 6.1
			Stirchley 2.6

### Patterns of use

All library authorities are statutorily obliged to provide library services to everyone who live, works or studies within their area of control. Where and how individuals or groups of people access library services is a matter of choice, based on preference, convenience or utility. Analysis of post codes of registered borrowers shows that Telford and Wellington Libraries attract the widest spread of customers, Madeley and Newport are similar in attracting significant proportions of customers from a large distinct area. The proposed neighbourhood libraries attract readers from their local communities but these communities also travel to larger libraries: [App 18 – Where people travel to use libraries](#)

Comparing the data gleaned from a variety of sources relating to library activity, the proposed four main libraries show the highest rates of activity: [App 19 – Libraries – comparative data](#)

**Libraries as spaces for the community** – national press coverage recently has concentrated on the threats to the future of libraries as 20% service points face possible permanent closure due to the need to find economies in service delivery to meet local government budget cuts. The professional press concentrates more on the need to transform library services to meet 21<sup>st</sup> century needs. Back in 1990s the New Deal identified public library services and buildings as a force for social cohesion, trusted neutral and local facilities. Opening up our buildings to local

community use has long been an ambition in T&W Libraries - the new Library at Wellington has provided the opportunity to offer spaces for groups and organisations to meet and develop. This is a pattern of usage that will be rolled out to the Community Hub, Newport, Madeley and the neighbourhood libraries.

2. For each significant **positive** impact you identified in Section 2 (Questions 3 & 4) what action have you taken, or will you be taking, to maximise the opportunity?

Please bring forward any <b>positive</b> impacts identified earlier in the form and explain what action you will take to enhance these.	
<b>Positive impact on people with disabilities</b>	
Maintenance of all local libraries – no libraries will close in T&W	Consultation on optimum opening hours and relevant stock
	Co-operative working with local partners to add to core offer
Phased roll-out of First Point services from main libraries bringing access to Council services into the community	Initial stage of First Point service in libraries - introduced at Wellington in the first instance, First Point services will be rolled out to Newport, Madeley and Telford Libraries following initial 3 monthly reviews
Annual review of Mobile Library stops – taking library services out to where they live:	Responding to requests for additional or alternative stops to take the Mobile Library service where people need it
	Developing week 3 offer to deliver a specific commissioned programme or add to a local event
	Co-operative working with partners and agencies to take their services out to rural and isolated communities
Adult learners are a priority group for reading development activities:	Evaluation of First Click sessions demonstrates through generic learning outcomes the impact in improving IT confidence and skills . Through recruitment and training of IT volunteers we will offer more of these short courses and individual IT support in local libraries
Development of <i>health zones</i> in libraries as a one stop shop for health information	A growing body of evidence proves the value of public library services in providing information and resources that promote a self-help route to well-being. Stress levels reduce more when reading a book than in listening to music. Public Library authorities throughout the West Midlands have agreed to prioritise the Health and well-being offer. Telford & Wrekin Library Service is well placed to take part in this regional programme: <b>App 20 – T&amp;W Libraries Health and Well-being Partnership Offer</b>
	- Funding from PCT has provided capacity for

	<p>identifying stock and resources, developing the brand and working with partners for 'Health zones' in a libraries.</p> <ul style="list-style-type: none"> <li>- Books on Prescription, developed through the PCT Community Mental Health Teams, is offered from all libraries</li> <li>- Special collections have been formed through working with STACS (Shropshire &amp; Telford Asperger's Support) and AFASIC Wrekin</li> <li>- Get into reading is a breakthrough programme for providing reading enjoyment for people with dementia</li> <li>- In partnership with Shropshire Council and the NHS, we are producing the Self Help Directory: <a href="http://search3.openobjects.com/kb5/shropshire">http://search3.openobjects.com/kb5/shropshire</a></li> </ul>
Development of access to resources for people with disabilities	<ul style="list-style-type: none"> <li>- Ongoing research on alternative technologies for accessing computers for communication and services</li> <li>- Improved support for visually impaired people through bid to Ulverscroft Foundation</li> <li>- Commitment to development of collections to include e-books, which allow personalised settings of text</li> </ul>
<b>Pregnancy/maternity</b>	
<ul style="list-style-type: none"> <li>• Free membership</li> </ul>	Free membership at any age is a statutory right. Babies are welcome message
<ul style="list-style-type: none"> <li>• Universal provision of Book start packs to babies of 4 – 6 months and children at pre-school settings</li> </ul>	Working with Children's Centres to establish Bookstart corners for enhanced support for targeted families
	Promoting Bookstart to parents through under fives groups
<ul style="list-style-type: none"> <li>• Access to a wide range of services to support parents –Healthy children/parent's collections plus advice on line</li> </ul>	Bookstock and resources maintained <ul style="list-style-type: none"> <li>- Resource fund</li> <li>- Children's stock policy – <a href="http://www.telford.gov.uk/libraries">www.telford.gov.uk/libraries</a></li> <li>- Development of Library Service website</li> </ul>
<ul style="list-style-type: none"> <li>• Promotion of Teenlifecheck : <b>App 21 – Teen Lifecheck Summary Report</b></li> </ul>	Maintain links and promotion of libraries to youth groups and young carers' groups

<ul style="list-style-type: none"> <li>Promotion of baby lifecheck</li> </ul>	Maintain relationships initiated by the project worker eg Breastfeeding Advisers
<ul style="list-style-type: none"> <li>Bounce 'n' rhyme sessions in core libraries.</li> </ul>	<p>Good practice</p> <p>Use of volunteers</p> <p>Introduction of the Bookstart Bear Club to encourage regular use of the library services</p>
Baby changing and feeding facilities offered in core libraries	Integration into Library Service Quality Standards

**Deprivation (inc rural/urban)**

<ul style="list-style-type: none"> <li>Maintenance of local libraries in areas of deprivation</li> </ul>	<p>Working with local partners to ensure continuity of library services</p> <p>Library offer of services and stock for main and neighbourhood libraries targeted to local need</p> <p>Opening up library spaces for use by and for the local communities – local centres for formal or informal meetings, learning activities and the wider cultural offer</p>
<ul style="list-style-type: none"> <li>Annual review of Mobile Library stops</li> </ul>	<p>Responding to requests for additional or alternative stops to take the Mobile Library service where people need it</p> <p>Developing week 3 offer to deliver a specific commissioned programme or add to a local event in specific communities</p> <p>Co-operative working with partners and agencies to take their services out to rural and isolated communities</p>
<ul style="list-style-type: none"> <li>Work of the professional team in targeted reading development activities and programmes</li> </ul>	<p>The development team of professionally trained librarians work in three strands</p> <ul style="list-style-type: none"> <li>- Adult Reading Development team is prioritising the health offer and services for adults with low literacy and numeracy skills, older people and carers. This team also leads on stock development, adjusting the selection criteria to meet changing trends and investigating new formats and ways to enjoy reading. A current emphasis is promoting library services to young adults who are not in employment, education or training (NEETS)</li> <li>- Information &amp; Learning team is developing the virtual library (24/7 remote library offer) and ways in which local people can become involved the direction of the service through getting online, social media and volunteering. The community history collections, information resources and</li> </ul>

	<p>supported access to free IT provide the basis for promoting an inclusive ethos for skills development, learning and community cohesion with current work prioritising job seekers</p> <ul style="list-style-type: none"> <li>- The Children &amp; Young People team is promoting the health, educational, social and creative benefits of libraries to their target group. The priorities are: pre-school children, parents and carers, young people (11-16), children with disabilities, children in care and geographical areas where income deprivation affecting children is evidenced. Successful current work has included programmes for young volunteers, children in care and Kreative Kidz (an arts offer for children with learning disabilities)</li> </ul>
<ul style="list-style-type: none"> <li>• Libraries as spaces for community use</li> </ul>	<p>Procedures to be developed which allows free use of library spaces for open meetings – ie not in meeting rooms with closed doors</p>

3. How do any of the above actions contribute to the aims of the General Equality Duty;
- eliminate unlawful discrimination, harassment and victimisation
  - Majority of Library Services are free to access and will remain so under the 1964 Public Libraries Act
  - Libraries are respected, neutral spaces where everyone is welcome
  - Quality standards for customer care in T&W Libraries adopted April 2010 and reviewed September 2011
    - advance equality of opportunity
  - First Point customer services will be rolled out to four main libraries – it is anticipated that the BME community in Wellington will find it easier to access these services at Wellington Library than at Civic Offices
  - Free IT access to local and national government
    - foster good relations between different groups
  - opening up libraries for community use – meetings, learning activities, social and cultural events, organised for and by local people
  - volunteering and work experience opportunities

#### **Section 4 – Review and Monitoring**

1. From what date will this policy be implemented?

30<sup>th</sup> July 2012

2. How will the actual impact of the policy be monitored and reviewed?

Use SMART action planning techniques to describe the processes/forums by which the impacts will be monitored and evaluated.

Quarterly refresh of library stock in neighbourhood libraries

- Informed by customer feedback to staff, in Library comments books, social media and corporate complaints system
- Numbers of requests – Library Management system (LMS)
- Genre of stock that has been issued (LMS)

#### Annual review of partnership arrangements

- Statistics of use (LMS)
- Budget monitoring (Agresso system)
- Review of business model

#### Annual review of customer satisfaction

- Customer feedback – comments and suggestions via staff, comments books, social media and corporate system
- Feedback from Parish Forum
- Community panel
- Usage statistics

#### Impact of reading development activities throughout year

- Project evaluation using the Generic Learning outcomes and Generic Social outcomes
- Evaluation of partners – eg reading levels tracked in schools
- Customer feedback

#### Quarterly takeup of First Point services

- No of transactions in libraries
- Customer feedback
- Feedback from Customer Services team

**TELFORD & WREKIN COUNCIL**

**CABINET - 26 APRIL 2012**

**SHOP FRONTS AND SIGNAGE DESIGN GUIDANCE IN CONSERVATION AREAS  
SUPPLEMENTARY PLANNING DOCUMENT**

**REPORT OF ASSISTANT DIRECTOR: PLANNING SPECIALIST**

**LEAD CABINET MEMBER: Cllr Charles Smith – Housing, Regeneration & Economic Development**

**PART A) – SUMMARY REPORT**

**1. SUMMARY OF MAIN PROPOSALS**

- 1.1 A supplementary planning document (SPD) has been prepared to provide shop front and signage design guidance in conservation areas. The SPD is attached at Appendix 1. On adoption the SPD will form part of the Telford and Wrekin Local Development Framework (LDF).

**2. RECOMMENDATIONS**

- 2.1 **That Cabinet approve the Shop Fronts and Signage Design Guidance in Conservation Areas Supplementary Planning Document and the accompanying consultation statement and sustainability appraisal, as set out in Appendices A, B and C to this report**
- 2.2 **That Cabinet adopt the Supplementary Planning Document as part of the Local Development Framework, to be used in assessing planning applications.**

**3. SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	The document provides guidance for planning decisions to support improvements in shop front and signage in conservation areas. As such it will contribute to achieving the following three Council priorities: <ul style="list-style-type: none"><li>• A growing local economy to create jobs;</li><li>• Clean and well maintained neighbourhoods and streets;</li><li>• Residents feeling safe and proud of where they live.</li></ul>
	Will the proposals impact on specific groups of people?	
	Yes	The intended audience for the document is planning officers, developers, agents, members of the public, Parish Councils and other external organisations. As the completed document will form part of the Council's policy framework it would have a potential impact on a wide range of groups. Groups across the Borough have been consulted on the SPD and its equalities impact has been assessed. It was noted there can be tensions between facilitating ease of access to shops and protecting the character of Conservation Areas and traditional shop fronts. This issue is therefore addressed in the document. It is stated that ramps and widened doorways will be

		appropriate but should be designed in a manner sensitive to the character of the building and the wider Conservation area. Guidance is provided in this respect.
<b>TARGET COMPLETION/DELIVERY DATE</b>	26 April 2012	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes/No	There are no direct financial implications to the Council of adopting the Supplementary Planning Document. JAC210312.
<b>LEGAL ISSUES</b>	Yes/No	The process behind the proposed adoption of this SPD has been set out in the report. The relevance of the SPD, if adopted, as a material planning consideration in consideration of future planning applications has also been explained in the report. There is no further legal comment to add to this report.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	A detailed Sustainability Appraisal of the document has been undertaken as part of its preparation. This considers the environmental, social, economic and natural resource implications of the SPD and has enabled changes to be made to improve sustainability impact. The completed results of the Sustainability Appraisal process are set out in Appendix 3 to this report. In summary, the results of the Sustainability Appraisal of the SPD are predominately positive and demonstrate that overall the SPD performs well in sustainability terms.
<b>IMPACT ON SPECIFIC WARDS</b>	No	The guidance applies Borough-wide.

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

#### **4. INFORMATION**

- 4.1 The Shop Fronts SPD is intended to provide guidance to developers, planning consultants, property owners, occupiers and the general public about how to manage and protect conservation areas when designing development proposals for shop fronts and signage. It will be a policy document that development management officers use for planning applications in conservation areas and it also provides wider in respect of good shop front and signage design. Linkages are made in the document between building design, conservation of existing buildings, signage, crime prevention and disabled access within the overall townscape.
- 4.2 The preparation of the SPD followed the Heritage Lottery Fund-supported Townscape Heritage Initiative (THI) project in Wellington. This encouraged repairs and other works to preserve and enhance the character of Wellington Conservation Area. Similar issues were also identified in other town centre conservation areas, such as Newport and Madeley. To support good quality design, the production of a shop fronts design guide and adoption as a supplementary planning document was therefore proposed.
- 4.3 Two 6 week stages of public consultation have been carried out with key stakeholders such as town and parish councils, local interest groups planning industry contacts, statutory consultees and a list of local consultees. The SPD was available to view in Civic Offices and Darby House and all of the principal libraries and available to view or download from the Telford and Wrekin Council website.

- 4.5 A Consultation Statement is attached as Appendix B summarising the consultation undertaken, the responses received and the changes made to the SPD. This will be made available with the SPD.
- 4.6 A Sustainability Appraisal is attached as Appendix C. This sets out the sustainability appraisal (SA) undertaken for the SPD. The Sustainability Appraisal will be published and made available in association with the SPD. The results of the SA of the SPD are predominately positive.
- 4.7 The document was considered by members of the Council's Development Plans Steering Group (DPSG) in December 2011. The members of DPSG agreed that the SPD be endorsed and reported to Cabinet for adoption. If adopted by Cabinet, the detailed guidance given in the SPD will be a material planning consideration when the Council makes planning decisions on Shop Fronts and Signage Design in conservation areas.

**5. PREVIOUS MINUTES**

- 5.1 Cabinet 11 May 2009, Shop Fronts and Signage Design Guidance in Conservation Areas draft Supplementary Planning Document, report of Head of Planning and Environment.

**6. BACKGROUND PAPERS**

- 6.1 N/A

**Report prepared by Matthew Wedderburn, Development Plans Team Leader**

Local Development Framework  
**Shop Fronts and Signage Design**  
**Guidance in Conservation Areas**  
**Supplementary Planning Document**  
December 2011



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D**



# Foreword

# Foreword

We are constantly striving to enhance the Borough, and it is partly through improving the appearance of our historic retail areas that we can attract more investment and stimulate economic growth. Consequently these areas will become more lively, pleasant and visually appealing, and also safer through the implementation of more appropriate security measures.

Shop fronts are also the main advertisement for retailers. Good shop front design attracts shoppers and encourages them to stay and spend their money. The impression of high quality goods on offer begins at the shop front, tempting passers-by into the shop.

This Guide is not intended to lead to all shops looking the same, or to stifle flair or entrepreneurial spirit. However, having consideration for the appearance of a shop, as well as respect for the effect it has on its surroundings can produce benefits for the business and assist the economic prosperity of the area.

# About this document

## About this document

The Borough has attractive conservation areas, each with their own distinctive character and history. Unfortunately, the character and quality of traditional shopping streets within these areas has gradually been eroded by poor, careless and unsympathetic alterations to shop fronts.

Widespread use of relatively cheap materials and standardised shop front designs has led to a loss of local distinctiveness. Inappropriate shop fronts and large attention grabbing signs dominate the street scene, and have a negative impact on historically important buildings, as well as the whole shopping area.

The Council is committed to reversing this trend and ensuring that alterations to shop fronts are well designed, and contribute positively to the surrounding area. This will not only help businesses, but will also improve the street-scape for all the people that use it.

By following the guidelines and advice contained within the guide, operators should be able to achieve shop front solutions appropriate to various settings and budgets. It is not intended to replace the need for skilled design or architectural advice.

Telford & Wrekin Council has produced this 'Supplementary Planning Document'(SPD) to support Core Strategy Policy CS15 (Urban Design). This document has been prepared in accordance with the Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008.

# Contents

<b>1 Introduction .....</b>	<b>7</b>
<b>2 Planning Context .....</b>	<b>9</b>
<b>3 Historical Context .....</b>	<b>14</b>
<b>4 Elements of Traditional Shop Front Design .....</b>	<b>17</b>
<b>5 Disabled Access and Building Regulations .....</b>	<b>29</b>
<b>6 Signage and Lighting .....</b>	<b>31</b>
<b>7 Shop Front Security .....</b>	<b>34</b>
<b>8 Summary .....</b>	<b>38</b>

## Appendices

<b>Appendix 1 - Relevant Saved Wrekin Local Plan Policies .....</b>	<b>40</b>
<b>Appendix 2 - Other Sources and Bibliography .....</b>	<b>42</b>

# 1 Introduction

# 1 Introduction

**1.1** Telford and Wrekin Council has designated 7 Conservation Areas within the Borough boundary; Wellington, Newport, High Ercall, Edgmond, Spring Village/Horsehay, Wrockwardine and the Severn Gorge. The character of these Conservation Areas varies from the rural nature of Wrockwardine and High Ercall, to the industrial nature of the Severn Gorge including Madeley, and to the commercial feel of the historic market towns of Wellington and Newport. These Conservation areas form a significant part of the Borough's built heritage, important to residents and visitors alike. Leisure and Tourism are vital to the local economy, and the character and appearance of these towns is a fundamental part of their attractiveness as destinations for shopping and tourism.

**1.2** This supplementary planning document (SPD) on adoption, will form part of the Local Development Framework for Telford and Wrekin. It has been prepared to provide further details with respect to policy CS15: Urban Design within the LDF Core Strategy and gives additional guidance for shop front development proposals within the Borough's Conservation Areas.

## **Who is affected by the Supplementary Planning Document**

**1.3** This guidance is aimed specifically at period commercial properties listed and unlisted within Conservation Areas, that being properties in current commercial/retail/office use, but can be equally applicable to former commercial properties with residential or non commercial use where traditional shop fronts and/or signage remain. The Telford and Wrekin Area has 7 Conservation Areas: Severn Gorge, Wellington, Newport, High Ercall, Edgmond, Horsehay & Spring Village, and Wrockwardine.

## **The Aim of the Supplementary Planning Document**

**1.4** The aim of this guidance is to provide advice for owners and occupiers of period commercial buildings who are considering external alterations to their properties. It will also be used by Council Officers and Members in considering the appropriateness of planning applications, Listed Building Consent applications and enforcement issues as well as by the general public and local amenity societies in formulating their responses to such applications.

**1.5** The guidance contained in this draft SPD is a material consideration in the determination of planning applications. Although, by its nature, the guidance will apply most often to the main market towns of Wellington and Newport, there are also a smaller number of commercial properties within the other Conservation Areas within the Borough, to which it will be equally applicable. For the purpose of this document the phrase period character or period shop front refers to a design that reflects the period character of a building. This guidance may not be appropriate for some post war new build where the insertion of a traditional shop front may appear pastiche. New modern designs should not necessarily be resisted, but where such buildings are proposed, the design should be of a very high standard and complement the Conservation Area.

## 2 Planning Context

## 2 Planning Context

### Core Strategy

**2.1** Urban design has a crucial role in creating sustainable local communities. To positively influence the quality of urban life, urban design needs to embrace the interaction of the appearance of buildings, their composition, streets spaces and the overall townscape. In this way urban design can meet the needs and maintain the pride of local communities and maintain local identity in an overall economic, environmental and social context.

**2.2** The quality of future designs will ultimately be determined by future planning permissions. But these must meet the criteria of the adopted Core Strategy. In particular policy CS15 as set out below gives the strategic perspective of urban design to which the Shop Fronts DPD provides detailed supplementary guidance.

#### ***Policy CS15 Urban Design***

*The design of development will assist in creating and sustaining safe places, strengthening local identity and projecting a positive local image. It will positively influence the appearance and use of the local environment.*

*Further guidance on design, including objectives of urban design, will be provided by supplementary documents*

### Wrekin Local Plan

**2.3** There are a broad range of policies within the Wrekin Local Plan for the preservation and enhancement of Conservation Areas and Listed Buildings. Those specifically relating to commercial premises or former commercial premises are written below. Policy HE 10 and HE 11 provide the policy framework which underpins this SPD. These policies are supported nationally under PPPG15. A full list of relevant Local Plan policies is contained in Appendix 1.

## 2 Planning Context

### ***HE10 Advertisements***

*The Council will strictly control the number, siting, scale and design of advertisements in Conservation Areas in particular:*

*a) signs should be of a design, location, size, number, type of lettering, materials and colour which are appropriate to the special character and appearance of the area.*

*b) when attached to a building the sign must respect the form, architectural composition and proportions of the building and should be positioned so as not to obscure important architectural features.*

*c) standard designs and logos must be adapted to respect the character of the area if their form, colour or detailed design would detract from the character and appearance of the Conservation Area.*

*d) advertisements should generally be restricted to ground floors although upper floors signs will be considered where they consist of the use of hanging signs or window lettering.*

*e) external illumination may be considered where discretely located and designed.*

Internally illuminated signs will only be permitted in exceptional circumstances and the highest standard of design will be required. It must be demonstrated to the satisfaction of the Council that the design complements the character of the Conservation Area.

## 2 Planning Context

### **HE 11 Shop Fronts**

*The Council will ensure that traditional shop fronts and associated features, which contribute to the character of individual buildings and the Conservation Area, are retained and repaired as part of any development scheme. Development proposals for new shop fronts will be considered against the following criteria:*

- a) replacements must respect the character, architectural composition, proportions and details of the building to which it is attached and be sympathetic to the characteristics of adjacent buildings.*
- b) shop fronts should relate to the upper floors of the building, they should not mask first floor windows or other features of interest and should retain existing doors which give access to upper floors,*
- c) shop fronts should respect the rhythm and plot width of the buildings or group of buildings to which they relate,*
- d) the addition of inappropriate features, such as standard modern roller blinds, awnings, canopies and standard roller steel security grills will not be permitted.*
- e) new shop fronts should be designed to incorporate traditional forms and features which are appropriate to the area, such as stall risers, fascias, cornices, pilasters, glazing bars, recessed doorways and fanlights.*
- f) new designs should incorporate the use of good quality traditional materials or high quality modern materials which complement the character of the conservation area; glossy plastics, polished aluminium and u.p.v.c. elements, will not generally be acceptable.*
- g) fascias, in particular, should be carefully designed and be of a suitable proportion, size, detail, section and materials; fascia signs should be of an appropriate size so that they do not dominate the building and consist of painted letters; occasionally consent may be given for individually applied letters of a suitable size and design.*
- h) the use of standard illuminated box signs will generally be resisted and other forms of internal illumination must be treated with sensitivity. Spot lighting may be acceptable if unobtrusively designed; the use of brass cowl lamps or similar features will not be permitted.*

**2.4** Where commercial properties are Listed, appropriate Wrekin Local Plan policies are equally applicable (see Appendix 1).

### **Planning Permission**

**2.5** In Conservation Areas works of alteration, even minor works, may require one or more forms of consent. Consent is not normally required for repair works or like for like replacement (except where the building or location is subject to an Article 4 Direction such as the Ironbridge Gorge CA).

## 2 Planning Context

**2.6** Planning Permission is usually required for external alterations to commercial premises, e.g. the insertion of a new shop front, the addition of blinds, or the alteration of upper floor flat or shop windows.

**2.7** Advertisement Consent may be needed for the display of signage dependent on size and type. It will be required for illuminated signage. Advice should be sought from Planning Advice Officers as to whether consent is required for individual signage.

**2.8** Listed Building Consent will be required for most internal and external alterations to listed buildings.

**2.9** Under current law, Conservation Consent is only required for the demolition of certain unlisted buildings and structures within Conservation Areas and would not be required for the replacement of shop fronts.

**2.10** Building Regulations Approval is required for many structural alterations including access under the Disability Discrimination Act (see Section 5).

# 3 Historical Context

## 3 Historical Context

### Development of shop fronts

**3.1** The purpose of a shop front is to display goods for sale and to entice customers into the shop. An attractive and well designed shop front will create a good impression to potential customers. The shop fronts we value today did not come about by accident. Their design was deliberate to entice shoppers in, whilst following the polite and stylistic fashions of the day, and its technological limitations (the elements of a traditional shop front are shown in the diagram on page 10 overleaf).

**3.2** When considering works to a shop front, a good starting point is to understand the history of their design.

**3.3** The streets of market towns have been used for the selling of goods and services for many centuries. Historically goods were sold from stalls or properties which did not have shop fronts as we would recognise them today. In the eighteenth century, shop windows started to appear, such as Georgian bowed oriel windows.

**3.4** Georgian and Regency shop fronts were a more formal version of the paired Georgian bowed windows with bays above stall risers with an entablature (cornice, frieze and architrave) above and pilasters (columns projecting from the wall). The windows often had small panes with timber glazing bars, but unlike domestic windows, shop windows have traditionally had the mouldings of the glazing bars to the external face and the putty on the inside.

**3.5** Historic shop fronts tend to have a fairly uniform appearance because plot widths were traditionally fairly regular and narrow, and window and door openings were restricted in width for structural reasons and also to the limits of glass manufacturing technology.

**3.6** Specialist national companies offered a variety of designs which could be chosen from catalogue and the level of decorative details was considerable. Although largely still classical lines, Victorian shop fronts showed greater variety in design and materials. Advances in glass technology and the introduction of plate glass in the 1820's allowed larger window panes and from about 1840 horizontal glazing bars (transoms) tended to disappear. Heavier mullions were required to hold the larger and heavier sheets of glass and Victorian shop fronts often have thicker mullions terminating in elliptical arched heads for support. Windows were often divided into two, three or four lights. Unfortunately a large number of the shop windows of this period have been lost, although some have simply been re-glazed without their mullions. Victorian shop doors were usually four panelled with the upper two panels glazed, or the whole of the upper half glazed.

### Retention of existing frontages

**3.7** Existing period shop fronts should be retained, repaired and continually maintained. The Council will resist any planning application to remove period shop fronts or any surviving architectural detailing. Consideration for removal will only be given where there is a proven structural concern or where repair is proven to be beyond economic benefit. Where removal is sanctioned, the replacement should be like for like.

## 3 Historical Context

### Replacement frontages

**3.8** Inappropriate shop fronts such as modern or poor quality designs and materials in period properties, which often fail to replicate traditional architectural details, are detrimental to the character of the Conservation Area. The Council will actively encourage the replacement of inappropriate shop fronts through the period application of grant schemes and through the use of planning tools such as this SPD.

# 4 Elements of Traditional Shop Front Design

## 4 Elements of Traditional Shop Front Design

### KEY

1. Stall riser
2. Pilasters
3. Mullions
4. Doors
5. Fascia/frieze
6. Cornice
7. Capitals
8. Hanging sign



Picture 1 Elements of traditional shop front design

### Stall risers

**4.1** The stall riser is the filled area of brick/stone/tile beneath the shop window. The purpose of the stall riser is to raise the base of the window so as to provide some additional protection from damage to the glazing. Stall risers in Victorian/Edwardian shop fronts typically range from 300mm to 800mm in height. This may vary across a single shop front if the frontage is on a gradient. In Edwardian shop fronts the stall risers were usually in filled with panelled timber or stonework, Victorian shop fronts often used glazed tiles and bricks.

**4.2** Where stall risers survive with original or period material, this should be retained. It should not be removed or covered with plywood panels, painted or rendered. Render or panels are only appropriate treatments when covering modern post war in fill materials where their replacement for more appropriate materials is not possible or in new build.

**4.3** Modern poorly designed shop fronts often dispense with the stall riser altogether in favour of a larger full height shop window. This is inappropriate for a Conservation Area. The stall riser is an integral part of the traditional shop front.



Picture 2 GOOD : A good example of a decorated stall riser, mid-late 20th century contrasting glazed tiles are used to good effect



Picture 3 POOR : Stall riser

## 4 Elements of Traditional Shop Front Design



**Picture 2 GOOD** : A good example of a decorated stall riser, mid-late 20th century contrasting glazed tiles are used to good effect



**Picture 3 POOR** : Stall riser



**Picture 4 GOOD** ; The same shop with a reinstated traditional shopfront

### Pilasters

**4.4** The pilasters form the two enclosing edges of a traditional shop front and provide a visual closure to the frontage. Their detailing varies but for timber shop fronts they are typically decorated with reeded panels or elegant recessed/embossed panels. Pilasters can also be provided in a variety of other materials including marble, stone, render and brick. Pilasters are formed by the footing at the base of the pilaster, the main column and a capital to terminate at the top or a decorative bracket where the pilasters are designed to support the fascia rather than enclose it.

**4.5** Pilasters have often been removed in the past where enlargement of the shop window has occurred (usually in combination with the removal of the stall riser). Pilasters can also often suffer from wear and tear, particularly at ground level and consequently are often removed, this should be avoided. A regular programme of repair and maintenance should ensure their longevity. Removal of this element of the shop front can have a significantly detrimental effect on the overall appearance

**4.6** New shop fronts should not be considered appropriate without pilasters or associated capitals and/or brackets, and where they are incorporated they should maintain a traditional fluted/reeded/panelled appearance together with a footing and a capital/bracket. Poor quality

## 4 Elements of Traditional Shop Front Design

modern materials such as cheap plywood should be avoided whenever possible. Modern beadwork or picture mouldings on marine ply panels are not likely to be appropriate replacements for period material.



**Picture 5 GOOD** : Original pilasters with solid footings and moulded panels with bracket capitals to frame the fascia/signboard



**Picture 6 GOOD** : Solid recessed panels to the columns, capitals and footings. It creates a solid terminus to the shop front and clear delineation between window and door

### Capitals and brackets

**4.7** Capitals are the terminal points of the pilasters, and an often overlooked feature. Capitals can either enclose the fascia board or they can support a fascia board that runs the full width of the shop front. In cases where the fascia board runs above, scrolled brackets can also be used as a decorative terminus.

**4.8** Capitals can follow traditional architectural forms such as ionic or Doric styles, particularly in the Georgian or early Victorian examples, or they can be more bespoke and decorative as in later Victorian and Edwardian frontages.



**Picture 7 GOOD** : Fluted capitals with a cornice at the top to give protection above a recessed moulded column



**Picture 8 Good** : Raised panels on the columns and bracketed capital above contrasting paint

## 4 Elements of Traditional Shop Front Design

finish picks out the architectural detail

### Mullions/windows

**4.9** Windows are at the heart of the shop front, they serve to advertise the wares within. Windows were often vertically divided by the presence of mullions or thick supporting collonettes. Mullions are usually moulded and can be composed from two sections where they turn a corner. Increasingly they need to be robust in section to provide sufficient support to plate, toughened or laminated glass but this can be offset with careful detailing and mouldings. Mouldings should be of an appropriate design for the age and architectural detailing of the building. Modern flat sectioned mullions are not appropriate for a Conservation Area.

**4.10** The use of a transom or high level glazing, originally for ventilation, and often in ornate patterns or featuring stained leaded lights, is a traditional feature of Edwardian shop fronts. New shop fronts should consider these detail options, particularly if ventilation is required or where the extent of the glazed area is excessive and needs to be reduced.

**4.11** From the mid 19thC cills became far more rounded and generously sized. Cills on new shop fronts should have sufficient slope so as to facilitate the run off of rainwater and should have a concealed drip mould underneath to ensure the water is thrown off. Sometimes the addition of mouldings on the cill is appropriate to provide better visual relief. Cills should not be recessed too far nor be flat enough to encourage their use as a perch which can expose the cill and window to damage.

**4.12** Upper floor windows of commercial properties are considered part of the shop front and will therefore require planning permission for any removal, replacement or alteration. Upper floor windows are equally important in preserving the character and appearance of traditional commercial premises. Traditional designs and materials should be used and period material retained where possible. Designs should be appropriate to the overall character of the building/ traditional shop front. Replacement with inappropriate modern styles or materials will be resisted, also removal of glazing bars to allow in window advertising will also be resisted.



**Picture 9 GOOD** : Example of simple mullions used to reduce a large area of glass



**Picture 10 GOOD** : Example of the use of high level transom to create to allow ventilation

## 4 Elements of Traditional Shop Front Design



**Picture 9 GOOD :** Example of simple mullions used to reduce a large area of glass



**Picture 10 GOOD :** Example of the use of high level transom to create to allow ventilation

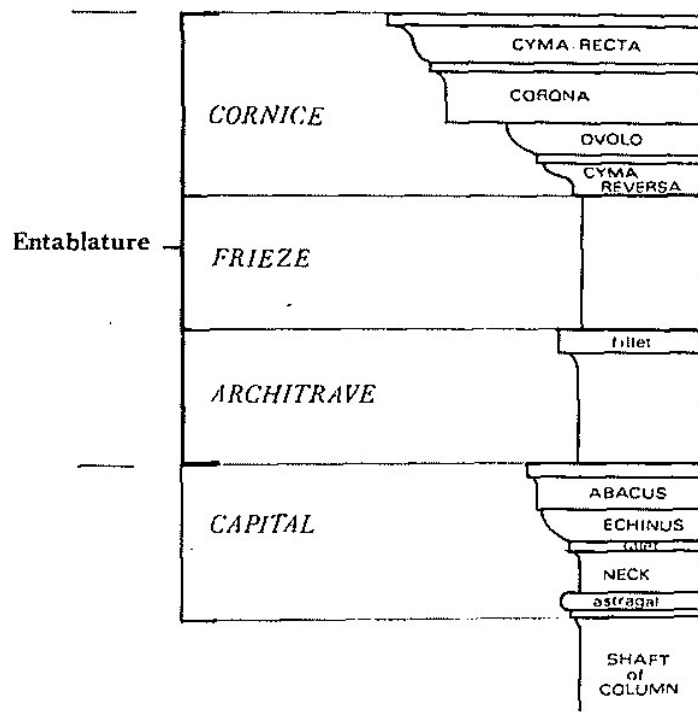


**Picture 11 POOR :**  
Mullions

### Fascia/Cornices

**4.13** The shop front fascia or frieze is the area that runs above the shop window which commonly holds the signage, the slightly protruding moulded section above the fascia is the cornice and provides some shelter to the fascia from rainwater, it is often removed or omitted in modern shop fronts to increase the fascia size. Below the fascia there is often an architrave which runs underneath which helps to frame the fascia top and bottom. Again this is often omitted or removed insensitively to increase the fascia size. Altogether these three elements are known as the 'entablature'.

## 4 Elements of Traditional Shop Front Design



**Figure 1 Elements of a traditional entablature**

**4.14** Traditional fascias run the width of the shop front either enclosed by pilasters/capitals or supported by pilasters and brackets. Where the shop front is wider than the average the fascia may be split into two either side of a central door. Some traditional fascias are tilted downwards to allow for easier viewing of the signage. For issues relating to appropriate design of signage see section 6 entitled 'Signage and Lighting'.

**4.15** The removal of any fascia board from a traditional shop front should be wholly resisted. Premises requiring renewal of signage should do so within the limits of existing traditional signage. The fascia should be appropriate to the age and architectural detail of the building. Modern applied box fascias which project from the face of the building and the addition of new fascias over the top of existing fascias represent a bulky and clumsy addition which sits uncomfortably on the shop front. Such fascias often obscure historical details and are not appropriate for a Conservation Area.

## 4 Elements of Traditional Shop Front Design



**Picture 12 GOOD :** Traditional fascia, with cornice above and small architrave below, enclosed with capitals and nicely proportioned sign



**Picture 13 GOOD :** Fascia



**Picture 14 GOOD :** Classical style entablature/fascia with simple hand painted signage



**Picture 15 POOR :** Oversized boxed out fascia board with no cornice or architrave or capitals to enclose it or support it. It dominates the shop front to an oppressive degree

### Doors

**4.16** Victorian and Edwardian shop fronts usually had deep recessed entrances; this was to allow a greater area of window display, leading to a glazed shop door. It is unfortunately; however, common practice when replacing shop fronts to re-design a flat frontage. This is done often to maximise frontage display or in-window advertising area immediately onto the street or to maximise floor space within the shop. The consequences of these actions is that recessed doors are becoming a rarity and where we may once have had a more undulating quality to the street scene, we now have a much more two dimensional appearance.

**4.17** The recessed door draws the eye to the entrance and becomes as much a feature of the shop front as the window itself. These recesses provide strong visual elements in the street and create an important characteristic. Their removal should be resisted and new shop front developments should be encouraged to include recessed doors as part of their design.

## 4 Elements of Traditional Shop Front Design

**4.18** Victorian shop doors were usually four panelled with the upper two panels glazed, or the whole of the upper half glazed. Early 20<sup>th</sup> C doors had a larger glazed panel covering perhaps two thirds of the upper area of the door with a panel below.

**4.19** Doors are one feature of traditional shop fronts which can be easily eroded. By their nature they suffer a greater degree of wear and tear and are often replaced. Replacements should be specifically designed for the premises; invariably ready made 'catalogue' doors will not be appropriate by virtue of a modern design or failing to respect the existing characteristics of the premises. Domestic style doors are not appropriate for commercial premises; doors should always be made of wood to reflect traditional materials.

**4.20** Doors traditionally had decorative brass work furniture such as handles, rubbing plates and letter boxes. Such door furniture should be respected and retained where it is of sufficient quality, and any replacements should be in appropriate style. Modern styles or materials such as plastic or stainless steel will not be appropriate in the Conservation Area.



**Picture 16 GOOD : Leaded glazed panels to upper lights picking up fanlight details**



**Picture 17 POOR : Door**

## 4 Elements of Traditional Shop Front Design



Picture 18 BEFORE : Door and signage



Picture 19 AFTER : Door and signage

### Other architectural features

#### Entrance lobbies

**4.21** Floors of entrance lobbies were often decoratively tiled, in earlier examples, using buff and terracotta tiles with more decorative black and white or two tone designs. 20thC tiled floors often displayed the business name, and the tiles were set close butted with an extremely narrow line of grout between. Loss of these features is rife as it is invariably a consequence of the loss of recessed doorways. Survival of good tiled displays should be a material consideration in alteration to any shop front. Historic examples should be preserved in situ and their removal should be wholly resisted and any replacements should be like for like, or where this is not possible, of a period design, using good quality floor tiles and appropriate narrow set grouting. Concrete skimming is unlikely to be appropriate for a Conservation Area.



Picture 20 GOOD : Blue and white Edwardian tile decoration



Picture 21 GOOD : Surviving mid 20th Century advertising mosaic in a doorway

## 4 Elements of Traditional Shop Front Design

### Colour

**4.22** Appropriate use of colour in the Conservation Area should be encouraged; a variety of colour can make a pleasant impact on the street scene. The Council will take a relatively flexible approach to control of colour, largely limited to resisting those colours that are felt to be highly inappropriate such as luminous colours or metallic effect paints and under certain circumstances, stained wooden finishes. However, the Council will reserve the right to influence colour design where appropriate. The Council appreciates that colours may be central to corporate identity but that this should not be allowed to override the importance of the Conservation Area. Where possible a mutually agreeable solution will be sought.

**4.23** Materials used should reflect the character of the original period shop front. This is timber in virtually all cases, except for use of traditional tile/stone work or where traditional ironwork forms part of the shop front. Marine plywood is commonly used to create shop front details, whilst this can be effective if constructed properly, it is largely false economy as it requires a good level of maintenance to preserve the original appearance. Often such plywood is accompanied by low quality beaded mouldings which are tacked on and not generally robust enough to survive and are often damaged. Materials should be fit for purpose. A better option is to appoint a traditional joiner or shop fitter to manufacture solid panels, recessed panels, mouldings, mullions and fascias from good quality soft or hardwood. This can allow delicate mouldings to be carved into the wood itself rather than tacked on later. A good hardwood should outlast the tenant if maintained at regular intervals.

**4.24** Where signage is simply being replaced, again, it is common for signage companies to use dibond composite panelling rather than wooden panels. We would encourage the use of traditional methods and materials in the construction of signs as this is, by its nature, the most effective way of achieving a traditional appearance. Where modern materials are proposed, such as dibond, the sign should be finished to a standard that replicates a traditional wooden painted sign board. Use of obviously plastic signs will be resisted.

### BLINDS

**4.25** Blinds often form part of a traditional shop front in the form of a recessed blind box with external brackets to hold the blind. Where these remain in traditional form their removal should not be encouraged. Often the material itself has rotted away but none the less the external appearance of the mechanism should be retained. If restoration is required this should be encouraged but consideration should be given to the design of the blind keeping it as plain as possible. Where blinds are to be introduced these should follow traditional form with a recessed blind box built into the fascia/cornice to prevent any outward intrusion. These should be manually operated and traditional in appearance that being wood, metal or cloth, with the avoidance of any plastic elements. Rounded 'Dutch style' canopies will not be permitted.

### SHOP FRONT CLUTTER

**4.26** Where possible intrusive modern elements should be kept away from frontages or sensitive areas. Items such as burglar alarms should be sighted with due care and as unobtrusively as possible whilst remaining practical. They should avoid being located centrally on a frontage, kept at eaves height to minimise any detracting, and designed to minimise

## 4 Elements of Traditional Shop Front Design

intrusion. Likewise the location of utility boxes for gas, electric and water, should be kept to the side or rear as a rule and where this is not the case their design should minimise their presence. Cash points should be resisted on frontages where possible, making the most of recessed doorways, and where such are necessary these should be designed with the minimum of associated clutter such as receipt bins, signage and internally illuminated signage. Listed buildings require planning permission for the placement of such items.

**4.27** Rain water goods should be traditional in style, that being of cast iron or similar appearance. The use of unpainted modern PVC rainwater goods is not appropriate for a conservation area. Appropriate guttering should be painted black or in keeping with the property to minimise intrusion. It is possible to acquire reproduction rainwater goods in modern materials that are appropriate.

# 5 Disabled Access and Building Regulations

## 5 Disabled Access and Building Regulations

**5.1** The new disability regulations may require owners of commercial properties to provide reasonable access for disabled people and wheelchair users. Where commercial premises are Listed such an accommodation must be done in a manner sensitive to the architectural character of the building. Where the property is not Listed but within a Conservation Area such provision should again be sensitive to the character of both the shop front and the wider Conservation Area.

**5.2** Where provision of ramped access is to be included in a replacement shop front, consideration should be given to the re-instatement of recessed doorways to allow space for an unobtrusive tiled or paved ramp in a traditional style. Where doors are required to be widened to allow wheelchair access consideration should be given to the use of double doors to accommodate the required width rather than the creation of an overly wide single door. A single door is unlikely to be appropriate, in terms of scale, for a traditional shop front.

**5.3** Internal and external alterations to commercial properties both at shop front level and the floors above may be subject to control under the Building Regulations (2000). However there are some exemptions for historic buildings under Part L of the regulations, the Building Regulations (2000) (Part L) defines historic building as either a listed building, building within a conservation area, buildings of local interest or buildings within AONB or World Heritage Sites. Whilst the Council will generally not resist building regulations which affect issues of health and safety, we reserve the right to resist under Part L of the Building Regulations, any other alteration which is likely to have a detrimental affect on the character of the building or the Conservation Area.



**Picture 22 GOOD : Double doors used to create a wide easily accessible entrance**

# 6 Signage and Lighting

## 6 Signage and Lighting

### Signage

**6.1** Poor quality and over scaled signage can often detract from even the most traditional of shop fronts. This is particularly so where poor signage is combined with inappropriate inserted modern fascia boards which are often over sized. (See notes on appropriate design elements for fascia boards). Changes of signage are a common occurrence in any commercial area, prompted by changes in ownership/tenancy or a change of business or as part of a change of corporate identity. Control of signage in Conservation Areas is vital to ensure high standards are observed and period character maintained.

**6.2** When designing signage it should be done in the context of a traditional entablature so that there is a clearly defined cornice above the fascia and an architrave below. Lettering should be in an appropriate size, this will largely be affected by the size of the fascia board. A traditional fascia should in itself regulate the size of the lettering to an appropriate size. Where an oversized modern or inserted fascia is present the Council will seek to reduce the potentially detrimental effect of equally oversized signage by either encouraging a reduction in the fascia or by introducing design elements such as framing or beading around the edges or the creation of a cornice or architrave.

**6.3** Lettering should be of an appropriate font, whilst a degree of variety is welcome in the Conservation Area, intrinsically modern or overly bold fonts will be resisted where necessary.

### Hanging signs

**6.4** A traditional bracketed hanging, mounted on the wall is to be encouraged. These consist generally of framed boards, containing the sign, suspended from a decorative or classically styled wall bracket. Contemporary designs will be considered on their merits.



**Picture 23 GOOD : Example of a simple framed hanging sign**



**Picture 24 GOOD : Example of a contemporary styled hanging sign**

## 6 Signage and Lighting

### Lighting

**6.5** Internally lit signs are usually not appropriate for a Conservation Area and applications for such will be resisted (see saved policy HE10). If lighting is required it should be external in the form of unobtrusive colour co-ordinated trough lighting. Swan neck lights will also be resisted. It is common misconception that these are traditional, and whilst they may appear traditional in form, the reality is that there is no traditional lighting source for commercial premises, this is a recent development. Swan neck lights are often used to excess on shop fronts and the result is often a cluttered appearance which can detract from an otherwise appropriate shop front/sign.



**Picture 25 GOOD : Unobtrusive trough lighting running along the top of the sign board**

# 7 Shop Front Security

## 7 Shop Front Security

Wrekin Local Plan Historic Environment Policy HE11 states that:

*“... the addition of inappropriate features, such as .....standard roller steel security grills will not be permitted.”*

**7.1** Solid roller shutters are a blight on Conservation Areas. Their use in Conservation Areas will not be permitted. Roller shutters are a symptom of a perceived problem and not a solution.

**7.2** It is clear from just a cursory inspection of some Conservation Areas, however, that this rule has not necessarily been rigorously applied in the past, this possibly due to a lack of consideration for the potential impact on the appearance of the Conservation Area during the planning application process but is also largely caused by unauthorised use of such shutters. Planning Permission is required for the use of external shutters of any description. It is hoped that this document will encourage property owners to consider alternative security solutions. It is also hoped that this document will assist in helping relevant Council Officers to understand the negative impact such shutters can have in a Conservation Area and to ensure that such applications are refused and alternatives considered. The use of shutters is a particularly sensitive issue in the Ironbridge Gorge World Heritage Site where proposals for any form of external shutter will be wholly resisted.

**7.3** Roller shutters obscure virtually all the period architectural detail that contributes to the overall character of a Conservation Area. Additionally the shutter boxes used to house the shutter mechanism and the shutter itself when retracted is often located prominently on the shop front which again is an inappropriate feature on a period shop front. Solid roller shutters also attract graffiti which is detrimental to the appearance of the Conservation Area.

**7.4** During the compilation of this document advice was sought from West Mercia Police’s Architectural Liaison Officer (ALO) who is tasked with providing security advice. The ALO has also advised on the issue of shop frontages in the ‘Design for Community Safety’ SPD (adopted June 08) which states:

*“Whilst “Safer Places” (ODPM 2004) emphasises “protection” as one of its key attributes, ..... it advises that this can be done “without compromising the quality of the local environment”. In Conservation Areas particularly, the Council and local ALO’s will not generally support the use of roller shutters, as it leads to monotonous, unattractive frontages, reinforcing the fear of crime and encouraging criminal activity. It also reduces the potential for window shopping having an effect on trade. Retailers are dependent on attracting passing trade not only during the day, but also in the evenings.”*

(Design for Community Safety SPD adopted June 08)

**7.5** The current Police view is that the vast majority of crime committed against properties, for example, within the Wellington Conservation Area, occurs at the rear of properties or through the roof and *not* through the shop front. It should also be remembered that Wellington has a town centre CCTV system in place which brings an additional level of security to the main thoroughfares of the Conservation Area. Small amounts of damage do occur

## 7 Shop Front Security

7

occasionally, as with any commercial area and, is largely caused by late night drunkenness and rowdy behaviour. These problems should be addressed through licence restrictions and planning control for change of use to entertainment venues and by more intensive use of CCTV.

**7.6** Solid rollers shutter also provide ample protection for any criminal activity taking place on the premises by preventing a clear view from the street to the shop.

**7.7** Alternatives to shutters may be considered where appropriate. The use of internal grilles to secure the shop window have the advantage that they do not require any planning permission, nor do they impact on the external appearance of the shop front or result in ugly shutter boxes or other shop front additional required for the use of roller shutters. Together with the use of laminated safety glass this should provide a good level of security.

**7.8** Where external protection is required, the use of decorative ironwork grilles is recommended. These should cover the window or door area only and should be demountable for removal during the working day, storage for such grilles can be designed into a traditional style shop front. Alternatively external grilles similar to those above could be considered where appropriate and again only covering the window and door area so as to minimise any impact on the shop front. Where boxes are required to retract such grilles, these should be internal, i.e. located behind the fascia board, external boxes of any description will be refused.



**Picture 26 GOOD** : Use of internal grilles on this modern shop front allows shop security to be maintained whilst allowing window shopping and advertising to continue out of hours, it provides a much better street impact that the shuttered property next door



**Picture 27 GOOD** : Use of demountable decorative ironworks presents a much more appropriate frontage within a Conservation Area than roller shutters

**7.9** Solid roller shutters will be rejected in Conservation Areas. Applications for other forms of shutters will be judged on a case by case basis and in respect of the impact the proposal will have on the Conservation Area. Applications that fail to demonstrate regard for the character of both the property and the Conservation Area will be resisted. It is accepted that certain businesses are at greater risk of criminal activity, such as jewellery shops. In such circumstances applications for security measures will be judged sympathetically on their individual merits but not to the detriment of the overall Conservation Area.

## 7 Shop Front Security

**7.10** For more detailed advice on good design in order to reduce crime, please refer to the council's Design for Community Safety SPD adopted June 2008.

# 8 Summary

## 8 Summary

**8.1** It is hoped that this guidance will raise the standards of commercial design within Conservation Areas and ensure that all future development within such areas serve to preserve or enhance the character within them. Where possible we have been explicit in what is acceptable or not acceptable but by its nature architectural design is often a matter of interpretation, a matter of 'fact and degree'. It is not desirable to be too prescriptive in what is permissible lest we end up with a series of identikit shop frontages along our streets which would create a sense of false historical place. Variety within set boundaries is often the best approach and consequently this document sets out to define where those boundaries are likely to be.

# Appendix 1 - Relevant Saved Wrekin Local Plan Policies

# Appendix 1 - Relevant Saved Wrekin Local Plan Policies

## **Relevant saved Wrekin Local Plan Policies affecting Conservation Areas and Listed Buildings:**

HE2 DEMOLITION IN CONSERVATION AREAS

HE3 NEW DEVELOPMENT IN CONSERVATION AREAS

HE4 DETAILED APPLIICATIONS

HE7 FACADISM AND AMALGAMATION OF PLOTS

HE8 CHANGE OF USE AND UPPER FLOOR CONVERSIONS

HE10 ADVERTISEMENTS

HE11 SHOPFRONTS

HE15 DEMOLITION OF LISTED BUILDINGS

HE16 ALTERATIONS AND ADDITIONS TO LISTED BUILDINGS

## Appendix 2 - Other Sources and Bibliography

## Appendix 2 - Other Sources and Bibliography

Building Regulations (2002)

Building Regulations and Historic Buildings (English Heritage 2002)

PPG15 Planning and the Historic Environment (1994)

Planning (Listed Building and Conservation Areas) Act 1990

Design for Community Safety (Telford & Wrekin SPD 2008)

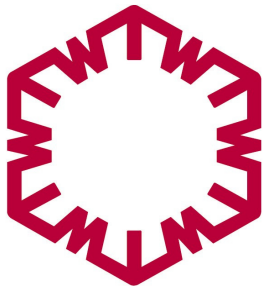
Guidance on the Management of Conservation Areas (English Heritage 2006)

Book of Details and Good Practice in Shop Front Design (English Historic Towns Forum 1993)

Modern Practical Joinery (George Ellis 1987, reprinted from 1908 edition)







**Telford & Wrekin**

C O U N C I L

**SHOP FRONTS AND SIGNAGE DESIGN GUIDANCE IN  
CONSERVATION AREAS - SUPPLEMENTARY  
PLANNING DOCUMENT (SPD)**

**PUBLIC PARTICIPATION STATEMENT**

**December 2011**

## **1. Introduction**

- 1.1 Telford and Wrekin Council has prepared a Draft Supplementary Planning Document (SPD) on Shop Fronts and Signage Design Guidance in Conservation Areas. The SPD is intended for use by developers, applicants for planning permission, the Council and the general public in respect of such proposals within conservation areas and will be a material planning consideration when the Council determines planning applications for such development. It also provides advice of wider relevance with regard to good shopfront design in the Borough.
- 1.2 This Consultation Statement supports the SPD and relates to the public participation carried out in its preparation and has been prepared in order to meet the requirements of Regulation 17(b) of the Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008 and also to provide feed back to consultees on how the representations made during its preparation have been dealt with.
- 1.3 The SPD has also been prepared in accordance with the Borough of Telford & Wrekin Statement of Community Involvement (SCI). The SCI can be viewed on the Council's website.

## **2. Consultation period and methods**

- 2.1 An initial consultation draft of the Shop Fronts and Signage Design Guidance in Conservation Areas SPD was published for preliminary engagement from 19 October 2007 to 30 November 07. A consultation on the revised SPD was then held from 19<sup>th</sup> January to 1<sup>st</sup> March 2010
- 2.2 On both occasions throughout the two 6 week consultation periods the draft SPD and the draft Sustainability Appraisal were made available for inspection at the Council offices at Darby House and Civic Offices, at all Libraries, post offices and community centres in the Borough, at the Wrekin Housing Trust offices and on the Council's website.
- 2.3 Copies of the document and an accompanying letter requesting comments were sent to Council Members, all Parish Councils, adjoining Local Authorities, adjoining parishes and specific statutory consultation bodies such as utility companies, and government advisory bodies such as English Heritage. In all nearly 100 copies of the document were supplied to these groups at both stages of consultation.
- 2.4 In addition, the Council holds an extensive and regularly updated database with close to 400 address details of contacts. These include national and local interest groups, developers, agents, residents associations, local businesses and interested members of the public. These contacts were notified in writing of the opportunity to comment on

the SPD as part of both stages of consultation. Details of how, where and when to submit comments were included in the correspondence.

- 2.5 Details of the representations received and from whom are supplied in appendix 1. Where changes have been made, how the issues have been addressed in the SPD is identified.

## Appendix 1 - Representations Received

Representations were received from the following bodies, groups or individuals:

Wellington Town Council

Brian Begley - Telford & Wrekin Senior Citizens Forum

Urban Designer, Telford & Wrekin Council

David Stentiford – Pegasus Planning Group

Mike Taylor – English Heritage

Cllr Sean Kelly – Telford & Wrekin Council

Principal Planning Officer, Telford & Wrekin Council

British Shopfronts Signage Assoc c/o Chris Thomas Ltd

Councillor Louise Lomax – Telford & Wrekin Council

InFocus Photography Ltd

Lawley and Overdale Parish Council

The matters raised and Council responses including how the issues have been addressed in the SPD are set out in the following table:

Summary of the main issues raised in representations:	How these main issues have been addressed in the SPD:
Wellington Town Council Planning Committee resolves to support the document as being a useful and helpful guide.	The changes requested refer to existing adopted policies in the current Wrekin Local Plan. The alteration of these policies is beyond the scope of this document.
Scope and appropriateness are excellent. Explains the concepts very clearly and useful guidance for those wishing to comment. Agrees roller shutters give the impression of crime problems in areas where they are used. They also give a detrimental perception to people visiting those areas where roller blinds are prevalent. The blinds invariably become covered in graffiti. The use of decorative grilles for shop windows gives a much better impression to visitors to an area and your document showed pleasing examples of this.	No change required
Generally positive regarding content, particularly the architectural breakdown of a shop front. Recommended changes to the text to improve clarity.	A number of changes were made in accordance with the representation
The document suggests that a traditional solution will always be required, in some cases a contemporary approach may be appropriate – the document is too narrow in its indication of ‘good design’ – it picks up on what is good ‘traditional’	These comments are noted, however, the scope of this document refers specifically to period properties, including listed properties This guidance is aimed at the design of traditional shop fronts in existing period properties, and whilst it

<p>but there are other good design solutions that can work in Conservation Areas. The document would not be robust in for example considering a contemporary new build.</p> <p>Signage – more detail on likely approach to illumination would assist – the options discussed are minimal and do not include halo illuminations – which is often favoured as a means of illumination in sensitive locations. The documents should recognise that there are deemed consent allowances.</p>	<p>can be used to assist in the design of a ‘traditional’ new build, it is not intended to imply that modern designs of the highest quality will be deemed inappropriate. There were changes to the document made therefore to clarify that the guidance was primarily aimed at the design of traditional shop fronts in existing period properties. With regard to signage – it is acknowledged that there is a certain degree of permitted development for non-illuminated signs within Conservation Areas, however it is felt that this design guide can also positively influence the improvement in design of signage done under permitted development.</p> <p>Section 63, line 3: insert “or some halo effect lighting for example” after “... co-ordinated trough lighting”.</p>
<p>The document was reviewed by Mike Taylor, Historic Area Advisor, who had no comments to make regarding changes.</p>	<p>No change</p>
<p>Introduction, paragraph 5 – must make explicit reference to the Borough Towns Initiative, so that the SPD may be used for guidance when regenerating those towns that sit just side the Conservation Areas, i.e, Oakengates and Dawley. It is important that the LDF makes explicit reference to the Borough Towns Initiative, to make the Council’s pledge to regenerate our borough towns binding and official.</p>	<p>The guidance was initially drawn up specifically for Conservation Areas only, where we have more direct and specific control regarding the preservation of character, however, it is hoped that by raising the standards of design in these areas we will encourage a higher standard throughout the Borough.</p> <p>Reference to the Borough Towns Initiative within the SPD will help to re-enforce this, however we must be clear that this SPD is rooted in the framework of existing saved policies in the Wrekin Local Plan (HE10 and HE11). Those polices are not relevant for areas outside Conservation Areas. The Borough Towns Initiative however concerns regeneration both inside and outside Conservation Areas so in order to clarify: Section 1, para 2:insert “It is hoped that this design guidance can support the work being done by the Borough Towns Initiative, aimed at the regeneration of the Borough Towns (formally District Centres) of Dawley, Oakengates, Ironbridge, Newport, Wellington and Madeley.” At the end of the paragraph.</p>
<p>There are inaccuracies in the policies identified in Section 2. HE1 is no longer relevant.</p>	<p>Section 2.1 para 1: Delete paragraph and replace with “There are a broad range of policies within the Wrekin Local Plan for the preservation and enhancement of Conservation Areas and Listed Buildings. Those specifically relating to commercial premises or former commercial premises are written Below. Policy HE10 and HE11 provide the policy framework which underpins this SPD. These policies are supported nationally under PPG15. A full list of the relevant</p>

	<p>Local Plan policies is contained in appendix 1".  Section 2.1, para 2: Delete the paragraph beginning "HE1 Preservation and Enhancement".  Appendix 1: Delete the following policies: HE1, HE5, HE9, HE12, HE13, HE14, HE17-20, HE22 and HE23.</p>
<p>There is a need to clarify in the document that this SPD, when adopted, will form part of the Local Development Framework for Telford and Wrekin. References to Wrekin Local Plan policies that have not been saved need to be deleted. There should be an explanation of a saved policy and a note that in due course HE10 and 11 will be superseded.  Suggest explain that the document has been prepared to provide further detail to policy CS15 "Urban Design" within the LDF Core Strategy and gives additional guidance for shop front development proposals in the Borough.</p>	<p>Section 1: Insert "This Supplementary Planning Document, on adoption, will form part of the Local Development Framework for Telford and Wrekin. It has been prepared to provide further details with respect to policy CS15: Urban Design within the LDF Core Strategy and gives additional guidance for shop front development proposals in the Borough" .</p>
<p>The BSGA generally welcomes the draft SPD. Consider that, for the most part, its advice is sensible and reasonable. We recognise that the SPD is aimed mainly at "period" shopfronts and, provided it is used mainly in this context, the advice on the appropriate size, style and materials for signage is sound. The SPD, however, fails to make any reference to PPG19 or DCLG Circular 03/2007, which contain appropriate national policy advice on advertisement control in conservation areas. Paragraph 22 of PPG19 states: "Many conservation areas are thriving commercial centres where the normal range of advertisements on commercial premises is to be expected, provided they do not detract from visual amenity. On the basis of this advice, we consider that the SPD's references to internally illuminated signs being "only permitted in exceptional circumstances" (comment on Policy HE10), "not permitted" (para 6.15) and "not appropriate" (para 8.5) are contrary to PPG19 and partly self-contradictory. Indeed, the statement (para 8.5) that "some halo effect lighting" is acceptable proclaims the acceptability of internal illumination since the "halo-effect" lighting is necessarily internal. Internal illumination also has the additional benefits of reducing clutter and extra paraphernalia on shopfronts by obviating the need for additional lighting trough or spotlight fittings. We are not advocating "standard" box signs crudely attached to an existing fascia. But there are opportunities for internally illuminated signs which will have an acceptable impact. What is crucial is that whatever type of sign is proposed is</p>	<p>Changes made accordingly as requested</p>

<p>appropriate to the shopfront, building facade and street scene. And, following the advice in PPG19, we consider an appropriately designed internally illuminated sign may be appropriate above a modern shopfront within a commercial street scene. We would therefore welcome the deletion of the advice in policy HE10 comment and paras 6.15 and 8.5 outlined above. We consider that the subject of illumination can be contained within para8.5 and that the first sentence of this para should be deleted and replaced with "Carefully designed internally illuminated signs may be acceptable, particularly within the commercial parts of conservation areas, where the sign will not adversely affect the character or appearance of the shopfront, building and the street scene". The second sentence might then read " Some halo effect lighting or external illumination by means of colour co-ordinated and unobtrusive lighting troughs or spotlights may also be an acceptable form of illumination". We do not disagree that swan-neck lights are generally faux and offer a poor form of lighting from often unsightly fittings.</p>	
<p>The conservation areas cited omit Madeley as a conservation area. Either Ironbridge Gorge should be expanded to read Ironbridge George World Heritage Site or Madeley High Street should be included.</p>	<p>Change made accordingly</p>
<p>Advocates both regulating renovation and new build within the designated areas in order to give a harmony. Apply the approach all existing and new shopfronts. This does have implications of cost to the property owners. Seeks financial compensation to offset those costs i.e. a rate reduction. Suggests give grants to every shop owner in order to get the work done in order to achieve the desired look to the areas involved. Need to have a comprehensive approach to achieve the historic appearance sought and avoid unnecessary expense for shopkeepers.</p>	<p>Comments noted but setting up grant schemes is outside the scope of this document</p>
<p>Parish Councils should be given the opportunity to respond to planning applications for signage before they have been installed. Planning applications for signage should not be submitted retrospectively. Since Telford Town Centre is within the parish of Lawley and Overdale, the parish council often sees planning applications for signage and most of these are retrospective. There are places where there are too many signs which create a distraction to motorists.</p>	<p>Comments noted but are outside the scope of this document. Passed to Development Control.</p>

Local Development Framework  
**Shop Fronts and Signage Design**  
**Guidance in Conservation Areas**  
**Supplementary Planning Document - Sustainability Appraisal**  
December 2011



**S**  
**A**



Telford & Wrekin  
COUNCIL



# Contents

<b>1 Non Technical Summary</b> .....	<b>3</b>
<b>2 Introduction</b> .....	<b>5</b>
<b>3 Background</b> .....	<b>7</b>
<b>4 Methodogy</b> .....	<b>9</b>
<b>5 Baseline Information</b> .....	<b>12</b>
<b>6 Findings and Conclusions</b> .....	<b>14</b>

## **Appendices**

<b>Appendix A - Sustainability Appraisal Matrancies</b> .....	<b>16</b>
<b>Appendix B - SA Framework</b> .....	<b>21</b>
<b>Appendix C - SEA Determination</b> .....	<b>32</b>

# 1 Non Technical Summary

# 1 Non Technical Summary

**1.1** This document sets out the Sustainability Appraisal (SA) work undertaken for the Shop Fronts and Signage Design in Conservation Areas Supplementary Planning Document (referred to here after in this document as Shop Fronts SPD). This document should be read in conjunction with the Shop Fronts SPD draft for formal consultation.

**1.2** The Sustainability Appraisal (SA) process considers environmental, social, economic and natural resource implications of the SPD. The results of the SA are contained in appendix A and discussed in Chapter 6.

**1.3** The results of the SA of the SPD are predominately positive, where the SA objectives are relevant.

**1.4** The aim of this SPD is to provide advice to developers and owners of period commercial buildings who are considering external alterations to their properties. It will also be used by Council Officers and Members in considering planning applications, Listed Building Consent applications and enforcement issues as well as by the general public and local amenity societies in formulating their responses to such applications.

**1.5** The SA process has demonstrated that the Shop Fronts SPD has performed well in sustainability terms. By raising awareness and providing practical solutions for improving shop fronts and signage in conservation areas the SPD will improve the public realm in these areas.

## 2 Introduction

## 2 Introduction

**2.1** The Planning and Compulsory Purchase Act 2004 Section 39(2) requires all SPDs to be subject to a Sustainability Appraisal. This document reports on the work carried out in appraising the environmental, economic and social sustainability of the Shop Fronts SPD.

**2.2** The Shop Fronts SPD has been prepared to supplement CS15 Urban Design from the Council's Core Strategy (adopted 2007) Development Plan Document (DPD).

**2.3** Although an SA has already been undertaken for CS15 as part of the Core Strategy DPD SA, a further SA has been undertaken of CS15 in the context of the Shop Fronts SPD as shop front design in conservation areas was not specifically referred to in CS15. The results of further SA of CS15 and Shop Fronts SPD are included within this report.

**2.4** This SA was carried out on the finalised Shopfronts SPD. This SA report will be made available with the SPD upon adoption.

# 3 Background

## 3 Background

**3.1** The purpose of this SA is to help the Council to achieve its sustainable development aims and ensure that the environmental, social, economic and natural resource effects are fully considered in the preparation of this SPD.

**3.2** There are many definitions of sustainable development, however, for the purposes of clarity the Government set out four aims of Sustainable Development in its strategy 'A Better Quality of Life: a Strategy for Sustainable Development in the UK'.

**3.3** The four objectives are:

- Social Progress which recognises the needs of everyone;
- Effective protection of the environment;
- Prudent use of natural resources; and
- Maintenance of high and stable levels of economic growth and employment.

**3.4** Telford and Wrekin Council has designated 7 Conservation Areas within the Borough boundary; Wellington, Newport, High Ercall, Edgmond, Spring Village/Horsehay, Wrockwardine and the Ironbridge Gorge (including Madeley). The character of these Conservation Areas varies from the rural nature of Wrockwardine and High Ercall to the more industrial Ironbridge Gorge to the commercial feel of the historic market towns of Wellington and Newport and also of Madeley.

**3.5** These Conservation areas form a significant part of the Borough's built heritage, important to residents and visitors alike. Leisure and Tourism are vital to the local economy, and the character and appearance of these towns are a fundamental part of their attractiveness as destinations for shopping and tourism.

**3.6** The Shop Fronts SPD is principally to preserve the historic character of traditional shop fronts and signage in the conservation areas and where replacement is necessary, encourage high standards of traditional design and materials in commercial properties and, where applicable residential upper floors, within Conservation Areas. It will be targeted at anyone thinking of replacing or altering their shop frontages or signage.

**3.7** It is hoped this document will explain more clearly Council policy within conservation areas and give clear guidance on what is appropriate design for such areas and what is not. It will, therefore, contribute to a more efficient planning process for anyone seeking alterations to commercial frontages.

**3.8** Once the Shop Fronts SPD is adopted it will form part of the policy framework within which planning applications are determined.

**3.9** The SA will be monitored via the Annual Monitoring Report (AMR). The AMR is produced on an annual basis and indicators identified in the sustainability framework will be monitored as and when necessary through the annual monitoring process.

# 4 Methodology

## 4 Methodology

**4.1** European Directive 2001/42/EC requires a formal Strategic Environmental Assessment (SEA) of certain plans and programmes which are likely to have significant effects on the environment. However not all Local Development Documents will require an SEA because they might not be considered to have a significant impact on the environment. Where an SEA is required, this can form part of the overall SA that is undertaken.

**4.2** Telford and Wrekin Council have undertaken a screening process to determine whether the requirements of the Strategic Environmental Assessment Directive apply for the Shop Fronts SPD. It has been determined that an SEA is not required for the Shop Fronts SPD. Appendix A of this Sustainability Appraisal Report contains a Statement of the reasons for this determination. However a SA is necessary for the SPD as the 'parent policy' CS15 Urban Design is a general design policy, where as this SPD covers a very specific design issue.

**4.3** The Sustainability Appraisal has been carried out in line with government guidance contained within the document 'Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents' (November 2005). <http://www.communities.gov.uk/index.asp?id=1161341> The approach taken is outlined in the Councils 'Sustainability appraisal/Strategic Environmental Assessment Scoping Report' (2008) [http://www.telford.gov.uk/NR/rdonlyres/DF54563-22CB-4443-A2FD-72BC2699F3C7/0/FinalSA\\_Scoping\\_Report\\_2008\\_independes.pdf](http://www.telford.gov.uk/NR/rdonlyres/DF54563-22CB-4443-A2FD-72BC2699F3C7/0/FinalSA_Scoping_Report_2008_independes.pdf)

**4.4** The Sustainability Appraisal work has been undertaken jointly by a sustainability officer and a planning officer from Telford and Wrekin Council, in order to consider and respond to local circumstances. The role of the sustainability officer was to maintain and ensure a balanced view was taken when making assessments of the effects of plans and objectives.

**4.5** A group of officers from Council departments including, environmental health, economic development, leisure, landscape and transport was set up to consider the development of the sustainability objectives and the indicators contained within the Council's SA scoping report (May 2005). The 2008 SA Scoping Report has been prepared to improve robustness of the SA framework used to appraise the Local Development Documents and it now supersedes the 2005 SA Scoping Report. The Shop Fronts SPD has been assessed using the objectives and indicators set out in the 2008 SA Scoping Report. These are provided in Table 1 below.

**4.6** This SA has been carried out on the final draft of the Shop Fronts SPD November 2008. The Adopted version of Shop Fronts SPD will include changes made as a result of this SA and public consultation comments from the Formal Consultation period.

**4.7** Links to other plans and programmes and the social, environmental and economic baseline for the borough is contained in the SA Scoping Report (2008).

**4.8** The SA Framework includes the SA objectives which the Shop Fronts SPD will be appraised against. The SA Framework is in Appendix B. The assessment rationale is an interpretation of the SA Framework, which will be utilised to assist the assessment of the SPD, this is also within Appendix B. The results of the Sustainability Appraisal are expressed in one of the following ways:

Assessing the significance of the effects	
++	Strongly Positive
+	Slightly Positive

## 4 Methodology

0	Neutral/Not related
-	Slightly negative
--	Strongly negative
?	Insufficient information

**Table 1 : The SA Framework**

**4.9** In addition the likely timing and permanence of any impacts are also considered and the appraisal table includes clear mitigation measures and explanatory notes.

**4.10** When considering the SPD in relation to the SA objectives the assumption was made that the alternative option to having the SPD was 'no plan' or 'business as usual'.

# 5 Baseline Information

## 5 Baseline Information

**5.1** Telford and Wrekin Council has designated 7 Conservation Areas within the Borough boundary; Wellington, Newport, High Ercall, Edgmond, Spring Village/Horsehay, Wrockwardine and the Ironbridge Gorge (including Madeley). The character of these Conservation Areas varies from the rural nature of Wrockwardine and High Ercall to the more industrial Ironbridge Gorge to the commercial feel of the historic market towns of Wellington and Newport and also of Madeley.

**5.2** These Conservation areas form a significant part of the Borough's built heritage, important to residents and visitors alike. Leisure and Tourism are vital to the local economy, and the character and appearance of these towns are a fundamental part of their attractiveness as destinations for shopping and tourism.

**5.3** The Shop Fronts SPD is principally to preserve the historic character of traditional shop fronts and signage in the conservation areas and where replacement is necessary, encourage high standards of traditional design and materials in commercial properties and, where applicable residential upper floors, within Conservation Areas. It will be available to anyone thinking of replacing or altering their shop frontages or signage.

# 6 Findings and Conclusions

## 6 Findings and Conclusions

**6.1** The outcome of the SA of the Shop Fronts SPD and CS15 Urban Design are predominately positive. Appendix A contains the results of the SA of Shop Fronts SPD.

**6.2** The SA Objectives are designed to cover a wide range of Local Development Framework (LDF) Documents, the SA Objectives are within the SA Framework (Appendix B). As such, a number of the sustainability objectives are not directly related to the Shop Fronts SPD or CS15 Urban Design and score a Neutral Score in the Appraisal Matrix (Appendix A).

### **Results of SA of the Shop Fronts SPD**

**6.3** The results of the appraisal indicate that compared to a 'no plan' scenario, the development of the Shop Fronts SPD is a positive addition to the LDF to help ensure that development is sustainable in the Borough. There are more positive (+) results than negative (-) within the SA results in appendix A.

**6.4** The aims and objectives of providing guidance of the design of shop fronts and signage in conservation areas accord with several of the social and environmental SA objectives. The SPD seeks to enhance the urban environment in conservation areas. The guidance within the SPD will potentially help reduce fear of crime, for example the replacement of solid roller shutters which are a symptom of a perceived problem and not a solution, with security features which are more sympathetic to the architecture of the area, such as demountable decorative ironwork grilles.

### **Results of the SA of Parent policy**

**6.5** Policy CS15 Urban Design states 'the design of development will assist in creating and sustaining safe places, strengthening local identity and projecting a positive local image'. The Shop Fronts SPD will clearly help the implementation of this policy. The SA of the CS15 had predominately positive results. However there was 'slightly negative' result for CS15 for SA objective 19, as CS15 doesn't mention sustainable design or energy systems. However the Council is proposing this element of design will be covered in subsequent SPDs.

### **Conclusion**

**6.6** The results of the SA indicate that the adoption of the Shop Fronts SPD is a positive addition to the LDF. The SA can identify no recommendations for improvement. The SPD provides guidance and advice for the design of shop fronts and signage in conservation areas in the Borough, it will help improve quality of the urban environment in the conservation areas.

# Appendix A - Sustainability Appraisal Matraces

# Appendix A - Sustainability Appraisal Matraces

Obj	Sustainability Objectives	Shop Fronts SPD and Policy SA Results			
		Shop Fronts SPD	Comments from the SA of Shop Fronts SPD	Parent Policy CS15 Urban Design	Comments from the SA of CS15 Urban Design
1	To reduce poverty and social exclusion	+	It is considered that the implementation of this SPD will improve the public realm in conservation areas	+	CS15 will improve the public realm
2	To reduce and prevent anti social activity, crime and fear of crime	+	The improvement of the shop fronts in conservation areas by improving the public realm may reduce the likelihood of anti social behaviour	++	Through Community Safety SPD the policy will facilitate a sense of safety and reduce crime and fear of crime
3	To promote accessibility to a range of services and facilities to meet people's basic needs	0		0	
4	To provide a range of housing that meets the needs of the Council area accompanied by adequate supporting infrastructure.	0		0	

## Appendix A - Sustainability Appraisal Matrancies

5	To improve the population's health and reduce inequalities in health	0	0	+	Secondary effect of improving urban design will help increasing walking and cycling
6	To improve the education and skills of the population	0	0	0	
7	To make the best use of previously developed land and buildings	+	+	+	Using existing shop fronts in conservation areas effectively as detailed in the Shop Fronts and Signage in Conservation Areas SPD, will help make the best use of previously developed buildings
8	To reduce the need to travel and promote modes of travel other than the car	0	0	0	
9	To protect and enhance the quality of the landscape and the countryside	0	0	0	
10	To protect and enhance wildlife habitats which are important on an international, national and local scale (and protect and enhance areas with biodiversity value)	0	0	0	

## Appendix A - Sustainability Appraisal Matraces

11	Protect and enhance geological and geomorphological diversity	0		0	
12	To protect and where appropriate enhance the landscape, buildings, sites and features of archaeological, historical or architectural interest and their settings	++	This SPD will improve existing buildings of architectural merit through its implementation in conservation areas	++	CS15 meets this objectives through all of the 'urban design' SPDs
13	To address the causes of climate change through reducing greenhouse gas emissions	0		0	
14	To reduce the risk of flooding	0		0	
15	To protect and enhance the availability and quality of water resources	0		0	
16	To reduce air pollution and ensure that air quality continues to improve	0		0	
17	To reduce noise and light pollution	0		0	
18	To reduce contamination and safeguard soil quality and quantity	0		0	
19	To increase energy efficiency and increase the use of renewable energy	0		-	There is no mention of environmental/climate change design measures in this policy

# Appendix A - Sustainability Appraisal Matrancies

20	To reduce the generation of waste and maximise re-use and recycling	0	0	0	
21	To promote the use of resources efficiently, as well as sustainably sourced products and resources and re-used and recycled products	0	0	0	
22	Create a balance of employment opportunities across all sectors	0	0	0	
23	To improve economic competitiveness in the area	+	+	+	The implementation of this SPD will improve the attractiveness of shop fronts within conservation areas, helping to boost the areas economic competitiveness
					The policy and the associated SPDs will help improve the vitality of the borough

Table 1

Criteria for assessing the significance of effects	Strongly Positive ++	Slightly Positive +	Neutral/Not related 0	Slightly Negative -	Strongly Negative --	Insufficient information ?
			0	-	--	

Table 2

# Appendix B - SA Framework

## Appendix B - SA Framework

	New SA Objectives	Assessment Rationale for the SA Objectives	Indicators [ <u>Key to Data Availability for Indicators</u>  <b>Bold</b> = Known data for Telford and Wrekin <i>Italic</i> = Known data for Shropshire and/or West Midlands Region <u>Underlined</u> = No data currently available]
<b>SOCIAL</b>			
<b>1</b>	<b>To reduce poverty and social exclusion</b>	<p>Consideration of whether the policies introduce measures such as:</p> <ul style="list-style-type: none"> <li>improving the public realm and community facilities,</li> <li>ensuring that the pattern of development focuses on more deprived areas, to help reduce the imbalances across the Council area.</li> <li>promoting employment opportunities and access improvements to employment and health services will help to reduce levels of people claiming benefits hence reducing poverty. An improvement in these facilities may also help to improve people's satisfaction with the area as a place to live.</li> </ul>	<p><b>% of population of working age claiming key benefits such as Job Seekers Allowance (JSA)</b></p> <p><b>% of Super Output Areas that fall within the 20% most deprived areas within the UK using the Index of Multiple Deprivation (IMD)</b></p> <p><b>% of people who say they are satisfied with their local area as a place to live</b></p>
<b>2</b>	<b>To reduce and prevent anti social activity, crime and fear of crime</b>	<p>The extent to which policies engender:</p> <ul style="list-style-type: none"> <li>a sense of safety and reduce crime and fear of crime through indirect measures such as</li> </ul>	<p><b>Total crime per 1000 population</b></p> <p><b>Crime by type (vehicle, burglary, violent) per 1000 population</b></p>

## Appendix B - SA Framework

		<p>incorporating design features in new development (such as additional lighting, CCTV).</p> <p>Policies that seek to deliver an increase in the range and availability of community facilities should be considered favourably on the basis of their potential contribution to discouraging incidences of anti-social behaviour and opportunistic crime, the latter often being attributed to 'boredom' or a 'lack of things to do'.</p>	<p><b>Racially aggravated crimes per 1000 population</b></p>	
<p><b>3</b></p>	<p><b>To promote accessibility to a range of services and facilities to meet people's basic needs</b></p>	<p>Consideration of whether policies will either directly (through new or significantly enhanced provision) or indirectly (through improved transport links) increase accessibility to employment opportunities and the following services:</p> <ul style="list-style-type: none"> <li>● Schools;</li> <li>● Bus stops</li> <li>● Shopping facilities;</li> <li>● Health and Social Facilities;</li> <li>● Nurseries;</li> <li>● Further Education Establishments;</li> <li>● Children's Centres;</li> <li>● Community Halls;</li> <li>● Churches;</li> <li>● Church Halls and Day Centres;</li> <li>● Libraries;</li> <li>● Residential Homes for the Elderly;</li> <li>● Cemeteries;</li> <li>● Open Space;</li> <li>● Sports and leisure Facilities and Centres;</li> <li>● Supported Accommodation; and</li> <li>● Theatres and Cinemas.</li> </ul>	<p><b>% of residents with difficulty accessing services</b></p> <p><b>% of houses 800m from a bus stop</b></p> <p><b>% of houses 800m from local shopping facilities</b></p> <p><b>% of buildings open to the public where all areas are suitable for accessible to disabled people</b></p> <p><b>Hectares of accessible green space per 1,000 people</b></p> <p><b>% of people experiencing difficulty accessing sports facilities</b></p> <p><b>% of people who say they are satisfied with local sports and leisure facilities</b></p>	

## Appendix B - SA Framework

4	<p><b>To provide a range of housing that meets the needs of the Council area accompanied by adequate supporting infrastructure.</b></p>	<p>Consideration of the extent to which policies will ensure supply of housing appropriate to local needs, especially in relation to affordability.</p> <ul style="list-style-type: none"> <li>• Whether policies help to ensure an improvement in the quality of housing, especially in deprived communities is also a key factor.</li> <li>• Consideration should also be made of whether new residential development is supported by adequate infrastructural capacity, including transport and wastewater considerations.</li> </ul>	<p><b>Annual housing completion rate</b></p> <p><u>Annual affordable housing completion rate</u></p> <p><b>Affordable housing deficit</b></p> <p><b>Non-decent homes by housing sector</b></p>	
5	<p><b>To improve the population's health and reduce inequalities in health</b></p>	<p>Consideration of whether policies</p> <ul style="list-style-type: none"> <li>• improve access to health facilities or indirectly improve health for all.</li> <li>• Secondary effects of reducing air pollution, ensuring homes are of a decent standard, and other indirect or longer-term effects upon health.</li> <li>• Secondary effects of improving walking and cycling for both purposeful and recreational trips, as well as improving access to green space and health services by walking and cycling and the positive effect on levels of health arising from such measures.</li> </ul>	<p><b>Life expectancy</b></p> <p><b>% of people who describe their health as good</b></p> <p><b>% of people with limiting long term illness</b></p> <p><i>% of population partaking in 3 x 30 minutes of moderate intensity sport and physical activity per week</i></p> <p><b>Access to GP</b></p>	
6	<p><b>To improve the education and skills of the population</b></p>	<p>Consideration of whether policies contribute towards improvements in existing education facilities or the creation of additional educational facilities, specifically tertiary and higher education centres.</p>	<p><b>% of 3 year olds receiving free education</b></p> <p><b>% of residents able to access appropriate training</b></p> <p><b>% of population of working age qualified to NVQ 3+</b></p>	



## Appendix B - SA Framework

			<p><b>% of new build housing within 800m of a half hourly or better bus service</b></p>	
<p><b>9</b></p>	<p><b>To protect and enhance the quality of the landscape and the countryside</b></p>	<p>Consideration of whether policies will seek to directly or indirectly maintain and enhance the landscape quality of the Council area, including historic landscape features (e.g. field boundaries and hedgerows/ hedgebanks).</p> <p>Specific consideration of the effects of policies on the special qualities of the AONB. Assessment of the extent to which the quality and quantity of areas of landscape are affected by policies.</p>	<p><i>Area and type of landscape character areas in Telford and Wrekin</i></p> <p><u>Number of proposals/policies affecting Shropshire Hills Area of Outstanding Natural Beauty</u></p> <p><i>Number of plans and proposals agreed by the council where the advice of Natural England and the AONB management plan is not followed</i></p>	
<p><b>10</b></p>	<p><b>To protect and enhance wildlife habitats which are important on an international, national and local scale</b></p>	<p>Consideration of whether policies may have a positive effect on designated and non-designated habitats and species (e.g. through increased connectivity or reduced disturbance).</p> <p>Additional consideration of whether the policies will result in the conservation, enhancement or creation of habitats. Connectivity of habitats and mitigation of the effects of climate change should be especially considered.</p>	<p><b>Area of Sites of Special Scientific Interest (ha)</b></p> <p><i>Reported condition of Sites of Special Scientific Interest</i></p> <p><b>Progress towards achieving Biodiversity Action Plan targets</b></p> <p><b>Area and condition of Local Nature Reserves (ha)</b></p> <p><b>Area and condition of Wildlife Sites (ha)</b></p>	

# Appendix B - SA Framework

			<p><b>Net change in natural / semi natural habitats</b></p>	
<p><b>11</b></p>	<p><b>Protect and enhance geological and geomorphological diversity</b></p>	<p>Consideration of whether policies may have an effect on designated and non-designated sites of geological importance. Additional consideration of whether the policies will result in the conservation or enhancement of such features.</p>	<p><b>Area of Regionally Important Geological and Geomorphological Sites (RIGS) adversely affected by water resource options</b></p> <p><b>Progress towards achieving Geodiversity Action Plan targets</b></p>	
<p><b>12</b></p>	<p><b>To protect and where appropriate enhance the landscape, buildings, sites and features of archaeological, historical or architectural interest and their settings</b></p>	<p>Consideration given to the extent to which policies will have a direct effect on designated World Heritage Sites, Scheduled Ancient Monuments, Conservation Areas, listed buildings, locally listed buildings and their settings, whether through physical change or increased disturbance. In addition, the extent to which policy interventions will encourage sympathetic integration of development with local character will be assessed.</p> <p>The effect on non-designated features of local historic or architectural interest and value should also be considered, since these can make an important contribution to creating a sense of place, local identity and distinctiveness in both rural and urban areas. Consideration should also be given to the historic character of landscapes and townscapes beyond site specific areas, and the potential for as yet unrecorded archaeological interest.</p> <p>Secondary beneficial effects will be associated with policies that will reduce traffic levels in the Council area as well as other non-intrusive traffic</p>	<p><b>Number of World Heritage Sites, Listed Buildings, Registered Parks and Gardens and Scheduled Ancient Monuments</b></p> <p><b>Number of Listed Buildings or Scheduled Ancient Monuments at Risk</b></p> <p><i>Number and % of historic buildings, sites, areas and/or their settings affected by proposals/policies</i></p> <p><b>Number/area of Conservation Areas</b></p> <p><b>New sites recorded for their archaeological interest</b></p>	

## Appendix B - SA Framework

		management/exclusion measures. Policies that encourage a reduction in activities causing climate change will reduce the impact on heritage sites from the weather events.		
<b>13</b>	<b>To address the causes of climate change through reducing greenhouse gas emissions</b>	Consideration of whether policies will result in reductions or increases of greenhouse gas emissions and to what extent. This includes a consideration of emissions arising from buildings, land use change and transport.	<b>Emissions of greenhouse gases by sector</b> <b>Council's greenhouse gas emissions</b>	
<b>14</b>	<b>To reduce the risk of flooding</b>	Consideration of whether policies will have positive or negative effects on flood risk from all sources either directly through proximity/location within areas of flood risk (for example through locating development in flood plains), or indirectly through exacerbation of effects downstream or increasing the proportion of impermeable surfaces. Consideration of whether policies will result in an increase/decrease of flooding e.g. through using Sustainable Urban Drainage Systems.	<u>Number of planning permissions within flood risk areas granted contrary to advice from the Environment Agency</u> <u>Number of new planning permissions with Sustainable Urban Drainage Systems (SUDS) installed</u>	
<b>15</b>	<b>To protect and enhance the availability and quality of water resources</b>	Consideration of whether policies will have positive or negative effects on maintaining and improving the quality of surface, ground and coastal waters.  Consideration also given to aspects such as: surface water run-off from impermeable surfaces; proximity of development to water courses; intensity of development; and delivery of measures to encourage a responsible approach to water use, re-use and conservation. The opening up of culverts into open watercourse and the length of watercourse restored/ impacted on should also be considered.	<i>% of watercourses classified as good or fair biological and chemical quality</i> <i>Incidents of major and significant water pollution</i> <i>Groundwater quality</i>  Length of culverts opened up into open watercourse and the length of watercourse restored	

## Appendix B - SA Framework

			Use of SUDs and other water conservation measures	
<b>16</b>	<b>To reduce air pollution and ensure that air quality continues to improve</b>	<p>Consideration of whether policies will result in reductions or increases in traffic- and industry- derived pollutant concentrations.</p> <p>Effect of policy interventions on predicted changes in road traffic numbers and the effect on the concentrations of certain pollutants (NO<sub>2</sub> and PM<sub>10</sub>). Secondary effect of the use of more sustainable modes of transport, reductions in vehicle use, and changes in industrial activities and locations, leading to improvements in air quality.</p>	<p><i>Levels of main air pollutants</i></p> <p><i>Number of days when air pollution is moderate or high</i></p> <p><b>Number of Air Quality Management Areas declared</b></p>	
<b>17</b>	<b>To reduce noise and light pollution</b>	<p>Consideration of whether policies will result in an increase in noise or light that will affect the amenity of residents in the area. Policies may seek to reduce these impacts through the location of roads and new development away from residential areas, or seek to minimise the generation of these effects.</p>	<p>Light pollution from and affecting new and existing development</p> <p>Noise pollution from and affecting new and existing development</p>	
<b>18</b>	<b>To reduce contamination and safeguard soil quality and quantity</b>	<p>Consideration of how policies will reduce or increase soil contamination and safeguard agricultural soil quality and quantity, particularly the best and most versatile land (grades 1, 2 and 3A in the national classification). Effects of policies on RIGS should also be considered. Secondary consideration of the effects of climate change on soils, such as the loss of organic content and whether policies mitigate these.</p>	<p><u>Number of sites affected by contamination remediated as part of new development and put back into use</u></p> <p><b>Total area of grade 1, 2 or 3a agricultural land</b></p> <p><i>Number and condition of Regionally Important Geological Sites (RIGS)</i></p>	

## Appendix B - SA Framework

19	<p><b>To increase energy efficiency and increase the use of renewable energy</b></p>	<p>Consideration of whether policies will directly reduce energy demand by encouraging energy efficiency and micro-generation by efficient sources. Consideration will also be given to indirect effects, e.g. development located to reduce transport distances and design factors such as building orientation (linked to passive solar gain) and building form.</p> <p>Consideration of whether policies will directly encourage the use of renewable energy technologies in new developments and renewable generation schemes.</p>	<p><b>Energy consumption per capita</b></p> <p><u>Number of planning applications promoting energy efficient design</u></p> <p><u>Number of planning applications promoting renewable energy</u></p>	
20	<p><b>To reduce the generation of waste and maximise re-use and recycling</b></p>	<p>Consideration of whether policies directly reduce the generation of waste and increase recycling of waste against standard levels expected for development, e.g. by providing recycling facilities within and near to homes.</p> <p>Consideration will also be given to construction waste reduction, re-use and recycling. Additional consideration of policies that require sufficient land to be allocated within the Council area to encourage regional self-sufficiency in waste management and processing.</p>	<p><b>% of household waste sent to landfill</b></p> <p><b>% of household waste recycled or composted</b></p>	
21	<p><b>To promote the use of resources efficiently, as well as sustainably sourced products and re-used resources and re-used and recycled products</b></p>	<p>The extent to which policies will promote the use of low embodied energy materials from sustainable sources and material from local sources and suppliers in the construction of new developments. Policies which require new build and retrofit development to meet BREEAM and the Ecohomes 'very good'/Code for Sustainable Homes Level 4 as a minimum.</p>	<p><u>% of new build residential meeting Ecohomes Very Good or Code for Sustainable Homes level 4/6</u></p> <p><u>% of new build commercial meeting BREEAM Very Good Standard</u></p> <p><u>CO2 emissions from residential buildings</u></p>	

# Appendix B - SA Framework

<b>ECONOMIC</b>		<p><b>% change in employment</b></p> <p><b>All people of a working age claiming a key benefit</b></p> <p><b>Number of jobs by sector</b></p>	<p>The extent to which policies will encourage diversification of the economy to attract both increased employment opportunities and people; and the extent of the expected effect of the policies on the overall quality and attractiveness of the area will be primary considerations. A key consideration is whether policies will reduce the number of economically inactive people, through the promotion of increased employment.</p>	
<b>22</b>	<p><b>Create a balance of employment opportunities across all sectors</b></p>		<p>Consideration of whether policies will be successful in adding to the diversity of town and rural centres through new development.</p> <p>Assessment of the ability of policy interventions to increase the vitality of town centres through improvements to public transportation and access; physical environment improvements; regeneration works; and measures that encourage increased length of stay for residents and visitors, including new housing provision. Consideration of whether policies will support maintaining and extending the range of wealth generating activities, including retail, leisure, recreation and tourism in addition to business activities, opportunities and educational facilities.</p>	
<b>23</b>	<p><b>To improve economic competitiveness in the area</b></p>	<p><b>New employment floorspace by type</b></p> <p><i>Average earnings of employees</i></p> <p><b>Breakdown of businesses by sector</b></p> <p><b>Net change in VAT registered businesses per 10,000 population</b></p> <p><i>Provision of services and infrastructure that supports an improvement in economic competitiveness in the area (Advantage WM)</i></p>		

**Table 3**

# Appendix C - SEA Determination

## Appendix C - SEA Determination

### Determination:

In accordance with Directive 2001/42/EC and the Environmental Assessment of Plans and Programmes Regulations 2004, Regulation 9 and Schedule 1, Telford and Wrekin Council, as the responsible Authority, has concluded that the Shop Fronts SPD does not need a Strategic Environmental Assessment to form part of the Sustainability Appraisal of this SPD.

This is the final determination for the proposed Shop Fronts SPD and was made on 29<sup>th</sup> October 2007.

### Reasons for the determination:

The reasons for this determination are based on Directive 2001/42/EC and the criteria specified in Schedule 1 to the Environmental Assessment of Plans and Programmes Regulations 2004 and are;

- The Shop Fronts SPD does not provide a framework for the future development consent of projects as listed in Annexes I and II of the EIA Directive (Article 3.2 (a));
- The Shop Fronts SPD will not require Appropriate Assessment under Article 6 or 7 of the Habitat Directive (Article 3.2 (b));
- The Shop Fronts SPD determines the use of land at a local level and is a minor modification to an existing policy in the Core Strategy DPD (Article 3.3) and is unlikely to have significant environment effects (Article 3.4). In evaluating the significance of the effects the criteria in Schedule 1 were considered, together with the comments from the statutory consultees. Table 1 contains further details on the assessment of potential significant environmental effects and the reasons for the determination.

Criteria (Schedule 1)	Significant Environmental Effect likely (Yes/No)	Justification
The characteristics of the plans and programmes, having regard in particular to;  a) the degree to which the plan and programme sets a framework for projects and other activities, either with regard to the location, nature, size and operating conditions or by allocating resources.	No	The Shop Fronts SPD will not set a new policy framework as it provides additional guidance to supplement existing CS15 Urban Design Core Strategy Development Plan Document
1(b) the degree to which the plan or programme influences other plans and programme including those in a hierarchy	No	The Shop Fronts SPD is at the bottom of the LDF hierarchy and thus will not influence other Plans/Programmes in this hierarchy

## Appendix C - SEA Determination

1 (c ) the relevance of the plan or programme for the integration of environmental considerations, in particular with a view to promoting sustainable development	No	The Shop Fronts SPD is at the bottom of the LDF hierarchy and thus will not influence other Plans/Programmes in this hierarchy. This SPD contains the principles and elements for good design for commercial buildings within the Borough's conservation areas.
1 (d) environmental problems relevant to the plan or programme and;	No	The Shop Fronts SPD aims to reflect principles and elements for good design for commercial buildings within the Borough's conservation areas. 'Poor' design can detrimentally affect the built environment.
1 (e) the relevance of the plan or programme for the implementation of community legislation on the environment (for example, plans and programme linked to waste management or water protection)	No	It is unlikely that the Shop Fronts SPD will affect the implementation of other community legislation.
2 Characteristics of the effects and of the area likely to be affected, having regard, in particular to;  a) the probability, duration, frequency and reversibility of effects	No	The Shop Fronts SPD will be used to help guide future applications in the Borough. It is unlikely to have significant effects on the probability, duration, frequency and reversibility of effects.
b) the cumulative nature of the effects	No	The Shop Fronts SPD is unlikely to have any significant cumulative environmental effects.
c) the trans-boundary nature of the effects	No	There will be no trans-boundary effects arising from the Shop Fronts SPD.
d) the risks to human health or the environment (for example, due to accidents )	No	There will be no human health or environmental risks arising from the Shop Fronts SPD.

## Appendix C - SEA Determination

e) the magnitude and spatial extent of effects (geographical area and size of the population likely to be affected)	No	The Shop Fronts SPD will influence design of the physical environment in conservation areas in the borough of Telford and Wrekin geographical area however it is only one factor amongst many other factors.
f) the value and vulnerability of the area likely to be affected due to:  i. special natural characteristics or cultural heritage  ii. intensive land use	No	The Shop Fronts SPD is unlikely to have any significant environmental impact on the value and vulnerability of the likely to be affected.
g) the effects on areas or landscapes which have a recognised national, community or international protection status	No	The Shop Fronts SPD is unlikely to have an effect on landscapes of recognised national, community or international protection status.

**Table 4 Assessment of significant environmental effects**

### Consultation

The consultation bodies specified in the Environmental Assessment of Plans and Programmes Regulations 2004 were consulted in the preparation of the SPD as below:

- Environment Agency;
- English Heritage;
- Natural England.

The comments received included:

#### Natural England

'...Natural England considers that the Shop Fronts and Signage Design SPD is appropriate, supported by existing policies and that there are unlikely to be significant environmental effects as a result of this SPD.'

#### English Heritage

'...On the basis of the information supplied, and in the context of the criteria set out in Schedule 1 of the Environmental Assessment Regulations [Annex II of 'SEA' Directive], English Heritage concurs with the Council that the preparation of a Strategic Environmental Assessment is not required....'

#### Environment Agency

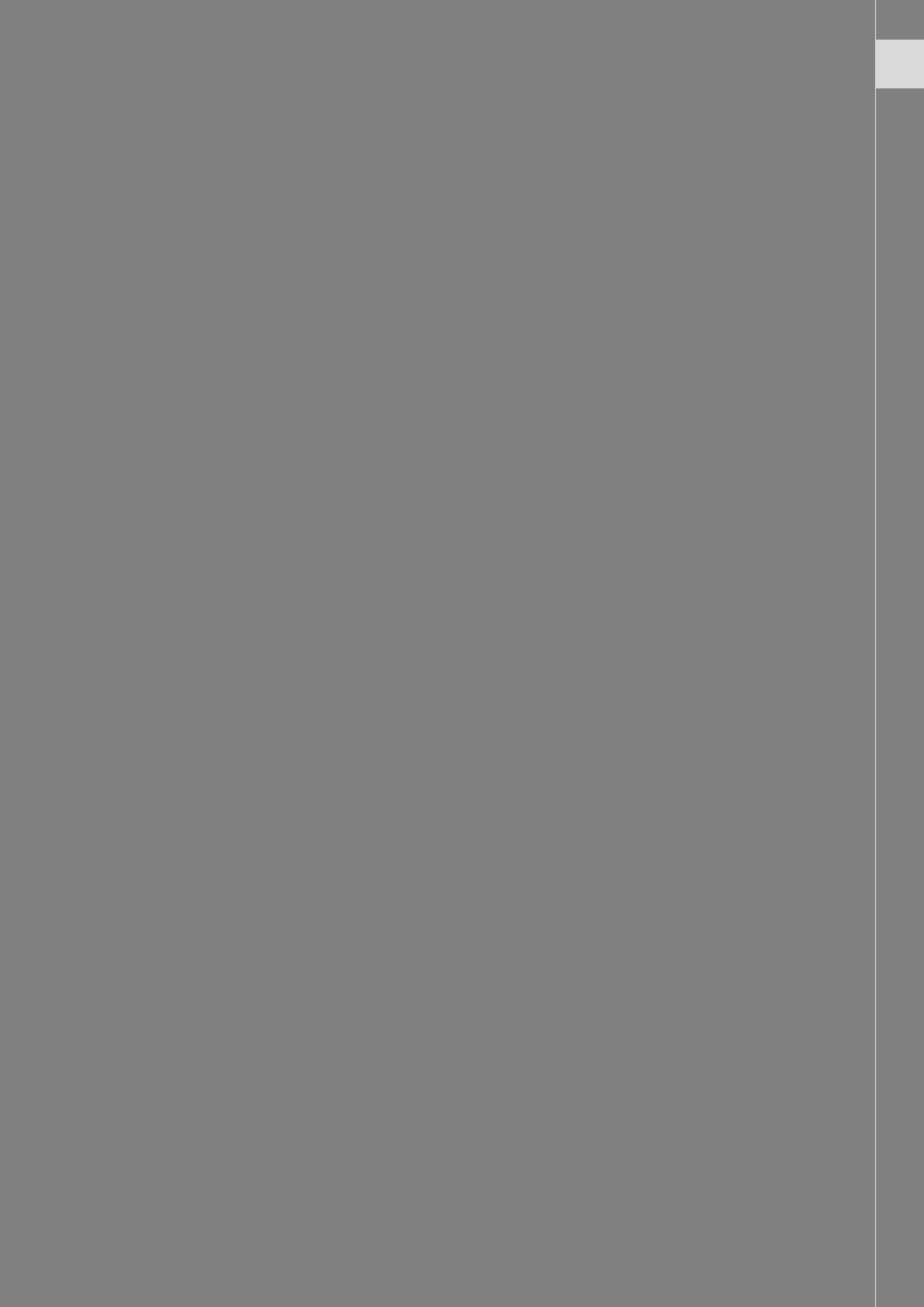
## Appendix C - SEA Determination

'...the Environment Agency has considered the Screening Report and is of the view that there are no significant environmental impacts from the document and its proposals...'

### **Conclusion**

Following consultation with the statutory environmental consultation bodies and analysing the information above, the determination has been made that the Shop Fronts SPD does not require a Strategic Environmental Assessment. However a Sustainability Appraisal will be undertaken on the Shop Fronts SPD which will consider environmental, social and economic effect.

Copies of this determination, together with the reasons for the determination, have been circulated to the statutory consultation bodies in line with the regulation.



## **TELFORD & WREKIN COUNCIL**

**CABINET – 26 APRIL 2012**

### **POLICE & CRIME COMMISSIONERS AND WEST MERCIA POLICE & CRIME PANEL**

**REPORT OF THE ASSISTANT DIRECTOR; FAMILY & COHESION SERVICES AND ASSISTANT DIRECTOR; LAW, DEMOCRACY AND PUBLIC PROTECTION**

**LEAD CABINET MEMBER: Cllr H Rhodes – Transport & Community Protection**

## **PART A – SUMMARY REPORT**

### **1.0 SUMMARY**

- 1.1** Police and Crime Commissioner (PCCs) elections are now scheduled for 15<sup>th</sup> November 2012. The PCCs will replace Police Authorities in England and Wales.
- 1.2** PCCs will have an impact on local authorities, Youth Offending service (YOS) and community safety partnerships (CSPs), PCCs and CSPs will have a mutual duty to co-operate and have regard for each other's priorities particularly when the police and crime plan and strategic assessments are being completed.
- 1.3** PCCs will be held to account by Police and Crime Panels (PCP). These panels will be composed of locally elected Councillors along with some lay members. Telford & Wrekin are within the West Mercia area, containing Herefordshire, Shropshire, Worcestershire County Council and the 6 Worcestershire District Councils.
- 1.4** The PCP role will be to scrutinise the actions and decisions taken by PCCs. The PCP will support and challenge the PCC in the exercise of their function, acting as a critical friend. PCPs will not replace Police Authorities and therefore will not have a role in scrutinising the performance of the force.
- 1.5** PCPs will be established in shadow form by the end of June/early July 2012, allowing Councils with local elections to make the necessary appointments to the Panel. The suggested model for West Mercia PCP contains 15 elected Members and 2 lay members, this model has been agreed by the other councils within the West Mercia PCP. Cabinet will need to approve 2 Members to represent the Council on the West Mercia PCP.

**2.0 RECOMMENDATIONS**

**2.1 That Cabinet note the role of Police Commissioners from November 2012 and the impact on Community Safety Grant and funding for the Drugs Intervention Programme.**

**2.2 That Cabinet note the introduction of Police Crime Panels in shadow format from June/July 2012**

**2.3 That nominations be sought from Cabinet for 2 councillors to represent the Council on the West Mercia Crime Panel**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	<i>Community Protection and Cohesion</i>
	Will the proposals impact on specific groups of people?	
	Yes	Victims of crime and those at risk of offending or reoffending.
<b>TARGET COMPLETION/DELIVERY DATE</b>	Police Crime Commissioners elected in mid November 2012 Police Crime Panel will operate in shadow format from July 2012	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	The financial impact on current Council funding from the introduction of PCCs relating to Community Safety and Drugs Intervention is detailed in paragraph 4.8 below.
<b>LEGAL ISSUES</b>	No	The statutory basis for Police and Crime Commissioners ("PCC's") and statutory duties of the Council regarding PCC's are as set out in the main report. Authority to appoint members to outside bodies rests with the Leader and Cabinet in accordance with Part 10 of the Constitution. There are no further

		direct legal implications at the present time.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	The main impact from a CSP perspective is the reduction in funding and potentially having to bid for funding and competing priorities from other local authority areas.  However, there are opportunities to take a more coordinated approach in way the CSP manages its relationship with other CSPs and partners. It provides an opportunity for CSP to consider its priorities and future plans to tackle crime and disorder.
<b>IMPACT ON SPECIFIC WARDS</b>	No	Borough wide

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

### **4. INFORMATION**

#### **4.1 Police and Crime Commissioners**

The main responsibilities of the PCCs will be to:

- Secure an efficient and effective police force for their area
- Appoint the Chief Constable, hold them to account for the running of the force and if necessary dismiss them
- Set the police and crime objectives for their area by producing a five year Police and Crime Plan (in consultation with the Chief Constable) which will detail the Strategic Policing requirements/
- Set the annual force budget and police precept, and produce an annual report setting out their progress against the objectives in the Police and Crime Plan.
- Contribute to the national and international policing capabilities set out by the Home Secretary in the Strategic Policing Requirement
- Co-operate with the criminal justice system in their area
- Work with partners and fund community safety activity to tackle crime and disorder.
- The salary has been reduced since the first proposals and will be £75k.

Currently Police Authorities are a 'responsible authority' under the Crime and Disorder Act 1998 on the CSP; the PCCs will not be a member of the CSPs Board. Within the Police Reform and Social Responsibility Act there is a mutual duty required on PCCs and the

responsible authorities, Council, Police, Fire Service, Probation and PCT to cooperate to reduce crime and disorder and re-offending. PCCs will also require reports from CSPs on their work to reduce crime and disorder, if the PCC is of the view that the partnership is not carrying out its crime reduction functions.

Police Authority Staff will begin to transfer over to the office of Commissioning to look for a smooth transition. Police & Crime Commissioner elections will take place on Thursday 15 November 2012.

#### **4.2 Community Safety Fund**

CSPs currently receive Community Safety Home Office funding, over the past two years this fund has been significantly reduced and is going to be reduced by a further 49 per cent from April 2012. Funding is too likely to be passed to the PCC's from April 2013. However, the fund may not be ring-fenced to community safety services. PCCs will also receive the proportion of Drug Intervention programme funding not going to Health and Wellbeing Boards and currently paid to the PCT, in addition to funding for services to address violence against women and girls previously subject to specific funding bids to the Home Office.

PCCs will also be able to decide how much of the funding available for Police Community Support Officers is used to support neighbourhood policing and how much is put towards other priorities. Funding issues will be identified as the role develops, with CSPs potentially in the position of having to compete with voluntary, charitable and private sector providers for community safety funding from the PCC.

Local Authorities are advised to review their current CSP structures, so that the new PCCs will have a clear understanding of how each partnership works and the objectives and priorities for the future.

#### **4.3 Police and Crime Panels**

The objective of the panel is to represent all parts of the force area, represent the political make-up of the councils in the force area. The Panel will have a minimum of 10 councillors and two co-opted members and a maximum size of 20, including 18 elected Members and the additional 2 co-opted non elected members .

Worcestershire County Council has been appointed as the lead authority for the organisation and day to day running of the panel; the lead officer is Eddie Clarke, Director of Adult and Community Services. Kim Riley who is the Returning Officer for Shropshire and Shropshire

Councils Chief Executive has been appointed by the Home Office as the Police Area Returning Officer for West Mercia.

Panels will focus their attention on key strategic actions and decisions taken by the PCC including whether they have achieved the objectives set out in their Police and Crime Plan and Annual Report, considered the priorities of community safety partners and consulted appropriately with the public.

Local authorities and PCCs will need to establish effective local leadership and partnership working relationships outside of the Panel. The Panel will not be the main vehicle for local authorities to influence the Commissioner. It will instead have a number of specific functions to carry out.

Transparency will be a key tool for the Panel, ensuring information is available to the public so that they can hold the Commissioner to account for their decisions.

#### **4.4 Powers of the Police and Crime Panels**

The Panel has specific responsibilities around the Police and Crime Plan and Annual Report. These include making reports and recommendations about each of the two documents, to which the PCC must have regard and provide a response.

Panels can also make reports or recommendations about the proposals by the PCC on:

- The level of the precept; and
- The appointment of a Chief Constable

The Panel can veto the PCCs proposal on these two issues with a two thirds majority veto.

To ensure transparency and openness, the Panel must publish all reports and recommendations that it makes and forward a copy to all local authorities in the force area. The PCC is required to also publish their responses to the Panel. The Panel must hold a public meeting to discuss the Annual Report and to question the PCC regarding any concerns.

Other specific powers held by the Panel include:

- Asking HMIC for a professional view when the PCC intends to dismiss the Chief Constable. In cases of dismissal (forced resignation or retirement) the Panel must hold a scrutiny hearing and make a recommendation to the PCC.
- Appointing an acting PCC where the elected PCC is incapacitated, resigns or is disqualified.

- Holding confirmation hearing for key staff – Chief Executive and Chief Finance Officer and for any Deputy. The Panel will have no power of veto but could make a recommendation to the PCC.
- Monitoring complaints against the Commissioner and resolving non-criminal complaints.

Police and Crime Panels have additional powers to enable their strategic scrutiny function including:

- Requiring any papers in the PCCs possession (except those that are operationally sensitive)
- Requiring the PCCs (and their staff) to attend the Panel to answer questions;
- Making reports and recommendations on any action or decision of the PCC.

#### **4.5 Membership of the Police and Crime Panel**

Panels will comprise of at least one elected representative (Councillors or, where relevant, elected mayors) from each local authority (Unitary, County and District) within the force area and two independent members or co-optees. There should be a minimum of ten elected representatives. In areas with fewer than ten local authorities, each authority will be allocated one member with the distribution of the remaining seats to be negotiated between authorities locally.

In appointing Panel members local authorities must consider, as far as is practicable, the balanced appointment objective laid out in the Act. This includes the make-up of the local areas including the political make-up, and the required skills, knowledge and experience for the Panel to function effectively.

Once established, Panels will be able, with the Home Secretary's consent, to co-opt further members, both elected and independent, up to a maximum Panel size of twenty.

#### **4.6 West Mercia Police and Crime Panel.**

As previously referenced Worcestershire County Council has been appointed as the lead authority for the organisation and day to day running of the panel. The Home Office has requested details of West Mercia arrangement for the Panel to be with them by July 2012. Agreement has been requested by Worcestershire County Council on the size and composition of the Panel. Worcestershire County Council have written to all of the West Mercia authorities seeking agreement for this model. All 7 Worcestershire authorities, Shropshire and Herefordshire have indicated that they are in agreement with this model.

The proposal is for the Panel to have 15 elected members and 2 co-opted non-elected members, 17 in total. Worcestershire have proposed this on the basis that having 15 elected Members means that there is a fair distribution of elected Members per head of population for each Local Authority, this is taking Worcestershire as a whole and the 3 Unitary Authorities.

The proposal includes the following for each Authority:

- Herefordshire – 2 Elected Members
- Shropshire – 4 Elected Members
- Telford and Wrekin – 2 Elected Members
- Worcestershire County Council – 1 Elected Member
- Worcestershire Districts – 6 Elected Members (one per district)

Total of 15 Members.

Plus 2 co-opted non-Elected Lay Members (one North Shropshire and Telford and Wrekin) and one South (Herefordshire and Worcestershire) for West Mercia who will be determined by the Panel.

Grand total 17

Nominations are sought from Group Leaders for the 2 available seats and for Cabinet to approve the nominees as part of the appointments to Outside Bodies. Appointments will be for the term of the current Council, up to May 2015.

#### **4.7 Timescales**

It is proposed that the Panel should be established in Shadow form by the end of June/July 2012, following local Council elections. A number of monthly inductions sessions are planned for between July and October, this will provide a detailed understanding of the role, responsibilities and powers of the Panel.

The Panel will be funded from October 2012 and will be in a position to exercise its functions once the PCC is in post. As the funding commences in October the Panel will be expected to have met and agreed its rules of procedures and co-option before 22<sup>nd</sup> November 2012. Home Office Timeline attached as appendix A.

Appointments to the 2 seats allocated to Telford & Wrekin need to be made by Cabinet before the shadow PCP commences its role in June/July 2012.

## 4.8 Financial Implications

The direct impact on current Council funding relating to the introduction of PCCs will be on Community Safety grant and the funding for the Drugs Intervention programme. In 2011/12 the Community Safety grant is £183,832 and the 12/13 grant has been confirmed as £93,001. The expected reduction in grant has been reflected in the latest budget projections for 12/13. The available grant will be used to fund a reduced number of specific initiatives and the 2013/14 transfer of funding to PCCs has been factored into the planning for these projects. There will be an impact on the Community Safety Partnership plans and priorities when the funding is transferred as they will need to bid for funding from the PCC in competition with other areas. The impact may be further exacerbated as the funding may not be ringfenced for Community Safety. Funding received by the local authority in 2011/12 for Drugs Intervention Programme totals £163k. This is currently paid over by the Home Office, £60k and the Department of Health £103k. Decisions have still to be made by Government on the future allocation of grant, for DIP the level in 2012/13 is to be determined as are the recipients of the funding, it is likely that the Drugs Intervention Program funding will be passed directly to the PCC from 2013/14.

There are no financial implications for the Council associated with the funding of the Police and Crime Panel. It will receive a funding allocation of £53,300 per year for support and running costs from central government, in addition there will be £920 per member of the Panel (including co-optees) to fund necessary expenses. PCP members will not be paid an allowance.  
T.A.S 22.3.12

## 5. **PREVIOUS MINUTES**

Report on disbanding local criminal justice board and moving towards police and crime commissioners presented on:

CMT – 6<sup>th</sup> December 2011

## 6. **BACKGROUND PAPERS**

Local Government Group – Police and Crime Commissioners: a guide for councils

Local Government Group – Police and Crime Panels – Guidance on role and Composition

Worcestershire Leaders' Board – Police and Crime Panels Paper

**Report Prepared by Jas Bedesha Service Delivery Manager Cohesion**

## Police and Crime Commissioners

### Timeline



## **CABINET**

**Decision Notices and Minutes of a meeting of the Cabinet held on Thursday, 26th April, 2012 at 5.00 p.m. at the Civic Offices, Telford**

**PUBLISHED ON WEDNESDAY, 2nd MAY, 2012**

**(DEADLINE FOR CALL-IN: TUESDAY, 8<sup>th</sup> MAY, 2012)**

**PRESENT:** Councillor K.S. Sahota (Leader and Chair), E.A. Clare, A.R.H. England, W.A.M. McClements, R.A. Overton, H. Rhodes, C.F. Smith and P.R. Watling

**ALSO PRESENT:** Councillor A.J. Eade (Conservative Group Leader) and Councillor W.L. Tomlinson (Lib Dem/Independent Group Leader)

### **CB-125      MINUTES**

**RESOLVED** – that the minutes of the meeting of the Cabinet held on 29th March 2012 be confirmed and signed by the Chairman.

### **CB-126      APOLOGIES FOR ABSENCE**

Councillor S. Davies.

### **CB-127      DECLARATIONS OF INTEREST**

Councillor E.A. Clare declared a personal and prejudicial interest in agenda item 6, Planning for School Places (governor of Sutherland school).  
Councillor C.F. Smith declared a personal and prejudicial interest in agenda item 6, Planning for School Places (member of family employed at Sutherland school).

### **CB-128      ENCOURAGING GROWTH – A NEW WAY OF WORKING**

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

Councillor C.F. Smith, Cabinet Member: Housing, Regeneration & Economic Development, presented the report of the Assistant Director: Business, Development & Housing which set out a number of ways in which the Council was looking to secure inward investment to the Borough and to work with existing businesses in supporting growth and jobs.

The report set out the national and local context in terms of economic development, the development planning system, and the recommendations made by the Co-operative Commission relating to Telford promoting itself as a 'Business Winning Council'. There were a number of challenges resulting from the current financial climate and global recession, but also a number of areas of concern with the current approach to handling development enquiries and

processing planning applications. The Council had recognised these issues as part of the senior management review, which had created a Development, Business & Housing service area with a mandate to streamline existing processes and deliver a commercial approach to the Council's business.

To underpin a new joined-up approach to investment, it was proposed to adopt a Business & Development Charter, which included an Early Action Plan – a copy of which was appended to the report. The report also identified a number of 'quick wins' as part of the change process to deliver a new service. These focussed on streamlining the development planning process to help deliver the homes, business, infrastructure and thriving local places that the Borough needed.

**RESOLVED –**

- (a) that the proposals and 'quick wins' set out in the report to produce greater certainty for investors be approved, and that the Business & Development Charter be adopted and launched accordingly;**
- (b) that authority be delegated to the Assistant Director: Development Business & Housing, in consultation with the Cabinet Member for Housing, Regeneration & Economic Development to amend the Business & Development Charter following consultation with various stakeholders;**
- (c) that it be noted that the Assistant Director: Development, Business & Housing and the Assistant Director: Environment & Leisure will establish and lead a steering group to monitor the approach relating to the Charter, and also to co-ordinate management of planning obligations in line with Planning Policy and Council Priorities;**
- (d) to recommend that a report is taken to Plans Board and/or the Council Constitution Committee to amend the scheme of delegation for changes as suggested in this report.**

**CB-129      INWARD INVESTMENT – A BUSINESS WINNING COUNCIL**

**Non-Key Decision.**

Councillor C.F. Smith, Cabinet Member: Housing, Regeneration & Economic Development, presented the report of the Assistant Director: Business, Development & Housing which proposed a co-ordinated approach to inward investment, and to maximising the opportunities from the re-location of Jaguar Land Rover in Staffordshire.

Appended to the report was an early draft prospectus summarising the opportunities for companies and businesses in the automotive industry supply chain to re-locate to Telford, to take advantage of the close proximity to the new engine plant to be built by Jaguar Land Rover at the i54 site in

Wolverhampton. A more detailed briefing document was also appended to the report. This set out the 'Telford offer', and contained information on the availability of commercial land in the Borough, including prime sites at The Nedge and at Hortonwood. The Council was establishing a protocol with the Homes & Communities Agency (HCA) to enable the Council's property team to proactively promote the disposal of HCA employment land. The HCA would fund the staff costs for this. In terms of funding, £100k was required for the development of launch information for Telford's offer, with the sustained marketing throughout the short term funded from future capital receipts.

Another 'business friendly' approach was to use the opportunity arising from the Government's proposals for retention by Councils of business rates from 2013/14 to consider innovative ways to attract new businesses and demonstrate flexibility over business rate payment terms, such as a "business rate discount" scheme.

**RESOLVED –**

- (a) that authority be delegated to the Assistant Director: Development, Business & Housing, in consultation with the Cabinet Member for Resources & Service Delivery, to develop a policy regarding business rate relief, as detailed in Section 5 of the report;**
- (b) that the early draft prospectus, as shown at Appendix 1 of the report, be approved, and that authority be delegated to the Assistant Director: Development Business & Housing, in consultation with the Cabinet Member for Housing, Regeneration & Economic Development, to amend and complete the document before formal launch;**
- (c) that the use of the detailed document shown at Appendix 2 of the report be approved as briefing information for staff and partners to proactively target marketing to secure inward investment;**
- (d) that the allocation of funding to proactively market the Telford inward investment offer, as identified in section 5 of the report, be approved;**
- (e) that the Council acting as managing agent for all HCA commercial land, as detailed in section 5 of the report, be approved.**

Prior to discussion of the following item Councillors E.A. Clare and C.J. Smith left the room.

**CB-130      PLANNING FOR SCHOOL PLACES: REVISED PLANS FOR SECONDARY SCHOOL PROVISION UNDER BUILDING SCHOOLS FOR THE FUTURE**

**Key Decision identified as School Organisation/Capital Financing/Borough Towns Initiative/Building Schools for the**

**Future/Planning of School Places** in the Forward Plan published on 16<sup>th</sup> March 2012.

Councillor P.R. Watling, Cabinet Member: Children, Young People & Families, presented the report of the Assistant Director: Education, Culture & Skills, which informed Cabinet of the outcome of the consultation process in respect of the revised Building Schools for the Future (BSF) programme, and to seek a decision on whether to proceed with the plan.

Following the Cabinet decision on 10<sup>th</sup> November 2011 to allow formal consultation to take place on the proposals, a series of consultation meetings were organised at each of the schools effected – a full list of the consultees was appended to the report, along with notes taken at the meetings. Comments were also received via tear-off reply slips or on-line. There were a large number of negative comments in response to the Sutherland/Wrockwardine Wood proposal – mainly in the form of a standard letter from the Wrockwardine Wood Arts College Action Group.

In view of the high level of interest that the original proposals raised, Council Officers had conducted a series of follow-up meetings with various interest groups to further explore the potential implications of the plans. In relation to concerns about the location of the proposed Christian Academy in Priorslee, alternative sites that had been previously considered were looked at again, but these were not now available. In response to representations made about the links between St Georges CE Primary School and Wrockwardine Wood Arts College, it was proposed to increase the size of the Co-operative Academy on the Oakengates Leisure Centre site from 1050 to 1200 places (to accommodate St Georges pupils), with a corresponding reduction in the size of the proposed Faith Academy in Priorslee from 1050 to 900 places. The Dioceses of Shrewsbury and Lichfield had indicated that they would jointly act as sponsors of the new Faith Academy. The Governing Bodies at both Wrockwardine Wood Arts College and Sutherland Business & Enterprise College now supported the creation of a new 1200 place Academy on the Oakengates Leisure Centre site, and were committed to working together to develop plans for the new school.

The implications for BSF funding were detailed in the report, and remained broadly similar to those reported to Cabinet in November 2011. The revised construction programme associated with the Oakengates scheme had led to an overall increase in construction costs of £330k. In addition, the change of status of these schools to Academies would have an impact on the overall Council resource availability.

Councillor A.J. Eade raised concerns that the reduction in the number of places at the proposed Faith Academy in Priorslee would disadvantage residents of the Priorslee area. He also raised concerns over site access and believed the report should be deferred to allow for a strategic transport review prior to further consultation. Councillor P.R. Watling, Cabinet Member: Children, Young People & Families, believed that the proposals provided the best possible opportunities for the Borough.

## **RESOLVED –**

- (a) that, having taken into consideration responses to the formal consultation process detailed in the report, approval be given to submit the revised plans for the Building Schools for the Future programme to PartnershipsforSchools, namely:
- To build a new 900 place Christian faith Academy for ages 11-18 in Priorslee to replace the existing Blessed Robert Johnson Catholic College.
  - To build a new 1200 place Co-operative Academy for ages 11–16 on the Oakengates Leisure Centre site.
  - To relocate Lord Silkin and Grange Park Primary onto the shared site in Stirchley, to encompass an 1150 place Learning Community comprising primary, secondary and Post 16 education.
  - To rebuild Charlton School as a 1200 place 11-16 school to enhance secondary provision in Wellington.
- (b) that authority be delegated to the Assistant Director – Education, Culture and Skills, in consultation with the Cabinet Member for Children, Young People and Families, to co-ordinate the implementation of any interim governance arrangements as may be required.

Prior to discussion of the following item Councillors E.A. Clare and C.F. Smith returned to the room.

### **CB - 131      OUTCOME OF THE LIBRARY SERVICE REVIEW**

**Key Decision** identified as **The Public Library Service Review** in the Forward Plan published on 16 March 2012.

Councillor A.R.H. England, Cabinet Member: Leisure & Wellbeing, presented the report of the Assistant Director: Customer & People Services, which informed Members of the outcomes of the Library Service Review and suggested new library opening times informed by the recent public consultation findings.

In order to achieve the required 20% staffing and non-staffing savings target, the library service had completed a service review to ensure that it continued to meet community need and enabled the Council to meet its statutory obligations. A decision not to close any of the nine libraries was the main objective of the review, which had instead identified savings through a reduction in opening hours and, where possible, co-location with other partners in order to save building related costs. The review also recommended the introduction of a First Point Service at the four main

libraries (Madeley, Newport, Telford & Wellington) in order to enhance access to other council services.

In terms of reduced opening hours, consultation had taken place with the town and parish councils most affected, which had resulted in an offer by Great Dawley Parish Council to 'buy-back' the 5 hours per week that would otherwise have been lost from Dawley Neighbourhood Library. Stirchley & Brookside Parish Council were actively considering co-locating with Stirchley library to share building costs. Self service technology would be introduced at Stirchley and Oakengates libraries to operate over and above the library staffed hours. Consultation with the public on preferred opening times (details of which were appended to the report) had also informed the review, and the proposed new opening hours at each of the nine libraries were outlined in the report.

**RESOLVED –**

- (a) **that the new delivery model of 4 main libraries and 5 neighbourhood libraries be approved;**
- (b) **that the new library opening times, to come into effect in August 2012, be approved, and the approach to self-service, where libraries benefit from being co-located with partner services to reduce the impact on the reduction in Librarian hours, be endorsed;**
- (c) **that the introduction and opportunities of a First Point service at the four main libraries, following the pilot at Wellington Library and the report to Cabinet on 29 March 2012, be noted.**

**CB-132      SHOP FRONTS AND SIGNAGE DESIGN GUIDANCE IN CONSERVATION AREAS – SUPPLEMENTARY PLANNING DOCUMENT**

**Key Decision** identified as **Shop Fronts and Signage Design Guidance in Conservation Areas Supplementary Planning Document** in the Forward Plan published on 16<sup>th</sup> March 2012.

Councillor C.F. Smith, Cabinet Member: Housing, Regeneration & Economic Development, presented the report of the Assistant Director: Planning Specialist, which sought approval for the adoption of a Supplementary Planning Document (SPD) that would form part of the Telford & Wrekin Local Development Framework. The proposed SPD was appended to the report.

The Shop Fronts SPD was intended to provide guidance to developers, planning consultants, property owners, occupiers and the general public about how to manage and protect conservation areas when designing development proposals for shop fronts and signage. It would also form a policy document in relation to planning applications in conservation areas. Two 6 week stages of public consultation had been carried out with key stakeholders and the wider public. Attached to the report was a Consultation Statement, summarising the

consultation undertaken, the responses made and the changes made to the SPD. The document had been considered by the Council's Development Plans Steering Group, who had endorsed it for adoption by Cabinet.

Also appended to the report was a Sustainability Appraisal which had been undertaken for the SPD. The results were predominately positive, and the Appraisal would be published in association with the SPD.

### **RESOLVED –**

- (a) that the Shop Fronts and Signage Design Guidance in Conservation Areas Supplementary Planning Document, and the accompanying consultation statement and sustainability appraisal, as set out in Appendices A, B and C of the report, be approved;**
- (b) that the Supplementary Planning Document be adopted as part of the Local Development Framework, to be used in assessing planning applications.**

### **CB-133      POLICE AND CRIME COMMISSIONERS AND WEST MERCIA POLICE & CRIME PANEL**

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

Councillor H. Rhodes, Cabinet Member: Transport & Community Protection, presented the joint report of the Assistant Director: Family & Cohesion Services and the Assistant Director: Law, Democracy & Public Protection, which informed Members about forthcoming changes in the management and governance of police services arising from the Police Reform and Social Responsibility Act.

The elections for new Police and Crime Commissioners (PCCs) were taking place on 15 November 2012. The PCCs would replace Police Authorities, including West Mercia, in England and Wales. There would be a mutual duty required on PCCs and the Council (and other responsible authorities) to co-operate and have regard for each other's priorities, particularly when the police and crime plan and strategic assessments were being completed. Government funding for community safety and drug intervention programmes would be diverted from Community Safety Partnerships (CSPs) and Primary Care Trust to the PCC. CSPs would potentially be in the position of having to compete with voluntary, charitable and private sector providers for community safety funding from the PCC.

Police and Crime Commissioners would be held to account by Police & Crime Panels (PCP), who would scrutinise the actions and decisions taken by the PCC. The suggested model for the West Mercia PCP contained 15 Elected Members and 2 lay members. Details of the proposed allocation of places to individual Councils within the West Mercia area were shown in the report, which included provision for 2 elected members from Telford & Wrekin. The PCP would be established in shadow form by the end of June/early July 2012,

in preparation for taking on its full role once the PCC was in post. The funding and running costs of the PCPs would come from central Government. It was proposed that the nomination of 2 councillors to serve on the West Mercia PCP be delegated to the Assistant Director: Law, Democracy & Public Protection in consultation with the Leader of the Council.

**RESOLVED –**

- (a) **that the role of Police Commissioners from November 2012, and the impact on Community Safety Grant and funding for the Drugs Intervention Programme, be noted;**
- (b) **that the introduction of Police & Crime Panels in shadow format from June/July 2012 be noted;**
- (c) **that authority be delegated to the Assistant Director: Law, Democracy & Public Protection, in consultation with the Leader of the Council, to nominate two Councillors to serve on the West Mercia Police & Crime Panel**

**CB-134      EXCLUSION OF PRESS AND PUBLIC**

**RESOLVED - that the press and public be excluded from the meeting for the following items of business on the grounds that they involved the likely disclosure of exempt information as defined in paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972.**

**CB - 135      ASSET MANAGEMENT PLAN – LAND STRATEGY**

**Key Decision** identified as **Asset Management Plan – Land Strategy** in the Forward Plan published on 15<sup>th</sup> February 2011.

Councillor W.A.M. McClements, Cabinet Member: Resources & Service Delivery, presented the report of the Assistant Director: Development, Business & Housing, which sought approval to dispose of a number of assets and to agree the next phase of the Land Strategy.

The report identified a range of assets which, following assessment against a number of criteria, were recommended for disposal. These assets comprised both Property Investment Portfolio (PIP) and Corporate assets. Proceeds from the sale of poor performing assets within the PIP would be used to reinvest in modern property or to improvements to existing property. It was proposed that the proceeds from the sale of corporate land assets be retained in a designated land strategy budget to fund ongoing investigations into bringing further land assets forward for disposal. The assets identified for disposal would be sold through a range of methods including private treaty, informal tender and auction. The report also outlined the estimated proceeds from both the poor performing PIP assets and the corporate land assets.

**RESOLVED –**

- (a) that the disposal of assets as identified within the report be approved, in accordance with terms to be agreed by the Assistant Director: Development, Business & Housing, in consultation with the Cabinet Member: Resources & Service Delivery;
- (b) that authority be delegated to the Assistant Director: Law, Democracy & Public Protection to agree and execute all necessary documentation;
- (c) that the capital receipts relating to Corporate assets be used to fund Stage 2 of the Land Strategy as detailed within the report, and the capital receipts relating to the Property Investment Portfolio (PIP) be retained within the PIP for reinvestment.

**CB-136      PROVISION OF HOUSING AT TELFORD MILLENIUM COMMUNITY (TMC)**

**Key Decision** identified as **Telford Millenium Community Land Disposal for the Provision of Extracare Housing** published in the Forward Plan on 15<sup>th</sup> February 2012

Councillor C.F. Smith, Cabinet Member: Housing, Regeneration & Economic Development, presented the report of the Assistant Director: Development, Business & Housing regarding the disposal of land for the development of an Extra Care Housing Scheme together with Supported Housing for Adults with a Learning Disability.

The Telford Millenium Community in East Ketley was one of the Borough's strategic housing sites. Sanctuary Housing Group, the Affordable Housing partner for the development, had proposed two housing schemes on Council-owned land off Ketley Park Road. It would include 80 self contained one and two bedroom Extra Care Housing Units and 12 one bed supported housing units for Adults with a Learning Disability. The report outlined a proposal to dispose of the Council's freehold interest in the land, and to release the allocation of £1m in the approved Capital Programme towards the TMC Extra Care Housing Scheme. This investment would achieve significant financial leverage, and ensure the delivery of the scheme which would have a number of benefits to the Council and the wider community.

**RESOLVED -**

- (a) that authority be delegated to the Assistant Director: Development, Business & Housing, in consultation with the Cabinet Member for Housing, Regeneration & Economic Development, to dispose of the freehold interest in the land off Ketley Park Road, East Ketley, as shown in Appendix 1 of the report;

- (b) that authority be delegated to the Assistant Director: Law, Democracy & Public Protection to execute all legal documentation to dispose of the freehold interest in the land, and to grant-fund Sanctuary Housing Group for the provision of Extra Care housing on the site at TMC as detailed in the report.

**CB-137      SCHOOL ORGANISATION – JIGSAW SCHOOL**

**Key Decision** identified as **School Organisation/Capital Financing/Borough Towns Initiative/Building Schools for the Future/Planning of School Places** in the Forward Plan published on 16<sup>th</sup> March 2012.

Councillor P.R. Watling, Cabinet Member: Children, Young People & Families, presented the joint report of the Assistant Director: Family & Cohesion Services and the Assistant Director: Education, Culture & Skills, which provided an update to Cabinet following a period of consultation over proposals for Jigsaw School.

At the meeting on 23 February 2012, Cabinet had agreed to undertake consultation on a proposal for establishing a specialist school for children with autistic spectrum disorders (ASD), along with proposals for the short term management and governance of the existing Jigsaw School facility. The report highlighted the feedback received during the consultation, most of which had been positive. Since the February meeting, negotiations with Castle Care, the current operators of the Jigsaw School, had resulted in their being able to provide a substantially lower contract price to operate the School for the year to July 2013. This offered greater value for money to the Council comparable to the earlier proposal to take the service back 'in-house', with the benefit of providing continuity for the pupils currently in the school. Castle Care would also continue to run one care home adjacent to the school for a further year. The report also set out the detailed financial and legal implications of the revised proposals.

**RESOLVED -**

- (a) that the plans for extending the contract with Castle Care for the running of Jigsaw School for a further twelve months, on the terms detailed in the report, be approved;
- (b) that the proposals for establishing a specialist ASD school (phase 2) to be opened in September 2013 be brought back to Cabinet for consideration later this year;
- (c) that one of the purpose-built children's homes on the site be retained for that use by extending the contract with Castle Care for an additional year on the terms detailed in the report;
- (d) that options for using three of the four purpose-built 4 bedded children's homes, which form a crescent adjacent to the school, be brought back to Cabinet in June 2012 for consideration.

The meeting ended at 6.20 p.m.

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

**Jonathan Eatough**  
**Assistant Director: Law, Democracy & Public Protection**  
**Date: 2nd May 2012**

**Signed:** .....

**Date:** .....