



This information is available free of charge in electronic, audio, Braille and large print versions on request.

For assistance in understanding or reading this document or specific information about this Agenda or on the "Public Participation" initiative please call Democratic Services on 01629 761133 or e-mail committee@derbyshiredales.gov.uk

14 February 2018

To: All Councillors

As a Member or Substitute of the **Community & Environment Committee**, please treat this as your summons to attend a meeting on **Thursday 22 February 2018 at 6.00pm in the Council Chamber, Town Hall, Matlock.**

Yours sincerely

A handwritten signature in black ink, appearing to be 'Sandra Lamb', written over a horizontal line.

Sandra Lamb
Head of Corporate Services

AGENDA

1. APOLOGIES/SUBSTITUTES

Please advise Democratic Services on 01629 761133 or e-mail committee@derbyshiredales.gov.uk of any apologies for absence and substitute arrangements.

2. APPROVAL OF MINUTES OF PREVIOUS MEETING

11 January 2018

3. PUBLIC PARTICIPATION

To enable members of the public to ask questions, express views or present petitions, **IF NOTICE HAS BEEN GIVEN**, (by telephone, in writing or by electronic mail) **BY NO LATER THAN 12 NOON OF THE WORKING DAY PRECEDING THE MEETING.**

4. INTERESTS

Members are required to declare the existence and nature of any interests they may have in subsequent agenda items in accordance with the District Council's Code of Conduct. Those interests are matters that relate to money or that which can be valued in money, affecting the Member her/his partner, extended family and close friends.

Interests that become apparent at a later stage in the proceedings may be declared at that time.

5. QUESTIONS PURSUANT TO RULE OF PROCEDURE NUMBER 15

To answer questions from Members who have given the appropriate notice.

Page No.

6. BUSINESS GROWTH HUBS AND ACCESS TO FINANCE

3 - 14

To note the mid-term progress of the business support programmes being delivered by the District Council and the Council's involvement in external funding proposals to help extend services in the Derbyshire Dales.

7. VISITOR ECONOMY PLAN UPDATE

15 - 38

To note progress towards implementing actions within the District Council's Visitor Economy Plan 2015-2019 and confirm the key actions for the remaining Plan period.

8. DERBYSHIRE DALES SELF-BUILD AND CUSTOM HOUSEBUILDING REGISTER CONSULTATION RESPONSE

39 - 50

To receive a report setting out the consultation results for the proposed changes to the Self Build and Custom Housebuilding Register and consider approval of the revisions to the charging schedule and local connection criteria and the introduction of a financial resources test as set out in the report. Also, to consider that delegated authority be given to the Head of Regeneration and Policy to prepare and publish detailed assessment criteria in respect of the financial resources test.

9. PUBLIC SPACE PROTECTION ORDERS 2018 – OUTCOME OF PUBLIC CONSULTATION

51 - 69

To note the outcome of the recent consultation exercise undertaken in respect of Public Space Protection Orders and to consider approval of the new Public Space Protection Orders as outlined in Appendices 1 and 2 of the report. Also, to consider that delegated authority, to authorise officers to undertake associated enforcement duties, be given to the Head of Community Development and Environmental Services.

10. IMPLEMENTATION OF PARKING POLICY 2017 – Off-Street Parking Places Amendment (No 3) Order 2018

70 - 73

To consider approval of Amendment (No 3) to the Off-Street parking Places Order 2018 in relation to the introduction of short stay parking on Edgefold Road Car Park, Matlock.

11. REMOVAL OF FLY TIPPED WASTE

74 - 77

To consider approval of a Supplementary Revenue Estimate of £13,684 for 2017/18 to cover the cost associated with two fly tipping incidents within the District and to be funded from the general reserve.

Members of the Committee - Councillors Jason Atkin, Jennifer Bower, Richard Bright, Sue Bull, Martin Burfoot, Albert Catt, Ann Elliott, Susan Hobson (Vice Chairman), Vicky Massey-Bloodworth, Tony Morley, Joyce Pawley, Mike Ratcliffe, Lewis Rose OBE, Andrew Statham, Colin Swindell, Philippa Tilbrook, Jo Wild (Chairman)

Substitutes - Councillors Deborah Botham, David Chapman, Tom Donnelly, Richard FitzHerbert, Steve Flitter, Alyson Hill, Neil Horton, Angus Jenkins, Tony Millward BEM, Jean Monks, Dermot Murphy, Garry Purdy, Irene Ratcliffe, Mark Salt, Jacquie Stevens, John Tibenham

COMMUNITY & ENVIRONMENT COMMITTEE
22 FEBRUARY 2018

Report of the Head of Regeneration and Policy

BUSINESS GROWTH HUBS AND ACCESS TO FINANCE

PURPOSE OF REPORT

To report mid-term progress of the business support programmes being delivered by the District Council and the Council's involvement in external funding proposals to help extend services in the Derbyshire Dales.

RECOMMENDATIONS

1. Progress of Derbyshire Dales Business Advice and the Launchpad programme, delivered in partnership with the LEP Growth Hubs and part funded by the European Regional Development Fund, is noted;
2. Members note and endorse the District Council's participation in the D2N2 Growth Hub 2 bid with a view to extending locally delivered business support services within the district up to 31 March 2022, utilising European Regional Development Fund support, with match funding from the Economic Development Reserve.

WARDS AFFECTED

All

STRATEGIC LINK

Economic development is highlighted in the Corporate Plan 2015-2019 as the District Council's highest priority. *Business growth and job creation* is the top priority, following extensive public consultation confirming that a thriving district is residents' overriding wish. Within this priority, *helping new businesses to start and existing businesses to grow* are identified as key target areas. The District Council's vision is for a Derbyshire Dales with high-wage, high-skill jobs.

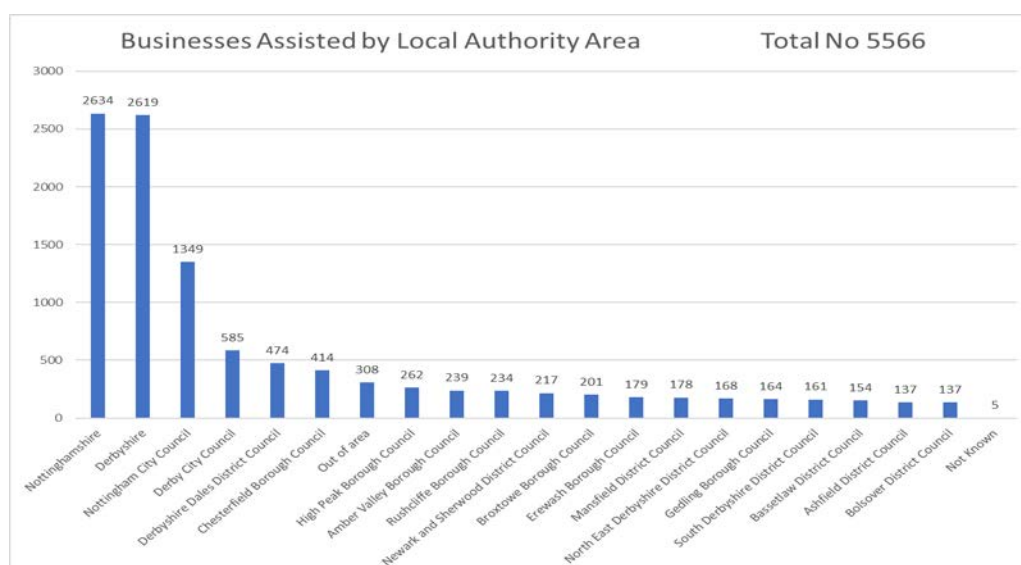
1 BACKGROUND

- 1.1 A key action within the District Council's Economic Plan 2015-19 is to provide high quality, free, one to one, face to face advice and support services to SMEs in the Derbyshire Dales, with priority given to those with growth potential. Support is also available to new business start-ups and businesses relocating to the district.

- 1.2 In 2016, working in partnership with both D2N2 and Sheffield City Region (SCR) LEPs, European Regional Development Fund (ERDF) support was secured to deliver additional business support services within the district. Delivered as part of the D2N2 Growth Hub, ERDF funding has enabled the District Council to develop Derbyshire Dales Business Advice (established initially as a part-time / two day a week service at the end of 2011, fully funded by the District Council) into a full time / five day a week advice service funded 50:50 by the District Council and ERDF. The enhanced local service is delivered by experienced Business Advisor Heather Bradford.
- 1.3 Delivered as part of the SCR Growth Hub, ERDF funding is also being used to support delivery of the Launchpad programme in the Derbyshire Dales which provides advice and support services to pre-start, new and early stage businesses (under 2 years old). Following open procurement, this service is being delivered by Growing Rural Enterprise Ltd. based in Sudbury (Derbyshire Dales) again on a 50:50 ERDF, District Council funding basis.
- 1.4 These business support services are managed by the District Council's Economic Development Team. Under existing funding and contractual arrangements, both schemes are due to run until 31 March 2019. The updating report below follows on from the Committee update on mid-term progress with the Council's Economic Plan (report of 27 October 2016 refers) and reports since providing general updates.

2 DERBYSHIRE DALES BUSINESS ADVICE

- 2.1 Through a combination of one to one support and local events, the service has worked with around 100 established businesses each year although the requirement for a minimum 12hrs support to claim ERDF outputs has impacted on the number of individual businesses assisted. The ERDF funded contract commenced in July 2016.
- 2.2 The chart below shows D2N2 Growth Hub support to the end of December 2017 since the Growth Hub was launched in December 2014:



- 2.3 The service provides support tailored to meet clients' needs. In addition to brokering specialist support from the Growth Hubs, national providers and other agencies, a key role of the service is to provide hands on, practical support to SMEs requiring assistance to prepare business plans and funding applications to access finance.
- 2.4 So far during 2016/17 and 2017/18, 30 businesses have been supported to secure over £1,000,000 in external grant funding towards projects with the potential to create circa 100 jobs. Successful applications have been made to a number of funding streams including the Derby and Derbyshire Enterprise Growth Fund and Peak LEADER programme. Examples include:
- Vintage Model Company, Flagg – expansion of manufacturing facility into new premises (12 jobs)
 - Ashbrook Roofing Supplies, Darley Dale – doubling the firm's warehousing space, creating new areas for office and sales functions and improving online sales capability (7 jobs)
 - Tideswell Welding services – new equipment including overhead crane (4.5 jobs)
 - Lydgate Farm Microbrewery – brewing equipment to start the new business (2 jobs).
- 2.5 The number of businesses assisted and significant success in helping local companies access finance demonstrates the value of investing in dedicated business support services delivered at the local level. Press releases issued last year in connection with the service are included as Appendix 1.
- 2.6 The service has received positive feedback and is on course to achieve spend and ERDF output targets for business assists up to the end of 2017/18:

Output Indicator	2016/17		2017/18	
	Target	Actual	Target	Actual
P13 No. of enterprises receiving Information, Diagnostic and Brokerage (min 3 hrs)	15	18	20	16
C1/C4 No. of enterprises receiving min 12 hrs support	11	12	22	16
C5 No. of new enterprises supported for min 12 hrs	3	5	5	2

3 LAUNCHPAD

- 3.1 Since it began in August 2016, Launchpad has worked with 62 clients in the Derbyshire Dales, including individuals thinking of starting a business, new businesses registered but not yet trading and early stage businesses requiring help to develop and grow.
- 3.2 Equivalent to a minimum two day a week service, Launchpad comprises a combination of one to many business start-up workshops (delivered in District Council venues and at the provider's offices) and one to one, face to face

advice and support at a time and place to suit the client. The wider Launchpad programme delivered across the Sheffield City Region also includes a mentoring service which clients can be referred into. The accountable body for SCR Launchpad is Barnsley MBC.

3.3 Clients assisted so far include:

- The Clayrooms, Ashbourne - workshops and tuition to budding potters plus membership offers for experienced potters to use the new studio and equipment (2 self-employed)
- Connection Space CIC, Matlock - care farming sessions for people with dementia and their carers (2 self-employed)
- Peak Ear Health – mobile ear care clinic (part-time role).

A sample case study is included as Appendix 2.

3.4 The Launchpad service has also received positive client feedback and has developed a healthy pipeline of clients, particularly individuals looking to set up in business. Whilst slightly down on spend, the project is on course to achieve ERDF output targets for pre-start and new enterprises assisted (up to 12 months old) up to the end of 2017/18:

Output Indicator	2016/17		2017/18	
	Target	Actual	Target	Actual
P13 No. of enterprises receiving Information, Diagnostic and Brokerage (min 3 hrs)	12	4	16	10
P11 No. of potential entrepreneurs receiving min 12 hrs support and assisted to be enterprise ready	4	3	9	7
C1/C4 No. of enterprises receiving min 12 hrs support	6	4	6	3
C5 No. of new enterprises supported for min 12 hrs	1	0	9	7

3.5 As well as one to one support, both services are delivering a number of events within the area. Business improvement workshops were delivered last summer including a Sales and Marketing Masterclass; Better Financial Management for your Business and information on the Digital Growth Programme, and a successful rural funding workshop was held in Bakewell. Events are often run in partnership with Business Peak District. 'Working for Yourself' workshops have also been run in Bakewell, Matlock and Sudbury.

3.6 The ERDF targets and performance figures above refer to businesses receiving 'intensive' assistance i.e. 12 hrs or more as per the requirements of the programme. With regard to the Council's Corporate Plan targets, so far during 2017/18 the two services have together:

- enabled 13 businesses to start / target 25 (CORP1)
- assisted 58 established businesses / target 75 (CORP2)

- supported 7 businesses to access external grants or loans / target 8 (CORP3).

4 D2N2 GROWTH HUB 2 BID

- 4.1 Under the current European Structural and Investment Funds programme there is the opportunity to bid for further ERDF funding to develop and extend Growth Hub activity up until 31 March 2022. Along with other partners, the Economic Development Team has been working with Nottingham City Council as accountable body for the D2N2 Growth Hub ERDF project to input to proposals for Growth Hub 2, to commence 1 April 2019 (when the existing project ends).
- 4.2 The underlying emphasis of the Growth Hub 2 bid is on improving the productivity of SMEs. The Growth Hub will continue to act as the gateway for business support and comprise:
- an Information, Diagnostic and Brokerage (IDB) service to all SMEs
 - specialist advice via a consultancy framework to include advice related to business finance, manufacturing, logistics and low-carbon technology
 - a grant scheme offering grants between £2,000 - £20,000 @ 40% intervention for specialist consultancy and kit & equipment
 - introductory support to encourage more firms to export, providing a gateway onto Department for International Trade assistance
 - Enhanced Local Services, in match-funded local authority areas, where tailored support will be available to local businesses via dedicated business advisers.
- 4.3 The Economic Development Team has contributed to the Expression of Interest (stage 1 of the process) submitted by the deadline of 26 January under the Enhancing the Competitiveness of Small and Medium Sized Enterprises call. Input in particular has focused on shaping the Enhanced Local Services element, proposed grant scheme and specialist advice offer.
- 4.4 Within the Enhanced Local Services element and following agreement with the Place Hub, forecast output and expenditure information has been provided with a view to extending the Derbyshire Dales Business Advice service as part of the D2N2 Growth Hub for a further three years. Based on experience to date, the total costs of delivering the service are estimated at £148,409 with 50% of the funding - £74,205 - to be provided by the District Council as per current arrangements.
- 4.5 Should the Expression of Interest be approved, a full application will need to be worked up for submission in the Summer accompanied by confirmation from the District Council, as a proposed delivery partner, of its match funding contribution.

5 MEMBER REPRESENTATIVE'S COMMENTS

5.1 Place Shaping – Councillor Tony Morley

I am pleased to support the officer's recommendations. Providing one to one, face to face business advice at a time and place to suit the client is key to delivering a successful service and has been shown to work well within the context of the rural Derbyshire Dales. Members will be pleased to note our ranking in the table at 2.2 which places us first amongst the rural areas and is an appropriate comment on the quality of delivery.

6 RISK ASSESSMENT

6.1 Legal.

Contracts are in place to deliver the existing business support programmes, subject to satisfactory performance, up to 31 March 2019. Governance arrangements are also in place involving the District Council to provide direction to each programme. New governance and contracting arrangements will need to be developed for the Growth Hub 2 programme should the ERDF funding bid ultimately prove successful and Legal section will be consulted at this time. At this stage the legal risk is assessed as low.

6.2 Financial.

District Council match funding for existing business support programmes up to 31 March 2019 is allocated within the approved Economic Development Reserve (planned programme of expenditure approved by Council on 22 June 2017). Should the Expression of Interest to extend the Derbyshire Dales Business Advice service (as part of the D2N2 Growth Hub) for a further three years prove successful, a full application will need to be submitted in early Summer. Sufficient funding is available within the approved Economic Development Reserve to meet the District Council's share of salary and on costs subject to re-allocating a proportion of funds from site delivery work. This has been agreed by the Place Hub. An updated expenditure programme for the Economic Development Reserve will be brought to Council for approval in due course. The financial risk is assessed as low.

7 OTHER CONSIDERATIONS

In preparing this report, the relevance of the following factors has also been considered: prevention of crime and disorder, equalities, environmental, climate change, health, human rights, personnel and property.

CONTACT INFORMATION

Giles Dann, Economic Development Manager
01629 761211, email giles.dann@derbyshiredales.gov.uk

Steve Capes, Head of Regeneration and Policy
01629 761371, email steve.capes@derbyshiredales.gov.uk

BACKGROUND PAPERS

- Derbyshire Dales Economic Plan, September 2014
- Corporate Plan 2015-2019

BACK TO AGENDA

PRESS RELEASE

18 October 2017 – for immediate release (with photo)

2017/084

Tasteful development for popular Matlock café

Another upgrade is on the menu at Matlock's popular Café in the Park thanks to free business advice from Derbyshire Dales District Council.

The business was nothing more than a takeaway kiosk with a storage area and ticket office when owner Kate Lane took it over 17 years ago.

Now the District Council's Derbyshire Dales Business Advice Service, run by professional business advisor Heather Bradford, has helped Kate access funding to finance the next phase in the development of a growing operation.

Already this year, with the help of LEADER funding, the picturesque building has benefited from a refitted kitchen, new double glazed windows and doors, an expanded indoor seating area and a toilet suitable for people with disabilities.

Removing a wall to open up the building and create an open-plan layout has vastly improved the café experience for customers.

The next phase of the refurbishment - starting next month –will now see the café's low plasterboard ceiling removed to open up the building to the rafters, with restoration of the original beams.

Kate, originally from South Africa, said: "I'm really looking forward to this next phase as it will make the café so much more light and airy. Plus we will have an outdoor courtyard area adjacent to the café with rustic seating and views across the park. Heather has helped every step of the way and her knowledge of local funding streams and the application process has been invaluable."

Home baking and themed bistro nights are now integral parts of the café's success story. Local ingredients are used as much as possible, with meats from two local butchers and baked goods from two local bakers.

Kate's own baking skills are concentrated on producing savoury products, while her manager Mel Cronje concentrates on delicious cakes and other sweet products.

In addition to advice on sources of funding the District Council works with local partners to offer a range of business courses. Coming up in the next few weeks are free workshops on 'Cyber Resilience for businesses' (7 November, Bakewell), 'Exporting - A Beginner's Guide' (21 November, Bakewell) and 'Getting Ready for the General Data Protection Regulation' (8 December, Buxton). Business Startup workshops are on 16 November (Hathersage) and 24 November (Matlock).

For more information and to book a place, go to www.derbyshiredales.gov.uk/businessesevents

Dales businesses needing help with their growth projects can contact Derbyshire Dales Business Advice, part of the D2N2 LEP Growth Hub on 01629 761330 or email heather.bradford@derbyshiredales.gov.uk. There's also an online contact form at www.derbyshiredales.gov.uk/businessform. The service is part funded by the District Council and European Regional Development Fund.

ENDS

Photo caption:

1. Derbyshire Dales Business Advisor Heather Bradford (left) Kate Lane inside the Café in the Park

Notes to editor

European Regional Development Fund

The European Regional Development Fund is part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government is the managing authority for ERDF funding through the Growth Programme, funds established by the European Union to help local areas stimulate their economic development. By investing in projects the funds help to support innovation, businesses, skills and employment to improve local growth and create jobs. For more information visit <https://www.gov.uk/european-growth-funding>

For more information, please contact: Jim Fearn on 01629 761195 / 0780 4019123, email: jim.fearn@derbyshiredales.gov.uk or Cara Marchant on 01629 761128, email cara.marchant@derbyshiredales.gov.uk

PRESS RELEASE

29 June 2017 – for immediate release (with photo)

2017/054

Sky's the limit for growing roof business

Free business advice has enabled a family-owned Darley Dale company to expand and create new jobs.

Ashbrook Roofing Supplies, established for more than 30 years and supplying high quality roofing materials throughout the UK, has taken advantage of guidance provided by Derbyshire Dales District Council.

The council's Derbyshire Dales Business Advice Service supported the company through an application for funding from Peak LEADER, a grant scheme part funded by the European Agricultural Fund for Rural Development and Defra.

The grant helped the company to extend the firm's yard area and lay a concrete base, improving storage space and conditions for their range of over 4,500 roofing items. Digital systems have also seen a leap forward with a new website and better online sales capability.

And work has just started on the final part of the project – doubling the warehousing space and creating new areas for office and sales functions.

Operations Manager of Ashbrook Roofing, Bez Walker said: "Our new facilities are helping us become more efficient and grow the business, particularly through online sales of roofing materials where we offer low prices and free delivery throughout the country.

"The support we received from Derbyshire Dales to access grant funding was invaluable and has helped us stay ahead in the industry."

Four new jobs have already been created as a result of the company's expansion and there are more to come when the final stage of the project is completed.

With a workforce of 30 and growing, the company promotes within its existing team and creates openings for new employees. Many other local business are also benefitting from Ashbrook's growth, including their logistics partners Matlock Transport and Derby Express.

District Council Leader, Councillor Lewis Rose OBE said: "It's great news that our business advice service, delivered in partnership with the D2N2 Growth Hub,

continues to help local companies achieve their expansion plans and create new jobs here in the Derbyshire Dales.”

Dales businesses needing help with their growth projects can contact Derbyshire Dales Business Advice on 07825 344653 or email heather.bradford@derbyshiredales.gov.uk. There's also an online contact form at www.derbyshiredales.gov.uk/businessform. The service is funded by the District Council and European Regional Development Fund.

ENDS

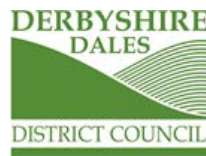
Photo caption: Bez Walker with Derbyshire Dales Business Advisor Heather Bradford (left) and employees at Ashbrook Roofing Supplies

Notes to editor

European Regional Development Fund

The European Regional Development Fund is part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government is the managing authority for ERDF funding through the Growth Programme, funds established by the European Union to help local areas stimulate their economic development. By investing in projects the funds help to support innovation, businesses, skills and employment to improve local growth and create jobs. For more information visit <https://www.gov.uk/european-growth-funding>

For more information, please contact: Jim Fearn on 01629 761195 / 0780 4019123, email: jim.fearn@derbyshiredales.gov.uk or Cara Marchant on 01629 761128, email cara.marchant@derbyshiredales.gov.uk



LAUNCHPAD Case Study

Lynn Dewhurst from Wirksworth started her small Derbyshire Dales business in January 2017. As a practising ear care nurse with the NHS, Lynn noticed that older people in the Dales were finding it hard to get to large city hospitals for ear care services so she set up a mobile service.

Peak Ear Care is a Mobile Ear Care Service providing fully qualified, experienced and professional Ear Care within the Peak District.

Lynn's motivation for attending a Business Start Up course with the Launchpad programme was to get some pointers, be familiar with any legislative requirements and to be sure that she'd done everything she should do as a new business.

Lynn said "It was good to meet others who were setting up at the same time and compare notes and experiences. It really gave me confidence and each time I attended an event I came away inspired with new ideas" she added " I would definitely recommend the Business Start Up Course to anyone thinking about setting up themselves. I would also encourage people to just take a deep breath and do it, I thought about it for a few years and starting researching it properly a few months before I started. Now I wonder why I didn't do it before!"

Lynn's aspirations for the future are to build up a good client base and to have regular work on a weekly basis.

When asked what she has learned since starting Peak Ear Care she said, "that you have to put the effort in to reap the rewards. If you stop posting to social media or marketing activity for any reason, your work stops coming in too. I've also started to really appreciate the support and encouragement I get from other small businesses and am amazed at what I continue to learn from others and am starting to network more and have confidence that I can help others as well as them helping me"

One of the things that has surprised Lynn is that a much younger client base has taken up the service designed to meet the needs of older people. Very often younger people working five days a week can't get to the doctors.

COMMUNITY & ENVIRONMENT COMMITTEE
22 FEBRUARY 2018

Report of the Head of Regeneration and Policy

VISITOR ECONOMY PLAN UPDATE

PURPOSE OF REPORT

To report progress towards implementing actions within the District Council's Visitor Economy Plan and confirm the key actions for the remaining Plan period.

RECOMMENDATIONS

1. Progress with implementing the priority actions within the District Council's Visitor Economy Plan 2015-2019 is noted;
2. The update on Marketing Peak District and Derbyshire is noted;
3. Members note and endorse the key actions for the remaining period of the Plan.

WARDS AFFECTED

All

STRATEGIC LINK

Economic development is highlighted in the Corporate Plan 2015-2019 as the District Council's highest priority. *Business growth and job creation* is the top priority, following extensive public consultation confirming that a thriving district is residents' overriding wish. A key objective of the Economic Development service, as set out within its Service Plan 2017/18, is: *To maximise the value of the visitor economy.*

1 BACKGROUND

- 1.1 A strong visitor economy is important to the economic health of the Derbyshire Dales. Generating an estimated £341m in visitor spend (STEAM data 2015) it provides employment, offers business opportunities and helps sustain local services – but there is room for growth.
- 1.2 The visitor economy includes those businesses which derive a significant proportion of their day to day business from visitors i.e. accommodation providers, food services, attractions, museums, sporting and leisure facilities, travel agencies and tour operators. Many retail and creative industry businesses also rely on the visitor pound.

- 1.3 The visitor economy can help sustain important services for rural communities such as village shops, post offices and pubs. It also provides opportunities for rural businesses to supplement their income e.g. through farm diversification and entry level employment opportunities, often for younger people
- 1.4 To grow the value of the sector, visitors need to be encouraged to spend more when they come. Promoting the special qualities of the Dales, improving the visitor 'welcome', providing better experiences and improving the visitor offer will help achieve this.
- 1.5 The plan takes its lead from the District Council's Economic Plan. Drawing on the area's distinctive rural offer, proximity to urban markets and already high visitor numbers (relative to other Derbyshire districts), the aim of the plan is:

AIM:
To develop a higher value visitor economy in the Derbyshire Dales

- 1.6 Doing everything needed to achieve this aim is a 'big ask' of the District Council and is not the purpose of the plan. Rather, within the context of available resources, effort is being focused on three priorities where District Council intervention can make a difference, complementing and adding to the activities of our partners and other stakeholders:

PRIORITIES:

- 1. Support businesses within the visitor economy to exploit key markets and supply chain opportunities***
- 2. Promote the Derbyshire Dales and Peak District as an inspiring place to live, work and visit***
- 3. Improve the quality of the visitor experience offered in the Derbyshire Dales***

- 1.7 The Plan, approved by Members in 2015 (C&E report of 23 April 2015 refers) sets out a series of actions to help visitor economy businesses realise their growth potential, create new jobs and support an uplift in value within the sector, capitalising on the advantages of the Dales location. A copy of the Visitor Economy Plan 2015-19 is attached as Appendix 1.
- 1.8 The report updates Members on progress with the priority actions and identifies the key actions for the remaining period up to December 2019.

2 PROGRESS WITH PRIORITY VISITOR ECONOMY ACTIONS

2.1 Priority 1: Support businesses within the visitor economy to exploit key markets and supply chain opportunities

1a) Implement the Pedal Peak Business initiative within the Derbyshire Dales, creating a cycle friendly destination for all, supporting the development of

cycle-friendly business clusters and encouraging cyclists to stay one or more nights

The Pedal Peak for Business project is part of the 'Growing and Developing the Visitor Economy in Derbyshire' programme led by Marketing Peak District and Derbyshire (MPD&D) and part funded by the European Regional Development Fund (ERDF), the District Council and Peak District National Park Authority – the lead delivery partner for Pedal Peak for Business.

A Project Officer was appointed in December 2016 and since then over 70 enquiries have been received, primarily for the grant element of the project which offers funding between £1,000 - £5,000 @ 50% intervention to enable businesses to provide facilities for cyclists. So far, four businesses have been approved grants, all in the Derbyshire Dales:

- Hassop Station – fixed bike pump (airline) and bike racks
- Hoe Grange Holidays – bike security store
- Bolehill Farm Holiday Cottages – bike security store and bike wash
- PMW Properties' Cottages in Ashbourne and Carsington – bike security stores

Several other applications are in the pipeline.

Four business workshops have been held in the Dales for SME's (primarily attended by accommodation and activity providers) who want to benefit from the growth in leisure cycling. A participants' workbook has been produced to accompany these 'Welcoming Cyclists' workshops plus a 28-page online [Cycle Tourism Toolkit](#) and Facebook page.



Regarding other cycle tourism projects, the issue of access to the new White Peak Loop cycle path near ARC Leisure is being resolved with the re-routing and upgrading of the footpath across the railway line with a temporary arrangement for cyclists to use this as well as walkers. The long term solution for bikes may still be an underpass, and officers have discussed sources of potential grant funding for this with the County Council.

1b) Support the delivery of the annual Eroica Britannia vintage cycle ride and promote the 100m long route as a year round visitor attraction for the Dales

The event made a successful transition in 2017 to a new venue in the Derbyshire Dales (Friden). Support was given with regard to route planning (new routes for 2017 and 2018), food stop planning and liaison with parish councils. (This is in addition to the involvement of other departments including Licensing, Legal etc. (and Environmental Services in previous years).

Despite securing a grant offer from the LEADER programme, the project to permanently sign and promote the 100m route is unable to move forward at

this time due to unforeseen additional costs associated with undertaking an updated signage schedule and no imminent possibility of support from Derbyshire County Council Highways due to capacity constraints.

1c) Encourage more food and drink, creative and retail businesses in the Derbyshire Dales to sign up to the Inspired by the Peak District brand

The Project Officer (based with MPD&D) with support from the Economic Development Team has progressed promotion of the brand, including a successful networking event at Thornbridge Hall (November 2017), the creation of an 'Inspired by' Facebook page, improvements to the Inspired by pages of the Business Peak District website – Business Peak District are the champion of the brand - and prepared case studies of Inspired by businesses e.g. Taylormay Botanicals and Grindleford Water (see Appendix 2) to encourage others to join. Nearly 500 businesses have now signed up to the brand across the wider Peak District, over half of which (270) are in the Dales. Businesses are spread across a range of sectors including food and drink and the creative industries.



An Inspired by the Peak District brand toolkit is being prepared for launch at the Business Peak District Spring Event due to be held on 5th March and further improvements to the website are also planned.

2.2 Priority 2: Promote the Derbyshire Dales and Peak District as an inspiring place to live, work and visit

2a) Focus marketing campaigns on the year round short break market, promoting distinctive experiences linked to local products and events

The Limestone Way guide produced and distributed by the District Council has been updated (with the help of the Walking for Health volunteer walk leaders) and will be printed next month. It will be launched as part of English Tourism Week (17-25 March). A new webpage has been set up and, with advertisers (accommodation, cafes etc.) listed, orders are placed and paid for online via our payment portal. A new Facebook page is being set up 'Walk the Derbyshire Dales' which will feature the new guidebook and be promoted in the walking press and on social media.

2b) Work in partnership with Marketing Peak District to promote the Derbyshire Dales as part of the Visit Peak District brand and ensure these marketing opportunities are maximised by Dales businesses

Promotion of the Dales as part of the Peak District is via the Attractions and Well dressings brochures, the website www.visitpeakdistrict.com, social media, consumer newsletters and press visits.

All workshops, training and marketing opportunities (including those run by MPD&D as part of the ERDF programme) are promoted to Dales businesses via our regular business and tourism e-newsletters, on social media and via

the District Council and Business Peak District websites, to help ensure Dales businesses benefit from these opportunities.

2c) Partner, where appropriate, with local agencies to produce joint visitor information showcasing the distinctive experiences on offer in the Derbyshire Dales, focusing increasingly on producing information in mobile friendly, digital formats

Following the Publications Review 2017, printed visitor information (Derbyshire Dales mini-guide and 3 town guides for Bakewell, Matlock and Ashbourne) continues to be produced by the District Council but with a reduced print run and guides made available digitally (therefore contributing to District Council savings). Despite efforts there is no opportunity to produce these publications jointly with other authorities/bodies at the present time. However, we continue to showcase the Derbyshire Dales in several guides including the Coach Drivers Yearbook (entries for Bakewell, Ashbourne and Matlock/Matlock Bath) and the 'Peak District & Derbyshire' book produced commercially by Kingfisher for hotel bedrooms.

Visitor Information Points (VIPs) across the destination, including those in the main towns, hold copies of the literature produced by the Council for walk in visitors. The Derbyshire Dales mini guide can be ordered by VIPs directly from Take One media.

2d) Pilot a 'local ambassadors' scheme within a visitor hub with traders, attraction owners and others, providing training and support to better equip businesses to welcome visitors and promote the area's offer

Matlock Bath has been identified as a potential location for such an initiative but at present the focus of local partners is on delivering the Destination Management Plan for Matlock Bath produced with the support of the University of Derby. We understand a similar scheme has been developed locally in Wirksworth, led by the owner of Traid Links, who produced packs and provided training for other businesses.

2.3 Priority 3: Improve the quality of the visitor experience offered in the Derbyshire Dales

3a) Improve directional signage and interpretation at key locations to improve visitor orientation including Matlock Bath to Cromford and off the Monsal Trail to Bakewell, Rowsley and Matlock and assist local partnerships access external funding to help improve tourism infrastructure within recognised visitor hubs

A signage audit has been carried out in Matlock Bath with the Parish Council and Cllr Pawley which was used by the Parish Council to support their successful LEADER funding application towards part of the project costs including new lighting and signage.

The directional signage of the cycle trail at Rowsley, Matlock and locations along the White Peak Loop route, to be funded by Derbyshire County Council, is awaiting completion of the access opposite ARC Leisure.

3b) Implement a markets improvement initiative to help revitalise traditional stall markets in Dales towns

A logo was created to brand the markets. This is used on all promotional material produced, including the flag banners that have recently been introduced onto the markets. In order to ensure that the District Council has as few vacant market stalls as possible at all times, empty stalls are advertised as 'To Let' on a regular basis, as and when they become available. The markets are also regularly promoted on the markets Facebook page. A monthly Artisan Market has been introduced in Ashbourne which has been well attended by both traders and visitors since it started in September 2017.

3c) Work with partners to increase opportunities for businesses within the wider visitor economy to access customer service, supervisory, website and social media training within the Dales

A programme of visitor economy workshops is being delivered across the wider Peak District led by MPD&D, including a number in the Derbyshire Dales. Recent events include:

- Exceeding Customer Expectations (Matlock and Bakewell)
- Visual Display Training (Ashbourne and Matlock Bath)
- Marketing Made Easy (Ashbourne).

These opportunities plus others offered by the LEP Growth Hubs are communicated to Dales businesses via our regular business and tourism e-newsletters and posted on the District Council's and Business Peak District websites.

3. MARKETING PEAK DISTRICT AND DERBYSHIRE

3.1 The Tourism Service Review, approved by the former Environment Committee on 17 July 2014, supported the District Council's continuing relationship with the area's tourist board or 'destination management organisation', Marketing Peak District and Derbyshire. The District Council was a founding member of MPD&D, and contributes to its running costs each year. MPD&D has undergone a review and restructure over the last three years.

3.2 MPD&D provides the area's official tourism website, visitpeakdistrict.com, and its role is to promote the area nationally and internationally to grow and support the visitor economy. Its main activities are marketing campaigns, the success of which is measured by website hits and social media coverage. MPD&D also supports tourism businesses directly through the ERDF funded 'Growing and Developing the Visitor Economy' project in which the District Council is a partner. This project runs until March 2019, and as indicated

earlier, hosts support for 'Inspired by the Peak District' as well as a market towns officer. To date 276 businesses have been engaged in the project.

3.3 MPD&D is a public/private partnership, with a Board including representatives from local authorities and the private sector. The Board comprises:

- Chair
- Public Sector (x4)
- Private Sector (x4)
- MPD&D Managing Director
- East Midlands Chamber Chief Executive (accountable body).

The position of Chair is to be advertised imminently, following the conclusion of the current Chair's term. The District Council's Member Representative for Place Shaping retains one of the four public sector board member seats. The position on this Board provides an opportunity to bring more weight to the Derbyshire Dales by giving the District Council a voice in strategic decision making on areas such as advertising and marketing.

4 KEY ACTIONS FOR THE REMAINING PLAN PERIOD

4.1 Focus will be given to the following actions during 2018 and 2019:

- Maximising take up of grants and support from the Pedal Peak for Business project, developing cycle-friendly business clusters and cycle routes for each of the following areas (mostly in the Derbyshire Dales):
 - Bakewell, Rowsley, Matlock and the Monsal Trail
 - Ashbourne, Hartington and the Tissington Trail
 - Wirksworth, Carsington and the High Peak Trail
 - The Hope Valley
- Maximising the benefits of the Eroica Britannia event within the local economy
- Further increasing the number Derbyshire Dales businesses signed up to and using the Inspired by the Peak District Brand and utilising the toolkit
- Launching the new Limestone Way Guide in parallel with a short breaks promotional campaign
- Support development of a local Ambassador initiative through the Market Towns strand of the (ERDF funded) Visitor Economy project
- Work with Derbyshire County Council to pursue funding opportunities to support delivery of the 'World Class Derbyshire Destinations' initiative for infrastructure projects e.g. completing gaps in the White Peak Loop multi-user trail at Cromford - Matlock and Rowsley - Bakewell.

4.2 Progress and opportunities for local businesses to get involved will continue to be promoted via the District Council's business and tourism e-newsletters.

5 MEMBER REPRESENTATIVE'S COMMENTS

5.1 Place Shaping – Councillor Tony Morley

I am pleased to be the District Council's representative on the tourist board. There are many tourist businesses in the Derbyshire Dales, and I am keen to see them generate better quality jobs and better quality visitor experiences for our district. We have headline attractions but also many small tourist businesses such as B&Bs and holiday lets, and I see my role on MPD&D as sticking up for the smaller players on the tourism scene. The Board in its current form is very new, but I look forward to reporting back to members as the renewed MPD&D sets to work.

6 RISK ASSESSMENT

6.1 Legal

The District Council is a funding partner rather than delivery partner within the Growing and Developing the Visitor Economy ERDF project. A funding Agreement is in place with MPD&D and PDNPA for the District Council's contribution up to 31 March 2019 and governance arrangements in place involving the District Council to provide direction. Legal section will be consulted should any new initiatives require District Council involvement as a funding or delivery partner. At this stage the legal risk is assessed as low.

6.2 Financial

The District Council match funding contribution towards the Pedal Peak for Business and Inspired by the Peak District strands of the Growing and Developing the Visitor Economy project up to 31 March 2019 is allocated within the Economic Development Reserve (programme of expenditure approved by Council on 22 June 2017). Expenditure associated with the launch of the new Limestone Way Guide will be met from existing service budgets. Should work with Derbyshire County Council to pursue external funding opportunities to support the cycle tourism elements of the proposed World Class Derbyshire Destinations initiative necessitate a funding contribution from the District Council, this will be met from programmed expenditure within the Economic Development Reserve previously committed to the signage project referred to in section 2.1b). An updated expenditure programme for the Economic Development Reserve will be brought to Council for approval in due course. The financial risk is assessed as low.

7 OTHER CONSIDERATIONS

In preparing this report, the relevance of the following factors has also been considered: prevention of crime and disorder, equalities, environmental, climate change, health, human rights, personnel and property.

CONTACT INFORMATION

Giles Dann, Economic Development Manager

01629 761211, email giles.dann@derbyshiredales.gov.uk

Gill Chapman, Economic Development & Tourism Officer

01629 761145, email gill.chapman@derbyshiredales.gov.uk

Nancy Maitland, Economic Development & Tourism Officer

01629 761103, email nancy.maitland@derbyshiredales.gov.uk

Steve Capes, Head of Regeneration and Policy

01629 761371, email steve.capes@derbyshiredales.gov.uk

BACKGROUND PAPERS

- Corporate Plan 2015-2019

BACK TO AGENDA

Visitor Economy Plan

2015 – 2019



CONTENTS

	Page
1. Introduction	3
2. Value of the Visitor Economy	3
3. Visitor Perceptions and Behaviours	5
4. Strategic Fit	6
5. Current Offer and Opportunities for Growth	8
6. Growing the Value of the Visitor Economy	9
7. Priorities and Actions	12
8. Measures of Success	14

1. Introduction

A strong visitor economy is important to the economic health of the Derbyshire Dales. Generating an estimated £315m in visitor spend it provides employment, offers business opportunities and helps sustain local services – but there is room for growth. To grow the value of the sector visitors need to be encouraged to spend more when they come. Promoting the special qualities of the Dales, improving the visitor ‘welcome’, providing better experiences and working towards a higher value visitor offer will help achieve this.

This plan takes its lead from the District Council’s Economic Plan. Drawing on the area’s distinctive rural offer, proximity to urban markets and already high visitor numbers (relative to other Derbyshire districts), the aim of the plan is:

AIM:
To develop a higher value visitor economy in the Derbyshire Dales

Doing everything needed to achieve this aim is a ‘big ask’ of the District Council and is not the purpose of this plan. Rather, within the context of available resources, effort will be focused on three priorities where District Council intervention can make a difference, complementing and adding to the activities of our partners and other stakeholders:

PRIORITIES:

- 1. Support businesses within the visitor economy to exploit key markets and supply chain opportunities***
- 2. Promote the Derbyshire Dales and Peak District as an inspiring place to live, work and visit***
- 3. Improve the quality of the visitor experience offered in the Derbyshire Dales***

The actions that follow aim to help visitor economy businesses realise their growth potential, create new jobs and support an uplift in value within the sector, capitalising on the advantages of the Dales location.

Drawing on available evidence, the plan supports Visit England objectives for growing rural tourism, the Visitor Economy Growth Plan prepared by the Visit Peak District & Derbyshire DMO and earlier work on a (draft) Destination Management Plan for the Peak District. The plan also aligns with the Local Enterprise Partnerships’ strategic economic plans for growth and funding priorities which offer opportunities to grow the rural visitor economy. Continued close working with Peak District partners will be important here in order to secure limited external funds.

2. Value of the Visitor Economy

The visitor economy includes those businesses which derive a significant proportion of their day to day business from visitors i.e. accommodation providers, food services, attractions, museums, sporting and leisure facilities, travel agencies and tour operators. Many retail and creative industry businesses also rely on the visitor pound.

The visitor economy can help sustain important services for rural communities such as village shops, post offices and pubs. It also provides opportunities for rural businesses to supplement their income e.g. through farm diversification and entry level employment opportunities, often for younger people.

National picture

Estimates suggest the visitor economy is worth £106bn in England with the sector supporting some 2.6m jobs. Its value is projected to increase to £216bn by 2025¹.

Regarding visitors to the countryside, Visit England² research indicates 70% of staying visits are made by two groups: families and 'empty nesters' (adults whose children have left home). Over 40% of visitors in employment work in higher paid professional / managerial occupations (the most represented socio-economic group).

Shorter breaks continue to make up the majority of domestic trips. Some 60% of trips to the countryside are short breaks (1-3 nights). Visit England estimate the average British adult took two domestic tourism trips of one night or more in 2013, stayed away from home for approximately three nights per trip and spent in the order of £190. Trips to the countryside have also increased since 2006 (2.7%) compared to a slight fall in trips to the seaside.

Peak District & Derbyshire

Derbyshire (including Derby City) receives an estimated 39m visits p.a. worth over £1.7bn³. The majority of visits are during the six months between May and September and repeat visits are high. Most are day visits (approx. 90%). Of those staying, estimates suggest around 170,000 are overseas visitors contributing in the order of £64m⁴ to the local economy, significantly more per head than any other visitor.

Approx. 12,500 people are employed within the Peak District visitor economy (Derbyshire Dales, High Peak and Staffordshire Moorlands) comprising 14% of total employment. Although the visitor economy has recently seen employment growth, the sector is generally characterised by part-time working and low wages, contributing to the low wage economy in the Dales - at £340 p.w. average workplace earnings are nearly 20% below the national average of £412 p.w.⁵

Derbyshire Dales

The Dales receive around 5m visits a year worth an estimated £315m p.a.⁶. Part of the Peak District destination, Dales villages, market towns, cultural attractions and stunning landscapes draw large numbers from the surrounding cities. Again, most are day visits (although a higher proportion - 15% - stay in the Dales) and many arrive by car, highlighting an opportunity to encourage alternative forms of travel. Visitors come for the scenery, to sightsee or pursue outdoor activities. Overall, the visitor economy (including the 7% directly employed in tourism businesses) accounts for 16% of total employment, providing work for an estimated 5,000⁷ people.

Derbyshire Dales has the largest volume of visitor accommodation in Derbyshire with over 1,230 accommodation establishments, approximately half the number in Derbyshire. Serviced accommodation makes up 30% and non-serviced the remainder.

Recent estimates of the economic impact of tourism suggest that despite a slight fall in visitor numbers since 2011 and lingering uncertainty within the economy, visitor expenditure has steadily grown. It also shows that despite the high proportion of day visitors, staying visitors contribute most to the Dales economy, both in terms of spend per head and overall spending:

¹ Deloitte 2013

² Great Britain Tourism Survey 2013

³ STEAM 2011

⁴ International Passenger Survey 2012

⁵ ASHE 2012

⁶ STEAM 2013

⁷ BRES 2013

STEAM 2013	Staying Visitors			Day Visitors			All Visitors		
	2013	2012	2011	2013	2012	2011	2013	2012	2011
No. Visitor Days	2.76m	2.74m	2.81m	4.20m	4.25m	4.33m	6.96m	6.99m	7.14m
Visitor No's	0.71m	0.70m	0.71m	4.20m	4.25m	4.33m	4.91m	4.95m	5.04m
Economic Impact	£173m	£163m	£160m	£142m	£139m	£136m	£315m	£302m	£296m

3. Visitor Perceptions and Behaviours

Although visitor satisfaction is above the English average and the Peak District remains on the list of top performing English destinations (14th out of 14), surveys⁸ suggest the area is being out-performed by other rural areas / National Parks. The destination has also lost ground to other destinations since the previous survey. Drilling down into available data (2011-12), the destination performs above average in areas such as:

- ↑ access to unspoilt countryside
- ↑ a clean and tidy environment
- ↑ a place where visitors feel safe and secure
- ↑ interesting towns and villages to visit
- ↑ welcoming and friendly people

...the first three being the high level strengths identified as essential to maintaining overall satisfaction levels. However, other aspects of the Peak District visitor experience are considered average or below average:

- = high levels of customer service
- = good range of outdoor activities
- ↓ easy to get around by public transport
- ↓ clear signposting that helps you find your way around the destination
- ↓ opportunities to eat and drink local food and produce
- ↓ availability of festivals, music, sporting and cultural events

In terms of changes in visitor behaviour, the internet is often the starting point for visitors when researching their trip and planning things to do during their stay. Review sites and social media have changed the way visitors make decisions. Visitors want access to information 'on the go' and visitor economy businesses need to keep pace.

70% of trips where a firm booking is made are now completed on-line and the volume of trips booked this way has more than doubled since 2006. Nearly a quarter of domestic trips (24%) booked in advance are booked the week before. Visitors are looking for last minute deals, particularly for short breaks when the weather is good.

Driven in part by the ability to instantly compare destinations online, visitor expectations continue to increase. According to Visit England, visitors prioritise '*authentic experiences, quality and value for money*'. Businesses in the Derbyshire Dales therefore need to continuously improve their offer to attract new and repeat business.

⁸ VE Brand & Satisfaction Tracker 2013-14

4. Strategic Fit

The central aim of the **District Council's Economic Plan 2014-2019** is to help develop a higher value economy in the Derbyshire Dales. The approach is to encourage growth in existing higher value sectors and raise productivity in sectors of lower value, including the visitor economy. The plan identifies the visitor economy as a key sector, with opportunities to stimulate enterprise and supply chain development, and a need for better paid jobs generally within the rural economy. The Council's Visitor Economy Plan has been developed within this context.

Visit England's ten year tourism strategy⁹ targets 5% growth year on year in the value of tourism with its Rural Tourism Action Plan identifying three priorities to stimulate growth:

- *diversifying and modernising rural tourism products to generate business opportunities suited to local environments and communities;*
- *increasing consumer awareness, understanding and enjoyment of rural products and experiences; and*
- *encouraging rural communities and economies to benefit from the value of rural tourism.*

The concept of 'wise growth' continues to be promoted, encouraging a responsible and sustainable approach to growing tourism, an approach particularly relevant within the National Park.

Local Enterprise Partnerships (LEPs) also recognise the sector's growth potential. **D2N2** has identified the visitor economy as a key sector for targeted investment to help meet its ten year targets for job creation and GVA. To guide its investment programme, Colliers International prepared a visitor economy review and capital investment study for the LEP, prioritising potential activity on the basis of deliverability and impact. As a result, D2N2 has published its own Visitor Economy Action Plan. Investment priorities of particular relevance to the Dales and Peak District include:

- *attracting more hotel chains to the area*
- *supporting the development of more anchor attractions*
- *SME support programmes aimed at clusters of attractions and visitor economy businesses, guided by local destination development plans*
- *promoting and improving markets as assets to the visitor economy*
- *identifying and addressing broadband and mobile phone connectivity 'black spots'.*

The **Sheffield City Region (SCR)** LEP recognises the growth potential of sport, leisure and tourism, particularly in destinations like the Peak District. Opportunities for business start-ups and supply chain development within the sector are also well understood.

Both LEPs have allocated part of their European funds to encourage growth from rural tourism. The locally delivered LEADER approach also offers opportunities to develop the sector through its rural tourism, micro-enterprise and farm diversification strands.

The **Visit Peak District & Derbyshire DMO** has adopted Visit England's target of 5% growth p.a. Its Growth Plan¹⁰ aims to help generate £1.36bn additional visitor spend and 8,500 new jobs within the sector (job creation target revised to 2.3% to reflect anticipated growth based on STEAM data) up to 2023. The plan will guide D2N2's spending to help grow the visitor economy in the Peak District and Derbyshire. Priorities include:

- *maximising the impact of the visitor economy in key destinations*
- *increasing capital investment to improve the visitor offer*
- *maximising the potential for growth through tactical marketing campaigns.*

⁹ Strategic Framework for Tourism 2010-2020

¹⁰ Peak District and Derbyshire Growth Strategy for the Visitor Economy 2014-2020

Earlier work led by the DMO and Peak District National Park Authority to prepare a draft Peak District Destination Management Plan has also been taken into account. Shaped through engagement with a range of stakeholders, including the District Council, the plan identifies six themed objectives:

- *marketing and establishing the Peak District brand*
- *developing the destination product*
- *improving the visitor experience*
- *improving visitor infrastructure*
- *improving quality of service and sector skills*
- *a need for better research and analysis.*

Although yet to be formally adopted, the work undertaken to prepare the draft established a consensus amongst partners on the main challenges and opportunities for the destination and potential areas for action, several of which have informed activity proposed within this plan.

With more than half the district within the National Park, the **Peak District National Park Management Plan** is also relevant. The management plan recognises the opportunity to grow the value of tourism by encouraging more people to explore the National Park and to spend more money locally. The strategic focus is on increasing visitor numbers at times of the year when there is capacity, encouraging staying visitors to stay longer and finding other ways of increasing spending whilst at the same time encouraging visitors to leave a smaller environmental footprint. Key delivery aims include:

- *promoting opportunities for tourism across the Peak District as one of England's most significant tourism brands*
- *enhancing the quality of the visitor experience, including by developing connections to neighbouring urban areas, encouraging sustainable travel and managing development at popular visitor 'hubs'*
- *championing the development of environmentally orientated products and services*
- *improving the quality of the tourism offer compatible with the special qualities of the National Park*
- *raising the brand profile and value of Peak District products and services.*

Led by **Business Peak District** (working with other local partnerships including the DMO, Nature Peak District and Peak District Partnership) the **Enterprise Peak District package** identifies a number of initiatives seeking LEP support to stimulate economic growth. Priorities include: *improving access to finance to help grow Peak District businesses, extending the reach of business support programmes, promoting the Inspired by the Peak District brand, supply chain and skills development activities and encouraging business development opportunities associated with the growth of cycling.* This plan aims to further develop these initiatives from a visitor economy perspective.

As well as promoting their own destinations a look at tourism plans in **neighbouring authorities** confirms recognition of the value of the Peak District as an 'attract' brand and opportunities for visitor dispersal once people are here. The Staffordshire Moorlands Tourism Strategy also highlights the key role of market towns as visitor hubs. The relationship with larger urban areas is also important with Derby City identifying its proximity to branded attractions such as the Peak District as an important strength. Mutual economic benefits have also been identified within key visitor markets such as cycle tourism, with opportunities to link investments in infrastructure within the Peak District to projects such as the city's new £28m velodrome development.

Within this wider context, the following section analyses the Derbyshire Dales tourism product as it is now and potential opportunities to enhance the value of the visitor economy in the future.

5. The Derbyshire Dales – current ‘offer’ and opportunities for growth

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Peak District National Park – internationally recognised visitor destination • Exceptional landscape quality and character market towns and villages, several acting as visitor hubs and destinations in their own right • Central location • Peak District identified as a Visit England ‘attract’ brand • Significant heritage offer including Chatsworth, Haddon Hall and Derwent Valley Mills WHS • Independent retailers and specialist shops in market towns e.g. Ashbourne and Matlock antique clusters, mixed with national brands • Established programme of festivals and events e.g. Well dressings, farmers markets, Matlock Bath illuminations and Peak District Summer of Cycling inc. Eroica • Good range of self-catering accommodation and camping and caravan sites • Excellent, accessible walking and cycling routes, growing reputation for leisure cycling and continuing Government investment in the cycle network • Range of other attractions including Carsington Water, Heights of Abraham and Gullivers Kingdom plus host of open gardens • Access to visitor information within the market towns and other visitor hubs • Enterprising rural communities and active voluntary and community sector 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Visitor economy jobs often low skilled, part time and low paid • Dominance of the day visitor market • Lower visitor spending when compared to other National Parks / rural areas • Public transport links within the area and high number of car based trips • Access to fast broadband and inconsistent mobile phone coverage • Lack of hotel and serviced accommodation • Variable quality in levels of customer service, including within food services and retail and in the quality of the retail offer • Variable quality of some attractions and lack of indoor attractions • Inconsistent signage • Shops closed on Sundays in some market towns • Limited business tourism (14% of trips to Derbyshire) and evening economy • Limited up to date intelligence on the local visitor market including visitor profiles and habits and on occupancy rates of local accommodation • Limited budgets to support tourism development and promotion • Limited visitor accommodation for people with disabilities • Some traffic congestion in the summer months
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Proximity to urban markets and improving the local supply chain to the visitor economy to increase value from tourism spend • Enhancing the quality of the Dales offer to attract higher spending visitors • Further developing the short break market • Local food & drink offer and demand for UK produced farm products • Wider take-up of the ‘Inspired by the Peak District’ brand • Growth opportunities in cycle tourism • Increasing take up of quality and environmental accreditation schemes • Increasing the direct business benefits of local festivals and events • Improving the visitor ‘welcome’, signage and interpretation • On-line marketing opportunities and better use of social media • Planned investments in and around the Peak District e.g. Buxton Crescent & Peak Resort • Better integration with the health & wellbeing agenda • Local people and businesses e.g. in retail and catering acting as ‘ambassadors’ for the area • LEP / EU funding opportunities, including LEADER, to support rural tourism development • Established cross border partnership working arrangements 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Squeeze on disposable income limiting the spending power of visitors • Austerity measures impacting on public spending and the future delivery of discretionary services • Impact on the high street / independent retailers of on-line shopping • Slow uplift in rural broadband speeds plus some remoter areas only able to access a basic service • Keeping up with increasing visitor demands and expectations • Other rural destinations raising their profile / ‘getting their act together’ • Businesses unable or unwilling to invest in high quality facilities and services • Not keeping pace with technology / changing visitor behaviours • Poor image of the sector as a career path • Negative attitude towards tourism amongst some residents • Weather (mainly an outdoor destination)

6. Growing the Value of the Visitor Economy

The key to growing the visitor economy is making it more productive. Currently the Dales and wider Peak District underperform compared with other rural / National Park destinations. For example, whilst GVA at £50k per employee (from the rural economy as a whole) is on a par with areas such as the Yorkshire Dales, at £122m p.a. compared to £129m p.a.¹¹ visitor spending is lower in the Peak District National Park despite the area attracting both a higher number of trips and bed nights.

Alongside earlier evidence this highlights both a need and opportunity to look at where the destination could reduce this gap in spending by capitalising on the advantages offered by its location and, working with local partners, enhancing the experiences it has to offer. Considering its special qualities and proximity to urban centres it could be argued the Dales and wider Peak District destination is still 'punching below its weight' - this needs to change. To help generate greater value from the sector and to complement the work of partners, attention needs to focus in the following areas:

- **A more concerted effort to develop the short break market** – The Dales central location and distinctive rural offer provides further potential to grow the short break market. The area offers the opportunity to 'get away from it all' to enjoy superb landscapes and the great outdoors without travelling hours to get here (or get home).

Emphasis needs to be placed on promoting the unique experiences visitors can expect whilst they are here and the range of things they can do to make the most of their time away. **Walking, cycling and local food & drink** all offer opportunities to exploit with marketing campaigns tailored towards different types of visitor, from the young professional to families and empty nesters. Opportunities to promote more sustainable travel options to and from the area will also be identified. Encouraging accommodation providers to offer promotions linked to Dales events to persuade visitors to 'stay the extra day' and actively seeking investment in a range of hotel accommodation within the area will also help develop this market.

- **Greater emphasis on quality** – providing a high quality visitor experience from start to finish is essential if the visitor economy is to realise its growth potential. Part of this is about improving the skills of those working within and entering the sector. It's also about improving the quality of the local tourism 'product'.

As evidenced by recent surveys¹² as well as strengthening the visitor welcome and service customers receive, businesses within the wider visitor economy need to be encouraged to develop new skills, particularly to improve their web presence, more effectively utilise social media and respond to visitor feedback online. With micro-businesses dominating the sector, support needs to be tailored to meet their needs by providing training in rural venues, in 'bite sized' chunks and at times to suit the business. Help to improve supervisory and management skills and greater promotion of higher level apprenticeships and graduate recruitment opportunities will also help drive up skill levels within the sector. Opportunities for partnership working with the DMO, e-business club, University of Derby and other partners will be explored to help improve access to training and support for businesses across the visitor economy. Activity will support and align with D2N2's Skills Action Plan for the Visitor Economy.

Other activity to improve the quality of the visitor experience needs to be focused on established Dales visitor hubs and initiatives to maximise opportunities in key markets (see over).

¹¹ Great Britain Tourism Survey 2013 – domestic tourism only

¹² D2N2 Visitor Economy Skills Survey (2014)

- **Focusing product development activities on growth markets** – boosted by events such as London 2012 and the Tour de France ‘Grand Depart’ (Yorkshire), the popularity of cycling continues to increase. Over 2m¹³ adults in England now cycle at least once a week.

The wider Peak District Cycling Strategy sets out a clear ambition for the area: *‘to be one of the premier places to cycle... using the iconic landscapes of the Peak District as the inspiration for a diverse cycling experience for everyone, encouraging sustainable travel and delivering lasting health, economic and community benefits’*. The positioning of the National Park between large urban areas offers significant opportunity to grow the cycle tourism market. Increasing the number of recreational cycling visits from the surrounding area will help increase spending within the visitor economy, leading to an increase in jobs and GVA (circa £50k of visitor spend is estimated to deliver 1 FTE and every £1 of visitor spend generates 39p of GVA¹⁴).

The cycle network continues to benefit from significant levels of investment. Following the successful re-opening of the four disused rail tunnels along the Monsal Trail, a further £5m is being invested via the second phase of the Pedal Peak project, including connecting the Trail at Bakewell into Matlock. Completion of the overall programme will help increase connectivity with urban populations and put some 3.5m people in reach of the cycle network in the National Park.

The Dales is also the location for the Eroica Britannia Vintage Cycle Ride which, in 2014 saw over 1,500 cyclists compete from 45 countries worldwide (including Thailand, Australia, Canada, Brazil, China, USA and parts of Europe), many bringing relatives and friends to spectate. The estimated economic impact of the event in Bakewell alone was over £1m and coverage of the race also featured on the BBC, ITV and SKY, showcasing the Dales to millions. The number of competitors is set to double in 2015.

Providing a better ‘welcome’ for cyclists generally will complement existing activity. Initiatives such as the National Park’s Cycle Places Friendly Grant have begun to address this but further work is needed to develop a critical mass of cycle friendly businesses in the Dales to help grow the contribution of cycling to the visitor economy.

There is also scope to further grow the walking market. Trail walking i.e. from place to place, often as part of a challenge or event is becoming increasingly popular and can generate significant economic benefits as walks are usually completed in groups and the longer distances involved require overnight stays. Opportunities exist to develop themed experiences for walkers along popular routes e.g. around local food and drink, to help increase spending.

- **Raising the profile of locally produced products and services** – encouraging more visitors to buy local products and use local services during their visit will help retain more of the visitor pound within the Dales economy.

The ‘Inspired by the Peak District’ brand is helping local businesses develop a marketing edge from their association with the high quality Peak District environment. Over 160 businesses from across the area are now signed up to the brand. However, there is significant scope to encourage more food & drink, creative, retail and other visitor economy businesses in the Derbyshire Dales to adopt the brand and raise its profile.

Creating opportunities for local businesses to showcase their products and services and supply new customers will also help stimulate growth within the sector. As well as encouraging more

¹³ Sport England Active People Survey 2014

¹⁴ Colliers Stage 2 Report: D2N2 Tourism Impact Study 2014

local businesses to supply to each other, support is needed to better prepare Dales business to access wider procurement opportunities, including those associated with proposed tourism investments within the surrounding area.

- **Providing information the visitor wants, the way they want it** – in partnership with local businesses the District Council has established a network of Visitor Information Points (VIPs) at strategic locations across the district. As part of the current work programme, measures are being taken to slim down the level of support required from the Council and help VIPs become more sustainable in their own right.

From a Peak District perspective, the recent DMO review has reinforced the organisation's primary role i.e. to market the area to visitors. A slimmer organisational structure has also emerged with greater emphasis on a partnership approach to delivery, working with both the public and private sectors. Going forward the DMO will promote two brands: the 'Peak District', retained as the attract brand with 'Experience Derbyshire' used to promote the wider county offer. Providing information on what visitors can do whilst they are here is therefore down to the industry, District Council and other local partners. To maintain a co-ordinated approach (whilst keeping costs down), more emphasis needs to be placed on partnering with other Peak District organisations on visitor information and shifting the focus from print to digital, prioritising material which showcases the best of what the Dales has to offer. Historic houses, parks and gardens, character market towns and villages, and local festivals and events remain priorities to feature, with emphasis on the authentic and high quality experiences on offer. Plugging gaps in visitor information should also form part of the approach where this will help generate further spend locally.

- **Maintaining vibrant visitor hubs** – the D2N2 Visitor Economy Action Plan identifies Ashbourne, Bakewell, Matlock and Matlock Bath as important visitor 'hubs' and destinations in their own right. As focal points for visitors offering a range of services and facilities it is important these centres remain vibrant, attractive places to visit and spend time. By keeping them clean and tidy, providing facilities such as public toilets and markets, supporting local events and as the local planning authority - the National Park Authority in the case of Bakewell - the District Council already plays its part. Several also have active business partnerships and/or town teams working at the local level to improve them. New activity needs to focus on supporting local partnerships to improve tourism infrastructure within visitor hubs and initiatives to enhance their individual appeal therefore enhancing the visitor experience.
- **Ensuring the plan delivers for local people as well as visitors** – it's important that local people and the wider business community are involved in initiatives to encourage tourism and in helping promote the attributes of the area to visitors.

Community led rural development programmes like LEADER offer the opportunity for local people to deliver rural tourism initiatives including those involving the promotion of local heritage assets. These projects help to broaden the local tourism offer and spread economic benefits wider. There are also opportunities to encourage retailers, food and drink businesses and other service providers to be more 'on message' and play a role in promoting local things to see and do. A warm welcome and a little local knowledge can encourage visitors to extend their visit and contribute more to the local economy. It also encourages them to come back.

Sometimes negative perceptions of the visitor can cloud the wider benefits tourism investments can bring for residents. New visitor infrastructure, such as walking and cycle trails, offer significant opportunities to improve the health and wellbeing of local people and these benefits need to be promoted too.

7. Priorities & Actions

The plan provides a framework for the District Council's activities and contribution to partnership working over the next five years. The actions proposed under the three priorities are set out below (key actions in **bold**). Some will be delivered directly, others require a collaborative approach.

The views of key partners have been sought to inform the plan. However, the Council recognises the need to involve other stakeholders as it develops. Ongoing engagement will therefore take place to update and develop the plan's actions. An inclusive approach to implementing the plan will be adopted, with the aim of delivering a first class experience to all visitors to the Dales.

PRIORITY 1: Support businesses within the visitor economy to exploit key markets and supply chain opportunities

Actions:

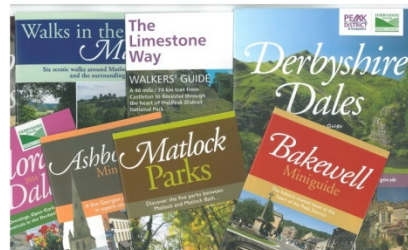
- a) **Implement the Pedal Peak Business Initiative within the Derbyshire Dales – creating a cycle friendly destination for all, supporting the development of cycle-friendly business clusters and encouraging cyclists to stay one or more nights**
- b) **Support the delivery of the annual Eroica Britannia Vintage Cycle Ride and promote the 100 mile long route as a year round visitor attraction for the Dales, including:**
 - mapping the route in both print and digital formats
 - signing the route throughout its length
 - supporting accommodation businesses along the route to provide a first class welcome and facilities for cyclists
 - making information available on local food and drink stops, public and community transport options and places to visit
 - marketing to promote cycling the route as a short break holiday or challenge
- c) **Encourage more food & drink, creative and retail businesses in the Derbyshire Dales to sign up to the Inspired by the Peak District brand**
- d) Work with partners to deliver 'learn to pitch' workshops and secure funding for a further trade fair event for the sector to help small and micro-businesses, including Inspired by the Peak District businesses, develop market and supply chain opportunities
- e) Work in partnership with the Peak District National Park Authority and Derbyshire County Council to promote use of the Monsal Trail extension (Bakewell to Matlock) as part of the White Peak Loop
- f) Develop pilot walking experiences linked to public transport, encouraging visitors to sample local food and drink, made available as digital downloads
- g) Organise business briefings ahead of key festivals and events to consider ways to increase the duration of visits and maximise local economic benefits



PRIORITY 2: Promote the Derbyshire Dales and Peak District as an inspiring place to live, work and visit

Actions:

- a) **Focus marketing campaigns on the year round short break market, promoting distinctive experiences linked to local products and events** e.g. themed multi-day routes (two day 'Dales Weekend Walks') with accommodation and local business information available on-line
- b) **Work in partnership with Visit Peak District to promote the Derbyshire Dales as part of the Peak District brand and ensure these marketing opportunities are maximised by Dales businesses**
- c) **Partner, where appropriate, with local agencies to produce joint visitor information showcasing the distinctive experiences on offer in the Derbyshire Dales, focusing increasingly on producing information in mobile friendly, digital formats**
- d) **Pilot a 'local ambassadors' scheme within a visitor hub with traders, attraction owners and others, providing training and support to better equip businesses to welcome visitors and promote the area's offer**
- e) **Co-ordinate and maintain the existing network of Visitor Information Points in the Dales, working with providers to help them become more independent in the longer term**
- f) **Work with the Peak District National Park Authority to develop a long term solution to providing visitor information services in Bakewell**
- g) **Fill key gaps in visitor information, including the production of a Caravan and Camping guide for the Derbyshire Dales**



PRIORITY 3: Improve the quality of the visitor experience offered in the Derbyshire Dales

Actions:

- a) **Improve directional signage and interpretation at key locations to improve visitor orientation including Matlock Bath to Cromford and off the Monsal Trail to Bakewell, Rowsley and Matlock and assist local partnerships access external funding to help improve tourism infrastructure within recognised visitor hubs**
- b) **Implement a markets improvement initiative to help revitalise traditional stall markets in Dales towns**
- c) **Work with partners to increase opportunities for businesses within the wider visitor economy to access customer service, supervisory, website and social media training within the Dales**

- d) Deliver an improved Matlock Bath Illuminations event from 2015, including additional entertainment, themed family events and the opportunity to purchase discounted tickets on-line in advanced, and encourage more local businesses to support the event
- e) Help promote and facilitate hotel development opportunities at appropriate locations in the Dales and engage with providers to raise awareness of key visitor initiatives
- f) Continue to pursue external funding for the 'Dales Destinations' programme in partnership with Derbyshire County Council to improve town centre public realm
- g) Work with Business Peak District to promote the value of apprenticeships within the visitor economy, including raising awareness of higher level apprenticeships e.g. in Hospitality Management and Social Media & Digital Marketing, and grant incentives available to employers
- h) Work with the University of Derby (Buxton Campus) to encourage more Dales businesses to consider student internships e.g. to help develop a businesses' on-line activities or complete market research, to support the future development of the business
- i) Encourage and assist the development of funding applications to LEADER and other programmes, including applications from tourism businesses to develop their accommodation to provide for people with disabilities
- j) Maintain up to date data showing the size and value of the Derbyshire Dales Visitor Economy and undertake research with Peak District partners to improve understanding of visitor motivations and demands and local business performance to help inform future actions



8. Measures of Success

The plan aims to contribute to key outcomes identified within the Council's Economic Plan. Other key indicators will also be used to monitor its impact:

- **Growth in the value of tourism** – 5% increase year on year (direct and indirect visitor expenditure) from baseline estimate of £315m in 2013 (Source: STEAM)
- **Growth in the number of staying visitors** – increase year on year from baseline estimate of 0.715m in 2013 (Source: STEAM)
- **Growth in GVA** – from £1,421m in 2010 to £1,600m by 2020 (Source: BRES)
- **Growth in workplace earnings** – reduce differential between Dales and Derbyshire median weekly pay from £6 in 2013 to zero in 2020 (Source: ASHE)

Targets for individual actions will be agreed in discussion with partners.



Taylormay Botanicals and Grindleford Water – an **'Inspired by the Peak District'** Collaboration.

Christine Tilbury has always valued the positive and health affirming qualities of plants and has used essential oils and other plant products in her everyday life. On moving from the south coast back to the Peak District 18 months ago, she took the opportunity to set up Taylormay Botanicals; a range of organic skincare products. This was something that she had always had at the back of her mind to do and now seemed like the right time, particularly as she immediately felt the effects of the northerly wind and cold on her face; far more in need of good skin protection than in the relative warmth of the south coast!



She heard about **'Inspired by the Peak District'** from her sons, Sam and Ike Walker who work separately but also together as 'Walker Creative', who in turn, signed up to use the branding by hearing about it through their work with 'Glory Days' when they were commissioned by them to make a promotional video for their retro bike business. Her sons have provided her with their photography and design expertise; Sam and Ike created the cinematography and effects on the website; a genuine **'Inspired by the Peak District'** family collaboration.

Christine has incorporated the branding into her website, her business postcard and her labelling and cares passionately about making connections to find ways of doing business locally and particularly with other **'Inspired by the Peak District'** businesses; something that led her to contact Grindleford Water about using their spring water in her products.

Christine was using her own distilled water but decided that she wanted to see if there was a local spring water provider that she could use instead. She checked out 'PeakedInterest' (also using the brand) and saw an article about Grindleford Water so approached the owners and now uses Grindleford Water exclusively in her skin care products.



Grindleford Water is owned and managed by Phil and Kulbir Eastwood and operates from the Grindleford Station Café which Phil took over from his father 10 years ago. The spring is located near to the café on the bank; the water collected in a tank and is supplied through a pipe to a tank in the roof at the café, where it goes through a UV filter to be supplied in the building via a tap.

The spring water has been bottled since 1977 and Phil and Kulbir sell 500ml bottles exclusively at the Station Café but also supply an ever increasing number (through word of mouth) of 19 litre bottles and water coolers to businesses in Derbyshire, Sheffield and more recently, in Manchester. Both size bottles carry the **'Inspired by the Peak District'** branding on the labels.

Phil and Kulbir, like Christine, strive to work with local, ecologically minded businesses and source supplies for the café via the local supply chain as much as possible. For Kulbir, the concept of **'Inspired by the Peak District'** is summed up with quote that is used on the label;

'Our beautiful land of vales and heather, where people wander contentedly has a secret spring at its heart, filtered pure by limestone rocks.'



BACK TO AGENDA

COMMUNITY AND ENVIRONMENT COMMITTEE
22 FEBRUARY 2018

Report of Head of Regeneration and Policy

DERBYSHIRE DALES SELF-BUILD AND CUSTOM HOUSEBUILDING REGISTER CONSULTATION RESPONSE

PURPOSE OF REPORT

This report sets out the public consultation results for the proposed changes to the Self-build and Custom Housebuilding Register. The report also seeks Members approval to make changes to the registration process for the Self-build and Custom Housebuilding Register; to limit entry to those with a local connection and can demonstrate the financial resources to purchase a serviced plot and implement a charging schedule as set out in the report from 1st April 2018.

RECOMMENDATION

It is recommended that:

1. the revised fee charging schedule as set out in Paragraph 2.19 be approved
2. the revised local connection criteria as set out in paragraph 2.27 be approved
3. the introduction of a financial resources test, including the list of information required by applicants as set out in paragraph 2.34 be approved
4. That delegated authority be given to the Head of Regeneration and Policy to prepare and publish on the District Council's website detailed assessment criteria in respect of the financial resources test.

WARDS AFFECTED

All Wards outside the Peak District National Park

STRATEGIC LINK

The provision of serviced plots will help to facilitate the delivery of much needed local housing across the Derbyshire Dales which is one of the highest priorities in the District Council's Corporate Plan.

1. BACKGROUND

- 1.1 The Self-Build and Custom Housebuilding Act 2015 (as amended) sets out that local authorities must grant sufficient suitable development permissions on serviced plots of land to meet the demand for self-build and custom housebuilding in their area, as evidenced by the number of people on the Self-

Build and Custom Housebuilding Register over a three year rolling period, which commenced on 31st October 2016.

- 1.2 Members will recall that on 16th November 2017 a report was taken to this committee which considered changes to the Self-build and Custom Housebuilding register and resolved to approve six weeks public consultation on proposed changes to the register. This included the introduction of a fee charging schedule; and local eligibility criteria including proposed local connection criteria and financial solvency test for applicants (min. 184/17).
- 1.3 Public consultation on the proposed changes to the administration and operation of the Self-Build and Custom Housebuilding Register was undertaken from the 7th December 2017 to 18th January 2018. All individuals and groups currently registered were notified of the consultation, as were applicants that had been unsuccessful in the past. The District Council also consulted Parish Council's, local housebuilders and developers and other interested agencies. Details of the consultation were also posted on the Council's website and social media feeds.
- 1.4 The purpose of this report is, therefore, to provide feedback to Members on the results and comments received as part of the public consultation on proposed changes to the Self-Build and Custom Housebuilding Register. A further report is to be presented to this Committee to set out details of how this may be achieved including the potential resource implications for the District Council.

2. REPORT

Results of Public Consultation

- 2.1 There were 31 responses to the public consultation. The majority of whom indicated that they were currently listed on the District Council's Self-Build and Custom Housebuilding Register (58%).

Fee Charging for Entry on the Register

- 2.2 The Self-Build and Custom Housebuilding Regulations 2016 enables Local Planning Authorities to charge a fee for entry onto the register and a separate annual fee for remaining on it. In addition where eligibility criteria are introduced the Register may be split into two sections - Part 1 and Part 2. People or associations that satisfy the eligibility criteria are placed on Part 1 of the Register and those that fail are placed on Part 2. All entries on Part 1 of the Register will constitute the demand that the District Council needs to satisfy through the granting of relevant planning permission in accordance with the requirements of the Self-Build and Custom Housebuilding Act 2015 (as amended by the Housing and Planning Act 2016).
- 2.3 The Act however only allows for fees to be set on a cost recovery basis. The NPPG sets out that any fees charged must be proportionate reflect genuine

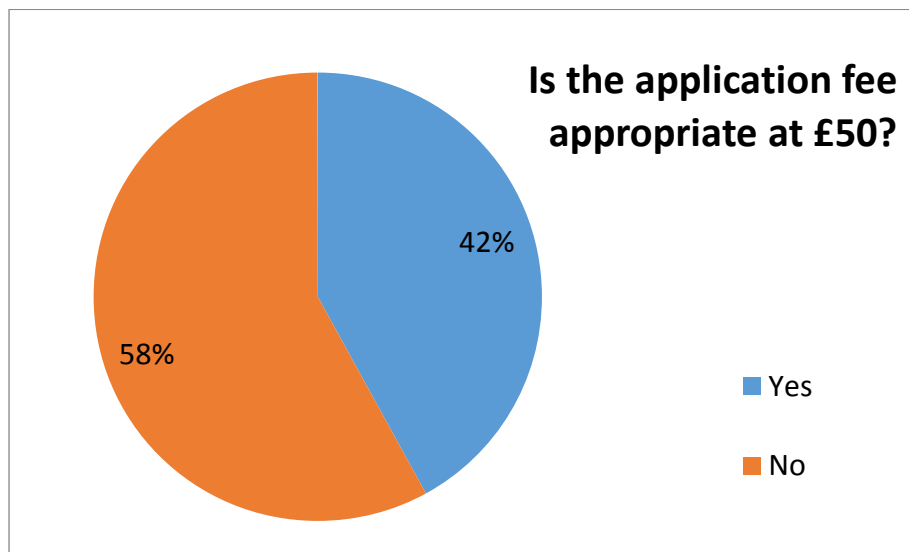
costs incurred and should not act as a deterrent for people to be entered on or remain on the register.

2.4 The introduction of the following fees was subject to consultation:

- Application Fee £50
- Registration Fee for Entry on Part 1 £100
- Registration Fee for Entry on Part 2 £25
- Annual Register Maintenance Fee Part 1 £100
- Annual Register Maintenance Fee Part 2 £25

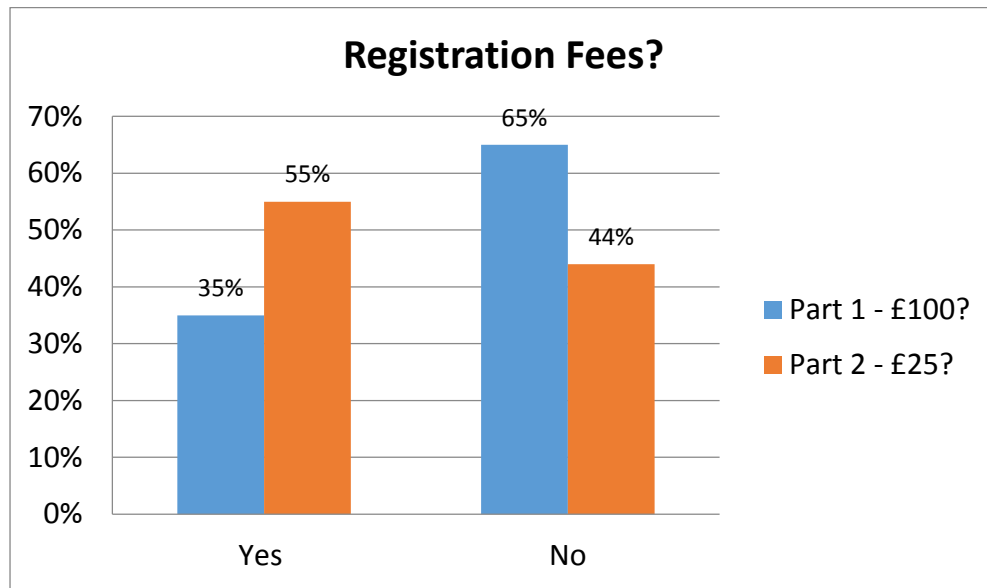
2.5 The questionnaire asked if the proposed criteria for the financial resources test were appropriate. The responses were evenly split 49% yes and 51% no. The comments were equally mixed however some perceived it as an additional barrier and intrusive others pointed out that a mortgage offer last for six months and may be hard to achieve without a known site. One comment indicated that meeting all of the criteria not just the financial one would be appropriate.

Application Fee: Appropriateness



2.6 42% of respondents agreed that an application fee was appropriate and 58% disagreed. Of those who disagreed suggested changes included lowering the fee to between £5-£30 or having no fee. A few respondents commented that fees should not be introduced if plots are not available and that charges could be made once a plot is found. Some respondents seemed to be confused as to what the fee was for.

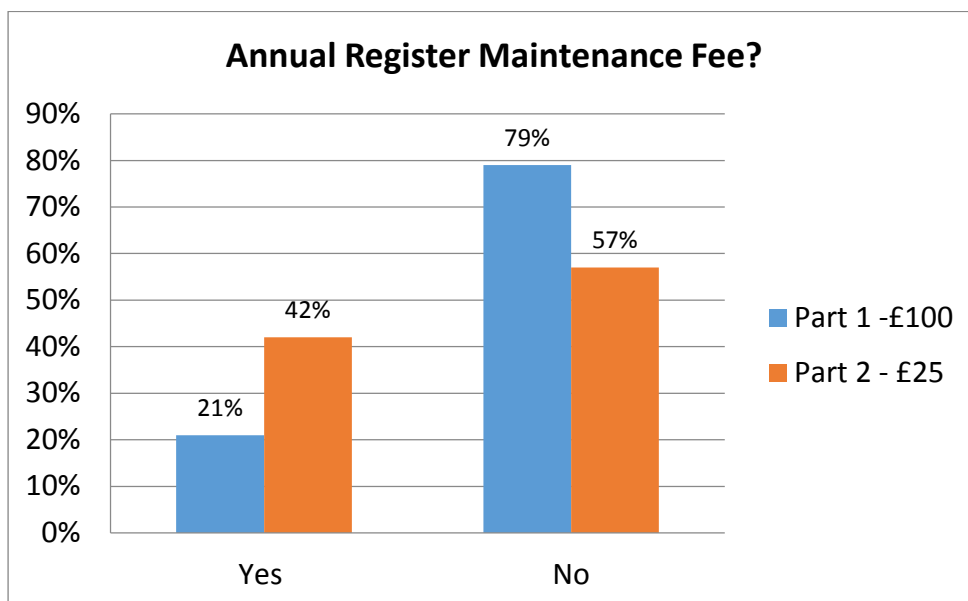
Registration fees



2.7 When asked about the introduction of a £100 Registration Fee for entry onto Part 1 65% of respondents indicated their discontent with the proposal, whilst 35% supported it. A number of comments indicated that the fees should be reduced to at least £50 or that fees should not be paid at all. A few respondents repeated comments that unless plots are made available, applicants should not pay fees.

2.8 Over half of the respondents (56%) agreed that £25 registration fee to be entered onto part 2 of the register was a reasonable charge. Those respondents who disagreed commented that no charge should be made; and that the charge was too high or low.

Annual Register Maintenance Fees



- 2.9 When asked about the introduction of a £100 annual maintenance fee for entry onto Part 1 of the Register 79% of respondents disagreed with it. Most comments made suggested that the maintenance fee was too high; and it should be set at between £25 to £50; others commented that the fees should be the same as the initial registration fee; No annual fee; no fee unless plots provided.
- 2.10 42% of respondent agreed that an annual maintenance fee of £25 to remain on part 2 of the register was appropriate. However over half (58%) disagreed because the amount was either too high or low; there would be no maintenance costs incurred to remain on the register; and the District Council is not showing commitment to providing plots.

Officer Response

Application Fee

- 2.11 The fees subject of the public consultation were anticipated to be such that they would operate on a cost recovery basis, for any officer time involved in the administration and assessment of applications against the local eligibility criteria. This included obtaining specialist advice where appropriate in respect of the personal financial circumstances of individuals and organisations.
- 2.12 To ensure that the District Council has sufficient information upon which to make a judgement about an applicant's eligibility for entry onto the Register applications will necessitate the provision of an appropriate amount of data from applicants. The assessment of the information provided is likely to require significant amount of time and resource. In order to cover the time and cost of the assessment process it is, therefore considered necessary and appropriate to introduce registration fees.
- 2.13 The application fee of £50 is likely to cover the costs of identifying the extent to which the applicant has submitted the correct information in support of their application, and the extent to which they are considered to meet the local eligibility criteria. Where more detailed information is provided, and/or the likelihood of being considered eligible for entry on Part 1 is higher, it is considered that the application fee may only just cover costs. In such circumstances there is an argument for a higher application fee. There could, however, also be circumstances where very little information is provided by an applicant and the assessment process is relatively quick and the costs of undertaking the assessment fall below the £50 application fee.
- 2.14 Given the proposals includes charging a higher registration fee for all those who meet the local eligibility criteria and have the financial resources, it is considered that a flat rate application fee will meet the processing costs involved. The application fees proposed in Para 2.15 below are therefore considered appropriate.
- 2.15 The responses from the questionnaire indicated that some people were uncertain as to what the fee was for. This indicates that when fees are introduced there needs to be greater clarity as to the process and service they are paying for. In addition questions were raised about the certainty of plots

being provided. The District Council will need to improve confidence that plots will be available in the future once the Register is updated and fees introduced.

Registration Fee

2.16 Although a number of respondents expressed a view that the proposed Registration Fee for entry onto Part 1 too high, it is considered that the proposed Registration Fee is reasonable and proportionate to the time required to maintain and administer the Register over the course of each year.

Annual Maintenance Fee

Part 1

2.17 As set out above 79% of respondents indicated their concern about the proposed introduction of a £100 annual maintenance fee for the retention of applications on the Register. Whilst the initial Registration Fee will cover the costs of setting up and administering a specific entry on the Register over the course of the first year, it will not cover the costs of maintaining an entry on the Register, beyond this. It is anticipated that, this is likely to involve updating and reassessing entries against the local eligibility criteria. It is therefore wholly appropriate that there an annual fee is introduced for the retention of an entry on the Register. However it is considered that the costs of maintaining an entry beyond the first year is unlikely to be the same as that setting up an initial entry, and as such it is considered appropriate to reduce the annual maintenance fee from £100 to £50.

Part 2

2.18 The National Planning Practice Guidance sets out that authorities can charge an additional annual fee in following years to those who are entered on Part 1 of their register (or the register if no local connection test has been set and so the register is not divided into two parts) and wish to remain on it. It does however not make any reference about charging for those that would fail the local eligibility criteria and be entered onto Part 2 of the register. As demand as evidenced by Part 2 of the register does not have to be taken into account in considering whether there were sufficient suitable development permissions. It is recommended that no fee is charged for entries to remain on Part 2 of the Register.

Revised Fee Schedule

2.19 Taking account of the responses to the consultation and balancing the costs all of the factors associated with the administration of the Register, it is therefore recommended that the following fee structure be introduced with effect from 1st April 2018:

- Application Fee £50
- Registration Fee for Entry on Part 1 £100
- Registration Fee for Entry on Part 2 £25
- Annual Register Maintenance Fee Part 1 £50
- Annual Register Maintenance Fee Part 2 £0

2.20 In accordance with the NPPG, the administration of the Register will be reviewed periodically to ensure that the fees remain appropriate. Any applicants who refuse to pay the fees set will be refused entry onto the Register and any applicants who refuse to pay the annual fee where appropriate will be removed from the register.

Local Eligibility Criteria

2.21 As Members will be aware from the Report to this Committee on 16th November 2017 the Self-Build and Custom Housebuilding Regulations 2016 allow the District Council to introduce local eligibility criteria for entry onto the Register. As such the District Council has consulted on the proposed introduction of two local eligibility criteria:

- Local Connection
 - applicants have been living in the District (including that area within the Peak District National Park) for at least five years prior to their application; or
 - applicants have been working in full-time employment (greater than 16 hours per week) in the District for at least three years and continue to do so.

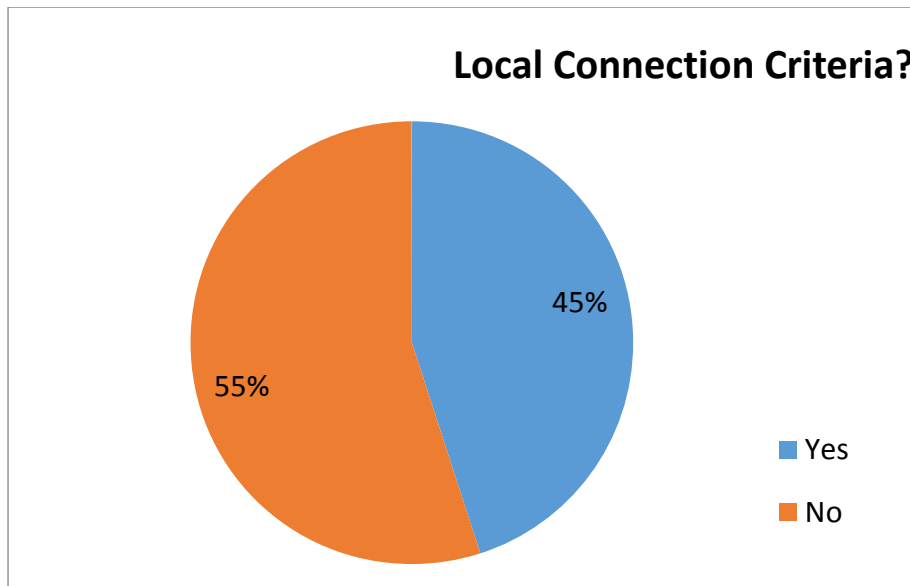
- Financial Solvency
 - Dated Valid Self-Build Mortgage Offer or Other Loan Facility
 - Proof of Savings
 - Estate Agent Valuation for Existing Property
 - Recent Residential Mortgage Statement for Existing Property
 - Any Other Relevant Financial Information

Local Connection Criteria

2.22 The consultation sought views on the proposal to introduce a local connection test criteria to be considered as part of applications for the Derbyshire Dales Self and Custom Build Register. A total of 45% of the respondents indicated that it was appropriate to introduce a local connection. A few respondents commented that ‘they need to be stricter’; and an excellent idea, but make it consistent with the Derbyshire Clause for purchasing houses.

2.23 However 55% of respondents thought the introduction of local eligibility criteria was inappropriate. Those opposing the introduction of such a criteria commented that: Unfair for people wishing to relocate to the area or move back to the area after long time away

- Excludes people with long term connections such as family living in the area
- Excludes people priced out of the area
- Many people who live in the area work elsewhere
- Self-employed candidates should be considered?



Officer response

2.24 To date a significant number of the entries on the Register have come from those living outside the local planning authority area who have a desire to live in the Derbyshire Dales, and have no location connection. The introduction of a local eligibility requirement for entry onto the Register would allow the District Council through its obligations under the Act to provide serviced plots to meet local needs.

2.25 The District Council already grants planning permission for single dwellings for many self and custom builders whose interest or needs are not formally included on the Register. It is anticipated that the Register will provide for a particular group of individuals/associations with a local connection that are not currently able to have their aspirations met outside of the Register process.

2.26 The introduction of local eligibility criteria for entry onto the Register may result in more complex planning permissions, and make it more difficult for self-builders to obtain finance and mortgages if more restrictive conditions are imposed on the release of a plot for Self-Build and Custom Build development. On balance, however, it is considered that given the extent of demand for local needs housing and the benefits that may derive to those in need, this outweighs any disadvantages that may accrue. As such it is considered appropriate to incorporate local eligibility criteria as part of requirements for inclusion on Part 1 of the Register.

2.27 Following consideration of the responses received during the public consultation it is recommended that the criteria for defining local eligibility and inclusion on Part One of the register are appropriate are modified to:

- applicants living in the District (including the Peak District National Park) for at least five years prior to their application; or

- Applicants with family members who are currently living in the area¹; or
- applicants have been working in full-time employment (greater than 16 hours per week) in the District for at least three years prior to the application and continue to do so²

2.28 Failure to provide evidence to substantiate the local connection above will deem the applicant to have failed to meet the local eligibility criteria and be placed on the Part 2 of the Register.

Financial Solvency Criteria

2.29 Currently there is no means of determining to what extent the level of demand on the Register is realistic or just aspirational. It was therefore proposed that in order to determine the realistic level of demand for Self-Build and Custom Build properties that the District Council includes a financial solvency eligibility criterion for entry onto the Register.

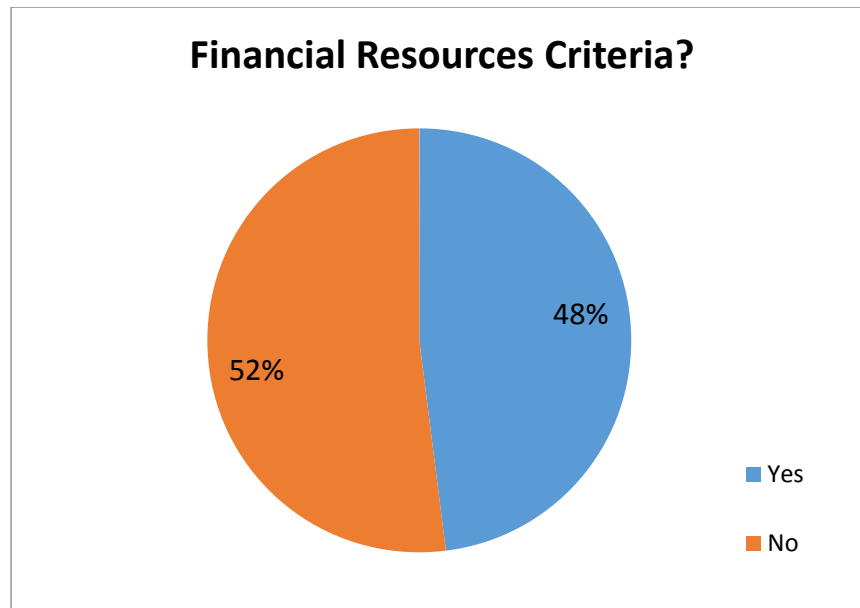
2.30 In order for the District Council to understand the nature and type of the demand for self and custom build plots in the area, it is essential that evidence is collected from those applicants who apply for entry onto the Register about their ability to fund the purchase of land or construction of a Self-Build or Custom Build property.

2.31 The responses from the consultation indicated that almost half of the respondents agreed that a financial resources criterion was appropriate, whilst the other half of respondents did not.

¹ A **Family member** is defined in S113 and S186 of the Housing Act 1985 as follows: A person is a member of another's family within the meaning of this Part if— (a) he is the spouse [or civil partner] 1 of that person, or he and that person live together as husband and wife [or as if they were civil partners] 2 , or (b) he is that person's parent, grandparent, child, grandchild, brother, sister, uncle, aunt, nephew or niece. (2) For the purpose of subsection (1)(b)— (a) a relationship by marriage [or civil partnership] 3 shall be treated as a relationship by blood, (b) a relationship of the half-blood shall be treated as a relationship of the whole blood, (c) the stepchild of a person shall be treated as his child, and (d) an illegitimate child shall be treated as the legitimate child of his mother and reputed father. Exemptions are stated in clause 39 of the Act.

Exceptional circumstances will be considered at the District Council's discretion.

² Applicants that are self-employed will need to meet both the residence criteria and prove that they work more than 16 hours per week to meet the local connection to the area condition.



2.32 A number of detailed comments were made:

- A self-build mortgage in principle offer is only given by the bank when a plot is identified, it would be difficult to obtain on a speculative basis at registration stage;
- A mortgage offer is only valid for six months and circumstances change;
- It is another barrier to entry on the register;
- Proof of savings may be difficult for first time buyers;
- Choice should be offered, rather than meeting all the criteria;
- Criteria should not be applied at registration stage, but later in the process when the plots are made available;
- Too longer process.

Officer Response

2.33 Whilst inevitably there was likely to some opposition to the introduction of the financial solvency test such a criterion will allow the District Council to determine the realistic level of demand for Self-Build and Custom Build properties.

2.34 However taking account of the comments made during the public consultation it is recommended that the following financial evidence should be provided by applicants wishing to be included on the Register:

- Proof of savings
- Estate Agent Valuation for Existing Property
- Recent Residential Mortgage Statement for Existing Property
- Proof of household income
- Any Other Relevant Financial Information, such as funding from other sources.

2.35 Failure to provide some or all of this information will deem the applicant to have failed to meet the financial solvency criteria and be placed on the Part 2 of the Register.

3 RISK ASSESSMENT

3.1 Legal

The statutory basis for the Register is set out in the Self-build and Custom Housebuilding Act 2015 (as amended by the Housing and Planning Act 2016). The District Council has already implemented a Register in accordance with the statutory requirements. The proposals set out in this report seek to clarify the District Council's approach to entry onto the Register, and as such the legal risk associated with this element is low. The requirement to grant permission for serviced plots to meet the identified demand may require additional resources to achieve. As such it is considered that the legal risk for this element is low to medium.

In the near future mechanisms will need to be established to ensure that the data processing and storage comply with the General Data Protection Regulations.

3.2 Financial

Changes to the Derbyshire Dales self and custom build register are considered low financial risk. To assist local planning authorities meet their statutory duties in relation to Self and Custom Build Registers the Government has provided a new burdens grant for 2016/17 of £15,000, with a further grant due of £30,000 in the current financial year. Future grants over the two years will be worth an additional £45,000. It is considered that this funding will part fund the cost of the additional resources required to ensure that sufficient serviced plots are granted permission and implemented on the ground. As such the financial risk is low to medium.

3.3 Corporate Risk

The delivery of self-build and custom build properties will assist with meeting the Corporate priority of delivering housing to meet local needs. The corporate risk is therefore low.

4 OTHER CONSIDERATIONS

In preparing this report, the relevance of the following factors has also been considered: prevention of crime and disorder, equalities, environmental, climate change, health, human rights, personnel and property.

An Equalities Impact Assessment is currently being undertaken and the results will be reported verbally to Members at the Committee.

5 CONTACT INFORMATION

Claire Francis, Planning Policy Officer
Email: claire.francis@derbyshiredales.gov.uk
Tel: 01629 761243

6 BACKGROUND PAPERS

Description	Date	Location
The Self-build and Custom Housebuilding Regulations 2015 (as amended in 2016)	April 2016 July 2017	G/4/H14
DCLG – Self and Custom Housebuilding: Planning Practice Guidance		

BACK TO AGENDA

COMMUNITY AND ENVIRONMENT COMMITTEE
22 FEBRUARY 2018

Report of the Head of Community Development and Environmental Services

PUBLIC SPACE PROTECTION ORDERS 2018 - OUTCOME OF PUBLIC CONSULTATION

PURPOSE OF REPORT

This report considers the outcome of the recent consultation exercise undertaken in respect of the making of Public Space Protection Orders relating, in the first instance, to existing control of dogs and, in the second instance, proposals to prohibit Barbeques or fires, prevent unauthorised parking and control alcohol consumption in open spaces, in order that new Public Space Protection Orders may be introduced with effect from 1st April 2018.

RECOMMENDATION

1. That the outcome of the public consultation undertaken be noted.
2. That the Public Space Protection Orders as outlined in Appendices 1 and 2, be made, to take effect on 1 April 2018 for:
 - The Fouling of Land By Dog Order
 - The Dog Exclusion Order
 - The Dog on Lead Order
 - The Dog on Lead by Direction Order
 - No Barbeques or lit fires
 - No unauthorised parking
 - Control of alcohol consumption
3. That the Head of Community Development and Environmental Services be given delegated authority to authorise officers to undertake associated enforcement duties.

WARDS AFFECTED

All

STRATEGIC LINK

The Parks and Street Scene Service contribute towards the Council's priority of providing a "clean green and prosperous Dales" and the corporate aims to "improve the quality of life" and to protect and "enhance the environment".

1 BACKGROUND

- 1.1 On 26th February 2015 the Environment Committee approved, for the first time, the implementation of Public Spaces Protection Orders (PSPOs) which related to the control of dogs in public places. The effect of the Orders, which came in to force on 1st April 2015, was to prevent the fouling of land, to exclude dogs from certain designated places and to require dogs to be kept on leads in other designated areas. These PSPOs replaced the Council's former Dog Control Orders.
- 1.2 There is a requirement that PSPOs are regularly reviewed in order that they remain relevant and Orders may only be put in place for a maximum of 3 years, after which time they must be renewed, revised or withdrawn. The current PSPOs will come to an end on 31st March 2018.
- 1.3 The renewal of the Public Space Protection Orders in relation to dog control is to seek to balance the needs of those in charge of dogs against the interests of those affected by dogs, bearing in mind the need for people, in particular children, to have access to dog free areas and also to have areas where dogs are kept under strict control. Through adoption of the Orders, the Council aims to reduce the potential health implications associated with dog faeces, promote responsible dog ownership and tackle issues relating to dogs running loose and causing a nuisance to others. PSPOs have, since their introduction, been well supported and the current proposals, detailed in appendix 2, are broadly in keeping with those presented to committee in 2015. Areas which have been removed as a consequence of ongoing management review are listed in appendix 3 to this report.
- 1.4 The proposed Public Space Protection Orders in relation to barbeques or lit fires is intended to tackle anti-social behaviour that arises from barbeques being lit in parks and managed open spaces. The main issues are smoke annoyance, safety concerns to others and damage caused to landscaping and facilities through contact and close proximity to sources of heat. The proposals will not affect those who seek prior consent for barbeques in relation to planned events, where proper risk management is in place, together with public liability insurance. The locations where the proposed order will apply are detailed in appendix 2.
- 1.5 The proposed Public Space Protection Order in relation to unauthorised parking in open spaces arises from a number of complaints received after public events, markets and sport fixtures have taken place on District Council land. Numerous complaints have also been received regarding members of the public driving into public areas and parking. Again, the principle concerns are safety of others using the grounds and the significant damage caused by vehicles to our managed open spaces. The proposals will not affect those who have consent to bring vehicles on to the grounds for specific purposes, but will allow for such consent to be withdrawn if abused. The locations where the proposed orders will apply are given in appendix 2.

1.6 The proposed Public Space Protection Order in relation to the control of alcohol consumption is intended to create a safe environment for all users of District Council open spaces. It should be noted that a Public Space Protection Order does not ban the drinking of alcohol in a public space but, instead requires individuals to comply with an officer's request within the restricted area of the Public Space Protection Order to stop drinking and/or surrender alcohol, where it is considered that the actions of those individuals is having a detrimental effect on others in the locality. The locations where the proposed order will apply are detailed in appendix 2. It should be noted that the proposed Public Space Protection Order will replace a former Designated Public Places Order which was introduced in Matlock in 2008.

2.0 **CONSULTATION**

2.1 The necessary consultation was undertaken in line with the requirements of the legislation. Information on the proposed Orders was made available to the public, via the Councils website, Information was published in Dalesmatters and in local newspapers. Social Media channels such as Facebook and Twitter were used extensively to promote the web article and a specific e-newsletter was sent out to residents who have signed up to the facility.

2.2 In addition, the Chief Officer of Police, relevant community representatives and owners and occupiers of land such as Dales Housing and Derbyshire County Council, were notified and sent copies of the consultation documentation.

2.3 The consultation period ran from mid November 2017 through to the beginning of January 2018. Public have been given sufficient time to submit comments on the proposals and a total of only 12 representations have been received, compared with 191 in 2015. These are summarised below.

Dog Fouling

10 of the 12 representations related to this Order and all were in support of the proposals. It is generally considered that fouling poses a serious risk to health, is unhygienic and can be a nuisance when spread through contact, to contaminate personal clothing, as well as homes, schools and publicly accessible buildings.

Dog Exclusion

9 of the 12 representations related to this Order and all were in support of the proposals.

Dogs on Leads

9 of the 12 representations related to this Order and, whilst all respondents have expressed support for dogs to be kept on leads in cemeteries,

churchyards, ornamental gardens and selected open spaces, 1 has requested that Derwent Gardens be removed from the Order.

Aside from being a popular attraction for day visitors, Derwent Gardens is also the venue for local events including the annual Illuminations and it is therefore suggested that the requirements to keep dogs on leads, for the benefit of others visiting the grounds, is justified and should be retained.

Dogs on Leads by Direction

7 of the 12 representations related to this Order and all were in support of the proposals.

No Barbeques or Lit Fire

8 of the 12 representations related to this Order. 7 were fully in support of the proposals, whilst 1 respondent queried the use of barbeques or lit fires at events. Advice was given regarding special terms that apply for events.

No Unauthorised Parking

7 of the 12 representations related to this Order and all were in support of the proposals.

Control of Consumption of Alcohol

9 of the 12 representations related to this Order. 8 were fully in support of the proposals, whilst 1 respondent queried the consumption of alcohol at events. Advice was given regarding special terms that apply for events.

2.4 Where an event is to be held on Council land, a licence is required which would detail all approved activities associated with that event, together with any corresponding exemptions from the Public Space Protection Orders.

2.5 Following the consultation undertaken and consideration of the comments received, it is recommended that the Public Spaces Protection Orders as outlined in Appendix 1 be implemented from 1 April 2018.

3.0 **PSPO ENFORCEMENT**

3.1 The implementation of Public Space Protection Orders formally enables the use of fixed penalty notices (FPNs) where contraventions are observed. The Head of Community Development and Environmental Services must be given delegated powers to authorise relevant officers within the service to carry out these duties. The powers relating to litter offences are already in place, having been adopted in 2006. A number of officers have previously received training for the purposes of undertaking duties associated with PSPO enforcement relating to the control of dogs. Those officers will require

further guidance and instruction on those new aspects of enforcement that have been included in the proposed 2018 Order.

- 3.2 Fixed Penalty Notices will only be issued on persons aged 18 or above. Anyone below the age of 18 years old will be verbally warned and if appropriate an advisory letter sent to parents or to the child's school.
- 3.3 Orders will last for up to three years, whereupon they will be reviewed. However, there is no limit on the number of times an Order can be reviewed and renewed.

4.0 PUBLICITY AND PROMOTIONAL WORK

- 4.1 The District Council has, since 2015, undertaken numerous educational and promotional campaigns in relation to dog fouling and the control of dogs. It is intended that these will continue throughout the course of future Public Space Protection Orders.
- 4.2 With regard to proposals to prohibit barbeques or fires, control alcohol consumption and prevent unauthorised parking in open spaces, there will be a requirement to provide clear signage at designated sites. The Council is currently engaged in a programme to provide information signs for all parks and it would be appropriate to include Public Space Protection Order restrictions as part of those works. More detailed information will also be provided on the Council's website.

5 RISK ASSESSMENT

5.1 Legal

Under Section 66 of the Anti-Social Behaviour, Crime and Policing Act 2014 an individual who lives in the restricted area or who regularly works in or visits that area may challenge the validity of a Public Spaces Protection Order in the High Court if the local authority did not have power to make the order or variation, or to include particular prohibitions or requirements imposed by the order or that a requirement under the legislation was not complied with.

The Council will need to be satisfied on reasonable grounds that the activities carried out, or likely to be carried out in a public space have had, or are likely to have a detrimental effect on the quality of life of those in the locality. The Council must also be satisfied that the effect or likely effect of the activities; is or is likely to be persistent or continuing in nature, is or is likely to be such as to make the activities unreasonable and that the restrictions imposed are justified prior to making the Order.

By undertaking the required consultation in line with the legislation and government guidance and giving full and proper consideration to the above conditions prior to making an Order; the risk of a successful legal challenge is low.

5.2 Financial

The costs of implementing the Public Spaces Protection Orders and undertaking publicity work can be accommodated from within existing budgets. It is expected that income generated from the fixed penalty notice will be low. The financial risk arising from this report is, therefore, assessed as low.

6 OTHER CONSIDERATIONS

In preparing this report, the relevance of the following factors has also been considered: prevention of crime and disorder, equalities, environmental, climate change, health, human rights, personnel and property.

7 CONTACT INFORMATION

Ashley Watts, Head of Community Development
Tel: 01629 761367, Email: ashley.watts@derbyshiredales.gov.uk

Keith Postlethwaite, Parks and Street Scene Manager, Tel 01629 761377,
email keith.postlethwaite@derbsyhiredales.gov.uk

8 BACKGROUND PAPERS

Press Releases and e-newsletter – November 2017
Letters to Statutory Consultees – November 2017
Consultation Responses (12)

BACK TO AGENDA

THE ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014

**DERBYSHIRE DALES DISTRICT COUNCIL - DOG CONTROL PUBLIC SPACES
PROTECTION ORDER 2018**

Derbyshire Dales District Council (“the Council”) in exercise of its power under section 59 of the Anti-Social Behaviour, Crime and Policing Act 2014 (“the Act”) and of all other enabling powers being satisfied that the conditions set out in section 59 of the Act have been met hereby makes the following order:

1. The effect of this order is to impose the following prohibitions and/or requirements in the public places described in the Schedules to this order and where appropriate shown edged in red on the plans annexed to this order.

OFFENCES:

2. FOULING OF LAND BY DOGS

- a. If a dog defecates at any time on land to in schedule 1 of this order and a person who is in charge of the dog at that time fails to remove the faeces from the land forthwith, that person shall be guilty of an offence unless
 - i. He has reasonable excuse for failing to do so; or
 - ii. The owner, occupier or other person or authority having control of the land has consented (generally or specifically) to his failing to do so.
 - iii. That person is subject to the exemptions listed in article 6.

3. DOGS ON LEADS

- a. A person in charge of a dog shall be guilty of an offence if, at any time, on any land referred to in schedule 2 of this order, he does not keep the dog on a lead of not more than 1.5 metres in length unless—
 - i. he has a reasonable excuse for failing to do so; or
 - ii. the owner, occupier or other person or authority having control of the land has consented (generally or specifically) to his failing to do so.

4. DOGS ON LEAD BY DIRECTION

- a. A person in charge of a dog shall be guilty of an offence if, at any time, on any land referred to in schedule 3 of this order, he does not comply with a direction given him by an authorised officer of the Council to put and keep the dog on a lead of not more than 1.5 metres in length unless—
 - i. he has a reasonable excuse for failing to do so; or
 - ii. the owner, occupier or other person or authority having control of the land has consented (generally or specifically) to his failing to do so.
- b. For the purposes of this article –

- i. An authorised officer of the Council may only give a direction under this Order to put and keep a dog on a lead if such restraint is reasonably necessary to prevent a nuisance or behaviour by the dog likely to cause annoyance or disturbance to any other person on any land to which this Order applies or the worrying or disturbance of any animal or bird.

5. DOGS EXCLUSION

- a. A person in charge of a dog shall be guilty of an offence if, at any time, he takes the dog onto, or permits the dog to enter or to remain on, any land referred to in schedule 4 unless –
 - i. he has a reasonable excuse for failing to do so; or
 - ii. the owner, occupier or other person or authority having control of the land has consented (generally or specifically) to his failing to do so.
 - iii. That person is subject to the exemptions listed in article 6

6. EXEMPTIONS

- a. Nothing in articles 2 and 5 shall apply to a person who –
 - i. is registered as a blind person in a register compiled under section 29 of the National Assistance Act 1948; or
 - ii. is deaf, in respect of a dog trained by Hearing Dogs for Deaf People (registered charity number 293358) and upon which he relies for assistance; or
 - iii. has a disability which affects his mobility, manual dexterity, physical coordination or ability to lift, carry or otherwise move everyday objects, in respect of a dog trained by a prescribed charity and upon which he relies for assistance; or
 - iv. is training an assistance dog for one of the prescribed charities or such other charity/approved body as is considered appropriate by the Council.
 - b. Nothing in this order shall apply to the normal activities of a working dog, whilst the dog is working. This includes dogs that are being used for work in connection with emergency search and rescue, law enforcement and the work of Her Majesty's armed forces; and farm dogs that are being used to herd or drive animals.
7. For the purpose of this order:
- a. a person who habitually has a dog in his possession shall be taken to be in charge of the dog at any time unless at that time some other person is in charge of the dog;
 - b. placing the faeces in a receptacle on the land which is provided for the purpose or for the disposal of waste shall be sufficient removal from the land;
 - c. being unaware of the defecation (whether by reason of not being in the vicinity or otherwise), or not having a device for or other suitable means of removing the faeces shall not be a reasonable excuse for failing to remove the faeces;

- d. An “authorised officer of the authority” means an employee, partnership agency or contractor of the Council who is authorised in writing by the Council for the purpose of giving direction under the order.
- e. Each of the following is a prescribed charity
 - i. Dogs for the Disabled (registered charity number 700454)
 - ii. Support Dogs (registered charity number 1088281);
 - iii. Canine Partners for Independence (registered charity number 803680).

8. PENALTY

A person guilty of an offence under this order shall be liable on summary conviction to a fine not exceeding level 3 on the standard scale or fixed penalty notice of a maximum £100.

9. IN FORCE

This Public Spaces Protection Order shall come into effect on [DATE] for a period of three years until [DATE].

Dated this day of 2018

the COMMON SEAL of DERBYSHIRE DALES DISTRICT COUNCIL was hereto affixed in the presence of:

Head of Corporate Services
No. in deeds register

(Schedule of locations to be attached)

THE ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014

PUBLIC SPACES PROTECTION ORDER 2018

DERBYSHIRE DALES DISTRICT COUNCIL – PARKS AND OPEN SPACES

Derbyshire Dales District Council (“the Council”) in exercise of its power under section 59 of the Anti-Social Behaviour, Crime and Policing Act 2014 (“the Act”) and of all other enabling powers being satisfied that the conditions set out in section 59 of the Act have been met hereby makes the following order:

1. The effect of this order is to impose the following prohibitions and/or requirements in the public places described in the schedule to this order and where appropriate shown edged in red on the plans annexed to this order.

OFFENCES:

10. PROHIBITION OF FIRES AND BARBEQUES

- a. No individual shall light or maintain a fire, stove, barbeque or anything of a similar nature within the area referred to in Schedule 1 of this Order unless prior written consent has been obtained from the Council.
- b. No individual shall be permitted to be associated with a fire, stove, barbeque or anything of a similar nature within the area referred to in Schedule 1 of this Order unless prior written consent has been obtained from the Council.
- c. Any person on request by an Authorised Person, Police Officer or Police Community Support Officer shall
 - i. dispose of items related to the fire or barbeque as directed and/or;
 - ii. permit a Council, Police or fire officer to extinguish a fire

11. PROHIBITION OF DRIVING OR PARKING ON PARKS AND OPEN SPACES

- a. If an individual, without reasonable excuse, drives or parks his Vehicle on the areas referred to in Schedule 2 of this Order that person shall be guilty of an offence unless
 - i. for the purposes of emergency vehicles gaining access to, or attending to, an incident;
 - ii. that person has obtained written consent from the Council prior to driving or parking his Vehicle on the area referred to in Schedule 2.

12. For the purpose of this order:

- a. An “Authorised Person” means an employee, partnership agency or contractor of the Council who is authorised in writing by the Council for the purpose of giving direction under the order.
- b. “Vehicle” means any trailer or mechanically propelled vehicle which includes but is not limited to; motorcars motorcycles, quadbikes or caravans.

13. PENALTY

A person guilty of an offence under articles 1 and 2 above, under section 67 of the Act is liable on summary conviction to a fine not exceeding level 3 on the standard scale or a fixed penalty notice of a maximum £100.

14. IN FORCE

This Public Spaces Protection Order shall come into effect on [DATE] for a period of three years until [DATE].

Dated this day of 2018

the COMMON SEAL of DERBYSHIRE DALES DISTRICT COUNCIL was hereto affixed in the presence of:

Head of Corporate Services
No. in deeds register

(Schedule of locations to be attached)

THE ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014

PUBLIC SPACES PROTECTION ORDER 2018

DERBYSHIRE DALES DISTRICT COUNCIL - ALCOHOL CONTROL

Derbyshire Dales District Council (“the Council”) in exercise of its power under section 59 of the Anti-Social Behaviour, Crime and Policing Act 2014 (“the Act”) and of all other enabling powers being satisfied that the conditions set out in section 59 of the Act have been met hereby makes the following order:

2. The effect of this order is to impose the following prohibitions and/or requirements in the public places described in the schedule to this order and where appropriate shown edged in red on the plans annexed to this order.

OFFENCES:

15. PROHIBITION OF ALCOHOL CONSUMPTION

- a. Any person who continues consuming alcohol or anything which the Police Officer, Police Community Support Officer or Authorised Person reasonably believes to be alcohol, in the Designated Area when asked to stop by a Police Officer, Police Community Support Officer or Authorised Person under s.63 of the Act commits an offence unless
 - i. he has a reasonable excuse for failing to do so; or
 - ii. that person is subject to the exemptions listed in article 2.
- b. Any person who fails to surrender any alcohol, container for alcohol in his possession or anything which the Police Officer, Police Community Support Officer or Authorised Person reasonably believes to be alcohol when asked to do so by Police Officer, Police Community Support Officer or Authorised Person under s.63 of the Act in the Designated Area, commits an offence unless
 - i. he has a reasonable excuse for failing to do so; or
 - ii. that person is subject to the exemptions listed in article 2.

16. EXEMPTIONS

Nothing in article 1 shall apply to –

- a. premises authorised by a Premises Licence to be used for the Supply of Alcohol;
- b. premises authorised by a Club Premises Certificate to be used by the Club for the Supply of Alcohol;
- c. a place within the curtilage of premises within paragraph (a) or (b) of this article ;
- d. premises which by virtue of Part 5 of the Licensing Act 2003 may at the relevant time be used for the Supply of Alcohol or which, by virtue of that Part, could have been used within 30 minutes before that time;

- e. a place where facilities or activities relating to the sale or consumption of Alcohol are at the relevant time permitted by virtue of a permission granted under Section 115 of the Highways Act 1980 (highway related uses)

17. For the purpose of this order:

- a. an "Authorised Person" means an employee, partnership agency or contractor of the Council who is authorised in writing by the Council for the purpose of giving direction under the order;
- b. the "Designated Area" is the land within the Council's area described by Schedule 1 and edged red on the attached plans;
- c. "Alcohol" has the meaning given by section 191 of the Licensing Act 2003;
- d. "Club Premises Certificate" has the meaning given by section 60 of the Licensing Act 2003;
- e. "Premises Licence" has the meaning given by section 11 of the Licensing Act 2003
- f. "Supply of Alcohol" has the meaning given by section 14 of the Licensing Act 2003
- g. a Police Officer, Police Community Support Office or an Authorised Person may dispose of anything surrendered under article 1 in whatever way he or she thinks appropriate

18. PENALTY

A person guilty of an offence under Article 1 above, under section 63 of the Act is liable on summary conviction to a fine not exceeding level 2 on the standard scale or fixed penalty notice of a maximum £100.

19. IN FORCE

This Public Spaces Protection Order shall come into effect on [DATE] for a period of three years until [DATE].

Dated this day of 2018

the COMMON SEAL of DERBYSHIRE DALES DISTRICT COUNCIL was hereto affixed in the presence of:

Head of Corporate Services
No. in deeds register

(Schedule of locations to be attached)

Public Space Protection Order Final Proposals

Site	Exclusion	Dogs on Leads	Dog Fouling	Lead by Direction	No BBQs	No Parking	Alcohol Control
Ashbourne							
Cavendish Drive Play Area	✓ (Play Area Only)	✓	✓		✓	✓	✓
Ashbourne Cemetery		✓	✓				
Ashbourne Recreation Ground	✓ (Enclosed Play Area Only)	✓ 11am - 4pm	✓	✓ 4pm - 11am	✓	✓	✓
Brickyard Play Area	✓ (Play Area Only)	✓	✓		✓	✓	✓
Fishpond Meadow			✓	✓	✓	✓	✓
Highfield Road Play Area	✓ (Play Area Only)	✓	✓		✓	✓	✓
Memorial Gardens		✓	✓		✓	✓	✓
Thorpe View Play Area	✓ (Enclosed Play Area Only)	✓	✓		✓	✓	✓
Bankcroft Picnic Area		✓	✓		✓	✓	✓
Ashford in the Water							
Hall Orchard Playing Field	✓		✓				
Bakewell							
Bakewell Cemetery		✓	✓				
Bakewell Recreation Ground	✓ (Enclosed Play Area Only)	✓ 11am - 4pm	✓	✓ 4pm - 11am	✓	✓	✓
Tennis Courts	✓		✓		✓	✓	✓
Bath Gardens		✓	✓		✓	✓	✓
Riverside Walk		✓	✓		✓	✓	✓
Bonsall							
Bonsall Play Area	✓ (Enclosed Play Area Only)		✓	✓	✓	✓	✓
Memorial Gardens		✓	✓				
Bandstand at the Cross		✓	✓				
Old School Yard		✓	✓				
Nether Green		✓	✓				
Bradwell							
Recreation Ground	✓		✓				
Recreation Ground	✓		✓				
Peace Gardens	✓		✓				
Brailsford							
The Plain	✓ (Play Area Only)	✓	✓				
Brailsford Cemetery		✓	✓				

Site	Exclusion	Dogs on Leads	Dog Fouling	Lead by Direction	No BBQs	No Parking	Alcohol Control
------	-----------	---------------	-------------	-------------------	---------	------------	-----------------

Brassington							
Brassington Cemetery		✓	✓				
Brassington Play Area	✓		✓				
Brassington Recreation Field		✓	✓				
Brassington Picnic Area		✓	✓				
Brassington Village Green		✓	✓				
Brassington Village Pond		✓	✓				

Chelmorton							
Chelmorton Play Area	✓		✓				

Cromford							
Cromford Memorial Gardens		✓	✓		✓	✓	✓
Cromford Play Area	✓		✓		✓	✓	✓
St Marks Churchyard		✓	✓				
Scarthin War Memorial		✓	✓				
Steeple Arch Cemetery		✓	✓				
Cromford School Playing Fields	✓		✓				

Darley Dale							
Broadwalk Recreation Ground	✓ (Play Area Only)		✓	✓	✓	✓	✓
The Parkway Recreation Ground	✓ (Play Area Only)		✓	✓	✓	✓	✓
Darley Dale Cemetery		✓	✓				
Northwood Recreation Ground	✓ (Play Area Only)		✓	✓	✓	✓	✓
Willow Way Play Area	✓ (Enclosed Play Area Only)		✓	✓	✓	✓	✓
Whitworth Park	✓ (Enclosed Play Area Only)		✓	✓			

Doveridge							
Playing Fields		✓	✓		TBC		
Doveridge Burial Ground		✓	✓				
Meadow View Pathway		✓	✓		TBC		

Foolow							
Foolow Village Green		✓	✓				

Hathersage							
King George Playing Fields	✓		✓				

Hognaston							
Play Area	✓		✓				

Hulland Ward							
Area of Land at Moss Lane		✓	✓				
Play Area	✓		✓				

Site	Exclusion	Dogs on Leads	Dog Fouling	Lead by Direction	No BBQs	No Parking	Alcohol Control
------	-----------	---------------	-------------	-------------------	---------	------------	-----------------

Kniveton							
Village Recreation Ground	✓ (Enclosed Play Areas Only)	✓	✓				

Litton							
Litton Play Area							✓

Matlock							
Cavendish Rd Play Area & Paths	✓ (Play Area Only)	✓	✓		✓	✓	✓
Orchard Play Area	✓ (Play Area Only)		✓	✓	✓	✓	✓
Allen Hill Park		✓	✓		✓	✓	✓
Artist Corner Picnic Area		✓	✓		✓	✓	✓
Dimple Recreation Ground	✓ (Play Area Only)		✓	✓	✓	✓	✓
Hall Leys Park	✓ (Encl. Play Area, Tennis Courts & Bowls Area Only)	✓ 11am - 4pm	✓	✓ 4pm - 11am	✓	✓	✓
Sensory Garden		✓	✓		✓	✓	✓
Smedley Street Park	✓		✓		✓	✓	✓
Starkholmes Memorial		✓	✓				
Starkholmes Playing Field	✓ (Enclosed Play Area Only)		✓	✓	✓	✓	✓
Victoria Gardens			✓	✓		✓	✓
War Memorial Pic Tor		✓	✓				
Morledge Recreation Area			✓	✓	✓	✓	✓
Swan House POS (Pig Meadow)		✓	✓		✓	✓	✓
Diana Memorial Gardens		✓	✓				
Denefields			✓	✓			
Wellfield Allotments		✓	✓				
Megdale Community Garden		✓	✓				
Hurst Rise Playing Field	✓ (Encl. Play Area & Multi Sport Area Only)		✓	✓	✓	✓	✓

Matlock Bath							
Derwent Gardens	✓ (Enclosed Play Area Only)	✓	✓		✓	✓	✓
Lovers Walk Park Area	✓ (Enclosed Play Area Only)	✓	✓		✓	✓	✓
Matlock Bath Memorial Gardens		✓	✓				
Pavilion Park Area		✓	✓		✓	✓	✓
Riverside Picnic Area		✓	✓		✓	✓	✓

Site	Exclusion	Dogs on Leads	Dog Fouling	Lead by Direction	No BBQs	No Parking	Alcohol Control
Middleton by Wirksworth							
Middleton Cemetery		✓	✓				
Middleton Play Area	✓ (Enclosed Play Area Only)		✓	✓	✓	✓	✓
Middleton Village Green		✓	✓				
Millennium Gardens	✓		✓				
Middleton by Youlgreave							
Play Area	✓		✓				
Rowsley							
Play Area	✓		✓		✓	✓	✓
Rowsley Recreation Play Area	✓		✓				
South Darley							
The Plantation		✓	✓				
Stanton in the Peak							
The Green	✓		✓				
Stoney Middleton							
Playing Fields	✓ (Enclosed Play Area Only)	✓	✓				
Sudbury							
Sudbury Sports Field	✓		✓				
Tansley							
Tansley Village Green	✓ (Enclosed Play Area Only)	✓	✓		✓	✓	✓
Tansley Church & Burial Ground		✓	✓				
Footpath - Goldhill to Spout Lane		✓	✓				
Winstler							
Winstler Churchyard		✓	✓				
Winstler Cemetery		✓	✓				
Play Area	✓		✓				
Wirksworth							
Bolehill Playing Field	✓ (Play Area Only)		✓	✓	✓	✓	✓
Fanny Shaw Cemetery		✓	✓				
Fanny Shaw Playing Field	✓ (Play Area Only)		✓	✓	✓	✓	✓

The Dale Play Area	✓		✓		✓	✓	✓
Gorse Bank Play Area	✓ (Encl. Play Area, Play Area & Multi Games Area)		✓	✓	✓	✓	✓
Yokecliffe Park	✓ (Play Area Only)		✓		✓	✓	✓
Site	Exclusion	Dogs on Leads	Dog Fouling	Lead by Direction	No BBQs	No Parking	Alcohol Control
Wirksworth (continued)							
Memorial Gardens		✓	✓				
St Marys Churchyard		✓	✓				
Kingsfield Play Area	✓		✓				
Wash Green Play Area	✓						

Youlgreave							
Site	Exclusion	Dogs on Leads	Dog Fouling	Lead by Direction	No BBQs	No Parking	Alcohol Control
Play Area	✓		✓				
Allotments	✓		✓				
QE11 Playing Fields	✓		✓				

Parish/Town Council Land

DDDC Land

Public Space Protection Order - Revisions Relating to Dog Control

Ashbourne							
Site	Street	Exclusion	Dogs on Leads	Dog Fouling	Lead by Direction	NOTES	Reason
Brickyard Play Area	Old Derby Road	✓ (Play Area Only)		✓	✓	Amended to Dogs on Leads	Numerous complaints from residents regarding roaming dogs. Concerns from parents whose children have been intimidated by dogs which have not been kept under control and reports of dogs urinating in play area.
Premier Avenue Path	Premier Avenue		✓			Removed	Requested by Councillor Bull in 2015 following numerous complaints from residents. This area is still held by the developer, awaiting transfer to Derbyshire Dales District Council.
Bonsall							
Horsedale Path (verges)	Horsedale		✓			Removed	Removed as the area of land is unenforceable. (Narrow inclined pathside cannot be walked on)

BACK TO AGENDA

COMMUNITY & ENVIRONMENT COMMITTEE
22 FEBRUARY 2018

Report of the Head of Community Development and Environmental Services

IMPLEMENTATION OF PARKING POLICY 2017 - Off-Street Parking Places Amendment (No3) Order 2018

PURPOSE OF REPORT

This report considers representations made in respect of the proposed amendments to the Off-Street parking Places Order in relation to the introduction of short stay parking on Edgefold Road Car Park, Matlock.

RECOMMENDATIONS

That the Off-Street Parking Places (Amendment No3) Order 2018, as described within the appendix to this report, be approved and implemented in accordance with section 35 and Part III of Schedule 9 of the Road Traffic Regulation Act 1984 and the Local Authority Traffic Orders (Procedure)(England and Wales) Regulations 1996.

WARDS AFFECTED

Matlock

STRATEGIC LINK

The Review of Parking services accords with the District Council's values and aims of creating "a thriving district" and to "provide a clean and safe district" as expressed in the Corporate Plan 2015/19.

1 REPORT

1.1 Background

A report was presented to a meeting of this committee on 5th December 2017, which recommended that Edgefold Road car park should remain free, but should be limited to a maximum stay, during peak hours, of 1 hour. In introducing such a change, there is a requirement to amend the current Off Street Parking Places Order.

1.2 Procedure for making the proposed Parking Order Amendment

A special procedure for the making and amending of off street parking orders is laid down by section 35 and part iii of the Road Traffic Regulation Act 1984 and the Local Authority Traffic Orders (Procedure)(England and Wales) Regulations 1996.

Under this procedure, the Council must consult Police, Highway Authority, Freight Transport Association, Road Haulage Association and other organisations representing persons likely to be affected by the proposed order, as the Council thinks it appropriate to consult.

The Council must also publish general details of the proposed order in a local newspaper, deposit relevant documents in a public office for inspection by the public and take such other steps as it considers appropriate for ensuring adequate publicity of the proposals.

Any person may object to the Council's proposals within 21 days of the date the Council complied with the requirements above.

Before making the proposed order, the Committee must consider all objections duly made and not withdrawn. The Committee may modify the proposed order in the light of the objections. If the Committee considers that its modifications are substantial, then the Council must re-consult on the order. Alternatively, the Committee may make an order giving effect to parts of the proposed order, whilst deferring a decision on the remainder.

If the Committee decides to make the proposed order, then details must be published in a local paper within 14 days, a copy of the order deposited for public inspection and other publicity measures taken. In addition, all objectors must be sent a copy of the new order and reasons given where the Committee has not fully acceded to their objection.

1.3 How the Council has followed procedure

The following bodies were consulted by letter or email:-

- Derbyshire Constabulary
- Highway Authority (Derbyshire County Council)
- Freight Transport Association
- Road Haulage Association
- AA
- Derbyshire Fire and Rescue Service
- Derbyshire Ambulance Service
- Town and Parish Councils
- Councillors

General details of the proposed Amendment to the Order were published in an advert in the Matlock Mercury on 4th January 2018. Copies of the text of the newspaper notice were put up at Edgefold Road car park, being the only area affected by the Order. A copy of the draft Amendment Order, together with copies of the original Order and Amendment Orders (1 & 2) were deposited at the Town Hall, Bank Road, Matlock.

1.4 Representations Received

There has been one recorded viewing of the deposited draft Amendment Order at the Town Hall. No written representations have been received in respect of the proposed amendments.

In light of the above, it is recommended that the proposed Amendment Order, detailed in the accompanying appendix, be made without further modification.

2 RISK ASSESSMENT

2.1 Legal

The procedure for amending the Parking Order has been followed in full and is set out in detail in paragraph 1.2 of the report. There is, therefore, a low level of legal risk attached to implementing the recommendations proposed in this report.

2.2 Financial

It is unlikely that the proposed changes to the terms and conditions relating to the use of this free car park will have any impact on the Council's budget provision for 2018/19. The financial risk is low.

3 OTHER CONSIDERATIONS

In preparing this report, the relevance of the following factors has also been considered: prevention of crime and disorder, equalities, environmental, climate change, health, human rights, personnel and property.

4 CONTACT INFORMATION

Ashley Watts, Head of Community Development
Tel: 01629 761367, Email: ashley.watts@derbyshiredales.gov.uk

Keith Postlethwaite, Parks and Street Scene Manager, Tel 01629 761377,
email keith.postlethwaite@derbsyhiredales.gov.uk

5 BACKGROUND PAPERS

No Representations received in respect of Statutory Notice of 04/01/18

6 ATTACHMENT

Appendix 1 – Off-Street Parking Places (Amendment No. 3) Order 2018



OFF-STREET PARKING PLACES (AMENDMENT NO. 3) ORDER 2018

The Derbyshire Dales District Council with the consent of Derbyshire County Council hereby made the following Order under Section 35(1) and (3) of the Road Traffic Regulation Act 1984 and Schedule 9 of the said Act and all other enabling powers hereby makes the following Order:-

- A) This Order shall come into operation on the 1st April 2018 and may be cited as “The Off-Street Parking Places (Amendment No. 3) Order 2018”.
- B) This Order is supplemental to The Derbyshire Dales District Council (Off Street Parking Places) Order 2013 (as amended) (“the 2013 Order”), which subject to the amendments hereinafter mentioned remains in full force and effect.
- C) The 2013 Order shall be amended as set out in the following provisions of this Order.
- D) Amendment to Schedule 1 of the 2013 Order

The Maximum Period For Which Vehicles May Wait at Column 7 of Map Reference No. 26 (Edgefold Road Car Park, Matlock) shall be amended to read:-

“1 hour during peak hours, no return within 1 hour”

Given under the Common Seal of Derbyshire Dales District Council on the _____ day of _____ 2018

THE COMMON SEAL of)
 DERBYSHIRE DALES DISTRICT)
 COUNCIL was hereunto affixed)
 in the presence of:-)

(Seal No.)

Head of Corporate Services

BACK TO AGENDA

COMMUNITY AND ENVIRONMENT COMMITTEE
22 FEBRUARY 2018

Report of the Head of Community & Environmental Services

REMOVAL OF FLY TIPPED WASTE

PURPOSE OF REPORT

This report requests that a supplementary revenue estimate is approved to cover the cost associated with two fly tipping incidents within the District.

RECOMMENDATION

That a Supplementary Revenue Estimate for 2017/18 in the sum of £13,684 is approved to be funded from the General Reserve for the removal of fly tipped waste in Taddington and Bakewell.

WARDS AFFECTED

Bakewell and Taddington

STRATEGIC LINK

Removal of fly tipping has a direct link to the Council's objective for a Clean and Safe District.

1. REPORT

- 1.1 On 21 December 2017 the Council was made aware of a large fly tip along Moor Lane in Taddington, as seen in Appendix 1. After inspection by the Environmental Services team, it was referred to the Environment Agency (EA) via colleagues in the Regulatory Services department.
- 1.2 On 2 January 2018 another large fly tip containing similar materials was reported. This was sited on the A617 between Bakewell and Baslow (Appendix 2). Again, this was referred to the EA via colleagues from Regulatory Services.
- 1.3 The District Council has an obligation, as the waste disposal authority to remove the waste. The role of the EA is to act as the investigatory and regulatory authority if the tip exceeds 20 tonnes in weight or is likely to be linked to organised criminal activity.
- 1.4 The total amount of waste was in excess of 100 tonnes. The cost of removing this amount of waste is far in excess of the allocated budgetary provision. Therefore, £13,684 is sought from the General Reserve to cover the cost of removal and appropriate disposal.

2. RISK ASSESSMENT

2.1 Legal

The District Council has a duty to remove waste as a result of fly tipping. The legal risk is therefore low.

2.2 Financial

As set out in the report, the cost of dealing with this fly tipping is £13,684, which cannot be accommodated within current budgetary provision. In accordance with Financial Regulations, a supplementary estimate is required. There is sufficient in the General Reserve to fund this. The financial risk is assessed as low.

3. OTHER CONSIDERATIONS

In preparing this report, the relevance of the following factors has also been considered: prevention of crime and disorder, equalities, environmental, climate change, health, human rights, personnel and property.

4. CONTACT INFORMATION

Ashley Watts
Head of Community & Environmental Services
Tel: 01629 761367
Email: ashley.watts@derbyshiredales.gov.uk

5. LIST OF BACKGROUND PAPERS

None

6. ATTACHMENTS

Appendix 1 – Photo of fly tipped waste (Taddington)
Appendix 2 – Photo of fly tipped waste (A619)

BACK TO AGENDA



